



## **FINANCE POLICY COMMITTEE**

# **AGENDA**

**1 SEPTEMBER 2020**

Notice is hereby given, in accordance with the provisions of the Local Government Act 1993 that a **FINANCE POLICY COMMITTEE MEETING of ORANGE CITY COUNCIL** will be held in the **COUNCIL CHAMBER, CIVIC CENTRE, BYNG STREET, ORANGE** on **Tuesday, 1 September 2020**.

David Waddell

**CHIEF EXECUTIVE OFFICER**

For apologies please contact Administration on 6393 8218.

## AGENDA

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## **1 INTRODUCTION**

### **1.1 DECLARATION OF PECUNIARY INTERESTS, SIGNIFICANT NON-PECUNIARY INTERESTS AND LESS THAN SIGNIFICANT NON-PECUNIARY INTERESTS**

The provisions of Chapter 14 of the Local Government Act, 1993 (the Act) regulate the way in which Councillors and designated staff of Council conduct themselves to ensure that there is no conflict between their private interests and their public role.

The Act prescribes that where a member of Council (or a Committee of Council) has a direct or indirect financial (pecuniary) interest in a matter to be considered at a meeting of the Council (or Committee), that interest must be disclosed as soon as practicable after the start of the meeting and the reasons given for declaring such interest.

As members are aware, the provisions of the Local Government Act restrict any member who has declared a pecuniary interest in any matter from participating in the discussion or voting on that matter, and requires that member to vacate the Chamber.

Council's Code of Conduct provides that if members have a non-pecuniary conflict of interest, the nature of the conflict must be disclosed. The Code of Conduct also provides for a number of ways in which a member may manage non pecuniary conflicts of interest.

### **RECOMMENDATION**

It is recommended that Committee Members now disclose any conflicts of interest in matters under consideration by the Finance Policy Committee at this meeting.



## **2 GENERAL REPORTS**

### **2.1 REQUEST FOR FINANCIAL ASSISTANCE - CANOBOLAS ENDURANCE RIDERS CLUB, MATAR STABLES BULLIO CUP EVENT**

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RECORD NUMBER: 2020/1572

AUTHOR: Tony Boland, Acting Business Development Manager

#### **EXECUTIVE SUMMARY**

Council has received an application for Event Sponsorship from the Canobolas Endurance Riders Club for their event, The Matar Stables Bullio Cup, held on 30 October and 1 November 2020.

The Matar Stables Bullio Cup is an endurance horse riding event in its 3<sup>rd</sup> year of operation and as such have completed the Flagship Event application as per the Event Sponsorship Guidelines.

The event will be held within the Cabonne Council area, however the event will bring visitation into Orange and increase spend via speciality retail shops, hospitality and accommodation services. This event will be scaled down due to the COVID19 restrictions

The organisers have requested \$4,000 in sponsorship funding from Orange City Council. They have also requested funding from Cabonne Council to a value of \$1,500

It is recommend to match the funding provided by Cabonne Council to share equal parts in the sponsorship of this event to avoid bias. In line with policy \$1,500 is recommended.

#### **LINK TO DELIVERY/OPERATIONAL PLAN**

The recommendation in this report relates to the Delivery/Operational Plan strategy "11.2 Prosper - Develop and attract a variety of events, festivals, venues and activities for locals and visitors, ensuring accessibility for all".

## 2.1 Request for Financial Assistance - Canobolas Endurance Riders Club, Matar Stables Bullio Cup Event

**FINANCIAL IMPLICATIONS**

Council's budget for the Event Sponsorship Program for the 2020/21 financial year is \$200,000. So far this year there has been a commitment of \$12,000, remaining budget is \$188,000.

<b>Event Sponsorship Program</b>	<b>Withdrawn</b>	<b>Pending</b>	<b>Committed</b>
Sustainable Living Week Expo	\$7,000		
Australian National Field days	\$10,000		
Orange Wine Festival		\$10,000	
Banjo Paterson Festival – National Bush Poetry Performance Championships			\$12,000
<b>TOTAL</b>	<b>\$17,000</b>	<b>\$10,000</b>	<b>\$12,000</b>
<b>Funds remaining for 2020/21 Financial Year</b>	<b>\$188,000</b>		

**POLICY AND GOVERNANCE IMPLICATIONS**

Council can only assist other organisations financially (in cash or in kind) in accordance with section 356 of the *Local Government Act 1993*.

