

FACTORY SUMMER
FESTIVAL

FACTORY SUMMER FESTIVAL



2021 PROSPECTUS

PERTH • DECEMBER 18, 24, 31
BRISBANE • DECEMBER 31

CEA



Acknowledgements

The analysis and data in this report has been prepared by Jordan Gibbs of Culture Counts. We would like to thank all stakeholders including brand partners, brick and mortar vendors, festival attendees, artists, participants, builders, creatives, event staff, and volunteers for their contribution to the Factory Summer Festival.

Factory Summer Festival, Bar Pop and CEA acknowledges the Whadjuk People of the Noongar Nation as the traditional custodians of the land and pay our respects to elders past, present and emerging.



ICE
CREAM
FACTORY

PIRATE LIFE

4 PINES BREWING CO.

Wheat 50¢
Lagered Pils 45¢
Wheat 50¢
Lagered Pils 45¢
Wheat 50¢
Lagered Pils 45¢

PALE ALE 10
SUMMER ALE 12
PALE ALE 12

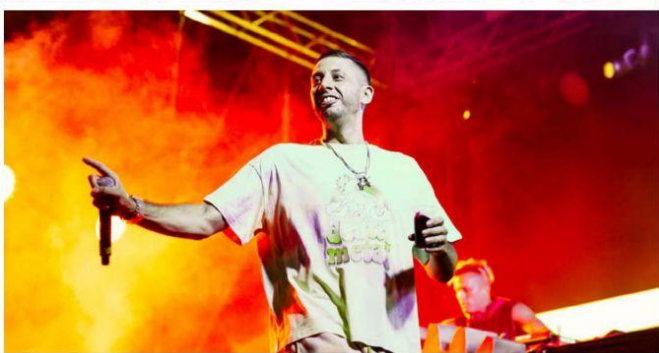
PIRATE LIFE

BOONVALE



A WILDLY UNIQUE FESTIVAL EXPERIENCE

Serving up summer since 2017





WHAT IS FACTORY SUMMER FESTIVAL?

- 4 Huge Event Nights
- 2 Locations
- Local + National Artist / Talent

- Experiential Activations
- Unique Stages + Zones
- Art Installations + Activities

Factory Summer Festival captures the spirit of an Australian summer; warm nights and open air live music alongside innovative and creative cultural experiences.

With unique indoor and outdoor zones, immersive theming, and pop up bars and eateries from local brick and mortar venues, it also features world-class branded activations and provides the perfect summer playscape for adult fun.

THE STORY SO FAR

YEAR ONE

PERTH
Season 2017

25,064+
Total Attendees

11 Nights
95% Sold Out

97 Artists
National + Local



YEAR TWO

PERTH Summer + Winter
Season 2018

82,156+
Total Attendees

21 Nights
Including 7 Winter Events

194 Artists
National + Local



YEAR THREE

PERTH
Season 2019

64,827+
Total Attendees

15 Nights
95% Sold Out

325 Artists
National + Local

SUMMER 2020/2021

“The courage of Factory Summer Festival going forward with their 2020 season, despite the impact of COVID-19 is commendable. The brave team embraced the challenge of delivering incredible artistic, cultural and live music experiences in a healthy and safe environment.”

- Australian Live Music Business Council



YEAR ONE

BRISBANE
Season 2020

20,469+
Total Attendees

10 Nights
80% Sold Out

106 Artists
National + Local



YEAR FOUR

PERTH March-April
Season 2021

15,536+
Total Attendees

15 Nights
75% Sold Out

106 Artists
National + Local



FEATURED ARTISTS

Celebrating local, national and international talent, Factory Summer Festival has welcomed performances from the following featured artists in its last three seasons;

ARTISTS & PERFORMANCES



THE PRESETS Live Show

The Presets are an electronic music duo who have been topping charts since 2003. They first performed at Factory in 2018 and recently toured with Factory in 2020, playing 3 sold-out shows in Brisbane and Perth.



