



FINANCE POLICY COMMITTEE

AGENDA

1 DECEMBER 2020

Notice is hereby given, in accordance with the provisions of the Local Government Act 1993 that a **FINANCE POLICY COMMITTEE MEETING of ORANGE CITY COUNCIL** will be held in the **COUNCIL CHAMBER, CIVIC CENTRE, BYNG STREET, ORANGE WITH AN OPTION OF ONLINE CONFERENCING PLATFORM ZOOM DUE TO COVID-19 REQUIREMENTS** on **Tuesday, 1 December 2020.**

David Waddell

CHIEF EXECUTIVE OFFICER

For apologies please contact Administration on 6393 8218.

AGENDA

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1 INTRODUCTION

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

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

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

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

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

RECOMMENDATION

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

2 GENERAL REPORTS

2.1 REQUEST FOR FINANCIAL ASSISTANCE - EVENT SPONSORSHIP FUNDING ROUND 3 - EVENTS JANUARY TO MARCH 2021

RECORD NUMBER: 2020/2369

AUTHOR: Sharon D'Elboux, Manager Business Development

EXECUTIVE SUMMARY

Council has received five applications for Event Sponsorship for events to be held in Orange between January and March 2021.

One additional application has been received for an event, which is held outside the eligible funding round. This application is accompanied by a request to be assessed earlier due to the need for financial commitment to proceed with the event organising.

Therefore, a total of six applications will be proposed to Council for the Event Sponsorship funding round 3.

This report is a summary of the applications received for major events in the period January 2021 to March 2021

LINK TO DELIVERY/OPERATIONAL PLAN

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

FINANCIAL IMPLICATIONS

Council's budget for the Event Sponsorship Program for the 2020/21 financial year is \$200,000. So far this year there has been a commitment of \$66,500, remaining budget is \$133,500.

POLICY AND GOVERNANCE IMPLICATIONS

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

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

2.1 Request for Financial Assistance - Event Sponsorship Funding Round 3 - Events January to March 2021

RECOMMENDATION

- 1 That funding of \$500 be made from the Event Sponsorship Program to City of Orange Veterans Golf Incorporated for the City of Orange Veterans Week of Golf Tournaments Event.
- 2 That funding of \$2,500 be made from the Event Sponsorship Program to Rotary Club of Orange Inc. for the Great Volcanic Mountain Challenge Event.
- 3 That funding of \$1,500 be made from the Event Sponsorship Program to Orange Daybreak Rotary Club for the Orange Biggest Garage Sale Event.
- 4 That funding of \$4,200 be made from the Event Sponsorship Program to Orange Chamber Music Festival Incorporated for the Orange Chamber Music Festival Event.
- 5 That funding of \$3,000 be made from the Event Sponsorship Program to Wangarang for the Wangarang Charity Golf Challenge Event.
- 6 That funding of \$2,000 be made from Councils Donation fund to the Cancer Council for the Star of Orange Dance for Cancer event.

FURTHER CONSIDERATIONS

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

SUPPORTING INFORMATION

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

Category	Description
Incubator Event Fund	Provides seed funding to events in their first or second year of activity. Funding range is \$1,000 to \$5,000.
Flagship Event Fund	Identifies and assists the development of events that contribute to the unique character and culture of the Orange360 tourism region and can demonstrate that they attract overnight visitation. Funding range is \$1,000 to \$10,000.
Event Development Fund	Supports events that have already received funding from Council in previous years and can present a comprehensive strategy for future growth that includes the continued development of its tourism potential to drive overnight visitation to the event. Funding range is \$1,000 to \$10,000.
Quick Response Event Fund	Provides seed funding and/or support to events that occur as new and unplanned opportunity for Orange and have not met the funding rounds as outlined below. Funding range is \$1,000 to \$20,000.

2.1 Request for Financial Assistance - Event Sponsorship Funding Round 3 - Events January to March 2021

Application Number ESP20/09	City of Orange Veterans Golf Incorporated
Not for profit (yes/no)	Yes
Event name	City of Orange Veterans Week of Golf Tournament
Event date/s	1st March to 5th March 2021
Level of participation	220 - 250 attendees
Ticketed event	Yes
Amount requested	\$500
Category and Category range	Flagship Event Fund - \$1,000 to \$10,000
Aligned with Community Strategic Plan	Yes
Comment and recommendation	
The City of Orange Veterans Week of Golf Tournament has been running for 23 years with around 200 golfers entering.	
Previously supported by Orange City Council and in line with policy, \$500 is recommended.	

Application Number ESP20/10	Rotary Club of Orange Inc.
Not for profit (yes/no)	Yes
Event name	Great Volcanic Mountain Challenge
Event date/s	28 th March 2021
Level of participation	500 attendees
Ticketed event	Yes
Amount requested	\$2,500
Category and Category range	Flagship Event Fund - \$1,000 to \$10,000
Aligned with Community Strategic Plan	Yes
Comment and recommendation	
The last two years, 2019 and 2020 has seen this event cancelled due to bushfires and COVID – 19. To continue the event which generates visitation but also event for the local community	
Previously supported by Orange City Council in 2017 and in line with policy, \$2,500 is recommended.	

