



FINANCE POLICY COMMITTEE

AGENDA

7 FEBRUARY 2023

Notice is hereby given, in accordance with the provisions of the Local Government Act 1993 that a **FINANCE POLICY COMMITTEE MEETING of ORANGE CITY COUNCIL** will be held in the **COUNCIL CHAMBER, CIVIC CENTRE, BYNG STREET, ORANGE** on **Tuesday, 7 February 2023**.

David Waddell

CHIEF EXECUTIVE OFFICER

For apologies please contact Administration on 6393 8106.

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 EVENTS SPONSORSHIP PROGRAM - APPLICATIONS FOR CONSIDERATION

RECORD NUMBER: 2022/2379

AUTHOR: Tig Armstrong, Manager Economic Development

EXECUTIVE SUMMARY

This report provides information to Council so they may consider applications through Council's Events Sponsorship Program.

LINK TO DELIVERY/OPERATIONAL PLAN

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

FINANCIAL IMPLICATIONS

The budget for the Event Sponsorship Program is **\$100,000** per financial year. This application falls into the 2022/2023 financial year. Funds remaining: **\$73,780.16**. The sum of applications requested in this round: **\$2,000**.

POLICY AND GOVERNANCE IMPLICATIONS

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

RECOMMENDATIONS

That Council resolves:

- 1 To sponsor \$1000 to City of Orange Veterans Golf Incorporated for the Central West Veterans Week of Golf Tournament, 5-10 March 2023.**
- 2 To sponsor \$1000 to Wangarang Industries Pty Ltd for the Wangarang Charity Golf Challenge on 10 February 2023.**
- 3 To Council acknowledge the event report from the Australian National Field Days 2023.**

FURTHER CONSIDERATIONS

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

2.1 Events Sponsorship Program - Applications for consideration

SUPPORTING INFORMATION

Applicant 1	Central West Veterans Week of Golf Tournament (5-10th March, 2023)
Policy Category	Flagship Event Fund – for an event that has been running for more than 2 consecutive years that contributes to the Orange360 tourism region and can demonstrate that it attracts overnight visitation. (see guidelines)
Amount requested	\$1,000
Category Maximum	\$1,000
Complies With Policy	Yes.
Previously funded by Council?	\$1,000 in 2022 \$500 in 2021 \$500 in 2020
Other reported sponsorship	\$2,500 – Orange Ex-Services Club \$1,000 – Mitre 10, Everly Jewellers \$250 – Nile Street Café
Additional information	<ul style="list-style-type: none"> The tournament is held over 5 days at Wentworth Golf Club and Duntryleague Golf Club. For the first time in the 26-year history of the event, play will also be held at Bathurst Golf Club. Council sponsorship will supplement the cost of promotion, advertising and trophies to attract veteran golfers from all over NSW and interstate. The organisers estimate that between 200-230 people will be involved in the event, with 150-170 coming from outside of Orange and about 230 staying in Orange overnight.
Applicant 2	Wangarag OESC Charity Golf Day (10th February, 2023)
Policy Category	Flagship Event Fund – for an event that has been running for more than 2 consecutive years that contributes to the Orange360 tourism region and can demonstrate that it attracts overnight visitation. (see guidelines)
Amount requested	\$5,000
Category Maximum	\$1,000
Complies With Policy	Yes.
Previously funded by Council?	Nil by Council resolution in 2022 \$3,000 in 2021 \$3,000 in 2020
Other reported sponsorship	\$16,000 Sponsorships \$4,000 Donations
Additional information	The Challenge is entering its 13 th year and attracts locals and visitors to the area. Attendance for entrants to the event is 200 players. Players bring family and utilise the city for a weekend stay and play on other local courses. Other sponsors have provided packages/prizes at local business and services to promote local tourism during the event.

2.1 Events Sponsorship Program - Applications for consideration

Report from Australian National Field Days 2023	<p>At the 2 August 2022 meeting, Council granted the Orange Field Day Co-Op Ltd \$10,000 towards The Australian National Fields Days held on the 20-22nd October 2022. The funds were requested were for following:</p> <ol style="list-style-type: none"> 1. Orange City Council site fee - \$1200 2. Data provided to Council at the end of the event that includes attendee demographics – \$3000 (Data will be sourced from Destination Research, a boutique research consultancy business with over 10 years' experience with local governments, tourism and event operators, destination managers and cultural tourism organisations.) 3. A database of exhibitors' contact details for economic development and tourism purposes – \$6,000. 4. Sponsorship acknowledgement at all gates and on the Orange App. <p>Please see attached the Orange Field Day Co-Op Ltd's final acquittal and event research report.</p> <p>Summary:</p> <p>The 69th annual Australian National Field Days were held at Borenore, near Orange NSW, on October 20-22. 14,000 attendees and 489 exhibitors attended the three-day event. Numbers were lower than expected due to NSW floods and wet weather.</p> <p>Research was undertaken by independent researchers at Destination Research & Development. Data was primarily collected using on-site and on-line surveys, from a sample of 170 attendees, providing a random error of 4% at 95% confidence level. The results illustrate the profile of the attendees as well as analysis of their spending patterns and opinions of the experience. The following key results were found:</p> <ul style="list-style-type: none"> • 40% of visitors are aged 55 years and over. • 21% of visitors are aged 40-54 years. • 32% of visitors brought children with them. • 2 primary segments are families (32%) and 55+ couples (30%). • 56% of visitors are primary producers. • 58% of visitors came from outside city of Orange LGA • 37% of visitors travelled more than 100 kms to the event. • 7% of visitors used accommodation for an average of 1.5 nights. • 58% of visitors spent over \$100 during their time at the event. • The average expenditure at the event was \$95 per person. • 20% of visitors bought major purchases (over \$1000) at an average of \$6,900. • 22% heard about the event through word of mouth. • 20% heard about the event through social media. • 55% indicated they had been to the event in previous years. • 75% felt Products for Sale was a main interest. • 49% felt Livestock/animal displays was a main interest. • 75% of visitors felt the event met their expectations. <p>See full reports for more detail.</p>
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2.1 Events Sponsorship Program - Applications for consideration

ATTACHMENTS

- 1 Event Sponsorship Application - Central West Veterans Golf Tournament 2023, D22/74599 [↓](#)
- 2 Event Sponsorship Application - Wangarang Industries Charity Golf Day 2023, D23/4497 [↓](#)
- 3 2022 ANFD Event Research Report, D22/78059 [↓](#)
- 4 2022 ANFD Acquittal Report, D22/78061 [↓](#)



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:

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: 49 924 712 974

ACN:

EVENT DETAILS

Name of event:	Central West Veterans Week of Golf
Location of event:	Orange
Proposed date/s of event:	5th to 10th March 2023
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)	200 to 230
How many people will come from outside Orange for the day? (Estimate)	150 to 170
How many people will stay overnight? (Estimate)	about 230

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

The Tournament commences on Sunday 5th March 2023 with registration day at Duntryleague Golf Club between the hours of 2pm and 5pm.