ANNA LUNOE



ARNO FARAJI



ART VS. SCIENCE



BAG RAIDERS



BENSON



BOSTON SWITCH



PEKING DUK DJ Set

Electronic music duo Peking Duk have been dropping dance anthems since 2012. They played at Factory in 2019 and returned for 2 epic sets in Brisbane and Perth in 20/21.



DENA AMY



DIRTY SOUTH



DISCOVERY DAFT PUNK TRIBUTE SHOW



DOM DOLLA



EVES KARYDAS



GIRL TALK



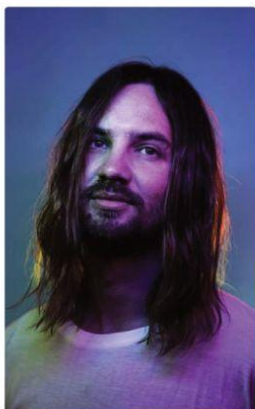
BROODS



CASSIAN



CLAPTONE



KEVIN PARKER DJ Set

Tame Impala's frontman, Kevin Parker, is an Australian singer, songwriter, musician and record producer. He lit up Factory with an electric DJ set for the festival debut in 2017.



GRAACE



HAIKU HANDS



HAVANA BROWN



VERA BLUE Live Show

Vera Blue is an Australian singer-songwriter who first peaked on the ARIA charts in 2013. She played to a sold out crowd at Factory Brisbane in December 2020.



CONFIDENCE MAN



COSMO'S MIDNIGHT



CUT COPY



HERMITUDE



HOOK N SLING



HOT DUB TIME MACHINE

ARTISTS & PERFORMANCES



TKAY MAIDZA Live Show

TKay Maidza is a Zimbabwean-born Australian singer-songwriter and rapper with a distinctive rhythm and flow. She headlined a sold-out event at Factory Perth in 2019.



ILLY



JESS B



JESS KENT



JESSWAR



LDRU

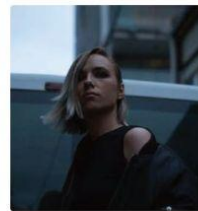


LUCILLE CROFT

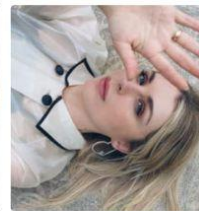


THE JUNGLE GIANTS

The Jungle Giants are an indie rock band from Brisbane who formed in 2011 and were nominated for Song of the Year at the 2020 ARIA Awards. They played to a sold out crowd at Factory Brisbane on Xmas Eve 2020.



NYXEN



OWL EYES



ROBERT DELONG



SHOCKONE



STACE CADET



THE KITE STRING TANGLE



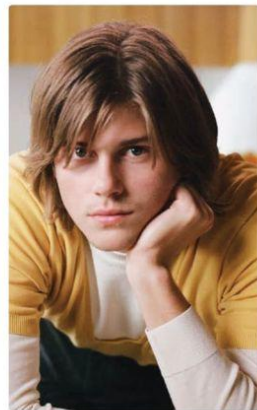
LUKE MILLION



MIAMI HORROR



MOTEZ



RUEL Live Show

Ruel is a British-Australian singer and songwriter from Sydney who won Breakthrough Artist at the ARIA Music Awards in 2018. He played to a crowd of loyal fans at Factory Perth 2021.



THE SOUTHERN RIVER BAND



THUNDAMENTALS



TIGERLILY



WHAT SO NOT DJ Set

What So Not is an electronic music project by Australian record producer Emoh Instead. What So Not has toured the world playing various festivals including Coachella, Lollapalooza and Factory Brisbane and Perth 20/21.



