Report on Dunsborough Leavers’ Week 2005

April 2006

Smart Events is supported by:
Report on Dunsborough
Leavers’ Week 2005

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# TABLE OF CONTENTS

Acknowledgements .......................................................................................................................... I
Supporting Documents ..................................................................................................................... II
Abbreviations ................................................................................................................................... III
Executive Summary ............................................................................................................................ V

## 1.0 Purpose of the Report ............................................................................................................. 1

## 2.0 Background - Leavers' Week .................................................................................................. 2

### 2.1 Leavers' and Schoolies in Australia ...................................................................................... 2

#### 2.1.1 Overview .......................................................................................................................... 2

#### 2.1.2 Managing the Schoolies Week in other states of Australia ............................................. 2

### 2.2 Leavers' Week in Western Australia ...................................................................................... 3

#### 2.2.1 History of Leavers' Week in Western Australia ................................................................. 3

### 2.2 Leavers' Week in Dunsborough ............................................................................................ 5

#### 2.2.1 Overview of Dunsborough ................................................................................................. 5

#### 2.2.2 History of leavers' celebrations in Dunsborough ............................................................... 6

## 3.0 2005 Objectives and Strategies .............................................................................................. 10

### 3.1 Objectives ............................................................................................................................. 10

### 3.2 Management strategies ......................................................................................................... 10

#### 3.2.1 Organisational development strategies ........................................................................... 10

#### 3.2.2 Education strategies ........................................................................................................ 13

#### 3.2.3 Harm reduction strategies ............................................................................................... 15

### 3.3 Map of Dunsborough Leavers ............................................................................................... 18

## 4.0 Target Groups .......................................................................................................................... 19

## 5.0 Evaluation Methodology ........................................................................................................ 20

### 5.1 Wristband sales ..................................................................................................................... 20

### 5.2 Leavers' Intercept Survey ....................................................................................................... 20

### 5.3 Community Social Impact Survey ........................................................................................ 21

### 5.4 WA Police data ...................................................................................................................... 21

### 5.5 Presentations to South West Area Health Service ............................................................... 21

### 5.6 Surveys conducted by support services ................................................................................. 21

### 5.7 Debrief with DLAC and support services ............................................................................. 22

### 5.8 Media exposure ..................................................................................................................... 22

## 6.0 Limitations in Data Analysis .................................................................................................. 23

## 7.0 Results ..................................................................................................................................... 24

### 7.1 Leavers' Demographics ......................................................................................................... 24

#### 7.1.1 Information from wristband sales ..................................................................................... 24

#### 7.1.2 Place of residence ............................................................................................................. 24

#### 7.1.3 Attraction to Dunsborough for Leavers' Week ................................................................ 24
7.1.4 Place of accommodation ............................................................... 25
7.1.5 Duration of stay ............................................................................ 25
7.1.6 Intention to celebrate in other areas of Western Australia ................................ 25
7.1.7 Transport to Dunsborough ............................................................ 26
7.1.8 Leavers’ budget for Leavers’ Week ............................................... 26

7.2 Leavers’ perception of Leavers’ Week .................................................... 27
7.2.1 Most liked and least liked aspect of Leavers’ Week ......................... 27
7.2.2 Satisfaction with Dunsborough Leavers’ wristbands ....................... 27
7.2.3 Satisfaction with level of entertainment in Dunsborough ................. 28
7.2.4 Satisfaction with Leavers’ Zone ...................................................... 28
7.2.5 Access to the Leavers’ Zone ........................................................... 28
7.2.6 Attendance at the Surfing Competition .......................................... 29
7.2.7 Utilisation of the daytime bus circuit ............................................. 29
7.2.8 Satisfaction with Dunsborough Leavers’ website ........................... 29
7.2.9 Satisfaction with Leavers’ Week school presentations ..................... 29
7.2.10 Awareness of information resources for Leavers’ Week .................. 29

7.3 The community’s perception of Leavers’ Week ..................................... 30
7.3.1 Awareness of Leavers’ Week .......................................................... 30
7.3.2 Awareness of management strategies for Leavers’ Week ................. 30
7.3.3 Satisfaction with management strategies ....................................... 30

7.4 DLAC and support services perception of Leavers’ Week ..................... 31
7.4.1 Strategies that worked brilliantly ................................................. 31
7.4.2 Strategies that worked well ......................................................... 31
7.4.3 Strategies that require major modifications ................................. 31

7.5 Health and safety of leavers ............................................................... 33
7.5.1 Health behaviours of leavers ....................................................... 33
7.5.2 Intention to consume alcohol or other drugs during celebrations ....... 33
7.5.3 Personal safety ............................................................................. 33
7.5.4 Main health and safety messages received ................................... 34

7.6 Impact of Leavers’ Week on the community ....................................... 35
7.6.1 Impact of 2005 celebrations on the community .............................. 35
7.6.2 Time of impact experienced ....................................................... 35
7.6.3 Impact of 2005 celebrations compared to previous years ............. 35

7.7 Impact of Leavers’ Week on services ................................................... 36
7.7.1 WA Police .................................................................................. 36
7.7.2 Shire of Busselton ....................................................................... 36
7.7.3 South West Area Health Service .................................................. 38
7.7.4 Presentations to Community Mental Health team ....................... 40
7.7.5 Presentations Department for Community Development ............. 40
7.7.6 Presentations to St John First Aid Triage Tent ............................. 40
7.7.7 Number of ambulance call outs for St John ............................... 40
7.7.8 Presentations to Drug Arm WA’s Recovery Tent ....................... 40
7.7.9 Number of call-outs for Drug Arm WA ...................................... 41
7.7.10 Number of contacts made by WAAC .................................... 41
7.7.11 Information most requested from WAAC .............................. 41
7.7.12 Number of resources distributed by WAAC ......................... 41
7.7.13 Number of contacts made by RLSSWA ................................. 41

7.8 Economic impact of Leavers’ Week on Dunsborough ......................... 42

7.9 Media coverage .................................................................................. 43
7.10 Future considerations for Leavers’ Week ................................................................. 44
  7.10.1 Activities leavers would like during Leavers’ Week ............................................ 44
  7.10.2 Promoting Leavers’ Week to leavers ................................................................. 44
  7.10.3 Community attitude towards managing Leavers’ Week .................................... 45
  7.10.4 Target group for future activities ................................................................. 45
  7.10.5 Community suggestions for suitable future activities .................................... 45
  7.10.6 Location of future activities and entertainment ............................................ 46

8.0 DISCUSSION .............................................................................................................. 47

9.0 CONCLUSION .......................................................................................................... 54

10.0 RECOMMENDATIONS .......................................................................................... 55

11.0 REFERENCES ........................................................................................................ 58

APPENDIX A: PHOTOS FROM LEAVERS’ WEEK .......................................................... 59
APPENDIX B: LEAVERS SURVEY ................................................................................... 60
APPENDIX C: COMMUNITY SURVEY .......................................................................... 64
APPENDIX D: ECONOMIC IMPACT CALCULATIONS .................................................. 67
APPENDIX E: INVENTORY OF MEDIA ARTICLES ....................................................... 71
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Reports:


ABBREVIATIONS

BDH  Busselton District Hospital
CBD  Central Business District
CMH  Community Mental Health
DCD  Department for Community Development
DLAC  Dunsborough Leavers’ Advisory Committee
KISS  Keep it Safe Summer
MRDH  Margaret River District Hospital
NDRI  National Drug Research Institute
OCP  Office of Crime Prevention
OCY  Office for Children and Youth
RLSSWA Royal Life Saving Society of Western Australia
SDEP  School Drug Education Project
SDERA School Drug Education and Road Aware (formerly SDEP)
SWAHS  South West Area Health Service
WAAC  Western Australian AIDS Council
YFC  Youth for Christ
YWAM  Youth with a Mission
EXECUTIVE SUMMARY

Introduction

*Leavers’ Week* or *Schoolies* is an annual event for secondary school leavers in most states of Australia. The period of relaxation and celebrations coincide with the conclusion of the final year secondary school exam period. The end-of-year celebrations have become a tradition for young people throughout Australia.

In Western Australia, the period of celebrations is referred to as *Leavers’ Week*. It is estimated that 10,000 school leavers celebrated *Leavers’ Week* in 2005 in a number of holiday destinations throughout the state. Approximately 5,000 leavers celebrated in the South West region of Western Australia with half of these accommodated in the Dunsborough area.

Dunsborough has emerged as a hotspot for leavers’ celebrations since 2000. Since this time, the community and local services have developed and implemented a number of intervention strategies to cope with the annual influx of young people. However, over time the level of management required has increased the demand and pressure on the local community and infrastructure. A coordinated response by State Government was required to support the community and stakeholders to cope with the annual celebrations.

In 2005, the State Government endorsed a five-point plan to implement a State-wide coordinated approach to managing *Leavers’ Week*. The plan provided:

- A focus on rights and responsibilities;
- Improved safety through robust policing and harm minimisation;
- Active support to regional communities to manage visiting school leavers;
- Better co-ordination between Government and non-government agencies; and
- Research into improved ways to manage large groups of young people.

The Office of Crime Prevention (OCP) became the lead agency and managed the State Government’s response to celebrations by working with key stakeholders within State Government, non-government services and local communities to strengthen management plans across the State.

At this time, members and stakeholders of the Dunsborough Leavers’ Advisory Committee (DLAC) stepped up the response to *Leavers’ Week* in Dunsborough and implemented a number of intervention strategies in consultation and partnership to:

1. Reduce the numbers of school leavers to a safe and manageable level
2. Reduce the risks to residents and school leavers
3. Reduce damage to private, public and commercial property

The Office for Children and Youth (OCY) and OCP funded an evaluation project with Smart Events and DLAC members and stakeholders. The purpose of the project was to document the strategies and outcomes of the 2005 *Leavers’ Week* in Dunsborough. The results of the evaluation project are presented in this report and will inform the strategic development of *Leavers’ Week* in the South West.
Management strategies

DLAC members and stakeholders of Dunsborough Leavers’ Week collaborated to implement the following management strategies in 2005.

Organisational development strategies
- Promote Leavers’ Week as a six-day period
- Employ a State-wide Leavers’ Week Project Manager
- Employ a South West Leavers’ Week Coordinator
- Develop a unified management approach between accommodation providers
- Establish a State-wide Leavers’ Support Services Coordination Group
- Establish a Code of Conduct for support services’ volunteers
- Provide ID tags for support services’ volunteers
- Establish a Central Command Post for the duration of Leavers’ Week
- Increase response from government services to manage Leavers’ Week
- Establish a coordinated funding scheme for community initiatives

Education strategies
- Establish a Communication Strategy to inform leavers and the community of management strategies
- Conduct education sessions in local high schools prior to Leavers’ Week
- Develop and promote a Dunsborough leavers’ website and parent website
- Promote key protective behaviours and sexual health messages to leavers
- Promote alcohol-related harm reduction and safety messages to leavers
- Provide the Pitstop Program to assess health behaviours of leavers
- Distribute the publication ‘Leavers and the Law’
- Provide additional signage regarding camping and parking laws and regulations

Harm reduction strategies
- Provide wristbands for leavers accommodated in Dunsborough
- Provide a designated, supervised area with diversionary activities to centralise celebrations
- Provide a two-day Surfing Competition for leavers
- Provide a day-time transport service for leavers to destinations in the Dunsborough area
- Provide a night-time transport service for leavers
- Enable leavers access to food and refreshments at night-time
- Provide activities and outreach services in accommodation sites
- Provide a Community Mental Health Nurse to offer immediate mental health interventions if required
- Provide a supervised sobering up facility and outreach services for leavers
- Establish a St John Triage Tent for first aid and ambulance services
- Provide Safe Sex Kits to leavers, upon request
- Establish night-time roadblocks around Dunsborough’s central business district
- Provide fluorescent reflective vests for volunteers and agency staff on street patrol
- Provide food and refreshments for WA Police and volunteers
- Reduce speed limits from 80km/hr to 40km/hr and 60km/hr on Caves Road, adjacent to Dunsborough CBD
Methodology

Several methods to evaluate Leavers’ Week in Dunsborough were used. A Leavers’ Intercept Survey, Community Social Impact Survey and post-event debrief meeting with the DLAC and support services were conducted to measure stakeholders’ satisfaction with Leavers’ Week. The surveys also enabled an economic impact assessment to be made and determined the impact of leavers’ celebrations on the local community.

In addition, data was collected from WA Police, Shire of Busselton, South West Area Health Service, St John, Drug Arm WA, Western Australian AIDS Council and Royal Life Saving Society of Western Australia to determine the impact of celebrations on services and the community.

Information was also collected by the DLAC from leavers upon purchase of a wristband. Some of the information collected is presented in this report.

There were 107 respondents to the Leavers’ Intercept Survey and 92 respondents to the Community Social Impact Survey. Twenty members of the DLAC and support services participated in the debrief sessions.

Results

At least 2,600 leavers were accommodated in Dunsborough during Leavers’ Week. Approximately 900 of these were accommodated in private rentals and homes. The main reason leavers visited Dunsborough for Leavers’ Week was that Dunsborough is a known ‘hotspot’ for the annual celebrations.

Seventy-eight percent (78%) of leavers surveyed travelled to Dunsborough in groups of five or more people with 66% of leavers surveyed being driven to Dunsborough by a person aged 17-18 years. A small majority of leavers surveyed (56%) intended to celebrate exclusively in Dunsborough. Sixty-six percent (66%) of leavers surveyed were from Perth metropolitan area, whilst 33% were from Mandurah or the South West area.

The Intercept Survey revealed that 48% of leavers budgeted between $300-$500 for Leavers’ Week and on average stayed six nights in Dunsborough for the end-of-year celebrations.

Leavers’ perception of Leavers’ Week

According to the Leavers’ Intercept Survey, the most liked aspect of Leavers’ Week was the social interactions and the freedom and relaxation that the celebrations provided. Whilst the least liked aspects were ‘toolies’/boys and the increased police presence.

Sixty-six percent (66%) of leavers had purchased or intended to purchase a $20 wristband for Leavers’ Week which identified young people as legitimate leavers and enabled the DLAC to cater for them by providing discounts to local businesses and access to local attractions. However, 73% of leavers surveyed felt the wristbands needed to provide better value for money.

The Leavers’ Zone was accessed at least 7,100 times over a nine-day period, however, there were mixed reactions from leavers towards the suitability of the Leavers’ Zone for celebrations.
Approximately 190 leavers attended the Surfing Competition. Forty of these were competition entrants.

The majority of leavers surveyed (58%) did not know about the Dunsborough Leavers’ Website, however 89% of those that did access the site were satisfied with website. In addition, 49% of leavers surveyed felt the High School *Leavers’ Week* presentation was useful in terms of informing them of their rights and responsibilities during the end-of-year celebrations. Leavers felt the best way to communicate to them prior to *Leavers’ Week* was through their school or through newspapers.

**Community’s perception of Leavers’ Week**

All of the community members surveyed in the Community Impact Survey were aware that young people were visiting Dunsborough for *Leavers’ Week* at the time of conducting the survey. Community members surveyed felt the wristbands and increased police presence were the most effective strategies implemented.

**Health and safety of leavers**

The majority of young people assessed in the Pitstop Program were regarded as low risk alcohol consumers, however, according to WAAC survey 87% of respondents planned to consume alcohol or drugs during *Leavers’ Week*. Despite this increased level of risky behaviour, 88% of leavers felt safe at all times during the end-of-year celebrations.

**Impact of Leavers’ Week on the community**

Sixty-one percent (61%) of the community surveyed indicated the impact of the celebrations on the community had reduced in 2005. Thirty-seven percent (37%) indicated that they had not been affected by leavers’ celebrations, 25% indicated they had been inconvenienced by problems associated with a sharp population increase in towns such as cueing for services and 19% indicated they had experienced a slight inconvenience.

**Impact of Leavers’ Week on services**

When compared to 2004, data collected by the WA Police, Shire of Busselton, St John and Drug Arm WA indicated that the number of charges for disorderly conduct had reduced by 74%, arrests and summons reduced by 15%, the costs incurred for repairs and cleanup of Dunsborough reduced by 48%, leavers presenting to Drug Arm WA reduced by 25% and St John ambulance call outs to Busselton District Hospital reduced by 57%.

Alcohol was involved at the time of injury or on presentation for treatment in 49% of the presentations to Busselton District Hospital.

RLSWWA and WAAC averaged 55 and 159 contacts per day with leavers, respectively.

**Economic impact of Leavers’ Week on Dunsborough**

Dunsborough Leavers Week brought $1,080,915 of new expenditure (direct inscope expenditure) to Dunsborough. This result is based upon the sample size of 107 school leavers (leavers’ direct spend) and an estimated total attendee number of 2,500.

**Media Coverage**

There were 131 articles directly related to or with reference to *Leavers’ Week* in Dunsborough in national, state and local news. Half of these were published during *Leavers’ Week* and 40% were published prior to the official period of celebrations.
Executive Summary

Future considerations for Leavers’ Week
Leavers generally wanted to see more music concerts/festivals and more local transport during Leavers’ Week. This was supported by 31% of community members surveyed who believed bands and DJs were suitable. Only 5% stated there should be no events and activities for Leavers’ Week.

Discussion

The evaluation methodologies administered for the first time in 2005 revealed that there were significant achievements made in managing Leavers’ Week in Dunsborough in 2005. There was also significant progress made towards achieving the objectives of Dunsborough Leavers’ Week which included reducing numbers of school leavers and the time they stay; reducing the risks to residents and school leavers and reducing damage to property and losses to local business.

These achievements indicated that the comprehensive primary, secondary and tertiary prevention strategies employed in 2005 are a step in the right direction for future management plans in the South West.

A number of achievements were highlighted by the evaluation project. Sixty-one percent (61%) of respondents in the community survey felt the impact of leavers’ celebrations on the local community had improved from previous years. This improvement is also reflected in statistics by government and non-government services whereby:

- The number of charges by WA Police for disorderly conduct had reduced by 74%
- The number of arrests and summons had reduced by 15%
- The costs incurred for repairs and cleanup of Dunsborough had reduced by 48%
- Presentations to Drug Arm WA had reduced by 25%; and
- Ambulance call outs by St Johns to Busselton District Hospital had reduced by 57%.

The absence of data from previous years, in relation to the number of leavers accommodated in the Dunsborough area and the duration of their stay makes it difficult to determine if numbers had reduced since 2004. However, at least 2,600 leavers were accommodated in the Dunsborough area and stayed on average six nights.

The celebrations now generate an economic benefit of over one million dollars to Dunsborough. This includes expenditure by leavers and other visitors for food, accommodation and activities and sponsorship and grants by local and state government services.

Crowds congregating in town and Lions Park at night had decreased. In 2004, over 4,000 young people congregated in Lions Park. In 2005, Lions Park had smaller manageable crowds on most nights of Leavers’ Week. In some instances the park was left virtually vacant. This indicates that the significant planing undertaken by members and stakeholders of DLAC had changed the culture of celebrations in the town. The reduction in crowd numbers was largely due to the move on orders issued by WA Police and the presence of the Leavers’ Zone. The Zone provided an alternative centralised meeting place to Lions Park for leavers and was accessed 7,100 over the nine nights of leavers’ celebrations. Whilst strategies such as the Leavers’ Zone created tension amongst organisers regarding the possible increase in crowd numbers in town, the outcome of this strategy was generally positive and contributed greatly to the overall reduction of problems associated with
the annual celebrations. The DLAC Communication message of ‘celebrate where you stay’ may have also contributed to reduced numbers in town.

**Why is Dunsborough a hotspot?**
Several factors have led to Dunsborough emerging as the focal point for *Leavers’ Week* in the South West. These factors included the cessation of the annual bonfire in Margaret River, the absence of alternative entertainment or meeting points for leavers in other towns, the promotion of accommodation to leavers by accommodation providers and the increased media attention caused by the growing level of anti-social behaviour by crowds of young people in Lions Park.

A large amount of volunteer hours was dedicated to preparing and managing Leavers. As the numbers expected to celebrate *Leavers’ Week* in the future continues to grow, State government and stakeholders in the South West should question the capacity of the Dunsborough community and infrastructure to remain the focal point for leavers’ celebrations.