The tournament is held Monday to Friday at Wentworth Golf Club and Duntryleague Golf Club. For the first time in the 26 year history of the event play will also be held at Bathurst Golf Club. This will be on Monday 6th March. We are very excited about this and anticipate it will attract some more players as entrants have been down over the last three years due to Covid and travel restrictions etc. Wednesday is a rest day allowing contestants and their non playing partners to explore local retail outlets, wineries and other attractions within and around the city.

A Presentation Dinner/Dance is held on Thursday night in the Coral Sea Room at Orange Ex Services Club. The winners of various competitions are presented with trophies in the form of gift vouchers purchased or donated from local businesses.

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Entry Fees	\$ 35000
Orange Ex services Club	\$ 2500
Mitre 10, Everly Jewellers	\$ 1000
Nile Street Cafe	\$ 250
	\$
Orange City Council Event Sponsorship request	\$ 1000
Total Income	\$ 39750
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Trophies	\$ 9000
Course Fees	\$ 15750
Stationary/Printing/Postage	\$ 1000
Catering/Dinner	\$ 13200
Sundries	\$ 800
	\$
	\$
Total Expenditure	\$ 39750
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 the committee and other helpers spend many	\$
hours planning the event working out the daily tees times for all entrants, 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	\$ 3000

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 16 November 2022

Print name

Position in organisation

Tournament Captain

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 is now into its 26th year and has attracted between 250 and 300 golfers in the past however numbers have decreased over the past 3 years due to Covid and travel restrictions. We are hoping that next year entries will increase and we are looking forward to 180 to 220 golfers coming to Orange for the event. Playerts come from all over NSW, Queensland and Victoria. We have also had entries from Western Australia and South Australia in the past. About 75% of entries are visitors who stay in Orange for the week.

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. This year we have also developed our own website at orangevetsgolfclassic.org.au. 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 visiting 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.

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 next year for the first time, Monday's play will be held at Bathurst Golf Club which we are very excited about. This will give more variety to the event and hopefully attract more entries. The feedback so far has been very positive. A Presentation Dinner/Dance is held in the Coral Sea Room at the Orange Ex Services Club on the Thursday night and is very well attended and enjoyed by all. The Week of Golf Tournament introduces new entrants to the beauty of Orange's and now Bathurst'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.

Flyers advertising the Tournament and giving links to our new website, email address and the NSW Veterans Golf Association web site are sent to many golf clubs in the state. Also emails are sent to all previous participants informing them of the tournament and giving them a link to the entry form. All sponsors are also noted on the website. Advertising is also conducted through golf magazines. The success of this promoting and advertising is measured by applications received and the number of new entrants. Our newly developed web site gives entrants easy access to the entry form, hit off times, results, promotion of our sponsors, information regarding the three golf courses and photos from the tournament and presentation dinner. This enables greater opportunity for promotion of the tournament and easier access to enter.

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 City of Orange Veterans Week of Golf now called the Central West Week of Golf fits into the NSW Veterans Week of Golf calendar and has been played at this time (first week of March) for the past 25 years.

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: Wangarang Industries PTY LTD

Postal address:

Contact name: Paul Rapley

Position: Business Development Manager

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: 11001241005 ACN:

EVENT DETAILS

Name of event:	Wangarang OESC Charity Golf Challenge
Location of event:	Duntryleauge Golf Club - Orange
Proposed date/s of event:	Feb. 10, 2023
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)	250
How many people will come from outside Orange for the day? (Estimate)	50
How many people will stay overnight? (Estimate)	30

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

Wangarang Industries are proud to be holding our thirteenth annual Charity Golf Challenge, Friday the 10th of February 2023 at Duntryleauge Golf Course, Orange NSW. The event is a 4-person Ambrose event, with a shotgun start at 12pm. There will be team awards as well as nearest to 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 much needed funds for upgrades to Wangarang's Forest rd. site, and to help us to continue to support our 125 people with disabilities that work at our site.

We also hope to generate exposure to a broad range of work that Wangarang does and the services we provide to the Orange community. 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 12 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	\$ 16,000
Donations	\$ 4000
Raffle and Auction	\$ 7000
Entry fees	\$ 3000
	\$
Orange City Council Event Sponsorship request	\$ 5000
Total Income	\$ 35,000
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Golf Course Hire	\$ 3000
Marketing	\$ 1000
Drinks and Food	\$ 1500
Prizes	\$ 500
	\$
	\$
	\$
Total Expenditure	\$ 6000
Total Income and Total Expenditure must equal	\$ 29,000
In-kind Contributions	\$ Value of In-kind Contributions
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	
eg: letter drop/ street walk – 1 hour, 1 person	\$ 41.72
Six people over the day	\$ 1750
	\$
	\$
	\$
	\$
	\$
	\$
Total In-kind Contribution Value	\$ 1750

DECLARATION

On behalf of: (name of organisation if applicable)

Wangarang Industries PTY 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 05/01/2023

Print name

Paul Rapley

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 13th 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 200 people, however the out of town visitors do bring their families which doubles this number for that weekend.

The event presentation at the end of the day where raffles and an auction is held drew a crowd of 250 people. Event sponsors and participants were surveyed after the event as to where they were staying, eating, drinking etc. 35% of participants were from out of town and had accommodation and restaurants booked in advance. 25% of these players had family, friends with them for the weekend. All had two nights accommodation booked. Several of these parties had wine tours booked for the Saturday or the Sunday. 295 people were brought to the town due to the event. There are already accommodation bookings for the 2024 event.

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.

Four of our major sponsors of the event were well know local wineries. SeeSaw, Angullong, Mortimers Wines, Windowrie Wines.

All of these wineries provided product which was used to promote the local wine industry.

One winery provided an 8 person winery tour as an auction prize which was won by a Sydney based business who was bring their workers and families back to orange for the tour two weeks later.

All Raffle, auction and player prizes consisted of local wine packs.

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?

The majority of players at our event are local businesses from a wide range of industries, including retail, banking, mining, and construction. These businesses not only participate in the event, but also generously offer prizes that can be won and used locally. This creates a sense of community and inclusiveness as these players interact with each other and spread the word about their services.

In addition to local businesses, we also aim to involve and engage with sporting groups, artists, community groups, and other interested individuals. By bringing together such a diverse group of people, we hope to assist in building the reputation of Orange as a place that is associated with positive and inclusive activities.

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.

To promote the event to both local and out-of-region audiences, we will utilize our TV/radio contract, our website, social media, and word of mouth. The success of these strategies will be measured through the number of "touches" or interactions we receive from each stream. For example, we will track the number of website clicks, social media engagement, and radio/TV mentions. A brief rundown on our marketing plan is below.

1. Identify our target audience: Who do we want to attend our charity golf day? Are we targeting golf enthusiasts, local businesses, or a combination of both? Understanding your target audience will help you tailor your marketing efforts.

2. Set your marketing budget: Determine how much you can afford to spend on marketing efforts, such as advertising, promotional materials, and social media ads.

3. Create a marketing calendar: Plan out your marketing efforts in advance by creating a calendar that includes key deadlines, such as when to send out emails, post on social media, or run ads.