Council's Strategic Policy - ST144 - Event Sponsorship Program and its related Event Sponsorship Program Guidelines are used to assess applications for Event Sponsorship.

**RECOMMENDATION**

**That funding of \$1,500 be made from the Event Sponsorship Program to Canobolas Endurance Riders Club for the Matar Stables Bullio Cup 2020 Event.**

**FURTHER CONSIDERATIONS**

Consideration has been given to the recommendation's impact on Council's service delivery; image and reputation; political; environmental; health and safety; employees; stakeholders and project management; and no further implications or risks have been identified.

**SUPPORTING INFORMATION**

In the Events Sponsorship Program Strategic Policy and guidelines, the following categories exist to support assessment of applications received:

<b>Category</b>	<b>Description</b>
<b>Incubator Event Fund</b>	Provides seed funding to events in their first or second year of activity. <b>Funding range is \$1,000 to \$5,000.</b>
<b>Flagship Event Fund</b>	Identifies and assists the development of events that contribute to the unique character and culture of the Orange360 tourism region and can demonstrate that they attract overnight visitation.

## 2.1 Request for Financial Assistance - Canobolas Endurance Riders Club, Matar Stables Bullio Cup Event

	<b>Funding range is \$1,000 to \$10,000.</b>
<b>Event Development Fund</b>	Supports events that have already received funding from Council in previous years and can present a comprehensive strategy for future growth that includes the continued development of its tourism potential to drive overnight visitation to the event. <b>Funding range is \$1,000 to \$10,000.</b>
<b>Quick Response Event Fund</b>	Provides seed funding and/or support to events that occur as <b>new</b> and unplanned opportunity for Orange and have not met the funding rounds as outlined below. <b>Funding range is \$1,000 to \$20,000.</b>

<b>Application Number ESP20/06</b>	<b>Canobolas Endurance Riders Club</b>
<b>Not for profit (yes/no)</b>	Yes
<b>Event name</b>	Matar Stables Bullio Cup
<b>Event date/s</b>	30 October and 1 November 2020
<b>Level of participation</b>	500 participants/attendees
<b>Ticketed event</b>	Registration for Participants, No tickets for Spectators
<b>Amount requested</b>	\$4,000
<b>Category and Category range</b>	Flagship Event Fund - \$1,000 to \$10,000
<b>Aligned with Community Strategic Plan</b>	Yes
<b>Comment and recommendation</b>	
<p>The years since the event began it has been growing, however in light of the COVID-19 restrictions, the event has to be scaled down to accommodate the regulations for 2020.</p> <p>The Canobolas Endurance Riders clubs are determined to not lose the momentum the event has gained and still continue on with the event in COVID safe practices.</p> <p>This event can attract additional spend in the region to speciality businesses related to the event and also the overall visitation to Orange.</p> <p>To match equal spend between the two Councils involved and in line with policy, \$1,500 is recommended.</p>	

**ATTACHMENTS**

- 1 FPC 1 September 2020 - Redacted - Event Sponsorship Application Form - Canobolas Endurance Riders Club - Matar Stables Bullio Cup - Application ESP20/06, D20/51250 [↓](#)

**ORANGE CITY COUNCIL**

**EVENT SPONSORSHIP – COVER APPLICATION FORM**

**APPLICANT'S DETAILS**

**Name of organisation:** CANOBOLAS ENDURANCE RIDERS CLUB INC.

**Postal address:**

**Contact name:** ANNETTE BAILEY

CHRISTOPHER BAILEY

**What is the legal status of your organisation?** Not for Profit incorporated body

Not registered for GST

**ABN:**

**Name of Event:** Matar Stables Bullio Cup

**Location of Event:** Ride Base located 18kms from Cadia/Forest Road Turnoff on Four Mile Creek Road, Canobolas (Paddock is owned by Newcrest Mining)

**PROPOSED DATES:** 30<sup>th</sup> October – 1<sup>st</sup> November 2020



**How many people will be involved in your Event (estimate) – full information provided in Flagship Application**

- 170 Competitors total (reduced growth due to COVID-19 interstate & International travel restrictions). Anticipated 80% from outside the region
- Anticipated 75% regional attendance for introductory rides – approx. 41 head
- Non-riding attendees – approx. 200 head
- Volunteers – 60 head of which 95% are local
- Officials – 30 head of which 50% are from outside the region

**Provide an outline of the 2020 Event including a summary of proposed activities and schedule:**

The Matar Stables Bullio Cup is an endurance horse riding event in its 3<sup>rd</sup> year of running. The event caters to everyone from local individuals, families and young children to serious endurance competitors travelling from all over NSW (for 2020). The ride base is located at Four Mile Creek, Canobolas/Panuara. The course travels through the picturesque Canobolas State Forest and neighbouring farming land owned by Newcrest Mining.