Results from the Leavers’ Survey revealed useful information for future planning activities to reduce the focus on Dunsborough as the Leavers hotspot. Leavers were attracted to Dunsborough for *Leavers’ Week* as it was a known ‘hotspot’ and because ‘friends were going there.’ In addition, the most liked aspect of *Leavers’ Week* for young people is the social interaction gained with friends and having the opportunity to meet new people. Therefore to reduce the focus on Dunsborough stakeholders need to explore the possibility of providing alternative venues and activities that promote social interaction between leavers in areas away from the Dunsborough CBD.

**Managing Leavers’ Week in Dunsborough**
An organising committee for managing Leavers’ celebrations in Dunsborough has been driven by local volunteers. The success of the management strategies implemented for 2005 Dunsborough *Leavers’ Week* demonstrates the need for more sophisticated management models in the future. The type and number of strategies required places a large burden on volunteers and the response required often exceeds the capacity of local volunteers. Managing leavers year in and year out can become tiring for volunteers causing a high turn over of people with the experience to manage *Leavers’ Week*. As new members join the committee the overall goal for managing *Leavers’ Week* can change. For these reasons and with the numbers of leavers expected to increase, the current management committee in Dunsborough can not be sustained as the sole, lead committee for managing *Leavers’ Week*.

**Managing the duration of Leavers’ Week**
Leavers were accommodated in Dunsborough for up to three weeks. Therefore the official dates for *Leavers Week* (24 – 30 November) were not adhered to. To reduce the duration of Leavers celebrations a number of strategies could be employed including:

- Involve owners and managers of accommodation sites, Department of Consumer and Employment Protection and peak accommodation bodies to decide the dates and duration of *Leavers’ Week*.
- Consider the role that a ‘management by event’ model can play in managing the duration of celebrations, as demonstrated by Victor Harbor in South Australia.
- Develop branding for leavers’ celebrations to define and clearly communicate the duration of the event to leavers and other stakeholders.
Issuing wristbands to leavers

The wristband identification strategy proved to be beneficial in allowing local authorities to identify leavers from non-leavers. The majority of leavers surveyed had bought or intended to buy a wristband for Leavers’ Week. The wristbands also enabled the DLAC to charge a levy to leavers to cover the costs of managing Leavers’ Week. As an incentive, leavers with wristbands could access local discounts, transport, the surfing competition and the Leavers’ Zone. However, whilst the results showed leavers are willing to pay for activities, results also revealed that leavers felt the wristbands were not good value for money. Specifically, leavers were disappointed with the limited public transport that they were entitled to with the purchase of a wristband.

The distribution of wristbands at accommodation sites and the Leavers’ Zone on a daily basis was a time consuming task for DLAC volunteers. Whilst, there is strong support for the wristband strategy to be implemented annually, modifications need to be made to the system for distributing wristbands to ensure the maximum amount of leavers wear them.

Providing activities and events for leavers

In 2005, a number of activities and events were provided for leavers including the Surfing Competition by Christian Surfers Australia, the Leavers’ Zone by Youth for Christ (YFC) and activities provided by Western Australian AIDS Council, Royal Life Saving Society of Western Australia and Leavers’ Chaplaincy. However, 43% of leavers’ felt that there weren’t enough activities to entertain them.

The Surfing Competition was a positive event for Leavers’ Week and was a good example of how organised day-time sporting events can engage leavers in positive activities during celebrations.

The Leavers’ Zone established on the Dunsborough Playing Fields was piloted as a ‘management by event’ strategy in 2005 to provide an alternative venue for leavers to celebrate and deter young people from congregating in Dunsborough CBD and Lions Park. The Zone did demonstrate how a designated and supervised area could manage crowds of young people during Leavers’ Week by deterring crowds from traditional congregation points. Furthermore, 40% of leavers surveyed and 31% of the community surveyed were supportive of concerts and festivals being implemented for Leavers’ Week. Results from the Leavers’ Survey revealed that leavers would like more daytime activities.

Coordination of government and non-government services

There was an improvement in the coordination of government and non-government services in 2005. A number of positive outcomes were achieved from establishing the:

- State and South West Leavers’ Week coordinators
- Leavers’ Support Services Working Group
- Senior Officers of Government Group; and
- Central Command Post that operated for the duration of leavers’ celebrations in Dunsborough.

Communication and coordination between OCP, WA Police, Shire of Busselton, support services and other government agencies improved as a result of these strategies, which enhanced the management response. The command post and the provision of food and refreshments by the Salvation Army created a central location for the stakeholders to meet and coordinate management responses. This proved vital in building links and partnerships between stakeholders.

Whilst the Leavers’ Support Services Working Group should be maintained, the evaluation highlights that more work is required with funding bodies to develop a suitable funding model that
meets the needs of communities and services. In addition coordination of State Government services was limited in 2005. Whilst this report will provide some guidance for the coordination of State Government services, clear management plans, including risk management planning and budgets, should be developed earlier in the year to assist State and non-government government services to support the development of local management strategies.

**Areas of concern for Leavers’ Week**

The evaluation project revealed a number of concerns regarding *Leavers’ Week* which need to be addressed by future management plans and strategies. The issues identified include alcohol use and the problems related to this, the increase in the number of alleged sexual assaults, the presence of older men or ‘toolies’ and transport issues such as the high number of 17 year old drivers driving groups of five or more young people to Dunsborough.

Whilst the community were satisfied with how *Leavers’ Week* was managed in 2005, there were some complaints made to the DLAC regarding the inconveniences caused to residents as a result of the celebrations, such as noise from the Leavers’ Zone and house parties. Busselton also experienced increasing problems, whereby the lack of an alternative meeting place for leavers in Busselton enabled groups of 200-300 young people to congregate on the beach near Earnshaw Road. In the future, this gathering could lead to another Lions Park scenario in the Busselton area if management do not address leavers accommodated in nearby towns of Busselton and Margaret River.

Finally, in 2005 there were competing demands for local resources such as transport and equipment as the International Iron Man Triathlon was on the weekend of *Leavers’ Week*. State and local stakeholders should address the timing of local events to maximise the resources available to ensure *Leavers’ Week* is a safe and enjoyable experience for leavers, residents and services.

Whilst there were a number of achievements in 2005, State Government and local stakeholders need to continue working together in addressing the areas of concern to ensure leavers’ celebrations are a positive experience for all. Recommendations have been made to overcome these issues.

**Conclusion**

Overall, significant progress was made towards achieving the 2005 objectives supported by DLAC members and stakeholders of Dunsborough *Leavers’ Week*. The outcomes achieved indicate that the intervention strategies implemented in 2005 should be replicated and strengthened in the future.

The key findings and issues highlighted in this report demonstrate the need to maintain a collaborative response by State Government, local government, non-government services and the community in managing *Leavers’ Week* in the future.

Further consultations and research should be undertaken with all stakeholders to develop the strategic direction for *Leavers’ Week* in the South West.
Recommendations

Management strategies

1.1 Implement a planning workshop in early 2006 with stakeholders in the South West with the aim to review national, state and local evidence for managing Leavers’ Week and set the strategic direction for future management plans in the South West.

1.2 Establish a management model for the South West to reduce the demand on local volunteers. It is recommended that this model have balanced representation and input from young people, local community groups, residents, Shire of Busselton the State Government and non-government services.

1.3 Engage local accommodation providers, South West visitors’ centres and Department of Consumer and Employment Protection (DOCEP) to:
   - Assist in establishing the official Leavers’ Week dates on an annual basis.
   - Identify the needs of local accommodation providers to improve the management of leavers.
   - Develop information resources to improve accommodations providers’ understanding of their rights and responsibilities during Leavers’ Week.
   - Identify strategies to enhance the distribution of wristbands through accommodation bookings.

1.4 Investigate the feasibility of introducing a management by event concept in the South West to centralise celebrations away from CBD areas and improve the management of crowds. Specifically, stakeholders including young people, community groups, residents, accommodation providers and state, local and non-government services should consider:
   - An appropriate location for an event that minimises the impact on residents with consideration of logistics such as transport, implications for service delivery and budget required.
   - The number and type of activities available to attract leavers.
   - The size of the event in terms of crowd numbers.
   - The type of event organiser most suited to the needs of the community, leavers and other stakeholders (ie. Commercial event operator or community-based event organiser).

1.5 Review the distribution plan and the cost of wristbands for leavers. One option to consider is to have available two wristbands per leaver:
   1. A compulsory wristband issued for free upon checking into accommodation to identify legitimate leavers from ‘toolies.’
   2. An optional wristband or ticket that can be purchased by leavers to gain access to local activities, entertainment and discounts. This is a strategy that could assist in recovering the costs associated with managing Leavers’ Week.

1.6 Explore opportunities for introducing more daytime activities for leavers.

1.7 Develop branding for leavers’ celebrations with key stakeholders, particularly young people to enhance marketing to leavers in terms of the duration of Leavers and the standard of behaviour expected during celebrations.
1.8 Reconsider the name ‘Leavers’ Week’ for leavers’ end-of-year celebrations as a strategy for reducing the duration of the event.

1.9 Develop a Media and Communications Strategy with Education and other stakeholders to provide direction on how to best inform leavers, parents and other stakeholders of management strategies prior to Leavers’ Week.

1.10 Review and develop suitable educational resources and programs for leavers, parents and other stakeholders. This could include material/programs for leavers and parents focusing on their rights and responsibilities during leavers’ celebrations and protective behaviours.

**Coordination of services**

2.1 Strengthen the action of the Senior Officers of Government Advisory Group by gathering more intelligence on the local and state issues.

2.2 Engage funding bodies and stakeholders to develop a suitable funding model for communities and services.

2.3 Maintain the Support Services’ Coordination Group.

2.4 Maintain the centralised command post for coordination of services during Leavers’ Week.

2.5 Engage local transport authorities and private bus charters to improve local transport options available during Leavers’ Week in the South West.

2.6 Engage road safety stakeholders in planning to reduce the risks associated with the high level of drivers aged 17-18 transporting five or more passengers to the South West for celebrations.

2.7 Engage education departments to develop systems for communicating to leavers.

2.8 Provide training to key personnel and support services’ volunteers in dealing with and referring crisis situations, such as alleged sexual assaults to WA Police and relevant services.

**Research and Evaluation**

3.1 Develop a more robust evaluation model that will enhance the evidence available for planning the response to celebrations Statewide. Specifically meta level aggregate data must be collected and monitored. This could include including collecting data on the:

- Total number of school leavers celebrating Leavers’ Week
- Preferred location of celebrations
- Type of accommodation (commercial/private accommodation)
- Place of residence (suburb)
- Last high school attended
- Economic benefits of Leavers’ Week to towns
- Cost to services and volunteers to run the event
- Impact of celebrations on services
3.2 Develop evaluation tools with communities to assess the success and impact of leavers on local areas.

3.3 Identify best practice strategies for managing crowd behaviour and strategies for reducing ‘swarming’ by young people.

3.4 Identify best practice strategies for reducing alcohol and drug use by young people at leavers’ celebrations.
1.0 PURPOSE OF THE REPORT

Leavers’ celebrations first occurred in Dunsborough in the early 1990s. Since 2000, the town has rapidly emerged as a hotspot for the end-of-year celebrations. The community and local services have developed and implemented a number of intervention strategies since 2001 to cope with the annual influx of leavers. The strategies have aimed to improve the health, safety and wellbeing of leavers and protect the community from the harms associated with the period of celebrations.

In 2005, the Office of Crime Prevention (OCP) in partnership with the Office for Children Youth (OCY) developed and funded the evaluation of the 2005 Leavers’ Week in Dunsborough. The evaluation project was implemented with support from Smart Events, members of the Dunsborough Leavers’ Advisory Committee (DLAC) and the government and non-government services operating in Dunsborough during Leavers’ Week.

The purpose of this report is to provide an overview of Leavers’ Week in Dunsborough in 2005; outline the management strategies implemented; discuss the success if these strategies; determine the impact of celebrations on leavers, the community and services; and provide recommendations for improving Leavers’ Week in the South West in the future.

The report will be distributed to key stakeholders to inform the development of a strategic response to Leavers’ Week in the South West of Western Australia and enhance the intervention strategies adopted for managing celebrations in the future.
2.0 BACKGROUND - LEAVERS’ WEEK

2.1 Leavers’ and Schoolies in Australia

2.1.1 Overview

Leavers’ Week or Schoolies occurs in most states of Australia every November and coincides with the conclusion of the final year secondary school exam period. The period of relaxation and celebrations for school leavers has become a tradition for young people throughout Australia. Young people consider the celebrations as a ‘rite of passage’ that signify the conclusion of their schooling life and transition into adulthood.

Schoolies, as it’s referred to in the eastern states of Australia, has been celebrated in major tourist destinations in Australia for a number of years. Rebeccas Community (n.d., p.1 of 3) reports that on the Gold Coast in Queensland celebrations have occurred annually for over three decades. The Gold Coast, in particular Surfers Paradise, continues to be the biggest Schoolies hotspot nationally and attracts 35,000 school leavers from all over Australia over a four-week period every year.

In recent years, Schoolies has grown in other states of Australia including Victor Harbour (South Australia), the Surf Coast (Victoria) and Byron Bay and Coffs Harbour (New South Wales). In Western Australia, Rottnest and Dunsborough have become the main hotspots for leavers’ celebrations.

Reports on Schoolies and Leavers’ Week continue to highlight how the period of celebration is associated with hazardous and harmful alcohol use by leavers which often leads to negative health, social and legal outcomes for leavers and the communities in which they celebrate. (Bogaards, Farringdon & Midford, 2000)

The history of anti-social behaviour associated with Schoolies and Leavers’ Week has caught the attention of the national, state and local media. As a result, the popularity of Schoolies and Leavers’ Week has increased significantly over the past decade.

The increasing numbers of leavers and the increased complexity of managing the end-of-year celebrations have encouraged stakeholders to coordinate comprehensive management plans encompassing primary, secondary and tertiary prevention strategies to ensure Leavers’ Week is a positive experience for all involved.

2.1.2 Managing the Schoolies Week in other states of Australia

Increasing problems with managing crowds of young people at Surfers Paradise influenced organisers to implement a number of strategies including a ‘management by event’ model to improve celebrations for schoolies and reduce the amount of anti-social behaviour during Schoolies. The event involves providing diversionary activities and music on Surfers Paradise beach. This deterred schoolies from drinking excessively and moves the large crowd of young people from the central business district (CBD) area of Surfers Paradise. Conversations with Sergeant St Clair, Gold
Coast Liquor Licensing Coordinator, QLD Police revealed that this approach has assisted significantly in managing crowds of young people and reducing the problems associated with this.

In 1999, Encounter Youth Inc started implementing a highly successful *Encounter Schoolies Festival* in Victor Harbour, South Australia. The festival has proven to be successful in managing and centralising the annual celebrations and increasing the quality of entertainment for leavers. This approach has subsequently decreased the number of arrests made and reduced the number of large independent residential parties that had caused a number of problems for the local residents. Encounter Youth Inc (n.d., p. 1 of 1) state that since the festival was introduced in 1999 the number of leavers attending the festival has grown but incidences of antisocial behaviour have decreased dramatically.

Furthermore, Encounter Youth Inc has also reduced the duration of Victor Harbour’s *Schoolies* from a ten-day period in late 1990’s to a four-day period in 2005. It is thought that the implementation of the ‘management by event’ model was instrumental in determining the duration of celebrations in Victor Harbour.

A telephone conversation in January 2006 with the Director of the Byron Bay Youth Centre (NSW) revealed that approximately 5,000 school leavers visited Byron Bay every year to celebrate *Schoolies*. According to the 2001 Census, Byron Bay urban centre had approximately 5,917 permanent residents at the time of the Census (Australian Bureau of Statistics, 2002) and on average has 4,000 visitors per day. Byron Bay also has a large variety of venues that cater for the needs of young people including a youth centre and various tourism attractions and activities. The impact of 5,000 young people on the existing population and infrastructure is relatively small. Therefore the Director of the Byron Bay Youth Centre stated that few additional activities or events are organised for *Schoolies* in Byron Bay.

### 2.2 Leavers’ Week in Western Australia

In Western Australia, the end-of-year celebrations are now referred to as *Leavers’ Week* and have traditionally been held over a three to ten-day period since the mid 1990s in various holiday destinations in the State.

In 2005, it was estimated that 10,000 Western Australian young people celebrated *Leavers’ Week*. Approximately half of these celebrated in the South West in towns of Dunsborough, Margaret River, Augusta and Busselton. Other key destinations included Rottnest Island, Kalbarri and Lancelin. Smaller numbers of young people celebrated in Windy Harbour, Bremer Bay, Albany, Esperance and Mandurah. Jurien Bay also emerged as a key location for leavers from the Geraldton area in 2005.

#### 2.2.1 History of Leavers’ Week in Western Australia

In 1999, the National Drug Research Institute (NDRI) conducted a formative evaluation project of *Leavers’ Week* on Rottnest Island. The recommendations of this evaluation informed the development of the *Leavers’ Live* project which was managed by the School Drug Education Project (SDEP), now known as School Drug Education and Road Aware (SDERA). (School Drug Education Project, n.d.)
Leavers’ Live, funded by the former Department of Education, Training and Youth Affairs for a three-year period, initiated a population approach to understand and reduce the harms associated with the end-of-year celebrations in Western Australia. The project involved working collaboratively with leavers, Rottnest Island Authority, Rottnest Police and other government and non-government agencies to reduced the harms associated with leavers’ celebrations on Rottnest.

In 1999, 2000 and 2001 NDRI conducted extensive research and evaluation projects of the intervention activities on Rottnest Island and Prevelly Park. This research built an evidence base for future management strategies in key Leavers’ Week destinations throughout Western Australia.

The research recommended a number of interventions to reduce the harms to leavers, the community and local services. Midford, Farringdon and Young (2001) recommended the provision of:

- Low cost or free activities and entertainment that promote social interaction between leavers;
- Convenient, cheap food;
- Education to parents of leavers to facilitate communication between parents and leavers about the harms association with the end-of-year celebrations;
- A leavers identification system that confirms their accommodation and enables access to entertainment and activities; and
- Sobering up/chill-out tent for leavers to have respite and receive health and safety advice and support from qualified personnel.

This research was instrumental in the development of harm reduction programs, such as the Keep It Safe Summer Program (K.I.S.S.) by the Western Australian AIDS Council (WAAC) and Drug Arm WA’s Recovery/Chill-Out Tent. These programs continue to be a major contributor to reducing harms to leavers during end-of-year celebrations.

The Drug and Alcohol Office (DAO) commenced the state coordination role for Leavers’ Week in 2003, once Australian Government funding ceased for Leavers’ Live. DAO reviewed the outcomes of the Leavers’ Live project to develop a sustainable program to respond to leavers’ celebrations in key locations throughout Western Australia. This included supporting communities and other key stakeholders to develop local responses to Leavers’ Week, facilitating interactive planning workshops for stakeholders and developing information resources for leavers, parents and government and non-government services.

The success of Leavers’ Week has relied heavily on the willingness and capacity of local volunteers and services to coordinate local responses. However, over the last five years, the level of management required has increased and the demand on local services and volunteers to respond to the growing number of leavers has often exceeded local capacity and infrastructure, particularly in Dunsborough. In addition, the growing number of Leavers’ Week destinations throughout the state caused a number of resource and policy implications for State Government and non-government agencies which required higher level of coordination, beyond the scope of local communities.

State Government needed to adequately respond to and reduce the pressures placed on local communities by implementing a coordinated approach to managing Leavers’ Week. As a result, in May 2005 the State Government endorsed and launched a five-point plan for managing Leavers’ Week. The plan provides:

- A focus on rights and responsibilities;
- Improved safety through robust policing and harm minimisation;
- Active support to regional communities to manage visiting school leavers;
• Better co-ordination between Government and non-government agencies; and
• Research into improved ways to manage large groups of young people.

As part of the State Government’s plan, the Office of Crime Prevention (OCP) became the lead agency responsible for managing the implementation of the five-point plan in 2005. To date, OCP has:

• Committed to reducing the duration of Leavers’ Week to reduce the burden on local services and communities.
• Established a Senior Officers of Government Advisory Group to coordinate emerging issues and set the strategic direction for Leavers’ Week.
• Established a Leavers’ Support Services Working Group to oversee the coordination of non-government services’ volunteers for Leavers’ Week.
• Established a South West regional coordination role to liaise with regional communities and government officers (South West Human Services Committee) to initiate a coordinated regional approach.
• Endorsed a Code of Conduct and identification badges for volunteers of non-government services.
• Established a Coordinated Funding Scheme with Office of Children and Youth (OCY) and Lotterywest to streamline community access to funding for Leavers’ Week initiatives. This scheme funded $73,000 to support initiatives for Leavers’ Week in 2005. This included funding for harm minimisation strategies such as pastoral care services, volunteer support, diversionary activities and events.
• Established an evaluation model for Dunsborough in partnership with OCY and Smart Events to evaluate strategies and inform the strategic development of Leavers’ Week.