4. Develop marketing materials: Create promotional materials, such as flyers, brochures, and social media graphics, to help spread the word about your charity golf day. Make sure to include key information, such as the date, location, cost to participate, and how proceeds will benefit the organization.

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

For the past 12 years, our event has consistently taken place on the first or second Friday of February. We are mindful of other events that may be scheduled around this time and make sure to avoid any conflicts with important events in the town.

In terms of fitting into the annual event calendar, we strive to coordinate with the Orange360 region's tourism schedule to ensure that our event does not coincide with peak tourism periods. This helps us to attract a diverse group of participants and to maximize the impact of our event.

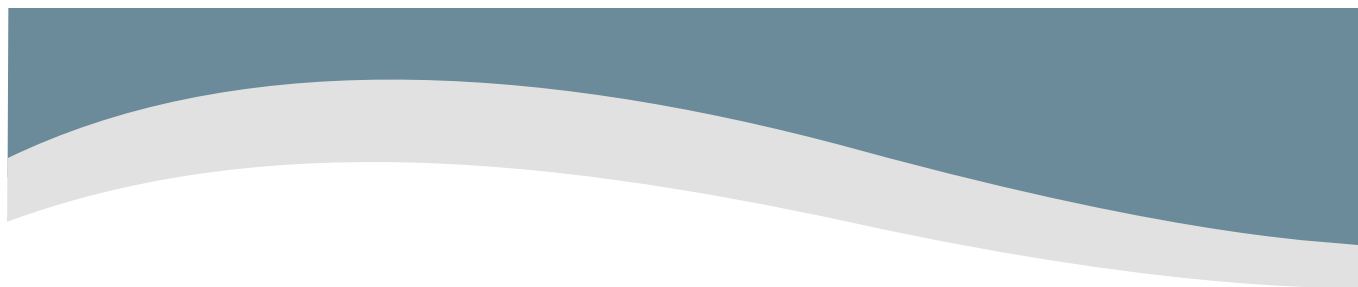
Are you applying for an annual single year grant or 3 years of confirmed funding?



Single year grant



3 year grant



2022 AUSTRALIAN NATIONAL FIELD DAYS

Event Research Report



24 November 2022



Introduction

The 69th annual Australian National Field Days were held at Borenore, near Orange NSW, on October 20-22. Despite the event being impacted by wet weather, 14,000 attendees and 489 exhibitors attended the event over the three days of the event. Research was undertaken after the event by independent researchers at Destination Research & Development, as part of the Field Day Evaluation Project supported by the Association of Agricultural Field Days of Australasia, with logistical support kindly provided by the Field Days organisers and volunteers. Data was primarily collected using on-site and on-line surveys, from a sample of 170 attendees, providing a random error of 4% at 95% confidence level. The results illustrate the profile of the attendees as well as analysis of their spending patterns and opinions of the experience. The following key results were found:

- 40% of visitors are aged 55 years and over.
- 21% of visitors are aged 40-54 years.
- 32% of visitors brought children with them.
- 2 primary segments are families (32%) and 55+ couples (30%).
- 56% of visitors are primary producers.
- 58% of visitors came from outside city of Orange LGA
- 37% of visitors travelled more than 100 kms to the event.
- 7% of visitors used accommodation for an average of 1.5 nights.
- 58% of visitors spent over \$100 during their time at the event.
- The average expenditure at the event was \$95 per person.
- 20% of visitors bought major purchases (over \$1000) at an average of \$6,900.
- 22% heard about the event through word of mouth.
- 20% heard about the event through social media.
- 55% indicated they had been to the event in previous years.
- 75% felt Products for Sale was a main interest.
- 49% felt Livestock/animal displays was a main interest.
- 75% of visitors felt the event met their expectations.

Many aspects of the event met high levels of satisfaction including the venue, atmosphere and organisation, and organisers should be congratulated on managing a high-quality event in testing weather conditions.

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Disclaimer and Copyright

The report has been compiled by researchers from Destination Research & Development. The information presented in this report is accurate at the time of printing. Whilst all care is taken to ensure its accuracy, no liability is accepted for loss or damage as a result of its content. Findings and recommendations are based on the data of the current study; further research may be required in some areas to validate the findings of this study. Enquiries should be directed to [REDACTED]

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Visitor Profile

The demographic profile indicates that visitors to the Australian National Field Days are from a variety of age groups, and from a range of regions in NSW, over half (49%) were primary producers this year (56% in 2018).

Age and Children

The event is attractive to people of all ages, with a smaller ratio of teenagers than other groups. People aged 55+ years represent 40% of the audience, and with a further 21% between 40-54 years. The results were categorised differently to previous surveys shown below.

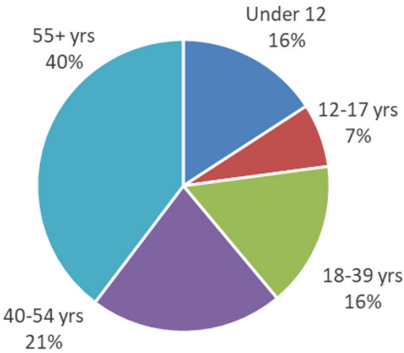


Table 1: Age groups 2015, 2018

	Under 25*	26-35	36-45	46-55	56-65	65+
2015	7%	13%	12%	19%	23%	25%
2018	28%	8%	14%	14%	21%	16%

*Differences may likely due to the way the question was asked

Group Size

The average group size of event attendees was 2.6, representing small groups of adults and families, with 32% of attendees bringing children (0-17 yrs) in their group.

Primary segments

Two primary demographic segments were found from the data:

- Families with children (32%)
- 55+ adult couples (30%)

It should be noted that these two segments have differing needs and expectations, and respond to different types of media, information and promotion. The high incidence of families at the event also brings expectations for family facilities and kids entertainment.

Place of Residence

The postcodes of respondents were sorted into regions to examine the variety of regions in which visitors reside. As noted in Table 2, the number of visitor generating regions has remained quite stable over the 4 years of research, with visitors from the local Orange LGA providing an increasing ratio of the visitation over the years. The poor weather and road conditions impacted the ability to attend the event for many from the Central West.

Table 2: Place of Residence

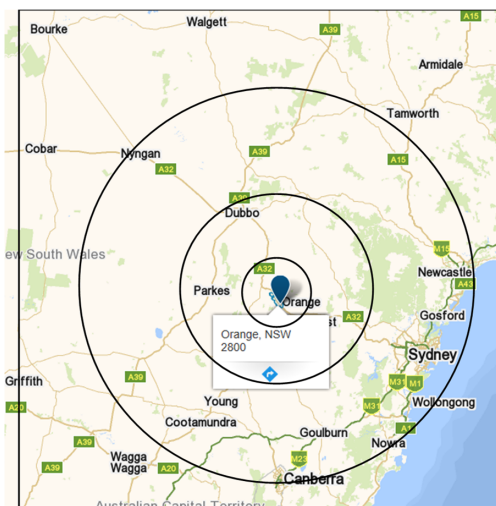
Place of residence	2014	2015	2018	2022
Central Tablelands	27.9%	31.0%	34.4%	33.4%
Orange	18.9%	23.9%	30.6%	42.2%
Central West	36.8%	35.0%	24.0%	13.7%
Greater Sydney	4.8%	1.3%	3.2%	6.7%
South East	1.7%	2.7%	2.6%	1.0%
Capital Country	3.4%	1.7%	1.7%	1.0%
Riverina	3.7%	2.0%	1.4%	1.0%
Hunter	1.0%	2.0%	0.9%	0.0%
West Qld	0.7%	0.0%	0.6%	1.0%
Canberra	0.3%	0.3%	0.6%	0.0%
Victoria	0.7%	0.0%	0.0%	0.0%

Annular Region Analysis

Further analysis of the postcodes using an *annular region analysis* provides an alternate method of analysing distances audiences travelled to the event, by plotting their postcodes on an annular map. The results demonstrate a strong attraction to those coming from local areas (<50 kms) – but also the reduction in visitors from over 100kms to this year's event.