2.1 Request for Financial Assistance - Event Sponsorship Funding Round 3 - Events January to March 2021

Application Number ESP20/11	Orange Daybreak Rotary Club
Not for profit (yes/no)	Yes
Event name	Orange Biggest Garage Sale
Event date/s	27th March 2021
Level of participation	2000 attendees
Ticketed event	No
Amount requested	\$1,500
Category and Category range	Incubator Fund - \$1,000 to \$5,000
Aligned with Community Strategic Plan	Yes
Comment and recommendation A new event for Orange, which captures an event space yet to be established in recycled items and clothing markets, Orange Biggest Garage sale, support sustainability and with the funds raised going to a selected charity beneficiary. In line with policy, \$1,500 is recommended.	

Application Number ESP20/12	Cancer Council
Not for profit (yes/no)	Yes
Event name	Star of Orange Dance for Cancer
Event date/s	Date to be advised – possibly late March
Level of participation	1000 attendees
Ticketed event	No
Amount requested	\$10,000
Category and Category range	Event Development Fund - \$1,000 to \$10,000
Aligned with Community Strategic Plan	Yes
Comment and recommendation This event is eligible as per the Event Sponsorship Guidelines as a charity organisation with funds raised going to a national organisation. This event fits within the requirements of Councils Donations Program, with the delivery of services to residents in the Orange community. In line with Donation and Grants policy, \$2,000 is recommended.	

2.1 Request for Financial Assistance - Event Sponsorship Funding Round 3 - Events January to March 2021

Application Number ESP20/13	Orange Chamber Music Festival Incorporated
Not for profit (yes/no)	Yes
Event name	Orange Chamber Music Festival
Event date/s	9 th April 2021
Level of participation	400 attendees
Ticketed event	No
Amount requested	\$4,200
Category and Category range	Incubator Fund - \$1,000 to \$5,000
Aligned with Community Strategic Plan	Yes
Comment and recommendation	
A new event series for Orange, which captures an emerging music festival event space. The industry being hard hit by COVID 19, this is an opportune time to support such festivals and events.	
In line with policy, \$4,200 is recommended.	

Application Number ESP20/14	Wangarang Industries
Not for profit (yes/no)	Yes
Event name	Wangarang Charity Golf Challenge
Event date/s	12 th February 2021
Level of participation	200 attendees
Ticketed event	Yes /registration
Amount requested	\$3,000
Category and Category range	Flagship Event Fund - \$1,000 to \$10,000
Aligned with Community Strategic Plan	Yes
Comment and recommendation	
Previously supported by Orange City Council in 2017, 2019 and 2020 and in line with policy, \$3,000 is recommended	

ATTACHMENTS

- 1 Redacted - Event Sponsorship - Orange Veterans Golf Tournament - March 2021 - City of Orange Veterans Golf Incorporated - Application ESP2009, D20/71039 [↓](#)
- 2 Redacted - Event Sponsorship - Cover Application -The Great Volcanic Mountain Challenge - 28 March 2021 - Rotary Club of Orange - Application ESP20/10, D20/71044 [↓](#)
- 3 Redacted - Event Sponsorship - Orange Biggest Garage Sale - 27 March 2021 - Orange Daybreak Rotary Club - Application ESP20/11, D20/71047 [↓](#)
- 4 Redacted -Event Sponsorship - Application Form - Stars of Orange Dance for Cancer 2021 - March/April 2021 - Cancer Council NSW - Application ESP20/12, D20/71050 [↓](#)
- 5 Redacted Event Sponsorship - Application Form - Orange Chamber Music Festival - 9 April 2021 - Application ESP20/13, D20/71054 [↓](#)
- 6 Redacted- Event Sponsorship - Application Form - Wangarang Charity Golf Challenge - 12 February 2021- Wangarang Industries Ltd - Application ESP20/14, D20/71055 [↓](#)



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: City of Orange Veterans Golf Incorporated

Postal address:

Contact name: John Dalton

Position: Tournament Captain

Phone: BH: 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

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:

EVENT DETAILS

Name of event:	City of Orange Veterans Week of Golf Tournament
Location of event:	Orange
Proposed date/s of event:	1st March to 5th March 2021
If the event is on Council land/ premises, have you booked this space with Council?	<input type="checkbox"/> Yes <input type="checkbox"/> No
How many people will be involved in your event? (Estimate)	220-250
How many people will come from outside Orange for the day? (Estimate)	170-200
How many people will stay overnight? (Estimate)	about 250
Please provide an outline of the event, including a summary of proposed activities and schedule:	
<p>The Tournament commences on Sunday with a Registration day between the hours of 2pm to 5pm at Duntryleague Gol Club. The Tournament is held Monday to Friday at Wentworth Golf Club and Duntryleague Golf Club. Wednesday is a rest day allowing contestants to explore the local retail outlets, wineries and other attractions within and around the City. The Tournament utilises both golf courses each day.</p> <p>A Presentation Dinner Dance is held on Thursday night in the Coral Sea Room at Orange Ex Services Club. The winners of the various competitions are presented with trophies in the form of gift vouchers purchased from local businesses.</p> <p>The holding of Registration Day and Presentation Dinner will depend on the Covid 19 restrictions in place at the time.</p>	