The number of young people attending Leavers’ Week celebrations in Western Australia is expected to increase as the compulsory school leaving age is increased from 15 years to 17 years of age in 2008. This report has been commission by State Government to assist local government authorities, non-government services, accommodation providers, young people, community groups and volunteers in the South West to manage celebrations in the future.

2.2 Leavers’ Week in Dunsborough

2.2.1 Overview of Dunsborough

Dunsborough is located in the South West region of Western Australia, 250km south of Perth. Dunsborough’s close proximity to Bunbury, Busselton, Yallingup and Margaret River makes it the top tourist destinations in the South West.

According to the 2001 Census there were 2,970 permanent residents in the Dunsborough urban area and a high proportion (45%) of unoccupied private dwellings, indicating a high amount of holiday homes and accommodation. (Shire of Busselton, 2005)

Young people celebrating the Leavers’ Week have traditionally visited numerous communities in the South West including Margaret River and Busselton. However since 2000, Dunsborough has become the focal point for celebrations for many young people from the Perth metropolitan area and other South West towns.
Dunsborough has limited capacity infrastructure to cope with the large influx of young people in comparison to the larger surrounding towns of Busselton and Bunbury. In Dunsborough, there is one Police Station, a child health centre, four general practitioner surgeries, a volunteer St John Ambulance Sub-Centre, volunteer fire rescue team as well as a variety of food outlets, a tourist bureau, a tavern, a golf course and a large sports oval with skate park adjacent to the CBD area. The nearest hospital, community health centre or community mental health clinic is located in Busselton, approximately 20 kilometres away.

The Dunsborough urban area has a high proportion of holiday homes intermixed with permanent residents. Many leavers stay in the holiday homes amongst permanent residents. This causes slight to major inconveniences to permanent residents during the annual leavers’ celebrations.

2.2.2 History of leavers’ celebrations in Dunsborough

Leavers’ celebrations first commenced in Dunsborough in 1993 when a number of leavers were accommodate in a major caravan park less than one kilometre from Dunsborough CBD.

In 1998, the redevelopment of the Dunsborough CBD made a local park called Lions Park an attractive, central and accessible congregation point for leavers’ celebrations. During this time Margaret River, where many leavers were accommodated, experienced similar challenges to Dunsborough in terms of managing the end-of-year celebrations.

Dunsborough first became the focus of strong media attention in 2000 after the town experienced elevated levels of anti-social behaviour during leavers’ celebrations. It is estimated that approximately 500 young people gathered in Lions Park on a weekend in late November and approximately 400 gathered at a bonfire at the mouth of the Margaret River organised by the Margaret River community.

In early 2001, a community taskforce was convened to review the impact of the 2000 celebrations. A study tour was arranged for Dunsborough and Rottnest stakeholders to visit the Gold Coast and Byron Bay to meet authorities, agencies and groups to gain an understanding of the strategies implemented to manage anti-social behaviour during Schoolies.

The first comprehensive management plan for leavers’ celebration in Dunsborough was developed in 2001. The plan included the establishment of a Dunsborough Schoolies Advisory Committee (DSAC) to implement intervention strategies. The aim of the strategies were to work in partnership with the community to create a safe, secure and positive environment for residents, visitors and leavers during end-of-year celebrations.

DSAC’s first priority was to fulfil community expectations first while providing a welcoming and safe environment for visiting leavers. The membership included representatives of Dunsborough Police, Dunsborough-Yallingup Youth Advisory Council, Dunsborough Mecure Inn, Cape Naturaliste Local Drug Action Group, Cape Naturaliste Tourism Association, Shire of Busselton, Dunsborough Community Church, Dunsborough Progress Association and Dunsborough-Yallingup Chamber of Commerce.

The 2001 management plan included strategies addressing education, safety, media management, law and order and public area management. Strategies included:
• Raising awareness of the leavers’ celebrations and implications of the celebrations to key stakeholders
• Increasing police presence and enforcement measures on street drinking and other anti-social behaviour
• Increasing coverage by Shire of Busselton’s CLO’s
• Identifying required support services
• Recruitment and training of parent and community volunteers
• Providing commuter bus for travel to and from designated areas
• Formulating a community media plan
• Accessing funding to implement media campaign in electronic media outlets
• Implementing presentations to leavers at High School prior to celebrations
• Implementing education and awareness raising program to leavers, parents and accommodation providers
• Formulating a Public Area Sanitary Program (Litter, toilets etc)
• Formulating an Area Containment and Isolation Plan (carparks etc)
• Formulating a medical response plan
• Conducting an audit of lighting and signage audit and address shortfalls

No major events were planned in Dunsborough at this time as DSAC felt there were no suitable venues or appropriate infrastructure in Dunsborough to support large events.

In 2001, the number of leavers in Margaret River and Dunsborough grew to 800 in each town with Lions Park and the river mouth in Margaret River continuing to be the focal point. However, the annual bonfire at the mouth of Margaret River was cancelled in 2002 after safety concerns in terms of managing the growing crowd numbers.

During this time, accommodation providers in Busselton began actively promoting to leavers. As a result, an additional 900 young people were accommodated in Busselton. This bolstered the number of young people celebrating in Dunsborough on a nightly basis.

Dunsborough increasingly became the focal point for the South West from 2002 onwards. This was due to a combination of factors including increased media attention, the cessation of the annual bonfire in Margaret River and the increase in available accommodation for leavers in Busselton. As a consequence, the crowd numbers in Lions Park grew to 1,600 in 2002 and the celebrations continued for 10-days.

The crowd dynamics of the 1,600 young people also started to change from 2002. The number of non-leavers aged over 17 years increased. The crowds congregating in Lions Park consisted of young people living in Dunsborough, leavers accommodated in the South West and young adults from the South West and metropolitan area.

Engaging other South West towns to assist in managing leavers celebrations had become increasingly difficult. Leavers’ celebrations were now viewed in the South West as an issue for the Dunsborough community to manage. To counteract this, the South West Leavers’ Coordination Project was developed by DSAC in 2003 to increase regional involvement in managing the end-of-year celebrations. The project aimed to fulfil the following objectives:
• Develop and co-ordinate effective crime prevention strategies that address district issues.
• Establish a central co-ordination point for liaison with the Department of Education and Training for effective communication with schools, school leavers and parents.
- Allocate State and volunteer agency support and resources throughout the South West region.
- Develop a coordination model that enables the replication of projects in other areas and reduce the reliance on annual grant funding.

The South West Leavers’ Coordination Project did improve the management strategies of the 3,000 people who congregated in Lions Park in 2003. However, the capacity for 250 volunteers, local shire, services and police to conduct ongoing effective surveillance of the large crowd was limited as there was unrestricted access to Lions Park.

The absence of an alternative centralised venue and night-time entertainment, combined with limited crowd control mechanisms and surveillance increased the incidence of antisocial behaviour in 2003. Reports to the Shire of Busselton and WA Police revealed that:
- Complaints from the community had increased by 79% since 2002;
- Liquor cautions and infringements had increased by 267% since 2002;
- Arrests had increased by 200% from 2002; and
- Local police received two alleged sexual assault complaints.

Whilst levels of antisocial behaviour did increase, local services and volunteers continued to implement the original strategies developed in 2001 with success. Each year the strategies were modified to improve the management response. Despite this success, the local community and services became concerned that if increasing trends in crowd numbers continued, Dunsborough could experience a repeat of the 1994 Dunsborough New Year’s Eve problems whereby 7,000 people rioted when police attempted to disperse crowds in the Dunsborough CBD area.

Furthermore, the numbers of leavers accommodated in the Dunsborough area was also a growing problem with many leavers accommodated and celebrating in the private holiday homes located amongst permanent residents. The 10 to 14-day period of celebrations became a growing inconvenience for many permanent residents residing near holiday homes and as a result there was growing opposition to leavers visiting the holiday town.

In 2004, the objective of the management plan was modified to reduce the numbers gathering in Lions Park. The plan aimed to encourage the direct involvement of other South West communities in managing leavers’ celebrations whereby leavers would be encouraged to celebrate at safe venues in the communities of Margaret River, Busselton and Dunsborough or where they were accommodated. Large public open space gatherings were to be actively discouraged. However, due to various funding constraints and challenges related to the establishment of a lead coordination role, these strategies were unable to be fully developed and implemented in 2004.

Four thousand young people congregated in Lions Park in 2004. This was the first time incidences of ‘gang style’ violence occurred during the celebrations with approximately five to ten acts of violence each evening of the celebrations.

At this time the Officer in Charge, Dunsborough Police and a representative from the Office of Crime Prevention visited Victor Harbour, South Australia to increase State Government’s understanding of the Encounter Schoolies Festival. This included gaining a better understanding of the management strategies implemented and the impact the festival has had on the community and services of Victor Harbour. After observing the success of the Victor Harbour strategies, it was felt that a similar low key ‘management by event’ model be implemented in the South West to manage leavers’ celebrations in the future.
In 2005, DSAC was revitalised with new members and renamed Dunsborough Leavers’ Advisory Committee (DLAC) in response to the interest and debate surrounding the ‘management by event’ strategy. DLAC was auspiced by the Dunsborough Progress Association with representatives from the Dunsborough Combined Churches, Dunsborough Police, Shire of Busselton (staff and councillors), Dunsborough Progress Association, Southern Rip, Dunsborough/Yallingup Chamber of Commerce and Industry, South West Area Health Service and the Dunsborough Visitors’ Centre. Key stakeholders for the group also included, Office of Crime Prevention, South West Community Child and Adolescent Mental Health Service, Department for Community Development, Christian Surfers Australia, Leavers’ Chaplaincy, WAAC, Drug Arm WA, Youth for Christ (YFC) and Royal Life Saving Society of Western Australia (RLSSWA).

Members of the DLAC had expressed concerns towards the idea to implement a ‘management by event’ model, similar to Victor Harbour. DLAC members felt Dunsborough did not have the appropriate infrastructure to support a large event and were concerned that an event to manage leavers would attract more young to Dunsborough. This could increase problems for the community in the long term. Members of DLAC elected to adopt a strategy designed to discourage leavers from gathering in Dunsborough, particularly Lions Park and encourage leavers to ‘celebrate where you stay’.

The 2005 education, harm reduction and organisational development strategies and the impact of these strategies are outlined in this report.
3.0 2005 OBJECTIVES AND STRATEGIES

3.1 Objectives

DLAC members set three objectives for Dunsborough Leavers’ Week at a planning workshop in July 2005. Other stakeholders involved in managing Dunsborough Leavers’ Week later endorsed these objectives and developed strategies to support these objectives. The objectives were:

1. Reduce the numbers of school leavers to a safe and manageable level
2. Reduce the risks to residents and school leavers
3. Reduce damage to private, public and commercial property

3.2 Management strategies

A number of organisational development, harm reduction and education strategies were implemented by a variety of stakeholders to meet the objectives set and endorsed by members and stakeholders of the DLAC.

A map illustrating the location of Dunsborough CBD, Lions Park, the Central Command Post, Leavers’ Zone, St John Triage Tent and Drug Arm WA Recovery House is presented in Section 3.3 of the report. Photos of some of the strategies can be viewed in Appendix A.

3.2.1 Organisational development strategies

Promote Leavers’ Week as a six-day period
A commitment was made by State Government and DLAC in 2005 to reduce the duration of celebrations from a 10-day period to a six-day period. This was an attempt to concentrate services to effectively manage celebrations and reduce the burden of celebrations on local services and the community.

In 2005, Leavers’ Week was promoted as Thursday 24th – Wednesday 30th November.

Employ a State-wide Leavers’ Week Project Manager
OCP employed a Leavers’ Week Project Manager (0.5FTE) in July 2005 to coordinate the State Government’s response to Leavers’ Week throughout the State. The role supported the government and non-government services and DLAC in developing management strategies, provided line management to the South West Leavers’ Week Coordinator and lead the implementation of the evaluation project.

Employ a South West Leavers’ Week Coordinator
The South West Leavers’ Week Coordinator (0.2FTE) was contracted in August 2005 by OCP. This role coordinated and facilitated partnerships with government and non-government services and the local community to develop management strategies for 2005 Leavers’ Week for the South West region of Western Australia.
Develop a unified management approach between accommodation providers
The DLAC worked collaboratively with accommodation providers in Dunsborough to develop a unified management approach for Leavers’ Week. To initiate this, the DLAC administered a survey to identify management strategies and issues for accommodation providers associated with Leavers’ Week. This survey also enabled DLAC to identify the accommodation providers accommodating leavers and identify how many leavers were booked into the Dunsborough area for Leavers’ Week. Planning workshops with accommodation providers were then held from August to November 2005 to develop and coordinate management strategies.

Establish a statewide Leavers’ Support Services Coordination Group
State Government, through OCP established a Leavers’ Support Services Coordination Group to improve communication and coordinated between State Government and non-government services. This year the group focused specifically on developing a Code of Conduct and designing ID tags for support service (non-government) volunteers.

Members of the this group include Drug Arm WA, Fairbridge Music Program, Leavers’ Chaplaincy, Local Drug Action Group Inc (LDAG), RLSSWA, St Johns, WAAC and YFC.

Establish a Code of Conduct for support services’ volunteers
A Code of Conduct for support service volunteers was established this year with State Government and the Leavers’ Support Services Coordination Group. The Code of Conduct outlined the values, principles and standards expected of volunteers for the end-of-year celebrations in Western Australia.

Provide identification (ID) tags for support services’ volunteers
The State Government provided identification tags to over 225 support services’ volunteers. This enabled leavers and agencies to identify qualified support staff. The ID tags also had a list of useful contacts so support services’ volunteers could access extra support and refer leavers to appropriate services when required.

Establish a Central Command Post for the duration of Leavers’ Week
A Central Command Post was established at the clubrooms of the Dunsborough Playing Fields to improve the coordination of Leavers’ Week management strategies by police, government and non-government services and community volunteers. Dunsborough Police’s Officer in Charge controlled all emergency and general management responses to celebrations in the Dunsborough area from the Central Command Post. Police operations specific to leavers-related incidents were also coordinated from the Central Command Post with other towns including Margaret River and Busselton. The Command Post enabled the Dunsborough Police Station to operate independently for the general community during Leavers’ Week.

Establish a coordinated funding scheme for community initiatives
In 2005, OCP, OCY and Lotterywest piloted a coordinated funding scheme that enabled community groups and local government authorities throughout the state to access grants of up to $5,000 for Leavers’ Week activities relating to the following categories:
- Education and awareness activities;
- Crime prevention and community safety activities;
- Activities that young people are to be involved in the planning and implementation of; and
- Promotion of activities for Leavers’ Week.
In the past, community organisations and local government authorities developed several applications for various funding bodies to consider. This increased the amount of work required by local communities to gain funding and also resulted in communities being in competition with other funding applications that were not related to *Leavers’ Week*.

The purpose of establishing the scheme was to enable applicants to access grant funds in a streamlined manner and allow one application to be considered by several potential funding bodies at the same time. In addition, applications received were all related to *Leavers’ Week*, which reduced the competition between communities requesting funding for events.

**Increase response from government service providers to manage Leavers’ Week issues**

In addition to the two roles employed by OCP and coordinated funding scheme, the Shire of Busselton’s Community Development Officer provided planning, management and evaluation support to members of the DLAC for the first time in 2005.

OCP also initiated the establishment of a Senior Officers of Government Advisory Group to assist in developing the statewide strategic direction for *Leavers’ Week* and assist local communities to respond to the end-of-year celebrations.

WA Police provided significant extra resources to assist in managing *Leavers’ Week* in Dunsborough.

The South West Area Health Service (SWAHS) rostered additional medical and nursing staff on duty at predicted peak demand times at Busselton and Margaret River hospitals. SWHAS also:

- Rostered a Community Mental Health Nurse to assist in managing celebrations
- Provided one on one professional supervision to the *Leavers’ Week* South West Coordinator
- Provided 2,000 safe sex packs, on request
- Provided ongoing media advice to DLAC
- Facilitated one media training workshop for DLAC; and
- Liaised with St John Ambulance at a regional and local level to plan first aid, paramedic and ambulance services.

The Department for Community Development (DCD), Busselton Office provided support by allowing their Youth Officer and Team Leader to assist planning and attended DLAC meetings prior to the *Leavers’ Week*. During the celebrations, the Youth Officer was rostered on nightly from 6pm to 9pm to assist with any youth and welfare support matters. Busselton’s DCD also provided an extra support worker and Clinical Psychologist to respond to any crisis situations, if required. Crisis Care was also available to respond to crisis situations if DCD staff were unavailable.

OCY commissioned Smart Events and worked in partnership with OCP to conduct the Leavers’ Intercept Survey and Community Social Impact Survey.
3.2.2 Education strategies

Establish a Communication Strategy to inform leavers and the community of management strategies
A member of the DLAC volunteered to be the Communications Officer for the committee and worked with local media, schools and the community to promote the DLAC and management strategies for Leavers’ Week. The overarching statements and core message promoted by DLAC were:

Overarching statement: Whilst leavers have the right to celebrate, they have a responsibility to treat themselves, each other and the community to which they go, with respect.

Core messages:
- Be responsible - there are risks.
- Celebrate considerately where you stay – no unauthorized gatherings in public places.
- Local and State laws will be enforced.
- Positive outcomes are to be reached for leavers, local residents/businesses and other visitors to our community.

This communication strategy had specific messages for leavers including ‘no gathering in Lions Park’ and ‘celebrate where you stay.’

Develop and promote a Dunsborough leavers’ website and parent website
The DLAC Communications Officer developed two websites to inform leavers and their parents of their rights and responsibilities prior to and during celebrations. The websites also assisted in communicating key objectives, strategies and messages to leavers and parents of leavers attending celebrations in Dunsborough. Websites can be accessed at www.dunsboroughleavers.com.au (for leavers) and www.leaversparents.com.au (for parents).

Conduct education sessions in local high schools prior to Leavers’ Week
Dunsborough Police and DLAC members conducted presentations in several high schools in Perth, Bunbury, Busselton and Kalgoorlie prior to Leavers’ Week. Rottnest Island Police, WAAC, SDERA and Leavers Chaplaincy also conducted a number of these presentations in Perth metropolitan and regional high schools with year 12 students. The presentations informed leavers of:
- The expectations of the community, police and other local services
- The role of support services during Leavers’ Week
- The dangers, risks and legal issues associated with Leavers’ Week
- Strategies for maintaining safe celebrations and personal safety
- Where to access further information regarding Leavers’ Week

This information was based on the ‘School Leavers’ Presentation: Program Outline for Presenters’ developed by the Drug and Alcohol Office in 2004.

Promote key protective behaviours and sexual health messages to leavers
A team of volunteers from the WAAC promoted the K.I.S.S. Program to leavers. K.I.S.S. was developed in response to findings by NDRI that Leavers’ Week was associated with a number of risky behaviours such excessive alcohol consumption and unsafe sex practices.
K.I.S.S. is a peer education program aimed at youth and young adults in Western Australia. The program encouraged young people to reduce the potential harms associated with the end-of-year celebrations by focusing on substance use, sexual health and other risky behaviours. Volunteers work with leavers to provide drug and safe sex education and assists leavers to make informed decisions about their health behaviours.

The program was implemented during Leavers’ Week by a team of seven volunteers from a tent at Lions Park from Thursday 24th November – Friday 2nd December. This central location provided the opportunity to distribute health information to leavers and provide sporting equipment and games to entertain leavers during the day.

Promote alcohol-related harm reduction messages to leavers
The RLSSWA launched their Don’t Drink and Drown Campaign in Dunsborough during Leavers’ Week. Don’t Drink and Drown aims to reduce the proportion of 15-29 year olds in Western Australia who consume harmful levels of alcohol and participate in aquatic activity. (Royal Life Saving Society of Western Australia, 2005)

RLSSWA volunteers engaged leavers in a number of day-time interactive activities in Lions Park, at local beaches and at the Surfing Competition in Yallingup. These activities were branded with the Don’t Drink and Drown logo to promote and reinforce the key health and safety campaign message. This was the first year RLSSWA was involved in Leavers’ Week activities in Dunsborough.