NICOLE MILLAR



NINA LAS VEGAS



NORTHEAST PARTY HOUSE



YUKIO



YOLANDA BE COOL



YOUNG FRANCO

ICE CREAM FACTORY



SUMMER FESTIVAL | DECEMBER 13 — NEW YEARS DAY

PEKING DUK

GIRL TALK

LDRU

DOM DOLLA

BAG RAIDERS

THE JUNGLE GIANTS

EXAMPLE CLAPTONE

ALPINE · AMINE EDGE & DANCE · BENSON · CASSIAN DJ SET · CONFIDENCE MAN
DENA AMY · ELISE KEDDIE · ESSIE HOLT · FRIENDLY FIRES DJ SET · GIRL TALK · HAIKU HANDS
HAVANA BROWN · HOOK N SLING · J. PHILIP · LUKE MILLION · MADE IN PARIS
MIAMI HORROR · MIDNIGHT JUGGERNAUTS DJ SET · NICOLE MILLAR · NOIR · NYXEN · OWL EYES
ROBERT DELONG LIVE · SAMA · THE KITE STRING TANGLE LIVE · THUNDAMENTALS
TKAY MAIDZA · TOTAL GIOVANNI DJ SET · TUBE & BERGER · YOUNG FRANCO



ICE CREAM FACTORY



SUMMER FESTIVAL

DEC 14-NEW YEARS DAY

THE PRESETZ BROODS HERMITUDE DJ SET

FOALS DJ SET TIGERLILY cut/copy DJ SET ART VS SCIENCE DJ SET

EVES KARYDAS · BASENJI · YOLANDA BE COOL · CHILLINIT · KLO JOY · BENSON · CXLOE · SOUTHERN RIVER BAND · SHADOW · THANDI PHOENIX
TEISCHA · LILT · TINA SAYS · DIGITAL AFRIKA · SHANN · HYCLASS · NDORSE · DAWS
GENGA · DARCY CRÉME · ELISE KEDDIE · MZ LOPEZ · FIGUERO JONES · TRIP LETT · BAD HABITS · ANGUS DAWSON

TICKETS—ICECREAMFACTORY.EVENTS

92 ROE ST, NORTHBRIDGE

FACTORY SUMMER FESTIVAL

IN ALPHABETICAL ORDER

ANNA LUNOE • BENSON
CASSIAN • CONFIDENCE MAN*
COSMO'S MIDNIGHT* • DIRTY SOUTH
ELISE KEDDIE • EXAMPLE • GRAACE
HAYDEN JAMES* • HERMITUDE DJ SET*
ILLY • JESS KENT • JESSWAR
LUCILLE CROFT • MOTEZ • NINA LAS VEGAS
NORTHEAST PARTY HOUSE
PEKING DUK DJ SET • THE PRESETS
RUEL • SHOCKONE • STACE CADET
TRIPLETT • VERA BLUE* • WHAT SO NOT

*BRISBANE ONLY *PERTH ONLY

BRISBANE
DECEMBER 11
→ DECEMBER 31

PERTH
MARCH 19
→ APRIL 05







PARTNERSHIPS & BRANDED ACTIVATIONS

Factory Summer Festival proudly partners with major national and international brands and agencies to produce engaging experiential marketing campaigns on site.

We'd like to thank our previous partners

Canadian Club



Smirnoff



LUCY'S Slim's



HOTELS • RESORTS

Little Green
APPLE CIDER



Bertie
COLD PRESSED
APPLE CIDER

Gordon's
PREMIUM PINK



DEVIL'S LAIR
Margaret River



bumble



ORGANICS
Red Bull



JCDecaux

Coconut Grove



squealing pig



TREASURY
WINE ESTATES

HYDE
PERTH KITCHEN • COCKTAILS



PIMM'S



SHY INUN
BREMERS & YUMCHA DR

T GALLANT

Slim's



[THE ADNATE]



Uber

discus
PRINT &
SIGNAGE





RED BULL ZIPLINE

Taking the festival to new heights, the 11-metre high Red Bull Zipline lured in thrill-seekers to give them a totally new perspective of the festival. Party-goers followed the 40m staircase to reach the top of the triple-storey deck, taking in the views of Perth city skyline. Once strapped in and writing down their final words, they soared across the outdoor dance floor, landing at the Red Bull Landing Pad.

