



## **FINANCE POLICY COMMITTEE**

# **AGENDA**

**6 DECEMBER 2022**

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, 6 December 2022**.

David Waddell

**CHIEF EXECUTIVE OFFICER**

For apologies please contact Administration on 6393 8106.

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## 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 QUARTERLY EXTERNAL GRANTS REPORT - FINAL REPORT FOR 2022

RECORD NUMBER: 2022/2007

AUTHOR: Kristina Gottschall-Finkel, Grants Officer

#### EXECUTIVE SUMMARY

The purpose of this report is to provide Council with information about grant applications submitted by Council to external funding bodies (i.e. State/Federal Governments, etc) from January 2022 to November 2022. These applications represent potentially \$50,857,325 of income to Council.

#### LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy “16.1. Work in partnership with other Councils, regional organisations and State and Federal Governments”.

#### FINANCIAL IMPLICATIONS

External Grants are the second largest source of income for Council after rates. They represent 25% of Council’s total income.

A summary of information available from Council’s Annual Financial Statements notes the following income from External Grant sources (across Operating and Capital projects, and across Commonwealth, State and other funders):

2017	2018	2019	2020	2021	2022
\$24,965,000	\$18,890,000	\$18,808,000	\$24,520,000	\$37,637,000	\$23,571,000

*See Attachment 1 for more detail on these figures.*

#### RECOMMENDATION

**That Council note the report on Council’s grant applications to external funders from January 2022 to November 2022.**

#### 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

See Attachment 2 – This is a report that calculates the number of grants submitted from Jan 2022 – Nov 2022; by which division; successful/unsuccessful/awaiting outcome status; calculates total amount requested; and lists each grant.

#### ATTACHMENTS

- 1 Draft - Annual Financial Statements - Grants, D22/75144 [↗](#)
- 2 External Grant Report - Jan 2022 to Nov 2022, D22/73760 [↗](#)

Orange City Council | Notes to the Financial Statements 30 June 2022

## B2-4 Grants and contributions

\$ '000	Timing	Operating 2022	Operating 2021	Capital 2022	Capital 2021
<b>General purpose grants and non-developer contributions (untied)</b>					
<b>Current year allocation</b>					
Financial assistance	2	1,934	1,692	—	—
Financial assistance – local roads component	2	653	821	—	—
<b>Payment in advance - future year allocation</b>					
Financial assistance – general component	2	2,954	1,797	—	—
Financial assistance – local roads component	2	1,023	376	—	—
<b>Amount recognised as income during current year</b>		<b>6,564</b>	<b>4,686</b>	<b>—</b>	<b>—</b>
<b>Special purpose grants and non-developer contributions (tied)</b>					
<b>Cash contributions</b>					
<b>Previously specific grants:</b>					
Water supplies	1	—	—	100	4,358
Aged care	1	2,374	2,436	—	—
Bushfire and emergency services	2	635	128	—	—
Child care	2	110	674	—	155
Community care	1	—	—	—	187
Economic development	1	—	12	263	72
Heritage and cultural	1	142	276	117	29
Library	2	187	186	—	—
LIRS subsidy	2	73	119	—	—
LCLI interest rate subsidy	1	92	—	—	—
Noxious weeds	1	44	108	—	—
Airport	1	—	—	314	1,199
Art gallery	2	80	118	405	2,026
Community development	2	133	179	—	—
Street lighting	2	117	117	—	—
Migrant services	2	100	120	—	—
Parks and sportsgrounds	1	42	659	1,200	2,397
Youth services	2	254	380	—	82
Traffic route subsidy	2	504	449	—	55
Transport (roads to recovery)	2	661	238	—	398
Transport (other roads and bridges funding)	1	—	—	4,786	10,394
Other specific grants	2	35	159	—	180
Bushfire services	2	1,929	2,505	—	—
Roads and bridges	1	—	—	—	563
Sewerage (excl. section 64 contributions)	2	—	—	—	49
Other contributions	1	56	12	922	97
Contributions to salaries	2	—	28	—	—
Internal auditor	2	22	93	—	—
Weeds	1	11	298	—	—
Contributions to Library service	2	1,031	858	—	—
<b>Non-cash contributions</b>					
Roads and bridges	2	—	—	—	133
Artworks	2	—	—	122	425
Other	2	—	—	146	—
<b>Total special purpose grants and non-developer contributions (tied)</b>		<b>8,632</b>	<b>10,152</b>	<b>8,375</b>	<b>22,799</b>
<b>Total grants and non-developer contributions</b>		<b>15,196</b>	<b>14,838</b>	<b>8,375</b>	<b>22,799</b>
<b>Comprising:</b>					
– Commonwealth funding		8,667	6,003	775	1,182

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Orange City Council | Notes to the Financial Statements 30 June 2022

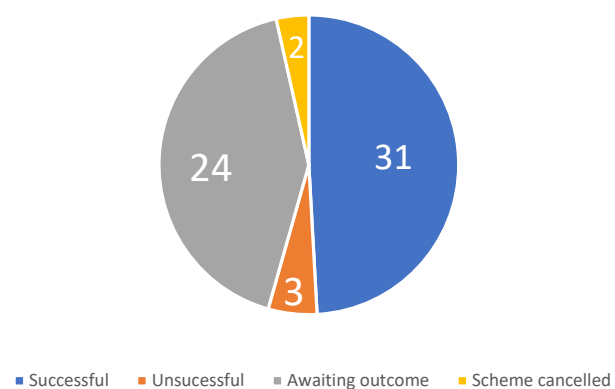
## B2-4 Grants and contributions (continued)

\$ '000	Timing	Operating 2022	Operating 2021	Capital 2022	Capital 2021
– State funding		2,848	3,499	6,280	20,975
– Other funding		3,681	5,336	1,320	642
		<b>15,196</b>	<b>14,838</b>	<b>8,375</b>	<b>22,799</b>

DRAFT

Grants Submitted Jan - Nov 2022

Total grants submitted = 57



60 Grants submitted Jan – Nov 2022

Representing = **\$50, 857, 325****Grants submitted by division**

Technical Services – 21.5

Community, Recreation &amp; Cultural Services - 26

Corporate &amp; Commercial Services - 7

Development Services – 5.5

Grants submitted Jan – Nov 2022							
GRANT	STATE/FED FUNDING	AMOUNT APPLIED FOR	PROJECT	PROJECT MANAGER	DATE APPLIED FOR	DATE ANNOUNCED	Successful/ unsuccessful
Preparing Australian Communities - Local Stream - Building Resilience - Digital Signage Program	State	\$440,000	To purchase and install a number of electronic signs across city to provide immediate emergency information.	Rachelle Robb	5 January 2022	5 May 2022	Unsuccessful
Building Better Regions Fund	Federal	\$435, 416	Lake Canobolas Tourism and Accessibility Activation project	Roger Smith/Tony Boland	February 2022	Mid-2022	BBRF scrapped by Federal Government
Building Better Regions Fund	Federal	\$10M	Regional Sports precinct	Scott Maunder	February 2022	Mid-2022	BBRF scrapped by Federal Government
School Zone Infrastructure Program	State	\$655K	Improvements to pedestrian facilities arounds schools	Jason Lewis	11 Feb 2022	-	successful
2022/23 Get NSW Active program	State	\$275K	Northern Distributor Rd - Path - Walking & Cycling	Jason Lewis	February 2022	-	successful
2022/23 Get NSW Active program	State	\$119, 900	Edward Street Path - Walking	Jason Lewis	February 2022	-	successful
2022/23 Get NSW Active program	State	\$187K	Adina Crescent Path - Walking & Cycling	Jason Lewis	February 2022	-	successful
Youth Week Grant –	Federal	\$30K	Youth opportunities project	Katrina Hausia	9 March 2022	?	Awaiting outcome

Create Capital – Create NSW	State	\$5M	Orange Regional Conservatorium and Planetarium	Scott Maunder	April 2022	22 July, 2022	Successful
NSW Heritage Grants - Community Heritage Grants (Small Heritage Grants)	State	\$5, 500	Local Government Heritage Assistance fund	Alison Russell	1 May 2022	-	Successful
NSW Social Cohesion Grants for Local Government	State	\$86, 199	Connect Us - Resource for support to youth and their families	Scott Maunder, Louise Geaghan	2 May 2022	May 2022	Unsuccessful
2019-2021 NSW Heritage Grants – Caring for State Heritage	State	\$10K	Cook Park Conservation Management Plans	Lyn Gough	9 May 2022	-	Successful
Heritage Advisor Grants	State	\$6K	Orange Heritage Advisor Service	Alison Russell	10 May 2022	-	Successful
Regional Airports Program Round 2	Federal	\$250K	Orange Airport - Hardstand Area	Tim Mooney	13 May 2022	-	Successful
?	NSW	\$1.4M	Shiralee Road (Railway to Southern Feeder Road SFR)	Jason Theakstone	15 May	-	Successful
Autumn Holiday Program	State	\$6K	Colour City Autumn Break	Katrina Hausia	16 May 2022	-	Successful
Regional Airports Program Round 3	Federal	\$330K	Replacing runway and taxiway lighting with LED at Orange Regional Airport	Tim Mooney	17 May 2022	August 2022	Awaiting Outcome
Community War Memorials Fund	State	\$10K	Newman Park Great War Memorial Avenue	Alison Russell	20 May 2022	-	Successful
2021-2023 Country Passenger Transport Infrastructure Grants Scheme	State	\$127,500	10 bus shelters and 5 upgrades at locations nominated.	Jason Theakstone	21 May 2022	-	Successful

? club grant?	State	\$33K	Senior Citizens Kitchen Refurbishment	Louise Geaghan	31 May 2022	-	Successful
Regional Youth - Winter Holiday Break 2022	State	\$7K	Colour City Winter Break	Katrina Hausia	7 June 2022	-	Successful
NSW Regional Planning Portal API	State	\$80K	Council Planning Portal API	Peter Beck	1 June 2022	-	Successful
Crown Reserves Improvement Fund	State	\$62K	Pinnacle Lookout replace unsafe fencing	Roger Smith	June 3 2022	November 2022	Awaiting Outcome
Scrap Together	State	\$40k	Community Education program – Food Organics and Garden Organics (FOGO)	Wayne Davis	22 June	-	Successful
Reconnecting Regional NSW – Community Events Program	State	\$287,582 allocated to Council	Winter Fire Festival & NYE	Events team & Orange360	24 June 2022	-	Successful
Transport Access Regional Partnerships Grants Program	State	\$3K	ORANGE NAIDOC WEEK 2022 Transport Project	K. Hunter	19 July 2022	-	Successful
NSW Club Grants	State	\$3, 699	March Street Community Garden	A. Rodwell	25 July 2022	-	Successful
COVID-19 Community Support Grants – Multicultural NSW	State	\$3980	Active in the Pool – Multicultural Learn to Swim	Anni Gallagher	26 July 2022	-	successful
Create NSW	State	\$33, 500	Wiradjuri Astronomy Exhibition	M. Andrews	2 Aug 2022	-	Successful
NSW Small Business Grants	State	\$5k	Small Business Week Event	Tony Boland	5 Aug 2022	-	Unsuccessful

Create NSW	State	\$220, 542	Connecting Communities: The Springs, Wiradjuri Country, Orange, NSW	Alison Russell	9 Aug 2022	December 2022	Awaiting Outcome
Habitat Action Grant	State	\$22, 000	Rehabilitation of Frederick's Valley Creek	Roger Smith	10 Aug 2022	-	Successful
Mental Health Month Grant	Way Ahead	\$1K	Selfie Snapshot Scavenger Hunt	Anni Gallagher	12 Aug 2022	-	Successful
Spring Holiday Grant	State	\$6, 600	Colour City Spring Break	Katrina Hausia	12 Aug 2022	-	Successful
Reconnecting Regional NSW	State	\$ 287, 582	Orange Winter Fire Festival and New Year's Eve @ Orange	Events Team	22 Aug 2022	-	Successful
NSW Regional Business Case Strategy Development Fund	State	\$1,405,744.00	Orange Heath and Innovation Precinct Business Case	Rachelle Robb	24 Aug 2022	From October 2022	Awaiting Outcome
Regional Youth - Children and Young People Wellbeing Recovery Initiative (RNCYP)	State	\$49, 000	The Resilience Project in Schools	Louise Geaghan	25 Aug 2022	-	Successful
Accelerated Infrastructure Fund Round 3	State	\$2.065M	Southern Feeder Road (Shiralee to Pinnacle)	Jason Theakstone	5 Sept 2022	December 2022	Awaiting Outcome
Resources for Regions	State	\$2,512,448.00	Orange Adventure Playground - \$1,331,000.00	Jason Theakstone Scott Maunder	30 Sept 2022	From November 2022	Awaiting Outcome



			Clergate Road Upgrade - Stage 3 - \$1,256,448.00				
Fixing Local Roads - Round 4	State	\$3M	Huntley Road (Bloomfield Road to Aerodrome Road) 6.4km	Jason Lewis	8 Sept 2022	November 2022	Awaiting Outcome
Fixing Local Roads - Round 4	State	\$1.6M	McLachlan Street (Dalton Street to Margaret Street) 0.8km	Jason Lewis	8 Sept 2022	November 2022	Awaiting Outcome
Fixing Local Roads - Round 4	State	\$2.4M	Beasley Road (Blunt Road to Forest Road) 2.5km	Jason Lewis	8 Sept 2022	November 2022	Awaiting Outcome
Fixing Local Roads - Round 4	State	\$1.85M	Leeds Parade (Dalton Street to Northern Distributor Road) 2.0km	Jason Lewis	8 Sept 2022	November 2022	Awaiting Outcome
Accelerated Infrastructure Fund Round 3	State	\$2.336M	Shiralee Sporting Field and C2 Basin	Jason Theakstone	27 Sept 2022	March 2023	Awaiting Outcome
Accelerated Infrastructure Fund Round 3	State	\$557K	Shiralee Road and Lysterfield Road Roundabout	Jason Theakstone	27 Sept 2022	March 2023	Awaiting Outcome
Our Region, Our Voice: Regional Youth Investment Fund	State	\$397, 665	RISE: Film making Skills Development Program for Orange Youth	Scott Maunder Kris Gottschall-Finkel	12 October 2022	25 November 2022	Awaiting Outcome
Our Region, Our Voice: Regional Youth Investment Fund	State	\$2,119,478	Activate Youth - Extend/upgrade Youth Hub; Extend/upgrade Glenroi Skate Park including lighting; Upgrade John Lomas Skatepark lighting	Louise Geaghan	12 October 2022	25 November 2022	Awaiting Outcome

Stronger Country Communities Fund	State	\$1, 315, 334	Five Infrastructure Projects for the Orange Community	Scott Maunder Mark Hodges	12 October 2022	From November 2022	<b>Awaiting Outcome</b>
Regional Tourism Activation Fund	State	\$900, 750	Connecting Orange's Civic Precinct through Interactive Digital Infrastructure for Enriching Visitor Experiences	Rachelle Robb	12 October 2022	November 2022	<b>Awaiting Outcome</b>
Our Region, Our Voice: Regional Youth Investment Fund	State	\$ 847,286	Future Ready – Merge (after hours care); Rainbow City Festival & Resilience Project.	Louise Geaghan	12 October 2022	25 November 2022	<b>Awaiting Outcome</b>
Fixing Country Roads Round 6	State	\$2.45M	Beasley Road (Blunt Road to Forest Road)	Jason Lewis	13 October 2022	November 2022	<b>Awaiting Outcome</b>
Fixing Country Roads Round 6	State	\$2.09M	Whiley Road (Millthorpe Road to Spring Hill)	Jason Lewis	13 October 2022	November 2022	<b>Awaiting Outcome</b>
Community Visitors Scheme	Neighbourhood Central	\$24, 000	Community Visitors Scheme	Louise Geaghan	14 October 2022	-	<b>successful</b>
Country Passenger Transport Infrastructure Grants Scheme (CPTIGS)	State	\$1, 125, 750	Installation of 87 new bus shelters and 52 bus stop upgrades	Jason Theakstone	18 October 2022	December 2022	<b>Awaiting Outcome</b>
Orange Regional Arts Foundation Grant	Orange Regional Arts Foundation	\$5, 490	Orange Regional Museum – First Nations Engagement Days	S D MacLennan	21 October 2022	-	<b>Successful</b>
Reducing Social Isolation for Seniors Grant	State	\$30, 000	Connect-a-Community	A J Rodwell	27 October 2022	-	<b>Successful</b>
Fixing Local Roads – Pothole Repair Round	State	\$1,251,437	Fixing Local Roads - Pothole Repair Round	Jason Lewis	3 November 2022	December 2022	<b>Awaiting Outcome</b>

NSW Seniors Festival grant	State	\$4,870	Orange Senior Festival 2022	A J Rodwell	4 November 2022	-	<b>Successful</b>
Australia Day Community Grants	Federal	\$18, 400	Australia Day 2023: Reflect, Respect, Celebrate.	Kris Gottschall-Finkel & Events team	7 November	December 2022	<b>Awaiting Outcome</b>
Open Spaces – Places to Swim	State	\$829, 335	Improving the Beach Accessibility and Visitor Wellbeing at Lake Canobolas	Mark Hodges Roger Smith	21 November	February 2023	<b>Awaiting Outcome</b>

\*Please note: This table includes grants from across all Divisions of Council and are grants logged in our Grants Register. While we encourage all staff to log their grants, some grants may not appear in the register.



## 2.2 SMALL DONATIONS AND GRANTS PROGRAM APPLICATIONS - FINAL REPORT FOR 2022

RECORD NUMBER: 2022/2311

AUTHOR: Kristina Gottschall-Finkel, Grants Officer

### EXECUTIVE SUMMARY

This report provides information to Council to allow for the consideration of a resolution regarding applications for funding through the Small Donations & Grants Program. This will be the final Small Donations & Grants Program Report for 2022.

### LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy “15.2. Support community organisations and groups to deliver services and programs”.

### FINANCIAL IMPLICATIONS

The budget for General Donations within the Small Donations & Grants Program for 2022/2023 is **\$60,000**. Funds remaining to date: **\$29,802.50**. The sum of donations requested in this round: **\$12,817.50**.

### POLICY AND GOVERNANCE IMPLICATIONS

Refer to Council’s Donations and Grants Policy - ST029.

This policy is in accordance with these sections in the Local Government Act 1993:

1. section 356 (financial assistance)
2. section 377 (delegated authority)

And in accordance with this section in the Local Government Regulation 2005:

3. section 207 (record of donations for auditing purposes)

### RECOMMENDATION

That Council make a determination on the following applications:

- 1 To donate \$500 to Orange High School for their Annual Presentation Night, recognising students who have excelled in the past year.
- 2 To donate \$500 to Orange Christian School for their Annual Presentation Night, recognising students who have excelled in the past year.
- 3 To donate \$1,100 to GROW to assist with running costs for the Orange GROW group, who run weekly peer support meetings for locals recovering from mental ill-health.
- 4 To donate \$717.50, which is 50% of the accommodation fees at Colour City Caravan Park for three bush poetry judges for the 2023 Banjo Paterson Festival.
- 5 To donate \$10,000 to Orange’s Uniting Church for their Hot Meals Outreach program that provides free hot meals to about 150 people in Orange each Saturday night.
- 6 To accept the withdrawal of Newcrest Cadia Valley Operations’ application that went before Council 9 November 2022 (resolution 22/462), regarding the waiving of venue hire fees for their Open Day that will now be held at a later date in 2023 (to be announced).
- 7 To accept the return of the \$1,200 donation from the Pinnacle Abreast Dragons – Pinnacle Dragon Boat Club, (resolution 22/280) as their event is no longer going ahead.

**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**

<b>Applicant 1</b>	<b>Orange High School</b>
<b>Assistance Would Support</b>	The school's annual Presentation Night, recognising students who have excelled in academic, sporting and cultural activities in the past year.
<b>Amount Requested</b>	\$500
<b>Policy Category</b>	<p>Within the Small Donations &amp; Grants program is the Educational Recognition category for School Annual Prize Giving for Year 12:</p> <ul style="list-style-type: none"> <li>• Assistance is a \$500 donation to <b>each</b> of the 8 high schools in Orange (in reserve).</li> <li>• The donation is via the schools for annual prize giving to Year 12 students.</li> </ul>
<b>Category Maximum</b>	\$500.
<b>Complies with Policy</b>	Yes
<b>Previously funded by Council?</b>	\$500 in 2022 \$500 in 2020 \$500 in 2019 \$500 in 2018

<b>Applicant 2</b>	<b>Orange Christian School</b>
<b>Assistance Would Support</b>	The school's annual Presentation Night, recognising students who have excelled in academic, sporting and cultural activities in the past year.
<b>Amount Requested</b>	\$500
<b>Policy Category</b>	Educational Recognition.
<b>Category Maximum</b>	\$500.
<b>Complies with Policy</b>	Yes
<b>Previously funded by Council?</b>	\$500 in 2020 \$500 in 2019
<b>Applicant 3</b>	<b>GROW</b> is not-for-profit community-based organisation that helps Australians with their recovery from mental ill-health through a program of mutual support and personal development.
<b>Assistance Would Support</b>	Meeting the running costs for the Orange GROW chapter. GROW holds weekly peer-to-peer support group meetings, which 'promote hope, mutual help and recovery for good mental health' for people in the local community recovering from mental ill-health. The GROW group in Orange hire the Community Service Centre in Lords Place for their meetings.
<b>Amount Requested</b>	\$1,100
<b>Policy Category</b>	Projects or Equipment Purchase or Providing a Community Service.
<b>Category Maximum</b>	\$2,500
<b>Complies with Policy</b>	Yes
<b>Previously funded by Council?</b>	No.
<b>Additional Information</b>	See attached application.
<b>Applicant 4</b>	<b>2023 Banjo Paterson Festival</b>
<b>Assistance Would Support</b>	50% (or \$717.50) of the accommodation fees at Colour City Caravan Park for three bush poetry judges.
<b>Amount Requested</b>	\$717.50
<b>Policy Category</b>	Community Events (not being Event Sponsorship)
<b>Category Maximum</b>	Maximum* of \$2,500 per applicant (* a lesser amount may be donated).
<b>Complies with Policy</b>	Yes.
<b>Previously funded by Council?</b>	\$12,000 in 2022. \$12,000 in 2021. \$8,000 in 2020. \$10,000 in 2017.
<b>Additional Information</b>	The committee has secured three accredited judges, one from the Blue Mountains and two from Lightning Ridge. In

## 2.2 Small Donations and Grants Program Applications - Final report for 2022

	addition to the judging duties, two of the judges will be performing at local primary schools, and one will be performing at the Senior Citizens' Centre and at the Molong Historical Society Event at Boree Nyrang. They will all be participating at additional events during the Festival as well.
<b>Applicant 5</b>	<b>Orange Uniting Church</b>
<b>Assistance Would Support</b>	The Church's Hot Meals Outreach program
<b>Amount Requested</b>	\$10,000
<b>Policy Category</b>	Projects or Equipment Purchase or Providing a Community Service.
<b>Category Maximum</b>	\$2,500
<b>Complies with Policy</b>	Yes. Please note the policy states: The maximum donation amount <b>can be exceeded</b> for not-for-profit organisations working with the vulnerable. Applicants still apply within the maximum donation amount in the relevant category. Council's consideration to exceed the maximum donation will look at whether there is remaining money in the budget after all applications have been considered and determined in the subject round.
<b>Previously funded by Council?</b>	\$10,000 in 2020.
<b>Additional Information</b>	The Hot Meals Outreach program provides free hot meals to approx. 140 people each Saturday night, 52 weeks a year. There is a mix of the same people week by week, but also new people experiencing cost-of-living issues. The project relies entirely on volunteers giving their time, and donations of money and food that are given by individuals, schools, and businesses in the city. The program's total budget this year is \$18,000.
<b>Applicant 6</b>	<b>Newcrest Cadia Valley Operations</b>
<b>Key Information</b>	The applicant requests to withdraw their application that went before Council 9 November 2022, regarding the waiving of venue hire fees for their Open Day. The event will now be held later in 2023 (to be announced). Council formally resolved to waive the cost to hire Naylor Pavilion (approx. \$4,000) for the Open Day and Council was also asked to nominate a local charity that the gold coin donation would go to. Newcrest Cadia Valley Operations' Open Day gives local community members and visitors the opportunity to explore and learn about the mine's operations. The Open Day is a <b>not-for-profit</b> event where visitors are asked to contribute a gold coin donation towards a local charity. The 2019 Open Day attracted 72% of visitors from the



2.2 Small Donations and Grants Program Applications - Final report for 2022

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	regions of Orange, Blayney and Cabonne, with 28% of visitors from outside these areas. See attached e-mail correspondence.
<b>Applicant 7</b>	<b>Pinnacle Abreast Dragons – Pinnacle Dragon Boat Club</b>
<b>Key Information</b>	The applicant asks Council to accept the return of the \$1,200 donation given to them 5 July meeting (resolution 22/280), as their event (Too Busy Living After Cancer) is no longer going ahead. They may reframe the event and apply again in the future. See attached e-mail correspondence.

