



FINANCE POLICY COMMITTEE

AGENDA

2 MARCH 2021

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, 2 March 2021**.

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 4 - EVENTS APRIL TO JUNE 2021

RECORD NUMBER: 2021/271

AUTHOR: Sharon D'Elboux, Manager Business Development

EXECUTIVE SUMMARY

Council has received three applications for Event Sponsorship for events to be held in Orange between April and June 2021.

This report is a summary of the applications received for major events in the period April 2021 to June 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 \$129,200, remaining budget is \$70,800. An additional \$10,000 is set aside for Day On The Green. This amount is not included in the remaining budget value as it is unlikely an event will be held between now and June 2021.

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.

RECOMMENDATION

- 1 That funding of \$3,500 be made from the Event Sponsorship Program to Housing plus for the White Tie Ball Event.**
- 2 That funding of \$2,000 be made from the Event Sponsorship Program to FOOD Week Inc. for the Sampson Street Lunch Event.**
- 3 That funding of \$5,000 be made from the Event Sponsorship Program to FOOD Week Inc. for the 2021 FOOD Week Program Event.**

2.1 Request for Financial Assistance - Event Sponsorship Funding Round 4 - Events April to June 2021

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.

Application Number ESP20/15	Housing Plus
Not for profit (yes/no)	Yes
Event name	White Tie Ball
Event date/s	22 May 2021
Level of participation	340 attendees
Ticketed event	Yes
Amount requested	\$5,500
Category and Category range	Flagship Event Fund - \$1,000 to \$5,000
Aligned with Community Strategic Plan	Yes
Comment and recommendation	
<p>The White Tie Ball has been running for 4 years with over 380 guests at the event. Up to 20% of the guests are from out of the Orange LGA. While this is a fundraising event, all proceeds raised by Housing Plus will be spent directly within The Orchard in Orange, a support and accommodation centre for people escaping domestic violence in our community.</p> <p>This is a new application to Council and in line with policy, \$3,500 is recommended.</p>	

2.1 Request for Financial Assistance - Event Sponsorship Funding Round 4 - Events April to June 2021

Application Number ESP20/16	FOOD Week Incorporated
Not for profit (yes/no)	Yes
Event name	Sampson Street Lunch
Event date/s	10 April 2021
Level of participation	300 attendees and 50 staff
Ticketed event	Yes @ \$195
Amount requested	\$2,000
Category and Category range	Incubator Event Fund - \$1,000 to \$5,000
Aligned with Community Strategic Plan	Yes
Comment and recommendation	
<p>Food Week Committee have been well supported by Orange City Council. Sampson Street Lunch is a new event in the 2021 Program. The Committee are working with Council to ensure all relevant documentation is in place, including the lodgement of a Development Application, environmental affects statement, risk management and traffic management.</p> <p>New event and in line with policy, \$2,000 is recommended.</p>	

2.1 Request for Financial Assistance - Event Sponsorship Funding Round 4 - Events April to June 2021

Application Number ESP20/17	FOOD Week Incorporated
Not for profit (yes/no)	Yes
Event name	Orange FOOD Week
Event date/s	9 – 18 April 2021
Level of participation	25,000 attendees
Ticketed event	Various events, some ticketed
Amount requested	\$10,000
Category and Category range	Event Development Fund - \$1,000 to \$10,000
Aligned with Community Strategic Plan	Yes
SPECIAL NOTE	At Councils 22 October 2019 meeting, resolution number 19/517, \$5,000 was approved for Food Week 2020. This funding was not used for the cancelled 2020 event. It was approved for this funding to be allocated to the 2021 event.
Comment and recommendation <p>FOOD Week celebrates 30 years in 2021. This signature Orange event is very popular and has made changes in 2021 to comply with current NSW Health Orders regarding COVID19. All planned activities are COVID safe events.</p> <p>FOOD Week Orange is Australia's longest running food and wine festival. The 2021 program has 6 signature events and more than 60 satellite events. The signature events are Sampson Street Long Lunch (new event); 30th Anniversary Dinner (new event); FOOD HQ & Shining the Light on Producers Workshops (held at the Orange Visitor Information Centre); Taste Local On The Lawn (held at Orange Museum Lawn Roof and is a new event); Forage and Sunday Bruch Producers Markets.</p> <p>To mark their 30th anniversary, the Committee will undertake a celebration dinner, recorded interviews, photo shoots and other historical activities.</p> <p>Funding is requested to assist with the overall marketing of the 10 day event and COVID19 safe events compliance.</p> <p>This application is in line with policy, \$5,000 is recommended from round 4 Event Sponsorship Program.</p>	

ATTACHMENTS

- 1 Application - Event Sponsorship Program - Housing Plus - White Tie Ball 2021, D21/9045 [↓](#)
- 2 Application - Event Sponsorship Program - Orange FOOD Week Inc - Sampson Street Lunch 2021, D21/9050 [↓](#)
- 3 Application - Event sponsorship Program - Orange Food Week Inc - Orange FOOD Week 2021, D21/9049 [↓](#)



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:	Housing Plus	
Postal address:	Orange NSW 2800	
Contact name:		
Position:	Communications, marketing and Fundraising 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 Organisation		
Please select:	<input type="checkbox"/> Profit or <input checked="" type="checkbox"/> Not-for-Profit	
If not-for-profit:	<input checked="" 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:	White Tie ball
Location of event:	Orange Ex-services Club
Proposed date/s of event:	Saturday 22nd May 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)	340 guests plus staff of OESC and volunteers
How many people will come from outside Orange for the day? (Estimate)	50-60 guests will attend from outside the Orange area
How many people will stay overnight? (Estimate)	50-60
Please provide an outline of the event, including a summary of proposed activities and schedule:	
The White Tie Ball is the annual fundraising event for The Orchard - a crisis centre for women and children escaping domestic violence.	

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Sponsorship	\$ 20,000 est only
Ticket Sales	\$ 45,000 est only
Fundraising	\$ 10,000 est only
	\$
	\$
Orange City Council Event Sponsorship request	\$ 5,500
Total Income	\$ 80,500
Expenditure Items (cash)	\$
eg: Marketing - 8 x TV adverts	\$ 2000.00
	\$
Catering and Venue expenses	\$ 20,000
Decorating	\$ 4,000
Entertainment	\$ 5,000
Donation to The Orchard	\$ 51,500
	\$
	\$
Total Expenditure	\$ 80,500
Total Income and Total Expenditure must equal	\$ 80,500
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
Volunteers (8 committee members) - 80 hours over 12 months	\$ 26,720
Donations from businesses	\$ 25,232
In Kind Sponsorship	\$ 18,145
	\$
	\$
	\$
Total In-kind Contribution Value	\$ 70,097

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 14.2.2021

Print name

Position in organisation

Communications, Fundraising and Marketing Coordinator

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.