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Entry Fees	\$
Orange Ex Services Club	\$
Mitre 10, Everly Jewellers	\$
Nile Street Cafe	\$
Avan Caravans	\$
Orange City Council Event Sponsorship request	\$
Total Income	\$
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Trophies	\$
Course Fees	\$
Stationery/Printing/Postage	\$
Catering/Dinner	\$
NSW Veterans Golf Fees	\$
Sundries	\$
	\$
Total Expenditure	\$
Total Income and Total Expenditure must equal	\$
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
This is very difficult to calculate as many many hours are put in by numerous people	\$
to plan the event, work out the daily drawers, seeking sponsorships, arranging seating	\$
plans for the Dinner, liaising with the golf clubs, collating results etc etc. At \$41.72 per	\$
hour the total in-kind contributions would be thousands of dollars.	\$ 30000
	\$
	\$
Total In-kind Contribution Value	\$ 30000

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	26 October 2020
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Print name	John Dalton
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Position in organisation	Tournament Captain
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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 City of Orange Veterans Week of Golf Tournament has been running for 23 years with around 200 golfers entering. Around 80% of these are visitors. Non playing partners also come to Orange taking the total number of visitors to the high 200s.

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 sponsorship allows the promotion, advertising and depth of trophies to attract veteran golfers from all over NSW and interstate. Our aim is to increase participation year on year by promoting the event at as many golf clubs as possible as well as through the NSW Veterans Golf Association Website and golf magazines. By attracting more entrants and new ones the benefit to the Orange community is enhanced. The event goes for six days with registration on Sunday afternoon followed by four days of golf with a rest day midweek so most entrants stay in different types of accommodation from Motels, Caravan Park, Airbnb etc. for up to six nights. Restaurants wineries retail businesses accommodation providers and many small businesses all benefit from this influx of golfers and non golfing partners.

Consideration also needs to be given to the Covid 19 pandemic as entrants must be over 50 years for lady golfers and 55 for men thus putting entrants in the at risk bracket. Extra hand wash facilities will need to be supplied on course to reduce the risk of infection. Face masks will need to be purchased for those players who want them. These items will need to be purchased and extra funding will be required.

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 event is played on both golf courses in Orange and a presentation dinner dance is held in the Orange Ex Services Club's Coral Sea Room on Thursday night. This introduces golfers to the beauty of Orange's Golf Courses and the variety available within the City with word of mouth spreading to golfers who did not attend. The Wednesday rest day gives people the opportunity to explore the local shopping, wineries and other attractions within and around the City thus promoting Orange as a destination and attractive place to visit and stay.

Many trophies are presented through the different grades for each day's play and the overall winners plus novelty events each day. These are in the form of vouchers purchased or donated by many local businesses. This introduces contestants to some of the local businesses and involves the businesses at the same time.

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.

City of Orange Veterans Week of Golf Tournament

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

The Tournament commences on Sunday with a Registration day between the hours of 2pm to 5pm at Duntryleague Golf Club. The Tournament is held Monday to Friday at Wentworth Golf Club and Duntryleague Golf Club. Wednesday is a rest day allowing contestants to explore the local retail outlets, wineries and other attractions within and around the City. The Tournament utilises both golf courses each day.

A Presentation Dinner Dance is held on Thursday night in the Coral Sea Room at Orange Ex Services Club. The winners of the various competitions are presented with trophies in the form of gift vouchers purchased from local businesses. The holding of Registration Day and Presentation Dinner will depend on the Covid 19 restrictions in place at the time.

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

☐

Single year grant

☐

3 year grant



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E: council@orange.nsw.gov.au
W: www.orange.nsw.gov.au

EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation: Rotary Club of Orange Inc.

Postal address:

Contact name: David Manning

Position: Chair Great Volcanic Mountain Challenge Organising Committee

Phone: BH: 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

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:

EVENT DETAILS

Name of event:	Great Volcanic Mountain Challenge (GVMC)	
Location of event:	Mt Canobolas (to commence at Pinnacle Reserve)	
Proposed date/s of event:	Sunday the 28th March 2021	
If the event is on Council land/ premises, have you booked this space with Council?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
How many people will be involved in your event? (Estimate)	500	
How many people will come from outside Orange for the day? (Estimate)	200	
How many people will stay overnight? (Estimate)	50 - 75	
Please provide an outline of the event, including a summary of proposed activities and schedule:		

The GVMC consists of 2 events, the main one is an 11km run from Pinnacle Picnic Ground to the top of Mt Canobolas, there is also a separate 5km Family Fun Run on a different route starting and finishing at Pinnacle Picnic Ground designed to attract younger and family participants.

