

BlackHawk
Every ingredient matters



OSCAR'S LAW & ONE LITTLE INDIAN PRESENTS

DOGAPALOOZA



SURVIVAL GUIDE

one little indian enterprises



OSCAR'S LAW



YOUR GUIDE TO DOGAPALOOZA

Sunday 12th November, Oscar's Law & One Little Indian Enterprises present Dogapalooza, Melbourne's first (and only) dog friendly music festival, featuring Evangeline, DJ Mac Fleetwood, LANKS, Deborah Conway, Abbie Cardwell and Kerryn Fields. As well as Melbourne's Dogapalooza Awards, Dogapalooza's in-house pie stand, Blue Wheelers Dog Washing, and beautiful rescue dogs awaiting adoption.

Don't have a dog? Fear not, 'dog creeps', there will be plenty of dogs to cuddle, though we will be checking your bag. And yes it's because we don't trust you.

RULES FOR HUMANS

Concession / Student ticket holders **MUST** bring current Concession Cards and present them at the Dogapalooza Box Office. Ticket holders with a concession ticket **WITHOUT** a Concession or Student ID card must pay the additional \$15 for entry. No exceptions. We don't mean to be harsh, but this festival raises money for dog rescue organisations, and we aren't comfortable having vulnerable dogs subsidise your ticket.

Please ensure you bring your tickets with you to the event. Ticket holders **MUST** print online tickets to present at the Box Office.

The Box Office is located onsite, just inside the main entrance to the festival.

Pass outs are available once you have been wrist-banded at the Box Office. Please present your wristband at the main entrance for re-entry. Note: You (and your dog) are free to come and go from the Dogapalooza festival site and explore the rest of Burnley Park. We encourage dog dates in the adjoining lawns, if festival love strikes your pups.

If you have lost property while at the festival, please see us at the Box Office and one of our team will assist you. If you find lost property, please hand in to the Box Office.

In the case of inclement weather, like most festivals (especially those in Melbourne) this event is a rain or shine event, and will take place regardless.

Wear your festival ticket (wristband) at all times during the festival. Anyone without a wristband will be (nicely) dragged out of the Dogapalooza festival site.

RULES FOR DOGS

All breeds are welcome at Dogapalooza. We don't discriminate, but all dogs must be vaccinated and have some form of identification (microchip, ID tag, or council registration tags are all acceptable).

Dogs **MUST** be known to be friendly towards other dogs and humans. Dogs that have a history of aggression are not allowed entry at Dogapalooza for the safety of other attendees and their dogs. Muzzles are encouraged if it ensures the comfort of owners and protects all those attending Dogapalooza.

If you aren't sure about your dog with other dogs, we strongly suggest you not take risks on behalf of other owners and their dogs.

Dogs **MUST** be under your control and on a leash within the Dogapalooza festival site. Off-leash areas surround the Dogapalooza festival site and within 'Glasdogbury' field (see attached site map).

YOU are responsible for your baby, and **MUST** pick up any steamy little parcels he or she leaves around the Dogapalooza site (lord knows we will all be doing it). Dog bags are available from the Box Office if you've forgotten your own.

There will be water stations for dogs across the site. While these stations will be monitored by event staff, feel free to advise us if any require a top up.

Whilst at previous Dogapaloozas there has only been one 'nip' incident, it's important we state your legal responsibility. **In the event an incident occurs you are personally liable for any damage or injury (just as you are in any situation, in any park) that your dog may be involved in.** That said, Dogapalooza will have dog police (animal behaviourists) from Good Dog Behaviour & Training on site, just in case you need assistance and we ask that you report any incidents immediately.

The sound levels are set for the comfort of dogs in mind and are monitored hourly.

One dog to one handler guideline applies. (Those without dogs are of course welcome). If the two dogs are small, you are welcome to message us via Facebook for express permission, but our default rule (for your dog's safety and that of other

Dogs) is 'one handler, one dog', whatever the size.

