

DEVELOPING YOUR SHOW AT THE FRINGE

Esky racing, cake decorating
blokes, wife carrying and how to
drive engagement and visitation

fringe

frɪn(d)ʒ/

noun

1. the outer, marginal, or extreme part of an area, group, or sphere of activity.

“the motorised esky competition worked on the fringes of entertainment, competition and charity”

synonyms: unconventional, unorthodox, offbeat, alternative, avant-garde, experimental, innovative, innovatory, radical, extreme

noun: the Fringe

“the blokes best decorated cake competition operated on the Fringe of the Show”

THE FRINGE

How can we be innovative?



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How can we be innovative?



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THE FRINGE

How can we be innovative?

why

wΛɪ/

adverb

1. for what reason or purpose.

“why on earth did they do that?”

to encourage the development & improvement of agriculture & livestock, to promote, and to educate.

WHY

Why on earth would you do it?

why

wΛI/

adverb

1. for what reason or purpose.

“why on earth did they do that?”

to encourage the development & improvement of agriculture & livestock, to promote, and to educate.

BUT PRIMARILY – to target people who traditionally don’t attend, to get them to come and experience the show and to cost effectively provide additional promotion and entertainment.

WHY

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To drive ENGAGEMENT & VISITATION

WHY

Why on earth would you do it?

WIFE CARRYING, SINGLETON



WIFE CARRYING, SINGLETON



WIFE CARRYING, SINGLETON



WIFE CARRYING, SINGLETON



WIFE CARRYING, SINGLETON





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Royal Bathurst Show
 Published by Brett Kenworthy [?] · 6 April · Instagram ·

150th Show Cake. Remarkable likeness. The best blokes decorated cake. Live on Radio. #RBS2018 #bestshowinthewest



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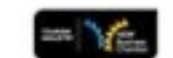
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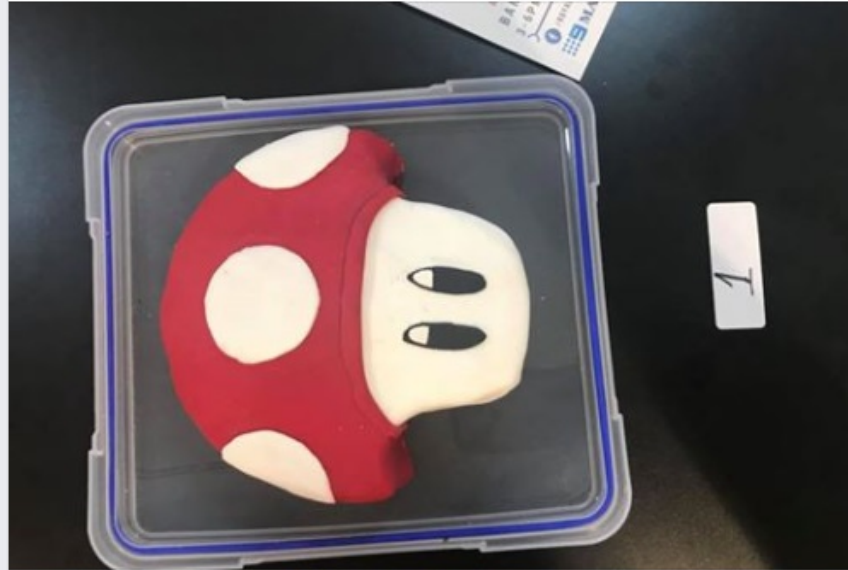
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Royal Bathurst Show shared a post.
Published by Sarah Boorer [?] · 6 April ·

The cakes are in! Come on down to the Bathurst city centre to vote or get lining these photos!



Royal Bathurst Show ▸ Best Blokes Decorated Cake
Published by Sarah Boorer [?] · 6 April ·

are in, come on down or get liking your favourite ones!!