- A festival experience like no other
- Operated by Australia's leading zipline experts
- Top of the 11 metre high tower
- 50 metres long
- Soaring over the outdoor dance floor and taking in views of the entire festival
- Branded landing pad at opposite end of festival site
- Branded touch points from start to finish
- Views of the entire outdoor space





HYDE ROOFTOP

Designed as a replica of Perth's newly opened Hyde Perth Kitchen + Cocktails bar, this rooftop bar featured exclusive 360 degrees views of the festival and Perth city skyline. Serving up tropical cocktail punch bowls and bottomless fries, this was the place to escape and relax with lush greenery, cool misters and comfortable low seating whilst taking in the festival below.

- Lush hanging greenery and hedges throughout space
- Festoon and pendant lighting installation
- Misting system
- Custom built wooden bar and bar back display
- Floral greenery wall and entry statement
- Low and high comfortable seating





GORDON'S PINK ROOM

Found through a small secretive tunnel entry, guests were drawn to the pink glow of the all-new Gordon's Pink Room and ultimate Instagram-worthy photo hotspot. Created to align with the launch of a brand new product to market, festival-goers immersed themselves in a bold pink wonderland complete with floral garlands and neon signage.

- Unique and intriguing entrance for the curious minded festival-goer
- Custom-designed and manufactured pink neon signs
- Custom built and branded circular bar
- Pink floral greenery wall
- Custom PINK mirror letters
- Multiple branded photo moments
- Pink bistro seating
- Pink astro turf