Please take reasonable care and be especially vigilant of your dog (and keep an eye out for others attending) to ensure all are safe, and have a wonderful Dogapalooza. Jerk like behaviour (dog or human) won't be tolerated.

Promoters reserve the right to eject attendees, and their dogs, if they fail to comply with the rules set out within the survival guide.

WHAT YOU CAN BRING

Dogapalooza Melbourne allows BYO alcohol

Pre-mixed cans/beer cans and wine **ONLY**. No full strength spirits allowed.

We ask all attendees to donate a gold coin donation per unit upon entry (i.e. six pack \$6).

This is voluntary and is lovingly known as the William Tax (William is Oscar of Oscar's Law's) brother, a puppy factory rescue who passed away in 2015.

He was a dear little man and is greatly missed by Oscar and Debra, founder of Oscar's Law, so we shake you down for change, to honour him and to save other dogs from all he suffered prior to his rescue.

Where possible, attendees are encouraged to bring cans or plastic rather than glass.

Moon Dog Brewery will be operating the Land Cruiser bar, so if you'd like alcohol, buy theirs as they are great supporters of Dogapalooza and Oscar's Law.

We are often asked whether dog-less humans are allowed entry at Dogapalooza, and the answer is YES. Dogless dog lovers, also lovingly known as 'dog creeps' are very welcome. Though we note, stealing (or 'borrowing') other people's dogs is discouraged, and yes we will check your bag.

Bring a picnic blanket and low back chairs.

We will have delicious Dogapalooza in-house pies (these are life changing), Jerry's Vegi Burgers, Let's Waffle 'n' Shake, Rice and Dice and Pookie May Coffee, as well as Canine Wellness Kitchen, De-pets and Natural Instinct Pet Food for your doggos, so no need to bring a thing! We have you covered with the best food trucks in Melbourne.

Bring cash. There are NO ATM's at or near Burnley Park.

Bring a dirty dog. Our friends at Blue Wheelers are donating every dollar of the dog washing cash raised at Dogapalooza to our rescue groups, so feel free to leave your baby in their safe 'dog washing' hands.

WHAT NOT TO BRING

Weapons, straight spirits and illegal substances of any kind are **not** permitted.

Skateboards, scooters, or personal motorised vehicles other than those used for medical reasons will **not** be permitted.

Fireworks and explosives are not permitted.

No illegal vending is permitted. No unauthorised or unlicensed vendors will be allowed.

Unsocialised, unfriendly dogs or those with unknown temperaments.



SAFETY & AMENITIES

First Aid is available on site at Dogapalooza. If you or another attendee is in need of medical assistance, please see our onsite first aiders at the Box Office and he/she will assist you.

If it is an emergency dial 000 immediately.

Please report any missing children to the nearest staff member and they will notify our Front of House manager, Desiree, at the Box Office.

Swan Street Vet Clinic and Good Dog Behaviour and Training will be onsite and available for advice and monitoring of dog behaviour across the day.

Toilets are available on site. A disabled toilet has also been hired for the comfort of disabled patrons.

If patrons require coordination of our specific **reserved disabled parking bays**, please contact our event operations manager Serena on 0417 523 333 for further details (and or assistance on the day).

Burnley Park is wheelchair accessible from Bellevue Avenue **ONLY**.

We sincerely implore ALL attendees to avoid Bellevue Ave and to NOT park in this road way. Only disabled patrons are requested to park on this roadway, as it is the safest route.

CASH OR CARD?

You **MUST** bring cash to Dogapalooza, as the closest ATM is located at:

The Rising Sun Hotel, 395 Swan Street, Richmond

Credit cards will be accepted at merchandise tents where official Dogapalooza t-shirts, caps and bandanas will be available for purchase, although cash is always faster and easier.



WHAT'S GOING ON?

We are extremely proud to have such exceptional artists performing at Dogapalooza Melbourne!