**ATTACHMENTS**

- 1 Small Donation Application - GROW, D22/72006[↓](#)
- 2 Small Donation Application & E-mail - Banjo Paterson Festival, D22/73051[↓](#)
- 3 Small Donation Application - Uniting Church - Hot Meals Outreach Program, D22/74704[↓](#)
- 4 Withdrawal application - Small Donations and Grants -Newcrest Cadia Valley Operations e-mail, D22/72004[↓](#)
- 5 Return donation E-mail - Pinnacle Dragons Abreast, D22/73070[↓](#)



**A:** 135 Byng Street, Orange  
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## SMALL DONATIONS PROGRAM - APPLICATION FORM

### General donations

#### APPLICANT'S DETAILS

Name of organisation: GROW

Contact name:

Position: Program Worker

Postal

Phone

Email

What is the legal status of your organisation? (eg Incorporated, Association, etc.)

**If not-for-profit please attach evidence - such as charter/constitution showing no personal gain will be available to members, charitable status advice or a statutory declaration**

Letter attached plus you can confirm our NFP status and DGR status at <https://www.abr.business.gov.au/ABN/View/12008485827>

Please select:

☐ Profit or ☒ Not-for-Profit

If not-for-profit:

☒ Constitution, tax ruling or other document confirming not-for-profit status is attached

Is your group/organisation registered for GST?

☒ Yes ☐ No

If applicable, please

#### BANK ACCOUNT

BSB No:

Account Name:

Bank:

**YOUR ORGANISATION**

Please describe your organisation and its purpose

GROW is a community-based organisation that has helped thousands of Australians with their recovery from mental ill-health through a unique program of mutual support and personal development.

GROW VISION: GROW is the premier provider of intentional peer-to-peer support to promote hope, mutual help and recovery for good mental health for people throughout Australia.

OUR MISSION: To enable people and communities to grow, recover and maintain good mental health.

We have a weekly GROW group in Orange, which is held at the Community Service Centre in Lords Place. We currently are paying council for room hire and if council was to give us a donation to cover that grant, it would be deductible to council as we are a DGR.

**REASON FOR APPLYING FOR FINANCIAL ASSISTANCE**

Please describe your project, equipment purchase, community service, community event (including the date of the event) or other eligible category listed in the ST029 Donations and Grants Policy

The funds will be used to pay council for the room hire for the group which was \$1110 for 2022.

**YOUR COSTS, COST OF PROJECT OR PURCHASE OF EQUIPMENT OR COMMUNITY EVENT (OR ELIGIBLE CATEGORY) AND YOUR CONTRIBUTION**

Please attach evidence of your costs. For purchase equipment, please attach three quotations.

Your costs	\$ 1110
Your contribution	\$ 0
Your voluntary contribution	\$ 0
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$ 1110

**DONATION CATEGORY****Which category are you applying under?**

- ☒ Projects or Equipment Purchase or Providing a Community Service
- ☐ Community Events (not being Event Sponsorship)
- ☐ Non-sport Individuals or Teams Representing Orange at a National Event or at an Overseas Event
- ☐ Prize Giving (Central Women's Association (CWA) or Orange Eisteddfod)
- ☐ Grand Finals, Carnivals/Championships and Invitationals

**ALIGNMENT TO COUNCIL'S STRATEGIC COMMUNITY PLAN****Which Theme/s is your project, purchase equipment community event (or other eligible category) under?**

☒ **LIVE - A healthy, safe, inclusive and vibrant community**  
 This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging. This can be achieved by maintaining a safe, caring and connected community, with active community participation supported by enhanced cultural and recreational facilities and services that cater for all of our residents. The beautiful parks, gardens and natural assets of our City are amongst our most cherished assets and contribute to making Orange a desirable place to live, work and play.

☐ **PRESERVE - Balancing the natural and built environment**  
 This theme ensures that the unique natural, cultural, social and historical aspects of our community are preserved while recognising the need for growth and development. The community was strong in its desire to be more sustainable by promoting renewable energy, reducing waste and protecting our natural resources. There is also an expectation for infrastructure to support a growing City, with roads, footpaths, parking and a vibrant CBD seen as priorities.

☐ **PROSPER - A smart, innovate and resilient economy**  
 This theme focuses on providing the community with positive choices for investment, employment and study. It includes strengthening and diversifying our economy by targeting new and innovative industries, as well as fostering our existing strengths such as medical services, mining, local food and wine production and tourism. Orange residents are keen to see more engagement between Council, local business and industry and the education providers.

☐ **COLLABORATE - Leadership and partnership**  
 This theme looks at forging a collaborative community that engages with open and ongoing decision making. Developing future leaders and supporting community groups to deliver services and programs were identified as priorities during the consultation. The community is looking to Council to provide leadership, guidance and responsive governance.

**LOCAL BUSINESS USE****Will you be supporting local businesses? Please list any local business that you will be using and the level of expenditure.**

Business	Expenditure
Orange City Council	\$ 1110
	\$
	\$
	\$
	\$
	\$

---

**DECLARATION**

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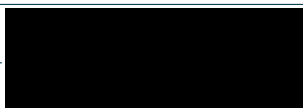
On behalf of: (name of organisation if applicable) **GROW**

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

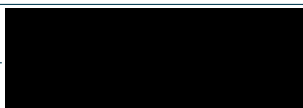
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Signed

Date **3/11/2022**

---

Print name

Position in organisation **Program Worker**

---

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.



Australian  
**Charities** and  
Not-for-profits  
Commission



THIS CERTIFIES THAT

**Grow**



IS A REGISTERED CHARITY  
AND HAS BEEN TRANSFERRED FROM THE

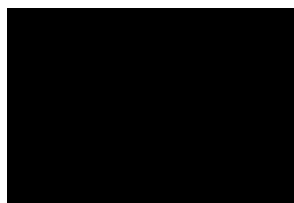
**Australian Taxation Office**

TO THE

**Australian Charities and Not-for-profits Commission**

ON THE DATE OF  
**3 December 2012**

CERTIFIED BY



Australian Charities and Not-for-profits Commission

Copy only. Original available on request




## Gambling Community Benefit Fund bank verification form

November 2016



Queensland  
Government

	<p><b>Overview</b> This form is required by community organisations who are applying for grant funds from the Queensland Government's Gambling Community Benefit Fund (GCBF). This form is to ensure successful organisations receive the funds into the organisation's nominated bank account.</p> <p><b>Instructions</b> Bank staff are to complete the information below to verify the organisation's bank account details. Organisations must upload a signed copy to GCBF online grants portal at <a href="http://www.gamblingcommunityfund.qld.gov.au">www.gamblingcommunityfund.qld.gov.au</a>.</p>
<p><b>Organisation bank account details</b></p>	<p>Legal entity name: Grow</p> <p>Account name: Grow</p> <div style="background-color: black; width: 300px; height: 30px; margin: 5px 0;"></div> <p>Bank stamp:</p> <div style="text-align: center;">  </div> <p>Date <input type="text" value="2"/> <input type="text" value="8"/> / <input type="text" value="0"/> <input type="text" value="6"/> / <input type="text" value="2"/> <input type="text" value="0"/> <input type="text" value="1"/> <input type="text" value="7"/>  <small>D D M M Y Y Y Y</small></p> <p><i>Should you require assistance completing this form please contact a Grants Officer from the Community Benefit Funds Unit on (07) 3247 4284 or freecall 1800 633 619 (outside Brisbane).</i></p>

The Department of Justice and Attorney-General collects information about Gambling Community Benefit Fund applicants to assist in the assessment and management of grant funding. This information is authorised under the *Gaming Machine Act 1991*. This information will only be accessed by authorised persons of the department. Information may be made available to other areas of the department for the purposes of correspondence, notification, marketing and promotional activities. Your information will not be disclosed to any other parties unless authorised or required by law.

22

EXECUTED AS AN AGREEMENT

SIGNED by a duly authorised officer for and on )  
behalf of MINISTER FOR HEALTH )  
AND WELLBEING in the presence of: )  
)

.....  
Witness signature.....  
Authorised officer signature.....  
Witness name.....  
Authorised officer name

Date: / /

EXECUTED by GROW PTY LTD (ACN: 008 485 )  
827) in accordance with section 127 of the )  
*Corporations Act 2001* (Cth) by two directors or )  
by one director and the company secretary: . )

.....  
Director signature.....  
Director/Company Secretary signature.....  
Director name.....  
Director/Company Secretary name





## ORANGE CITY COUNCIL

## TAX INVOICE

Page 1 of 1

To: Grow NSW

DATE	TAX INVOICE No.	DESCRIPTION	AMOUNT
	68543	1/1/22-30/6/22 Hire Senior Citizens	
		GST 60.00	660.00
		1/1/22-30/6/22 Hire Senior Citizens	
		Nguluway Ngurang - 2.5hrs x 24 weeks	
		Invoice Total (including GST if applicable)	660.00
		Total Value non-taxable supply(s)	0.00
		Total Value taxable supply(s) excluding GST	600.00
		Total GST Payable	60.00
		<b>TOTAL</b>	<b>\$660.00</b>

Please detach and send with cheque payment

To:  
Grow NSW

DUE DATE: 27/01/2022 AMOUNT DUE: \$ 660.00



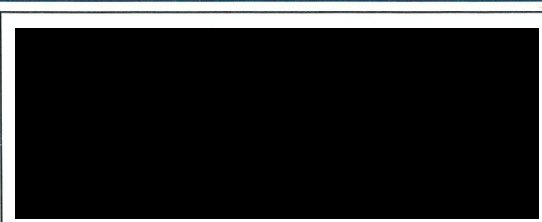
ORANGE CITY COUNCIL

TAX INVOICE

To:

Date: 14/07/2022

DATE	REF.	DESCRIPTION	AMOUNT
14/07/2022		1/7/22-31/12/22 Weekly hire - Gyalang Ganya	450.00
		GST 40.91	
		Community Services Centre	
		15wks x 2.5hrs x \$12p/h	
		Invoice Total (including GST if applicable)	450.00



	CURRENT
Total Value non-taxable supply(s)	0.00
Total Value taxable supply(s) excluding GST	409.09
Total GST Payable	40.91
<b>TOTAL DUE \$</b>	<b>450.00</b>

DEBTOR NAME	AMOUNT DUE
To:	DUE DATE: 21/07/2022 AMOUNT DUE: 450.00
	TAX INVOICE

IF THE ADDRESS SHOWN IS INCORRECT  
PLEASE COMPLETE THE FOLLOWING  
AND RETURN TO COUNCIL

NAME:

ADDRESS:

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Friday, 21 October 2022 4:53 PM  
**To:** [REDACTED]  
**Subject:** RE: Banjo Paterson Festival

Dear [REDACTED]

Full discount would be lovely but I don't expect that seeing Council is already a sponsor. A 50% discount would good.

The caravan park fees will be:

Greg North 7 nights @ \$85 = \$ 595  
Mel and Susie 7 nights @ \$120 = \$ 840

Total \$ 1,435

Many thanks

[REDACTED]

**From:** [REDACTED]  
**Sent:** Friday, 21 October 2022 4:42 PM  
**To:** [REDACTED]  
**Subject:** RE: Banjo Paterson Festival

Thank [REDACTED]

I will write a paper to Council for decision. Are you seeking full discount or partial, and how much?

Kind Regards

[REDACTED]

**Sent:** Friday, 21 October 2022 4:38 PM  
**To:** [REDACTED]  
**Subject:** Banjo Paterson Festival

Dear [REDACTED]

We have secured some excellent Bush Poets to judge the National Bush Poetry Performance Championships during the Banjo Paterson Festival in February 2023. They are Melanie Hall and Susan Carcary who live and perform at Lightning Ridge and judge competitions across Eastern Australia; and Greg North from the Blue Mountains who spends his winters in Winton, Qld, performing bush poetry. All three are accredited judges with the Australian Bush Poets Association. In addition to the judging duties, Mel and Susie will be performing for our Primary Schools and participating at other events throughout the Festival in Orange. Greg will be giving a performance at the Senior Citizens' Centre and at the Molong Historical Society event at Boree Nyrang.

I have booked them in to cabins at the Orange City Caravan Park for the week of the Festival and would be grateful if the Caravan Park fee could be discounted for these bookings.

Thank you for your support of the Festival – the program is coming together well and is currently listed on the Rotary Club of Orange website [www.rotarycluboforange.org.au](http://www.rotarycluboforange.org.au) A printed program will be prepared over the next month and available at the end of November.

Regards



Rotary Club of Orange

---

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**A:** 135 Byng Street, Orange  
**T:** 6393 8000  
**E:** council@orange.nsw.gov.au  
**W:** www.orange.nsw.gov.au

## SMALL DONATIONS PROGRAM - APPLICATION FORM

### General donations

#### APPLICANT'S DETAILS

Name of organisation: Orange Uniting Church - Hot Meals Outreach

Contact name:

Position:

Postal address

Phone:

Email:

What is the legal status of your organisation? (eg Incorporated, Association, etc.)

**If not-for-profit please attach evidence - such as charter/constitution showing no personal gain will be available to members, charitable status advice or a statutory declaration**

Unincorporated entity

Please select:

☐ Profit or ☒ Not-for-Profit

If not-for-profit:

☒ Constitution, tax ruling or other document confirming not-for-profit status is attached

Is your group/organisation registered for GST?

☒ Yes ☐ No

If applicable, please provide:

ABN:

ACN:

#### BANK ACCOUNT DETAILS FOR PAYMENT

BSB No:

Account Name:

Bank:

## YOUR ORGANISATION

Please describe your organisation and its purpose

Orange Uniting Church facilitates worship in our churches, as well as being involved in Missional outreach to the community. Our members meet regularly to hear God's word, to encourage each other in their faith, and share in the sacraments.

We provide support and community for those in need. We have the Mustard Tree Cafe that provides a sit down meal each Wednesday. Our Hot Meals Outreach project provides free hot meals each Saturday to members of the community who are in need. Our parents and toddlers group, Wiggling Wombats, provides outreach to parents and their small children, each week.

The Uniting Church believes in love in action; the love of God expressed through the birth, life, death and resurrection of Jesus Christ. It is unconditional, to all people regardless of faith, background and circumstance.

The Uniting Church was the first church to be created in and of Australia.

Our congregations reflect the multicultural face of our country – embracing people from all corners of the globe.

The Uniting Church affirms that every member of the Church is called and equipped to share the good news of Jesus as we share in God's mission. We work together as women and men, lay and ordained, young and old to share this good news.

## REASON FOR APPLYING FOR FINANCIAL ASSISTANCE

Please describe your project, equipment purchase, community service, community event (including the date of the event) or other eligible category listed in the ST029 Donations and Grants Policy

Orange Uniting Church Hot Meals Outreach started in 2020.

Our purpose is to provide a free hot take away meal for people in need of food support especially homeless and vulnerable people, those in temporary accommodation and those struggling a result of the cost of living crisis.

Hot Meals Outreach seeks to work in tandem with other food provision programs in Orange and so takes place on a Saturday evening as this is a day/time when other food support programs are not operational.

Through the provision of these meals other needs are identified and addressed. This may be by referral or additional support (eg blankets, clothing etc)

The program is staffed by volunteers and works with the support of people from across the community, schools and businesses of Orange.

The meals are provided free of charge and all costs of the program are covered through grants and donations.

Average weekly meal provision = 140 hot meals.

## YOUR COSTS, COST OF PROJECT OR PURCHASE OF EQUIPMENT OR COMMUNITY EVENT (OR ELIGIBLE CATEGORY) AND YOUR CONTRIBUTION

Please attach evidence of your costs. For purchase equipment, please attach three quotations.

Your costs	\$ 26000 pa (Budget attached)
Your contribution	\$ 10000 pa
Your voluntary contribution	\$ 39000 (30 volunteer hours per week)
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$ 10000

**DONATION CATEGORY****Which category are you applying under?**

- ☒ Projects or Equipment Purchase or Providing a Community Service
- ☐ Community Events (not being Event Sponsorship)
- ☐ Non-sport Individuals or Teams Representing Orange at a National Event or at an Overseas Event
- ☐ Prize Giving (Central Women's Association (CWA) or Orange Eisteddfod)
- ☐ Grand Finals, Carnivals/Championships and Invitationals

**ALIGNMENT TO COUNCIL'S STRATEGIC COMMUNITY PLAN****Which Theme/s is your project, purchase equipment community event (or other eligible category) under?**

☒ **LIVE - A healthy, safe, inclusive and vibrant community**  
 This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging. This can be achieved by maintaining a safe, caring and connected community, with active community participation supported by enhanced cultural and recreational facilities and services that cater for all of our residents. The beautiful parks, gardens and natural assets of our City are amongst our most cherished assets and contribute to making Orange a desirable place to live, work and play.

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☐ **COLLABORATE - Leadership and partnership**  
 This theme looks at forging a collaborative community that engages with open and ongoing decision making. Developing future leaders and supporting community groups to deliver services and programs were identified as priorities during the consultation. The community is looking to Council to provide leadership, guidance and responsive governance.

**LOCAL BUSINESS USE****Will you be supporting local businesses? Please list any local business that you will be using and the level of expenditure.**

Business	Expenditure
Woodward Street Butcher	\$ 15000 pa
North Orange Butcher	\$ 4500 pa
IGA	\$ 5000 pa
Woolworths	\$ 1000 pa
Barretts	\$ 500 pa
	\$

---

**DECLARATION**

---

On behalf of: (name of organisation if applicable)

---

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

---

Signed

Date

---

Print name

---

Position in organisation



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 UNITING CHURCH HOT MEALS OUTREACH PROJECT

## Expenditure BUDGET

PERIOD: 1<sup>st</sup> July 2022 – 30<sup>th</sup> June 2023

(52 WEEKS, 140 MEALS PER WEEK)

ITEM no.	DESCRIPTION	COST per week	TOTAL per 52 weeks	COMMENTS
1.	Disposable cutlery*, disposable food containers, serviette, paper bags	\$45	\$2,340	Environmentally friendly where possible (eg bamboo cutlery)* cutlery only given when requested as most people take food home.
2.	Food ingredients main course & incidentals (bread rolls, fruit)	Meat \$350  Vegetables/Fruit/Condiments etc. \$105	\$18,200  \$5,460	Discounted from local butchers  Sourced from local supermarkets or Barretts wholesale suppliers
3. TOTAL		\$500 p/w	\$26,000 p/a	<b>Note: all voluntary staffing.</b>

Re: Open Day venue sponsorship

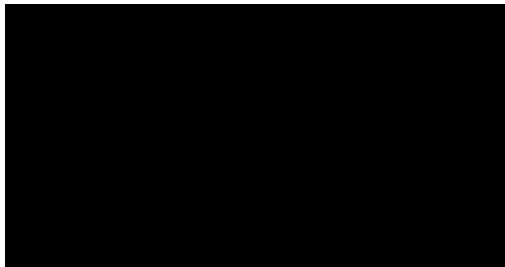
Thu 3/11/2022 1:08 PM



Hi Kristina,

Just following on from our conversation this morning, can I please confirm that Cadia would like to retract the current application for the Naylor Pavilion venue hire to be waived in lieu of Cadia donating the hire cost to Council's nominated charity. As the Open Day has been moved to October 2023, we would like to reapply in the new financial year, closer to the new Open Day date.

Kind regards,



Please consider the environment before printing this email



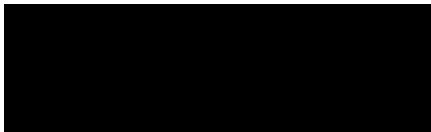
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returning the \$1200 donation for the Too Busy Living event



Thu 10/11/2022 11:56 AM

Re: your enquiry about returning the \$1200 donation that was for the Too Busy Living (Breast Cancer Awareness) event – I will raise an invoice and then you can pay the invoice. I will hopefully have this to you by early next week....

I will also put a report up to Council at their 6 Dec meeting to let them know of your need to return the funds.

Please do not hesitate to contact me if you require.

Kind regards,

Dr. Kristina Gottschall-Finkel (She/Her)

Grants Officer



*I acknowledge the Wiradjuri people as the traditional custodians of the lands on which we work and pay my respect to the Wiradjuri people for their care and custodianship of these lands for over 40,000 years.*



Too Busy Living - \$1200 Donation.

[REDACTED]

To Kristina Gottschall-Finkel

 You replied to this message on 10/11/2022 11:04 AM.

 Reply  Reply All  Forward  

Thu 10/11/2022 10:53 AM

Hi!

[REDACTED] a representative from Too Busy Living (Breast Cancer Awareness) in, to discuss a \$1200 donation that was given for an event they were meant to be holding.

She is wanting to chat about the possibility of returning the donation, or using it at a later date for the same event if it is eventually postponed

Are you able to please have a chat [REDACTED] regarding this?

[REDACTED]

Regards

[REDACTED]



*I acknowledge the Wiradjuri people  
as the traditional custodians of the  
lands on which we work and pay my  
respect to the Wiradjuri people for  
their care and custodianship of these  
lands for over 40,000 years.*

RE: Too Busy Living - DONATION

Kristina Gottschall-Finkel

Reply Reply All Forward

Fri 30/09/2022 10:35 AM

All these events look great. Such an active club! You should be very proud.

In terms of the donation from Council – if you have a new date, we can ask Council to let you defer the use of the funds until then. If no firm date is in mind, best to refund the donation and apply again later.

Let me know what you decide.

Kind regards,

Dr. Kristina Gottschall-Finkel

Grants Officer

*I acknowledge the Wiradjuri people as the traditional custodians of the lands on which we work and pay my respect to the Wiradjuri people for their care and custodianship of these lands for over 40,000 years.*



RE: Too Busy Living - DONATION

Kristina Gottschall-Finkel  
To: Pinnacle Dragon Boat Club

[↩ Reply](#) [↩ Reply All](#) [→ Forward](#) [📎](#) [⋮](#)

Fri 30/09/2022 10:35 AM



Sent: Friday, 30 September 2022 10:21 AM

To: Kristina Gottschall-Finkel

Subject: Too Busy Living - DONATION

Good Morning Kristina

Sadly Dragons Abreast Orange had to defer (or cancel) the Too Busy Living conference 24/25th Sept, we just did not have the hoped for numbers to make it viable even with support of Orange Council.

The speakers we had lined up have encouraged us to postpone it rather than cancel, fellow organisers would like to do this but being absolutely honest, we have just not had time to sit down together and work out what we could do better. We just don't want to be making decisions on the run and at the moment we are running helter skelter.

18th Sept - we had Come and Try day for National Pride (LBTQI+),

09th October in National Paddle Dayz for Dragons Abreast Australia,

16th October in partnership with Invictus Australia we are hold a morning especially for Australian Defence personnel, current and former, and their families,

19th October we begin Dracademy a 4 week program for schools (first being Ora Anglican Grammar) and proud to say we were the first dragon boat club in

Australia to be appointed by AusDBF to run this new program

06th November - with all western region clubs we are involved with running the WR regatta.

Having rambled on - what will be do about OCC donation of \$1200? would it be better to repay it now and apply for help at later date. Your input please.

Kind regards

Dragons Abreast Orange

**2.3 EVENTS SPONSORSHIP PROGRAM - FINAL APPLICATION FOR 2022**

---

RECORD NUMBER: 2022/2314

AUTHOR: Kristina Gottschall-Finkel, Grants Officer

**EXECUTIVE SUMMARY**

This report provides information to Council so they may consider applications through Council's Events Sponsorship Program. This will be the final report for 2022.

**LINK TO DELIVERY/OPERATIONAL PLAN**

The recommendation in this report relates to the Delivery/Operational Plan strategy "15.2. Support community organisations and groups to deliver services and programs".

**FINANCIAL IMPLICATIONS**

The budget for the Event Sponsorship Program is \$100,000 per financial year. This application falls into the 2022/2023 financial year. Funds remaining: **\$76,441.25**. The sum of applications requested in this round: **\$25,000**.