The events will be managed in a COVID safe way using protocols approved by Athletics NSW and at this stage plan to limit total participation to a maximum of 500 people.

The event has been held for the past 15 years and approvals from Council, NPWS and Forestry will be sought over the next 3 months.

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
See GVMC 2021 Budget (document attached to application)	\$
	\$
	\$
	\$
	\$
Orange City Council Event Sponsorship request	\$ 2500
Total Income	\$
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
See GVMC 2021 Budget (document attached to application)	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Expenditure	\$
Total Income and Total Expenditure must equal	\$
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
Committee Meetings 2hrs x 5 people x 12 meeting	\$ 5000
Volunteers on Registration day 4hrs x 3 people + 3hrs x 4 people (course set up)	\$ 1000
Volunteers on the day 5hrs x 15 people	\$ 3000
Misc (material purchase Brochure distribution etc.) 5hrs x 4 people	\$ 800
	\$
	\$
Total In-kind Contribution Value	\$ 9800

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.
-

Sign

Date 05/11/2020

Print name

✓ David Manning

Position in organisation

Chair GVMC Organising Committee (Rotary Club of Orange)

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.



www.greatvolcanic.org

PO Box 2355
ORANGE NSW 2800

25th October 2020

Dear Sir or Madam

The Organising Committee of the Great Volcanic Mountain Challenge and the Rotary Club of Orange are seeking your support for the 2021 GVMC to be run on 28th March. The Rotary Club lost money due to the cancellation of the 2020 GVMC. Substantial costs were incurred with the cancellation happening just a few weeks before the event. The Rotary Club also lost money on the 2018 GVMC due to its cancellation resulting from the bush fire on Mt Canobolas.

The Orange Rotary Club supports the Great Volcanic Mountain Challenge as part of its community service efforts. We want to ensure the GVMC continues and does not lose more money for the Orange Rotary Club, especially if some of the Covid restrictions are still in place next March.

Our application for an Event Development Fund Grant follows.

Thank you.

Yours faithfully

Russell Iym
GVMC Organising Committee



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T: 6393 8000
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W: www.orange.nsw.gov.au

EVENT SPONSORSHIP

Event Development Fund Application

EVENT DETAILS

Please detail how the event will drive visitation to the Orange360 region, encourage international visitation or undertake a new activity that will increase length of stay and average spend in the local economy.

The Great Volcanic Mountain Challenge is an 11km run from Pinnacle Park to the top of Mt Canobolas which has been held on a Sunday at the end of March for the last 15 years.

In the past it has attracted over 500 athletes from Sydney, Canberra and most towns in the Central West. We have recently added a 5km Family Fun Run to the event and we believe we can run a covid safe event with combined numbers of 450 to 500 athletes

Please indicate how the amount sought from Council is essential to the success of the event. As financial sustainability is an eligibility requirement, how does your organisation plan to sustain this activity into the future?

The Rotary Club of Orange is the main organiser and underwriter of the event and is seeking Council Sponsorship of \$2500 towards the running of GVMC and Family Fun Run on 29th March 2021.

The Rotary Club took over the event from the originators of the event (Goldseekers Orienteering) to prevent its loss to the community, with a view to increasing participation and as a fundraiser for the Club

Approximately \$1500 has been spent on promotion, trophies and medallions etc. for this year's event prior to its deferral and ultimate cancellation a lesser amount was spent prior to the GVMC cancellation due to the Mt Canobolas bushfires.

The Board of the Club is keen to continue its involvement with the events into the future but needs assurance from the organising committee that the 2021 event will not incur further losses for the club

EVENT DETAILS (CONTINUED)

Please outline the long term strategic plan that identifies the event's potential to continue to grow and demonstrate event sustainability. If a strategic plan has been developed, please attach it to your application.

The long term plan is to have the events registrations timing and result compilation under the control of a professional organisation. Negotiations with Athletics NSW have currently stalled due to date clashes and COVID uncertainties. There are other options which would require greater participation and hence a redesign of the events as there is an upper limit on entrants with the present arrangements. Now is not the best time to pursue major changes as the current format suits the venue in both COVID and normal times

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

Brochures are distributed to gyms and sports stores etc. in Orange, Bathurst, Dubbo, Cowra and Parks by our committee members
WIN TV show a promotional video of in the weeks up to of the GVMC.
Reminder emails are sent to past participants to first save the date and later advising when registrations are open.
A dedicated GVMC Facebook page has been set up to target the athletics fraternity.
Athletics NSW have in the past listed our event as part of their 'Run NSW' program which list community running events across NSW

The above advertising is not expensive and has been effective in attracting sufficient participants (in normal times) for and enjoyable and financially successful experience. Attempts in the past to measure success of advertising media has stretched limited resources and not produced meaningful results

Please provide details of how the event will involve and engage local businesses, sporting groups, artists, community groups and or interested individuals that will assist in building the reputation of Orange by associating with positive and inclusive activities in the Orange community.