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Published by Brett Kenworthy [?] · 6 April · Instagram ·

Judging underway for the show fringe competition. The best blokes decorated cake. Live on Radio. #RBS2018 #bestshowinthewest



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Vicki Blenkinsopp Congratulations Ian Elbourne

Like · Reply · Message · 13w



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Royal Bathurst Show

Published by Brett Kenworthy (?) · 6 April · Instagram ·

Judging underway for the show fringe competition. The best blokes decorated cake. Live on Radio. #RBS2018 #bestshowinthewest



1,316 people reached

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Community in Bathurst, New South Wales



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ESKY RACE, BATHURST

Watch the thrills and spills of the Royal Bathurst Show esky race



1 of 19

Bathurst's own Grant Denyer during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON

041418nmesky15

ESKY RACE, BATHURST



Watch the thrills and spills of the Royal Bathurst Show esky race



2 of 19

Bathurst's own Grant Denyer during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky

ESKY RACE, BATHURST



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3 of 19

Bathurst's own Grant Denyer during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky

ESKY RACE, BATHURST



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4 of 19

Bathurst's own Grant Denyer during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky13

ESKY RACE, BATHURST

Watch the thrills and spills of the Royal Bathurst Show esky race



5 of 19

Adrian Christie during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening.

Photo: NADINE MORTON

041418nmesky10

ESKY RACE, BATHURST



Watch the thrills and spills of the Royal Bathurst Show esky race



6 of 19

Bathurst's own Grant Denyer during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky9

ESKY RACE, BATHURST



Watch the thrills and spills of the Royal Bathurst Show esky race



7 of 19

Bathurst's own Grant Denyer and his friend Adrian Christie during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky14



ESKY RACE, BATHURST

Watch the thrills and spills of the Royal Bathurst Show esky race



8 of 19

Bathurst's own Grant Denyer during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky3

ESKY RACE, BATHURST



Watch the thrills and spills of the Royal Bathurst Show esky race



9 of 19

Adrian Christie during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening.

Photo: NADINE MORTON

041418nmesky8

ESKY RACE, BATHURST

Watch the thrills and spills of the Royal Bathurst Show esky race



10 of 19

Bathurst's own Grant Denyer during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky1

ESKY RACE, BATHURST

Watch the thrills and spills of the Royal Bathurst Show esky race



11 of 19

Bathurst's own Grant Denyer during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky1

ESKY RACE, BATHURST

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15 of 19

Bathurst's own Grant Denyer during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky

ESKY RACE, BATHURST



Watch the thrills and spills of the Royal Bathurst Show esky race



16 of 19

Bathurst's own Grant Denyer and his friend Adrian Christie during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky16



ESKY RACE, BATHURST

Watch the thrills and spills of the Royal Bathurst Show esky race



17 of 19

Bathurst's own Grant Denyer and his friend Adrian Christie during the Celebrity Esky Charity Challenge at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky17

ESKY RACE, BATHURST



Watch the thrills and spills of the Royal Bathurst Show esky race



19 of 19

Brett Kenworthy and Bathurst's own Grant Denyer at the Royal Bathurst Show on Saturday evening. Photo: NADINE MORTON 041418nmesky19

If we have time, show the
bloody video!

THE RESULT



process¹

/ˈprəʊsɛs/

noun

1. a series of actions or steps taken in order to achieve a particular end.

“decorated cakes could improve the show process”

THE PROCESS

How can I come up with an Esky race?

process¹

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noun

1. a series of actions or steps taken in order to achieve a particular end.
“decorated cakes could improve the show process”

1. It's not rocket science

THE PROCESS

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1. a series of actions or steps taken in order to achieve a particular end.

“decorated cakes could improve the show process”

1. It's not rocket science

2. It's all been done before, don't re-invent the wheel, just adapt it to fit your machine

THE PROCESS

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1. a series of actions or steps taken in order to achieve a particular end.

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1. Create the environment for left-field ideas and encourage the conversations.

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1. a series of actions or steps taken in order to achieve a particular end.

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2. Identify crazy but viable opportunities that support your objectives

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1. a series of actions or steps taken in order to achieve a particular end.