**POLICY AND GOVERNANCE IMPLICATIONS**

Refer to Council's policy: Events Sponsorship Program Policy ST144.

**RECOMMENDATION**

That Council make a determination concerning the following applications:

- 1 Sponsor the 2023 Orange Chamber Music Festival Inc. the amount of \$10,000 for the Orange Chamber Music Festival on the 9th March - 12th March 2023 at key venues around Orange.
- 2(a) Sponsor the 2023 Orange F.O.O.D Week to the amount of \$10,000. The 2023 event will be on Friday 24th March - Sunday the 2nd of April 2023.
- 2(b) Commit to sponsor the Orange F.O.O.D Week to the amount of \$10,000 for the next three years – 2023-2025.
- 3 Sponsor 'A Night in Nashville' country music festival to the amount of \$5,000. The event will be held over two nights in February 2023 at the Orange Showground.

**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.

## 2.3 Events Sponsorship Program - Final application for 2022

## SUPPORTING INFORMATION

<b>Applicant 1</b>	<b>Orange Chamber Music Festival Inc.</b>
<b>Policy Category</b>	Flagship Event Fund – for an event that has been running for more than 2 consecutive years that contributes to the Orange360 tourism region and can demonstrate that it attracts overnight visitation. (see <a href="#">guidelines</a> )
<b>Amount requested</b>	\$10,000.
<b>Category Maximum</b>	\$10,000 (NB. The Flagship Event Fund has an annual funding pool of \$30,000)
<b>Complies with Policy</b>	Yes.
<b>Previously funded by Council?</b>	\$4,363.64 in 2022. \$4,200 in 2021.
<b>Other reported sponsorship</b>	<ul style="list-style-type: none"> <li>• \$23,250 from the Newcrest Cadia Cares Grant, Orange Regional Arts Foundation and Regional Arts NSW.</li> <li>• \$17,000 Australian Cultural fund donation.</li> <li>• \$2,000 local business sponsorship.</li> </ul>
<b>Additional information</b>	<ul style="list-style-type: none"> <li>• The Orange Chamber Music Festival Inc. is a not-for-profit entity.</li> <li>• 2023 will be the third time the event will have run face-to-face.</li> <li>• <b>2023 Event schedule</b>  <b>Thursday 09 March</b>  - 7:00pm Opening Concert and Dinner - Zona Restaurant  <b>Friday 10 March</b>  - 10:00 and 11:00am Morning Concert - Duo De Fesch (VIC) and local Rachael Kwa  - 1:00pm Lunch Series Concert One - Emily Granger and Alicia Crossley - The Peacock Room  - 7:00pm Festival Gala - Camerata, Queensland's Chamber Orchestra - Derek Pigot Auditorium Kinross Wolaroi School  <b>Saturday 11th March</b>  - 9:00-4:00pm Cultured - Outdoor performances and recitals - North Court, South Court, Orange Regional Museum and CWA Hall.  - 11:00am Winterreise - David Greco and Vatche Jambazian - Orange Regional Conservatorium  - 1:00pm Lunch Series Concert Two - Jay Byrnes and Stephen Cuttriss (VIC) The Old Convent, Borenore  - 4:00 and 6:00pm - Digital Debussy - Orange Regional Gallery  - 8:00pm - The Orava Quartet (Principal Ensemble) - Orange Regional Conservatorium  <b>Sunday 12th March</b>  - 11:00am The Australian Romantic and Classical Orchestra - CWA Hall- Robertson Park Orange  - 1:00pm Lunch Series Concert Three - Eliza Shephard (ACT) and local David Shaw - Swinging Bridge Cellar Door </li> </ul>



## 2.3 Events Sponsorship Program - Final application for 2022

	<p>- 7:00 Dinner and Concert - Tonic Restaurant, Millthorpe</p> <ul style="list-style-type: none"> <li>• An estimated 1662 tickets will be sold for the 2023 event. 274 people are estimated to come from outside Orange for the event, with over 200 staying in Orange accommodation overnight (see attached data information).</li> <li>• The 2023 Festival will include 'Cultured', a free whole day event for the public, which ties together the Orange Chamber Music Festival with the Orange Regional Conservatorium of Music, Orange Regional Art Gallery and Orange Regional Museum. The aim is to showcase the high-quality cultural aspects that our city offers to both locals and visitors. It also uses the Cultural Precinct area, with concerts in the South Court, Regional Art Gallery and Regional Museum featuring professional musicians from around the country as well as the Orange Regional Conservatorium Chamber Academy and the NSW Police Band.</li> <li>• This sponsorship will not only help with the expenses of running this event, which is also funded through the profits made by the Orange Chamber Music Festivals core events. This funding will provide important improvements to the applicant's reach, so that this event can continue to 'grow and foster our young talent for many years to come, whilst providing world class cultural activities for locals and visitors alike'.</li> <li>• Orange Chamber Music Festival engages with many local businesses and Orange360 to help establish the Festival's vision of promoting Orange as a destination of fine culture, food and wine.</li> <li>• see attached application and audience &amp; income data.</li> </ul>
<b>Applicant 2</b>	<b>Orange F.O.O.D Week</b>
<b>Policy Category</b>	Flagship Event Fund – for an event that has been running for more than 2 consecutive years that contributes to the Orange360 tourism region and can demonstrate that it attracts overnight visitation (see <a href="#">guidelines</a> ).
<b>Amount requested</b>	<b>\$10,000 X 3 years of confirmed funding</b>
<b>Category Maximum</b>	\$10,000 – including the option of <b>3 years of confirmed funding</b> . (NB. The Flagship Event Fund has an annual funding pool of \$30,000)
<b>Complies with Policy</b>	Yes
<b>Previously funded by Council?</b>	\$7,000 in 2021. \$785 in 2019. \$785 in 2017.
<b>Other reported sponsorship</b>	\$2,000 - Cabonne Council \$15,000 - other sponsorship
<b>Additional information</b>	2023 marks the 32nd Anniversary of F.O.O.D Week. The event does not coincide with Easter. Running the event over 10 days between the 24th March and 2nd April 2023 gives both visitors and locals a chance to attend a variety of events and do not conflict with school holidays.

## 2.3 Events Sponsorship Program - Final application for 2022

	<p>‘What started out as an idea dreamt up by a small group of passionate local foodies three decades ago to showcase the provenance and rich diversity of the region's produce and to celebrate its producers and vigneron, has blossomed into a festival of national standing. From humble beginnings, going into its 30th year, the F.O.O.D Week Festival is Australia's longest running regional food and wine festival and delivers a rich tapestry of six signature events and more than 60 satellite events held over 10 days during our local Autumn harvest and vintage season. It is a celebration of the region's abundance, embracing an ethos of sustainable practices and community spirit, and in 2018 became Australia's first globally ISO 20121-certified sustainable food and wine event. In 2023 F.O.O.D Week will continue its success in championing the provenance of the region's produce, celebrating our local food heroes and positioning the region as one of Australia's most aspirational culinary tourism destinations – where every week is food and wine week’.</p> <p>In addition to the signature events, the program features satellite events hosted by local business, such as picnics and tastings among the vines; producer collaborations, farm gate tours, long table lunches, cider making workshops, yoga and wine in the vines, local beer and honey sampling, live music and art exhibitions.</p> <ul style="list-style-type: none"> <li>• see attached application and audience &amp; income data; marketing plan and; 2022 Festival report</li> </ul>
<b>Applicant 3</b>	<b>‘A Night in Nashville’ Country music festival</b>
<b>Policy Category</b>	Incubator Event Fund – Provides seed funding to events in their first or second year of activity to assist in getting the event up and running (see <a href="#">guidelines</a> ).
<b>Amount requested</b>	\$5,000
<b>Category Maximum</b>	\$5,000 (NB. The Incubator Event Fund has an annual funding pool of \$20,000)
<b>Complies with Policy</b>	Yes
<b>Previously funded by Council?</b>	No.
<b>Other reported sponsorship</b>	Nil.
<b>Additional information</b>	<p><b>‘A Night in Nashville’ is a two-day Country music festival to be held at Orange Showground over two nights in February 2023.</b></p> <p>It aims to attract 1000 people, 400 of which from outside of the Orange LGA.</p> <p>A Night in Nashville is an American themed country music festival celebrating cowboy boots and country roots with a strong quintessential Nashville vibe. The two-night festival (approx. 5pm - 10:30pm) attracts both Orange locals and tourists, providing a night of country music, themed</p>

## 2.3 Events Sponsorship Program - Final application for 2022

	<p>costumes, entertainment, food and southern hospitality. The event has a strong focus on engaging and supporting both local and touring artists who perform set lists that fit within the 'Nashville' theme. Where possible, local suppliers will be engaged to provide all required event services such as food and beverage, sound production, equipment hire, first aid services, personnel hire etc.</p> <p>A Night in Nashville was previously conducted in December 2021, and despite the limitations imposed on the event by the COVID-19 pandemic, the event was very well attended, with all tickets to both nights sold out. The proposed activities for A Night in Nashville (2023) include:</p> <ul style="list-style-type: none"> <li>• Live Music Performances</li> <li>• Bucking Bull Amusement</li> <li>• Line Dancing</li> </ul> <p>A Night in Nashville is produced and managed by Book Orange. All personnel are paid in the following positions:</p> <ul style="list-style-type: none"> <li>• Event Director</li> <li>• Event Manager</li> <li>• Music &amp; Sound Coordinator</li> <li>• I.T Coordinator</li> <li>• Event Administrator</li> <li>• Operations Manager</li> <li>• Casual Bar Staff</li> </ul> <p>See attached application.</p>
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**ATTACHMENTS**

- 1 Event Sponsorship Application - Orange Chamber Music Festival 2023, D22/72072 [↓](#)
- 2 Event Sponsorship Application - FOOD Week, D22/73705 [↓](#)
- 3 Event Sponsorship Application - A Night in Nashville 2023, D22/74708 [↓](#)



**A:** 135 Byng Street, Orange  
**T:** 6393 8000  
**E:** council@orange.nsw.gov.au  
**W:** www.orange.nsw.gov.au

# EVENT SPONSORSHIP COVER APPLICATION FORM

## APPLICANT'S DETAILS

Name of organisation: Orange Chamber Music Festival Inc.

Postal address:

Contact name:

Position:

Phone:

AH:

Mobile:

Email:

What is the legal status of your organisation? (eg Incorporated, Association, etc.)

**If not-for-profit please attach evidence - such as charter/constitution showing no personal gain will be available to members, charitable status advice or a statutory declaration**

Incorporated Not for Profit Organisation

Please select: ☐ Profit or ☒ Not-for-Profit

If not-for-profit: ☒ Constitution, tax ruling or other document confirming not-for-profit status is attached

Is your group/organisation registered for GST? ☐ Yes ☒ No

If applicable, please provide: ABN: 30229678462 ACN:

## EVENT DETAILS

Name of event:	2023 Orange Chamber Music Festival	
Location of event:	Numerous venues throughout Orange.	
Proposed date/s of event:	9th March 2022 - 12th March 2022	
If the event is on Council land/ premises, have you booked this space with Council?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
How many people will be involved in your event? (Estimate)	60	
How many people will come from outside Orange for the day? (Estimate)	274	
How many people will stay overnight? (Estimate)	200+	
Please provide an outline of the event, including a summary of proposed activities and schedule:		
<p>Thursday 09 March</p> <p>7:00pm Opening Concert and Dinner - Zona Restaurant</p> <p>Friday 10 March</p> <p>10:00 and 11:00am Morning Concert - Duo De Fesch (VIC) and local Rachael Kwa</p> <p>1:00pm Lunch Series Concert One - Emily Granger and Alicia Crossley - The Peacock Room</p> <p>7:00pm Festival Gala - Camerata, Queensland's Chamber Orchestra - Derek Pigot Auditorium Kinross Wolaroi School</p> <p>Saturday 11th March</p> <p>9:00-4:00pm Cultured - Outdoor performances and recitals - North Court, South Court, Orange Regional Museum and CWA Hall.</p> <p>11:00am Winterreise - David Greco and Vatche Jambazian - Orange Regional Conservatorium</p> <p>1:00pm Lunch Series Concert Two - Jay Byrnes and Stephen Cuttriss (VIC) The Old Convent, Borenore</p> <p>4:00 and 6:00pm - Digital Debussy - Orange Regional Gallery</p> <p>8:00pm - The Orava Quartet (Principal Ensemble) - Orange Regional Conservatorium</p> <p>Sunday 12th March</p> <p>11:00am The Australian Romantic and Classical Orchestra - CWA Hall- Robertson Park Orange</p> <p>1:00pm Lunch Series Concert Three - Eliza Shephard (ACT) and local David Shaw - Swinging Bridge Cellar Door</p> <p>7:00 Dinner and Concert - Tonic Restaurant, Millthorpe</p>		

**EVENT BUDGET**

Please outline the proposed income and expenditure budget for the event

<b>Income Source (cash)</b>	<b>\$</b>
eg: Organisation X	\$ 1000.00
Ticket Sales	\$ 141,461.00
Australian cultural fund donations	\$ 17,000.00
Local Business sponsorship	\$ 2,000.00
Confirmed Funding - ORAF, Cadia Cares, Regional Arts NSW	\$ 23,250.00
	\$
<b>Orange City Council Event Sponsorship request</b>	\$ 10,000.00
<b>Total Income</b>	\$ 193,711.00
<b>Expenditure Items (cash)</b>	<b>\$</b>
eg: Marketing - 8 x TV adverts	\$ 2000.00
Artist Fees	\$ 58,800.00
Accommodation Fees for Artists	\$ 15,650.00
Transport costs for Artists	\$ 20,000.00
Venue Costs	\$ 39,132.00
Marketing - Orange360, Limelight Magazine, Life, Central West Daily, Discover	\$ 23,490.00
Administration, Business costs, insurance etc	\$ 30,789.00
Production	\$ 5,850.00
Total Expenditure	\$ 193,711.00
Total Income and Total Expenditure must equal	\$ 0
<b>In-kind Contributions</b>	<b>\$ Value of In-kind Contributions</b>
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	
eg: letter drop/ street walk - 1 hour, 1 person	\$ 41.72
Byng st Hotel Accommodation	\$ 3,200.00
Angullong Wines	\$ 1,800.00
Swinging Bridge Wines	\$ 800.00
SeeSaw Wines	\$ 400.00
Production Coordinator	\$ 3200
	\$
Total In-kind Contribution Value	\$ 9,400.00

**DECLARATION**

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On behalf of: (name of organisation if applicable)

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- 
- ☒ 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 18/10/2022

Print name

Position in organisation

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.



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## EVENT SPONSORSHIP

# Flagship Event Fund Application

### EVENT DETAILS

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

The Orange Chamber Music Festival was registered as a not for profit Organisation in 2019. The festival itself has operated for the past 2 years, 2021 and 2022, with an online festival occurring in 2020 due to covid lockdowns.

In 2023 the third iteration of the Festival will reach new heights, with a very exciting program of twelve performances by the most accomplished ensembles and classical music artists of NSW, QLD, VIC and the ACT.

In 2021, 817 total seats were sold which increased by 34.14% in 2022 with 1096 total seats sold. 2023 projections determine an aim of 1662 seats to be sold, with ticket sales being at 64% as of 18th October 2022.

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.

The 2023 Festival program is the result of intensive planning and rigorous development, thanks to the previous two successful events in 2021 and 2022, which received great acclaim and positive feedback from local and visiting audiences, highlighting the world class quality of the performances as well as the diverse range of offerings, from intimate recitals to shows, and the introduction of new venues and experiences showcasing Orange's refined reputation.

The 2023 Festival will include 'Cultured', a free whole day event for the public which ties together the Orange Chamber Music Festival with the Orange Regional Conservatorium of Music, Orange Regional Art Gallery and Orange Regional Museum. The aim is to showcase the high quality cultural aspects that our city of Orange offers to both locals and visitors.

This event has been part of the Orange Chamber Music festival since the 2022 festival and uses the Cultural Precinct area, with concerts in the South Court, Regional Art Gallery and Regional Museum featuring professional musicians from around the country as well as the Orange Regional Conservatorium Chamber Academy and the NSW Police Band.



## EVENT DETAILS (CONTINUED)

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?

(A) Orange Chamber Music Festival engages with many local businesses to help establish the Festivals vision of promoting Orange as a destination of fine culture, food and wine. With relationships existing between Swinging Bridge, Quest Apartments, Tonic Restaurant and the festival since our first year and the welcoming of a partnership with Angullong Wines and Byng St Hotel in 2022, we are now excited to be partnering with numerous restaurants, wineries and other local businesses for our 2023 festival such as Zona Restaurant, Oriana Hotel Swinging Bridge, The Old Convent Tonic Restaurant, Angullong Wines, GK Printing, Canobolas Dance Hall, Country Women's Association, Quest Apartments and Byng St Hotel. Orange Chamber Music Festival will be investing \$15,650.00 in accommodation for our artists, \$39,132.00 in venue hire and meal costs, and \$14,370.00 in marketing, printing, design and publicity materials from local businesses. That is a total investment in the local businesses of \$69,152.00 from the Festival alone before any audience members investment..

(B) OCMF will help to build the reputation of Orange as a fine cultural destination. OCMF will be the first chamber music festival in NSW for the year and this will attract alot of Chamber Music Festival goers. By incorporating events with our Regional Gallery, Museum and Conservatorium to create free events for locals and visitors alike OCMF will make the Cultured event a flagship feature of the festival. This event will also include opportunities for students of the Orange Regional Conservatorium to work alongside and perform with leaders in the field of classical music from all over Australia.

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.

With 3 years of consultation and partnership with Orange 360 we have developed an ongoing strategy for the marketing and promotion of the Orange Chamber Music Festival. OCMF was fortunate to be the recipient of a \$10,000 grant from the Cadia Cares program which was equally divided between Orange360 and Limelight Magazine marketing. Limelight is Australia's leading Classical Music, Arts and Culture magazine with a huge reach to our specific target audience. There is also \$1000 for marketing with Life Magazine, \$2000 for Discover Magazine and \$2000 for advertising in Central West Daily. Our Press Release has been sent to a targeted range of publications and radio stations.

Success will be measured through attendance, data collection and surveys which will be distributed via the anonymous survey engine 'Survey Monkey'. We have target audience numbers outlined in the attached data analysis and the success of the festivals marketing will be gauged on reaching these targets.

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

Orange Chamber Music Festival has been working in partnership with Orange360 for the past three years. Our festival used to be held in April, but after much consultation with Caddie Marshall from Orange360 the new dates of 2nd weekend of March were decided. This fits well with the other events that are run throughout the busy year and also aligns well with other Chamber Music festivals around Australia. Our new dates of 9th-12th March will ensure that we are now the first Chamber Music Festival in regional NSW, an added bonus for these dates.

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

☐

Single year grant

☒

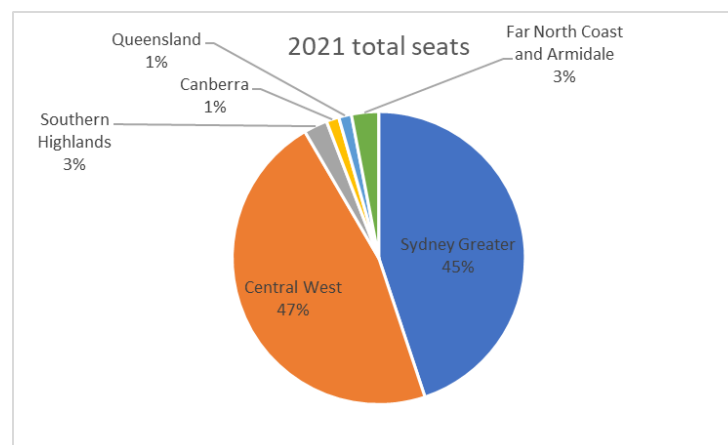
3 year grant

## Total Audience 2021

224	Sydney Greater
233	Central West
13	Southern Highlands
7	Canberra
7	Queensland
15	Far North Coast and Armidale

TOTAL SEATS SOLD = 817

Postcode data Excludes Civic Theatre



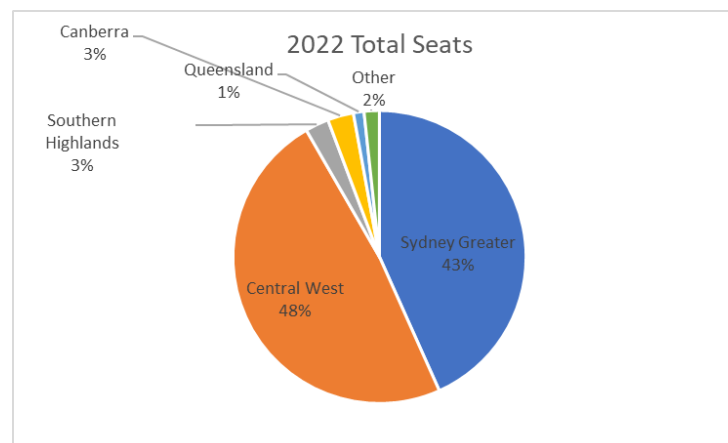
## 2022

333	Sydney Greater
372	Central West
20	Southern Highlands
22	Canberra
9	Queensland
8	Hilltops and parkes/forbes

2	WA
1	Tasmania

TOTAL SEATS SOLD = 1096

Postcode data Excludes Civic Theatre



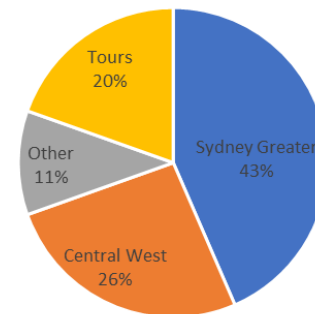
**GROWTH PERCENTAGE = 34.14%**

**Festival Passes  
2021**

20	Sydney Greater
12	Central West
5	Other
9	Tours

TOTAL PASSES = 46

2021 Festival Passes



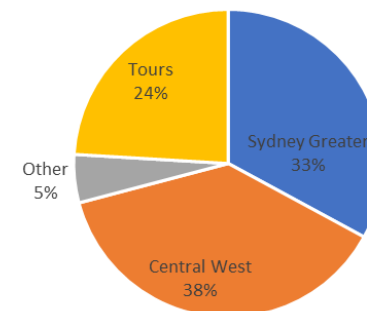
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**2022**