NSW Fair Trading

Lisarow NSW 2252

Tel:

ABN

Ref:

Housing Plus

ORANGE NSW 2800

Dear Matthew Whiteley

Your application for a Charitable Fundraising Authority has been approved and is enclosed with this letter along with the conditions of your authority.

As a holder of an Authority, you are authorised to appeal to the public for funds, subject to the obligations set out in the *Charitable Fundraising Act 1991* (the Act), the *Charitable Fundraising Regulation 2015* and the conditions attached.

Compliance with these requirements support the overarching objects of the Act, which are:

- (a) to promote proper and efficient management and administration of fundraising appeals for charitable purposes
- (b) to ensure proper keeping and auditing of accounts in connection with such appeals
- (c) to prevent deception of members of the public who desire to support worthy causes.

To assist with compliance, you can refer to the current '*Best Practice Guidelines for Charitable Organisations*' at www.fairtrading.nsw.gov.au, or more generally, search for Charitable Fundraising on the website for more information.

Prior to the expiry of your authority, we will notify you to renew. Alternatively, you can download a copy of the application form on our website. For further information, you can contact us on 13 32 20 or email charity.inquiries@finance.nsw.gov.au.

Yours sincerely

Manager, Authorisation Services, Customer Experience
27/02/2019

CFRen-01



CHARITABLE FUNDRAISING AUTHORITY

Charitable fundraising number

[REDACTED]

This document certifies that

Housing Plus

holds an authority to fundraising under section 13A of the *Charitable Fundraising Act 1991*, subject to compliance with the Act, the *Charitable Fundraising Regulation 2015* and the conditions attached as Annexure A.

This authority is in force from

26/02/2019

until

25/02/2024

unless surrendered or revoked earlier.

This authority is approved under delegation from the Minister administering the *Charitable Fundraising Act 1991*.

Important information

Please ensure you read the conditions attached.

You must inform us of any change to your charitable fundraising authority within 28 days.

Please contact us at

for further information.



Australian Government
Australian Business Register

ABN Lookup

Current details for ABN

ABN details

Entity name:	Housing Plus
ABN status:	Active from 22 Nov 2010
Entity type:	Australian Public Company
Goods & Services Tax (GST):	Registered from 01 Jul 2011
Main business location:	NSW 2800

Australian Charities and Not-for-profits Commission (ACNC)

Housing Plus is registered with the [Australian Charities and Not-for-profits Commission \(ACNC\)](#) as follows:

ACNC registration	From
Registered as a charity view ACNC registration	03 Dec 2012

Business name(s)

Business name	From
Housing Plus	21 Mar 2014

Trading name(s)

From 1 November 2023, ABN Lookup will not display trading names and will only display registered business names. For more information, click [help](#)

Trading name	From
Housing Plus	22 Nov 2010

ASIC registration - ACN or ARBN

147 459 461 [View record on the ASIC website](#)

Charity tax concession status

Housing Plus is a [Public Benevolent Institution](#) endorsed to access the following tax concession:

Tax concession	From
GST Concession	22 Nov 2010
Income Tax Exemption	22 Nov 2010
FBT Exemption	22 Nov 2010

Deductible gift recipient status

Housing Plus is endorsed as a Deductible Gift Recipient (DGR) from **22 Nov 2010**. It is covered by [Item 1](#) of the table in section 30-15 of the *Income Tax Assessment Act 1997*.

ABN last updated: 10 Apr 2019

Page 1 of 2

Record extracted: 15 Feb 2021

Disclaimer

The Registrar makes every reasonable effort to maintain current and accurate information on this site. The Commissioner of Taxation advises that if you use ABN Lookup for information about another entity for taxation purposes and that information turns out to be incorrect, in certain circumstances you will be protected from liability. For more information see [disclaimer](#)



Australian Government
Australian Business Register

ABN Lookup



Important

Please read [Deductible Gift Recipient \(DGR\)](#) information before making a gift.



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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 White Tie Ball has been running for 4 years.

Each year the event has grown, at our last Ball we welcomed over 380 guests. We estimate that 15 - 20% of our guests were from out of town. Our partner organisations, sponsors, and employees all invite guests from out of town to attend.

This years Ball is restricted to 340 guests and it is reasonable to assume that 15-20% of guests will again be from out of town.

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 donations that are offered from local visitors include accommodation packages, experiences at local businesses, these are quite often gifted to our of town relatives or used when people come to stay.

We encourage local businesses to give us smaller donations - ie \$25 instead of \$50 vouchers to encourage additional spending when people go to claim their vouchers which is a big win for local businesses.

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 White Tie Ball is a fundraiser for the support of women and children escaping domestic violence who will be staying with us at The Orchard.

The event is involving local businesses through sponsorship, donations, and In Kind support. This gives local business a chance to promote themselves to new and existing customers with the aim to increase their sales. We are working with the OESC, who in turn support local producers wherever possible giving them much needed revenue. The Community Groups that have helped us with our fundraising efforts will also be celebrated at the event.

Housing Plus recently completed construction of The Orchard, the first purpose built core and cluster domestic violence crisis centre in the state of NSW. That we have this facility in Orange will enhance our reputation as a community that cares and offers valuable support to those in need.

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.

The marketing plan for this event is outlined below

Social media - campaign to promote the event, posts boosted to reach regional audience.

Invitations emailed to Housing Plus stakeholders - including regional and metropolitan businesses and individuals.

Local media coverage of the event, to promote tickets sales and encourage support

Online donation campaign via social media so that people who are unable to attend can make donations

Posters placed around town to reach those not on social media

Advertising campaigns through local media - In kind sponsorship

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

We have researched the best time to hold an event in Orange and May 22nd does not have any other events scheduled to run to the best of our knowledge.

We have checked to make sure that other tourism events are not being held at the same time, there are not.