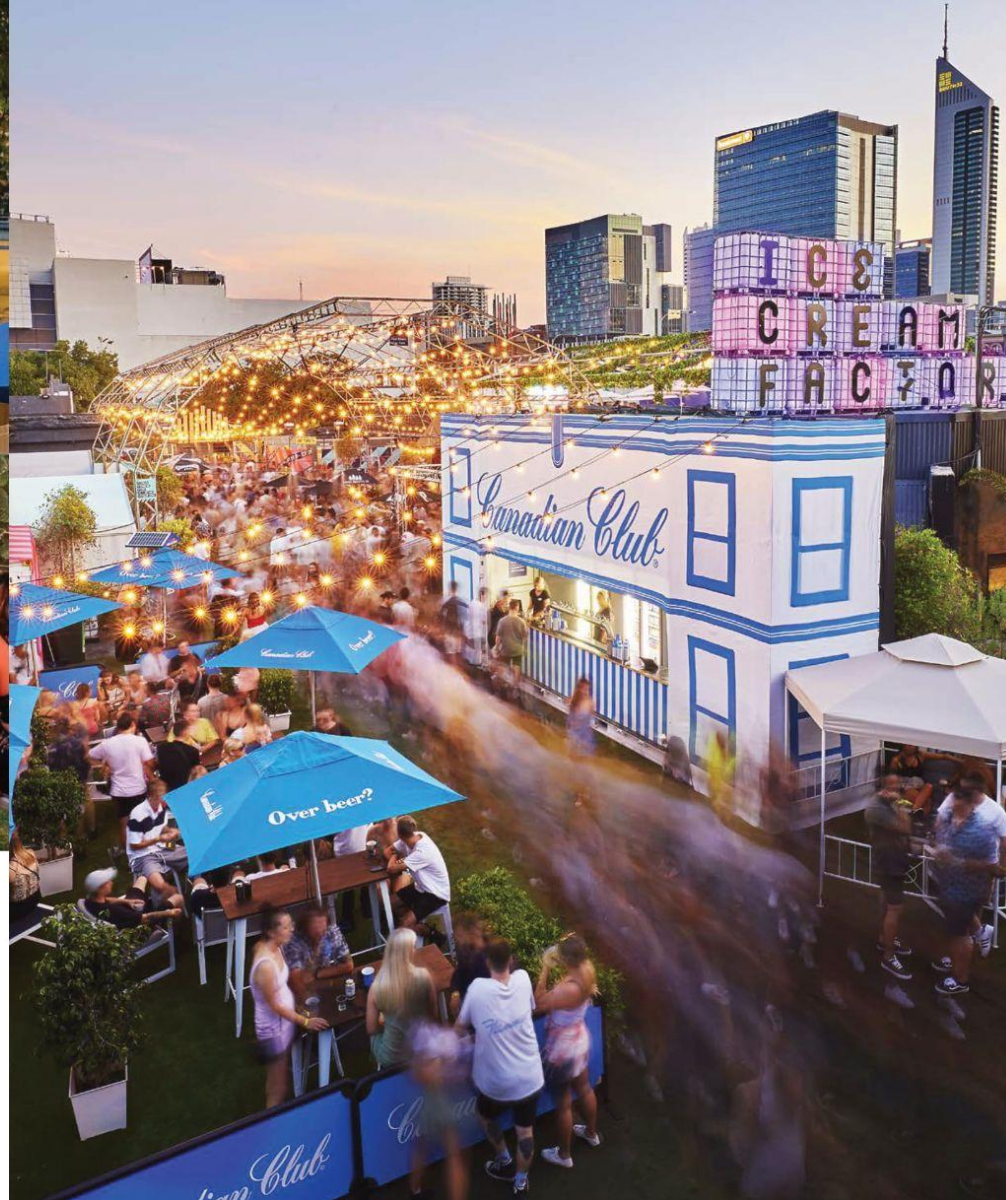




CANADIAN CLUB HOTEL

Welcome to The Canadian Club Hotel. An inviting spot for festival-goers to sit and enjoy a relaxing moment amongst green, lush hedges, branded gazebo & umbrellas, and beautifully styled table and lounge seating, completed with branded cushions! Featuring a custom-built, 5-metre high Canadian Club facade housing an 18-tap container bar, The Canadian Club Hotel offered a secluded spot in a high-foot traffic area. The perfect setting to relax and take the festival in.

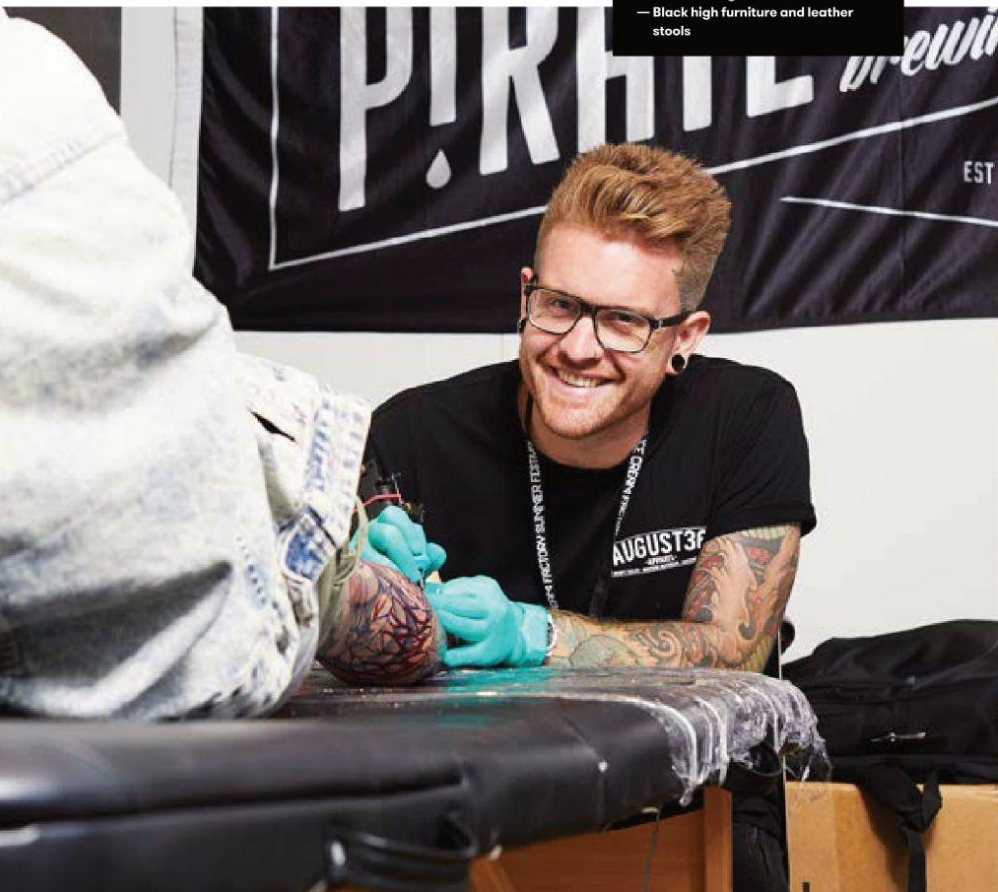
- 5m high by 10m wide branded "hotel" facade, housing an 18 tap container bar
- Lush greenery trees and hedges
- White high tables and stools
- White lounge furniture with blue and white stripe cushions
- Branded umbrellas and gazebos
- Branded 'photo op' swing and greenery wall
- Festoon lighting