The event encompasses a series of introductory rides over distances of 5-10km, 20kms and 40kms. Overriding these events is the flagship Matar Stables Bullio Cup 120km Ride, and elevator ride whereby competitors can retire at the 100km distance and an 80km standalone event.

All the events are under the control of a strict veterinary panel whereby horses can only begin, continue and complete once inspected as fit to continue. Horse welfare underpins the sport of endurance riding and the motto of the sport “to complete is to win” holds true throughout all levels of competition.

The Introductory rides have become attractive to local and regional riders as they are made to feel welcome and an integral part of the whole weekend. The longer events will continue to attract the serious endurance competitors with 80% of entrants from outside the region. Given 2020 COVID-19 restrictions overseas and interstate riders will be unable to attend. However, planning is ongoing for future events.

**Important Dates & Times – (Subject to Change)**

<b>Tuesday 6<sup>th</sup> October</b>	0900 (9am)	<b>NOMINATIONS OPEN FOR ALL EVENTS VIA MANEHUB AT <a href="http://www.bullio.net">www.bullio.net</a></b>
<b>Sunday 25<sup>th</sup> October</b>	Midnight	<b>NOMINATIONS FOR ALL EVENTS CLOSE</b>
<b>Wednesday 28<sup>th</sup> October</b>	1200 (12pm)	Ride Base opens
<b>Friday 30<sup>th</sup> October</b>	1000 – 0430	Secretarial Office open to process entries
	1400 –1630  1700 (5pm)	<b>PRE RIDE VETTING FOR ALL ENDURANCE &amp; INTERMEDIATE HORSES.</b> <i>(Introductory horses can vet also, or at 7am Sat 31<sup>st</sup> Oct)</i> <b>PRE RIDE TALK FOR ENDURANCE &amp; INTERMEDIATE RIDES</b>
<b>Saturday 31<sup>st</sup> October</b>	Commencing at 0100 (1am)	<b>ALL EVENTS WILL BE RUN DURING THE COURSE OF SATURDAY 31<sup>ST</sup> OCT</b>
	1800	Happy Hour & Post Ride Dinner (COVID-19 restrictions permitting)
<b>Sunday 1<sup>st</sup> November</b>	0800 (8am)	Best Conditioned Horse Judging
	0900	PRESENTATIONS (COVID-19 restrictions permitting)

EVENT	START TIME (Subject to Change)
120KM CEI Two Star Standalone Event	0100 (1am) Saturday 31 <sup>st</sup> October
AERA Elevator 120km (option to retire at 100km)	0100 (1am) Saturday 31 <sup>st</sup> October
100km CEI One Star Standalone event	0100 (1am) Saturday 31 <sup>st</sup> October

AERA 80km (Buckle Only) Standalone event	0400 (4am) Saturday 31 <sup>st</sup> October
AERA 40km Intermediate	0730 Saturday 31 <sup>st</sup> October
AERA 20km Introductory	0900 Saturday 31 <sup>st</sup> October
AERA 5-10km Introductory	0930 Saturday 31 <sup>st</sup> October

\*\* Day Membership subsidised by CERC

#### EVENT BUDGET

<b>INCOME</b>	
Entry Fees Total	\$26,000
Sponsorship -	
Naming Rights	\$25000
Cadia/Newcrest	\$5000
IRT	\$1200
General Sponsorship/Support	\$500
Sale of Merchandise	\$600
Anticipated Support - Cabonne Council	\$1500
<b>ORANGE CITY COUNCIL EVENT S'SHIP REQUEST</b>	<b>\$4000</b>
<b>TOTAL INCOME INCL OCC S'HIP REQUEST</b>	<b>\$63800</b>
<b>EXPENSES</b>	
Trophies for all Rides	\$12 500
Vets x 7	\$6300
Accommodation/Meals – Officials	\$3500
Course Marking	\$1075
Volunteers/Meals/Catering	\$3000
Secretarial/Administration	\$2240
COVID-19 Requirements/Compliance	\$1000
Cabonne Council/Road Management	\$1500
Promotional Video	\$8000
Promotional Online	\$500
Promotional Merchandise/Thankyous/Giveaways	\$2000
Printing/Flyers/Booklet/Stationery	\$1000
Toilet Hire	\$1290
Tables/Chairs	\$800
Generator Hire	\$210
Light Tower x 2	\$390
Cool Room	\$350
Marquee Hire	\$5000
NSWERA/FEI Affiliation Fees	\$5500
Complimentary Drinks/Happy Hour	\$1000
Donations to Volunteer Community Groups/Volunteers	\$1000
Contingency	\$1500
<b>TOTAL EXPENSES</b>	<b>\$59655</b>
<b>IN KIND CONTRIBUTIONS – (VOLUNTEERS)</b>	
60 x local volunteers – 5hrs @ \$41.72 x 60	\$12 516
10 x officials volunteers – 15hrs @ \$41.72 x 10	\$62 58
<b>TOTAL IN KIND CONTRIBUTIONS</b>	<b>\$18774</b>