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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EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

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

Postal address:

Contact name:

Position: Secretary

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: ACN:

EVENT DETAILS

Name of event:	Sampson Street Lunch	
Location of event:	Sampson Street (between Byng & Summer Streets)	
Proposed date/s of event:	April 10, 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)	300 guests 50 staff	
How many people will come from outside Orange for the day? (Estimate)	120	
How many people will stay overnight? (Estimate)	120	
Please provide an outline of the event, including a summary of proposed activities and schedule:		
<p>The guests will come together for a long table lunch on Sampson Street with around 300 people down the centre of the street. The best of the regions food and wine will be on offer, featuring chefs Michael Manners, Simonne Hawke, Tony Worland, Josie Chapman and Lesley Russell.</p> <p>We are proposing that the event will run from 12noon to 4.30pm, with the street reopening at 6pm, sooner if possible. In consultation with Orange City Council, it is proposed that the street (between Byng & Summer Street) will be closed to all traffic during these times. A plated four course lunch will be served from chefs stations and taken to tables where guest will be seated.</p> <p>F.O.O.D Week is currently preparing the relevant documentation (DA and environmental affects) with the support of Orange City Council to ensure all the relevant risk and traffic management is in place to protect the safety of the residents, the street, guests and staff at the event.</p> <p>Street Closure Times: Local Access during setup 8am - 11.30am Closed to all Traffic 11.30am to 6pm</p>		

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Tickets 290 paying customers at \$195 per person	\$ 56000
	\$
	\$
	\$
	\$
Orange City Council Event Sponsorship request	\$ 2000
Total Income	\$ 58000
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Hire	\$ 10000
Food	\$ 30000
Wine	\$ 6000
Staff	\$ 5000
Other	\$ 6000
Contingency	\$ 1000
	\$
Total Expenditure	\$ 58000
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
Event Management - volunteer committee	\$ 5000
Volunteer set up	\$ 2000
	\$
	\$
	\$
	\$
Total In-kind Contribution Value	\$ 7000

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 1/12/2020

Print name

Position in organisation

Secretary

The information you provide will be handled in accordance with the Privacy and Personal Information Protection Act 1998. The supply of information by you is voluntary. If you cannot provide or do not wish to provide the information sought, your application may be unable to be processed. Any personal information collected from you will be in order to process your application.



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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?

In 2021, Orange F.O.O.D Week is celebrating 30 years, whilst this is a significant milestone, it will no doubt be still a challenging year due to ongoing restrictions due to Covid 19. As a result of this, it is more than likely that some traditional F.O.O.D Week event such as the Night Market, FOOD Train and Forage will not go ahead. The committee has resolved to move forward in planning with a glass half full approach and decided to come up with a new event that can be run safely under the current restrictions. The Sampson Street Lunch (between Byng & Summer) , is a celebration of 30 year of F.O.O.D in a location that is iconically know to its residents but also the wider community and visitors alike, especially in Autumn when the plane trees that line the street are loosing their leaves. A long table, down the street, featuring some of the regions most well known chefs, wineries and produce. The committee believe that this event will deliver a great showcase of our region in a beautiful location.

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

F.O.O.D Week has a long history of attracting visitors to our region, and 2021 will be no different. Statistics from the 2019 F.O.O.D Week, showed that just over 40% of attendees to the event were visitors. Due to the fact that next year is the 30th Year of F.O.O.D Week, there will be a certain amount of nostalgia which will no doubt attract people that have visited before. The local community is always so supportive, and we know from ticket purchases that more often that sort, locals buys tickets for themselves but also for their visiting family and friend (VFR). F.O.O.D Week attracts a varying demographic, with an even spread across many aged groups, but generally speaking the type of traveller is well healed and looking to enjoy and purchase what the region has to offer. The Sampson Street Lunch will be no different, due the nature of the event and the infrastructure it will require, the ticket price will be around \$200 per person. Whilst the event will be happening in Orange, this lunch will represent the whole Orange360 region with produce, wine, hire companies and other local businesses benefiting from the activity. F.O.O.D Week has a marketing contract with Orange360, who will provide the resources to promote and market F.O.O.D Week. The Sampson Street Lunch is signature event of the event program and will be a key new and exciting element as a part of the 2021 F.O.O.D Week story.

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.

Our event will engage a wide range of local businesses, these will include; producers, chefs, local wait & bar staff, hire companies, and wineries. We also plan to engage the database of Orange360 volunteers to assist with the running of the event. The event will assist in building the reputation of Orange as it is a collaborative event across an array of businesses in the food wine and tourism sector. Bringing the 5 chefs alone together for this collaboration is a celebration of what Orange does so well and how we have built such a great reputation for events in our region over many years.

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

The Sampson Street is managed by F.O.O.D Week, the actual event has a sub committee convened by the secretary, Charlotte Gundry along with Jane Arnott and James Robson, who have a wealth of experience when it comes to running events of this nature. F.O.O.D Week is run by a volunteer committee and sub committee and are not being paid to do the event. The Committee's role is to manage and organise the event including the budget, event plan, council requirements and convene the chefs and wineries. Chefs, wait staff and setup staff will be paid for their time.

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)

We will measure attendance by the number of tickets sold. The event is proposed to sell 300 tickets. As it is a ticketed event, data will be collected as to who our guests are and where they are from.
F.O.O.D Week will provide a summary report of the event including this information to Orange City Council on completion of the activity.

**ORANGE
CITY COUNCIL**

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:	F.O.O.D Week Inc.		
Postal address:	PO Box 2229		
Contact name:			
Position:	Digital Communications & Database Officer		
Phone:	BH:	AH:	
Mobile:	As above		
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 see constitution attached			
Please select:	<input type="checkbox"/> Profit or <input checked="" type="checkbox"/> Not-for-Profit		
If not-for-profit:	<input checked="" 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 No		
If applicable, please provide:	ABN:	ACN:	

EVENT DETAILS

Name of event:	Orange F.O.O.D Week
Location of event:	Orange Region
Proposed date/s of event:	9th - 18th April
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)	8000
Please provide an outline of the event, including a summary of proposed activities and schedule:	
<p>2021 marks the 30th 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 vignerons, 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 its 30th year 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>The 10-day community festival is being held from Friday 9th - Sunday the 18th of April 2021. The signature events that will be hosted by F.O.O.D Week are:</p> <ul style="list-style-type: none"> - 10th April - Sampson Street Long Lunch (Sampson Street, between Byng and Summer Street) - 12th April - 30th Anniversary Dinner (Orange Function Centre) - 12th - 16th April - F.O.O.D HQ and Shining the Light on Producers Workshops (Orange Visitors Information Centre) - 15th - 16th April - Taste Local on the Lawn (Orange Museum Lawn) - 17th April - Forage - This event is yet to be confirmed, due to COVID-19, it may not be included in 2021 - 18th April - Sunday Brunch Producers Markets (Cooks Park) <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>	

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Cabonne Council Event Assistance	\$ 2,000
Ticket Sales	\$ 94,000
Sponsorship TBC	\$ 15,000
Event Listings & Stalls Holders	\$ 10,000
Membership Income	\$ 20,000
Orange City Council Event Sponsorship request	\$ 10,000
Total Income	\$ 161,000
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Marketing	\$ 35,000
Singature Event Costs (Hire, Food, Wine, Entertainment, Transport, Waste)	\$ 90,000
Insurance	\$ 1,500
Digital Program Production	\$ 8,000
Administration & Communication Assistance	\$ 16,500
Merchandise	\$ 5,000
IT and Website	\$ 5,000
Total Expenditure	\$ 161,000
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
Quest Accommodation	\$ 2,000
Planning Potential - Assistance with Council Applications	\$ 2,000
	\$
	\$
	\$
	\$
Total In-kind Contribution Value	\$ 4,000

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 01 / 15 / 2021

Print name

Roz Presho

Position in organisation

Digital Communications and Database Officer

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)?

