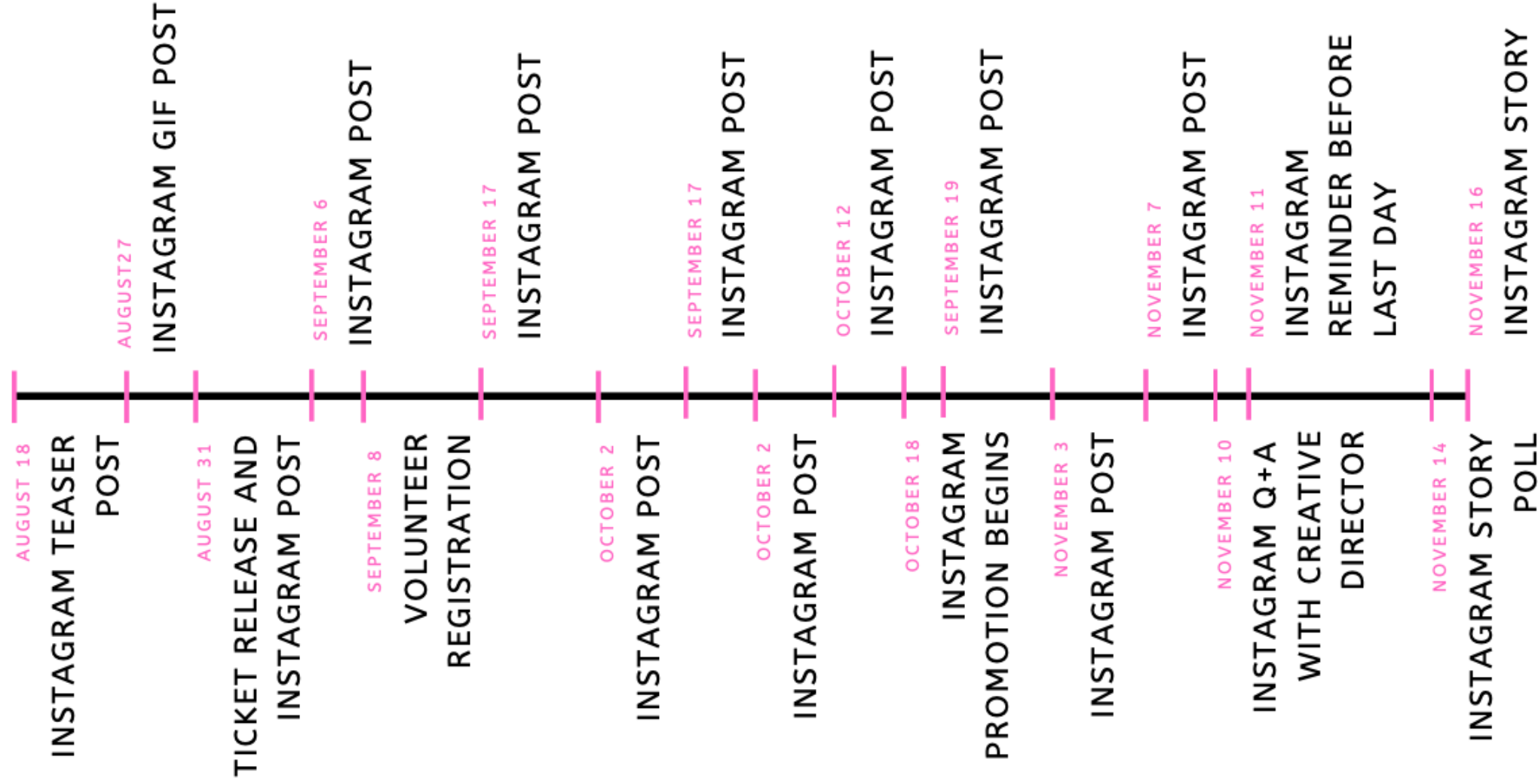


OCTOBER 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
				Contact successful volunteers with induction logistics	Design consult	Instagram post
3	4	5	6	7	8	9
	Time allowing for reprinting					
10	11	12	13	14	15	16
		Instagram post				
17	18	19	20	21	22	23
	Instagram promotion begins	Instagram post				
24	25	26	27	28	29	30
		Call Harry the Hirer to confirm hire equipment and delivery		Volunteer induction		
31						