Table 3: Annular regions

Annular	2018	2022
<50 kms	30%	42%
51-100 kms	22%	21%
101-200 kms	34%	28%
201-400 kms	12%	8%
400+kms	2%	1%



Accommodation and Length of Stay

Respondents were asked the type of accommodation they used and the number of nights/ days stayed. The results indicate a high proportion of day-trippers used their own home for accommodation (93%). However, 7% of visitors used local accommodation, such as hotels/motels, caravans and campsites as well as the homes of friends and family. Many of those staying overnight or longer are exhibitors, staying for an average of 1.5 nights.

Table 4: Accommodation Choice

	2018	2022
Own Home	84%	93%
Hotel/motel	4%	3%
Campsite/caravan	2%	3%
With Friends/family	7%	1%
Other (B&B)	3%	
Average nights stayed	2.1	1.5

Visitor Expenditure

The pattern of expenditure of visitors to ANFD shows two separate groups of consumers:

- 1) Visitors who purchased food, products and other retail/market **shopping at the event**. These visitors spent between \$20 and \$1000 – at an average of \$95 per person on event based spending. As shown, 58% spent over \$100 at the event, highlighting the propensity for attendees to purchase goods from exhibitors at the event.
- 2) Visitors who made **major purchases** (over \$1000) on agricultural equipment through exhibitors at the event. The survey research suggest that 20% of visitors spent over \$1000, with an average of \$6,900 spent in major purchases and some up to \$70,000.

Table 5: Event-based Expenditure

Event Expenditure	2018	2022
\$0 - \$50	47%	27%
\$51 - \$100	22%	14%
\$101 - \$200	20%	28%
\$201 - \$500	13%	21%
\$501 - \$1000	16%	9%
\$1000+(major purchase)	13%	20%

Promotion Analysis

Visitors were asked which sources they had used to gain information about the event. Respondents were able to choose more than one option, with most (76%) suggesting they only rely on one source of information – and 26% suggesting they used two or more options.

- **Informal promotions** such as ‘word of mouth’ (22%) and previous visits (55%) accounted for the majority of responses (77% total).
- **Digital media** such as social media (20%) and websites (11%) also accounted for 31%.
- **Traditional media** such as radio, newspaper (includes The Land) and TV accounted for 48%.

Table 6: Promotion analysis

Media type	2015	2018	2022	
Word Of Mouth	^%	12%	22%	77%
Previous Visit	^%	32%	55%	
Social Media	10%	6%	20%	31%
Website	4%	4%	11%	
TV	28%	14%	17%	48%
Western Magazine	7%	3%	^	
Newspaper/The Land	32%	18%	15%	
Radio	19%	7%	16%	
Other	^%	4%	1%	
^= not asked in the survey				

Previous visits

Word of mouth advertising often comes from visitors who return to the event each year, with 85% **having been to at least one event before**, and some coming every year (average 11 times per person). Most people have attended between 1 and 10 times, while 11% have been between 10 and 20 times.

Table 7: Number of years attended

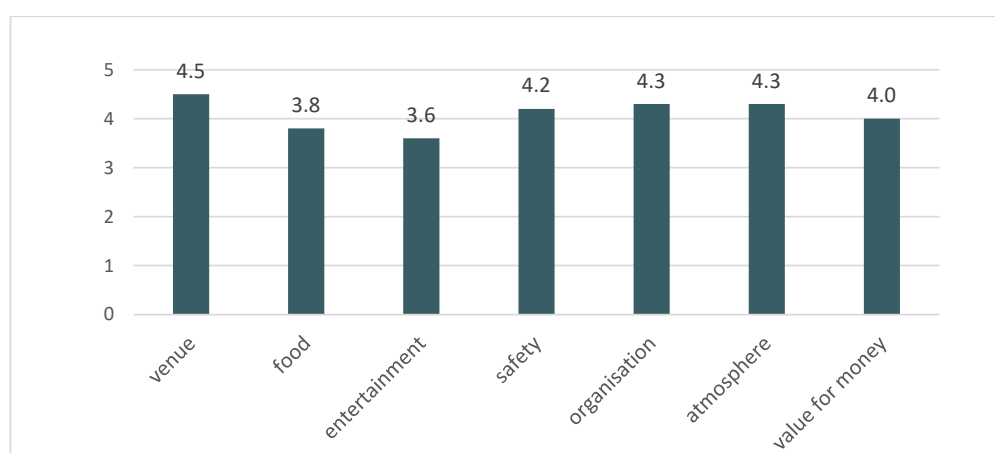
	First time	1-10 times	10-20 times	21-30 times	31-40 times	40+ times
% of respondents	15%	62%	11%	5%	3%	4%



Opinions of the event experience

Respondents were asked to rate their satisfaction with aspects of the event on an Event Experience Rating Scale from 1 to 5, with 1 being 'poor' and 5 being 'excellent'. As can be seen in Figure 3 most aspects of the event rated very well, with the **venue** being the highest rated aspect with an average rating of 4.5 out of 5.0. Lower ratings for entertainment and food are an industry wide trend as seen in the benchmark analysis below.

Figure 3: Event Experience Ratings (average)



Benchmarking of event experience ratings

In order to compare the satisfaction of visitors against industry standards, the ratings across the aspects of the event, were benchmarked to 10 other AAFDA Field Days involved with evaluation project. As shown below, AFD performed as well as other Field Days across all aspects.