26	Sydney Greater
30	Central West
4	Other
19	Tours

TOTAL PASSES = 79

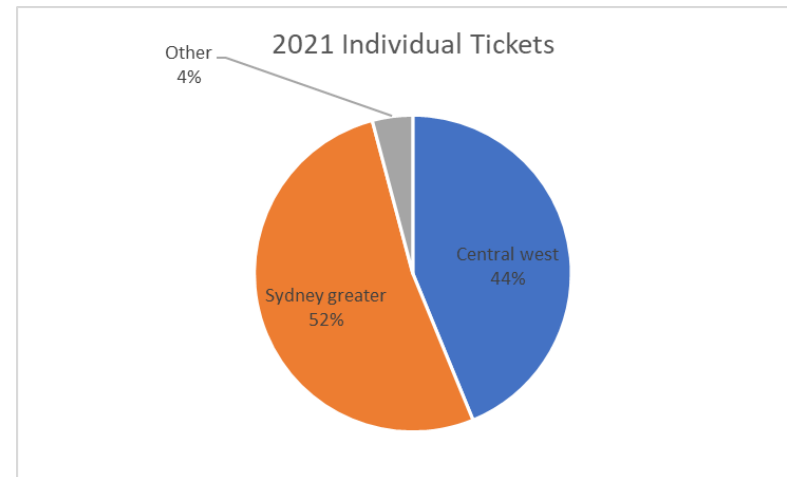
2022 Festival Passes

**GROWTH PERCENTAGE = 71.73%**

## Individual Tickets 2021

106	Central west
126	Sydney greater
8	Southern Highlands
2	Queensland

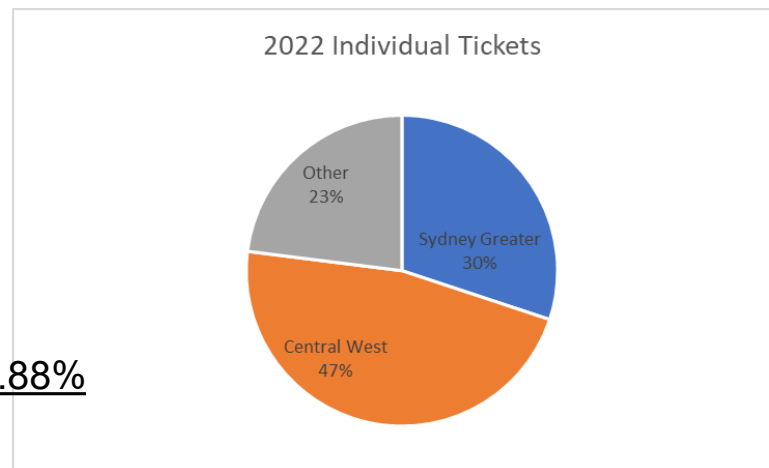
TOTAL INDIVIDUAL= 514

*Postcode data Excludes Civic Theatre*

## 2022

34	Sydney Greater
53	Central West
26	Other

TOTAL PASSES = 345

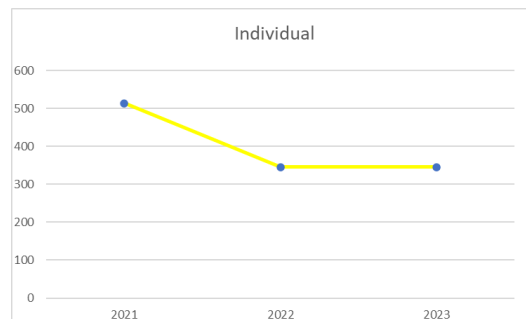
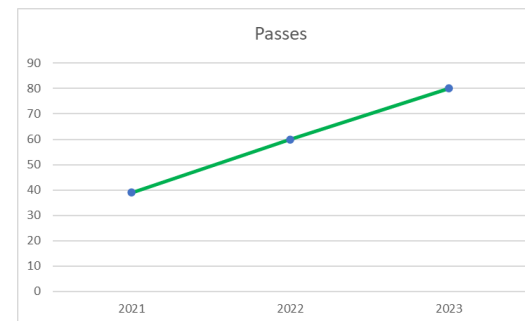
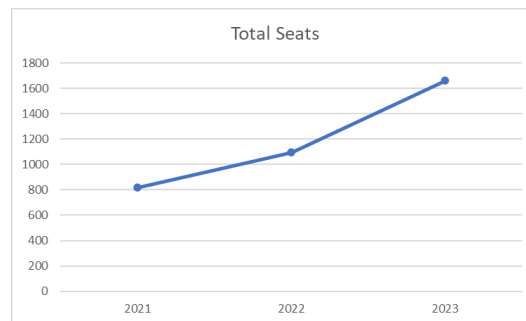
*Postcode data Excludes Civic Theatre*

GROWTH PERCENTAGE = -32.88%

## 2023 Estimated and Available Tickets

Total Seats	1662	51.65%
Festival Passes	80	33.33%
Individual Tickets	345	0%
Tours	58	205.26% confirmed

## Growth in Charts



## Financials

	Income	Expenses	Profit	Net Profit Margin
<b>2021</b>	\$96,058.39	-\$70,278.99	\$25,779.40	26.84%
<b>2022</b>	\$143,872.22	-\$111,313.43	\$32,558.79	22.63%
<b>2023</b>	\$203,632.64	-\$186,997.00	\$16,635.64	8.17%
<b>Growth %</b>	41.54%	67.99%	-48.90%	



## Our Clients (pass holders)

Average stay in Orange - 5 days

Average Accommodation spend - \$250-\$350 per day

Average Age Group - 50-70 years

## OCMF Impact on local economy.

	2021	2022	2023	TOTAL
Venue	\$14942.00	\$27462.85	\$36040.00	\$78,444.85
Artist Accommodation	\$8016.34	\$27462.85	\$13650.00	\$49,129.19
Marketing/Administration	\$13360.53	\$34,441.25	\$34170.00	\$81,971.78

## Estimated Audience Spend.

	2022	2023
Accommodation	\$120,000	\$195,000



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## EVENT SPONSORSHIP COVER APPLICATION FORM

### APPLICANT'S DETAILS

Name of organisation: F.O.O.D Week Inc

Postal address:

Contact name:

Position: President, Orange F.O.O.D Week Committee

Phone:

Mobile:

Email:

What is the legal status of your organisation? (eg Incorporated, Association, etc.)

**If not-for-profit please attach evidence – such as charter/constitution showing no personal gain will be available to members, charitable status advice or a statutory declaration**

Please select: ☐ Profit or ☒ Not-for-Profit

If not-for-profit: ☒ Constitution, tax ruling or other document confirming not-for-profit status is attached

Is your group/organisation registered for GST? ☐ Yes ☒ No

If applicable, please provide:

ACN:



## EVENT DETAILS

Name of event:	Orange F.O.O.D Week
Location of event:	Orange Region
Proposed date/s of event:	24th March - 2nd April, 2023
If the event is on Council land/ premises, have you booked this space with Council?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
How many people will be involved in your event? (Estimate)	25,000
How many people will come from outside Orange for the day? (Estimate)	10,000
How many people will stay overnight? (Estimate)	8,000

Please provide an outline of the event, including a summary of proposed activities and schedule:

2023 marks the 32nd Anniversary of F.O.O.D Week. What started out as an idea dreamt up by a small group of passionate local foodies three decades ago to showcase the provenance and rich diversity of the region's produce and to celebrate its producers and vigneron, has blossomed into a festival of national standing. From humble beginnings, going into its 30th year, the F.O.O.D Week Festival is Australia's longest running regional food and wine festival and delivers a rich tapestry of six signature events and more than 60 satellite events held over 10 days during our local Autumn harvest and vintage season. It is a celebration of the region's abundance, embracing an ethos of sustainable practices and community spirit, and in 2018 became Australia's first globally ISO 20121-certified sustainable food and wine event. In 2023 F.O.O.D Week will continue its success in championing the provenance of the region's produce, celebrating our local food heroes and positioning the region as one of Australia's most aspirational culinary tourism destinations – where every week is food and wine week.

The 10-day community festival is being held from Friday 24th March - Sunday the 2nd of April 2023. The signature events that will be hosted by F.O.O.D Week are:

- 24th March Night Market 25th March - Sampson Street Long Lunch (Sampson Street, between Byng and Summer Street)
- 27th March - Monday Night Dinner (TBC)
- 27th March - 31st March F.O.O.D HQ and Shining the Light on Producers Workshops (Orange Visitors Information Centre)
- 30th 31st March - Taste Local on the Lawn (Orange Museum Lawn) 31st March to 2nd April - FOOD Train
- 1st April - Forage
- 2nd April - Sunday Brunch Producers Markets (Cooks Park)

In addition to the signature events, the program features satellite events hosted by local business, such as picnics and tastings among the vines; producer collaborations, farm gate tours, long table lunches, cider making workshops, yoga and wine in the vines, local beer and honey sampling, live music and art exhibitions.

**EVENT BUDGET**

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Cabonne Council Assistance	\$ 2000
Ticket sales	\$ 200000
Sponsorship	\$ 15000
Event Listings & Stall Holders	\$ 8000
Membership Income	\$ 20000
<b>Orange City Council Event Sponsorship request</b>	\$ 10000 (per year for 3 years)
<b>Total Income</b>	\$ 255000
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Marketing	\$ 35000
Signature Event Costs (Hire, Food, Wine, Entertainment, Transport, Wsste)	\$ 182500
Insurance	\$ 3000
Digital Program Production	\$ 8000
Administration and Communication Assistance	\$ 16500
Merchandise	\$ 5000
IT & Website	\$ 5000
<b>Total Expenditure</b>	\$ 255000
<b>Total Income and Total Expenditure must equal</b>	\$
In-kind Contributions	\$ Value of In-kind Contributions
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	
eg: letter drop/ street walk – 1 hour, 1 person	\$ 41.72
Quest Accommodation	\$ 2000
Volunteer Hours 13 Committee Members approx 50 hours each plus event help	\$ 35000
	\$
	\$
	\$
	\$
<b>Total In-kind Contribution Value</b>	\$ 37000

**DECLARATION**

On behalf of: (name of organisation if applicable)

- ☒ 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 4th November, 2022

Print name

Position in organisation President

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.





A: 135 Byng Street, Orange  
 T: 6393 8000  
 E: council@orange.nsw.gov.au  
 W: www.orange.nsw.gov.au

## EVENT SPONSORSHIP

# Flagship Event Fund Application

### EVENT DETAILS

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

2023 will be the 32nd year of F.O.O.D Week.

2022 was affected by the aftermath of Covid-19 with many visitors not attending. However there was a greater % of locals hosting guests who attended higher value events. The local attendance was 67% with visitors 33% (the opposite to previous years). Local attendance was up 50% on previous years with visitor attendance down 30%. Locals hosted 54% who were family and friends staying with them and they attended on average 2 signature events during the festival. Even though the visitor numbers were down, 100% stayed in paid accommodation for an average of 3.23 nights which was up from the previous year of 2.6 nights.

The festival attendance and income statistics for the past five years demonstrate the ongoing popularity of the festival:

2022 - Total Attendees: 11,500 / Total Festival Income: 484,000 / Total Income generated by Visitors: \$11,920,000

2021 - Total Attendees: 6,300 / Total Festival Income: \$570,000 / Total Income generated by Visitors: \$ 7,730,000

2020 - Did not proceed due to Covid-19

2019 - Total Attendees: 29,500 / Total Festival Income: \$1,562,000 / Total Income generated by Visitors: \$9,140,000

2018 - Total Attendees: 26,000 / Total Festival Income: \$677,000 / Total Income generated by Visitors: \$7,110,000

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.

F.O.O.D Week is seeking sponsorship to assist with the operations of new and existing signature events, investment into marketing opportunities that will raise the event profile and increase festival visitation and exposure to the regional and national markets, as well as encouraging increased length of stay and total spend within the region.

F.O.O.D Week has developed a festival marketing strategy which aligns with the local tourism marketing plans to attract increased visitation to the region bring positive economic benefits to all local tourism, hospitality and retail stakeholders, not only during the festival, but all year round. We are the only festival in the southern hemisphere to possess certification to the ISO 20121 Sustainable Event Standards. The Orange F.O.O.D Week 2022 Sustainability Report is attached to our application.

During F.O.O.D Week, visitation to the region has increased from 2.6 nights to 3.23 nights. Local accommodation bookings have a proven history of increasing not only during the festival but in the weeks leading up to and following the festival. Visitors are returning throughout the year to further explore the region. To ensure we sustain continued growth we would like to introduce a Festival Pass. This will require co-ordination and management with satellite event hosts and accommodation venues.

## EVENT DETAILS (CONTINUED)

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?

The Orange F.O.O.D Week Committee consists of volunteers who are devoted to ensuring the festival demonstrates positive and inclusive events for the region. The festival elicits a strong sense of community within the region, with locals proudly hosting visitors in their own home and introducing them to festival events showcasing the harvest and vintage.

Under the promotional umbrella of F.O.O.D Week, individual events run by producers, wineries, restaurateurs, caterers, galleries, the museum, tourism operators or community interest groups are included in the F.O.O.D Week program and marketing activities.

Each year, F.O.O.D Week encourages and works with local businesses across various industries to host new and innovative events to diversify the offer of events in the festival program and also encourage increased length of stay and spend in the region. It is the committee's goal to make the program as inclusive as possible to our general public, offering a selection of events catering for a wide variety of ages, budgets and food and cultural interests.

Cellar doors, orchards, farm gates and businesses located in Orange, will be hosting their own events during the F.O.O.D Week 2023 festival and many of these businesses are also involved in the F.O.O.D Week Signature events and other events being held in Orange. +

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.

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

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

☐ Single year grant

☒ 3 year grant



# 2023 F.O.O.D Week

## Marketing Plan

**Orange360**

## Key Objectives:



1. Position Orange District (Orange, Blayney and Cabonne) as a the leading regional food and wine destination in NSW
2. Increase attendance at all official festival events
3. Increase value of economic benefit in F.O.O.D Week
4. Increase industry and local engagement with Orange F.O.O.D Week


## Key Objectives:



Objectives	Strategy	Actions
Position Orange NSW as a leading food and wine region	Marketing Positioning	Continue to educate key markets on the Orange region's USPs – "What makes Orange NSW special to foodies?" <ul style="list-style-type: none"> <li>• Across industry and consumers</li> <li>• Media articles</li> <li>• Promote events</li> <li>• Share F.O.O.D content across each season</li> </ul>
Increase festival attendees	Targeted Integration	Integrated digital/social marketing campaign with a call to action <ul style="list-style-type: none"> <li>• Visit orangefoodweek.com.au and book – QR Code to book</li> <li>• Integrate key festival message</li> <li>• List events on ATDW and other save the date platforms</li> <li>• Digital DNSW listing</li> </ul>
Increase value of economic benefit of the festival	Package / utilise Travels Agents	Introduce F.O.O.D Week itineraries and Festival Pass <ul style="list-style-type: none"> <li>• Develop a series of curated F.O.O.D Week 5-night stay packages</li> <li>• Encourage F.O.O.D and Orange360 members to curate and package</li> </ul>
Increase industry engagement	Target industry	<ul style="list-style-type: none"> <li>• Encourage F.O.O.D and Orange360 members to participate in the festival</li> <li>• Encourage F.O.O.D and Orange360 members to curate and package</li> </ul>




Target Audience



- **Primary:** Affluent 28 – 34, wine and food interested, socially active and well connected: narrow focus on the “settlers” of 28 – 34.
- **Secondary:** Affluent Baby Boomers looking to experience new things and who enjoy traveling to the country

Target Audience	Tactical Activity
<b>Affluent: 28 – 34</b>	High consumers of digital content and reliant on peer and social influencers: Bespoke packages and itineraries, Media and Influencer fam, Paid Search, Native Content, eDMs and Inbound Marketing
<b>Affluent: Baby Boomers</b>	Refer to digital content but still influenced by more traditional media sources: Bespoke packages and itineraries, Paid Search, eDMs and Radio

Target Market(s):



- **Primary:** Regional NSW (Central West and Blue Mountains) and Locals
- **Secondary:** Greater Sydney and ACT

Target market	Tactical Activity
Central West and Locals	Radio, media stories, social media, highly visible print and posters, program distribution inc Regional Farmers Market and retail outlets
Greater Sydney	Media stories, Famils, eDMs: Orange360, Cycling Clubs, program distribution inc Carriageworks Farmers Market and restaurants with Orange connections
ACT	Cycling Clubs; program distribution inc Capital Region Farmers Market

## Key Dates: November



### November 2022 – Festival Development and Online Program

#### Bookings Open

- Identify key objectives for Event Management
- Identify new initiatives for Event Management
- Investigate attendance of celebrity chef throughout festival
- Explore partnership with SBS Food
- Discuss new and innovative events ideas with businesses
- Encourage partnerships with local businesses to host new events
- Develop and distribute first media release

## Key Dates: November 2022



### November 2022 – Secure long-lead media

- Hold photo shoot to create content for festival promotion
- Interview key spokespeople and industry stakeholders
- Identify long-lead media/publications
- Identify high reach food and lifestyle social influencers
- Incorporate 2023 F.O.O.D Week Inc Marketing Plan and messaging into content development and strategy for PR Plan
- Develop profiles and pitch angles for agreed Orange producers

## Key Dates: December



### December 2022 – Tickets on Sale

- Ensure all events have been listed on ATDW
- Launch digital program
- Ticket Sales Live
- Develop and distribute second media release
- Follow up long-lead media/publications to invite into market asap
- Reach out to high reach food and lifestyle social influencers with the potential of late January or early February famil – this could include ALTITUDE
- Develop and distribute media release for the launch of the 2023 Orange F.O.O.D Week online program media release, along with images



## Key Dates: January



### January 2023

- Identify short-lead media/publications including online listings
- F.O.O.D Inc to develop content for all signature events to be shared across digital platforms including What's On listings
- Finalise arrangements for confirmed famils
- Social Media content plan (F.O.O.D Inc Content Creator to develop – Orange360 to share signature events and promote Festival)
- Continue to recruit for volunteers
- Radio campaign commences

## Key Dates: February



### February 2023

- Short-lead media follow up
- Finalize interviews with key stakeholders for milestone promotion across a variety of media
- Finalise arrangements for confirmed famils
- Social push for individual signature events
- Radio campaign

## Key Dates: March



### March 2023 – Final Ticket Push / Festival Time

- Final media/influencer push and follow up
- Develop and distribute media alert – final push with new hook
- Radio ticket give aways

### April 2023 – Post-Event Analysis

- Follow up on final coverage
- Distribute surveys
- Prepare post-event analysis report



## Proposed Media



- First Media Release – Mid November 2022
  - Key Festival Headline TBC
  - IMAGES: TBC (new imagery/video to be shot)
- Second Media Release – Early December 2022
  - Tickets Now On Sale (PRE-CHRISTMAS)
  - FESTIVAL HEADLINE MESSAGE
  - IMAGES: From the November Photoshoot
- Third Media Release – Mid February 2023
  - One Month To Go
  - Final ticket push
  - IMAGES: Signature event hero images





## Festival at a Glance

	2022	2021	2019	2018	2017
Total Attendees	11,500	6,300	29,500	26,000	24,000
Total Income	\$570,000	\$484,000	\$677,000	\$582,000	\$646,000
Total Income Generated by Visitors for F.O.O.D Week	\$11,920,000 <small>Greater % of locals hosting guests with higher value events</small>	\$7,730,000	\$9,140,000	\$7,110,000	\$6,170,000
Total Visitor Spend for March/April	\$98.0m	\$93.9m	\$70.2m	-	-
Budget Spend for Marketing	\$38,500	\$34,000	\$40,000	\$38,100	\$40,000

Lower attendance at Night Market event compared to pre-COVID years

## Campaign Overview

- Orange360 Consumer News (12k subscribers)
  - Monthly inclusion Dec – March editions + 1 x dedicated emails
  - Dedicated F.O.O.D Week focused newsletter sent and we started marketing a month earlier with tickets on sale pre-Christmas.
  - Total 1,072 Unique Clicks across 5 newsletters
- Orange360 Member e:news
  - Monthly inclusion November – April editions
- Social Media Posts Dec 2021 – April 2022
  - Total Reach: 81,291 (O360) | 62,403 (F.O.O.D) | 143,694
  - Total Engagements: 2,533 (O360) | 1,371 (F.O.O.D) | 3,904
  - ❖ Statistics don't include Orange360 Stories but does include F.O.O.D Stories
- Facebook Event established for Festival on Orange360 page

3





# Campaign Overview

- 1 x Paid Social Media Campaigns focus on promoting the overall Festival
  - \$150 spent / 16,644 Reach / 938 actions
- Over 50 media articles published
- Media this year was hampered by COVID restrictions.
- **Targeted Media:** – Broadsheet, Country Style and Gourmet Traveller
- **Famils:** Good Food, The Australian, Sydney Morning Herald
- **Total Media Reach:** 4,511,146
- **Total Media Value:** \$82,632
- **Editorial Value:** \$247,895

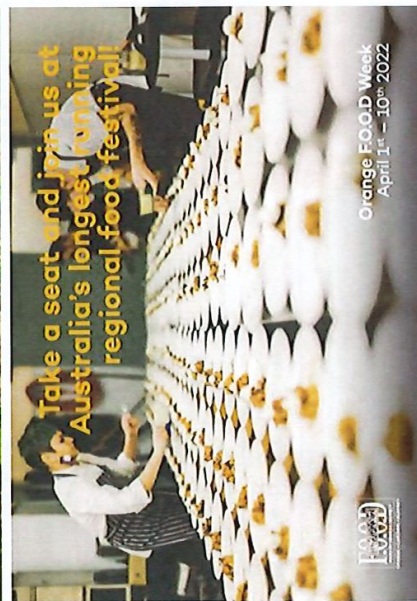
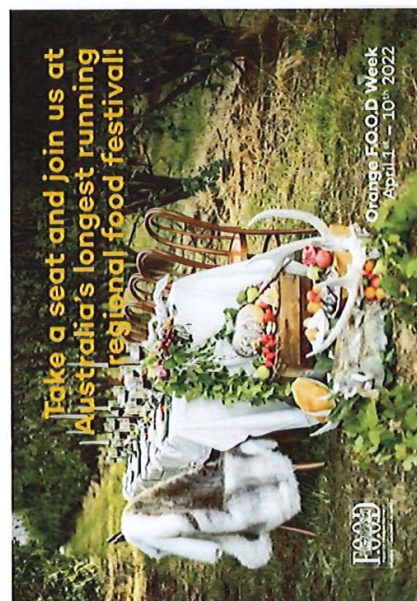
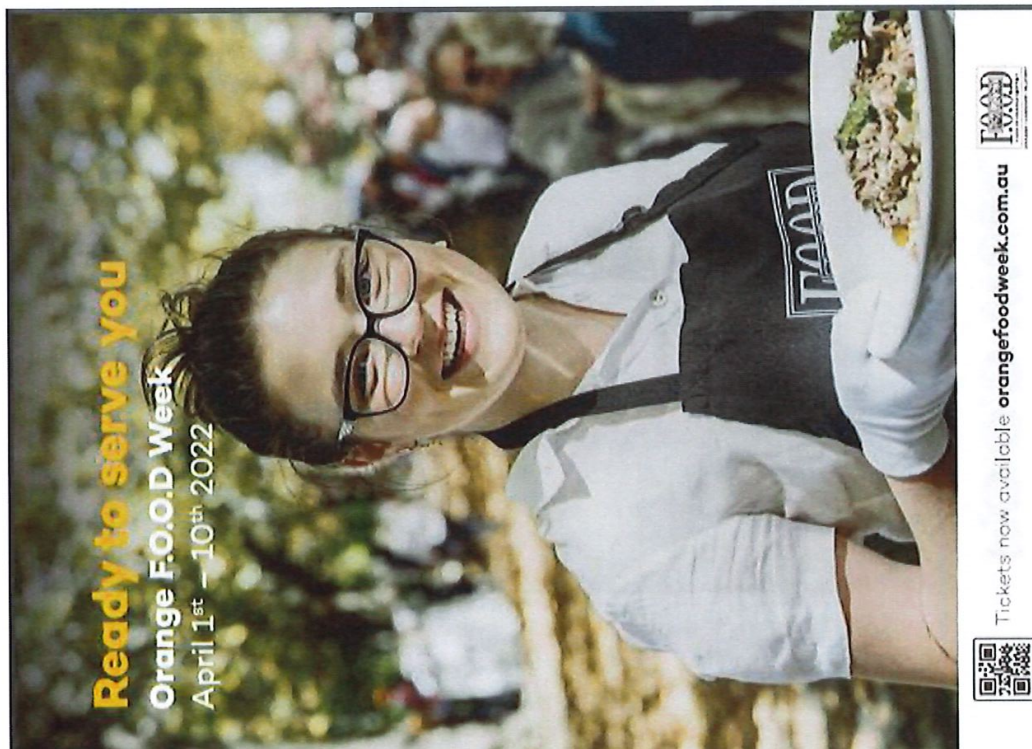
**TOTAL REACH: 4,654,840**





# Festival Creative

Orange F.O.O.D Week 2022





Friday 1<sup>st</sup> – 10<sup>th</sup> April 2022

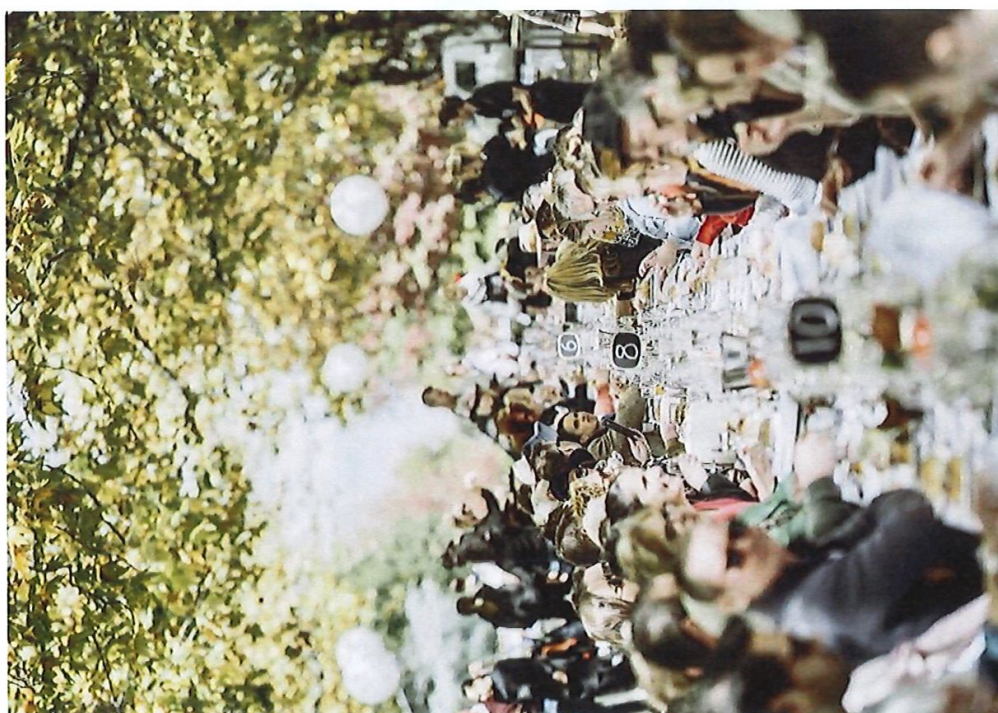
[illegible]