#### DECLARATION

On behalf of Canobolas Endurance Riders Club Inc

I certify to the best of my knowledge that the statements made in this application and any supporting documentation are true.

I understand that should this application be approved by Orange City Council, I may be required to submit any requested Tax Invoices, plans or reports and will be required to enter into an Event Agreement with Council.

I declare that the Organisation will provide all required paperwork, including a Certificate of Currency of Public Liability Insurance (to a minimum of \$10 million) with Orange City Council noted as an interested party.

Signed:

Date: 14<sup>th</sup> August 2020

Print name: Annette Bailey Position in organisation: Secretary

The information you provide will be handled in accordance with the Privacy and Personal Information Protection Act 1998.

The supply of information by you is voluntary. If you cannot provide or do not wish to provide the information sought, your application may be unable to be processed. Any personal information collected from you will be in order to process your application.

**ORANGE CITY COUNCIL****EVENT SPONSORSHIP  
FLAGSHIP EVENT FUND APPLICATION**

How many years has your event operated for and what were the levels of attendance (both local and visitor) at the event(s)?

- The 2020 Matar Stables Bullio Cup will be the 3rd year the event has been held in the Orange region by Canobolas Endurance Riders Club (CERC).

**2018 – inaugural year**

- 152 total entrants – 80% visitors; 20% local
- 200 non riding attendees – 80% visitors; 20% local
- 80 x officials & volunteers – 75% local
- Event run as an 80km National & FEI event plus introductory distances of 40km, 20kms and 5-10kms

**2019 –**

- Attendance to the event increased by planned 10% across the board from 2018 with similar ratios of local and outside visitors as 2018.
- Volunteer base increased to 60 head with 95% sourced locally
- Officials increased to 30 head with 50% sourced locally and the balance outside the region
- Event was run as an 120km National and FEI event plus introductory distances of 40km, 20kms and 5-10kms
- In the Event post ride survey sent to all competitors there was a 100% approval rate to return to the event for 2020.

**2020 –**

- CERC was aiming for 10% increase of total visitations based on National and International Event Survey undertaken post 2018 event.
- As a result of COVID-19 restrictions this has been modified to be static with 2019 figures
- Planning remains ongoing for 2021 and beyond to develop an event that is high quality to continue to attract National and international competitors and visitors commensurate with a flagship endurance event.

**Notes Regarding Future Events –**

- With the inclusion of an international component featuring 2 x FEI (Federation Equestrian Internationale) rides for Open and Youth rides, 2018 and 2019 attracted overseas competitors from New Zealand, Hong Kong, South Africa and the UAE, plus horses and riders from all over NSW, Queensland, Tasmania, Victoria, South Australia and Western Australia.
- Based on current entries to endurance rides held recently at The Rock, Wagga Wagga; Roseberg Forest, Lyndhurst; and the upcoming event at Mountain Lagoon, Kurragong, entries to these events are above average for NSW endurance rides.
  - This suggests that people want to continue the sport and regain normalcy in their lives, not with standing COVID-19 restrictions.
  - CERC feels this will be reflected in the 2020 entries for the Matar Stables Bullio Cup.

- 2020 Matar Stables Bullio Cup is strategically set on the 2020 endurance ride calendar to be 4 weeks out from the 2020 NSW State Championships to be held at Tumut
  - This is important as entrants will be attending for lead up preparation and fitness for their horses.
  - This provides confidence that visitations will be on target for a static visitation of 2019 numbers.
- CERC is endeavouring to maintain planning momentum for 2021 and beyond.
- CERC continues to aim to provide an event that is inclusive on all levels of attendance by continuing to foster the introductory rides to local and regional riders.