NOVEMBER 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
			Instagram post		Call to confirm bump in	BUMP IN 8AM- 11AM Event tech rehearsal
7	8	9	10	11	12	13
Instagram post			Instagram Q + A with Creative Director	Instagram reminder for last day	Closing Night Close ticket purchase at 4pm Call to confirm bump out times	BUMP OUT 9AM- 11AM
Every morning and night go through exhibition space and foyer checking carpet, images, walls, lights and projections are presentable.						
Every night turn lights off and vacuum space to ensure the floor is clean and free of hazards.						
Throughout the week repost peoples Instagram story posts when tagged.						
14	15	16	17	18	19	20
Instagram story poll	Event recap and evaluation	Instagram story of artworks				

SCHEDULE

MARKETING TIMELINE



SUSTAINABILITY

Through our designing and styling stages we have ensured that no waste has been unnecessarily created through paper wastage or travel transmissions as planning and contact collaborations when possible have been created digitally and online. Black corinthian panels have been hired to create the walls of the space to save the use of paint and time to paint and re-paint the event space walls.

SOCIAL MEDIA

We aim for our instagram account to reach 64,000 - 170,000 new accounts through our paid promotion and story reposting. Reaching new accounts will grow our audience for future projects. Our promotion will range over 30 days, targeting male and females, aged 17-35.

FINANCIAL

We financially hope to come under \$30,000 budget, as well as making sales from our collateral items.

DELIVERABLES

Category	Item	Quantity
Event space	Carpet	Approximately 1690 x 16100 mm
	Black panels	86 metres of coverage in length
	Image printing	4 large images
	LED spotlights	16
	Projector	1
	Floor decals	1 Outdoor 10 Indoor
	Roofing	Approximately 1690 x 16100 mm
Collateral	Tote bags	Made to order
	T-shirts	Made to order
Marketing	Brochure stand	2

Category	Item	Units
Marketing	Brochures	250
	Feather flag	2
	Posters large	4
	Posters medium	4
	Instagram promotions	30 Days
	Blu Tack	1
	Adhesive Velcro Dots	160 dots
Staff	Volunteer students	20
	Social media manager	25 hours