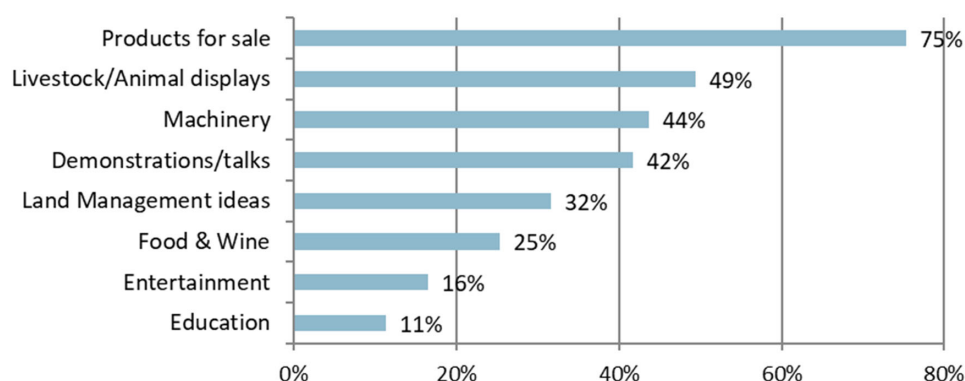
Table 8: Industry Benchmarking

	industry average 2021-2022	ANFD 2022	+/- industry average
venue	4.5	4.2	-0.3
food	3.9	3.9	0.0
entertainment	3.8	3.6	-0.2
safety	4.3	4.3	0.0
organisation	4.3	4.3	0.0
atmosphere	4.4	4.1	-0.3
Value for money	3.9	4.1	0.2

An impressive 75% of visitors suggested the event met their expectations

Areas of Interest

Respondents were asked to choose their three favourite attractions at the event from a list of activities and attractions. The results suggest that **Products for Sale (75%)** and **Livestock Displays (49%)** are the most popular attractions for the event. However, as shown attendees have many varied interests and reasons to attend.



Suggestions for improvement

Overall satisfaction remains very high with very few visitors (total 40%) suggesting the event needs any improvements. Suggestions for improvement were grouped into themes as shown in the table below, with most comments being around the types and quality of exhibitors – comprising 36% of all respondents. A full list of comments has been given to the event manager.

Table 9: Areas for improvement

Suggestions	% of responses
Exhibits/Attractions	36%
Weather	16%
Food and Beverage	11%
Entry fee	8%
Other	7%
parking/access	4%
Toilets/facilities	4%
Seating/shelter	3%



ORANGE CITY COUNCIL ACQUITTAL REPORT

EVENT: Australian National Field Days

DATE: Thursday 20 to Saturday 22 October 2022

FUNDING RECEIVED: \$10,000

Details of the outcomes achieved by the Project compared to those identified in the application.

With funding supplied by Orange City Council the Australian National Field Days was able sustain the event for 2022.

Unfortunately, the event didn't attract the number of exhibitors or visitors it would have liked. Much of the state was flooded and many exhibitors couldn't travel to the region due to local towns flooding and roads cut by water. It was also unfortunate that the forecast each day of the event was for 20 to 40mm of rain, which kept visitors from attending the event. The rain predicted by all forms of media did not arrive and only a few mm was recorded each day.

The event was heavily promoted with approx. \$60,000 spent to attract exhibitors and visitors to the region. In return these people stay in accommodation and support local venues such as eateries, hotels, bistros, supermarkets, and service stations in the City of Orange.

We had 7 local community groups including Rotary Clubs, Lions Clubs, Riding for the Disabled, Cancer Care lodge, Prostate Cancer support group etc. on-site catering, selling tickets as there major fundraising for the year.

The Orange Culture Centre was also given space to display and sell, art works, lace making, lapidary and also to attract members to their organizations.

The Australian National Field Days was able to follow through with all sponsorship requirements.

OCC Branding on all promotional material (including printed and digital)
OCC branding of support through all media (logo) including radio, tv, paper and on day promotion.
Advertisement on the ANFD The Orange App pages
OCC branding, signs or banners prominently displayed at each entrance to the field days site.
OCC to be acknowledged as a sponsor in all media releases, media conferences and media launches.
OCC Mayor having a role at the official opening ceremony.
OCC flags (4) for the driveway into the site
OCC site fees for the ANFD
Data provide to Council at end of event attendees/demographics
A data base of Exhibitor for economic development and tourism purposes

201-400 kms 12% 8%

400+kms 2% 1%

Copy of any easy to access promotional material produced.

Attached – A0 maps were handed out to every visitor through the gate that included Exhibitors names and site, map, Program of events and sponsors logos

Signs were produced and displayed at each of the 10 gates and throughout site.

Australian National Field Days



Ad produced for a variety of publications.



Social media post



Identification of expenditure levels and confirmation of payments to individually named local businesses.

Expenditure for the total event amounted to \$665,000

Local businesses that were paid for a service of items purchased from to run event.

Some of the business include:


Scarrs Entertainment

Price Excavation & Hire

APPENDIX 1 – ALLOCATED FUNDS FORM

Applicant Name Australian National Field Days Incorporated

Event Title Australian National Field Days 2022

Total Amount of Assistance from Council	\$10,000 (Excludes GST)
Summary of expenditure with supporting documentation	\$
WIN Television	\$3300.00
Scar Entertainment	\$4500.00
Price Excavation & Hire	\$2046.00
CWA Byng/Emu Swamp	\$1500.00
Mid West Signs	\$691.74
Golland Signs	\$657.00
Australian Community Media	\$2239.60
Prime T.V	\$985.60
J R Richards	\$4987.41
Bassmann Hire	\$3201.00
Studio Door	\$1100.00
G K Craig	\$4921.40
Signature	Date
	5-12-2022
Print Name	Position with Organisation Manager
Signature	Date
Print Name	Position with Organisation

APPLICANT'S SIGNATURE

I have read and understand the condition, clause 4, of the attached *Approval of Request for Financial Assistance* under the Orange City Council Event Sponsorship Program for the above mentioned project, and hereby confirm the information provided on the Allocate Funds form are correct.

2.2 SMALL DONATIONS AND GRANTS REPORT

RECORD NUMBER: 2022/2475

AUTHOR: Tig Armstrong, Manager Economic Development

EXECUTIVE SUMMARY

This report provides information for Council so they can make a resolution in regard to applications for funding through the Small Donations & Grants Program.

LINK TO DELIVERY/OPERATIONAL PLAN

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

FINANCIAL IMPLICATIONS

The budget for General Donations within the Small Donations & Grants Program for 2022/2023 is **\$60,000**. Funds remaining to date: **\$17,394.51**. The sum of donations requested in this round: **\$6,091**.

POLICY AND GOVERNANCE IMPLICATIONS

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

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

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

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

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

RECOMMENDATION

That Council resolves to:

- 1 **Donate \$500 to Anson Street School for annual prize giving.**
- 2 **Donate \$591 to supplement running costs of Orange Community Broadcasters Ltd FM107.5 Community radio.**
- 3 **Donate \$2,500 to Housing Plus to establish, promote and provide resources to run the "Orchard Support Group", a domestic violence support group connected to the Housing Plus-run Orange refuge.**
- 4 **Donate \$2,500 to Orange Lions Club to assist with the purchase of equipment through their Give Me Change for Kids program for the Orange Local Area Health Service Children's Ward.**

FURTHER CONSIDERATIONS

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

2.2 Small Donations and Grants Report

SUPPORTING INFORMATION	
Applicant 1	Anson Street School
Assistance Would Support	Annual prize giving
Amount Requested	\$500
Policy Category	<p>Within the Small Donations & Grants program is the Educational Recognition category for School Annual Prize Giving for Year 12:</p> <ul style="list-style-type: none"> • Assistance is a \$500 donation to each of the 8 high schools in Orange (in reserve). • The donation is via the schools for annual prize giving to Year 12 students.
Category Maximum	\$500
Complies With Policy	Yes
Previously funded by Council through this program?	\$500 in 2020 \$500 in 2019