Brochures are designed and printed locally
A local bus company is employed to transport GVMC participants down the Mountain safely
Local RFS volunteers provides first aid and parking control services for which a donation from income is made (see budget attached)
The event is incorporated into the Orange Runners Calendar
The event is a popular 'low impact' use of the Mt Canobolas Conservation Area very well supported by National Parks and Forestry Corporation

As a critical eligibility item, financial sustainability of the organisation has to be assessed. Please complete the table below.

Current cash on hand and in accounts	\$ The Rotary Club of Orange has adequate
Current assets	\$ financial resources to underwrite the event
Net Assets	\$ see the attached 2021 GVMC Budget
Current debts	\$ for details of projected income and
Current financial position	\$ expenditure



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W: www.orange.nsw.gov.au

EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation: Orange Daybreak Rotary Club

Postal address:

Contact name:

Position: Chair of Organising Committee

Phone: BH: 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

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:

EVENT DETAILS

Name of event:	ORANGES BIGGEST GARAGE SALE
Location of event:	Naylor Pavilion Orange Showground
Proposed date/s of event:	Saturday 27th March 2021
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)	1500-2000
How many people will come from outside Orange for the day? (Estimate)	300-400
How many people will stay overnight? (Estimate)	unknown at this stage
Please provide an outline of the event, including a summary of proposed activities and schedule:	
<p>A unique charity event with goods donated from Rotary Club members in Orange, recipient organisations and the general public. Estimated up to 2000 items.</p> <p>Will be heavily promoted with facebook page, social media and on radio stations Triple M, Star FM, 1089 2EL, and ABC. Also print media, letter drops, posters and Farmers Markets.</p> <p>Nine category of goods to be offered for sale including: household items; vintage clothing and accessories; outdoor, camping & travel; sporting equipment; books, DVDs and records; children and baby toys and clothing.</p> <p>Activities on the day will include face painting and other children's activities, BBQ, coffee cart and entertainment.</p> <p>The event is scheduled to run from 8am to 2pm.</p> <p>It is planned this will be an annual event which will grow over time. Different Orange based charities will be nominated each year (eg. 2021 - Mens Health, 2022 - Family and Domestic Violence, 2023 - Childrens Charities.</p> <p>The event also has potential for offshoots such as a vintage clothing festival, with markets, parades, dinners, entertainment, etc.</p>	

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Orange Daybreak Rotary	\$
Other sponsorship	\$
Estimated proceeds from sale of goods	\$
	\$
	\$
Orange City Council Event Sponsorship request	\$ 1500.00
Total Income	\$
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Hire of Naylor Pavilion (2 days x \$365.00)	\$
Promotional material and flyers	\$
Radio advertising - December to March by three commercial stations	\$
Pull up banners	\$
Additional toilet hire and miscellaneous expenses	\$
Pantech Truck Hire	\$
Donation local mens charities/organisations - could be higher depending on sales	\$
Total Expenditure	\$
Total Income and Total Expenditure must equal	\$
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
Organising Committee - 10 members x 5 meetings	\$ 2086.00
Pickup and delivery of goods (2ppl) x 15 hours	\$ 1251.60
Letter drop - 10 ppl x 2 hours	\$ 834.40
Setup, display, pricing and cleanup 20 ppl x 4 hours	\$ 3337.60
Attendance and sale of goods on the day - 32 ppl x 6 hours	\$ 8010.24
	\$
Total In-kind Contribution Value	\$ 15519.84

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 2020

Print name

Graeme Fleming

Position in organisation

Chair Organising Committee

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?

The unique event has a number of aims:

- * Provide another medium size event to Oranges annual calendar
- * Improve environmental outcomes by recycling & upcycling goods & materials
- * Raise funds for local charities
- * Enable an opportunity for service activities for the 3 Rotary clubs in Orange
- * Promote the value of community service & Rotary to the wider community
- * Allow local charities /organisations to promote the services they provide to our community
- * Increase public education & dialogue around health, social & community issues to encourage people to come forward & benefit by accessing services

It will be successful because an event of this nature & size has not been held before; Daybreak Rotary has an outstanding track record of successfully organising such events (eg Central West Garden & Outdoor Expos. Pet Expos, Experience Orange Expos); the level of promotion & engagement within the Orange community and the expertise,will & determination of our club to make it work.

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 size of the event, promotion & the wide range of goods & products offered will attract a wide cross section of the community from Mum's with bubs to teenagers to families to baby boomers. The involvement of recipient charities & organisations will also be a bonus.

Attendees will be encouraged, by targeted marketing through social & traditional media; letter drops, posters and personal invitations.

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.