Provide the Pitstop Program to assess health behaviours of leavers
Volunteers from WAAC and RLSSWA combined to provide the Pitstop Program for young people attending leavers’ celebrations. This program is a brief intervention initiative designed to assess the health behaviours and wellbeing of individuals. The program involves encouraging people to partake in a series of interactive ‘pitstops’ modelled on the analogy of a car being checked for roadworthiness. During Leavers’ Week young people could participate in ‘pitstops’ designed to assess male sexual health (sparkplugs), female sexual health (headlights), alcohol intake (fuel consumption) and smoking (exhaust).

Alcohol intake was assessed using the Alcohol Use Disorder Identification Test (AUDIT) The AUDIT is an internationally validated tool to identify low risk, hazardous and harmful alcohol consumption by individuals. The program was conducted twice during leavers’ celebrations.

Distribute ‘Leavers and the Law’ publication
The Western Australian Youth Legal Service and OCY distributed an educational booklet to all school leavers prior to Leavers’ Week. The book outlined the legal rights and responsibilities of leavers and the legal consequences of various forms of illegal activity. The publication can be accessed at www.community.wa.gov.au/Publications/FactSheetsAndGuides/Leavers_and_the_Law.htm

Provide additional signage regarding camping and parking laws and regulations
The Shire of Busselton provided additional signage to promote the Shire’s laws and regulations regarding illegal camping and parking. An advert promoting the local laws was also placed in the Western Australian newspaper’s special Health and Medicine lift-out for Leavers’ Week.
3.2.3 Harm reduction strategies

Provide wristbands for leavers accommodated in Dunsborough
All leavers accommodated in Dunsborough were encouraged to purchase a fluorescent yellow wristband from the DLAC. This strategy was introduced to enhance the safety of leavers by assisting WA Police to identify legitimate leavers from ‘toolies’ (those aged over 17 years).

The wristbands also enabled the DLAC to charge a levy to leavers to cover the cost of managing Leavers’ Week in Dunsborough. The wristbands were $20 each and as an incentive leavers with wristbands could access a package of discounts to local businesses and access a local bus service, the Leavers’ Zone and the Surfing Competition. The wristbands also enabled commercial accommodation providers to identify the leavers’ staying on their property, thus increasing security by reducing trespassing.

Individuals were required to produce valid student identification upon purchase of a wristband. Wristbands were purchased from the DLAC at accommodation sites during check in or at the Leavers’ Zone on a daily basis from the Thursday 24th – Wednesday 30th November. Leavers staying in two commercial accommodation sites in Busselton could purchase the wristbands from the DLAC. Leavers staying in private rentals could also pre-register for a wristband via the Dunsborough Leavers’ website.

Provide a designated, supervised area with diversionary activities to centralise celebrations
A designated area was established on the Dunsborough Playing Fields to provide low-key entertainment and diversionary activities to leavers. The area called the Leavers’ Zone was a primary crime prevention strategy aimed to manage crowds of young people and deter crowds from congregating in Lions Park and the Dunsborough CBD area. Since the DLAC were promoting the message of ‘no gathering in Lions Park’, the secondary aim of the Zone was to attempt to reduce the number of house parties and crowds of young people in residential areas by providing an alternative venue for celebrations that was central, accessible and supervised.

The Leavers’ Zone was managed by YFC and provided the following night-time attractions:
- DJ by YFC and Southern Rip volunteers featuring dance, house and techno music;
- Games corner;
- Playstation chill-out tent;
- Movie tent; and
- Food and non-alcoholic refreshments.

The Leavers’ Zone was an alcohol, drug and glass-free area that was open from 7pm – 1am from the Thursday 24th November – Friday 2nd December.

Provide a two-day Surfing Competition for leavers
The inaugural two-day Leavers’ Surfing Competition was held at Rabbit’s Hill in Yallingup. Entry to participate as a competitor was restricted to those wearing a wristband. This included leavers accommodated in Dunsborough and registered leavers accommodated in two commercial sites in Busselton.

Four surfing divisions were available for leavers to contest in. This included ‘stand up’ and ‘body-boarding’ divisions for males and females. Pro-surf Joel Fitzgerald from NSW also provided guest commentary and surfed alongside leavers in the event’s Expression Session. To coincide with the surfing competition, two surfing movies were screened at the event.
The event was hosted by Christian Surfers Australia with support from local business, churches, Shire of Busselton and WA Police. The competition was held on Monday 28th and Tuesday 29th November.

**Provide daytime transport for leavers to destinations in Dunsborough area**
A free daily bus service, funded by the South West Development Commission, was provided to leavers wearing wristbands. Three coaster buses with three drivers ensured leavers were safely transported between their accommodation and key sites. The Dunsborough and Busselton tourism bureaus were the main pick-up and set-down areas. The buses ran a continuous circuit, stopping at various locations between:
- Busselton - Dunsborough
- Dunsborough - Meelup/Bunker Bay; and
- Dunsborough - Yallingup

Volunteers from Combined Churches and Youth with a Mission (YWAM) coordinated and provided the transport service, which ran from 9am to 5pm from Friday 28th November to Friday 3rd December.

**Provide a night-time transport service for leavers**
A transport services was provided in the evenings to ensure crowds exiting the Leavers’ Zone were dispersed from the town centre to minimise potential disruption to the community at night.

**Enable leavers access to food and refreshments at night-time**
A major concern for organisers was that leavers’ had limited access to food and refreshments after 9pm as food outlets in town were closed. This potentially increased the harm to leavers and the community from excessive alcohol consumption. To counteract this, a food and refreshment stall was set up in the Leavers’ Zone by Southern Rip, the local youth organisation, to enable leavers’ access to food and non-alcoholic beverages in the evening. Proceeds from the sale of food and refreshments went to support the development of future local youth projects.

**Provide activities and outreach services in accommodation sites.**
Leavers’ Chaplaincy provided teams of volunteers called the ‘Red Frog Crew’ who were mediators between leavers and the managers of the accommodation sites and other services. Leavers’ Chaplaincy used Allens Red Frogs as an icebreaker to interact with leavers and also provided other activities within accommodation sites such as sporting activities, pastoral care, sausage sizzles and breakfasts.

**Provide a Community Mental Health Nurse to provide immediate mental health interventions**
There was a need after the 2004 celebrations for the Community Mental Health (CMH) team to provide a Community Mental Health Nurse to assist in managing the celebrations. This role provided support to the DLAC and government and non-government agencies involved in Leavers’ Week. In addition, the role was available to provide immediate mental health interventions to leavers to assist in dealing with and monitoring disruptive behaviours.

**Provide a supervised sobering up facility and outreach services for leavers**
Drug Arm WA coordinated a number of strategies to reduce the alcohol and drug-related harms to individual leavers, other leavers and the community. A stationary recovery tent and mobile street teams (on foot and in vans) provided:
- Information about staying safe during Leavers’ Week, peer support and crisis counselling;
• Basic first aid and access to ambulance services in partnership with St Johns;
• Referral to suitable professional agencies, if required;
• Water distribution; and
• A secure and supervised environment for leavers experience problems associated with excessive alcohol or drug use.

The Drug ARM WA Recovery Tent was located with the St John first aid triage tent adjacent to the command post at the southern end of the Dunsborough Playing Fields - a five minute walk from the Leavers’ Zone. Drug Arm WA provided services from 7pm – 2am (and later if required) from the Wednesday 23rd – Wednesday 30th November.

**Establish a St John Triage Tent for first aid and ambulance services**
For the first time in 2005, St John Ambulance Sub Centre in Dunsborough established a triage tent to ensure leavers had access to appropriate first aid services and, if necessary, resources to provide an emergency response. In particular, volunteers were available from 9pm to the early hours of the morning to treat leavers with minor lacerations, allergies, bruises, physical assaults and leavers experiencing problems associated with alcohol and drug use.

The location of the triage tent adjacent to Drug Arm WA’s Recovery Tent enabled the two services to coordinate and monitor the first aid care of leavers. A team of 17 volunteers provided the service from Friday 25th November – Friday 2nd December. St John also had the responsibility of providing a 24-hour-a-day, seven-day-a-week service to the Dunsborough community during this time.

**Provide Safe Sex Kits to leavers, upon request**
The SWAHS sourced funding from the Department of Health Blood Borne Virus Directorate for 2,000 safe sex kits designed by the Greater Bunbury Division of General Practice. The safe sex kits included appropriate written information on safer sex practices and one condom donated by Ansell. The kits were available on request to leavers at various sites in Dunsborough and Margaret River.

**Establish night-time roadblocks around Dunsborough’s CBD**
Shire of Busselton established roadblocks to keep cars out of the Dunsborough CBD from 9pm – 6am throughout Leavers’ Week. This assisted in minimising traffic and improving the safety of the crowds of young people walking through the CBD area.

**Provide fluorescent reflective vests for volunteers and agency staff on street patrol**
Dunsborough Police and the Shire of Busselton gained funding from the OCP to provide fluorescent reflective vest for all volunteers and agency staff to improve the surveillance of leavers celebrations. The vests also improved the visibility and safety of volunteers.

**Provide food and refreshments for WA Police and volunteers**
The Salvation Army was funded to provide food and refreshments 24-hours a day to support services volunteers and WA Police. This was located with the Central Command Post at the clubrooms of the Dunsborough Playing Field.

**Reduce speed limits from 80km/hr to 40km/hr and 60km/hr on Caves Road, adjacent to Dunsborough CBD**
To improve pedestrian and road safety during Leavers’ Week, WA Police and Department of Planning and Infrastructure reduced the speed limits on Caves Road from 80km/hr to 40km/hr and 60km/hr.
3.3 Map of Dunsborough Leavers

**Caves Rd**
Reduced speed limits for *Leavers*’ *Week*

**Lions Park**
Traditional meeting place for Leavers.

**Dunsborough Pub and CBD area**

**Leavers’ Zone**
Strategy to centralise celebrations away from CBD and Lions Park

**Central Command Post**
The coordination centre for services, a place for services to meet and the location of the Salvation Army Food Van.

**Drug Arm WA**
Recovery Tent and St John Triage Tent

To Busselton
4.0 TARGET GROUPS

The primary target group for the management strategies implemented in Dunsborough were leavers, aged 16-17 years accommodated in the Dunsborough area including Dunsborough town, Eagle Bay, Yallingup and Quindalup.

The secondary target group for management strategies included young people not accommodated in Dunsborough; the community of Dunsborough and other South West towns; local and state government services and non-government services.


5.0 EVALUATION METHODOLOGY

5.1 Wristband sales

Leavers’ accommodated in Dunsborough were required to complete a registration form upon purchase of a wristband from the DLAC. Wristbands were made available to leavers only, therefore the wristbands were only available to people born in 1988. To enforce this requirement, identification and/or proof of 2005 school enrolment was required when purchasing a wristband.

Fourteen commercial accommodation providers in Dunsborough worked with volunteers of the DLAC to make wristbands available and collect information from leavers. Leavers staying in private accommodation could purchase wristbands from the Leavers’ Zone daily. The information collected from leavers included:

- Address of accommodation and duration of stay
- Total number of people staying in the private accommodation site
- Name and contact number of property owner and parent
- Name and contact number of leavers
- School attended

Approximately 2,600 registration forms were completed, 1,800 of these were from leavers accommodated in commercial accommodation.

5.2 Leavers’ Intercept Survey

For the first time in Dunsborough, leavers were surveyed to identify leavers’:

- Satisfaction with management strategies
- Support for future management strategies
- Actual and expected expenditure during Leavers’ Week
- Awareness of publications
- Demographic information

Smart Events, a professional company who evaluate a number of local community events in the South West was contracted by OCY to develop the survey utilising the Encore computer-based evaluation kit. The survey is presented in Appendix B and consisted of 27 quantitative questions and three qualitative questions. A team of five trained adult volunteers randomly interviewed 107 leavers one-on-one at various destinations in Dunsborough throughout Leavers’ Week. This included at commercial accommodation sites, the Surfing Competition, Leavers’ Zone and in Dunsborough CBD area. Surveys were conducted at various times throughout the day and evening over a seven-day period. The data was analysed by Smart Events using Encore.

A total of 107 intercept surveys were completed with leavers. Of those surveyed, 54% (n = 58) were male and 90% (n = 96) of those surveyed were 17 years of age. The remainder of respondents were aged 16 and under (n = 6) and 18 and over (n = 5).
5.3 Community Social Impact Survey

Smart Events administered a social impact survey with community members, local businesses and accommodation owners immediately following Leavers’ Week. The specific objectives of the quantitative survey were to determine the community’s:

- Awareness of Leavers’ Week and management strategies
- Attitude towards current and future management strategies
- Perception of the impact of celebrations on Dunsborough

The survey was administered in and around Dunsborough town during the day over a three-day period by a team of trained volunteers. The survey is presented in Appendix C.

A total of 92 community surveys were conducted. Sixty-six percent (66%, n = 60) of those surveyed were residents of Dunsborough, 16% were businesses owners and residents of Dunsborough and 14% were visitors or holiday makers/tourists.

5.4 WA Police data

Dunsborough Police collected statistics from Wednesday 23rd November – Friday 2nd December 2005 to ascertain the reported level of crime and anti-social behaviour during Leavers’ Week celebrations.

5.5 Presentations to South West Area Health Service

The SWAHS collected data on the number and type of presentations to Busselton District Hospital (BDH) and CMH team from Thursday 24th November – Sunday 4th December 2005. Young people presenting to BDH were identified as a leaver by stating their birth date and by hospital staff asking if the young person was a school leaver. The information collected by the health service included time of presentation, type of diagnosis and the involvement of alcohol and other drugs at the time of injury or on the presentation to hospital.

5.6 Surveys conducted by support services

WAAC and RLSSWA administered intercept surveys to leavers during Leavers’ Week. The purpose of these surveys were to measure the impact of the K.I.S.S. Program and Don’t Drink and Drown campaign on leavers’ attitude, knowledge and behaviour. WAAC completed 106 surveys and RLSSWA completed 200 surveys with leavers in Dunsborough.

Drug Arm WA and St John also collected data to determine leavers’ utilisation and access to their service.

WAAC and RLSSWA administered the AUDIT survey with young people during the Pitstop Program. This survey determined an individual’s level of harm according to their pattern of alcohol consumption.
5.7 Debrief with DLAC and support services

A 1½-hour workshop was facilitated with 16 members of the DLAC to review the effectiveness of strategies and celebrate the achievements made in managing Leavers’ Week in Dunsborough in 2005. To review the strategies an affinity diagram was developed. ‘Affinity diagram’ is a group decision-making technique designed to sort a large number of ideas and opinions into naturally related groups. During the debrief, members of the DLAC were required to independently brainstorm three responses to each statement:

- What strategy worked brilliantly in 2005 and needs no modifications?
- What strategy worked well in 2005 and needs some modifications?
- What strategy was implemented that needs a lot of modifications?

Facilitators from Shire of Busselton and OCP then worked with the group to categorise individual responses into common themes to identify what the group collectively believed were the most and least successful strategies implemented. The results of this were then presented to the Support Services Group to discuss and value add to the results.

5.8 Media exposure

OCP’s Communications Officer conducted a daily search of Media Monitoring to identify media items pertaining to Leavers’ Week. A database of media clippings was compiled with clippings from national, state and local newspapers, radio news, radio talkback and TV news. Any articles that directly related to Dunsborough or with reference to Dunsborough Leavers’ Week were recorded on this database.
6.0 LIMITATIONS IN DATA ANALYSIS

Reliable and convenient samples of leavers and community members were achieved given the time and resources available to conduct the evaluation surveys. However, a number of factors need to be considered in analysing the findings of the report, including:

- The data contained in this report is a summary of information from various data collection tools conducted by a number of groups and agencies during Leavers’ Week.
- The period of time in which the data was collected by services has changed year to year.
- Data collection methods for WA Police and other services may have changed since 2004.
- The leavers surveyed may have been in groups from the same highschool or area of Perth. Therefore some responses such as ‘place of residence’ could be skewed.
7.0 RESULTS

7.1 Leavers’ Demographics

7.1.1 Information from wristband sales

According to the wristband sales there were at least 2,600 leavers accommodated in the Dunsborough area from 24th – 30th November. This included Dunsborough town, Yallingup, Quindalup and Eagle Bay. There were 1,800 wristbands sold to leavers accommodated in 14 commercial accommodation sites in the Dunsborough area and two accommodation sites in Busselton. There were 153 private homes accommodating approximately 800 leavers. Of these privately accommodated leavers, 280 had pre-registered to purchase a wristband prior to Leavers’ Week via the Dunsborough Leavers’ website.

Registration papers indicated that the total number of leavers accommodated in individual private houses ranged from four to 30 young people.

7.1.2 Place of residence

Sixty-six percent (66%, n = 71) of leavers in Dunsborough during the evaluation period were from Perth. Whilst the place of residence is varied, there was a small concentration of leavers surveyed from the areas of Kingsley, Woodvale, Morley and Noranda. The remaining 33% of respondents were from the Mandurah area, and the South West region, including Bunbury and Eaton.

7.1.3 Attraction to Dunsborough for Leavers’ Week

The attraction to Dunsborough for Leavers’ Week is social rather than topographical. When asked, What attracted you to Dunsborough for Leavers Week?, the most common response was it’s a known hotspot (35%, n = 37). Other popular responses are outlined in Table 7.1

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Known ‘hotspot’</td>
<td>37</td>
<td>35</td>
</tr>
<tr>
<td>Friends going there</td>
<td>35</td>
<td>33</td>
</tr>
<tr>
<td>Wanted to party with others</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Easy to get to</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Accommodation available</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Close to beach</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Been before</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Cost</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>TOTAL</td>
<td>106</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 7.1: What attracted leavers to Dunsborough for Leavers’ Week?
7.1.4 Place of accommodation

The results of the Leavers’ Intercept Survey indicated that the vast majority of leavers surveyed (85%) stayed at commercial accommodation, which included camping grounds, and other low cost accommodation offered in the Dunsborough area including Yallingup, Quindalup and Eagle Bay. Seven percent (7%, n = 7) of those surveyed were staying in private accommodation in Dunsborough. Of the remaining respondents, 6% were staying in Busselton and 3% were accommodated in commercial accommodation in Margaret River.

7.1.5 Duration of stay

The duration of stay for the leavers surveyed is shown in Table 7.2. Respondents to the Leavers’ Intercept Survey indicated that leavers stayed for as little as one night and to up to 10 nights for the end-of-year celebrations. Leavers stayed an average of six nights in Dunsborough during Leavers’ Week.

Table 7.2: Duration of stay in Dunsborough

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 night</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>2 nights</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3 nights</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4 nights</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>5 nights</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td>6 nights</td>
<td>43</td>
<td>40</td>
</tr>
<tr>
<td>7 nights</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>8 nights</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>9 nights</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>10 nights</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>107</td>
<td>100</td>
</tr>
</tbody>
</table>

Report on Dunsborough Leavers’ Week 2005
7.1.6 *Intention to celebrate in other areas of Western Australia*

As shown in Table 7.3, 44% (n = 46) of leavers surveyed intended to celebrate leavers in another location of Western Australia in addition to Dunsborough. Most respondents (56%) planned to celebrate exclusively in Dunsborough. A smaller group of respondents also planned on celebrating in Perth and the metropolitan region (17%), another area of the South West region (39%) or in Mandurah (15%).

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>South West</td>
<td>18</td>
<td>39</td>
</tr>
<tr>
<td>Perth &amp; Metropolitan area</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>Mandurah</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>Rottnest</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>North of Perth (eg. Kalbarri, Lancelin)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>46</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

7.1.7 *Transport to Dunsborough*

Leavers travel to Dunsborough in large groups. The majority of people surveyed (78%, n = 83) traveled to Dunsborough in a group of five or more, 20% of those surveyed traveled to Dunsborough with a group of three to five people and 3% traveled with one other person.

The majority of leavers (95%, n = 102) arrived in Dunsborough by car. Of these respondents, 66% were driven by a driver aged 17-18 years. Other response are outlined in Table 7.4

<table>
<thead>
<tr>
<th>Age of driver</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>17-18 yrs</td>
<td>67</td>
<td>66</td>
</tr>
<tr>
<td>18-19 yrs</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>30+ yrs</td>
<td>33</td>
<td>32</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>102</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

7.1.8 *Leavers’ budget for Leavers’ Week*

Forty-eight percent (48%) of leavers surveyed generally budgeted $300-$500 for Leavers’ Week, 38% budgeted under $300, 7% budgeted $500 - $1,000 and 7% budgeted over $1,000 for Leavers’ Week.