Please detail how the sponsorship will help the event grow the diversity of sub-events and activities to attract additional visitors to the local economy or increase the length of stay and average spend consistently over time.

- CERC does not want to reduce the momentum as a result of the COVID-19 restrictions. The committee believes it remains important to maintain the standard of the event so that as restrictions lift, the momentum is there to build on for the following years.
- Sponsorship of the event can only aid and enhance promotion of the Orange Region and attract attendance at the event, which is exemplified in attendances over the last two years.
- Contribution from Orange City Council Flagship Event Sponsorship will help to facilitate ongoing professional video production.
  - Professional videos have been made in 2018 and 2019.
  - Budget for production of 2020 video is \$8000
  - Regional production crew was used in 2019 and they are booked to come in 2020.
  - The environs of Orange and Canobolas have been highlighted in these videos and have been circulated on YouTube and Endurance social media pages in Australia, Europe and UAE.
  - Although visualisation was technically in the Cabonne area, the overlapping of the Orange District cannot be under estimated.
  - The videos have stimulated great interest in the event and has been supported by media coverage in overseas magazines and domestic and regional publications.
- A budget of \$2000 has been allocated to print promotion.
  - This includes flyers for distribution to local and regional outlets such as horse feed outlets, horse riding clubs, and saddleries
  - Colour booklet for distribution to all entrants detailing the event, sponsors and facilities available. This is available online via social media and as hard copy.
  - Advertising in local and statewide publications
  - Local printer has been used for 2018 and 2019 and will again be used for 2020.
- Improvement in Ride Base Facilities commensurate with a high standard of flagship event and to encourage attendees to increase their stay in the region.
  - The Ride Base is held in a paddock owned by Newcrest Mines and adjacent to riding country provided by Cadia and Forestry NSW.

- Limitations to providing portable shower and toilet facilities is a result of difficulty in providing a good supply of town water required for the hot water systems.
- Sponsorship facilitated by Orange City Council will greatly assist in providing infrastructure that will encourage attendees to increase their stay by improving Ride Base facilities.
- Many entrants arrived 2-3 days prior and spend time visiting Orange and its associated eateries, horse and feed outlets and shopping facilities.
- Attendees anecdotally travel into Orange for supplies, fuel, horse feed and to go to eateries. Officials and non-riding attendees also stay at motels, hotels and bnbs.
- Marketing plans intend to utilise their 2020 post ride survey to provide details of days stayed and estimated dollars spent for future visitation statistics.

How will the event involve and engage local businesses, sporting groups, artists, community groups and or interested individuals? How will it assist in building the reputation of Orange by associating with positive and inclusive activities in the Orange community?

- It remains focal in the aims of CERC that local and regional businesses are forefront in providing infrastructure for 2020 and future events.
- Local Veterinarians are integral in the running of the Event, with Central West Equine providing a senior veterinarian for the weekend of the event and also is on standby as a consulting clinic.
- GK Craig Printing is the principle print house for the Event and has remained so over the past 3 years.
- Panuara and other local pony clubs and riding clubs provide volunteer labour for checkpoints, secretarial assistance and also participate heavily in the introductory events.
- Volunteer resources are sourced predominately by local involvement. With over 60 volunteers required to run the event, this remains a critical factor. CERC takes the initiative to provide all volunteers with food, beverages for the weekend and petrol money plus provides merchandising clothing.
- Involvement of local volunteers provides a positive feedback to attendees of the Matar Stables Bullio Cup as it has become evident that the Event enlists the assistance of the Orange region to resource the needs of the competitors.
- The intention for 2020 is to further encourage more community groups to volunteer at the ride as course stewards, pencilers in the vetting arena, timing clerks, etc with the hope to provide donations back to the community groups from the ride finances.
- Attached are letters of support from Black Apron Catering and Central West Equine indicating the continuing desire to be involved in the Event.

What strategies will be used to promote the event to both local and out of region audiences and how will the success of these strategies will be measured. If a marketing plan has been developed, please attach it to the application.

As discussed above, the intention of CERC is continue a promotional campaign that encompasses –

- Linking of Orange360 website and social media pages to the Event Social Media outlets
- Production of professional videos that support the previous videos in circulation highlighting the event in context with the Orange region.
- Continue to engage National and overseas publications such as Stirling Endurance, Endurance World plus NSW Endurance Magazine.
- Continue to engage and foster relationships with regional TV outlets and printed media
- Continue to grow a strong social media presence by way of [www.bullio.net](http://www.bullio.net), [www.nswera.asn.au](http://www.nswera.asn.au) plus additional endurance sites nationally and internationally.