MATERIAL LIST

LUMIERE

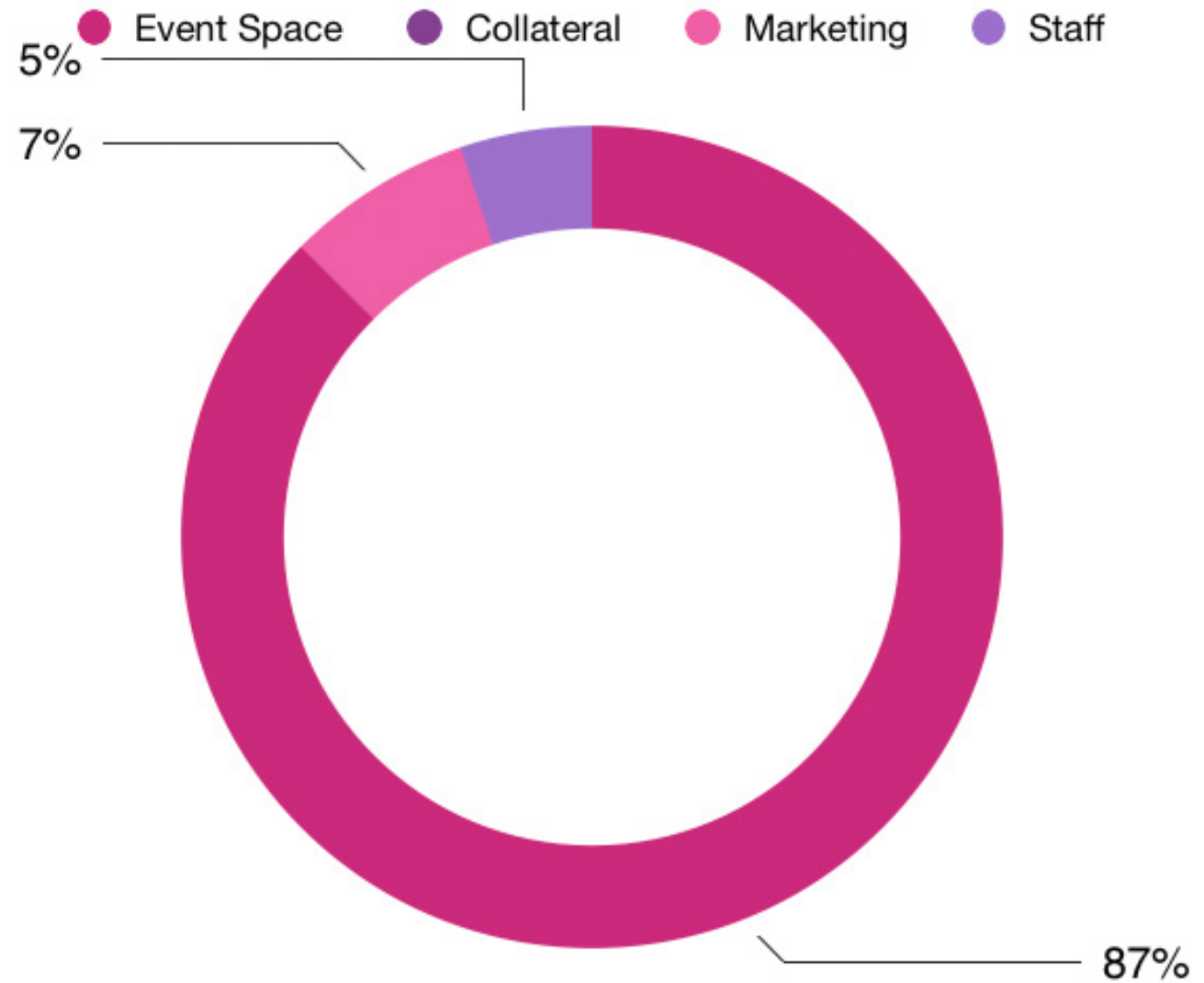
BUDGET: \$30,000

Category	Item	Location/ Organisation	Contact	Units	Price
Event space	Charcoal carpet tiles 1msp	Harry The Hirer 81-95 Burnley Street Richmond VIC 3121	Amanda Thomson 0408 039 923	202 \$8.00 each	\$1,616.00
	Multi-link panels 2.0 x 1.2m black vertical	Harry The Hirer 81-95 Burnley Street Richmond VIC 3121	Amanda Thomson 0408 039 923	87 \$90 each	\$7,830.00
	3mm Corflute single sided 0.8m x 1m	Harry The Hirer 81-95 Burnley Street Richmond VIC 3121	Amanda Thomson 0408 039 923	60 \$150 each	\$7,200.00
	WP Quad par - RGBW LED	Harry The Hirer 81-95 Burnley Street Richmond VIC 3121	Amanda Thomson 0408 039 923	16 \$77 each	\$1,232.00
	Data Projector - 3000 Lumens (NEC NP-V311X)	Harry The Hirer 81-95 Burnley Street Richmond VIC 3121	Amanda Thomson 0408 039 923	1 \$360 each	\$360.00
	Floor decals 40 x 60 cm	Vistaprint	1800-864-973	1 Outdoor \$37.99 each 10 Indoor \$19.99 each	\$237.39
	Plain Calico Fabric Black 280 cm	Spotlight 224-234 Canterbury Rd, Bayswater North VIC 3153	(03) 9729 8077	6 (7 x 2.80 metres) 9.59 metre	\$978