# Survey Results

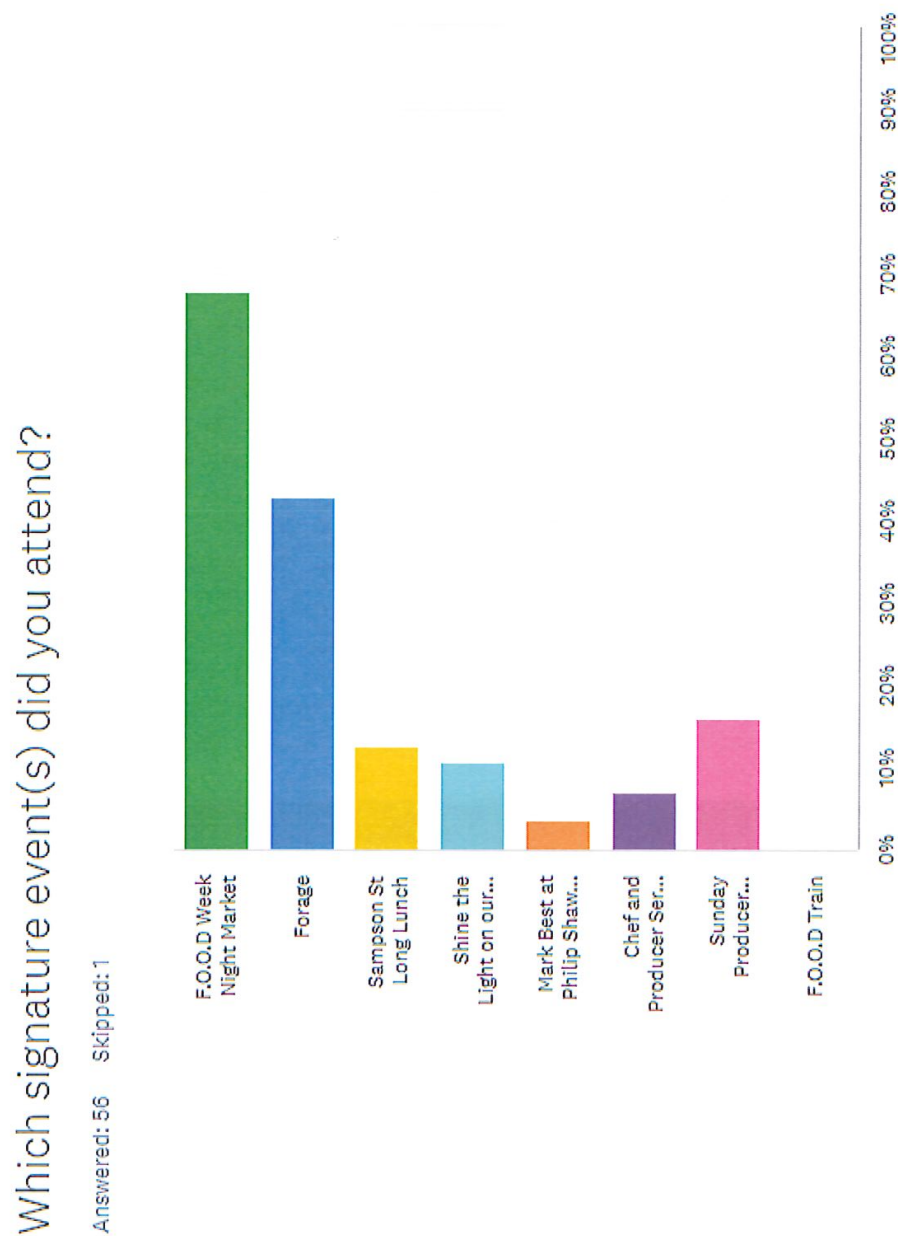
## Signature Event Attendee Responses (57)

- 79% female / 21% male
- **Age**
  - 60+ (31%)
  - 51-60 (26%)
  - 41-50 (21%)
- **Place of Residence**
  - **Local to Orange (67%)**
    - 54% had visitors staying with them
  - **Out of Towners (33%)**
    - 95% stayed overnight
    - 100% stayed in paid accommodation
    - Stayed an average of 3.23 nights
- **Advertising/Marketing**
  - **84% recall seeing/hearing festival marketing**
    - 56% saw the social media (greatest channel to market)
    - 54% found the online program (slightly up on last year)
    - 48% are on the mailing list
- **Events Attended**
  - On average people attended 2 events

This is 50% up on last 2021 and down 30% respectively

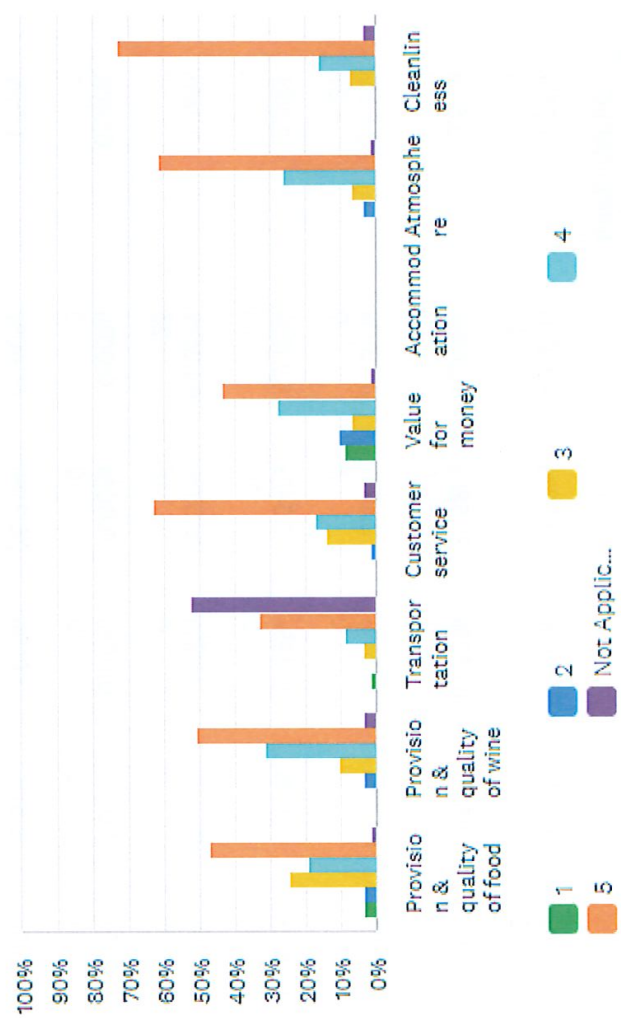






How would you rate the signature event that you attended? (1 being poor 5 being excellent)

Answered: 57    Skipped: 0



	▼ 1	▼ 2	▼ 3	▼ 4	▼ 5	▼ NOT APPLICABLE	▼ TOTAL	▼ WEIGHTED AVERAGE
▼ Provision & quality of food	3.51% 2	3.51% 2	24.56% 14	19.30% 11	47.37% 27	1.75% 1	57	4.05
▼ Provision & quality of wine	0.00% 0	3.51% 2	10.53% 6	31.58% 18	50.88% 29	3.51% 2	57	4.35
▼ Transportation	1.75% 1	0.00% 0	3.51% 2	8.77% 5	33.33% 19	52.63% 30	57	4.52
▼ Customer service	0.00% 0	1.75% 1	14.04% 8	17.54% 10	63.16% 36	3.51% 2	57	4.47
▼ Value for money	8.77% 5	10.53% 6	7.02% 4	28.07% 16	43.86% 25	1.75% 1	57	3.89
▼ Accommodation	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00
▼ Atmosphere	0.00% 0	3.51% 2	7.02% 4	26.32% 15	61.40% 35	1.75% 1	57	4.48
▼ Cleanliness	0.00% 0	0.00% 0	7.14% 4	16.07% 9	73.21% 41	3.57% 2	56	4.69

Very high scoring across quality but value is questionable.

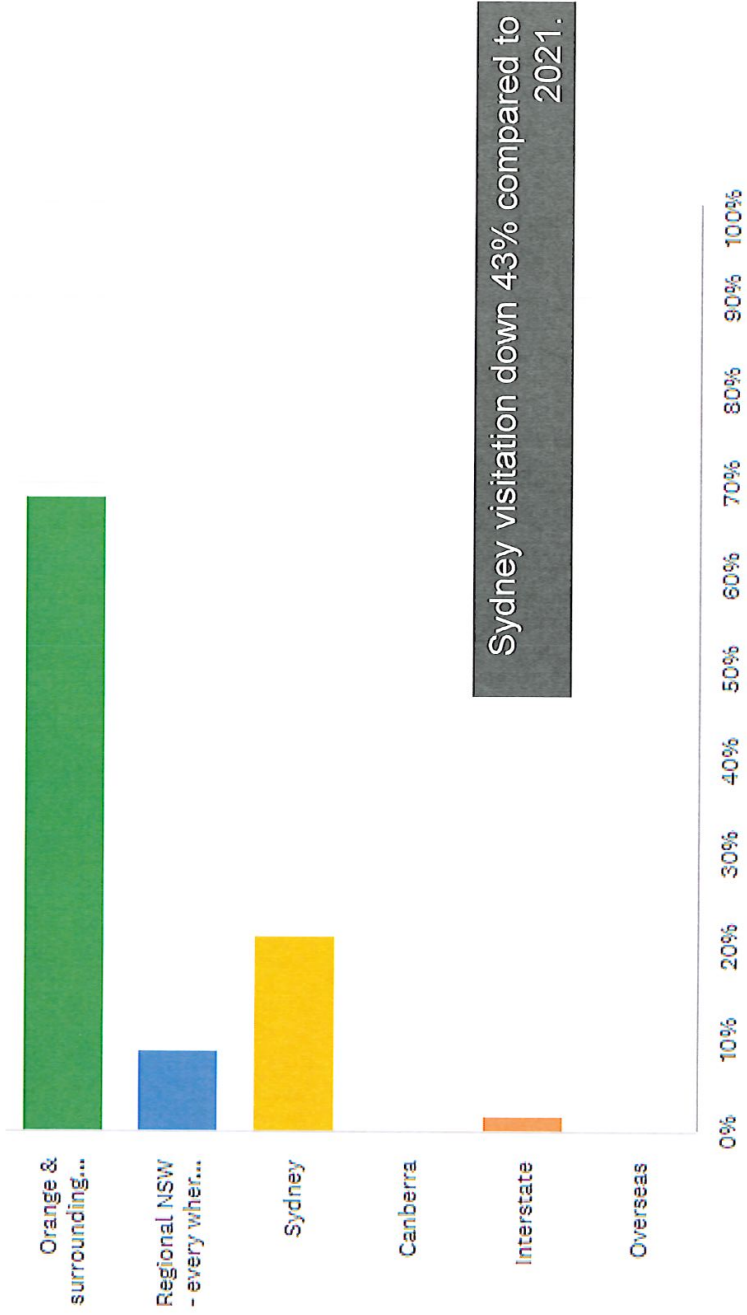
time<sub>fantastic</sub> however quickly night stalls quality<sub>far</sub> Orange  
always long<sub>excellent</sub> better<sub>loved</sub> night markets  
enjoyed wine<sub>expensive</sub> food<sub>seating</sub> event<sub>market</sub>  
great<sub>enough</sub> food year queues options<sub>spend</sub>  
food stalls<sub>Also</sub> wines<sub>thought</sub> many glass



Comments would indicate a better quality of festival but we need to be mindful of pricing.

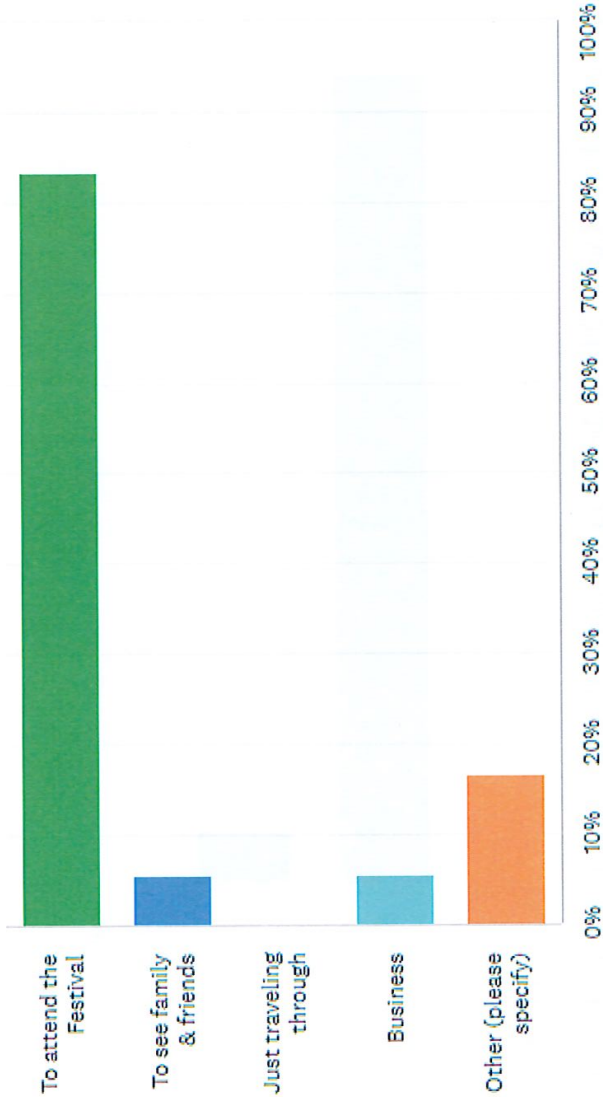
What is your usual place of residence?

Answered: 57    Skipped: 0



What was your main reason for visiting Orange (Multiple options available)

Answered: 18    Skipped: 39



What mode of transport did you use to get here? (Multiple options available)

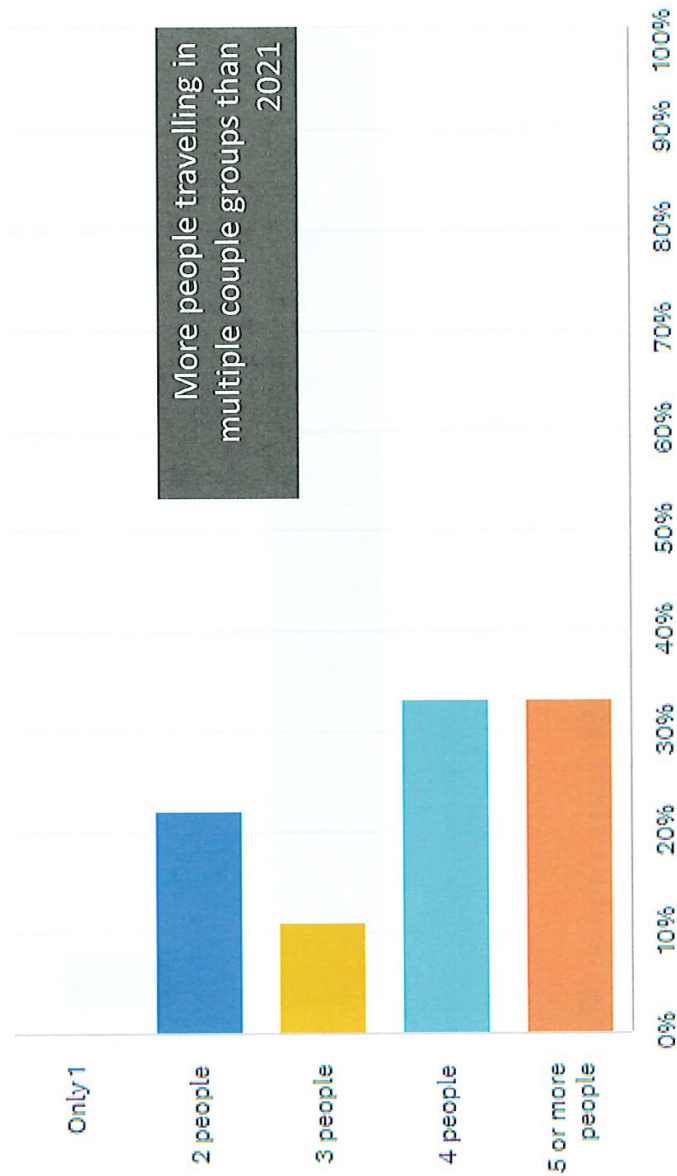
Answered: 17    Skipped: 40





# How many people are you travelling with in your group? (including you)

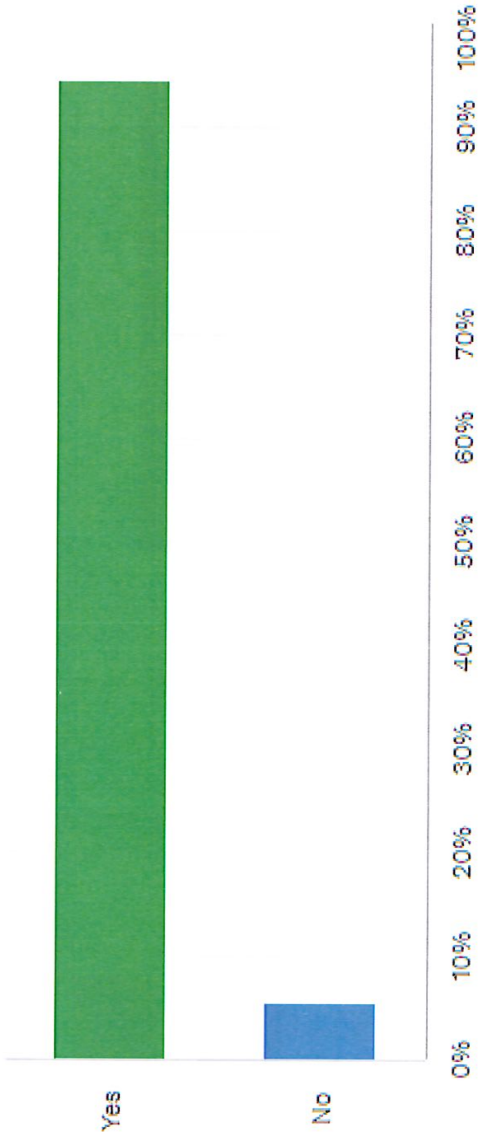
Answered: 18    Skipped: 39





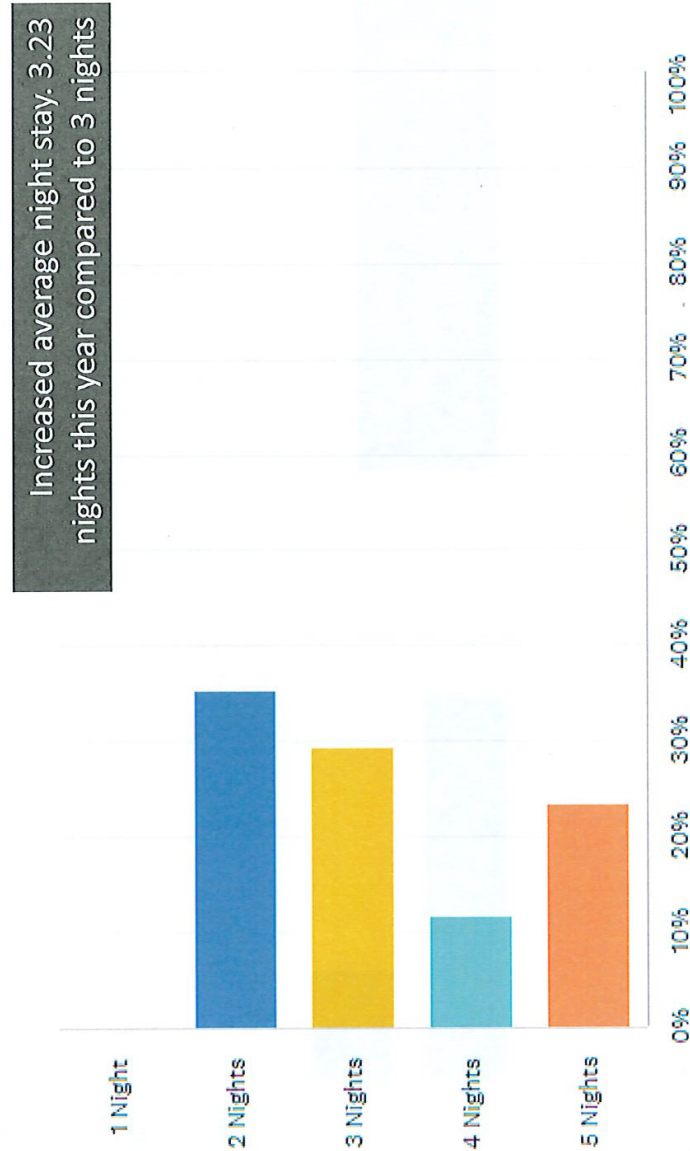
Did you stay overnight in Orange

Answered: 18    Skipped: 39



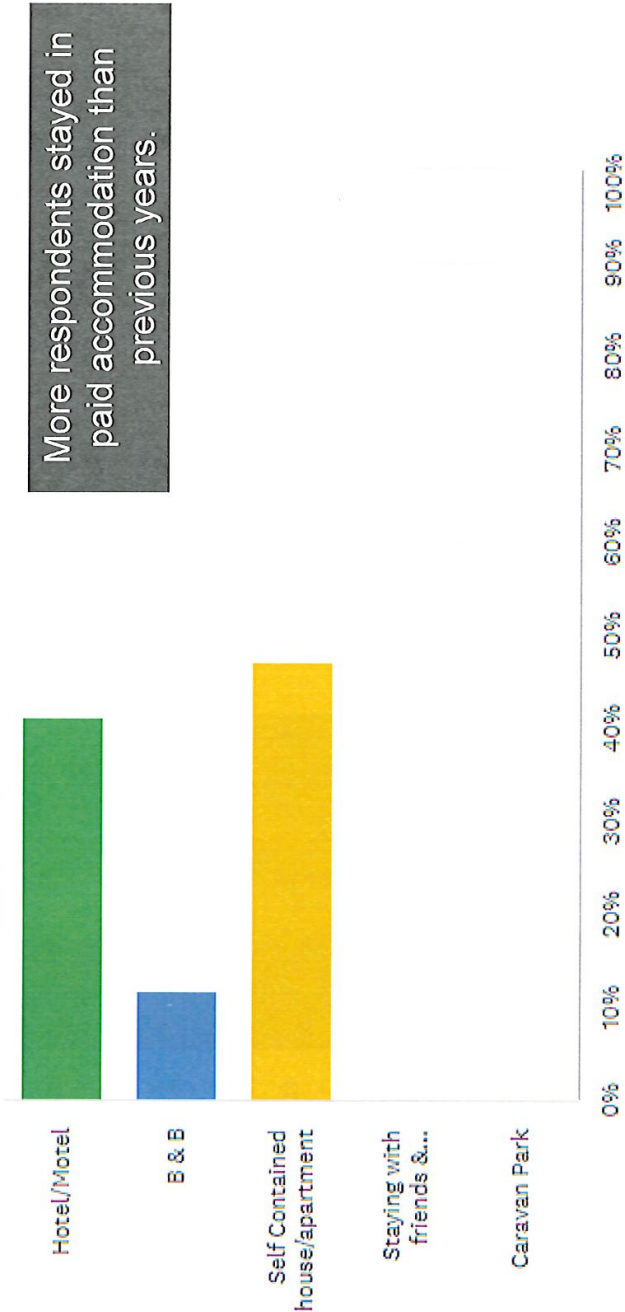
## How many nights did you stay?