PIRATE LIFE TATTOO PARLOUR

The Pirate Life Parlour proved to be a truly one-of-a-kind activation at the festival. In addition to signature and limited edition brews, the pop-up Pirate Life Parlour offered a variety of flash tattoos designs across the season – courtesy of Martyn Hester from Elysian Tattoo Studio.

- Live tattoo parlour built into a glass-frontage sea container
- Custom built and branded light box
- Truss surround to define the space
- Coloured festoon lighting
- Branded flags and umbrellas
- Black high furniture and leather stools



ORGANICS BY RED BULL BAR

Overlooking the dancefloor and accessed via a stairway and lit magic garden-esque entry arch, this bright, colourful space provided the highest viewpoint of the event, complete with high tables, seating and an up close look at the zipline.

- Highest bar onsite, sitting 9m high and overlooking the outdoor DJ
- Astro turf and bright coloured metal high-furniture to make the area pop
- Fairy lights and vine covered entry tunnel statement
- Printed greenery wall and fairylight installation covering the back wall
- Branded cocktail bar





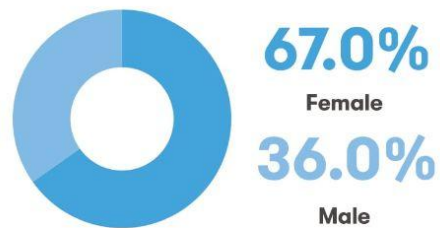
AUDIENCE PROFILE

Factory Summer Festival has welcomed over 200,000 people through its doors since its opening in 2017. With a captive audience, plenty of repeat customers and a very clearly defined key demographic, the brand building opportunities continue to be strong. The following pages give a breakdown of our youthful, loyal and active audience.

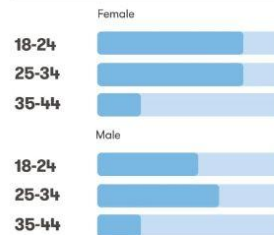


THE FACTORY SUMMER FESTIVAL AUDIENCE

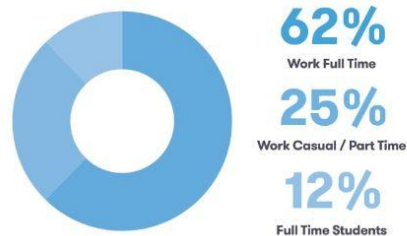
Demographic



By Age



Attendees



76%

76% of attendees are more likely to purchase products they experienced at Factory Summer Festival

95%

95% of attendees felt their Factory Summer Festival experience met their expectations in 2019.



DIGITAL + SOCIAL

Factory's large millennial following are the best advocates for the brand as they engage, share and produce content throughout the promotion and event period.

2021 Anticipated Reach & Engagement

 **100K**

Social Followers

 **20 Million**

Total Digital Impressions



1.1 Million

Video Views



45K

Link Clicks



132K

Emails Opened



1 Million

Total Social Engagements

PRESS COVERAGE

JUNKEE.

URBAN
LIST

CONCRETE
PLAYGROUND.