Of this expenditure, the largest expenditure item at 48% is accommodation, followed by meals, foods and drinks, including alcohol at 33%. Transport is the third largest expenditure item, at 10% of respondents’ overall budget.
7.2 Leavers’ perception of Leavers’ Week

7.2.1 Most liked and least liked aspect of Leavers’ Week

The qualitative section of the Leavers’ Survey yielded a number of responses towards what leavers most liked and least liked about Leavers’ Week.

When asked, What do you like most about 2005 Leavers’ Week? 32% (n = 31) of responses indicated that leavers liked the social interactions that Leavers’ Week provides. This included hanging out with friends or meeting new people. Another 16% of responses indicated that leavers most liked the freedom and relaxation of the end-of-year celebrations. Other common responses included:
- School finishing (9%)
- Accommodation provided (5%)
- The beach (3%)
- Partying (4%)
- The vibe or atmosphere (3%)

Twenty-seven percent (27%) of leavers surveyed did not provide a response.

When asked, What did you like least about 2005 Leavers Week?, 16% (n = 15) of responses indicated that too many toolies / boys was the least liked aspect of Leavers’ Week. Other common responses included:
- Police presence (14%)
- Nothing to do (mainly during the day) (9%)
- The cost (9%)
- The restrictions placed on leavers (9%)
- Lack of transport (9%)
- No trust (4%)
- Public reaction to leavers (4%)

Eighteen percent (18%) of leavers surveyed did not provide a response to the question.

7.2.2 Satisfaction with Dunsborough Leavers’ wristbands

Over half the number of leavers surveyed (66%, n = 71) had purchased or intended to purchase a wristband for Leavers’ Week. Another 21% did not intend to purchase a wristband and 9% were unsure. The remaining 3% surveyed were not staying in Dunsborough and therefore unable to access the wristbands.

The majority of respondents (69%) stated that the wristbands were easy to get. However, there was an opinion held by 73% (n = 78), that the wristbands were not good value for money. The main dissatisfaction with the wristbands was the expectation of public transport being made available. A number of respondents were disappointed with the limited public transport in Dunsborough.
7.2.3 **Satisfaction with level of entertainment in Dunsborough**

There were mixed responses to the statement, *There are enough activities to entertain me during Leavers Week*. Forty-three respondents (43%, n = 46) disagreed or strongly disagreed, 37% agreed or strongly agreed and 21% neither agreed nor disagreed with the statement.

7.2.4 **Satisfaction with Leavers’ Zone**

Responses to the statement, *The Leavers Zone is a good venue for leavers to chill out and celebrate during Leavers’ Week* were varied. Thirty-five percent (35%, n = 38) agreed or strongly agreed and 30% (n = 33) disagreed or strongly disagreed to the statement. Results are presented in Table 7.5.

*Table 7.5: Leavers’ satisfaction with the Leavers’ Zone*

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>Agree</td>
<td>27</td>
<td>25</td>
</tr>
<tr>
<td>Neither agree or disagree</td>
<td>36</td>
<td>34</td>
</tr>
<tr>
<td>Disagree</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>107</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

7.2.5 **Access to the Leavers’ Zone**

The Leavers’ Zone was accessed approximately 7,100 times by leavers over the nine-day period. The estimated number of leavers in the Leavers’ Zone is presented in Table 7.6.

*Table 7.6: Estimated crowd numbers in the Leavers’ Zone*

<table>
<thead>
<tr>
<th>Date</th>
<th>Numbers of times accessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 24&lt;sup&gt;th&lt;/sup&gt; November *</td>
<td>200</td>
</tr>
<tr>
<td>Friday 25&lt;sup&gt;th&lt;/sup&gt; November *</td>
<td>300</td>
</tr>
<tr>
<td>Saturday 26&lt;sup&gt;th&lt;/sup&gt; November *</td>
<td>1,000</td>
</tr>
<tr>
<td>Sunday 27&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>2,000</td>
</tr>
<tr>
<td>Monday 28&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>1,000</td>
</tr>
<tr>
<td>Tuesday 29&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>800</td>
</tr>
<tr>
<td>Wednesday 30&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>800</td>
</tr>
<tr>
<td>Thursday 1&lt;sup&gt;st&lt;/sup&gt; December</td>
<td>900</td>
</tr>
<tr>
<td>Friday 1&lt;sup&gt;st&lt;/sup&gt; December</td>
<td>100</td>
</tr>
<tr>
<td><strong>TOTAL TIMES ACCESSED</strong></td>
<td><strong>7,100</strong></td>
</tr>
</tbody>
</table>

*Accessed limited to Dunsborough Leavers’ Only. As of Sunday 27<sup>th</sup> accessed was available to all leavers born 1988 or 1989 upon showing valid student ID to organisers.*

A large crowd of young people would often congregate in front of the Zone on a nightly basis. The crowd figures are not included in the table above. The size of this crowd outside the zone varied. Up
to 800 people were outside the Zone on the busiest night (Sunday 27th November) and larger crowds (300-700) were often outside the Zone, rather than in the Zone on some nights.

It is estimated that the Zone consistently attracted the majority of leavers travelling through or ‘hanging out’ in the Dunsborough CBD, leaving Lions Park virtually vacant on all nights of Leavers’ Week.

7.2.6 Attendance at the Surfing Competition

Over 40 leavers entered the Surfing Competition at Rabbits Hill as a competitor. Approximately 150 leavers attended as spectators.

7.2.7 Utilisation of the daytime bus circuit

There were approximately 3,000 bus rides by leavers with wristbands over seven days. The Dunsborough to Busselton route was most popular with cold weather deterring leavers from visiting the beaches via the bus.

7.2.8 Satisfaction with Dunsborough Leavers’ website

The majority of leavers surveyed (58%, n = 61) did not access the Dunsborough Leavers’ Week website. However, 89% (n = 39) of those who accessed the website were either satisfied or very satisfied with the website.

7.2.9 Satisfaction with Leavers’ Week school presentations

The High School Leavers’ Week presentations were rated as useful by 49% (n = 51) of the leavers surveyed in terms of informing leavers of their rights and responsibilities during the end-of-year celebrations. Although 34% of respondents neither agreed nor disagreed with the statement, this may indicate that either high schools did not carry out a Leavers’ Week presentation, or that the students were absent on the day of the presentation.

7.2.10 Awareness of information resources for Leavers’ Week

Forty-eight percent (48%, n = 44) of respondents were aware of the Dunsborough Leavers’ Week website. 34% were aware of the Leavers and the Law Booklet, 8% were aware of the one page information sheet for leavers and 3% were aware of the DLAC’s website for parents.
7.3 The community’s perception of Leavers’ Week

7.3.1 Awareness of Leavers’ Week

All of the people surveyed by the Community Social Impact Survey were aware that young people were visiting Dunsborough for Leavers’ Week at the time of conducting the survey.

7.3.2 Awareness of management strategies for Leavers’ Week

Most people surveyed were aware of the strategies implemented to manage Leavers’ Week, with even responses given for a number of strategies, including the wristbands, and the Leavers’ Zone. The results are outlined in Table 7.7.

Table 7.7: Community awareness of management strategies

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wristbands</td>
<td>73</td>
<td>19</td>
</tr>
<tr>
<td>Leavers’ Zone</td>
<td>70</td>
<td>18</td>
</tr>
<tr>
<td>Increased policing</td>
<td>67</td>
<td>17</td>
</tr>
<tr>
<td>No gathering at Lions Park</td>
<td>56</td>
<td>15</td>
</tr>
<tr>
<td>Safety campaigns</td>
<td>41</td>
<td>11</td>
</tr>
<tr>
<td>Websites for parents and leavers</td>
<td>39</td>
<td>10</td>
</tr>
<tr>
<td>Events and activities</td>
<td>36</td>
<td>9</td>
</tr>
<tr>
<td>Not aware of strategies</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>386</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

7.3.3 Satisfaction with management strategies

The Community Social Impact Survey revealed that the community felt the wristbands, and the increased police presence were the most effective strategies for Leavers’ Week 2005. Responses are outlined in Table 7.8.

Table 7.8: Community’s perception: most effective management strategies

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wristbands</td>
<td>45</td>
<td>24</td>
</tr>
<tr>
<td>Increased policing</td>
<td>44</td>
<td>23</td>
</tr>
<tr>
<td>No gathering at Lions Park</td>
<td>33</td>
<td>18</td>
</tr>
<tr>
<td>Websites for parents and leavers</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Safety campaigns</td>
<td>19</td>
<td>10</td>
</tr>
<tr>
<td>Leavers’ Zone</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Events and activities</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Not aware of strategies</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>188</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
7.4 DLAC and support services perception of Leavers’ Week

During a debrief with the DLAC and support services, participants were asked to nominate strategies that worked brilliantly, strategies that worked well and strategies that required major modifications in the future. The results are outlined below.

7.4.1 Strategies that worked brilliantly

When asked to nominate strategies that worked brilliantly (requiring no modifications in the future) the common responses by members of the DLAC and support services were:

- Central coordination point (including Command Post and food and refreshments by Salvation Army
- Leavers’ wristbands to identify legitimate leavers
- School talks by WA Police and DLAC
- Collaboration and provision of support services
- The concept of the Leavers’ Zone
- Clear and consistent message by DLAC
- Roadblocks in Dunsborough CBD
- Transport to and from Busselton for leavers
- Increased involvement of State Government (ie. OCP, WA Police, SWAHS, DCD)
- Visitations from senior officers of State Government during Leavers’ Week (ie. WA Police Commissioner and OCP Director)
- ID tags and code of conduct for support services
- Temporary surveillance by Closed Circuit TV (CCTV)

7.4.2 Strategies that worked well

When asked to nominate strategies that worked well (requiring some modifications in the future) the common responses by members of the DLAC and support services were:

- The size and music available in the Leavers’ Zone
- Surfing competition
- Daytime of bus circuit
- Distribution of wristbands
- Communication of messages/strategies to parents, schools and the media
- Daytime activities
- Discounts to local businesses

7.4.3 Strategies that require major modifications

The strategies DLAC members and support services thought required major modifications include:

- Confirmation of management plans and budgets for Leavers’ Week
- Regular night-time transport services
- Funding for a coordinator for Dunsborough
- Coordinated Funding Scheme
- Location of Leavers’ Zone
- Use of Leavers’ Zone during the day
• Entertainment in accommodation sites
• Coordination and utilisation of community volunteers during Leavers’ Week
• Involvement of parents in responding to leavers
• Rights and responsibilities of accommodation providers
• Length of Leavers’ Week
• Location of Drug Arm WA
• Coordination of strategies with other South West towns
• Lack of unified goal/direction between members and stakeholders of the DLAC
7.5 Health and safety of leavers

7.5.1 Health behaviours of leavers

WAAC and RLSSWA conducted the Pitstop Brief Intervention Program twice during Leavers’ Week. The first session attracted 37 young people and the second session attracted 49 young people.

The majority of young people assessed were leavers aged 17 years old. Only one person of the total number of 86 participants failed the overall assessment. There were a total of 9 smokers identified during the assessment, several who identified themselves as social smokers.

Overall, 90 AUDIT surveys were completed by young people during the Pitstop Program and throughout Leavers’ Week. The majority of people surveyed (52%) were regarded as low risk drinkers, 21% were regarded as hazardous and 28% were regarded as harmful drinkers.

7.5.2 Intention to consume alcohol or other drugs during celebrations

According to data collected by WAAC’s Intercept Survey, 87% (n = 92) of respondents planned to drink or take drugs at Leavers’ Week.

7.5.3 Personal safety

The majority of leavers responded positively to the question I felt safe at all times during Leavers’ Week. The responses are outlined in Diagram 7.1.

![Diagram 7.1: Responses to I felt safe at all times during Leavers’ Week](image)

An observation made by the Smart Events team administering the survey was that females rarely if ever, consider themselves at risk whilst males were more likely to state that they did not feel safe.
7.5.4  Main health and safety messages received

RLSSWA’s survey with leavers’ revealed that 64% of leavers could recall the *Don’t Drink and Drown* campaign message.

WAAC’s survey revealed that only 25% of respondents were aware of the *K.I.S.S.* Program. However, 85% of respondents thought it was important to promote a program like *K.I.S.S.* at *Leavers’ Week.*
7.6 Impact of *Leavers’ Week* on the community

7.6.1 Impact of 2005 celebrations on the community

When asked *Have you been affected by leavers’ celebrations this year* 37% (n = 33) reported no impact. A small number of people at 19% stated there was a slight inconvenience and 10% were affected by noise. Responses are outlined in Table 7.9.

Table 7.9: How the community was affected by *Leavers’ Week* 2005

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No impact</td>
<td>33</td>
<td>37</td>
</tr>
<tr>
<td>Slight inconvenience</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>Affected by noise</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Noticed damage to others’ personal property</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Have felt intimidated or threatened</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Damage to personal property</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Have experienced intimidation and threats</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
<td>25</td>
</tr>
<tr>
<td>TOTAL</td>
<td>103</td>
<td>100%</td>
</tr>
</tbody>
</table>

Responses categorised as ‘other’ included, experiencing the problems associated with a sharp population increase such as, cueing for services. Other responses related to personal safety issues such as, avoiding driving at night because there were probationary drivers (or P-platers) on the roads.

7.6.2 Time of impact experienced

As indicated by Diagram 7.2, this impact was felt equally over both daytime and evening.

Diagram 7.2: Time of day the impact was experienced by the community

7.6.3 Impact of 2005 celebrations compared to previous years

Information gathered from the Dunsborough community indicated 61% of those surveyed thought the impact of Leavers celebrations on the local community had improved on last year, whilst 16% felt it stayed the same and 21% were unsure.
7.7 Impact of Leavers’ Week on services

7.7.1 WA Police

Number of contacts by WA Police
In total, there were 663 contacts made by WA Police with the general public from Wednesday 23\textsuperscript{rd} November to Friday 2\textsuperscript{nd} December. A large proportion of these contacts were with juveniles (aged under 18 years), in particular leavers (aged 17 years). The number of contacts with juveniles and adults (aged over 18 years) peaked over the weekend period.

Number of charges in 2005
In 2005 there were a total of 62 arrests and 20 summons made. Other charges are outlined in Table 7.10.

Table 7.10: Number of charges in Dunsborough for Leavers’ Week 2005

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrests</td>
<td>62</td>
</tr>
<tr>
<td>Summons</td>
<td>20</td>
</tr>
<tr>
<td>Liquor Infringements</td>
<td>168</td>
</tr>
<tr>
<td>Liquor Cautions</td>
<td>221</td>
</tr>
<tr>
<td>Juvenile Cautions</td>
<td>154</td>
</tr>
<tr>
<td>Move on Notices</td>
<td>145</td>
</tr>
<tr>
<td>Traffic Infringements</td>
<td>376</td>
</tr>
<tr>
<td>Charge for Possession of Drugs</td>
<td>16</td>
</tr>
<tr>
<td>Charge for Possession of a Weapon</td>
<td>0</td>
</tr>
<tr>
<td>Assault</td>
<td>1</td>
</tr>
<tr>
<td>Disorderly Conduct</td>
<td>10</td>
</tr>
</tbody>
</table>

Police data available from 2004 indicated that the number of:
- Arrests and summons had reduced from 97 in 2004 to 82 in 2005 (15% reduction)
- Disorderly conduct had reduced from 39 charges in 2004 to 10 in 2005 (74% reduction)
- Assaults had reduced from 3 charges in 2004 to 1 in 2005

The number of traffic and liquor infringements had increased this year, however this could be due to increased police presence in 2005. The number of alleged sexual assaults had increased this year. This was the first year Move on Notices were used so no comparisons can be made with 2004 data.

7.7.2 Shire of Busselton

Number of warnings and infringements issued by the Shire of Busselton
Table 7.11 outlines the number and type of warnings and infringements issued by shire rangers during Leavers’ Week.
### Table 7.11: Number of warnings and infringements issued by the Shire of Busselton in 2005

<table>
<thead>
<tr>
<th>Category</th>
<th>Verbal Warning</th>
<th>Written Warning</th>
<th>Infringement</th>
<th>Public Relations</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking</td>
<td>28</td>
<td>15</td>
<td>0</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Camping</td>
<td>53</td>
<td>0</td>
<td>5</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Litter</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Vehicles towed</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Fire</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>General</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>96</strong></td>
<td><strong>15</strong></td>
<td><strong>6</strong></td>
<td><strong>8</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

When compared to 2004 statistics provided by the Shire of Busselton, the number of:
- Parking infringements had reduced from 22 in 2004 to 0 in 2005 (100% reduction)
- Verbal and written warnings for camping had reduced from 102 in 2004 to 53 in 2005 (48% reduction)

### Clean up and repair costs to the Shire of Busselton

As shown in Table 7.12, the total cost for clean up and repairs to Dunsborough and surrounding areas in 2005 was $11,874.77. This equates to a 48% reduction in the costs incurred for clean up and repairs when compared to 2004.

Anecdotally, council workers responsible for the clean up have indicated that the litter and damage to Dunsborough CBD was down approximately 80% in 2005 when compared to previous years.

### Table 7.12: Clean up and repair costs to Shire of Busselton, 2004 – 2005

<table>
<thead>
<tr>
<th>Category</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Litter clean-up</td>
<td>14,644.76</td>
<td>8,028.15</td>
</tr>
<tr>
<td>Street clean (excluding litter/bins)</td>
<td>2,348.00</td>
<td>1,008.00</td>
</tr>
<tr>
<td>Graffiti removal</td>
<td>-</td>
<td>892.30</td>
</tr>
<tr>
<td>Sanitary and plumbing</td>
<td>5,000.00</td>
<td>270.00</td>
</tr>
<tr>
<td>Street and road signs (maintenance and Replacement)</td>
<td>716.97</td>
<td>1,676.32</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$22,709.73</strong></td>
<td><strong>$11,874.77</strong></td>
</tr>
</tbody>
</table>
7.7.3 South West Area Health Service

Number of presentations to BDH Emergency Department
A total of 63 presentations to the BDH Emergency Department from 24th November to midnight 4th December have been identified as leavers. Sixty-eight percent (68%) of these presentations were males. Leavers constituted 13% of BDH total presentations during this time.

Presentations to Margaret River District Hospital
A total of 19 presentations to the Margaret River District Hospital (MRDH) Emergency Department have been identified as leavers from 24th November to midnight 4th December. Leavers constituted 20% of the total presentation during this time.

Presentation time to BDH Emergency Department
Forty-seven percent (47%) of presentations to BDH and MRDH emergency departments were made between 2131 hours and 0730 hours.

Diagram 7.3: Time of presentation to BDH and MRDH Emergency Department

<table>
<thead>
<tr>
<th>Presentation time</th>
<th>% total of presentations BDH Emergency Dept</th>
<th>% total of presentations to MRDH Emergency Dept</th>
</tr>
</thead>
<tbody>
<tr>
<td>2131 hours and 0730 hours</td>
<td>47</td>
<td>47</td>
</tr>
<tr>
<td>0731 hours and 1530 hours</td>
<td>33</td>
<td>26</td>
</tr>
<tr>
<td>1531 hours and 2130 hours</td>
<td>20</td>
<td>26</td>
</tr>
<tr>
<td>TOTAL</td>
<td>63</td>
<td>100%</td>
</tr>
</tbody>
</table>

The primary reason for presentations between the hours of 2131 hours and 0730 hours at BDH were to treat an injury / accident. Between the hours of 0731 hours and 1530 hours most of the presentations to BDH were due to an injury sustained the night before.