2021 is the 30th Year of F.O.O.D Week.

The 2020 event did not proceed due to Covid-19, however from 2016 to 2019, F.O.O.D Week achieved an increase of 63.9% in festival attendance, 179% increase in total festival income and 139% increase in total income generated by visitors. The average length of stay in 2019 was 2.6 nights. Visitors accounted for 45.95% of attendees, 75.68% of those staying in paid accommodation.

Please see festival attendance and income statistics below for the most recent four years:

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
 2017 - Total Attendees: 24,000 / Total Festival Income: \$646,000 / Total Income generated by Visitors: \$6,170,000
 2016 - Total Attendees: 18,000 / Total Festival Income: \$59,500 / Total Income generated by Visitors: \$3,820,000

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 running of new signature events as well as to invest in marketing opportunities that will raise the event profile and assist to increase festival visitation and exposure to regional and national (and when travel is open - international) markets, as well as encouraging increased length of stay and spend in the region.

The developed festival marketing strategy aligns with local tourism marketing plans to attract increased visitation to the region bringing positive economic benefits to all local tourism, hospitality and retail stakeholders, not only during the festival, but all year round.

During F.O.O.D Week, visitation to the region will increase with attendees exploring the region traveling to and from events. Local accommodation bookings also have a proven history of increasing not only during the festival period, but in the weeks leading up to and following the festival.

Two new dining events will be included in the festival program to celebrate 30 years of F.O.O.D Week, which include the Sampson Street Long Lunch and F.O.O.D's 30th Anniversary Dinner. These two events will not only shine a spotlight on our region's local produce and producers, but also a group of our most talented local chefs, which will include heroes of the Orange dining industry, as well as up and coming young gun chefs. By heroing this local talent, we hope to further strengthen the Orange region's reputation as a foodie destination with exceptional fine dining and culinary experiences on offer, not only during F.O.O.D Week, but throughout the whole

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 festival elicits a strong and very real sense of community within the region, with locals swelling with pride and joy when introducing their influx of visiting friends and family to the bounty of their home during festival, harvest and vintage time.

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 2021 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.

As a volunteer organisation, F.O.O.D Week also enlists support and involvement of local community groups and organisations to assist with the running of the festival. Our volunteers are involved in a variety of facets of the community including, but not limited to,

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.

See attached marketing plan.

Key Objectives:

- Position Orange District as a leading regional food and wine destination in NSW
- Achieve national media coverage for the festival
- Increase attendance at all official festival events
- Increase overnight stay including regional and national visitors
- Increase industry and local engagement with Orange F.O.O.D Week

Key Strategies

- Continue to educate key audiences/markets on the festival's key messages
- Integrate digital marketing campaign with a call to action
- Introduce Orange F.O.O.D Week itineraries based on food and wine trails through digitally integrated maps on the Orange360 website
- Target both traditional and emerging markets (28-34 yo)
- Showcase and celebrate provenance through our producers, chefs, cooks and vigneron
- Utilise F.O.O.D Produce Directory & orange360 Website content to tell a more inclusive narrative of the festival

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 F.O.O.D Week is one of the region's flagship festivals and is the major event highlight in Autumn.

The event does not coincide with Easter. Running the event over 10 days between the 9 - 18 April gives both visitors and locals a chance to attend a variety of events during school holidays.

For 2021, the committee made a strategic decision to bring ticket sales forward, in order to provide attendees with time to arrange accommodation in Orange, which is in high demand.

F.O.O.D Week signature event sub-committee's are currently working with the Orange City Council in preparing all relevant documentation for approvals and to ensure risk management is in place.

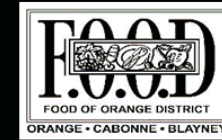
In relation to planning events during COVID-19, Given it's large scale, The Night Market will not go ahead and Forage is yet to be confirmed. All events held during F.O.O.D Week will be required to follow COVID-Safe practices and submit COVID-Safe plans.

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

☒ Single year grant

☐ 3 year grant

Orange F.O.O.D Week 2021 Marketing Plan



Key Objectives:



1. Position Orange District (Orange, Blayney and Cabonne) as a the leading regional food and wine destination in NSW
2. Achieve national media coverage for the festival
3. Increase attendance at all official festival events
4. Increase overnight stay including regional, national and international visitors
5. Increase industry and local engagement with Orange F.O.O.D Week

Marketing Strategies:



1. Continue to educate key audiences/markets on the festivals
key messages: across industry and consumers
2. Integrated digital marketing campaign with a call to action
 - Integrate key festival messages.
 - List event(s) on ATDW.
 - Online competition to create user generated content and grow database.
3. Introduce Orange F.O.O.D Week itineraries based on food and wine trails through digitally integrated maps on the Orange360 website.
 - Ensure all events are listed on ATDW
 - Develop online maps/itineraries curated by our producers and chefs.

Marketing Strategies:



4. Target both our traditional and emerging (28-34) markets:
 - Leverage Orange360 investment
5. Showcase and celebrate provenance through our producers, chefs, cooks and vigneron.
 - Create vignettes of our producers and chefs
6. Utilise the F.O.O.D Produce Directory and Orange360 website content to tell a more inclusive narrative of the festival.
7. Leverage highly active Farmers Market producers to distribute programs.

Key Messages:



- F.O.O.D (Food Of Orange District) is Australia's oldest regional food initiative. Founded in 1991 by a group of passionate and committed volunteer foodies and in 2020 celebrating its 30th year of celebrating the quality and provenance of produce of the Orange region
- 30 years of F.O.O.D signifies the passing of the baton from one generation to the next and securing the future of F.O.O.D for the local industry, our farmers, producers and chefs, and the foodies who flock here year after year.
- The festival celebrates the Orange region's reputation as the 'food bowl' of NSW, and the abundance of fresh and seasonal produce grown all year round.

Key Messages:



- The region is home to some of the state's most creative and innovate chefs who champion local food and wine across the region's acclaimed and hatted restaurants.
- F.O.O.D protects the food of the future and is leading the way for other food festivals and events; it is the first ISO certified sustainable food & wine event in Australia.
- Orange is emerging as one of Australia's most exciting cool-climate wine destinations, and is the only wine region in Australia defined by its altitude.