Collateral	Classic cotton tote bags	Vistaprint	1800-864-973	100 \$11.49 each	Made to order
	Fruit of the Loom® Ink Printed 100% Cotton Short-Sleeve T-Shirt	Vistaprint	1800-864-973	100 \$17.77	Made to order
Marketing	Brochure stand set up A4 6 Tier - Aluminium	Harry The Hirer 81-95 Burnley Street Richmond VIC 3121	Amanda Thomson 0408 039 923	2	Complimentary
	A4 bi-fold Brochures	Vistaprint	1800-864-973	250 \$0.68	\$167.61
	Medium feather flag single sided	Vistaprint	1800-864-973	2 \$189.40 each	\$378.80
	Posters B1 (707 x 1000mm)	Vistaprint	1800-864-973	4 \$29.75 each	\$119.00
	Posters (286 x 439 mm)	Vistaprint		4 \$6.25 each	\$24.99
	Instagram promotions	Instagram		30 Days \$30 a day	\$900
	Bostik Blu Tack Removable Adhesive 75g	Officeworks Shop 1 & 2 461 Bourke Street, Melbourne, VIC 3000	(03) 9691 4500	1 \$1.25	\$1.25
	J.Burrows Hook & Loop Heavy Duty Adhesive Dots 16mm 20PK	Officeworks Shop 1 & 2 461 Bourke Street, Melbourne, VIC 3000	(03) 9691 4500	8 x 20pk \$5.28	\$42.24
Staff	Volunteer students	Whitehouse Institute of Design, Melbourne	(03) 9600 3625	-	-
	Social media manager	-		Hourly \$46.15	25 hours \$1,153.75
TOTAL					\$22,241.03