Primary diagnosis at BDH
Table 7.13 presented on the following page outlines the primary diagnosis of leavers presenting to BDH Emergency Department. Seventy-five percent (75%, n = 6) of those diagnosed with intoxication were female.
Table 7.13: Primary diagnosis of leavers at BDH

<table>
<thead>
<tr>
<th>Diagnosis</th>
<th>Frequency</th>
<th>% of total presentations</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>17</td>
<td>27</td>
<td>Consisting of range of diagnosis from unconscious of unknown cause to sunburn, viral, corneal abrasions</td>
</tr>
<tr>
<td>Soft Tissue Injury</td>
<td>15</td>
<td>24</td>
<td>Primarily related to face and extremities (eg. ankle or hands)</td>
</tr>
<tr>
<td>Fracture</td>
<td>12</td>
<td>19</td>
<td>Mainly nose, facial and hand fractures sustained through alleged assaults or falls.</td>
</tr>
<tr>
<td>Intoxication</td>
<td>8</td>
<td>13</td>
<td>All of the females presented with ‘shaking; didn’t feel right’ rather than injury. Their friends concerns were their primary reason for being bought to ED. In comparison to males who mainly presented for injury treatment.</td>
</tr>
<tr>
<td>Laceration</td>
<td>7</td>
<td>11</td>
<td>Lacerations were mainly superficial requiring dressing or suturing</td>
</tr>
<tr>
<td>Abdominal Pain</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Alleged Sexual Assault</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>63</strong></td>
<td><strong>100%</strong></td>
<td></td>
</tr>
</tbody>
</table>

(Table from: Stainton, Naughton, Nolan and Bradley. 2005. pg. 4)

Primary diagnosis at MRDH

Table 7.14 outlines the primary diagnosis of leavers presenting to MRDH Emergency Department.

<table>
<thead>
<tr>
<th>Diagnosis</th>
<th>% of total presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Injury, poisoning, toxic drug effect</td>
<td>53</td>
</tr>
<tr>
<td>Digestive</td>
<td>16</td>
</tr>
<tr>
<td>Respiratory</td>
<td>11</td>
</tr>
<tr>
<td>Ear, nose &amp; throat</td>
<td>11</td>
</tr>
<tr>
<td>Alcohol / drug use, induced mental state</td>
<td>5</td>
</tr>
<tr>
<td>Mental Health</td>
<td>4</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

(Table from: Stainton, Naughton, Nolan and Bradley. 2005. pg. 5)
Involvement of alcohol in the presentation
The SWAHS reported that 49% of presentations to BDH were documented with alcohol being involved at the time of injury or on presentation for treatment.

Admissions to Hospital
Four presentations resulted in admissions to BDH, one while awaiting evacuation via Royal Flying Doctor Service. The remaining three admissions resulted in a one-day length of day (overnight admission only).

7.7.4 Presentations to Community Mental Health team
There were no referrals to CMH team either from the Command Centre or via the established telephone referral point of South West 24.

CMH nurse supported police and other agencies in managing the event, but mental health assessment of clients was not required in 2005.

7.7.5 Presentations Department for Community Development
DCD was not required to attend to any crisis during Leavers’ Week. There were no referrals made from WA police or other agencies for Departmental assistance.

7.7.6 Presentations to St John First Aid Triage Tent
In total 21 leavers were treated for minor medical problems at the St John first aid triage tent throughout Leavers’ Week.

This is the first year the St John first aid triage tent has available during Leavers’ Week in Dunsborough so no comparisons can be made with previous years regarding the number of presentations to the Triage Tent.

7.7.7 Number of ambulance call outs for St John
In 2005, St John Ambulance transported 12 leavers to BDH for further medical treatment. This is a 57% reduction from 2004 where there were 28 ambulance call outs for leavers.

7.7.8 Presentations to Drug Arm WA’s Recovery Tent
Drug Arm WA had 48 admissions to the Recovery Tent in 2005. There were equal numbers of presentations by males and females. The number of presentations had decreased 25% in 2005 when compared to 2004 where there were 64 presentations to the Recovery Tent.

Drug Arm WA also distributed 2,000 non-alcoholic drinks to leavers, provided four people with first aid support and referred one person to St John Ambulance.
Ninety percent (90%, \( n = 43 \)) of the clients were alcohol related and 8% of the clients were illicit drug related (all pills presumed by the user to be ecstasy).

### 7.7.9 Number of call-outs for Drug Arm WA

There were approximately 20 call-outs to houses where those celebrating Leavers’ Week required assistance. Four of these call-outs involved responding to illicit drug use.

Call-outs to accommodation sites had increased this year when compared to previous years.

### 7.7.10 Number of contacts made by WAAC

WAAC made a total of 1,268 contacts with leavers from Thursday 24th November to Thursday 1st December. The team averaged 159 contacts a day to promote the K.I.S.S. Program.

Sixty-six percent (66%, \( n = 843 \)) of the contacts made were with males and 98% of the contacts were with young people aged 16–18 years of age. There were approximately 200 less contacts made in 2005 when compared to 2004.

### 7.7.11 Information most requested by leavers from WAAC

The main topics of discussion during interactions between volunteers and young people were safer sex, alcohol and drug issues, HIV and sexually transmitted infections (STIs), risk taking and decision-making.

### 7.7.12 Number of resources distributed by WAAC

At the conclusion of Leavers’ Week 1,717 resources had been distributed by the volunteers and staff of WAAC. The most popular resources distributed were:

- *K.I.S.S.* booklets
- Directions for using a condom
- Booklets on STIs
- *Keep It Safe Sweetheart* postcards; and
- Drug information packs.

### 7.7.13 Number of contacts made by RLSSWA

RLSSWA averaged 55 contacts with leavers per day to promote their *Don’t Drink and Drown* campaign during Leavers’ Week in Dunsborough.

A total of 158 people participated in RLSSWA’s interactive activities at Lion’s Park, at the beach and the Surfing Competition at Rabbits Hill.
7.8 **Economic impact of Leavers' Week on Dunsborough**

Dunsborough Leavers Week brought at least $1,080,915 of new expenditure (direct in-scope expenditure) to Dunsborough. This result is based upon the sample size of 107 school leavers (leavers’ direct spend) and an estimated total attendee number of 2,500. Calculations can be found in Appendix D.

*Table 7.14: Total Direct Spend in Dunsborough*

<table>
<thead>
<tr>
<th>Type</th>
<th>Expenditure ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organiser</td>
<td>98,091</td>
</tr>
<tr>
<td>International Visitor</td>
<td>3,450</td>
</tr>
<tr>
<td>Interstate Visitor</td>
<td></td>
</tr>
<tr>
<td>Capital City Visitor</td>
<td>632,121</td>
</tr>
<tr>
<td>Other Intrastate Visitor</td>
<td>347,253</td>
</tr>
<tr>
<td><strong>Total Direct Spend</strong></td>
<td><strong>1,080,915</strong></td>
</tr>
</tbody>
</table>
7.9 Media coverage

Since August 2005, there were 131 media articles recorded by OCP directly related to or with reference to Leavers’ Week in Dunsborough. This may be under-reported as some local news media articles may have been missed in Media Monitoring. Results are outlined in Table 7.17.

Half of these articles were published during Leavers’ Week (50%, n =65), 40% were published before Leavers’ Week and 11% were published after Leavers’ Week.

Table 7.15: Number and type of media articles on Dunsborough Leavers’ Week.

<table>
<thead>
<tr>
<th>Type</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian newspapers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>State metropolitan newspapers</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>15</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>Regional local newspapers</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>13</td>
<td>5</td>
<td>26</td>
</tr>
<tr>
<td>Metropolitan local newspapers</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Radio Talkback</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>15</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>Radio News</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>38</td>
<td>0</td>
<td>39</td>
</tr>
<tr>
<td>TV News</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>16</td>
<td>5</td>
<td>22</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td>101</td>
<td>15</td>
<td>131</td>
</tr>
</tbody>
</table>

The Western Australian also produced a special Leavers’ Week lift out in the Health and Medicine Section on Wednesday 16\textsuperscript{th} November which contained tips for leavers and parents and evidence-based strategies for managing risks associated with Leavers’ Week.

A full list of the media articles is presented in Appendix E.
7.10 Future considerations for Leavers’ Week

7.10.1 Activities leavers would like during Leavers’ Week

By far the main activity leavers would like to see during Leavers’ Week (40%) is a music concert/festival (40%, n = 42). More public transport was requested by 15%, and 11% would like to see more low key activities in town, or activities at accommodation sites. Responses are outlined in Table 7.19.

Table 7.16: Activities leavers would like to see more of during Leavers’ Week

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music concerts/festivals</td>
<td>42</td>
<td>40</td>
</tr>
<tr>
<td>More local transport</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>More low key activities in town</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>More low activities at accommodation sites</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Surfing Comps</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Sporting activities</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>More discounts to local businesses</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Art workshops</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>106</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

A qualitative question in the Leavers’ Survey asked leavers how Leavers’ Week could be improved. The responses validated leavers’ desire for music concert/festivals for Leavers’ Week. Of the 108 responses to the question, 25% (n = 27) of responses requested concerts or festival should be organised for leavers, 14% of responses were in favour of having more day time activities, 11% would like more transport available, 6% would like less restrictions on leavers, 5% would like to see the perception of leavers improved in the community and 3% would like cheaper/free wristbands for leavers.

7.10.2 Promoting Leavers’ Week to leavers

When asked What is the best way to tell you about Leavers Week activities and events, just over half of the leavers surveyed (52%) stated, through my school. The second most popular response (20%) was newspapers. Results are outlined in Table 7.20.
Table 7.17: Options for promoting Leavers’ Week to leavers

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through my school</td>
<td>54</td>
<td>52</td>
</tr>
<tr>
<td>Newspaper</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>Special lift out in the West Australian</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Dedicated WA Leavers Week website</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>X-Press Mag</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Emails</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>National Schoolies Forum</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>School Diary</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL</td>
<td>103</td>
<td>100%</td>
</tr>
</tbody>
</table>

7.10.3 Community attitude towards managing Leavers’ Week

The results of the Community Social Impact Survey indicated that 71% of respondents would like the responsibility of managing and deciding the future direction of Leavers’ Week in Dunsborough to be a combination of State Government, local groups, and the DLAC working together.

7.10.4 Target group for future activities

When the community were asked the question, During Leavers Week for whom do you think we should provide activities and entertainment for? The majority of respondents (41%, n = 34) stated, any leaver who would like to celebrate in Dunsborough, whilst 26% said activities and entertainment should only be provided for leavers with accommodation in Dunsborough only.

7.10.5 Community suggestions for suitable future activities

When asked What level of activities and entertainment should be provided in Dunsborough during Leavers’ Week 31% of Community Social Impact Survey responses were supportive of having bands and DJs and 19% of responses supported sporting competitions and exhibitions being held. Other responses included:

- General events and activities (15%);
- Accommodation based entertainment only (16%);
- Low key activities only (13%); and
- Art activities (6%).

Five percent (5%) of responses stated that there should be no activities for leavers during Leavers’ Week.
7.10.6 Location of future activities and entertainment

The vast majority of those surveyed in the Community Social Impact Survey (60%, n = 50) indicated that they felt that the location for Leavers’ Week activities should be held on the Dunsborough Playing Fields. Other responses included, venue outside Dunsborough (12%), venue in Dunsborough CBD (11%), other location (8%) and 8% of respondents were unsure of where celebrations should be located.
8.0 DISCUSSION

Several evaluation methods were administered for the first time in 2005 to measure the success and impact of Dunsborough Leavers’ Week on leavers, the local community and government and non-government services. The findings from the evaluation project will assist stakeholders to develop a strategic response to Leavers’ Week in the South West of Western Australia that is based on national, state and local evidence. The key issues and findings from the evaluation project are discussed below.

Why is Dunsborough a hotspot?

Dunsborough has rapidly emerged as focal point for Leavers’ Week in the South West since 2000. The celebrations now generate an economic benefit of over one million dollars to Dunsborough. This includes expenditure by leavers and other visitors for food, accommodation and activities and sponsorship and grants by local and state government services.

Since 2000, several factors have influenced a rapid increase in the number of young people congregating in Lions Park in Dunsborough’s CBD. These factors included the cessation of the annual bonfire in Margaret River, the absence of alternative entertainment for leavers in other towns, the increased availability of accommodation for leavers in Busselton and the increased media attention caused by the growing level of anti-social behaviour by crowds of young people in Lions Park.

Results from the Leavers Intercept Survey revealed 35% of respondents were attracted to Dunsborough for Leavers’ Week as it was a known ‘hotspot’ and 33% visited Dunsborough because ‘friends were going there.’ Furthermore, the most liked aspect of Leavers’ Week for young people is the social interactions with friends and having the opportunity to meet new people.

As the numbers expected to celebrate Leavers’ Week in the future continues to grow State Government agencies and stakeholders in the South West are questioning the capacity of the Dunsborough community and infrastructure to remain the focal point for leavers’ celebrations. The information presented in this report suggests that to reduce the impact of celebrations on centralised meeting places away from the Dunsborough CBD area.

Achieving DLAC’s 2005 objectives

Overall, significant progress was made towards achieving the DLAC’s 2005 objectives which included reducing numbers of school leavers; reducing the risks to residents and school leavers and reducing damage to commercial, public and private property.

As indicated by the Community Social Impact Survey, 61% of community respondents felt the impact of leavers’ celebrations on the local community had improved from previous years. This improvement is also reflected in data collected by the WA Police, Shire of Busselton, St John and Drug Arm WA.
When compared to 2004, the number of charges for disorderly conduct had reduced by 74%, arrests and summons had reduced by 15%, the costs incurred for repairs and cleanup had reduced by 48%, presentations to Drug Arm WA had reduced by 25% and ambulance call outs to BDH had reduce by 57%.

The absence of data from previous years, in relation to the number of leavers accommodated in the Dunsborough area makes it difficult to determine if numbers accommodated in Dunsborough had reduced since 2004. However, crowds congregating in Lions Park and the CBD area at night had decreased significantly from previous years. In 2004, it was estimated that over 4,000 young people congregated in Lions Park. In 2005, Lions Park was left virtually vacant on most nights of Leavers’ Week. This reduction was largely due to the move on notices issued by WA Police and the presence of the Leavers’ Zone, which provided an alternative centralised meeting place for leavers, drawing crowds away from the Dunsborough CBD area and Lions Park.

In addition, although not reflected in evaluation results, the DLAC Communication Strategy and key communication messages such as ‘celebrate where you stay’ may have assisted in keeping numbers down in Dunsborough at night. However, this message may have also contributed to increasing problems in surrounding areas, in particular Busselton, whereby the absence of an alternative meeting place for young people contributed to the congregation of 200-300 young people on the beach near Earnshaw Road.

Managing Leavers’ Week in Dunsborough

An organising committee for managing Leavers’ celebrations has been established since 2000. The committee, driven mainly by local volunteers, has been responsible for the planning and implementation of management strategies for leavers’ celebrations in Dunsborough.

In 2005 membership and the name of the committee changed when a number of representatives from the Dunsborough Combined Churches saw the need to re-establish the committee and step up the response to Leavers’ Week after the impact of the 2004 celebrations and concerns about implementing a large scale ‘management by event’ model for Leavers’ Week.

The management strategies implemented for 2005 Dunsborough Leavers’ Week were more sophisticated then 2004. Major additions and improvements were made to the management response to change the culture of celebrations and address the growing complexities of managing leavers. The increase in the type and number of strategies and the planning required to implement these required a larger commitment by members of the DLAC, some of which were volunteers who self-funded their involvement in the DLAC.

The capacity of the DLAC to remain the lead management committee for the South West is limited. The current structure relies heavily on the work of local volunteers from Dunsborough to lead the management response. Over time, this can become tiring for volunteers causing a high turn over of people with the experience to manage Leavers’ Week. In addition, as new members join the committee the strategic direction for managing Leavers’ Week can also change. A sustainable regional management model, with representation from local services, young people and a variety of South West community members should be established to assist in maintaining a strategic focus for managing Leavers’ Week in Dunsborough and the South West. This could reduce the burden on local volunteers and help shift the focus away from Dunsborough towards a regional coordinated response.
Managing the duration of Leavers’ Week

Leavers were accommodated in Dunsborough from Thursday 24th November to Wednesday 7th December. Therefore the dates for Leavers Week (24th – 30th November) were not adhered to in Dunsborough in 2005. Individual leavers’ did stay on average for six nights, however some accommodation providers had two to three block bookings for leavers, which maximised the number of leavers visiting Dunsborough for the end-of-year celebrations.

The main reasons why the official dates were not adhered to were that accommodation providers had taken bookings prior to the official Leavers’ Week dates being set in July. Furthermore, it was difficult to promote and enforce the dates to private holiday homes and some commercial accommodation managers had pressure from owners to take bookings beyond the official dates.

For this strategy to be effective in the future, the official dates for Leavers’ Week need to be decided with input from owners and managers’ of accommodation sites much earlier in the year. State Government also needs to work with the Department of Consumer and Employment Protection to ensure the peak bodies of accommodation providers also support the dates.

It is also worth considering the role that a ‘management by event’ model can play in managing the duration of celebrations. Victor Harbour’s Encounter Schoolies Festival over a six-year period has successful reduced the duration of leavers’ celebrations from 10-days in 1999 to four-days in 2005 as dictated by the four-day Encounter Schoolies Festival.

Issuing wristbands to leavers

The wristbands identification strategy proved to be beneficial in allowing local authorities to identify legitimate leavers. The wristbands also enabled the DLAC to charge a levy to leavers to cover the cost of managing Leavers’ Week. As an incentive, leavers with wristbands could access local discounts, transport, the surfing competition and the Leavers’ Zone. The results indicate that there was a positive response by leavers to these activities.

The majority of leavers surveyed had bought or intended to buy a wristband for Leavers’ Week. However the main criticism by leavers regarding the wristband strategy was that the wristbands were not good value for money. Specifically, leavers were disappointed with the limited public transport that leavers were entitled to with the purchase of a wristband.

The distribution of wristbands at accommodation sites and the Leavers’ Zone on a daily basis was a time consuming task for DLAC volunteers. At least 100 volunteer hours were dedicated towards the issuing the wristbands to leavers. Whilst there is strong support for the wristband strategy to be implemented annually, modifications need to be made to the strategy to ensure the maximum amount of leavers wear wristbands with minimal volunteers hours required. This should include reviewing the system for distributing wristbands and the cost of the wristbands. If there is a cost to purchase a wristband, the purchase price needs to offer greater value for money for leavers.


Providing activities and events for leavers

In 2005 a number of activities and events were provided for leavers including the Surfing Competition, the Leavers’ Zone and activities provided by WAAC, RLSSWA and Leavers’ Chaplaincy. However, 43% of leavers’ felt that there weren’t enough activities to entertain them in Dunsborough during Leavers’ Week.

The inaugural Surfing Competition attracted over 150 spectators including 40 competitors. Promotion of the event was limited as members of the DLAC were hesitant to encourage large crowds of young people to congregate in one area. The Surfing Competition was promoted prior to Leavers’ Week on the Dunsborough Leavers’ website and during the event when leavers checked into accommodation. However, 58% of leavers survey were unaware of the Dunsborough Leavers’ website. In addition, conversations with leavers in Dunsborough prior to the competition indicated that many leavers were unaware of the Surfing Competition and therefore did not bring surfboards with them. The Surfing Competition was a positive event for Leavers’ Week and was a good example of how organised day-time sporting events can engage leavers in positive activities during celebrations.

The Leavers’ Zone was established on the Dunsborough Playing Fields in 2005. The Zone was designed as a risk management strategy to provide an alternative venue for leavers to celebrate and deter young people from congregating in Dunsborough CBD and Lions Park. The Zone fulfilled its purpose despite receiving a mixed response from leavers regarding its suitability for celebrations and being a continual source of controversy between members and stakeholders of the DLAC.

In establishing the Zone, WA Police, Shire of Busselton, YFC and OCP were receptive to the concerns of some members of the DLAC by ensuring the entertainment and activities in the Zone were low key and available only to Dunsborough accommodated leavers. There were concerns by members of the DLAC that large-scale events would attract more leavers - going against the original objective to reduce numbers. However, the type of entertainment and access to the Zone was modified four nights into Leavers’ Week to include a live DJ and access to all leavers presenting with valid age identification. This change was made to assist WA Police and community volunteers to manage crowds by reducing the numbers of young people in Dunsborough CBD and Lions Park. Subsequently, this change improved the safety of leavers by separating them from ‘toolies’ who were causing problems for leavers and WA Police in the CBD area.

The result of this was that whilst the rules had changed in terms of access to the zone, young people, regardless of where they were accommodated were drawn to the Leavers’ Zone away from Lions Park. Most stakeholders believe that the Leavers’ Zone was a key factor in reducing the number of leavers congregating in Lions Park and therefore reducing the damage to private, public and commercial property in the Dunsborough CBD area.