Target Audience(s):



- **Primary:** 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
28 – 34	High consumers of digital content and reliant on peer and social influencers: Bespoke packages and itineraries , Media and Influencer famill, Paid Search, Native Content, eDMs and Inbound Marketing
Affluent: Baby Boomers	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: October 2020



October 2020 – Festival Development and Online Program Bookings Open

- Identify key objectives for Event Sustainability Management
- Identify new initiatives for Event Sustainability Management
- Investigate attendance of celebrity chef throughout festival
- Explore partnership with SBS Food – Take 2
- 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 2020



November 2020 – Secure long-lead media

- Hold 30th Anniversary photo shoot to create content for festival promotion
- Interview key spokespeople and stakeholders for milestone event opportunities
- Identify long-lead media/publications
- Identify high reach food and lifestyle social influencers
- Incorporate 2021 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 2020



December 2019 – Recommend 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 January or early February famil
- Develop and distribute media release for the launch of the 2020 Orange F.O.O.D Week online program media release, along with images

Key Dates: January 2021



January 2021

- 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 to develop – Orange360 to share signature events and promote Festival)
- Continue to recruit for volunteers
- Radio campaign commences

Key Dates: February 2021



February 2021 –

- 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 and April 2021



March 2021 – Final Ticket Push

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

March / April 2021 – Festival Time

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

Proposed media stories and content



- First Media Release – Mid October 2020
 - Pioneers Of Paddock To Plate
 - F.O.O.D as Orange’s longest running food festival celebrating 30th year in 2021
 - IMAGES: TBC (from the archives)
- Second Media Release – Early December 2020
 - Tickets Now On Sale (PRE-CHRISTMAS)
 - Passing On The Baton: the future of F.O.O.D
 - IMAGES: From the November Photoshoot
- Third Media Release – Mid March 2020
 - One Month To Go
 - Final ticket push
 - IMAGES: Signature event hero images

Ideas & Recommendations



- Professional photoshoot to generate creative content for the milestone festival (November 2020)
 - Featuring pioneers and significant players in the history of F.O.O.D and highlighting the rising stars of the next generation
- ‘Chefs Table’ style documentary series (via VeryLocal)
 - Interviews with pioneers and significant players in the history of F.O.O.D and highlighting the rising stars of the next generation
 - Cooking segments, foraging for ingredients, etc
- 30th Anniversary Cookbook featuring hero produce recipe from previous years
 - Limited edition print run (pre-Christmas), otherwise digital publication
 - Foreword provided by celebrity Chef and F.O.O.D ambassador
 - Potential for Sydney Launch party TBC

2.2 REQUESTS FOR FINANCIAL ASSISTANCE - QUARTER 3 OF 2020/2021 (REMAINING BALANCE) - SMALL DONATIONS PROGRAM

RECORD NUMBER: 2021/275

AUTHOR: Nick Redmond, Acting Director Corporate and Commercial Services

EXECUTIVE SUMMARY

Council can approve community financial assistance (in cash or in kind) in accordance with section 356 of the Local Government Act 1993.

Council has in place a policy for donations and grants under section 356 of the Act. Applications are open in four rounds in each financial year. This report is the assessment of late donation applications received for the Small Donations Program Round 3 of 2020/2021. These can be considered as there is a remaining balance in that Round.

LINK TO DELIVERY/OPERATIONAL PLAN

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

FINANCIAL IMPLICATIONS

The overall donations/sponsorship budget for 2020/2021 is as follows:

General Donations Program	Adopted Budget	Actual/ committed	Remaining balance
Quarter 1	\$20,000.00	\$20,000.00	\$0.00
Quarter 2	\$8,557.45	\$8,557.45	\$0.00
School Prize Giving Fund	\$4,000.00	\$4,000.00	\$0.00
Quarter 3	\$5,750.00	\$5,750.00	\$0.00
Quarters 2 and 3 remainder (15.12.2020)	\$21,692.55	\$11,300.00	\$10,392.55
Quarter 4	\$20,000.00	\$0.00	\$20,000.00
Orange Harness Racing - Annual to 2025/26	\$20,000.00	\$20,000.00	\$0.00
TOTAL	\$100,000.00	\$69,607.45	\$30,392.55

Process for applications of the remaining budget allocation

A Council resolution is required to allocate funds to any external entity, including as a donation.

Applications are considered against the criteria outlined in the donations and grants policy. The policy includes a condition that an application form must be submitted to commence the process of making a donation to another entity. The form contains details to inform Council that the donation aligns with the objectives Council has established in the Community Strategic Plan.

POLICY AND GOVERNANCE IMPLICATIONS

Nil

RECOMMENDATION

That Council resolves:

- 1 That an in-kind donation of \$500.00 be made from the Small Donations Program to Orange City Rugby Club (Orange City 10s Rugby Tournament).
- 2 That a donation of \$500.00 be made from the Small Donations Program to Country Women's Association (CWA) (Schools Public Speaking Competition).

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

The remaining balance up to Round 3 is \$10,392.55. \$20,000.00 remains reserved for Round 4.

Summary

Shaded cells in the \$Request columns shows requests outside the maximum of the category.

No	Applicant	\$Request	\$Recommended
43	Orange City Rugby Club	\$500.00	\$500.00
44	Country Women's Association (CWA)	\$500.00	\$500.00
	TOTALS	\$1,000.00	\$1,000.00

Application No 43	Orange City Rugby Club
Not for Profit	Yes.
Purpose of the Request This request relates to field marking for the Orange City 10s Rugby Tournament. Labour and material for this in-kind donation request has been costed as \$500.00 by Council's Sport and Recreation section.	
Amount Requested \$500.00	
Policy Category Small Donations - Grand Finals, Carnivals/Championships and Invitationals - Maximum \$1,000	
Comment and Recommendation In line with the policy. \$500.00 recommended.	

2.2 Requests for Financial Assistance - Quarter 3 of 2020/2021 (Remaining Balance) - Small Donations Program

Application No 44	Country Women's Association (CWA)
Not for Profit	Yes.
Purpose of the Request This request relates to prize giving for the Schools Public Speaking Competition. This competition is for students from Year 3 to Year 12 to become more confident in public speaking, which helps them throughout their primary, secondary and tertiary education.	
Amount Requested \$500.00	
Policy Category Small Donations - Other Prize Giving - Maximum \$1,000	
Comment and Recommendation In line with the policy, \$500.00 recommended.	

If the recommendations above are approved, \$9,392.55 will be the remaining balance in Round 3. Applications for Round 4 (\$20,000.00 balance) will be reported to Council through the Finance Policy Committee on 6 April 2021.

ATTACHMENTS

- 1 Application 43 - Orange City Rugby Club, D21/8394 [↓](#)
- 2 Application 44 - Country Women's Association, D21/8395 [↓](#)



SMALL DONATIONS APPLICATION FORM

Projects, Equipment, Community Events, Prizes and More

APPLICANT'S DETAILS

NOTE

Refer to Orange City Council's "Donations and Grants" Strategic Policy (ST029) to understand whether you are eligible for financial assistance from Council.