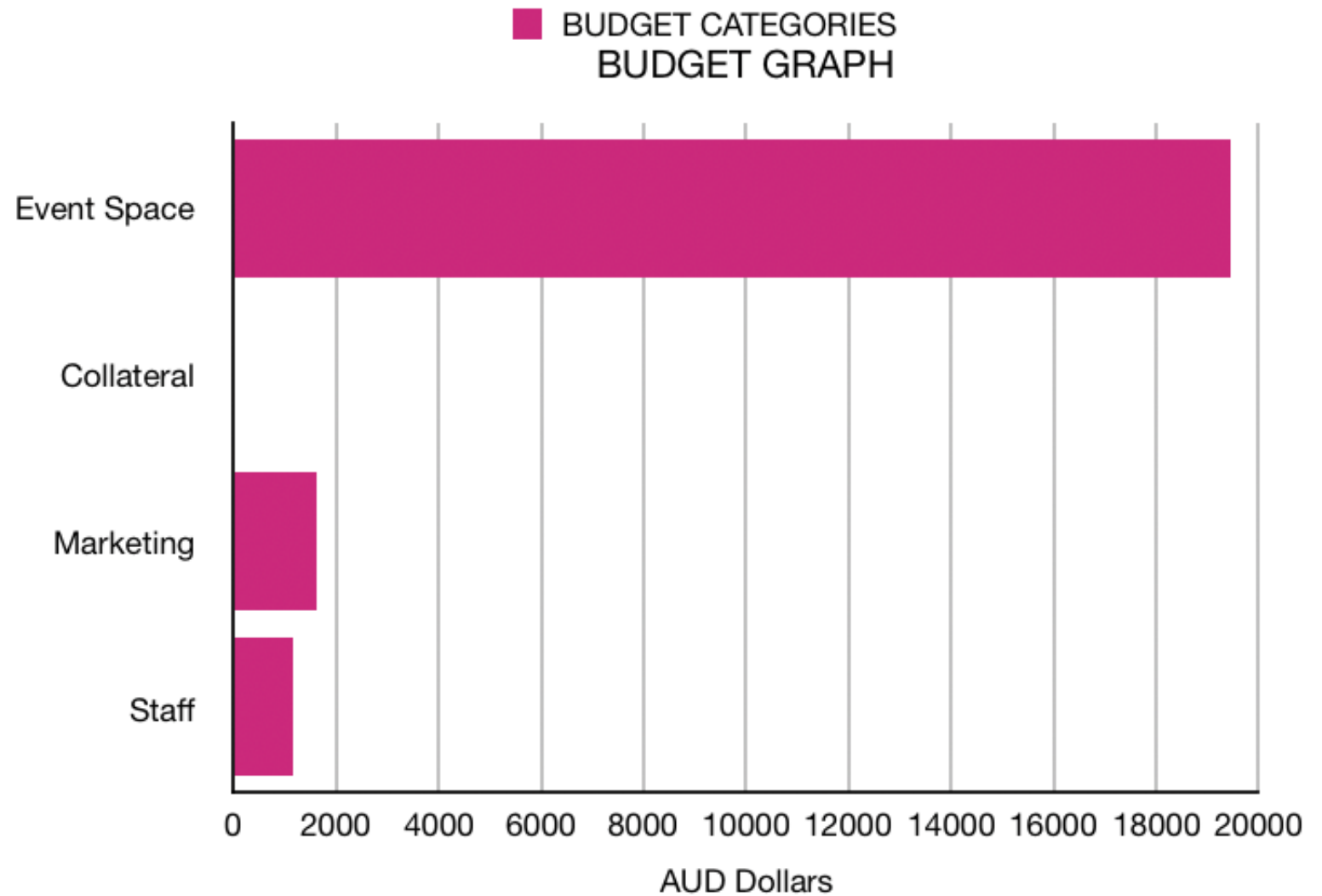
BUDGET

Category	Item	Units	Price	
Event space	Charcoal carpet tiles 1msp	202 \$8.00 each	\$1,616.00	\$19,453.39
	Multi-link panels 2.0 x 1.2m black vertical	87 \$90 each	\$7,830.00	
	3mm Corflute single sided 0.8m x 1m	60 \$150 each	\$7,200.00	
	WP Quad par - RGBW LED	16 \$77 each	\$1,232.00	
	Data Projector - 3000 Lumens (NEC NP-V311X)	1 \$360 each	\$360.00	
	Floor decals 40 x 60 cm	1 Outdoor \$37.99 each 10 Indoor \$19.99 each	\$237.39	
	Plain Calico Fabric Black 280 cm	6 (7 x 2.80 metres) 9.59 metre	\$978	
Collateral	Classic cotton tote bags	100 \$11.49 each	Made to order	\$0
	Fruit of the Loom® Ink Printed 100% Cotton Short-Sleeve T-Shirt	100 \$17.77	Made to order	
Marketing	Brochure stand set up A4 6 Tier - Aluminium	2	Complimentary	\$1,633.89
	A4 bi-fold Brochures	250 \$0.68	\$167.61	
	Medium feather flag single sided	2 \$189.40 each	\$378.80	
	Posters B1 (707 x 1000mm)	4 \$29.75 each	\$119.00	
	Posters (286 x 439 mm)	4 \$6.25 each	\$24.99	
	Instagram promotions	30 Days \$30 a day	\$900	
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	J.Burrows Hook & Loop Heavy Duty Adhesive Dots 16mm 20PK	8 x 20pk \$5.28	\$42.24	
Staff	Volunteer students	-	-	\$1,153.75
	Social media manager	Hourly \$46.15	25 hours \$1,153.75	
TOTAL				\$22,241.03

BUDGET



BUDGET GRAPH




BUDGET GRAPH

Officeworks.com.au. Officeworks | Stationery, Laptops, Furniture, Paper at Low Prices. [online] Available at: <<https://www.officeworks.com.au>> [Accessed 14 July 2021].


Spotlight Australia. Spotlight Australia | Shop Fabric, Craft, Home + More!. [online] Available at: <<https://www.spotlightstores.com>> [Accessed 14 July 2021].

