

THEME CAMP GUIDING PRINCIPLES

What is a theme camp?

Theme camps are the heart and soul of Underland, embodying the creativity and spirit of their creators. These camps aim to welcome, engage, and entertain other participants, transforming the event into a vibrant and dynamic community.

Theme Camps can be anything that you can dream of - a sunset margarita bar, an afternoon BBQ and ice-cream station, an epic party, a soulful sound experience, a massage centre, a chill space, offer comfort, a talk, a demonstration, a water fountain, a foundry, a dance-yoga class... What are you good at that others would enjoy, and that you'd like to share?

All sizes and ideas are embraced. Imagine your camp as a small slice of Paradise within the expansive village of Underland. Whether it's an intimate setting for 2 or 3 guests at a time - or a dozen, or a grand space accommodating hundreds. We recommend you choose a camp project that matches your crew size and available resources.

To ensure that theme camps at Underland are diverse, engaging, and aligned with our community values, we have established these following guidelines under which to operate.

What should you offer? Something ... anything

Your camp should be interactive and have some visual presence. It should offer activities, events or services for the Underland community. Creative and well-thought-out concepts are always appreciated – to be considered for prime placement aim to be providing more than just sunset cocktails.

We value diversity of experiences and uniqueness of services. Community participation and expression means thinking outside the box and not just replicating existing experiences with a different facade.

When should you offer it?

Consider offerings during the day and at night, as a camp bustling with activity during the day closed at night leaves a gaping dark and lonely void on the paddock. Having evening activities planned at your camp will improve your chances to get premium placement.

Full event participation (no passouts)

Theme Camps should be present and operational for the entire duration of Underland. Please ensure your camp is set up before the event starts and is active until the end.

Placed camps that haven't arrived at a reasonable time will lose their placement and be moved to the open camping area.

All registered theme camps are allowed early access to the site via early arrival passes.

Keep it tidy

Keeping your area clean is essential. Therefore, camps will be asked to submit a MOOP (Matter Out of Place) plan, displaying how the camp area will be kept tidy and how the tidiness is managed.

A good track record with MOOP from previous years is crucial for placement. If your camp has previously been marked red on the MOOP map, your application for a prime spot may be affected or your camp may even be refused.

Keep your sound promises

Should you be any kind of sound camp, you'll need to agree upfront to a certain size sound rig and agree to follow the Underland Sound Guidelines for Sound Camps, along with adhering to the local sound requirements in the area your camp is placed.

Keep it legal

Camps must operate within legal parameters of the State of Victoria.

Keep it safe

Our safety guidelines and requirements are important for the same reason as above. Theme Camp leads will be required to adhere to all the safety requirements laid out by our safety officers.

Your track record matters

We recognize that everyone comes to Underland with the best of intentions and a desire to contribute positively. While we understand that sometimes things don't go as planned, consistent follow-through is crucial for the success of our event. Camps with a history of not meeting commitments may find their placement affected. Conversely, those that have consistently delivered fantastic experiences will be recognized and celebrated in our placement decisions.

Branding? No. Decommodification? Yes.

Underland is a tool for change in the world, and the principle of Decommodification is key to our Paradise experiment. Branding, promotion and activation of any products or services is simply not allowed and deeply uncool. Any Theme Camps operating as a branding or marketing exercise or, using branding in any way will be shut down – or at the very least, asked to completely remove or cover up all branding (this includes excessive camp branding)

Idealism

We are after all an experiment in inventing the world anew, so if your whole camp is powered by solar and wind or other generated power, we're going to be impressed. Similarly if you have any other innovations that you are using in or at your camp (like greywater evaporation contraptions, or innovative shower designs), your efforts will be viewed favourably and have an influence on your placement.

The creative ratio – the ratio of your gift to number of people/cars

Your camp's space allocation will not be measured on the amount of people in your camp but the size of your gift. This ratio is a balance between the number of campers, the offering of your camp and the number of vehicles that you need to run your operations.

Quick check-list

Theme camps should:

- Be visually stimulating
- Offer an interactive experience
- Have a clear theme
- Offer a service to the citizens of Underland
- Be neighbourly
- Follow safety protocols
- Maintain a good MOOP record
- Be operational and open to the public from Event Start to Event Close
- Follow the Sound Policy

Important update on funding for camps

As part of our commitment to fostering a vibrant and inclusive community at Underland, we are making an important change to our funding structure. Starting this year, we will be discontinuing the Theme Camp-specific grants to introduce the "Unique Experiences &

Activations Grant”, a new, more inclusive funding stream designed to support a broader range of creative projects.

This new initiative is designed to support a wider variety of projects, including performances, unique community services, and other dynamic experiences that enrich Underland for all attendees. We believe this approach will help foster a more diverse array of creative expression and interactions at our event. We encourage all aspiring contributors, whether part of a theme camp or not, to apply and bring your innovative ideas to life. More details on how to apply will be available soon, and we are here to assist you in this new opportunity to showcase your creativity.

Applying

If you feel inspired to gift your creativity and passion to Underland, please fill out this form by 2 August 2024:

<https://airtable.com/appdbpSE7vwfDxKNE/pagohdaTKSvsVwaQz/form>

Can't wait to see you at Underland!