Answered: 17 Skipped: 40



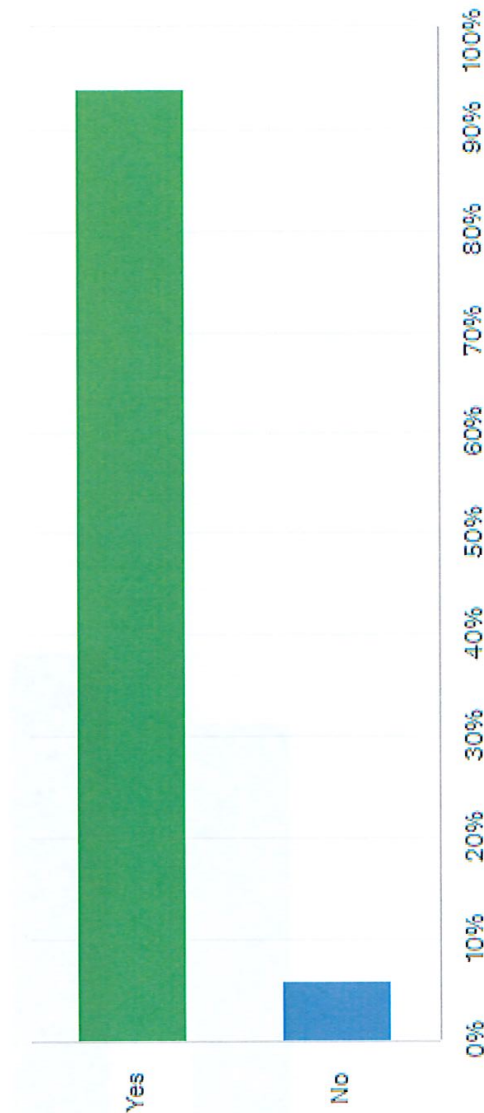
Where did you stay?

Answered: 17    Skipped: 40



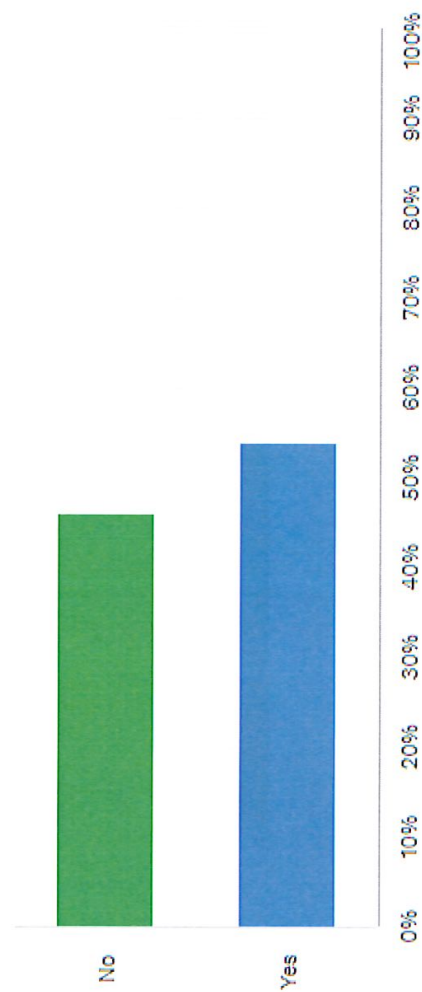
## Do you plan on returning to Orange?

Answered: 17 Skipped: 40



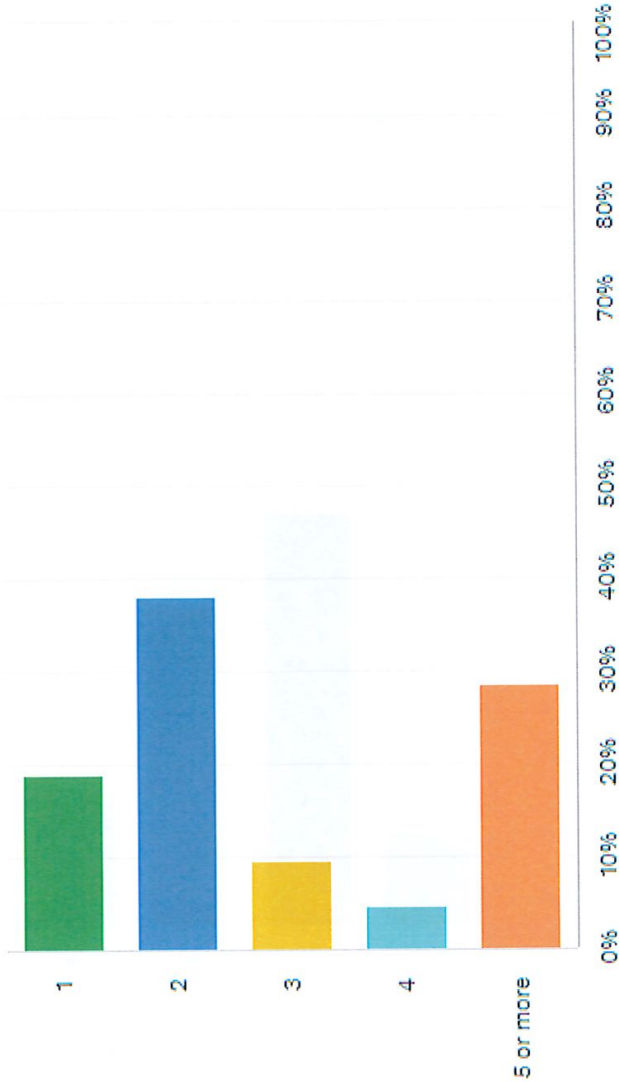
# Did you have any family or friends visiting and staying with you during F.O.O.D Week

Answered: 39    Skipped: 18



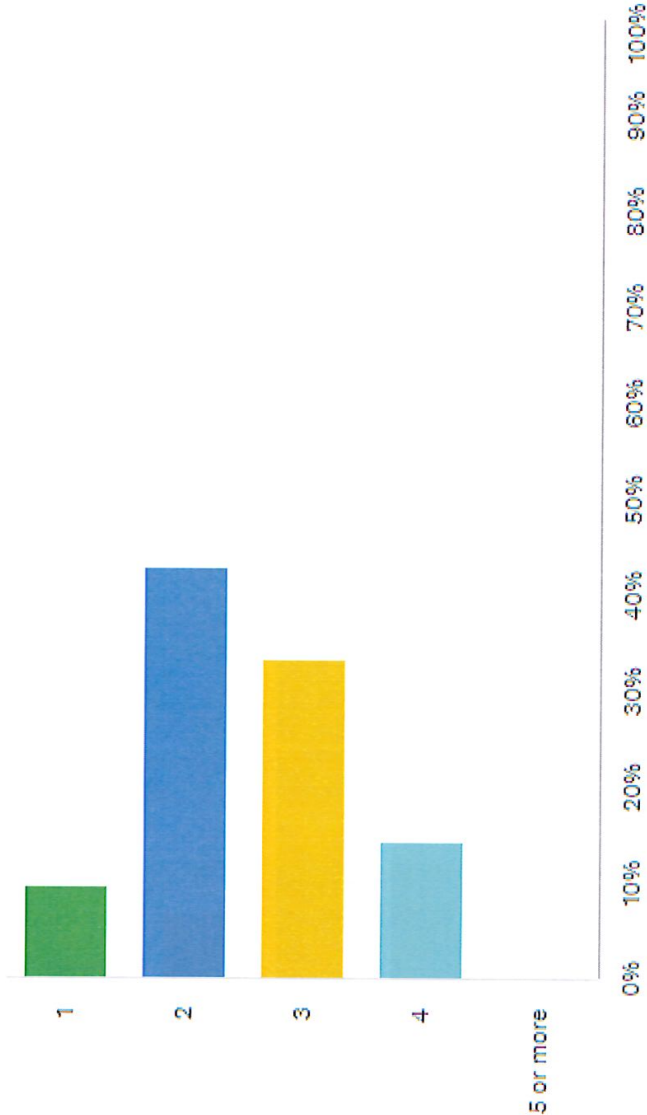
How many friends or family did you have staying?

Answered: 21    Skipped: 36



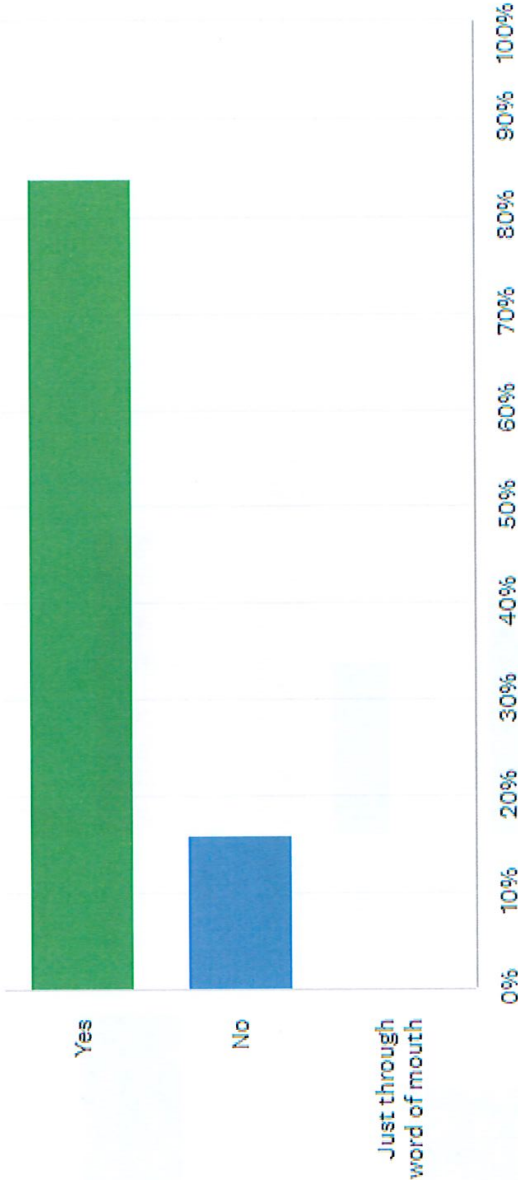
How many nights did your friends and family stay with you?

Answered: 21    Skipped: 36

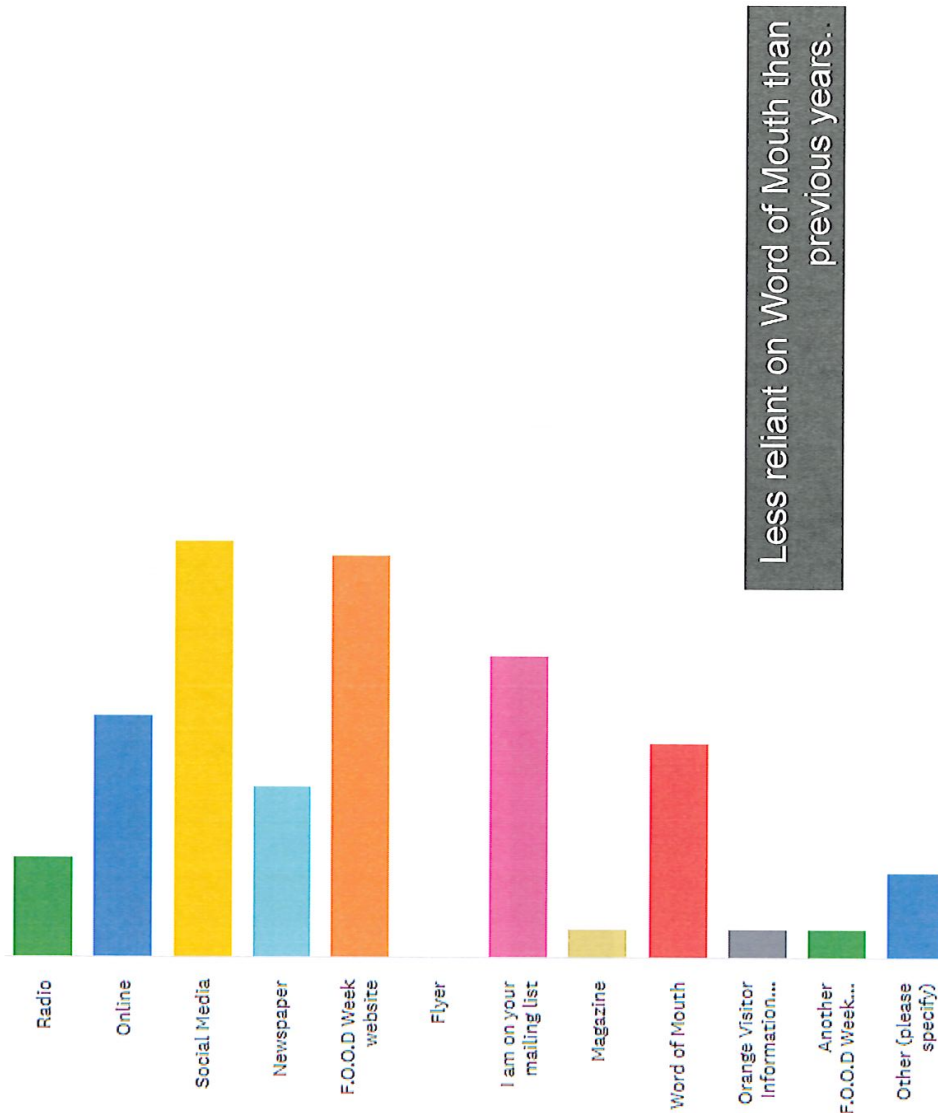


Did you see or hear any advertising about the Festival?

Answered: 56    Skipped: 1







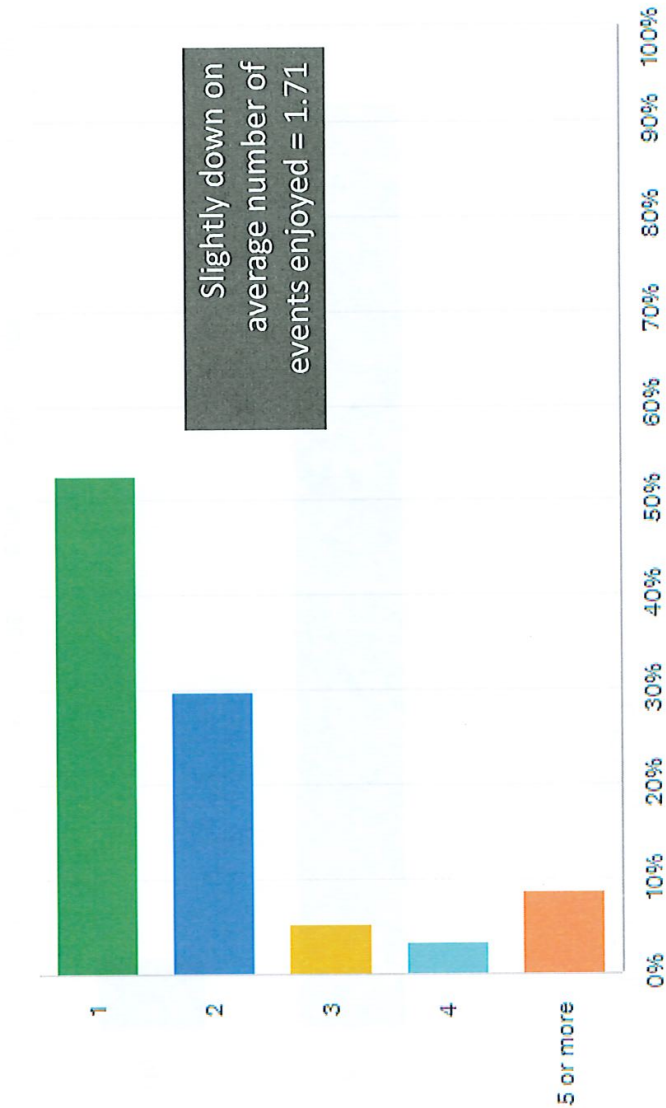
Younger demographic more  
reliant on social media.

Important to keep  
mailing list engaged.

Less reliant on Word of Mouth than  
previous years...

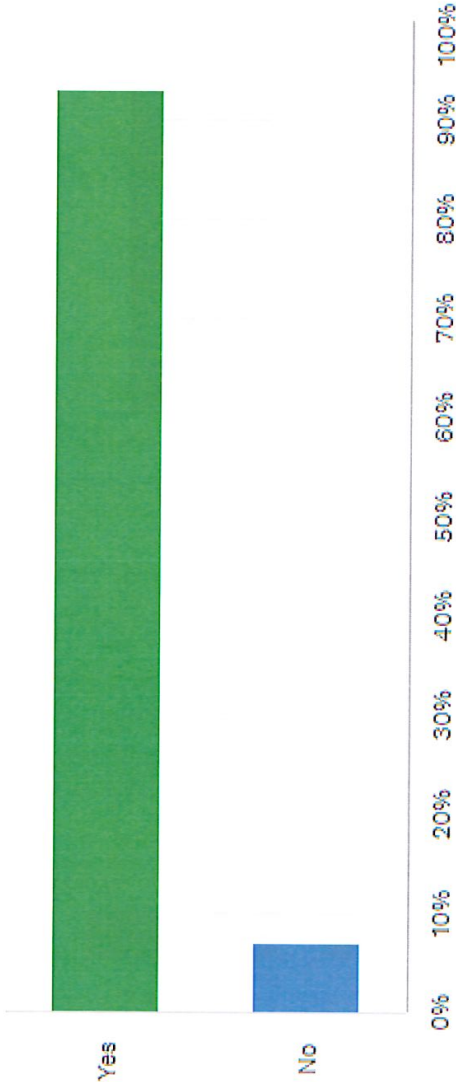
How many events did you attend?

Answered: 57    Skipped: 0



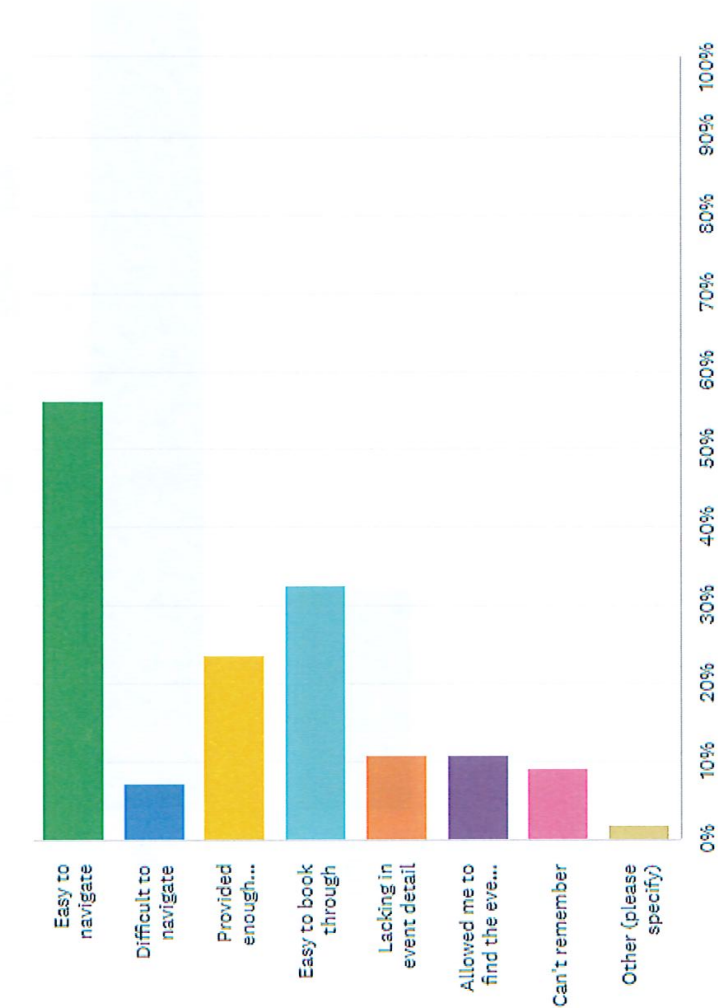
Did you book your tickets online?

Answered: 57    Skipped: 0



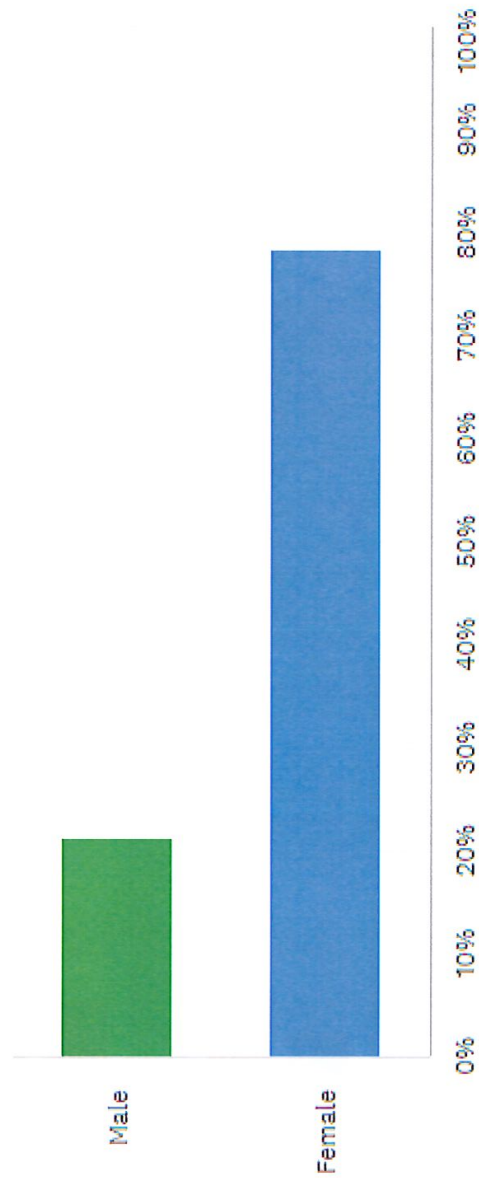
Please tick the best descriptors for the online program?(Multiple options available)

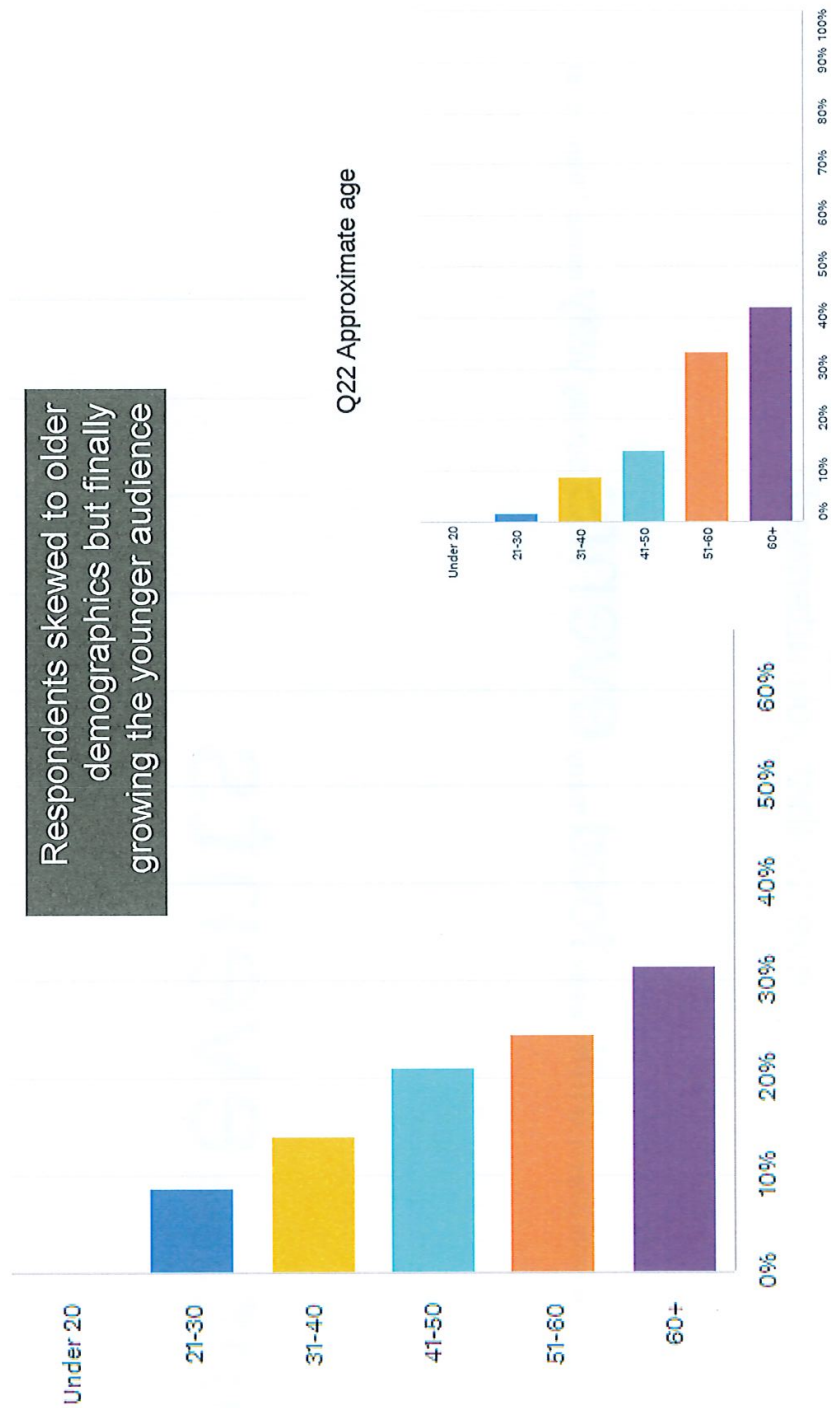
Answered: 55    Skipped: 2



Male or Female

Answered: 56    Skipped: 1





Q19 Do you have any further comments or suggestions to make about the festival or the events that you attended?