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BUDGET REFERENCES



info@harrythehirer.com.au
harrythehirer.com.au
ABN 78 004 959 362



Quote
Quote date 07/10/2021
Quote # Q1462213
Booking #
Client code Dunsh001

Client Dunshea Melanie
Attention
Address 672 Bourke Street
Melbourne
VIC 3000
Tel
Email melanie.dunshea@student.whitehouse.edu.au

Balance due \$28,385.45

Ordered by As Above
Mobile
Email

Delivery address
WHITE HOUSE MELB
672 BOURKE ST
MELBOURNE VIC 3001
STAND/AREA: STUDENT DESIGN PROJECT
Notes
Hypothetical student project for a design exhibition

Delivery time
Fri 6 Nov 8:00 AM - 11:00 AM
Use time
Fri 6 Nov 5:30 PM - Wed 13 Oct 21 9:00 PM
Pick up time
Sat 13 Nov 9:00 AM - 11:00 AM

Quantity	Description	Unit price	Total price
Flooring			
272	Carpet Tiles - Charcoal - 1msq	\$8.00	\$2,176.00
		Sub total	\$2,176.00
Furniture			
2	Brochure Stand Set Up A4 6 Tier - Aluminium	\$0.00	\$0.00
		Sub total	\$0.00
Panels			
87	Multi-link panels 2.0 x 1.2m black vertical	\$90.00	\$7,830.00
		Sub total	\$7,830.00
Signage			
60	3mm Corflute Single Sided 0.8m x 1m	\$150.00	\$7,200.00
		Sub total	\$7,200.00
Lighting & Rigging			
16	WP Quad par - RGBW LED	\$77.00	\$1,232.00
		Sub total	\$1,232.00
Audio Visual			
1	Data Projector - 3000 Lumens (NEC NP-V311X)	\$360.00	\$360.00
1	10.75' x 6' Stumpfi 16*9 Projection Screen (F&R surface)	\$296.00	\$296.00
		Sub total	\$656.00

MEETING MINUTES

9 July 2021 at 7:25 pm

Amanda Thomson- Harry the Hirer Consultant

0408 039 923

amandat@harrythehirer.com.au

MEETING CALLED BY	Melanie Dunshea
TYPE OF MEETING	Quote discussion
FACILITATOR	Amanda Thomson
TIMEKEEPER	Melanie Dunshea
ATTENDEES	Melanie Dunshea and Amanda Thomson

AGENDA TOPICS

TIME ALLOTTED	AGENDA TOPIC	PRESENTER
12:30- 1:00	Materials, labour and delivery costs for a hypothetical case	Amanda Thomson

DISCUSSION POINTS

- Black corinthian self standing panels
- Corflute printing with velcro into panel
- Sign-writing printing
- Brochure stands
- Carpet flooring
- Projection and LED spotlights

CONCLUSIONS

- Most cost effective way is to hire

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Quote	Amanda Thomson	5pm Monday 12th

OBSERVERS	
RESOURCE PERSONS	Amanda Thomson
SPECIAL NOTES	

1

QUOTE AND MINUTES

DESIGN CONSULTANTS

Rachel Howard
Richard McCoy
Pooja Sharma
Tamara Alkubaisy

HIRING CONSULTANTS

Ruby
Amanda Thomson

EMPLOYEES

Volunteers

AUDIENCE

Target market
Social media intercatations
Ticket holders

SUPPLIERS

Harry the Hirer
Vistaprint
Officeworks
Spotlight

STAKEHOLDERS

RACHEL HOWARD

DESIGN CONSULT

Whitehouse Institute of Design
672 Bourke St, Melbourne VIC 3000
rachel.howard@whitehouse-design.edu.au

RICHARD MCCOY

DESIGN CONSULT

Whitehouse Institute of Design
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POOJA SHARMA

DESIGN CONSULT

Whitehouse Institute of Design
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pooja.sharma@whitehouse-design.edu.au