#### **SUMMARY – MARKETING PLAN – CANOBOLAS ENDURANCE RIDERS CLUB INC.**

##### **BUSINESS GOALS –**

- Increase domestic standing of Matar Stables Bullio Cup Events by increasing participation by 10% per annum per event
- Increase international standing of Matar Stables Bullio Cup Events by 5% per endurance riding event
- Promote the sport by providing an environment that welcomes both new members and elite riders at the same event based on increased participation in introductory rides by 10% per annum.
- Foster and encourage community involvement by way of promoting the local district to spend a minimum of \$50 per head within the local economy.

##### **SWOT ANALYSIS –**

###### **Strengths -**

- Strong committee based on experienced endurance riders, business experience, local farming involvement and all committed to the local community
- Strong community involvement with local vested interests including Cadia/Newcrest Mining and Forestry NSW, as well as good relations with local business and external sponsors,
- Committee involved in intra-management of the sport of endurance riding providing good relationships with the managing bodies of endurance riding nationally and internationally.

###### **Weaknesses –**

- Ride Base lacks permanent infrastructure such as toilets and showers to reflect future quality requirements of the Event.
- Dependence on sponsorship of the event to be financially stable
- Need to find new committee members with necessary skills and experience if existing members step down and leave.
- Need to provide a course through Forestry NSW that works in with the scope of works each year, preventing a permanent course being established and marked.
- Local council event requirements generate significant cost and volunteer requirements not imposed on other like committees in other regions

- Although there has been some support from Cabonne Council (less than 1.4% of budget) these contributions only cover the costs of implementing local council event requirements. To date, there has been no support from Orange Council.

#### Threats –

- Bio-security risks such as COVID-19
- Prevailing fire risks based on unpredictable weather conditions
- Accessing sufficient volunteers

#### Opportunities –

- Expansion of the event to encompass a stand-alone international event, attracting riders from all over the world.
- Marketing of the event to international endurance markets providing an opportunity to increase revenue from international sponsorship (35% of budget currently sourced from international sponsorship)

#### MARKETING GOALS –

- Increase domestic participation by 10% per annum by way online marketing through social media outlets.
- Increase international participation by 5% per annum by way of aligning international riders with domestic horses to ride at the event.
- Market the event as a stand-alone event of international standing commensurate with rides such as the Tom Quilty Gold Cup and Florac in France, Tevis Cup in the US.
- Integrate visitation feedback into Post Ride Surveys in order to determine number of nights stayed and dollars spent in regionally.
- Further develop Post Ride Survey structure so that focus is placed on making the event one in which riders wish to participate.
- Integrate Orange360 Events Websites and Social Media into Events promotions to stimulate increased stays and dollars spent regionally by attendees

#### ANNUAL MARKETING BUDGET –

- Production of cinematography - standard to support YouTube and television production - \$8000.00
- Signage/brochures/flyers –regional promotion to encourage local and passing through awareness - \$2000.00
- Online target marketing – linked to overseas and domestic equine social media outlets - \$300.00

#### TARGET MARKETS –

- Domestic competitors looking to compete in high quality event that promotes themselves, their horses and the sport to both domestic and international markets
- Equestrian riders looking to participate in both short and long distance riding with their horses.
- Breeders of endurance riding horses to market their studs to domestic and international markets
- Family and individuals wishing to participate in a local equine activity in a non-competitive environment



## COMPETITOR ANALYSIS –

- Other equine pursuits such as dressage, show jumping, campdrafting, team penning
- Non-equine sporting pursuits that put pressure on family time, limiting involvement in weekend activities

How does the event fit into the annual event calendar and is the organising committee mindful of peak tourism periods for the Orange360 region?

- The Matar Stables Bullio Cup is traditionally set for the end of October. This coincides with Food and Wine Week on the Orange360 calendar.
- Limitations to this are a short fall in accommodation for those attending the event. However, this has been over come by forward booking of bnbs and motels.
- CERC has included in its Marketing Plan to integrate the Orange360 events calendar into its promotional outlets online to stimulate attendees to increase their stays either before or after the event.

Are you applying for an annual single year grant or 3 years of confirmed funding?

**Single year grant**