Applicant 2	Orange Community Broadcasters Ltd is a community broadcaster a non-for-profit, independent community owned and operated local radio station broadcasting across the Blayney Shire, Cabonne Shire and Orange LGAs as FM107.5.
Assistance Would Support	Supplement running costs (same amount to be requested from Blayney Shire and Cabonne Shire Councils as well).
Amount Requested	\$591
Policy Category	Projects or Equipment Purchase or Providing a Community Service
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by Council through this program?	2021 - \$2,500

2.2 Small Donations and Grants Report

Applicant 3	Housing Plus – domestic violence service supporting women and children who have or are currently experiencing violence and abuse from a partner or ex-partner, another family member or someone close to them. One of their programs include "The Orchard Women's & Children's Refuge", 6 self-contained units and two crisis rooms.
Assistance Would Support	To establish, promote and provide resources to run the "Orchard Support Group". Funding would enable us to continue to offer the group, promote the group, increase participant numbers and purchase resources to enable activities such as: <ul style="list-style-type: none"> • morning tea • art therapy • cooking classes • yoga • living skills
Amount Requested	\$2,500 The original application requested \$5,000 however after noting the category maximum was \$2,500 Housing Plus amended their application to the \$2,500.
Policy Category	Projects or Equipment Purchase or Providing a Community Service
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by Council through this program?	No.

Applicant 4	Orange Lions Club – Give Me Change for Kids – a voluntary service set up to undertake humanitarian aid in the community. The club manages the Give me Change for Kids (formally Give me 5 for Kids) project which raises funds to purchase much needed equipment for the Children's Ward at the Orange Local Area Health Service.
Assistance Would Support	To contribute to the funding for much needed equipment for the Children's Ward when combined with other money raised will allows 2 specialist monitors to be purchased for the Hospital Nursery. These monitors would allow more babies to be treated in Orange allowing families to remain local.
Amount Requested	\$2,500
Policy Category	Projects or Equipment Purchase or Providing a Community Service
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by Council through this program?	2022 - \$2,000.

ATTACHMENTS

- 1 Small Donation Application - Anson Street School Educational Recognition, D23/4481 [↓](#)
- 2 Small Donation Application - Orange Community Broadcasters Ltd, D22/79658 [↓](#)
- 3 Small Donation Application - Housing Plus, D22/81511 [↓](#)
- 4 Small Donations Application - Orange Lions Club - Give me Change for Kids, D23/4485 [↓](#)



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

SMALL DONATIONS PROGRAM - APPLICATION FORM

Educational recognition

SCHOOL ANNUAL PRIZE GIVING FOR YEAR 12

APPLICANT'S DETAILS

Name of school Anson Street School

Contact name Jessica Hodder

Position Assistant Principal

Postal address: 94 Anson Street Orange

Phone: 02 6362 4563

Mobile:

Email:

BANK ACCOUNT DETAILS FOR PAYMENT

BSB No:

Account No:

Account Name:

Bank:

DECLARATION

On behalf of: (name of school) Anson Street School

Signed

Date 23/11/2022

Print name JESSICA HODDER

Position at school Assistant Principal

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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SMALL DONATIONS PROGRAM - APPLICATION FORM

General donations

APPLICANT'S DETAILS

Name of organisation: Orange Community Broadcasters Ltd.

Contact name:

Position:

Postal address

Phone:

Mobile:

Email:

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

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

Please select:

☐ Profit or ☒ Not-for-Profit

If not-for-profit:

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

Is your group/organisation registered for GST?

☒ Yes ☐ No

If applicable, please provide: ABN: 16 387 554 344

ACN: 652 572 739

BANK ACCOUNT DETAILS FOR PAYMENT

BSB No:

Account Name:

Bank:

YOUR ORGANISATION

Please describe your organisation and its purpose

FM107.5 is the community broadcaster with a full community broadcasting licence for Blayney, Cabonne and Orange LGAs and can also be heard in Wellington, Parkes, Forbes, Cowra, Oberon, Lithgow, and Bathurst. FM107.5 aims to contribute to the health and wellbeing of our local communities by providing access to a truly independent, community owned and operated local radio station, which will:

- Improve access to local information, community events and entertainment
- Increase the sense of connectedness in our community between people of all ages, social, cultural, and ethnic backgrounds with authentic local voices and
- upholding the guiding principles of community broadcasting:
 - # Promote harmony and diversity and contribute to an inclusive, cohesive, and culturally diverse Australian community
 - # Pursue the principles of democracy, access, and equity, especially for people and issues not adequately represented in other media
 - # Enhance the diversity or programming choices available to the public and present programs that expand the variety of viewpoints broadcast in Australia
 - # Demonstrate independence in programming as well as in editorial and management decisions
 - # Support and develop local arts and music and
 - # Increase community involvement in broadcasting.

REASON FOR APPLYING FOR FINANCIAL ASSISTANCE

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

We made an application to Blayney Shire Council 2021-22 Round 2 – Community Financial Assistance Program: Project Description: Waiver of Public Liability Insurance for a grant/donation of \$1,773 under the Community Assistance scheme that assists community organisations to pay their public liability insurance. Blayney Shire Council approved an amount of \$591 subject to Orange City and Cabonne Council each approving \$591, that is 1/3 of the cost each.

Cabonne Council has approved payment of \$591 and we now request a donation of \$591 from Orange City Council so that we can receive a total of \$1,773 from the 3 councils for which we have a community broadcasting licence.

Blayney Shire Council confirms that the funding is still available in 2022/3.

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

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

Your costs	\$ 1773
Your contribution	\$
Your voluntary contribution	\$
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$ 591

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

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

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

- ☒ **LIVE - A healthy, safe, inclusive and vibrant community**
This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging. This can be achieved by maintaining a safe, caring and connected community, with active community participation supported by enhanced cultural and recreational facilities and services that cater for all of our residents. The beautiful parks, gardens and natural assets of our City are amongst our most cherished assets and contribute to making Orange a desirable place to live, work and play.
- ☒ **PRESERVE - Balancing the natural and built environment**
This theme ensures that the unique natural, cultural, social and historical aspects of our community are preserved while recognising the need for growth and development. The community was strong in its desire to be more sustainable by promoting renewable energy, reducing waste and protecting our natural resources. There is also an expectation for infrastructure to support a growing City, with roads, footpaths, parking and a vibrant CBD seen as priorities.
- ☒ **PROSPER - A smart, innovate and resilient economy**
This theme focuses on providing the community with positive choices for investment, employment and study. It includes strengthening and diversifying our economy by targeting new and innovative industries, as well as fostering our existing strengths such as medical services, mining, local food and wine production and tourism. Orange residents are keen to see more engagement between Council, local business and industry and the education providers.
- ☒ **COLLABORATE - Leadership and partnership**
This theme looks at forging a collaborative community that engages with open and ongoing decision making. Developing future leaders and supporting community groups to deliver services and programs were identified as priorities during the consultation. The community is looking to Council to provide leadership, guidance and responsive governance.