SET TIMES

	11:00AM	FESTIVAL OPENS
11:00 - 11:30AM		KERRY N FIELDS
11:45 - 12:30PM		ABBIE CARDWELL
12:45 - 1:30PM		DEBORAH CONWAY
1:45 - 2:30PM		DJ MAC FLEETWOOD
2:45 - 3:30PM		EVANGELINE
3:45 - 4:45PM		LANKS
4:45 - 5:00PM		AWARDS PRESENTATION
5:00PM		FESTIVAL CLOSES



DOGGY COMPETITIONS

Dogapalooza Awards Presentations Co-hosted by Good Dog Behaviour & our super cool awards MC, Conor. Our panel of experts will be judging your pooches in the following categories:

1:30pm – Revered Rescue Dog (Female)
1:30pm – Revered Rescue Dog (Male)
1:45pm – Quiet Achiever (Female)
1:45pm – Quiet Achiever (Male)
2:00pm – Golden Oldie (ages 10+) (Female)
2:00pm – Golden Oldie (ages 10+) (Male)
2:15pm – Talented Trickster (Female)
2:15pm – Talented Trickster (Male)

INTERVAL: 2:30pm – 3pm
Swan Street Vet Clinic Dog Behaviour Presentation

3:00pm – Sexy Ugly (Female)
3:00pm – Sexy Ugly (Male)
3:15pm – Best Inner City Hipster (Female)
3:15pm – Best Inner City Hipster (Male)
3:30pm – Best Doggelgangers (Female)
3:30pm – Best Doggelgangers (Male)

3:45pm – Dogapalooza Grand Champion of 2017
(gender neutral)

All winners to be announced at 4:45pm at the main stage.

Entry for your first dog in ANY category is \$10.

COMPETITION SIGN UP

To enter your furry friend into any (or all) of these categories simply make your way over to the Dogapalooza Awards competition registration stand (see site map) on the day and sign up!

Registration opens at 11am, so get in quickly to avoid disappointment.

All you need to do is fill out a form that looks something like this one below and pay your entrance fee.

Dog's Name:

Age:

Sex:

Breed:

Likes and Dislikes:

Special talents, cute stories or fun facts:

Owner's Name:

Email:

Phone Number:

Entries close 1:15pm

Please be at the Dogapalooza Awards area (the same place as you registered) 15 minutes before your category start time.

Each entrant receives a beaut 'Competitor' ribbon.

You may enter in as many categories as you like.

Along with bragging rights for the whole year, the Dogapalooza Grand Champion will win a silver commemorative trophy, 1 x Magnum Queens wine pack PLUS 2 x tickets to the Pleasure Garden OR \$100 Doggy Winery Tour. Plus a 20 kg bag of Black Hawk dog food (\$320 value).

Second Place Grand Champion will receive a silver commemorative trophy, 1 x Magnum Queens PLUS the remaining prize option. Plus a 20 kg bag of Black Hawk dog food (\$220 value).

Third Place Grand Champion will receive a silver commemorative trophy, 1 x Magnum Queens wine pack PLUS a Dogapalooza cap. Plus a 20 kg bag of Black Hawk dog food (\$140 value).

OUR SPONSORS

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RTR PRODUCTIONS



SITE MAP



SITE MAP

CHEAP EASY CAR PARKING

\$10 cheap and easy all day parking is available at the Burnley Circus park site opposite the Dogapalooza festival off Swan St. Best of all, all cash goes to our animal rescue beneficiaries and Oscar's Law.