Name of organisation, group or person seeking funding

Orange City Rugby Club

Address

NOTE - Person must be a resident of the Orange LGA or entity must have a registered office in the Orange LGA or can illustrate how funds raised will be spent locally to benefit Orange residents specifically

Orange NSW 2800

Postal Address (if different from above)

Name and position of the contact person

Name

Position

Committee Person

Phone (BH)

Phone (AH)

Phone (M)

E-mail

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.

Is your group / organisation registered for GST?

☐ Yes ☒ No

ABN (if applicable)

ACN (if applicable)

BANK ACCOUNT DETAILS for payment

BSB No

Account No

Account Name

Bank

**SMALL DONATIONS APPLICATION FORM**
Projects, Equipment, Community Events, Prizes and More**FURTHER DETAILS - ORGANISATION AND PROJECT****Description of organisation and its purpose**

Orange City 10's Rugby Tournament
one day event bring 20 teams
to orange to play 10's Rugby.

Description of the project and what is the expected impact

Orange City 10's Rugby Tournament
a one day event bring teams
from outside orange to
play 10's Rugby.
With 25 people per team
and up to 20 teams coming
we will have 500 people
coming and spend time and
money in Orange

Time frame of your project

Start Date

13 March

End Date

14 March



SMALL DONATIONS APPLICATION FORM

Projects, Equipment, Community Events, Prizes and More

PROFIT or NON-FOR-PROFIT

Profit or Non-for-Profit

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

Project Cost

Total Project Cost

- ☐ Please attach evidence of how this was calculated

\$Work in kind
\$field marking 4 off

Amount seeking from Council in cash

Are you seeking any in-kind support from Council? If so, please identify the services required

NB Reduction of hire fees is not eligible under section 356 of the Local Government Act.

Yes we need 4 Rugby fields marked
not at Waratahs Sports Club.

Your \$Contribution

What is the cash amount you/your organisation will be contributing (ex GST)?

What, if any, is the in-kind amount you/your organisation will be contributing?

\$Re marking out
\$field corners

Capital Projects

Are you applying for funding for a capital project (equipment purchase, building or property improvements etc.)?

If yes to this item, you must attach three (3) quotations to this application form

☐ Yes

☒ No

CATEGORY - ANNUAL DONATION - GENERAL CATEGORY

considered quarterly - select one only from the following:

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> | Projects or Equipment Purchase or Providing a Community Service - Maximum of \$2,000 per applicant. Must be a not-for-profit applicant. |
| <input type="checkbox"/> | Community Events (not being Major Event Sponsorship) - Maximum of \$2,000 per applicant. Must be a not-for-profit applicant. Ticketed events are not eligible. Entry fees and gold coin donation are eligible. |
| <input type="checkbox"/> | School Students Selected to Represent Orange at a National Event or at an Overseas Event - Maximum of \$1,000 per applicant. |
| <input type="checkbox"/> | Other Prize Giving - Maximum of \$1,000 per applicant. Must be a not-for-profit applicant. |
| <input checked="" type="checkbox"/> | Grand Finals, Carnivals/Championships and Invitationals (\$4,000 Reserve in each financial year) - Maximum of \$1,000 per applicant. Must be a sports club (cannot be a School-based sporting group) |



SMALL DONATIONS APPLICATION FORM

Projects, Equipment, Community Events, Prizes and More

ALIGNMENT TO COUNCIL'S STRATEGIC COMMUNITY PLAN

ALL APPLICANTS ARE TO COMPLETE THIS SECTION

Council must align its expenditure to the directions in the Community Strategic Plan. Copies of the Plan are available at Council's offices, libraries and website (www.orange.nsw.gov.au). The Plan lists the directions and their associated strategies and objectives in detail. This document should be consulted to ensure that your application links to the appropriate element(s).

Alignment with Council's Community Strategic Plan will substantially strengthen your application.

Complete the following table by selecting the relevant sections Our City, Our Community, Our Economy or Our Environment and by then listing the relevant strategy number/s under the selected section/s.

LIVE - A healthy, safe, inclusive and vibrant community	
<input type="checkbox"/>	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.
Which strategies in the LIVE section of the CSP does your event support? List the numbers of the strategies only.	List numbers
PRESERVE - Balancing the natural and built environment	
<input type="checkbox"/>	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.
Which strategies in the PRESERVE section of the CSP does your event support? List the numbers of the strategies only.	List numbers
PROSPER - A smart, innovative and resilient economy	
<input checked="" type="checkbox"/>	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.
Which strategies in the PROSPER section of the CSP does your event support? List the numbers of the strategies only.	List numbers 11.2
COLLABORATE - Leadership and partnership	
<input type="checkbox"/>	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.
Which strategies in the COLLABORATE section of the CSP does your event support? List the numbers of the strategies only.	List numbers



SMALL DONATIONS APPLICATION FORM Projects, Equipment, Community Events, Prizes and More

LOCAL BUSINESS USE

Are you using any local businesses?

This will assist in demonstrating the local benefit of your project to other members of our community. Using local services will significantly strengthen your application.

If an acquittal is required you will need to confirm the level of expenditure to local businesses compared to the level you identify here and also provide evidence that payment has been made to these businesses.

Engaging with local businesses will assist in a favourable assessment of your application.

Business name	Services Provided	Estimated amount to be paid to them (Ex GST)
Waratahs Sports Club	Supply of field, Bistro + Club	\$4,000.00
Orange City Junior Rugby	Ground Food + drinks	\$3,000.00
Orange City Senior Rugby	Ground Bar	\$3,000.00
Hotels in Orange	Bed + Breakfast	\$3,000.00
Cafes in Orange	Lunch + dinner	\$3,000.00

Will your project create any jobs - either short or long term?

Estimated long term full time jobs to be created	1
Estimated short term (up to 6 months) jobs to be created	4



SMALL DONATIONS APPLICATION FORM

Projects, Equipment, Community Events, Prizes and More

CHECKLIST

ALL APPLICANTS ARE TO COMPLETE THIS SECTION

LGA = local government area

This checklist must be completed:

Eligibility

I live in the Orange LGA or my organisation (which is not a government entity) has an office in the Orange LGA.	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>	checked <input type="checkbox"/>
I confirm that the donation will be used for a direct benefit for residents in the Orange LGA.	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>	checked <input type="checkbox"/>
I confirm that I am not fundraising to send the raised funds out of the Orange LGA.	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>	checked <input type="checkbox"/>

Not-for-profit

I have included evidence that shows that I/my organisation is not-for-profit.	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>	checked <input type="checkbox"/>
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Donation request amount

The donation is not over the maximum for the category.	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>	checked <input type="checkbox"/>
I have provided evidence of why I am asking for this amount.	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>	checked <input type="checkbox"/>

Cost of event/project/equipment

I have included evidence of the cost of the event/project/equipment.	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>	checked <input type="checkbox"/>
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Your contribution

I have included evidence of my contribution.	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>	checked <input type="checkbox"/>
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Applicant Details

I have completed all areas of the Applicant Details:	yes <input checked="" type="checkbox"/>	no <input type="checkbox"/>	checked <input type="checkbox"/>
<input checked="" type="checkbox"/> Applicant name <input checked="" type="checkbox"/> Street Address and Postal Address <input checked="" type="checkbox"/> Contact Details <input checked="" type="checkbox"/> Legal Status <input checked="" type="checkbox"/> GST/ABN/CAN <input checked="" type="checkbox"/> Bank Account Details			

**SMALL DONATIONS APPLICATION FORM**
Projects, Equipment, Community Events, Prizes and More**DECLARATION**

ALL APPLICANTS ARE TO COMPLETE THIS SECTION

On behalf of

Orange City Rugby
Club Limited

(NAME OF ORGANISATION, IF APPLICABLE)

I declare that the information provided above is complete and correct



I have read and understood Council's "Donations and Grants" Strategic Policy (ST029).