300-400

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

ORANGES BIGGEST GARAGE SALE

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)

Naylor Pavilion Orange Showground



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: Cancer Council NSW

Postal address:

Contact name: Bree Kelly

Position: Community Relations Coordinator

Phone: BH: 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

Not-for-profit

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:

EVENT DETAILS

Name of event:	Stars of Orange Dance For Cancer, event and live site
Location of event:	TBC
Proposed date/s of event:	One Saturday in March/April 2021
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)	1,000
How many people will come from outside Orange for the day? (Estimate)	20%
How many people will stay overnight? (Estimate)	20%

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

Stars of Orange Dance For Cancer is a gala fundraising event for Cancer Council. This is a fun and exciting event for the Orange community where we invite high profile locals to be a part of it as one of our local Stars! The 2019 event saw 11 local Star performances entertain a crowd of 840 people and raised \$250,000 for Cancer Council's lifesaving work. It's now heading into it's sixth year, the 2021 Each local Star or Star Group are teamed up with professionals from local dance schools to learn and perform one routine at the gala event, competing for a range of awards. With our full support, our wonderful Stars commit to raising vital funds for Cancer Council in addition to their dance routine, as we work towards raising another phenomenal amount of funds at 2021 Stars of Orange Dance For Cancer.

The campaign will be in market from January 2021 and key messaging milestones will be determined.

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Peer to peer fundraising	\$
Ticket sales (fundraising)	\$
Sponsorship (fundraising)	\$
	\$
	\$
Orange City Council Event Sponsorship request	\$ 10,000
Total Income	\$
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Audio Visual	\$
Catering	\$
Marketing	\$
Trophies	\$
Dance schools	\$
Contingency	\$
	\$
Total Expenditure	\$
Total Income and Total Expenditure must equal	\$
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
Audio Visual	\$ 20,000
Security	\$ 1,000
Dance schools	\$ 2,500
Media ads	\$ 18,000
	\$
	\$
Total In-kind Contribution Value	\$ 41,500

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 13/11/2020

Print name

Bree Kelly

Position in organisation

Community Relations Coordinator

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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)?

Stars of Orange Dance For Cancer is into it's sixth year since the first event in 2015. This unique event has sold out every year at all venues it's been hosted at. Of the 27 Cancer Council Stars events held across NSW, Stars of Orange is proudly the second largest and second most successful event in the portfolio.

Orange Function Centre 2019 - 840 ticket holders (17% visitors)
 Orange Function Centre 2018 - 705 ticket holders (11% visitors)
 Orange Function Centre 2017 - 527 ticket holders (3% visitors)
 Orange Ex-Services Club 2016 - 414 ticket holders (4% visitors)
 Turner's Estate 2015 - 182 ticket holders (14% visitors)

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.

Stars of Orange is a network/peer to peer fundraising concept. High profile locals are selected for their strong networks to raise vital funds for Cancer Council NSW then perform at a gala night.

As the event gains popular notoriety across the Central West, contacts from within these Stars networks are incentivised to engage with the event by either donating, attending one of the many events the Stars hold in the lead up, or attending the gala event.

Funding to continue the growth of this event will only broaden the awareness of Stars of Orange across the state of NSW and result in increased visitors to the town.

Sponsorship will contribute to increasing reach by supporting a Live Site, hosting a more professional broadcast element, support the Stars in delivering larger sub-events, and increasing event experience through AV improvements.

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?

Stars of Orange selects high profile locals from the broadest range of industries to engage in a common goal - to raise lifesaving funds for people impacted by cancer. These include but are not limited to: real estate, sporting clubs, retail, management, small business, construction, mining, health, wellness and beauty, banking, arts and creative, hospitality, councilors, and media.

Stars is a gala fundraising affair that sees local legends, everyday heroes and influential members of the community teamed up with a professional dance teacher. Each pair or group learn one dance to perform on the event night and compete for the three awards up for grabs – Judges Choice, People's Choice and Highest Fundraiser.

The money raised helps fund world-class cancer research, prevention programs, advocacy, and support services to help those affected by cancer at every point in their experience.

Cancer Council is internationally renowned for innovative work in cancer research, prevention and support.

Every day, we work to prevent cancer, empower patients through providing information and support, and save lives.

As an independent, not-for-profit organisation, we rely on the generosity of our communities to continue our important work.

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.

Stars of Orange Dance For Cancer, event and live site

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

Stars of Orange Dance For Cancer is a gala fundraising event for Cancer Council. This is a fun and exciting event for the Orange community where we invite high profile locals to be a part of it as one of our local Stars! The 2019 event saw 11 local Star performances entertain a crowd of 840 people and raised \$250,000 for Cancer Council's lifesaving work. It's now heading into it's sixth year, the 2021 Each local Star or Star Group are teamed up with professionals from local dance schools to learn and perform one routine at the gala event, competing for a range of awards. With our full support, our wonderful Stars commit to raising vital funds for Cancer Council in addition to their dance routine, as we work towards raising another phenomenal amount of funds at 2021 Stars of Orange Dance For Cancer.

The campaign will be in market from January 2021 and key messaging milestones will be determined.