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

Business	Expenditure
	\$
	\$
	\$
	\$
	\$
	\$

DECLARATION

On behalf of: (name of organisation if applicable)

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

Signed

Date 12.12.2022

Print name

Position in organisation Chairman and 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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SMALL DONATIONS PROGRAM - APPLICATION FORM

General donations

APPLICANT'S DETAILS

Name of organisation: Housing plus

Contact name:

Position:

Postal address

Phone:

Email:

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

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

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:

ACN:

BANK ACCOUNT DETAILS FOR PAYMENT

BSB No:

Account Name:

Bank:

YOUR ORGANISATION

Please describe your organisation and its purpose

Housing Plus is a social enterprise that re-invests ALL profits back into improving social outcomes for individuals and communities in regional NSW. Housing plus mission is to To empower people and communities through purposeful accommodation, integrated support services and achieving social justice.

Our domestic violence services provide support for women and children who have or are currently experiencing violence and abuse from a partner or ex-partner, another family member or someone close to them. Our programs include WDVCS , Staying Home leaving Violence and Operation Courage. We also have "The Orchard Womens & Children's Refuge" . 6 self contained units and two crisis rooms.

Our comprehensive range of services include: safety risk assessment, crisis and transitional accommodation, transport, safety planning, court support, information and referral, case management, community education and support to access victim's compensation.

We aim to connect women to the community and demonstrate to them that they are part of something larger; that the community has their back.

REASON FOR APPLYING FOR FINANCIAL ASSISTANCE

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

The purpose of the grant is to establish , promote and provide resources to run the " Orchard Support Group"

This group will serve all DV clients across our services in Orange that are no longer engaged in case management but are wanting to remain connected or access support. The group will focus on presentations, information sessions and activities to promote empowerment , wellbeing and safety. The group will run each Thursday on site at The Orchard.

The aim of the group is to enable continued education, wellbeing and connection to the community in providing a Objective 3: A friendly environment where victim survivors and their children feel safe and included . This in turn contributes to an increased sense of safety in their homes and wider community.

We have trialled the support group over the last four months and have received positive feedback. Funding would enable us to continue to offer the group , promote the group , increase participant numbers and purchase resources to enable activities such as :

Morning tea
art therapy
cooking classes
yoga
living skills

The group is currently unfunded and ran by existing staff.

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

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

Your costs	\$ 10,000
Your contribution	\$ staff /premises/stationary
Your voluntary contribution	\$
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$ 5,000 2500

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

- ☒ Projects or Equipment Purchase or Providing a Community Service
- ☐ Community Events (not being Event Sponsorship)
- ☐ Non-sport Individuals or Teams Representing Orange at a National Event or at an Overseas Event
- ☐ Prize Giving (Central Women's Association (CWA) or Orange Eisteddfod)
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ALIGNMENT TO COUNCIL'S STRATEGIC COMMUNITY PLAN**Which Theme/s is your project, purchase equipment community event (or other eligible category) under?**

- ☒ **LIVE - A healthy, safe, inclusive and vibrant community**
This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging. This can be achieved by maintaining a safe, caring and connected community, with active community participation supported by enhanced cultural and recreational facilities and services that cater for all of our residents. The beautiful parks, gardens and natural assets of our City are amongst our most cherished assets and contribute to making Orange a desirable place to live, work and play.
- ☐ **PRESERVE - Balancing the natural and built environment**
This theme ensures that the unique natural, cultural, social and historical aspects of our community are preserved while recognising the need for growth and development. The community was strong in its desire to be more sustainable by promoting renewable energy, reducing waste and protecting our natural resources. There is also an expectation for infrastructure to support a growing City, with roads, footpaths, parking and a vibrant CBD seen as priorities.
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- ☒ **COLLABORATE - Leadership and partnership**
This theme looks at forging a collaborative community that engages with open and ongoing decision making. Developing future leaders and supporting community groups to deliver services and programs were identified as priorities during the consultation. The community is looking to Council to provide leadership, guidance and responsive governance.

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

Business	Expenditure
cafe connect / \$460 per groupx4	\$ 1,840
food bank / additional cooking items	\$???
orange art society/ set up cost	\$ \$795.00
IGA- weekly morning tea/	\$ \$3,000
beautician	\$
movement evolution studio \$15.00 per personx 10 women x 4 sessions	\$ 600

DECLARATION

On behalf of: (name of organisation if applicable)

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

Signed

Date

Print name **Housing Plus**

Position in organisation **Community Engagement Officer Staying Home Leaving Violence**

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.

Adele Davis

From: [REDACTED]
Sent: Tuesday, 13 December 2022 4:32 PM
To: [REDACTED]
Subject: Re: art group

CAUTION: This email is from outside of the organization. Use caution when dealing with external emails. If the email takes you to a login page asking for your password or asks you to transfer money or requests personal information it may be scam.

Hello [REDACTED]

I've had one or two interruptions today. This morning when I found your email, I started out doing a thorough list but I have to concede defeat in the time department. Therefore, I'll list below the general materials and give an estimate of the prices we might be looking at. Just yell if you need more specific information such as supplier names etc at this point. The alternative is an overall budget amount that you, I or whoever stick to.

Drawing media (pencils, charcoal, erasers, sharpeners etc). \$100
Acrylic paint (eg Global 500ml). \$150
Oil pastels. \$50 2pkts
Soft pastels. \$65 2pkts
Coloured pencils. \$60 2pkts
Paper. \$150
Glue. \$20
Mediums. \$100
Canvas, pre-primed, stretched. \$100

These are conservative estimates and don't include anything 3D or in the printmaking area. However it might be a start.

[REDACTED]
On Tue, 13 Dec 2022 at 9:46 am, [REDACTED] wrote:

Hi [REDACTED]

Thank you so much for your help. I appreciate your time . Can I help at all?

Regards

From: [REDACTED]
Sent: Tuesday, 13 December 2022 8:54 AM

To: [REDACTED]
Subject: Re: art group

CAUTION: This email is from outside of the organization. Use caution when dealing with external emails. If the email takes you to a login page asking for your password or asks you to transfer money or requests personal information it may be scam.

Hi [REDACTED]

Just to let you know that I'm working on it. Art supplies are extraordinarily expensive so it would be worth our while shopping around for each item when we actually order. At present, though I'm using a single supplier to get a representative price. Individual suppliers might also have a special price available for this type of endeavour.

[REDACTED]
On Mon, 12 Dec 2022 at 12:21 pm, [REDACTED] wrote:

Hi [REDACTED]

I am in the process of applying for a grant to help purchase resources to run our support group.

Could you please send me a quick email with an approximate quote of resources required to run an art group for 10 women say every six weeks.

Sorry to rush you , needing to get the application lodged.

Look forward to hearing from you.

Regards



[REDACTED]

Community Engagement
Officer , Staying Home
Leaving violence

[REDACTED]

Orchard Online Referral Form I
[here](#)



Housing Plus acknowledges all First Nations People throughout the lands in which we work and travel. We pay respect to country and Aboriginal and T and living cultures and we are committed to building a brighter future together.