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1. Create the environment for left-field ideas and encourage the conversations.
2. Identify crazy but viable opportunities that support your objectives
3. Do Risk Analysis & investigate Insurance limitations

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2. Identify crazy but viable opportunities that support your objectives
3. Do Risk Analysis & investigate Insurance limitations
4. Plan the Execution
5. Review Admin & Logistics

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1. a series of actions or steps taken in order to achieve a particular end.

“decorated cakes could improve the show process”

1. Create the environment for left-field ideas and encourage the conversations.
2. Identify crazy but viable opportunities that support your objectives
3. Do Risk Analysis & investigate Insurance limitations
4. Plan the Execution
5. Review Admin & Logistics
6. Make it happen!

THE PROCESS

How can I come up with an Esky race?



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Royal Bathurst Show is at Bathurst Showground.
Published by Brett Kenworthy [?] · 17 April · Bathurst ·

An exhausted Show Secretary after our 150th agricultural show thanks everyone for all the work they have put in to make it one of our best ever. Come on the 151st show next 3-5 May 2019 #royalbathurstshow #RBS2018



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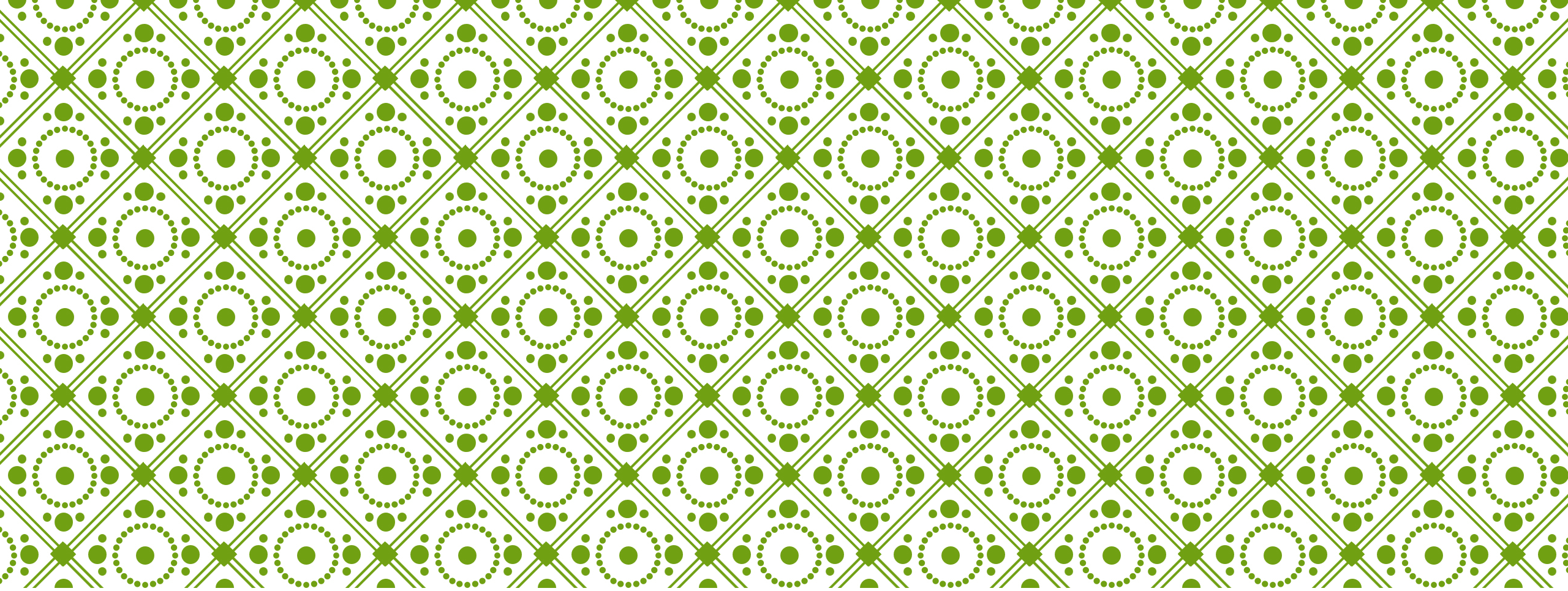
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