Signed

Print name

Position in organisation

Committee Member

Date

11/2/2021

THE INFORMATION YOU PROVIDE IS PERSONAL INFORMATION FOR THE PURPOSES OF THE PRIVACY AND PERSONAL INFORMATION PROTECTION ACT 1998. THE SUPPLY OF THE 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. THIS PERSONAL INFORMATION IS BEING COLLECTED FROM YOU IN ORDER TO PROCESS YOUR APPLICATION.



SMALL DONATIONS APPLICATION FORM

Projects, Equipment, Community Events, Prizes and More

APPLICANT'S DETAILS

NOTE

Refer to Orange City Council's "Donations and Grants" Strategic Policy (ST029) to understand whether you are eligible for financial assistance from Council.

Name of organisation, group or person seeking funding

CENTRAL WESTERN GROUP - Country Women's Assoc. of NSW

Address

NOTE - Person must be a resident of the Orange LGA or entity must have a registered office in the Orange LGA or can illustrate how funds raised will be spent locally to benefit Orange residents specifically

Postal Address (if different from above)

Name and position of the contact person

Name

Position

GROUP TREASURER

Phone (BH)

Phone (AH)

Phone (M)

E-mail

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

Is your group / organisation registered for GST?

☒ Yes ☐ No

ABN (if applicable)

ACN (if applicable)

BANK ACCOUNT DETAILS for payment

BSB No

Account No

Account Name

Bank



SMALL DONATIONS APPLICATION FORM

Projects, Equipment, Community Events, Prizes and More

FURTHER DETAILS - ORGANISATION AND PROJECT

Description of organisation and its purpose

We are a not for profit organisation supporting Rural and Regional Women and children. Raise money for Scholarships - Medical Research - Domestic Violence support, RFDctor, Local schools, Drought, Flood & fire victims.

Description of the project and what is the expected impact

Schools Public Speaking Competition, which we run each year, alternating between Orange and Bathurst, it is a great opportunity for students from yr 3 through to yr 12 to become more confident in public speaking, which helps them throughout their primary, secondary and tertiary education. Each year 48/50 schools and approx 250/278 students participate. We secure all our printing and book prizes from Orange.

Time frame of your project

Start Date

1-02-2021

End Date

6-06-2021



SMALL DONATIONS APPLICATION FORM

Projects, Equipment, Community Events, Prizes and More

PROFIT or NON-FOR-PROFIT

Profit or Non-for-Profit

☐ Profit

☒ Non-for-Profit

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

Project Cost

Total Project Cost

☐ Please attach evidence of how this was calculated

\$ 2,000, \$2,500

Amount seeking from Council in cash

\$ 500.00

Are you seeking any in-kind support from Council? If so, please identify the services required

NB Reduction of hire fees is not eligible under section 356 of the Local Government Act.

N/A

Your \$Contribution

What is the cash amount you/your organisation will be contributing (ex GST)?

\$ 500.00

What, if any, is the in-kind amount you/your organisation will be contributing?

\$

Capital Projects

Are you applying for funding for a capital project (equipment purchase, building or property improvements etc.)?

If yes to this item, you must attach three (3) quotations to this application form

☐ Yes

☒ No

CATEGORY - ANNUAL DONATION - GENERAL CATEGORY

considered quarterly - select one only from the following:

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> | Projects or Equipment Purchase or Providing a Community Service - Maximum of \$2,000 per applicant. Must be a not-for-profit applicant. |
| <input type="checkbox"/> | Community Events (not being Major Event Sponsorship) - Maximum of \$2,000 per applicant. Must be a not-for-profit applicant.
Ticketed events are not eligible. Entry fees as a gold coin donation are eligible. |
| <input type="checkbox"/> | School Students Selected to Represent Orange at a National Event or at an Overseas Event
Maximum of \$1,000 per applicant. |
| <input checked="" type="checkbox"/> | Other Prize Giving
Maximum of \$1,000 per applicant. Must be a not-for-profit applicant. |
| <input type="checkbox"/> | Grand Finals, Carnivals/Championships and Invitationals (\$4,000 Reserve in each financial year)
Maximum of \$1,000 per applicant. Must be a sports club (cannot be a School-based sporting group) |



SMALL DONATIONS APPLICATION FORM

Projects, Equipment, Community Events, Prizes and More

ALIGNMENT TO COUNCIL'S STRATEGIC COMMUNITY PLAN

ALL APPLICANTS ARE TO COMPLETE THIS SECTION

Council must align its expenditure to the directions in the Community Strategic Plan. Copies of the Plan are available at Council's offices, libraries and website (www.orange.nsw.gov.au). The Plan lists the directions and their associated strategies and objectives in detail. This document should be consulted to ensure that your application links to the appropriate element(s).

Alignment with Council's Community Strategic Plan will substantially strengthen your application.

Complete the following table by selecting the relevant sections Our City, Our Community, Our Economy or Our Environment and by then listing the relevant strategy number/s under the selected section/s.

LIVE - A healthy, safe, inclusive and vibrant community	
<input checked="" type="checkbox"/> NA	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.
Which strategies in the LIVE section of the CSP does your event support? List the numbers of the strategies only.	List numbers
PRESERVE - Balancing the natural and built environment	
<input type="checkbox"/> NA	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.
Which strategies in the PRESERVE section of the CSP does your event support? List the numbers of the strategies only.	List numbers
PROSPER - A smart, innovative and resilient economy	
<input type="checkbox"/> NA	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.
Which strategies in the PROSPER section of the CSP does your event support? List the numbers of the strategies only.	List numbers
COLLABORATE - Leadership and partnership	
<input type="checkbox"/> NA	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.
Which strategies in the COLLABORATE section of the CSP does your event support? List the numbers of the strategies only.	List numbers



SMALL DONATIONS APPLICATION FORM

Projects, Equipment, Community Events, Prizes and More

LOCAL BUSINESS USE

Are you using any local businesses?