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

☐ Single year grant

☒ 3 year grant



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W: www.orange.nsw.gov.au

EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation: Orange Chamber Music Festival Incorporated

Postal address:

Contact name: Jonathan Byrnes

Position: Treasurer

Phone: BH: 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

Constitution

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:

EVENT DETAILS

Name of event:	Orange Chamber Music Festival
Location of event:	Orange Civic Theatre
Proposed date/s of event:	9th April 2021
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)	30
How many people will come from outside Orange for the day? (Estimate)	300
How many people will stay overnight? (Estimate)	150

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

Nexas Quartet
Tango de Saxos
with Daniel Rojas (piano) Stephen Cuttriss (bandoneon)
9th April 2021
Orange Civic Theatre

Tango de Saxos is an exhilarating new show comprising Australia's most current Saxophone Quartet, The Nexus Quartet together with the charismatic Chilean pianist and composer Daniel Rojas Gonzalez and Stephen Cuttriss, bandoneon player of the Melbourne Tango Orchestra. This show is a feature event of the 2021 Orange Chamber Music Festival.

The Orange Chamber Music Festival 2021 will run for Four days during the first week of the Easter Holidays in 2021 (Thursday 8th April until Sunday 11th April) commencing with an Opening Gala showcasing all the Ensembles and Artists for 2021. The four-day event will feature a growing number of performances, designed to encourage overnight visitation and an unforgettable experience for locals and visitors alike.

Each day of the Festival will present a main concert by the resident ensembles and guest artists, commencing with an Opening Gala featuring all artists engaged for the 2021 Festival, most of which were engaged for the postponed 2020 Festival, due to restrictions on gatherings and travel from the COVID-19 pandemic.

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Australian Cultural Fund Donation	\$
Newcrest Cadia Community Support	\$
Estimated revenue from ticket sales (\$49 x 80 tickets) half capacity due to restrictions	\$
	\$
	\$
Orange City Council Event Sponsorship request	\$ 4200.00
Total Income	\$
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Performance fees (6 x \$750)	\$
Advertising (orange360) and Marketing videos (Evan Zell videographer)	\$
Accommodation Quest apartments (Nexas Quartet)	\$
Accommodation (Stephen Cuttriss and Daniel Rojas)	\$
Live streaming fees (Melbourne Digital Concert Hall)	\$
Travel Costs (flights from Melbourne for Stephen Cuttriss, and fuel cost cover Syd)	\$
Civic Theatre Hire Fees	\$
Total Expenditure	\$
Total Income and Total Expenditure must equal	\$ 0
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
Management fees	\$ 750.00
	\$
	\$
	\$
	\$
	\$
	\$
Total In-kind Contribution Value	\$ 750.00

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 25th October 2020

Print name

Jonathan Byrnes

Position in organisation

Treasurer

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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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?

The Orange Chamber Music Festival (OCMF) is a Four Day event, created to provide the region with a new platform for Chamber Music performance, after the ceasing of the acclaimed Huntington Estate Festival, a successful 30 year event dedicated exclusively to Chamber Music of the highest standards. Orange Chamber Music Festival, is a new art music event, adding to the already developed hospitality network of Orange. OCMF aims to become a point of reference for Art Music Performance in the Central West.

One of the highlights of the upcoming 2021 Festival is the show Tango de Saxos, performed by the acclaimed Nexus Quartet (saxophones) with guest artists Daniel Rojas (piano) and Stephen Cuttriss (bandoneon). Tango de Saxos is an exhilarating musical show where the performers immerse themselves in a journey connecting the great composers of the Argentinean old school, through the vanguardist composers, with arrangements and original compositions by the performers.

This event will take place at the Orange Civic Theatre on Friday 9th April, 2021; 100 years after the birth of the greatest Astor Piazzolla. Nexus Quartet will be releasing a new album to celebrate this milestone with the Orange community, and will attract potential visitors of a wide range of demographics, with the support of the local business and the Orange_360 marketing strategies.

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

A flourishing interest in regional travel, paired with the necessity of live performances and recreation activities is the motivation to deliver a full filled four-day event that will provide a wide range of performances in a variety of settings: from the concert hall to public spaces, wineries and restaurants, aiming to reach diverse audience segments, as well as new and recurrent visitors to the area.

Creating a fresh and vibrant cultural environment and to become a destination of cultural interest by elevating visitor's experience is the forefront of this initiative.

Tango de Saxos is an activity of great appeal, having sold out performances in both Melbourne Recital Centre and Sydney's City Recital Hall in 2019. This is the first performance of this program to a live audience in a Regional area.

To increase opportunities for audience reach outside of Orange, OCMF has approached the services of award winning Melbourne Digital Concert Hall (MDCH) for the Livestream this performance; being saxophone one of the most popular instruments amongst all ages, as shown in recent data from appearances of the Nexus Quartet with the MDCH.

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.

Orange Chamber Music Festival is working closely with Orange_360 and other local businesses to ensure that the delivery of the 2021 Festival is successful and sustainable.

A great majority of events are being presented in partnership with local institutions such as the Orange Regional Conservatorium, Orange Regional Museum, Orange Civic Theatre and signature events will involve several local businesses.