The Zone did demonstrate how a centralised area for activities can manage crowds of young people during Leavers’ Week by deterring crowds from traditional congregation points. Furthermore, 40% of leavers surveyed and 31% of the community surveyed were supportive of concerts and festivals being implemented for Leavers’ Week. The mixed response by leavers in terms of how appropriate the Leavers’ Zone was for celebrations could be indicative of the limited variety of music provided in the Zone.
The location of the Zone in 2005 created concerns for organisers in relation to pedestrian and road safety. Most leavers had to cross the main road (Caves Road) to access the Zone and some leavers continually congregating on the roundabout adjacent to the Zone. In addition, noise from the Zone impacted on some residents during the celebrations.

If the strategy is implemented in the future, planning needs to be conducted with young people, stakeholders and the community to determine the number and type of activities/events available so a more robust ‘management by event’ strategy is implemented to provide an alternative centralised venue to Lions Park or other unsupervised areas for celebrations. Stakeholders also need to decide on an appropriate location(s), size and support strategies required for the activities to minimise the impact of noise and traffic on local residents and improve pedestrian safety of leavers.

Furthermore, implications for service provision needs to be considered in deciding the above factors as by having small events dispersed throughout the South West could make services such as Drug Arm WA, WAAC and RLSSWA more mobile. This would require extra planning and resources to deliver services effectively during celebrations.

**Coordination of government and non-government services**

A number of strategies were developed in 2005 to improve coordination between services and volunteers. These strategies included, the establishment of the DLAC, the State and South West Leavers’ Coordinator, Leavers’ Support Services Working Group, Senior Officers of Government Advisory Group and the Central Command Post that operated for the duration of leavers’ celebrations in Dunsborough.

The extra resources provided to manage Leavers’ Week made a significant positive impact on the coordination of services. Notably, the resources provided to increase police presence in the Dunsborough Police Sub-district and the establishment of the Central Command Post improved communication and enhanced the management response between WA Police, Shire of Busselton, support services, volunteers and other government agencies. The command post and the provision of food and refreshments by the Salvation Army created a central location for stakeholders to meet and discuss management responses. This set-up proved vital in building links and partnerships between stakeholders.

The co-ordination of resources and a 24-hour policing model from the Command Post provided a prompt response and a highly visible presence during celebrations. It is vital that similar resources are committed to policing and coordination of services as a minimum in the future.

The establishment of the Leavers’ Support Services’ Working Group proved beneficial in improving the coordination between key non-government agencies. The group developed identification tags and a code of conduct for volunteers of support services, which were considered beneficial by agencies. Furthermore, the relationships between agencies strengthened which enhanced the implementation of management strategies. For example, WAAC and RLSSWA collaborated to provide the Pitstop Program to leavers with positive outcomes. RLSSWA also supported Christian Surfers Australia’s Surfing Competition by providing beach activities to promote the Don’t Drink and Drown campaign.

The coordination between St John and Drug Arm WA and the location of the Triage Tent and Recovery Tent had significant benefits for both services, leavers and the community. The
establishment of the Triage Tent reduced the number of ambulance call-outs and reduced the number of people requiring first aid care at the Recovery Tent when compared to previous years.

The operation of Drug Arm WA services changed significantly in 2005, due to DLAC preventing leavers from congregating in Lions Park and the introduction of the Leavers’ Zone. As a result, Drug Arm WA volunteers were providing more call-outs and outreach support services at accommodation sites. This placed extra demands on Drug Arm WA to provide a more mobile service.

There was limited coordination of across State Government services due to a limited time frame for response and lack of intelligence from a local level that required an across-government response. Whilst this report will provide some guidance for the coordination of State Government services, clear management plans, including risk management planning and budgets, should be developed earlier in the year to assist State Government services to support the development of local management strategies.

**Communicating to leavers, parents and the general community**

A Communication Strategy was developed and implemented by DLAC in 2005. Results of the evaluation do not determine the overall success of the Communication Strategy, however, the DLAC progressed significantly to achieving their objectives. This could be partly attributed to the strategy. Fourteen school visits, 131 media articles, a parent website and leavers website were all achieved as a result of the Communication Strategy and the work conducted by the Communications Officer.

The progress made in 2005 supports the need for a Communication Strategy to be implemented annually. The strategy needs to be an agreement with all stakeholders involved to ensure the messages promoted are consistent and concise. Stakeholders must ensure that the release of information is timely and ensure there is a balance in state and local media exposure of local towns to ensure media is not focused solely on Dunsborough in the future.

Part of this strategy should also stipulate strategies for communicating to leavers, parents, accommodation providers and the general community. Whilst websites are an effective way of doing this, the Leavers’ Intercept Survey revealed that the best way to target leavers about the end-of-year celebrations was through their school and through newspapers.

**Areas of concern for Leavers’ Week**

The evaluation project revealed a number of concerns regarding Leavers’ Week that need to be addressed by future management plans. The issues identified include transport issues, alcohol and drug use, alleged sexual assaults and the presence of older men or ‘toolies’.

Alarmingly, 78% of the leavers surveyed travelled with five or more people to Dunsborough Leavers’ Week and were often driven by relatively inexperienced drivers aged 17-18 years. Although, Leavers’ Week has been relatively incident free on the roads, higher numbers of leavers travelling in this manner could present a number of problems in the future.
Although 88% of leavers surveyed felt safe at all times during Leavers’ Week, alcohol use continues to be a major contributor to injuries sustained and risky behaviour during the end-of-year celebrations. According to data collected by WAAC, 87% of young people surveyed had planned to consume alcohol or take drugs during Leavers’ Week. Drug Arm WA observed that illicit drug-related presentations to the Recovery Tent had increased slightly in 2005, with ecstasy being the most common illicit drug used.

The number of alcohol-related admissions to Drug Arm WA’s Recovery Tent had reduced in 2005, however, 49% of presentations to BDH Emergency Department were alcohol-related. Furthermore, 13% of presentations to BDH were related directly to intoxication with 75% of these cases involving females. These statistics are also likely to be under-reported as many of the medical records did not specifically document the involvement of alcohol, particularly if the presentation for treatment occurred some time after the injury was sustained.

The number of alleged sexual assaults increased in 2005. Support service volunteers such as Leavers’ Chaplaincy were often the first agency to respond to the alleged incidences of sexual assault in accommodation sites. It is difficult to determine the cause of this increase, however, State Government and support services need to address this issue in future planning. This may include developing a management plan and training for health services and support services volunteers to ensure responses to crisis situation are dealt with efficiently and sensitively prior to handing over to other authorities such as WA Police.

Feedback received by leavers indicated that ‘toolies’ were one of the least liked aspects of Leavers’ Week. Anecdotal reports from WA Police reports also indicates that ‘toolies’ are an unwelcomed presence at the end-of-year celebrations with much of the police resources available being absorbed by managing ‘toolies’ in the Dunsborough area. In addition, young people aged under 17 years of age were present at the celebrations in and around town. Part of the strategic planning process for Leavers’ Week should consider the strategies that manage or deter ‘toolies’ and those aged under 17 years from participating in Leavers’ Week celebrations.

Finally, the timing of other local events and competitions needs to be coordinated in the future to reduce the demand and competition for local services, resources and infrastructure. The International Iron Man Triathlon was held in Busselton the weekend of Leavers’ Week. Therefore, local organisers were competing for resources such as transport, tents and other equipment. Stakeholders should review the timing of other local events near Leavers’ Week to ensure resources are available to maximise the safety of leavers’ celebrations.
9.0 CONCLUSION

The DLAC with support from State and local government and non-government agencies made significant progress towards achieving the 2005 objectives.

The achievements accomplished in 2005 support the need for a comprehensive range of primary, secondary and tertiary prevention strategies. The successful planning and implementation of these strategies require a collaborative response by local communities, local government, State Government, and non-government services.

The number of leavers celebrating the end of year celebrations is expected to increase as the compulsory school leaving age is increased to 17 years in 2008. The management plans adopted in the South West should consider the information, results and findings presented in this report and build on the achievements from 2005.

Further research on local, state and national evidence and consultations with local stakeholders regarding the findings and recommendation of this report should be sought in developing the strategic direction for Leavers’ Week in Dunsborough and the South West of Western Australia.
10.0 RECOMMENDATIONS

Management strategies

1.1 Implement a planning workshop in early 2006 with stakeholders in the South West with the aim to review national, state and local evidence for managing Leavers’ Week and set the strategic direction for future management plans in the South West.

1.2 Establish a management model for the South West to reduce the demand on local volunteers. It is recommended that this model have balanced representation and input from young people, local community groups, residents, Shire of Busselton and State Government and non-government services.

1.3 Engage local accommodation providers, South West visitors’ centres and Department of Consumer and Employment Protection (DOCEP) to:
   - Assist in establishing the official Leavers’ Week dates on an annual basis.
   - Identify the needs of local accommodation providers to improve the management of leavers.
   - Develop information resources to improve accommodations providers’ understanding of their rights and responsibilities during Leavers’ Week.
   - Identify strategies to enhance the distribution of wristbands through accommodation bookings.

1.4 Investigate the feasibility of introducing a management by event concept in the South West to centralise celebrations away from CBD areas and improve the management of crowds. Specifically, stakeholders including young people, community groups, residents, accommodation providers and state, local and non-government services should consider:
   - An appropriate location for an event that minimises the impact on residents with consideration of logistics such as transport, implications for service delivery and budget required.
   - The number and type of activities available to attract leavers.
   - The size of the event in terms of crowd numbers.
   - The type of event organiser most suited to the needs of the community, leavers and other stakeholders (ie. Commercial event operator or community-based event organiser)

1.5 Review the distribution plan and the cost of wristbands for leavers. One option to consider is to have available two wristbands per leaver:
   1. A compulsory wristband issued for free upon checking into accommodation to identify legitimate leavers and place of accommodation.
   2. An optional wristband or ‘ticket’ that can be purchased by leavers to gain access to local activities, entertainment and discounts. This is a strategy that could assist in recovering the costs of managing Leavers’ Week.

1.6 Explore opportunities for introducing more daytime activities for leavers.
1.7 Develop branding for leavers’ celebrations with key stakeholders, particularly young people to enhance marketing to leavers in terms of the duration of *Leavers* and the standard of behaviour expected during celebrations.

1.8 Reconsider the name ‘*Leavers’ Week*’ for leavers’ end-of-year celebrations as a strategy for reducing the duration of the event.

1.9 Develop a Media and Communications Strategy with Education and other stakeholders to provide direction on how to best inform leavers, parents and other stakeholders of management strategies prior to *Leavers’ Week*.

1.10 Review and develop suitable educational resources and programs for leavers, parents and other stakeholders. This could include material/programs for leavers and parents focusing on their rights and responsibilities during leavers’ celebrations and protective behaviours.

**Coordination of services**

2.1 Strengthen the action of the Senior Officers of Government Advisory Group by gathering more intelligence on the local and state issues.

2.2 Engage funding bodies and stakeholders to develop a suitable funding model for communities and services.

2.3 Maintain the establishment of Support Services’ Coordination Group.

2.4 Maintain the centralised command post for coordination of services during *Leavers’ Week*.

2.5 Engage local transport authorities and private bus charters to improve local transport options available during *Leavers’ Week* in the South West.

2.6 Engage road safety stakeholders in planning to reduce the risks associated with the high level of drivers aged 17-18 transporting five or more passengers to the South West for celebrations.

2.7 Engage education departments to develop systems for communicating to leavers.

2.8 Provide training to key personnel and support services’ volunteers in dealing with and referring crisis situations, such as alleged sexual assaults to WA Police and relevant services.

**Research and Evaluation**

3.1 Develop a more robust evaluation model that will enhance the evidence available for planning the response to celebrations Statewide. Specifically meta level aggregate data must be collected and monitored. This could include including collecting data on the:

- Total number of school leavers celebrating *Leavers’ Week*
- Preferred location of celebrations
- Type of accommodation (commercial/private accommodation)
- Place of residence (suburb)
Recommendations

- Last highschool attended
- Economic benefits of Leavers’ Week to towns
- Cost to services and volunteers to run the event
- Impact of celebrations on services

3.2 Develop evaluation tools with communities to assess the success and impact of leavers on local areas.

3.3 Identify best practice strategies for managing crowd behaviour and strategies for reducing ‘swarming’ by young people.

3.4 Identify best practice strategies for reducing alcohol and drug use by young people at Leavers’ celebrations.
11.0 REFERENCES


APPENDIX A: PHOTOS FROM LEAVERS’ WEEK

Photos by:
1 Leeann Murphy, Office of Crime Prevention
2 Emma Turber, Samantha Overton, Southern Rip
3 Chris Summerfield, Drug Arm WA
**APPENDIX B: LEAVERS SURVEY**

**Dunsborough Leavers’ Week**

Hi, My name is ______________. I am interested in knowing what you think of 2005 Leavers Week and what ideas you have to improve celebrations. Can I please spend 5 minutes with you to complete this survey? The information you give will be **completely confidential** and will be given to local and state agencies to plan Leavers Week in the future.

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
</table>
| 1. Location of data collection **(question to be completed by interviewer)** | 1). Around town during the day  
2). Accommodation site  
3). Surfing Competition  
4). Leavers Zone at Night  
5). Other |
| 2. Are you here to celebrate Leavers Week? | 1.) Yes  
2.) No  **If no – finish survey** |
| 3. Gender: | 1.) Female  
2.) Male |
| 4. How old are you now? | 1.) 15 or less  
2.) 16  
3.) 17  
4.) 18  
5.) 19 or more |

**If under 15 or over 19 - go to Question 14**

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. What is the postcode where you live?</td>
<td></td>
</tr>
</tbody>
</table>
| 6. Where are you staying during Leavers’ Week? **(Prompt: Commercial includes caravan parks, B&B, youth hostel and hotel/motels)** | 1). Commercial accommodation – Dunsborough area (includes Yallingup, Eagle Bay and Quindalup)  
2). Commercial accommodation – Busselton  
3). Commercial accommodation – Margaret River  
4). Private accommodation – Dunsborough area (includes Yallingup, Eagle Bay and Quindalup)  
5). Private accommodation – Busselton  
6). Private accommodation – Margaret River  
7). Other |
| 7. How many nights will you stay for Leavers Week? | |
| 8. If you traveled to Dunsborough by car: **(if did travel by car go to Q9).** | a) How old was the driver?  
1.) 1  
2.) 2  
3.) 3 to 5  
4.) More than 5  

b) How many people, including yourself, accompanied you? |
9. If you’re staying in Dunsborough have you or do you intend to purchase a Dunsborough Leavers’ Wristband?

1). Yes
2). No
3). Unsure
4). Not staying in Dunsborough – go to Qu 11.

10. If you have purchased a wristband, what discounts and services have you used so far?

1. Discounts to local tours
2. Discounts to hair and beauty stores
3. Discounts to photographic stores
4. Discount at surf shop
5. Discount at sporting goods shop
6. Discounts to golfing venues
7. Discounts at cinemas
8. Discounts to internet use
9. Discounts for food
10. Used bus circuit to beach
11. Visited Leavers’ Zone
12. Went to Surfing Competition
13. None

11. How much money were you willing to spend for Leavers’ Week?

1.) Under $300
2.) $300 - $500
3.) $500 – $1,000
4.) $1,000 - $2,000
5.) Over $2,000

12. How much money will you spend in Dunsborough during your stay?

(a) Accommodation? (include prepaid)

(b) Meals, food and drinks

(c) Tickets to local attractions?

(d) Other Entertainment Costs

(e) Transport (eg. Taxi fares, petrol, vehicle repairs, car hire)

(f) Personal services? (eg. Hairdressing, laundry, medical)

(g) Any other expenditure (eg. souvenirs, clothing)

13. How many people does all of this expenditure cover?
### Appendices

#### 14 What attracted you to Dunsborough for Leavers Week?

1. Cost
2. Easy to get to
3. Events held for Leavers
4. Known ‘hotspot’
5. Close to beach
6. Friends going there
7. Wanted to party with others
8. Accommodation available
9. Other

#### 15 What other places will you or have you visited to celebrate Leavers’ Week?

1. Mandurah
2. Rottnest
3. North of Perth (ie. Lancelin and Kalbarri)
4. Perth and metropolitan area
5. Other South West towns
6. Other

#### 16 On a scale of 1 – 4, 1 being strongly agree, 4 being strongly disagree (5 being don’t know), how much do you agree with the following statements:

**a** I felt safe at all times during *Leavers’ Week*

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly Disagree

**b** It was easy to know how to get a wristband

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly Disagree

**c** The wristbands are value for money

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly Disagree

**d** The Leavers’ Zone is a good venue for leavers to chill out and celebrate during *Leavers’ Week*

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly Disagree

**e** The leavers school presentations were useful as they informed me of my rights and responsibilities during leavers celebrations.

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly Disagree

**f** There are enough activities in Dunsborough to entertain me during *Leavers’ Week*

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly Disagree
17 What activities would you like to see more of during Leavers’ Week?

1.) More discounts to local businesses
2.) More local transport
3.) More low key activities in town
4.) More low key activities in accommodation sites
5.) Music concerts/festivals
6.) Surfing competition
7.) Art workshops
8.) Sporting activities
9.) Other

19 Are you aware of any of the following publications?

1.) Leavers & the Law Booklet
2.) Info sheet for Leavers
3.) Dunsborough Leavers website
4.) Parent website for Dunsborough Leavers
5.) Other

18 On a scale of 1 to 4, where 1 represents very satisfied and 4 represents very dissatisfied, how satisfied were you with the Dunsborough Leavers’ Website?

1.) Very satisfied
2.) Satisfied
3.) Dissatisfied
4.) Very dissatisfied
5.) Did not access/did not know about website

19 What is the best way to tell you about Leavers’ Week activities and events?

1.) Through my school
2.) School diary
3.) Via a dedicate WA Leavers’ Week website
4.) Via email
5.) Via newspapers
6.) Special lift –out in The West
7.) X-press mag
8.) National Schoolies Forum
9.) Other

20. What do you like most about 2005 Leavers’ Week?

21. What do you like least about 2005 Leavers’ Week?

22. What ideas do you have to improve Leavers’ Week in the future?
APPENDIX C: COMMUNITY SURVEY

Dunsborough Leavers Week

Hi, My name is ______________. Would you please spend 5 minutes of your time to complete this questionnaire with me? This questionnaire will help to identify and quantify the benefits of Dunsborough Leavers Week to Dunsborough Region. The information you provide will be completely confidential and the results of the survey will only be released in aggregate form so that there is no chance of identifying any respondents.

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<th>1.)</th>
<th>2.)</th>
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<tbody>
<tr>
<td>1</td>
<td>(01) Gender:</td>
<td>Female</td>
<td>Male</td>
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<tr>
<td>2</td>
<td>(02) In which age bracket do you fall?</td>
<td>1.) 15 to 17</td>
<td>2.) 18 to 24</td>
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<tr>
<td></td>
<td></td>
<td>3.) 25 to 34</td>
<td>4.) 35 to 44</td>
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<td>5.) 45 to 54</td>
<td>6.) 55 to 64</td>
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<td></td>
<td></td>
<td>7.) 65 or more</td>
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If under 15 Finish

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<tr>
<td>3</td>
<td>Where do you normally live?</td>
<td>(03a) What is your postcode?</td>
<td>____________________________</td>
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<tr>
<td></td>
<td></td>
<td>(03b) What region is this in?</td>
<td>1.) Dunsborough</td>
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<td></td>
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<td>2.) Perth</td>
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<td></td>
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<td>3.) Other Western Australia besides Dunsborough</td>
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<td>4.) Other than Western Australia</td>
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<td></td>
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<td>5.) International</td>
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<tr>
<td>5</td>
<td>(26) What is your relationship to Dunsborough</td>
<td>1.) Resident of Dunsborough</td>
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<tr>
<td></td>
<td></td>
<td>2.) Business owner &amp; resident of Dunsborough</td>
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<td></td>
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<td>3.) Business owner</td>
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<td>4.) Visitor</td>
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<td>5.) Holiday -maker or tourist</td>
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<tr>
<td>6</td>
<td>(27) Are you aware that young people are visiting Dunsborough for Leavers week?</td>
<td>1.) Yes</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.) No</td>
<td></td>
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<td></td>
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<td>3.) Enter Potential Answer 3 Here</td>
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<tbody>
<tr>
<td>7</td>
<td>(28) Compared to last year, do you think the impact of Leavers Week celebrations on the Dunsborough community has:</td>
<td>1.) Stayed the same</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>2.) Improved</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3.) Got worse</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4.) Unsure</td>
<td></td>
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<tbody>
<tr>
<td>8</td>
<td>(29) Have you been affected by Leavers week celebrations this year. If yes how were you affected?</td>
<td>1.) Slight inconvenience</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.) affected by noise</td>
<td></td>
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<td></td>
<td></td>
<td>3.) Have felt intimidated or threatened</td>
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<td></td>
<td></td>
<td>4.) Have experienced intimidation or threats</td>
<td></td>
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<td></td>
<td></td>
<td>5.) Damage to personal property</td>
<td></td>
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<td></td>
<td></td>
<td>6.) Noticed damage to others personal property</td>
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<td></td>
<td></td>
<td>7.) Other</td>
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<td></td>
<td></td>
<td>8.) No Impact</td>
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</tbody>
</table>
9. (30) Has this impact been experienced in the daytime or night-time

1.) Day
2.) Night
3.) Both

10. (31) Are you aware of a group called the Dunsborough Leavers Advisory Committee? If so what's your perception of what this group does?