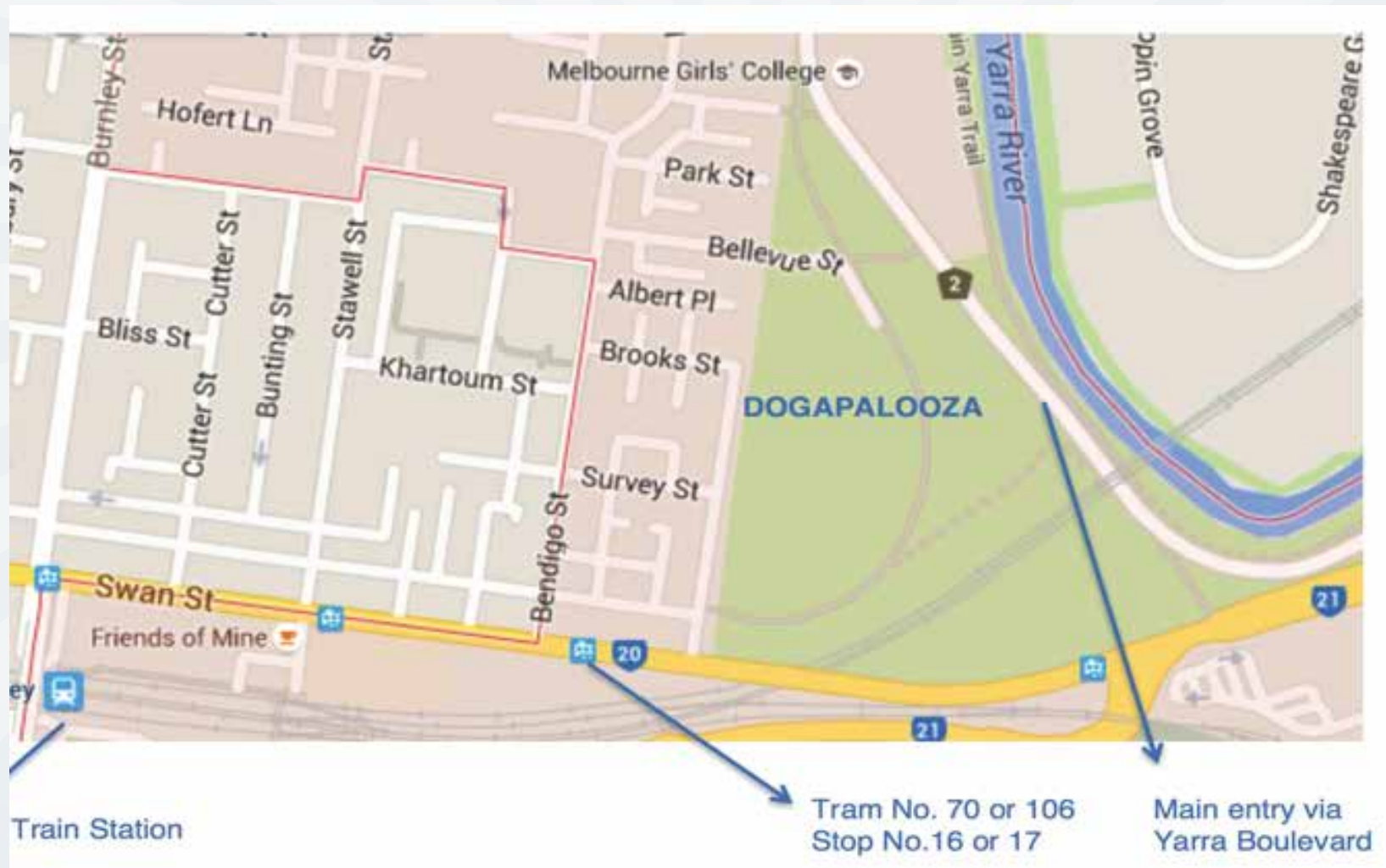
Please be sure to cross the road safely at pedestrian crossings.