We anticipate that the hospitality sector will benefit greatly in years to come, due to the variety of cultural activities as well as the already well developed community network.

Orange Chamber Music Festival 2021 is committed to showcase primarily local and domestic artists, as well as providing the region with opportunities to workshop and to experience high quality performances from professional artists from around Australia, and/or with international profile.

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

Orange Chamber Music Festival Incorporated is a registered non-for-profit association established in October 2019. The organisational structure consists of a voluntary Management Board and an Artistic Committee of 8 members:

Tom Ward - Chair
Carmen Nieves - Public Officer/Managing Director
Dr Jonathan Byrnes - Treasurer
David Shaw - Secretary
Stefan Duwe - Board Member
Jane Arnott - Board Member (since October 2020)

Artistic Committee Members:

Lisa Stewart
Alina Zborowski

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)

OCMF is committed to provide the region with a high quality event that will not only attract overnight visitation with the purchase of a Full Festival Pass. It is also set to impact the existing cultural scene by providing a new opportunity for regional audiences, serving areas such as Dubbo, Parkes, Orange, Millthorpe, Blayney, Bathurst, Lithgow and the Blue Mountains.

Throughout the Four Day Festival COVID safe practices will be in place, collecting data that will assist with the measurement and audience analysis.

Other data will be collected from our exclusive ticketing provider Local Tickets, an Australian owned business that provides detailed information from ticket buyers, such as postcode.

In addition to this quantitative resources, post concert surveys and/or testimonials will be collected from audience members, to help us understand the impact of this activity and valuable feedback for the coming years. Livestreaming and social media updates and during and after the Festival will generate interest in audiences beyond the region.



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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: Wangarang Industries Ltd

Postal address:

Contact name: Paul Rapley

Position: Business Development Manager

Phone: BH: AH: I

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: ABN: :

EVENT DETAILS

Name of event:	Wangarang Charity Golf Challenge.		
Location of event:	Duntryleauge Golf Club.		
Proposed date/s of event:	12/02/2021		
If the event is on Council land/ premises, have you booked this space with Council?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	n/a.
How many people will be involved in your event? (Estimate)	200		
How many people will come from outside Orange for the day? (Estimate)	100		
How many people will stay overnight? (Estimate)	85		

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

Wangarang Industries are proud to be holding our eleventh annual Charity Golf Challenge, Friday the 12th of February 2021 at Duntryleauge Golf Course, Orange NSW

The event is a 4-person Ambrose event, with a shotgun start at 12 pm. There will be team awards as well as nearest the pin and longest drive prizes for men and women. Activities also include a free BBQ lunch, a drinks cart will be on course and some great raffles and auction fundraising activities during the awards presentation in the early evening.

The main purpose of the charity golf day is to raise funds for the organisation to benefit the people with disabilities that Wangarang support. We also hope to generate exposure to the broad range of work that Wangarang does and the services we provide to the public. All funds raised in 2021 will go toward a wheelchair accessible vehicle

Supported by Orange Ex Services Club and Orange City Council, Wangarang are looking for event sponsors and donors to help make this event the success it has been for the past 10 years. Cash, product and voucher sponsorship packages are available.

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Sponsors	\$
Donations	\$
Raffle and Action (All prizes donated by local business)	\$
Entry fees	\$
	\$
Orange City Council Event Sponsorship request	\$ 3000
Total Income	\$
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Golf Course hire	\$
Marketing	\$
Drinks	\$
	\$
	\$
	\$
	\$
	\$
Total Expenditure	\$
Total Income and Total Expenditure must equal	\$
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
Prizes	\$ 3000
Donations food etc	\$ 1000
	\$
	\$
	\$
	\$
Total In-kind Contribution Value	\$ 4000

DECLARATION

On behalf of: (name of organisation if applicable) Wangarang Industries LTD.

- ☒ 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 18/11/2020

Print name

raul kaprey

Position in organisation

Business Development manager.

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 Wangarang Charity Golf Challenge is now in its 11th year and it attracts locals, visitors from other parts of the Central west and also visitors from Sydney and Canberra.

The attendance levels at the actual event are around 150 people, however the out of town visitors do bring their families which doubles this number for that weekend.

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 event attracts avid golfers from all over the state. These players usually stay the weekend and play the other courses in Orange. The event has been getting bigger each year and we are looking at holding it at two golf courses which will allow us to attract more players to the event.

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?

Orange Businesses make up the majority of the players at the event. These business also offer prizes to our day which are won and used locally. These business are widely diverse from retail, banking, mining, construction and many more. These players talk to each other and spread the word about their services, which helps with creating inclusiveness.

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.

Our standard approach to this is through our TV/RADIO contract. On our website and through social media. This is measured by the amount of touches we have from each stream. In saying that word of mouth has been a huge asset for us over the years now that the event is fully established.

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

The event is always in the first two weeks of February every year. This is to fit into the annual golfing schedule that Duntryleague runs. This time of the year ensure an ongoing visitor influx during that period.

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

☐ Single year grant☐ 3 year grant