▲ TONEDEAF

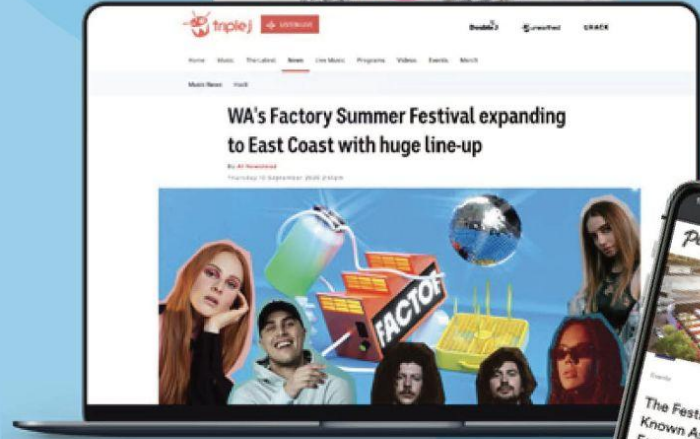
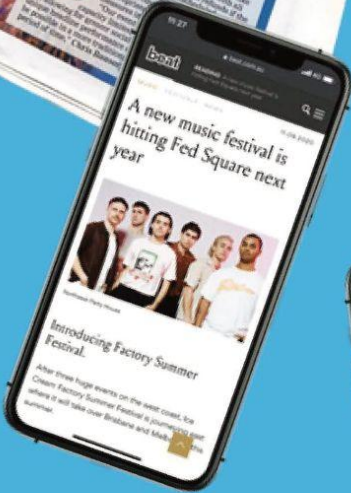
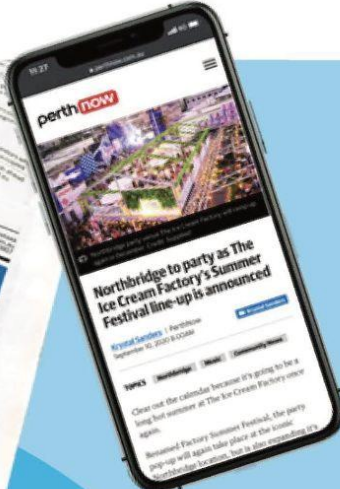
● BROADSHEET

BRAGMEDIA

AMPLIFY

triplej

PILE
RATS



2021 LOCATIONS & DATES



2 Cities • 4 Huge Shows • 45,000 Attendees

Factory Summer Festival will take over 2 huge domains in Perth and Brisbane for Summer 2021, transforming them into the ultimate summer destination for live music and experiential fun.



**PERTH
DEC 18, 24, 31**

Optus Stadium Parklands • 10,000+ Capacity

Set against the backdrop of Perth's iconic Swan River and award winning stadium there's no better place to experience Perth's golden sunsets.



BRISBANE DEC 31



EAGLE FARM • 15,000+ Capacity

The charming grounds feature preserved Victorian and Federation heritage buildings, stately wrought iron and timber grandstands, restored betting auditoriums and ornate iron gates and pillars. The venue boasts world-class facilities and is the perfect place to host Factory Summer Festival.



OUR TEAM

Led by Directors Aedan Buckley and Chris Bausor, Bar Pop is a large-scale national event company that has been operating in Western Australia and Queensland for the past 8 years.

Our team is comprised of a diverse mix of strategic and creative skill sets in event management, design, marketing, media, operations and delivery.



AEDAN BUCKLEY
Co-Founder & Director



CHRIS BAUSOR
Co-Founder & Director



RYAN CROLL
Chief Financial Officer



MARK BRYANT
Head of Commercial & Marketing



JEMMA BUCKLEY
Staffing & Event Manager



BRETT WALSH
Project Manager



PIM PATTANASUK
Media & Communications Manager



CANDICE WOOD
Digital Marketing Manager



CHAS NOBLE
Warehouse Manager



COBY GREEN
Stock Manager



SPEND SUMMER WITH AUSTRALIA'S MOST EXCITING EVENT

We're looking forward to what's in store for this summer and partnering with artists and brands who share our vision to create a truly unique festival experience.

FACTORY
SUMMER FESTIVAL

CEA



**THANK
-YOU**

Factory Summer Festival

Perth - Dec 18, 24, 31

Brisbane - Dec 31

For all enquiries please contact:

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