people attend think<sub>week</sub> food<sub>many</sub> events<sub>Sunday way</sub> music Thank local

great<sub>LOVE</sub> events<sub>night</sub> markets Food week



# Survey Results

## Orange360 Member Responses (29)

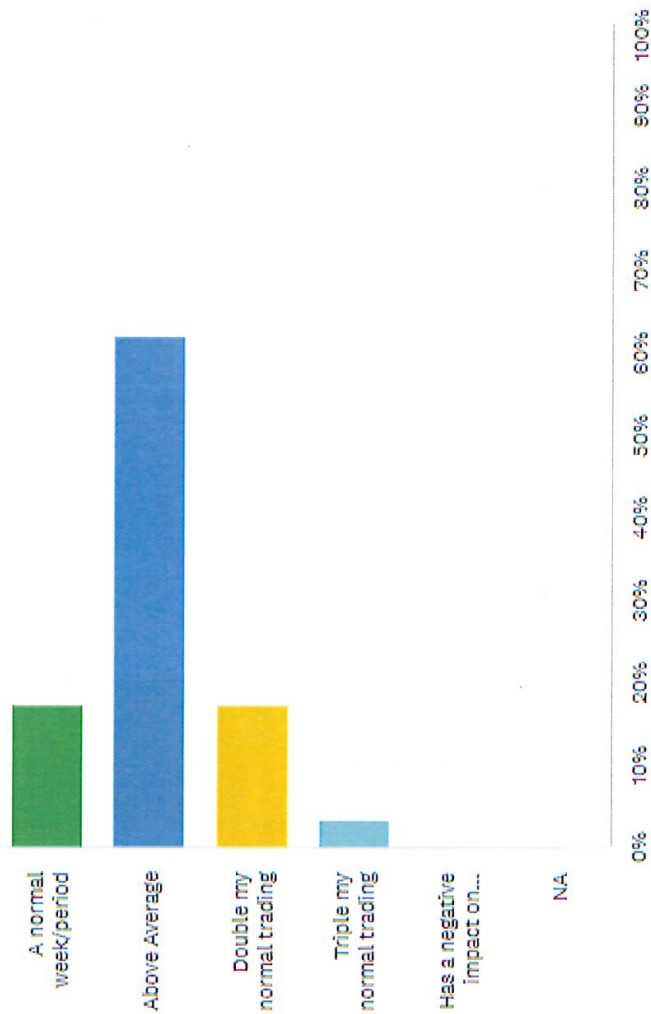
- 83% of business respondents recorded an Above Average trading period
- F.O.O.D Week Night Market was Great returning event to the Festival program
- 25% of respondents from a broad industry spectrum reported that greater than 50% of their customers were "Out of Towners". This was markedly less than last year but demonstrates the impact of COVID.
- Less than 50% confirmed their desire to participate in F.O.O.D Week. Huge staffing pressures having a negative impact across the board.
- 70% of respondents acknowledged that F.O.O.D Week IS IMPORTANT TO THEIR BUSINESS!!!! This is well and truly up on 2021



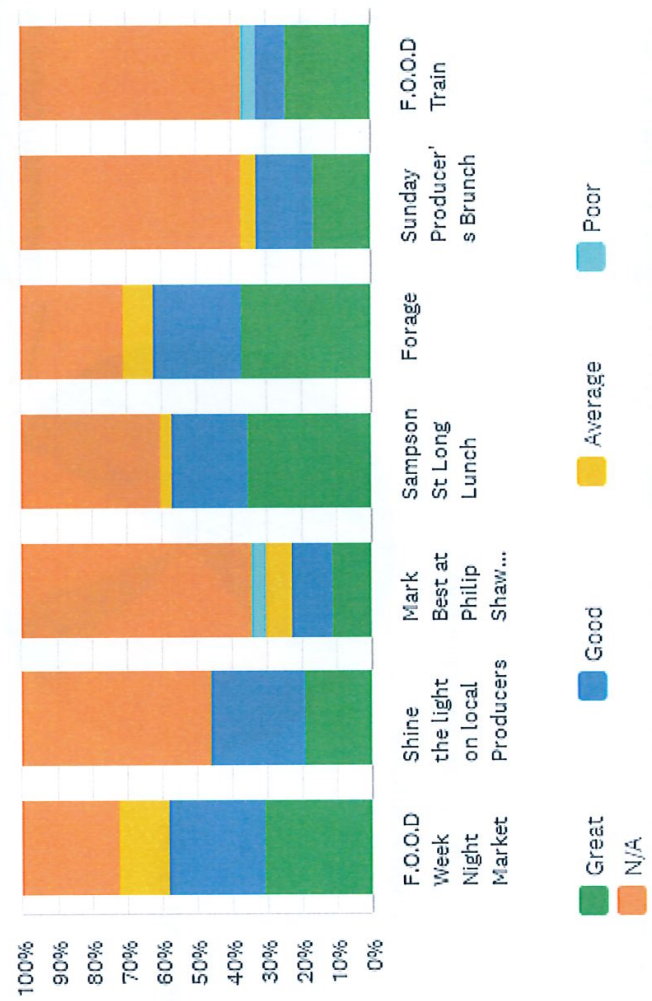


If you compare an average week's trading how does F.O.O.D Week compare in terms of revenue?

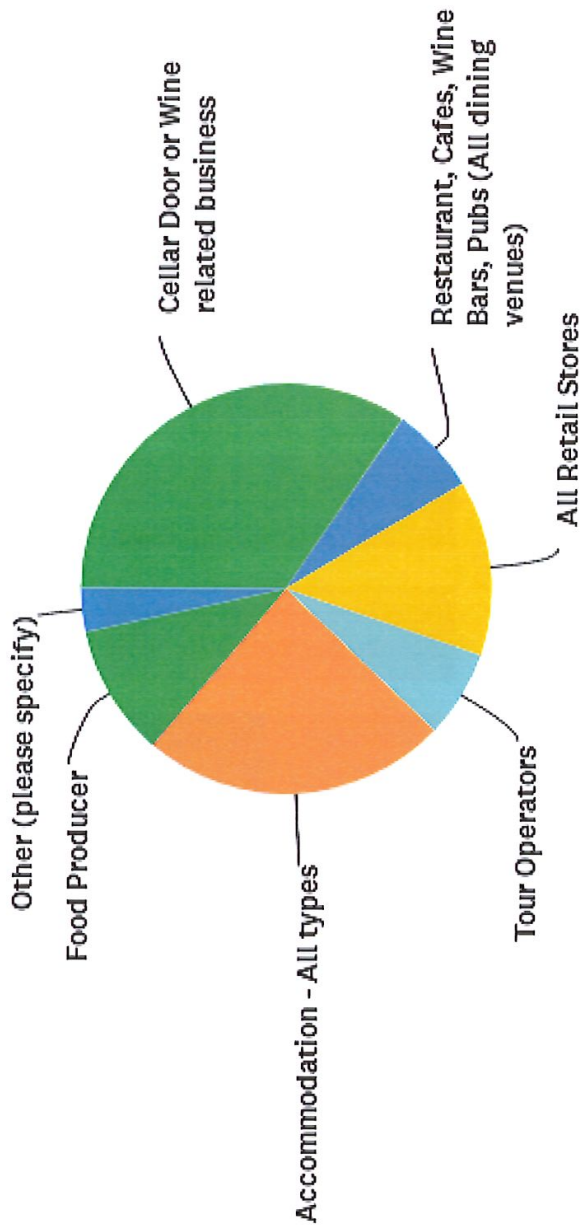
Answered: 29    Skipped: 0



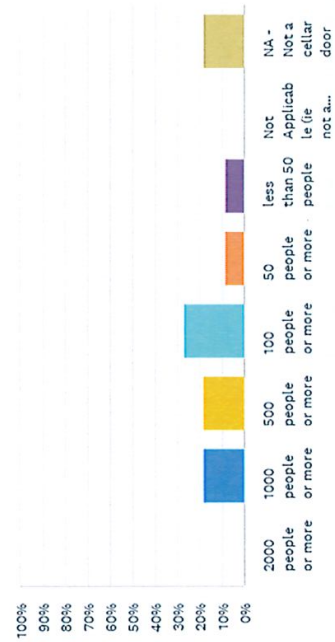
Q2 Can you please rate the following signature events (this can be based on either your personal experience or anecdotal feedback from others)



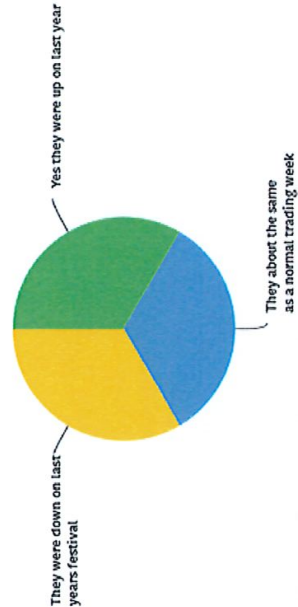
Q3 What is your primary business? (In regard to F.O.O.D Week)



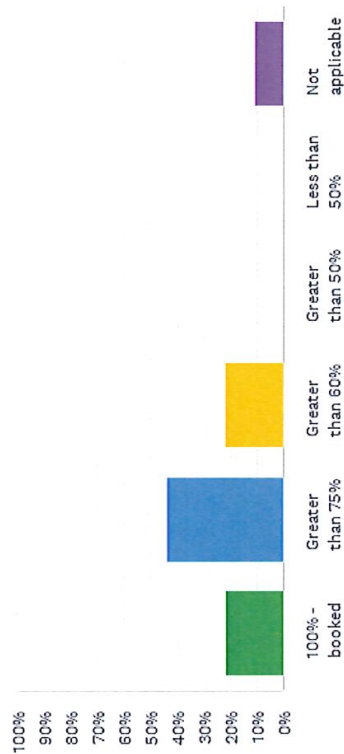
Q4 For Cellar Door Operators: Approximately how many visitors did you have over the course of F.O.O.D Week? (an estimate will be sufficient)



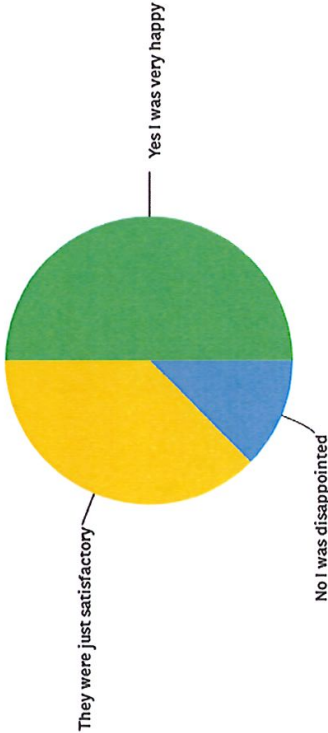
Q5 Where your satisfied with your cellar door sales over the festival period?



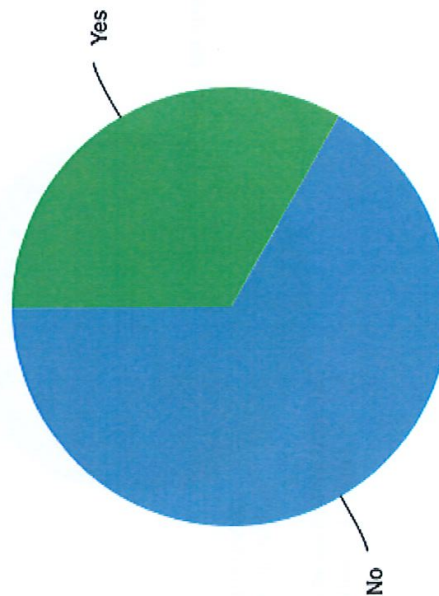
Q6 For accommodation providers, can you tell us about your occupancy over the festival period (April 1- April 10, 2022)



Q7 Where you happy with your bookings /occupancy?

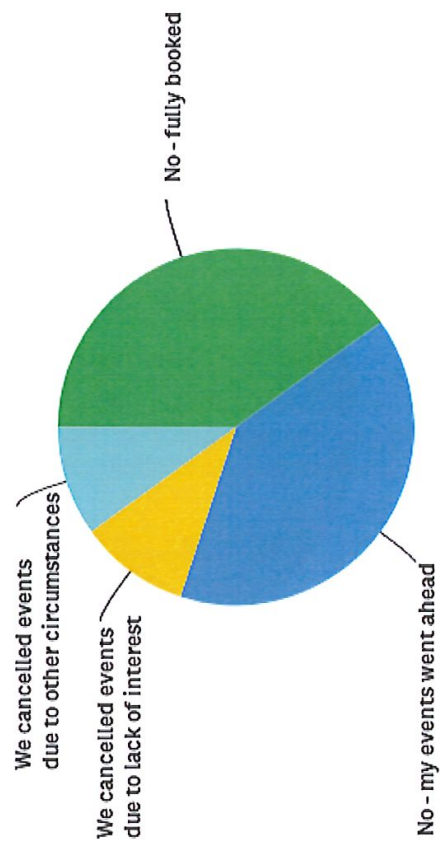


Q9 Did you host an event during the F.O.O.D Week?

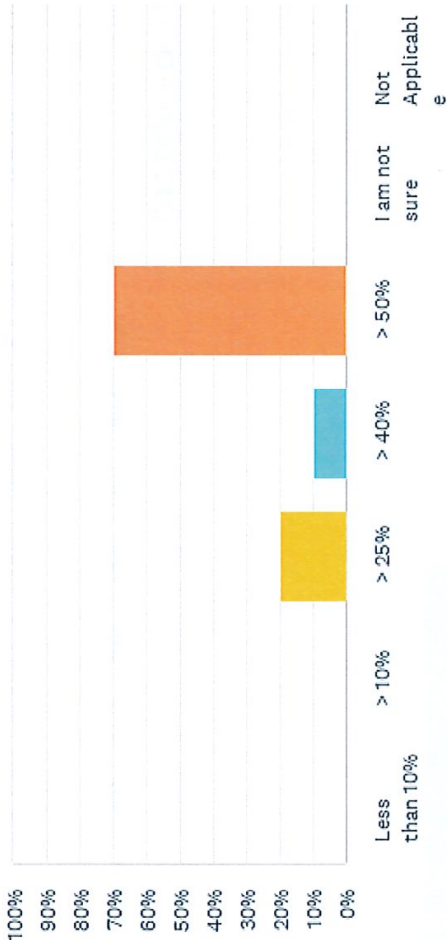




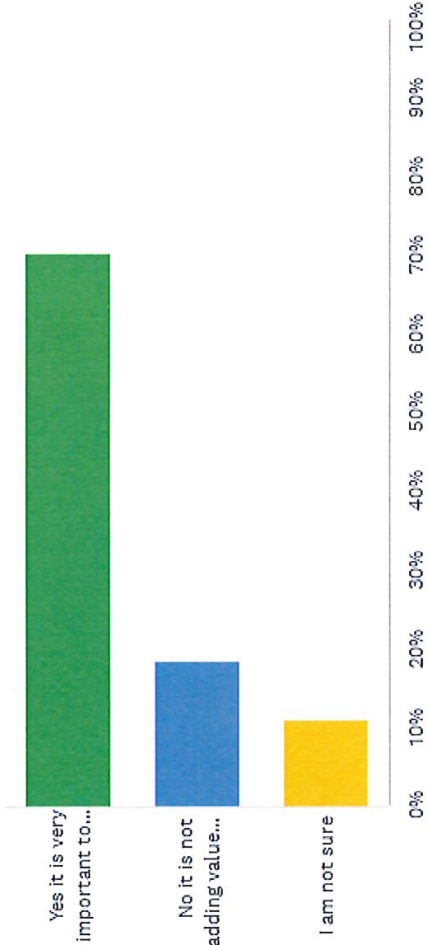
Q11 Did you cancel any of your events during F.O.O.D Week?



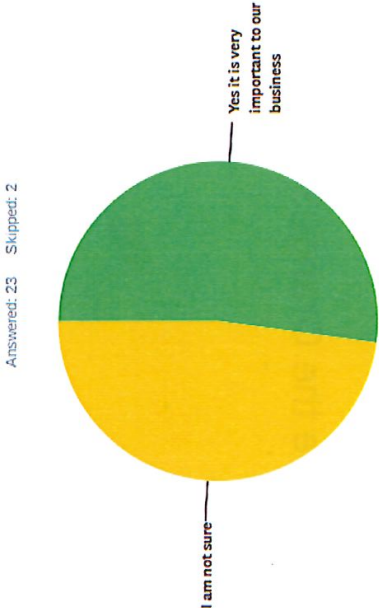
Q10 What percentage of your customers were visitors from outside the Orange360 Region  
(again this can be an approximation)

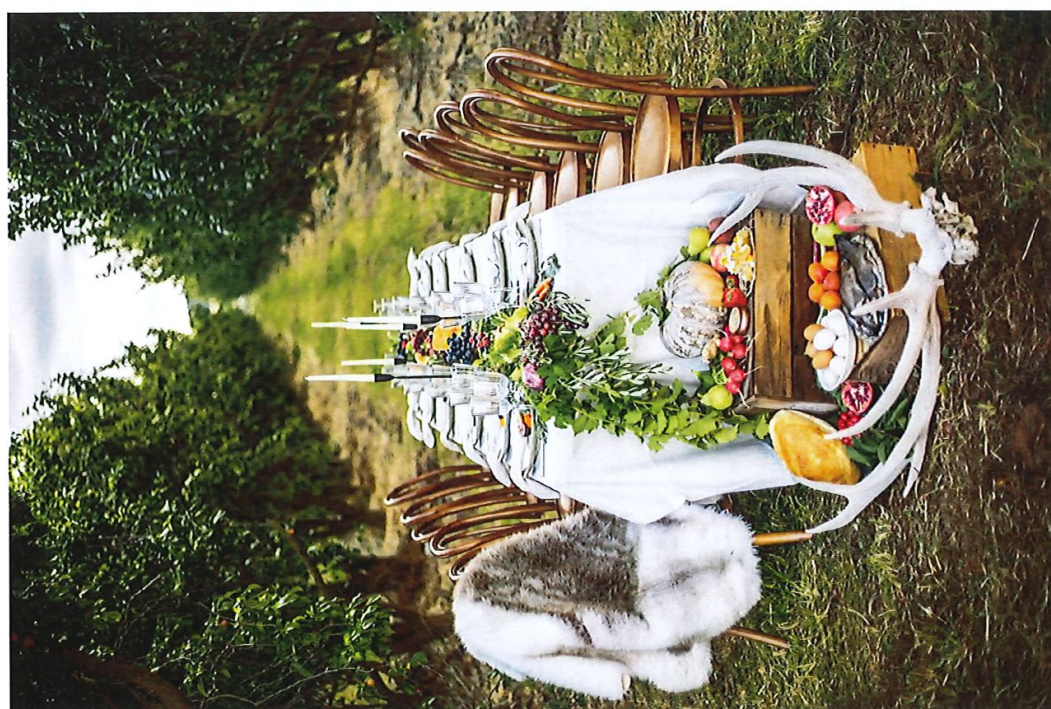


Q13 Does F.O.O.D Week add value to your business?



Q12 Does F.O.O.D Week add value to your business?

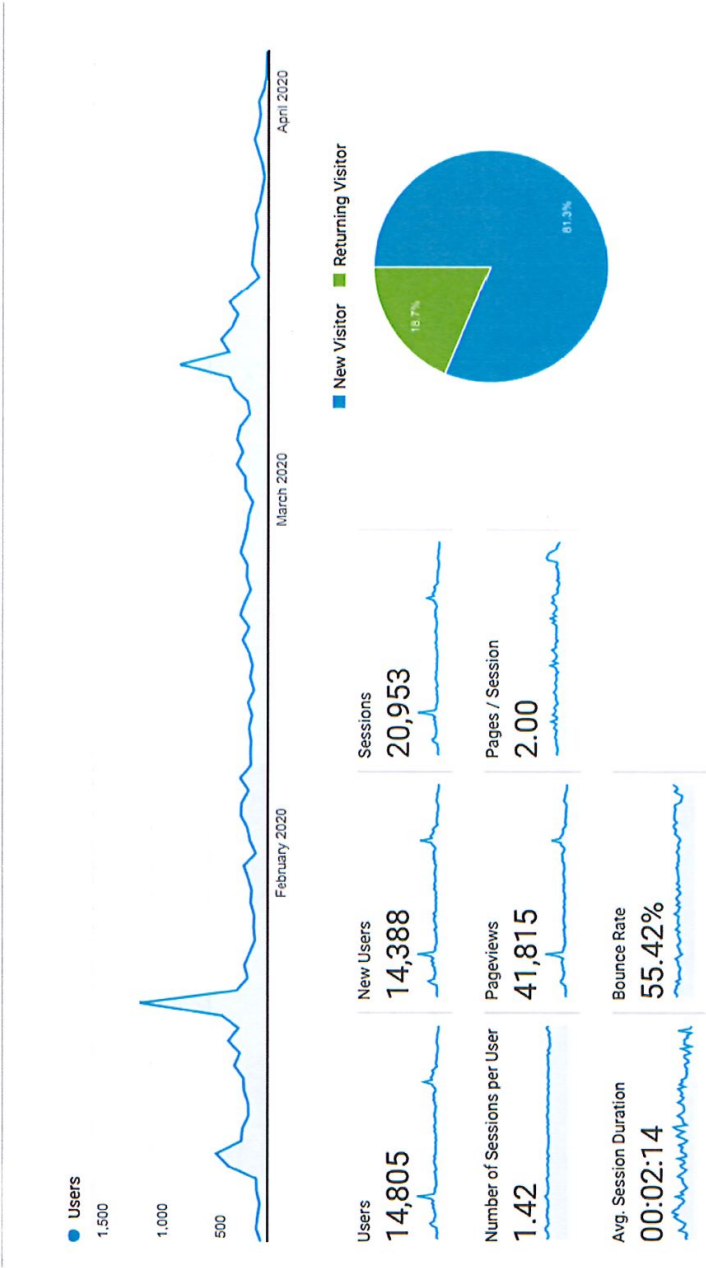




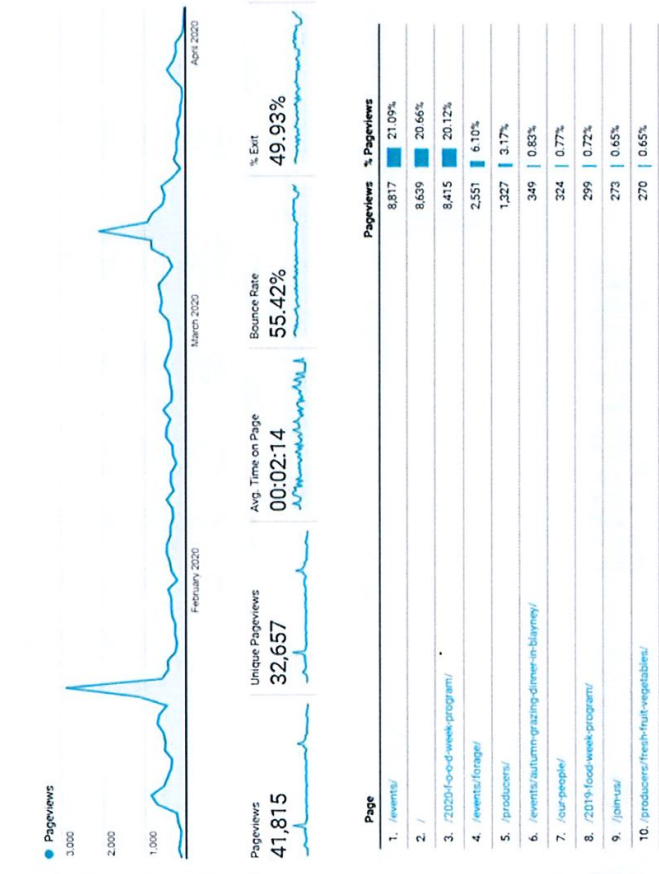
# Website Report

[www.orange360.com.au](http://www.orange360.com.au)