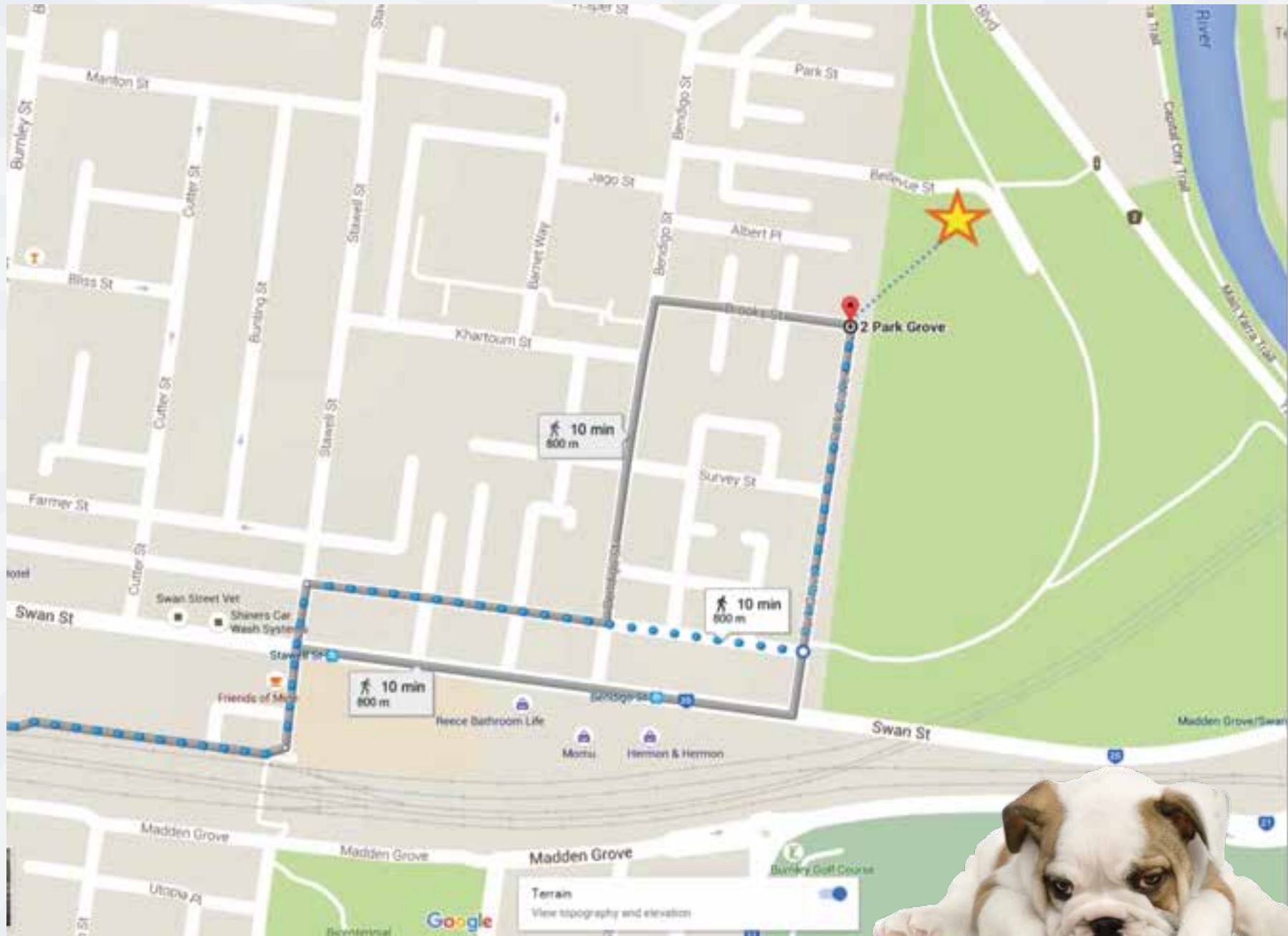
PUBLIC TRANSPORT

Burnley train station is 1km (approximately 15 minute walk) from Burnley Park

Tram route 70 (Waterfront City Docklands – Wattle Park) and Tram route 106 (Box Hill - Port Melbourne) stop at Stop 17 Madden Grove/Swan Street Tram stop, which is an approximate 5 minute walk to Dogapalooza



ALTERNATE WALKING ROUTES



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