1.) DLAC attracts more leavers to Dunsborough
2.) DLAC works to make a safer experience for Leavers, the community and other visitors to the area
3.) DLAC works to ensure the community experiences minimal disruption during leavers celebrations
4.) Works to stop leavers and other young people from enjoying themselves during leavers celebrations
5.) Other
6.) Were not aware of the DLAC

11. (32) Who do you think should be responsible for managing and deciding future direction for Leavers Week in Dunsborough?

1.) Police
2.) Shire Council
3.) Dunsborough Leavers Advisory Committee
4.) Other local groups & organisations
5.) State Government organisations
6.) Commercial event organiser
7.) Combination of the above
8.) Unsure

12. (33) Are you aware of the strategies implemented to manage Leavers this year?

1.) Wristbands
2.) Websites for leavers and parents
3.) Safety campaigns
4.) Increased policing & volunteers
5.) No gathering in Lions Park
6.) Dunsborough Leavers Zone
7.) Events & activities
8.) Other
9.) Not Aware

13. (34) Which strategies do you think were most effective?

1.) Wristbands
2.) Websites for leavers and parents
3.) Safety campaigns
4.) Increased policing & volunteers
5.) No gathering in Lions Park
6.) Dunsborough Leavers Zone
7.) Events & activities
8.) Other
9.) Not Aware

14. (35) What level of Activity/Entertainment should be provided in Dunsborough during Leavers Week celebrations?

1.) Accommodation based entertainment only
2.) Low key activities
3.) Sporting competitions and exhibitions
4.) Art Activities
5.) Bands & DJs
6.) Events & Activities
7.) Not Sure
8.) Nothing
9.) Other
15  (36) Where do you think these activities should be held?  
1.) In Dunsborough CBD  
2.) Dunsborough Playing Fields  
3.) Outside Dunsborough  
4.) Not sure  
5.) Other  

16  (37) During Leavers Week for whom do you think we should provide activities/entertainment for?  
1.) All people of all ages who visit Dunsborough  
2.) Leavers with accommodation in Dunsborough only  
3.) Leavers with accommodation in the South West  
4.) Any leavers who would like to celebrate in Dunsborough  
5.) Other  

17. Would you like to be involved in managing Leavers celebrations in the future? If so, please how can we contact you?
APPENDIX D: ECONOMIC IMPACT CALCULATIONS

Organiser Contribution

<table>
<thead>
<tr>
<th>Income Type</th>
<th>Gross Income $</th>
<th>Income From Outside Region %</th>
<th>Income From Outside Region $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box office (ticket sales)</td>
<td>4,000</td>
<td>77</td>
<td>3,080</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>1,400</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>National Govt Grants</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>State Govt Grants</td>
<td>41,000</td>
<td>100</td>
<td>41,000</td>
</tr>
<tr>
<td>Local Govt Grants</td>
<td>35,500</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other Subsidies</td>
<td>100</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Sale of event merchandise</td>
<td>51,500</td>
<td>77</td>
<td>39,655</td>
</tr>
<tr>
<td>Total</td>
<td>133,500</td>
<td>83,805</td>
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</tbody>
</table>

% Proportion of Funds Generated From Outside Region: 63%

% Proportion of Funds Generated From Outside State: 0%

<table>
<thead>
<tr>
<th>Expense Type</th>
<th>Gross Organiser Expenditure $</th>
<th>Expenditure External to Region %</th>
<th>Expenditure Within Region $</th>
<th>Expenditure Within Region Funded Externally $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performers/competitors</td>
<td>2,350</td>
<td>100</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Construction/hire</td>
<td>24,000</td>
<td>0</td>
<td>24,000</td>
<td>15,120</td>
</tr>
<tr>
<td>Marketing</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Salary/wages</td>
<td>90,000</td>
<td>0</td>
<td>90,000</td>
<td>56,700</td>
</tr>
<tr>
<td>Travel</td>
<td>3,000</td>
<td>0</td>
<td>3,000</td>
<td>1,890</td>
</tr>
<tr>
<td>Admin/Exhib Fees/Prizes</td>
<td>3,200</td>
<td>0</td>
<td>3,200</td>
<td>2,016</td>
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<tr>
<td>Other Expenses</td>
<td>35,500</td>
<td>0</td>
<td>35,500</td>
<td>22,365</td>
</tr>
<tr>
<td>Total</td>
<td>158,050</td>
<td>155,700</td>
<td>98,091</td>
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</table>
Visitor Expenditure Region

Ave/p/d = Average per Person per Day

<table>
<thead>
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Visitor Direct In-Scope Expenditure - Region

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## Visitor Direct In-Scope Expenditure - Region

### Perth

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### Direct In-Scope Expenditure

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### Other Western Australia

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### Direct In-Scope Expenditure

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### Visitor Direct In-Scope Expenditure – Region

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APPENDIX E: INVENTORY OF MEDIA ARTICLES

Australian and Metropolitan State News

Sunday Times
1. Quartermaine, B. *Condom push not on: Libs.* (6/11/05, pg. 16)
2. *City wants schoolies.* (13/11/05, pg. 9)
3. Quartermaine, B. *Schoolies run riot. Control initiatives snubbed.* (27/11/05, pg. 3)

Sunday Times Street Edition
1. Quartermaine, B. *Schoolies run riot. Control initiatives fail to stop chaos.* (27/11/05, pg 3.)

Weekend Australian
1. Hart, C. *Youth wasted on young getting wasted.* (19/11/05, pg. 8)

Western Australian
1. Community Safety Month Lift-out. *Relaxation, responsibility, respect: Police teach 3Rs to leavers.* (5/10/05)
2. Jerrard, S. *Strategies put in pace to deal with schoolies week.* (29/10/05, pg. 74)
3. King, R. *Sex, drugs and schoolies.* (7/11/05, pg.3)
4. *A health haven for final fling.* (7/11/05, pg. 3)
5. King, R. *Parent face long drive for rowdies.* (8/11/05, pg. 5)
7. Jerrard, S. *Police urged to get tough on leavers.* (15/11/05, pg. 38)
8. School leavers special Health and Medicine lift-out. (16/11/05)
9. Jerrard, S. *Cops on alert for leavers, triathlon* (24/11/05, pg.12)
10. Jerrard, S. *Loophole in liquor to leavers ties police.* (25/11/05, pg. 1)
11. King, R. & Emerson, D. *Schoolies leaver misbehaving to schoolies.* (28/11/05, pg. 10)
12. King, R. *Critics lash concert plans for leavers.* (29/11/05, pg. 16)
13. Jerrard, S. *Police shocked by leavers’ sex attacks.* (3/12/05, pg. 1)
14. King, R and Bolas, F. *Smells like teen spirits in the world of schoolies.* (3/12/05, pg. 8)

Western Australian Country Edition
1. *School Leavers’ Zone proposed.* (22/10/05, pg. 60)

Regional local newspapers

Augusta/Margaret River Mail
1. *Extra funds for schoolies.* (02/11/05. pg. 27)
2. *Dunsborough plea.* (9/11/05, pg. 14)

Bunbury Herald
1. Fowler, E. *Call to spread schoolies celebrations.* (29/11/05, pg. 7)
Bunbury Mail
1. *Schoolies Options.* (30/11/05, pg. 5)

Busselton Dunsborough Mail
1. *Plan to tag leavers* (4/08/05, pg. 6)
2. Cohen, J. *Leavers committee needs community help.* (Letter to Editor). (10/08/05, pg. 4)
3. *Leavers’ Week grants up for grabs.* (24/08/05, pg. 4)
4. Rickard, J. *Help for Leavers volunteers.* (26/10/05, pg. 7)
5. Rickard, J. *High hopes for wristband idea.* (9/11/05, pg. 3)
6. Rickard, J. *Dunsborough will be an island for leavers: Police.* (16/11/05, pg. 3)
7. *Aggressive preparation pays off* (30/11/05, pg. 9)
8. *Leavers get the message.* (30/11/05, pg. 9)

Busselton Margaret River Times
1. Burgio, G. *Wristband plan for schoolies.* (1/09/05, pg. 5)
2. Burgio, G. *Leavers angry at restrictions.* (15/09/05, pg. 5)
3. *Cash for schoolies.* (27/10/05, pg. 6)
4. *Band bid to beat bad behaviour.* (10/11/05, pg. 6)
5. Burgio, G. *Schoolies get legal guidance.* (29/11/05, pg. 5)
6. Burgio, G. *Big boost for police.* (24/11/05, pg. 5)
7. Burgio, G. *Leavers concert idea: organisers look for alternative host venue.* (1/12/05, pg. 1)
8. Burgio, G. *Thumbs down for Zone.* (1/12/05, pg. 6)
9. Robinson, D. *Schoolies visit unwelcomed.* (Letter to Editor). (1/12/05, pg. 13)
10. *Parents aid and abet.* (1/12/05, pg. 6)

Capes Herald
1. Burgio, G. *New schoolies role.* (13/09/05, pg. 9)
2. Burgio, G. *Unruly leavers let hair down.* (4/12/05, pg. 3)

South West Times
1. de Garis, C. *Leavers spill could flood Bunbury.* (10/11/05, pg. 7)
2. de Garis, C. *Top cop backs leavers push* (24/11/05, pg. 3)

Metropolitan local newspaper

Guardian Express
1. *Leavers in police sights.* (15/11/05, pg. 4)

Southern Gazette
1. *Crackdown on leavers.* (22/11/05, pg. 7)

Stirling Times
1. *Leavers get help from Drug Arm WA.* (22/11/05, pg. 3)
Radio talkback coverage

6PR
1. Drive (Sattler). Plan for Schoolies Week. Interview with Hon Michelle Roberts, Minister for Community Safety (27/10/05)
2. Drive (Sattler). Red Frog Crew. Interview with Casey Mulder, Leavers’ Chaplaincy. (27/10/05).
3. Drive Program. K.I.S.S. campaign. Interview with Douglas Knox, Education Manager, WAAC and Clare Pike, Catholic Archdiocese (9/11/05)
4. Drive (Sattler). End of year school celebrations: Advice on staying safe. Interview with Michael Thorn, Director of OCP (11/11/05)
5. Schoolies Week. Interview with Elaine Dodd, Chair, DLAC. (14/11/05)
6. Breakfast Program. Leavers’ Week management strategies. Interview with Rance Driscoll, South West Coordinator, OCP. (25/11/05)
7. Mornings with Paul Murray. Update on leavers’ celebrations. Interview with Elaine Dodd, Chair, DLAC (25/11/05)
9. Drive Program. Update of Leavers’ Week operations in Dunsborough. Interview with Sgt Ian Clarke, Officer in Charge, Dunsborough Police, WA Police. (25/11/05)
10. Drive Program. Liquor loophole: which allows school leavers to keep unopened alcohol given to them by their parents. Interview with Sarah Jaggard, WA Community Alcohol Network. (25/11/05)
11. Mornings with Paul Murray. Response to article in Sunday Times claiming planning in Dunsborough backfired. Interview with Elaine Dodd, Chair, DLAC. (28/11/05)
12. Mornings with Paul Murray. Update of leavers’ celebrations over the weekend. Interview with John McRoberts, Assistant Police Commissioner. (28/11/05)
13. Drive Program. Inside Schoolies Week. Interview with a leaver in Dunsborough (6/12/05)

720 ABC - Perth and Regional
1. Drive Program. Contingency plans for Schoolies Week. Interview with Ian Thomas, Regional Superintendent, WA Police (27/10/05)
2. Morning Program (Bartlett). Schoolies week warnings. Interview with John McRoberts Police Assistant Commissioner, WA Police (11/11/05)
3. Drive Program (Woolf). Leavers’ Week. Interview with John McRoberts, Police Assistant Commissioner, WA Police (23/11/05)
4. Drive Program. Overview of Leavers’ Zone and police response in Dunsborough. Interview with Sgt Ian Clarke, Officer in Charge, Dunsborough Police, WA Police. (24/11/05)
5. Drive program. Police response to leavers. Interview with Karl O’Callaghan, Police Commissioner, WA Police (25/11/05)
6. Drive Program. Overview of leavers celebrations over the first weekend of Leavers’ Week. Interview with Sgt Ian Clarke, Officer in Charge, Dunsborough Police, WA Police. (29/11/05)
7. Mornings (Mellet). Improvement this year for Leavers’ Week. Interview with John McRoberts, Assistant Police Commissioner, WA Police (5/12/05)
8. Mornings (Mellet). Sexual violence during Leavers’ Week. Interview with Tania Towers, WA Federation of Sexual Assault Services. (5/12/05)
Radio News

6PR
1. School leavers are being asked to act responsibly during end of school celebrations next week. (11/11/05, 12:00)
2. School leavers have been well behaved so far, apart from one serious incident in Busselton where some schoolies were assaulted. (25/11/05, 7:30)
3. Dunsborough residents say they’ve had enough and want leavers to go somewhere else next year. (28/11/05, 12:00)
4. Police are blaming toolies for most of the problems in Dunsborough. (28/11/05, 10:00)
5. Police say end-of-year celebrations seem to have quietened, with rain the likely cause. (29/11/05, 6:30 & 9:00)
6. School leavers not welcome: Dunsborough residents say their community isn’t the right place for school leavers and they want them to find an alternative venue next year. (29/11/05, 14:00)

720
1. Police have praised the efforts of the Dunsborough community, in developing strategies to reduce the impact of school leaver celebrations. (11/11/05, 10am)
2. School leavers are being asked to act responsibly or be evicted from the SW and Rottnest. (11/11/05, 12.00pm)
3. Police say they’re disappointed that school leavers on Rottnest and at Dunsborough aren’t taking part in special activities which authorities hoped would help manage behaviour at this year’s celebrations. (27/11/05, 7:00 & 7:45)

96fm
1. The biggest problem to face leavers is sexual predators, according to the DLAC. (7/11/05, 13:00 & 15:00)
2. School leavers have been well behaved so far, apart from one serious incident in Busselton where some schoolies were assaulted. (25/11/05, 7:30 & 8:00)
3. Dunsborough residents say they’ve had enough and want leavers to go somewhere else next year. (28/11/05, 12:00)
4. Police say the celebrations seem to have quietened, with rain the likely cause. (29/11/05, 8:00)
5. Leavers have been given a pat on the back for their good behaviour in holiday hotspots over the weekend. (29/11/05, 14:00)

Nova
1. Royal Life Saving given funding to run Don’t Drink and Drown campaign at hot spots during Schoolies Week. (26/10/05, 16:00)
2. Leavers rules: All schoolies celebrating at Dunsborough this year will have to wear wristbands. (4/11/05, 16:00 & 17:00)
3. Police will be taking a no-tolerance approach to leavers’ again this year (10/11/05, 6:00).
4. Final TEE exams today. DLAC is asking leavers to respect the town. (23/11/05, 6:00)
5. Police Commissioner to go down south and have a look at police methods in dealing with leavers. (25/11/05,16.00)
6. A legal loophole under the Liquor Licensing Act is frustrating police trying to keep leavers safe during celebrations. (25/11/05, 6:00, 7:00 & 8:00)
7. It’ been a very busy night for the Dunsborough police with the first weekend of Leavers’ Week underway. (26/11/05, 12:00)
8. Police say they’re disappointed that school leavers on Rottnest and at Dunsborough aren’t taking part in special activities which authorities hoped would help manage behaviour at this year’s celebrations. (27/11/05, 6.00 & 7.00)

94.5
1. Police will be taking a no-tolerance approach to leavers’ again this year (10/11/05, 6:00)
2. A stern warning for school leavers to enjoy themselves responsibly now that TEE exams have officially wrapped up. (24/11/05, 16:00)
3. A legal loophole under the Liquor Licensing Act is frustrating police trying to keep leavers safe during celebrations. (25/11/05, 6:00 & 7:00)
4. School leavers have been well behaved so far. (25/11/05, 7:30 & 8:00)
5. It’ been a very busy night for the Dunsborough police with the first weekend of Leavers’ Week underway. (26/11/05, 9:00, 10:00 & 11:00)
6. Police say they’re disappointed that school leavers on Rottnest and at Dunsborough aren’t taking part in special activities which authorities hoped would help manage behaviour at this year’s celebrations. (27/11/05, 7:00 & 9:00)
7. Police have made another five arrests in Dunsborough and issued eleven move notices; a man has been caught buying liquor for young girls and fined $200 (28/11/05, 8:00, 9:00, 10:00 & 11:00)
8. Local police say they’ve made about 30 arrests. (29/11/05, 16:00)

92.9
1. Police will be taking a no-tolerance approach to leavers’ again this year (10/11/05, 6:30)
2. A legal loophole under the Liquor Licensing Act is frustrating police trying to keep leavers safe during celebrations. (25/11/05, 6:30, 7:00 & 8:00)
3. School leavers have been well behaved so far. (25/11/05, 7:30, 8:00)
4. Police have made another five arrests in Dunsborough and issued eleven move. (28/11/05, 8:00)
5. WA’s top cop called for a concert, as a way of keeping leavers from loitering on the streets. (29/11/05, 6:30)
6. Local police say they’ve made about 30 arrests. (29/11/05, 17:00)

JJJ
1. School leavers in WA are about to celebrate Leavers’ Week (24/11/05, 9:00)
2. Organisers of schoolies celebrations in WA are defending strategies designed to manage behaviour. (28/11/05, 8:00)
3. Police have made another five arrests in Dunsborough and issued eleven move notices; a man has been caught buying liquor for young girls and fined $200. (28/11/05, 9:00)

**TV News coverage**

**Channel 2 News**
1. Sex attacks: Police in the SW investigating reported sex attacks on leavers (3/12/05)

**Channel 7 News**
1. Parents have been warned to expect a call from police if their children misbehave during Leavers’ Week. (11/11/05)
2. Two leavers in Dunsborough hospitalised after violent brawl. (25/11/05)
3. Thousands of students converge on Dunsborough; 21 arrested, mostly toolies. (26/11/05)
4. Rifts emerging between police and locals during Leavers’ Week in Dunsborough. (27/11/05)
5. Leavers’ sex attacks: South West Police fear schoolie chat-rooms on the Internet may be the reason for a flare up in the number of sex attacks this year. (3/12/05)

**Channel 9 News**
1. *Leavers’ Week* officially underway. (25/11/05)
2. Leavers’ celebrations kept police busy in Dunsborough with 21 arrests. (26/11/05)
3. Leavers’ sex attacks: Police are investigating a series of sex attacks on school leavers. (3/12/05)

**Channel 10 News**
1. Parents warned to tell teenagers to respect others during *Leavers’ Week*. (11/11/05)
2. Teens swamp WA hotspots for the start of *Leavers’ Week*. (26/11/05)
3. Police say it’s been a relatively quite start to *Leavers’ Week* around the state. (25/11/05)
4. Dozens arrested and fined in Dunsborough violence. (26/11/05)
5. Another night of leavers trouble in Dunsborough. (27/11/05)
6. Leavers’ sex attacks: Shocking claims that the number of sex assaults at leavers is on the rise. (3/12/05)

**GWN**
1. State Government announces funding to help keep leavers in check. (26/10/05)
2. The Premier and one of the states top police explain how they’re going to keep school leavers safe during *Leavers’ Week*. (11/11/05)
3. Leavers arriving by the thousands in SW hotspots. (25/11/05)
4. Update on *Leavers’ Week* in South West. (26/11/05)
5. Dozens of leavers arrested and one police officer injured in Dunsborough; half of the trouble coming from toolies. (29/11/05)
6. A quiet 24hrs in Dunsborough. (30/11/05)
7. *Leavers’ Week* over for another year. (6/12/05)