

Mayer Park – Open Air Cinema (Proposal)

The Friends of Mayer Park (FOMP) has devised a proposal to deliver Open Air Cinema screenings at Mayer Park throughout the 2015/16 Summer.

This proposal has come about as a result of various discussions that have taken place in recent months with assorted park users, sporting clubs, local residents and families that frequent the park.

This proposal has been warmly welcomed by all. These screenings would be designed to maximise community engagement and ‘bring people together’, as well as connecting to themes that are already part of the Council and Community calendar of events (eg. White Ribbon Week (Nov), Christmas (Dec) and Midsumma Festival (Jan)).

Many initial meetings have taken place to assess the logistical feasibility of such a proposal:

- Open Air Cinema experts ‘Blow Up Cinema’ have been engaged in discussions on this initiative, including potential screening schedule and logistics.
- The initial proposal is to hold 6 screenings throughout the 2015/16 Summer on Friday nights.
- Approx. cost of screenings – \$2K each. This cost could be reduced once certain efficiencies and opportunities are put into place eg. temporary storage of equipment at Mayer Park, sponsorship by local businesses. This would make the initial total cost Council \$12K, with a view to reducing this through the above opportunities.
- Sporting Clubs, eg. the Fijian Victorian Cricket Club, have also been involved in favourable discussions regarding operating the kiosk during the screenings.
- Possible market stands to operate during the pre-screening period on the night. Thornbury Women’s Neighbourhood House and local market operators have been involved in discussions.
- Food/Coffee trucks have been involved in discussions to assist in facilitating additional food & drink requirements on these evenings.
- Friends of Mayer Park members have availed themselves to volunteer their assistance during these events.

We look forward to Council’s consideration of this proposal. Please contact us to discuss next steps at your earliest convenience.

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