# F.O.O.D Website - Users

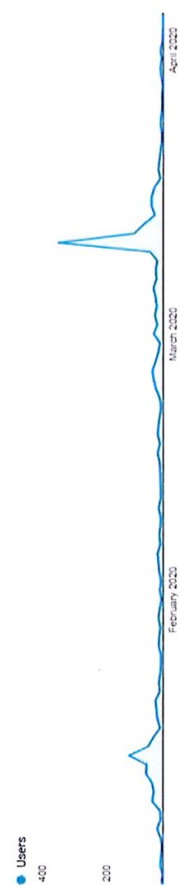


# F.O.O.D Website - Pages



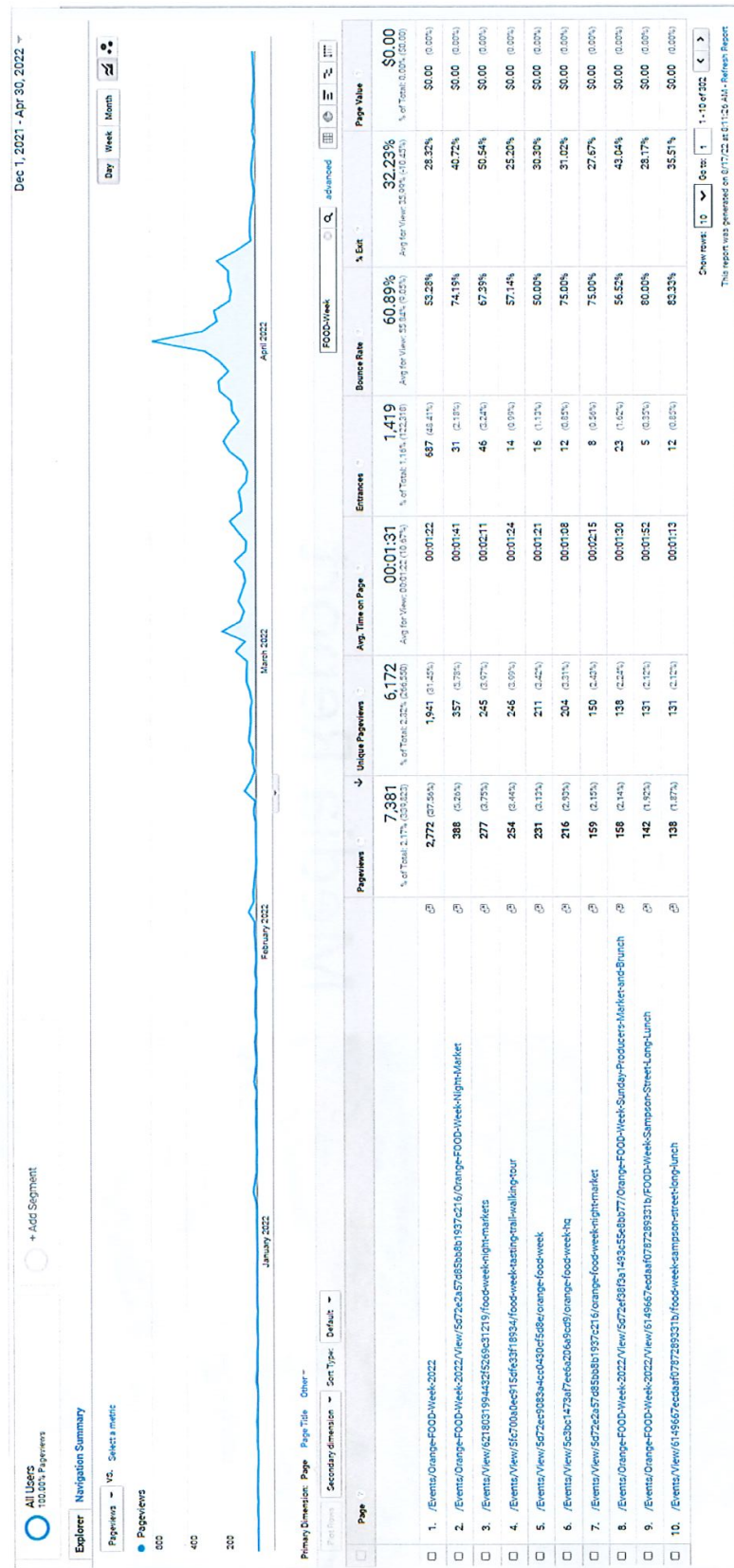


# F.O.O.D Website - Referrals



Source	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
1. sbs.com.au	1,789 (24.11%)	1,566 (21.45%)	2,223 (22.45%)	46.92% (14.14%)	2.59 (29.81%)	00:03:45 (00:02:14)	0.00% (0.00%)	0 (0)	\$0.0 (0.00%)
2. vishnews.com	255 (3.52%)	228 (3.16%)	304 (3.08%)	39.14% (13.68%)	2.27 (26.81%)	00:02:24 (00:01:42)	0.00% (0.00%)	0 (0)	\$0.0 (0.00%)
3. automatedtraffic4free.pw	203 (2.82%)	204 (2.83%)	227 (2.27%)	31.72% (11.27%)	2.25 (26.81%)	00:01:42 (00:01:27)	0.00% (0.00%)	0 (0)	\$0.0 (0.00%)
4. orange360.com.au	164 (2.28%)	131 (1.82%)	238 (2.38%)	53.36% (19.27%)	2.38 (28.51%)	00:04:17 (00:01:27)	0.00% (0.00%)	0 (0)	\$0.0 (0.00%)
5. australia.com	124 (1.72%)	120 (1.67%)	150 (1.50%)	70.62% (26.27%)	1.62 (19.51%)	00:01:27 (00:01:18)	0.00% (0.00%)	0 (0)	\$0.0 (0.00%)
6. magazine.ndaily.com.au	111 (1.53%)	111 (1.53%)	117 (1.17%)	61.54% (22.71%)	1.62 (19.51%)	00:01:18 (00:01:28)	0.00% (0.00%)	0 (0)	\$0.0 (0.00%)
7. enews.seniorscard.nsw.gov.au	45 (0.62%)	45 (0.62%)	47 (0.47%)	44.68% (16.68%)	2.19 (26.31%)	00:01:28 (00:00:00)	0.00% (0.00%)	0 (0)	\$0.0 (0.00%)
8. baidu.com	35 (0.48%)	35 (0.48%)	35 (0.35%)	100.00% (37.37%)	1.00 (12.12%)	00:00:00 (00:02:08)	0.00% (0.00%)	0 (0)	\$0.0 (0.00%)
9. sydney.com	26 (0.36%)	25 (0.34%)	28 (0.28%)	25.00% (9.27%)	2.39 (28.68%)	00:02:08 (00:10:30)	0.00% (0.00%)	0 (0)	\$0.0 (0.00%)
10. 10news.com	25 (0.34%)	23 (0.32%)	27 (0.27%)	25.93% (9.51%)	24.44 (293.24%)	00:10:30 (00:10:30)	0.00% (0.00%)	0 (0)	\$0.0 (0.00%)

# Orange360 Website - Users



# Media Report



# Media Coverage

- Mentioned are only the larger articles

FOOD WEEK EDITORIAL COVERAGE						
Date	Article	Title	Reach	Ed Value	PR Value	
17-Mar-22	<a href="#">Enjoy a Taste of Orange during F.O.O.D Week</a>	Good Food	1,030,000			
1-Mar-22	<a href="#">What's On Orange</a>	Downtown	15,000	\$ 2,000.00	\$ 6,000.00	
1-Mar-22	<a href="#">F.O.O.D glorious F.O.O.D</a>	Discover Magazine	10,000			
15-Mar-22	<a href="#">Exhilarating events to liven up Autumn</a>	E Global Trav Media	4,500	\$ 2,000.00	\$ 6,000.00	
11-Mar-22	<a href="#">Best Makes FOOD Week Even Better</a>	Central Western Daily	20,100	\$ 2,000.00	\$ 6,000.00	
7-Mar-22	<a href="#">Sampson Street's Long Lunch to become a FOOD Week staple for Orange festival visitors</a>	Central Western Daily	20,100	\$ 2,000.00	\$ 6,000.00	
3-Mar-22	<a href="#">F.O.O.D Week in Orange</a>	Broadsheet	1,100,000	\$ 14,000.00	\$ 42,000.00	
10-Jan-22	<a href="#">The gourmands guide to a spectacular 10-day food festival</a>	Gourmet Traveller	317,000	\$ 6,604.00	\$ 19,812.00	
8-Jan-22	<a href="#">Encouragement for Orange FOOD Week as Forage Tickets Sell Out</a>	Central Western Daily	20,100	\$ 2,000.00	\$ 6,000.00	
6-Jan-22	<a href="#">2022 Orange FOOD Week Tickets to go on sale</a>	Central Western Daily	20,100	\$ 2,000.00	\$ 6,000.00	
6-Jan-22	<a href="#">2022 Orange FOOD Week Tickets to go on sale</a>	Daily Liberal	10,200	\$ 2,000.00	\$ 6,000.00	
19-Dec-21	<a href="#">Orange F.O.O.D Week 2022</a>	Sydney Scoop	3,400	\$ 2,000.00	\$ 6,000.00	
18-Dec-21	<a href="#">Orange F.O.O.D Week</a>	Sydney Point	3,286	\$ 2,000.00	\$ 6,000.00	
17-Dec-21	<a href="#">Sampson Street lunch, night markets and F.O.O.D train back at Orange's 2022 F.O.O.D Week</a>	Central Western Daily	20,100	\$ 2,000.00	\$ 6,000.00	
			2,593,886	\$ 40,604.00	\$ 115,812.00	



# Media Coverage

- Mentioned are only the larger articles

FOOD WEEK EDITORIAL COVERAGE		
Date	Article	Title
9-Apr-22	<a href="#">FOOD Dates are locked in</a>	Daily Liberal
8-Apr-22	<a href="#">Orange FOOD Train Arrives</a>	Central Western Daily
7-Apr-22	<a href="#">2023 FOOD Week Dates Announced</a>	Central Western Daily
7-Apr-22	<a href="#">2023 FOOD Week Dates Announced</a>	Central Western Daily
30-Mar-22	<a href="#">All the best things happening in your state this April</a>	Australian Traveller
30-Mar-22	<a href="#">A Taste Of Things To Come</a>	Central Western Daily
28-Mar-22	<a href="#">What's on &amp; What's Hot</a>	True Blue Magazine (REX)
27-Mar-22	<a href="#">Orange on the Menu</a>	Sunday Herald Sun
25-Mar-22	<a href="#">Things to do: Central West and Beyond</a>	Lithgow Mercury
25-Mar-22	<a href="#">Two Food festivals, One Common theme: Connecting with Country</a>	Australian Financial Review
25-Mar-22	<a href="#">Plum Role at Orange Feast</a>	Australian Financial Review
17-Mar-22	<a href="#">Enjoy a Taste of Orange during F.O.O.D Week</a>	Good Food
1-Mar-22	<a href="#">What's On Orange</a>	Downtown
1-Mar-22	<a href="#">F.O.O.D glorious F.O.O.D</a>	Discover Magazine
15-Mar-22	<a href="#">Exhilarating events to liven up Autumn</a>	E Global Trav Media
11-Mar-22	<a href="#">Best Makes FOOD Week Even Better</a>	Central Western Daily
7-Mar-22	<a href="#">Sampson Street's Long Lunch to become a FOOD Week staple for Orange festival visitors</a>	Central Western Daily
3-Mar-22	<a href="#">F.O.O.D Week in Orange</a>	Broadsheet
10-Jan-22	<a href="#">The gourmands guide to a spectacular 10-day food festival</a>	Gourmet Traveller
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19-Dec-21	<a href="#">Orange F.O.O.D Week 2022</a>	Sydney Scoop
18-Dec-21	<a href="#">Orange F.O.O.D Week</a>	Sydney Point
17-Dec-21	<a href="#">Sampson Street lunch, night markets and F.O.O.D train back at Orange's 2022 F.O.O.D Week</a>	Central Western Daily

# F.O.O.D Week 2022 - Learning

- Pre-Christmas ticket sales was a success, and a savour with the new wave of COVID hitting post-Christmas
- Social Media was the greatest channel to market and committee needs to ensure that a year round approach is delivered to maintain and grow engagement.
- Utilise more Stories and Reels to showcase the talent of the line-up of artists.
- Look to build more content that 'shines a light' on the Producer and Chef relationships.
- New reformed connection with Producers with face-to-face meetings with chefs and producers presents an opportunity for a revitalised foundation and remit for F.O.O.D – wonderful edition to program.
- The ability to foster a great level of support for event hosts will be well received by members.
- Committee need to consider how you can grow your Mailing List as this is the most reliable channel for ticket conversion, e.g. Friends of F.O.O.D, Forage and Sampson St sales.
- Overall a very successful year with all things considered, primarily COVID impacting local staff and travellers, as well as the long term impacts of inability to fill staffing vacancies.
- Recommend actively seeking a Media Partnership.
- Consider introducing a Festival Pass – will require co-ordination and management with satellite event hosts and accommodation venues





A: 135 Byng Street, Orange  
T: 6393 8000  
E: [council@orange.nsw.gov.au](mailto:council@orange.nsw.gov.au)  
W: [www.orange.nsw.gov.au](http://www.orange.nsw.gov.au)

# EVENT SPONSORSHIP COVER APPLICATION FORM

## APPLICANT'S DETAILS

Name of organisation:	Book Orange		
Postal address:	Orange NSW 2800		
Contact name:			
Position:	Event Director		
Phone:			
Mobile:			
Email:			
What is the legal status of your organisation? (eg Incorporated, Association, etc.) <b>If not-for-profit please attach evidence - such as charter/constitution showing no personal gain will be available to members, charitable status advice or a statutory declaration</b>			
Australian Private Company			
Please select:	<input checked="" type="checkbox"/> Profit	or	<input type="checkbox"/> Not-for-Profit
If not-for-profit:	<input type="checkbox"/> Constitution, tax ruling or other document confirming not-for-profit status is attached		
Is your group/organisation registered for GST?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
If applicable, please provide:	ABN:	ACN:	



## EVENT DETAILS

Name of event:	A Night in Nashville
Location of event:	Orange Showground, Leeds Parade, Orange NSW 2800
Proposed date/s of event:	February 2023
If the event is on Council land/ premises, have you booked this space with Council?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
How many people will be involved in your event? (Estimate)	1000 (500 Per night)
How many people will come from outside Orange for the day? (Estimate)	Approx. 400
How many people will stay overnight? (Estimate)	Approx. 350
Please provide an outline of the event, including a summary of proposed activities and schedule:	
<p>A Night in Nashville is an American themed country music festival celebrating cowboy boots and country roots with a strong quintessential Nashville vibe. The two night festival (approx. 5pm - 10:30pm) attracts both Orange locals and tourists, providing a great night of country music, themed costumes, entertainment, food and southern hospitality. The event has a strong focus on engaging and supporting both local and touring artists whom perform set lists that fit within the 'Nashville' theme. Where possible, local suppliers will be engaged to provide all required event services such as food and beverage, sound production, equipment hire, first aid services, personnel hire etc.</p> <p>A Night in Nashville was previously conducted in December 2021, and despite the limitations imposed on the event by the COVID-19 pandemic, the event was very well attended, with all tickets to both nights sold out. The proposed activities for A Night in Nashville (2023) include:</p> <ul style="list-style-type: none"> <li>- Live Music Performances</li> <li>- Bucking Bull Amusement</li> <li>- Line Dancing</li> </ul> <p>We are committed to ensuring this festival becomes very well renowned on the calendar for Orange, currently pitched on one of the quietest weekends Feb. We have plans to ensure this continues to grow into a larger event in the very near future drawing only larger Artist and tourist to the Town. Last year our event just broke even which means it was an amazing success considering our goal was to bring the community together after Covid and a commitment to supporting local artists in the region after they were hit the heaviest in regards to covid impacting their industry.</p>	

**EVENT BUDGET**

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Book Orange	\$ 20,000
Ticket Sales	\$ 60,000
	\$
	\$
	\$
<b>Orange City Council Event Sponsorship request</b>	\$ 5,000
<b>Total Income</b>	\$ 85,000
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Artist Performances	\$ 50,000
Sound & Production	\$ 5,000
Equipment Hire	\$ 5,000
Venue Hire	\$ 700
Food & Beverage	\$ 10,000
Personnel: Security , First Aid, Bar Staff	\$ 10,300
Merchandise	\$ 4,000
Total Expenditure	\$ 85,000
Total Income and Total Expenditure must equal	\$ 85,000
In-kind Contributions	\$ Value of In-kind Contributions
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	
eg: letter drop/ street walk – 1 hour, 1 person	\$ 41.72
Book Orange personnel assisting with event production	\$ 7,500
	\$
	\$
	\$
	\$
	\$
Total In-kind Contribution Value	\$ 7,500

**DECLARATION**

On behalf of: (name of organisation if applicable)

- ☒ 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 11 November 2022

Print name

Position in organisation

Managing Director

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.





A: 135 Byng Street, Orange  
 T: 6393 8000  
 E: council@orange.nsw.gov.au  
 W: www.orange.nsw.gov.au

## EVENT SPONSORSHIP

# Incubator Event Fund Application

### EVENT DETAILS

What is the purpose of this event and why do you think it will work in Orange?

A Night in Nashville is an event designed to entertain both Orange locals and tourists, providing a great night of country music, themed costumes, entertainment, food and southern hospitality. The event supports and provides exposure for both local and touring artists and provides them with an opportunity to develop their performance and associated skills. Furthermore, the event brings something new to the portfolio of regular events in Orange and it provides an opportunity to increase the visitation (and overnight stay) to the Orange region at a relatively quiet time of year. Where possible, local suppliers will be engaged to provide all required event services such as food and beverages, sound production, equipment hire, first aid services, personnel hire etc.

A Night in Nashville was previously conducted in December 2021, and despite the limitations imposed on the event by the COVID-19 pandemic, the event was very well attended, with all tickets to both nights of the event selling out. The Nashville team intend for the event to become a highly-anticipated annual event.

We are committed to ensuring this festival becomes very well renowned on the calendar for Orange, currently pitched on one of the quietest weekends February. We have plans to ensure this continues to grow into a larger event in the very near future drawing only larger Artist and tourist to the Town.

How will the event attract visitors to the Orange 360 region? Please discuss which demographics you intend to target and how your event services this group

The event intends to attract visitors to the Orange Region through the implementation of a strong marketing campaign. This will include a direct email campaign to previous event attendees and social media campaigns utilising the Book Orange and A Night in Nashville platforms, as well as the platforms managed by the various artists who will be performing at the event. The event will be promoted to tourists not only from metropolitan areas, but also from other areas of the Central West and Western NSW.

The target demographic is audiences with an interest in country music, and more specifically, adults within the 18 - 54 age demographic. The popularity of this music genre is only set to increase with Spotify reporting that Australia as the third largest Country music territory after the US and Canada, and the world's fastest-growing country market ('The Economic and Cultural Value of Country Music in 2018' study). Furthermore, country fans typically identify as hardworking, providing them with the disposable income to spend on festivals and events.

A Night in Nashville appeals to the interests of the target market by providing entertaining performances of well-known country songs that attendees can sing along to. All aspects of the event are planned to provide a 'Nashville' experience, with American inspired food, themed costumes and decor, and a bucking bull amusement device.

**EVENT DETAILS (CONTINUED)**

Will your event involve and engage local businesses, sporting groups, artists, community groups or interested individuals? Does the event assist in building the reputation of Orange by associating with positive and inclusive activities in the Orange Community? Please give details of involvement of others.

Similar to the 2021 event, A Night in Nashville will engage a multitude of businesses and personnel from the Orange Region to produce the event. The event will feature and support local artists who will be performing. Local service providers such as photographers/videographers (The Studio Door), Sound Production (Marty Parkes), Food & Beverage (The Lane Cellars, Smoking Brothers), Equipment Hire (Kennards Hire, Orange) will be engaged for the event. Local retail businesses such as Lucknow Skin Shop & Blowes Clothing will also be invited to operate a stall. Any additional services such as printing of event paraphernalia, sourcing event merchandise, security and first aid personnel will all be sourced locally if possible. Furthermore, Book Orange hopes to establish event/accommodation packages that will also involve other targeted local businesses.

The event will assist in building the reputation of Orange by offering a fun yet unique opportunity for both locals and tourists. It is creating opportunities for connections to be made and social interactions to form over common interests. The event also has the scope to attract tourists whom may not have visited before, create positive memories and generate word of mouth recommendations. Community inclusivity is increased through the utilisation of an accessible venue and offering a selection of different menu options.

Please outline the management structure of your event organisation, including the key roles and responsibilities, and the use of paid or unpaid staff?

A Night in Nashville is produced and managed by Book Orange. All personnel are paid in the following positions:

Event Director

Event Manager

Music & Sound Coordinator

I.T Coordinator

Event Administrator

Operations Manager

Casual Bar Staff

How do you intend to measure attendance at the event, the experiences of event attendees and the level of visitation from outside the region. How will you report this back to Council?

(Note: Business Development Staff can provide suggestions on how to achieve this but please do not leave it until the last minute to request input as staff may not necessarily be available in the closing days)

Attendance at the event will be monitored and measured through the use of an online ticketing system/platform. The ticketing platform will confidentially obtain basic demographic data, such as postcode, which can be used to obtain the level of visitation from outside of the Orange Region. We have acquired similar data from our 2021 festival.

Similarly, email addresses will also be obtained at the time of ticket purchase. These details can be used to then send out a post-event feedback survey to understand the quality of experience delivered. After the results have been collated, the event team will then have an event debrief to discuss ways in which to improve future events.

All required information is able to be provided to Council on request in a summary or debrief report.

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**2.4 SOUTHCOURT SUMMER SOUNDS - SITE FEE WAIVE REQUEST**

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RECORD NUMBER: 2022/2312

AUTHOR: Mali Williams, Events Officer

**EXECUTIVE SUMMARY**

Council has been approached by local music group Fig Jam, who have offered to perform free fortnightly live music sessions in South Court over the summer period. As the artists have offered to perform on a 'no charge' basis they have requested Council waive the normal booking fees (\$91.70 per event) for 10 performances.

Hosting musical performances in the South Court is consistent with the Council's ambition to activate the Civic Precinct/South Court as vibrant civic centre for the community, and therefore Fig Jam's offer to put on free performances is welcomed.

**LINK TO DELIVERY/OPERATIONAL PLAN**

The recommendation in this report relates to the Delivery/Operational Plan strategy "9.4. Develop a vibrant civic and commercial precinct as a centre for the community".

**FINANCIAL IMPLICATIONS**

Waiving the site booking fee as requested will reduce Council's Fees and Charges income by \$917 in the current financial year.

**POLICY AND GOVERNANCE IMPLICATIONS**

Nil

**RECOMMENDATION**

**That Council waive the South Court site booking fee for 10 free performances by the band Fig Jam during the summer months.**

**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**

Council officers are currently drafting a *Live and Local Action Plan 2022 – 2026* which will identify 'the opportunity that our Council can play in supporting not only local artists and musicians, but venue owners and the broader live music industry.' The Action Plan will be presented to Council at an upcoming meeting.

The concerts proposed by Fig Jam are entirely consistent with the proposed Action Plan, and specifically Outcome Two – 'Council owned assets and precincts to be activated to further support live music'.