This will assist in demonstrating the local benefit of your project to other members of our community. Using local services will significantly strengthen your application.

If an acquittal is required you will need to confirm the level of expenditure to local businesses compared to the level you identify here and also provide evidence that payment has been made to these businesses.

Engaging with local businesses will assist in a favourable assessment of your application.

Business name	Services Provided	Estimated amount to be paid to them (Ex GST)
PRINTFLOW	PRINTING OF CERTIFICATES & FORMS	\$400
COLLINS BOOKSELLERS	PURCHASE OF BOOKS FOR PRIZE GIVING	\$350
OFFICE WORKS ORANGE	STATIONERY - A4 - PENS - PRINTER CARTRIDGES	\$300
MONEY PRIZES POSTAGE - LUNDIES FOR JUDGES		\$350

Will your project create any jobs - either short or long term?

Estimated long term full time jobs to be created

N/A

Estimated short term (up to 6 months) jobs to be created

N/A.



SMALL DONATIONS APPLICATION FORM

Projects, Equipment, Community Events, Prizes and More

CHECKLIST

ALL APPLICANTS ARE TO COMPLETE THIS SECTION

LGA = local government area

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SMALL DONATIONS APPLICATION FORM
Projects, Equipment, Community Events, Prizes and More

DECLARATION

ALL APPLICANTS ARE TO COMPLETE THIS SECTION

On behalf of

CENTRAL WESTERN GROUP- Country Women's Assoc of NSW

(NAME OF ORGANISATION, IF APPLICABLE)

I declare that the information provided above is complete and correct



I have read and understood Council's "Donations and Grants" Strategic Policy (ST029).

Signed

Print name

Position in organisation

GROUP TREASURER

Date

07-02-2021

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2.3 RURAL FIRE SERVICE CONTRIBUTIONS

RECORD NUMBER: 2021/268

AUTHOR: David Waddell, Chief Executive Officer

EXECUTIVE SUMMARY

This report provides an update of Rural Fire Service contributions for 2020/21 and proposed contributions for 2021/22.

LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy “17.2 Collaborate - Ensure financial stability and support efficient ongoing operation”.

FINANCIAL IMPLICATIONS

Council has made provision in its draft 2021/22 budget for an increase in the NSW Rural Fire Service contribution of approximately \$116,000 or 46 per cent compared to the 2020/21 contribution.

POLICY AND GOVERNANCE IMPLICATIONS

Nil

RECOMMENDATION

That Council make representations to the Member for Orange, Minister for Local Government and Minister for Police and Emergency Services in regard to the escalation of RFS contributions for Local Government and seek a more sustainable funding model.

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 has received both a contributions notice and an Emergency Services Levy rebate for its NSW Rural Fire Service (RFS) contributions for the 2020/21 financial year. The total NSW RFS budget as determined is allocated to Zones based on long term averages. Our share of the Canobolas Zone budget, which encompasses Blayney Shire, Cowra Shire, Cabonne and Orange City Councils, is calculated on a percentage basis based on local government area.

Orange City Council’s contribution for 2020/21 was calculated as \$355,810, being 19 per cent of the Canobolas Zone Contribution of \$1,872,682. A total rebate of \$622,571 has been received to offset the potential 43 per cent increase, of which an estimated \$551,734 relates to the NSW RFS contribution. This results in an estimated net NSW RFS contribution of \$1,320,948 for the Canobolas Zone and \$250,980 for Orange City Council, a net increase of 18 per cent from the 2019/20 NSW RFS contribution.

2.3 Rural Fire Service Contributions

NSW RFS Contribution 2020/21 Original		\$1,872,682
Less NSW Government Rebate		\$551,734
NSW RFS Contribution 2020/21 Adjusted		\$1,320,948
	Original	Adjusted
Orange (19%)	\$355,810	\$250,980
Blayney (23%)	\$430,717	\$303,818
Cowra (23%)	\$430,717	\$303,818
Cabonne (35%)	\$655,439	\$462,332

All figures in the table above apart from the original 20/21 contribution are an estimate at this point in time as we await confirmation on the exact amount of the total \$622,571 rebate received that relates to the NSW RFS contribution.

The increase from 2019/20 of 43 per cent before the rebate, is mainly due to the introduction of the Workers Compensation Legislation which provides the presumption that where an employed or volunteer fire fighter contracts 1 of 12 prescribed cancers, the cancer is a work related injury.

NSW Councils across the board have supported this recognition of our RFS volunteers, however with LGNSW and Country Mayors support challenged the impost onto local government's financial sustainability in bearing this expense. In August 2019, the NSW Government announced it would fund the increase in the emergency services levy in 2019/20.

The NSW RFS contributions and increases for Orange City Council over the past two years and an estimate for 2021/22 are summarised in the table below.

NSW RFS Contribution	2019/20	2020/21	Estimate[*] 2021/22
Canobolas Zone	\$1,311,891	\$1,872,682	\$1,928,862
Rebate Received**	\$191,873	\$551,734	Unknown
Net Canobolas Zone	\$1,120,018	\$1,320,948	Unknown
Gross Orange City Council	\$249,259	\$355,810	\$366,484

2.3 Rural Fire Service Contributions

Net Blayney Shire Council	\$212,803	\$250,980	\$366,484
% Increase		18%	46%

* Estimate assumes 3 per cent increase.

** Estimated portion of total rebate that relates to NSW RFS contribution component.

Contributions to RFS District operational expenses are apportioned between Insurers, State Government and Councils. The Rural Fires Act mandates contributions as follows:

Levy on Insurers	73.7%
State Government	14.6%
Local Government	11.7%

Increases to contributions are difficult to forecast as they are impacted by natural disaster events and costs passed on by the NSW RFS. Increases to the general income of Councils are restricted by rate pegging, yet NSW RFS contributions in the table above exceed the rate peg percentage by a significant amount, even after the rebate received in 2020/21.

Action is required to seek assistance with funding the substantial increases from continuing escalation of the levy that continues to rise at rates far in excess of council revenue growth. Funding of emergency services has long been an issue of concern between state and local governments, with councils calling for the Emergency Services Levy (ESL) to be abolished and replaced with a broad based property tax.

LGNSW has recently lobbied on behalf of Councils in submissions to both the NSW inquiry and the Royal Commission into National Natural Disaster Arrangements. LGNSW have sought that in the absence of a broad-based property levy, councils should be able to increase rates separate from the rate pegging process.

It is proposed that Council make representations on this matter. Orange City Council appreciates that the NSW Government have funded a share of this increase for the second year in 2020/21, but until a longer term funding model is introduced, this rebate will always be at the discretion of the government of the day.

Council has therefore conservatively budgeted for an increase in NSW RFS Contributions of approximately \$116,000 or 46 per cent in 2021/22, which assumes no rebate will be forthcoming.