[Security Statement](#) | [Disclaimer](#)

[REDACTED]

From: [REDACTED]
Sent: Thursday, 15 December 2022 10:08 AM
To: [REDACTED]
Subject: Re: cooking class

CAUTION: This email is from outside of the organization. Use caution when dealing with external emails. If the email takes you to a login page asking for your password or asks you to transfer money or requests personal information it may be scam.

Yes will be each lesson to cover staff wadges and food as well

[REDACTED]
Café Connect Social Enterprise



From: [REDACTED]
Sent: Wednesday, 14 December 2022 2:59 PM
To: [REDACTED]
Subject: RE: cooking class

[EXTERNAL EMAIL] Do NOT interact with this email unless you recognize the sender and know the content is safe.

Thanks you [REDACTED] appreciate the time.

Is that each session to cover staff etc ? silly question most likely but need to answer the powers that be

From: [REDACTED]
Sent: Wednesday, 14 December 2022 1:17 PM
To: [REDACTED]
Subject: cooking class

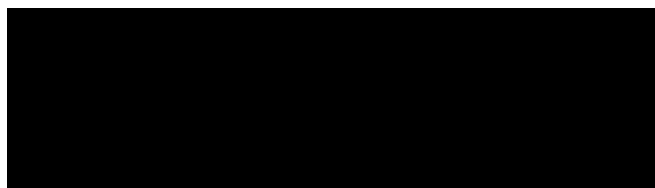
CAUTION: This email is from outside of the organization. Use caution when dealing with external emails. If the email takes you to a login page asking for your password or asks you to transfer money or requests personal information it may be scam.

Hi [REDACTED]

Sorry it has taken so long to get back to you with a cost. Total cost for it will be \$460 for it will come with ingredients, recipes and some food that can't get from food care. Looking at the 16th february to start if this works with you. This price could come down as well



Café Connect Social Enterprise



LiveBetter acknowledges the traditional owners of the lands on which we operate.

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Please consider the environment before printing this e-mail

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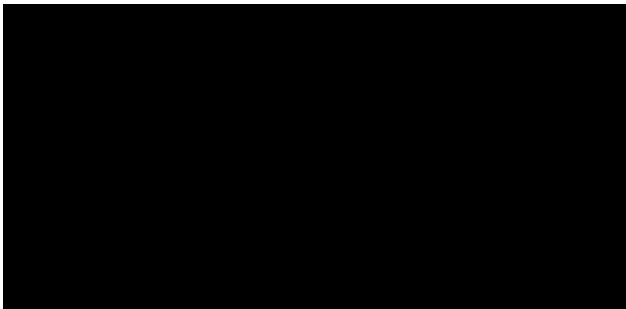
Quote

Date of Issue: 10th August 2022

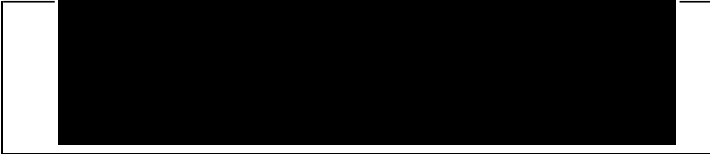
Issued To:

Housing Plus

Date	Service Provided	Amount (inc GST)
10 th August 2022	On site yoga class at Orange TAFE for 6 participants	\$90.00
	Balance Owing	\$90.00



Payment within 7 days would be appreciated





**ORANGE
CITY COUNCIL**

A: 35 Byng Street, Orange
 T: 6333 8000
 E: council@orange.nsw.gov.au
 W: www.orange.nsw.gov.au

SMALL DONATIONS PROGRAM - APPLICATION FORM

General donations

APPLICANT'S DETAILS

Name of organisation: Orange Lions Club-Give Me Change for Kids

Contact name: Graeme Eggleston

Position: Treasurer

Postal address

Phone:

Mobile:

Email:

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

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

Service Club - Charitable Fundraising Certificate and Certificate of incorporation

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: 98193972407

ACN:

BANK ACCOUNT DETAILS FOR PAYMENT

BSB No:

Account Name:

Bank:

YOUR ORGANISATION

Please describe your organisation and its purpose

Orange Lions Club is a voluntary Service Club set up to undertake humanitarian aid in the community. The Club assists many needy groups in the community

One of the most important projects the Club manages is the administration of Give Me Change for Kids (formally Give Me 5 For Kids). This is an ongoing project which raises funds to purchase much needed specialised equipment for the Childrens' Ward at the Orange Local Area Health Service. The type of equipment purchased allows more children to be treated locally which places less stress on the family

The club was fortunate and very grateful to be granted a \$2000 Council grant last year which when put with the \$22000 raised by the club, allowed it to purchase a broncoscope which made it much easier. This equipment has made a huge difference in the number of young children that need to go to Sydney.

REASON FOR APPLYING FOR FINANCIAL ASSISTANCE

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

The Grant being asked for this year would fit into the small donation category. There is still more equipment needed for the Childrens' Ward and the club is once again asking council for a grant of \$2500 which when combined with the money the club has raised (\$17100) will allow two specialist monitors to be purchased for the Hospital Nursery. These monitors would again allow more babies to be treated in Orange placing less stress on the family

Please note the funds remain with the club with the club purchasing the equipment

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

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

Your costs	\$ 19600
Your contribution	\$ 17100
Your voluntary contribution	\$
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$ \$2500

DONATION CATEGORY

Which category are you applying under?

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

ALIGNMENT TO COUNCIL'S STRATEGIC COMMUNITY PLAN

Which Theme/s is your project, purchase equipment community event (or other eligible category) under?

- ☒ **LIVE - A healthy, safe, inclusive and vibrant community**
This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging. This can be achieved by maintaining a safe, caring and connected community, with active community participation supported by enhanced cultural and recreational facilities and services that cater for all of our residents. The beautiful parks, gardens and natural assets of our City are amongst our most cherished assets and contribute to making Orange a desirable place to live, work and play.
- ☐ **PRESERVE - Balancing the natural and built environment**
This theme ensures that the unique natural, cultural, social and historical aspects of our community are preserved while recognising the need for growth and development. The community was strong in its desire to be more sustainable by promoting renewable energy, reducing waste and protecting our natural resources. There is also an expectation for infrastructure to support a growing City, with roads, footpaths, parking and a vibrant CBD seen as priorities.
- ☐ **PROSPER - A smart, innovate and resilient economy**
This theme focuses on providing the community with positive choices for investment, employment and study. It includes strengthening and diversifying our economy by targeting new and innovative industries, as well as fostering our existing strengths such as medical services, mining, local food and wine production and tourism. Orange residents are keen to see more engagement between Council, local business and industry and the education providers.
- ☐ **COLLABORATE - Leadership and partnership**
This theme looks at forging a collaborative community that engages with open and ongoing decision making. Developing future leaders and supporting community groups to deliver services and programs were identified as priorities during the consultation. The community is looking to Council to provide leadership, guidance and responsive governance.

LOCAL BUSINESS USE

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

Business	Expenditure
Razzle Dazzle print and promo	\$ 550
	\$
	\$
	\$
	\$
	\$

DECLARATION

On behalf of: (name of organisation if applicable)

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

Signed

Date

23/1/2023

Print name

Position in organisation Treasurer

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