TAMARA ALKUBAISY

GRAPHIC DESIGN CONSULT

Whitehouse Institute of Design
672 Bourke St, Melbourne VIC 3000
tamara.alkubaisy@whitehouse-design.edu.au

RUBY

HIRING CONSULT

Harry The Hirer
81-95 Burnley Street Richmond VIC 3121
03 9429 8688

AMANDA THOMSON

HIRING CONSULT

Harry The Hirer
81-95 Burnley Street Richmond VIC 3121
amandat@harrythehirer.com.au
0408 039 923

VISTAPRINT

MATERIALS

1800 864 973
<https://www.vistaprint.com.au>

OFFICEWORKS

MATERIALS

Shop 1 & 2 461 Bourke Street,
Melbourne, VIC 3000
(03) 9691 4500

CONTACT DETAILS

LUMIERE

AIM: EVOKE EMOTION AND PROMOTE MELANIE DUNSHEA

Whitehouse Institute of Design

672 Bourke St, Melbourne VIC 3000

Melanie Dunshea

melanie.dunshea@student.whitehouse.edu.au

0474981475

Activity	Risk/ Hazard	Person/s at risk	Risk level (L-M-H)	Control Measures	Responsibility	Completion Date
Floor decal	Floor decals if not put on properly can be slippery.	All stakeholders	M	Ensure decals are stuck down properly with edges firmly adhered to flooring. If due to wear throughout the week the decal becomes loose, peel off and secure further with tape. Before and after session times make sure decals are flat and adhered to floor properly.	Melanie Dunshea and volunteers	6th November - 13th November
Standing panels	Standing panels if physically pushed with incredible force can be pushed however not fall over. Ensure panels are not covering any emergency exits.	All stakeholders	L	Bump in team should ensure that each corinthian black panel is securely slotted to each other and properly on base stand.	Bump in team from Harry the Hirer	6th November - 13th November
Hanging projection	Hanging projection is mounted over head and has the potential risk of becoming loose and falling.	All stakeholders	L	Before and after session times make sure projection is mounted and aligned correctly.	Bump in team from Harry the Hirer and Melanie Dunshea	6th November - 13th November
Brochure stand	Ensure brochure stand is not in the way of any exits or direct pathways.	All stakeholders	L	If brochure stand is moved ensure it is placed back to correct position.	Melanie Dunshea and volunteers	6th November - 13th November
Lighting	If lighting is not correctly placed it could shine into peoples eyes and defecting hair eyesight.	All stakeholders	M	Ensure spotlights on images are not directed or reflected into the audience's eyes.	All stakeholders	6th November - 13th November
Staircase	If people decide to take the stairs it is possible for people to fall over	Consumers	L	Ensure volunteers are nearby to aid consumers who have fallen and contact Melanie Dunshea	Melanie Dunshea and volunteers	6th November - 13th November

Assessment completed by	Signature	Date

RISK ASSESSMENT

BIOGRAPHY

My name is Melanie Dunshea I am 19 years old and I am currently completing a Bachelor of Design specialising in Creative Direction and Styling, whilst working as a Casual Sales Assistance at Priceline. Through recent discovery of my brand identity I have established that I always seek my inspiration through architectural structures and natural landscapes. When deconstructing my discovery further I identified that I closely signify with the use of line and direction, specifically focussing on the way line connects, guides and defines; both colour and shape. In the future I hope to be a creative director or fashion director as I am a highly conceptual, motivated and passionate individual who thrives in a team environment surrounded by other creative minds. My design signifiers of direction, both conceptual and aesthetic align with the roles of a creative or fashion director as these roles require an immense wealth of direction, determination and proactivity. I recently volunteered as a backstage assistant manager at Afterpay Australian Fashion Week in Sydney last month, the fast paced environment was a new experience for me however, I excelled and performed to my highest ability. At the end of the week after 60 hours of my commitment, direction and communication I was approached by industry professionals and invited to collaborate and be mentored by them based on my level of professionalism and enthusiasm.

