

FINANCE POLICY COMMITTEE

AGENDA

5 MARCH 2024

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, 5 March 2024.**

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 EVENT SPONSORSHIP APPLICATIONS

RECORD NUMBER: 2024/113 AUTHOR: Tony Boland, Business Projects Officer

EXECUTIVE SUMMARY

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

LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy "12.2. Develop and attract a variety of events, festivals, venues and activities for locals and visitors, ensuring accessibility for all".

FINANCIAL IMPLICATIONS

The budget for the Event Sponsorship Program is \$100,000 for the financial year. The summary of commitments and expenditure is at Table one below.

Annual Allocation	Committed from 2022/23	Approved in 2023/24	Balance available	Requested in this report	Committed for 2024/25
\$100,000	\$21,500	\$74,433	\$4,067	\$17,000	\$21,600

Table One: Event Sponsorship Program – Financial summary table

POLICY AND GOVERNANCE IMPLICATIONS

Events Sponsorship Program Policy ST144 is applied by staff to determine if the application is compliant with the Policy. The application is then submitted to Council via the Finance Policy Committee, with a comment from staff about areas of non-compliance (if applicable).

Councillors may also decide to fund an event for an amount other than requested if so desired.

RECOMMENDATION

That Council determine:

- 1 To sponsor the Glow Roller Disco for an amount of \$2,000 for the Glow Roller Discos to be held on 17 February 2024 and 16 March 2024.
- 2 To sponsor FOOD for an amount of \$10,000 for the 2024 FOOD Week event being held 5 April 2024 to 14 April 2024.
- **3** To sponsor Wangarang Industries Ltd for an amount of \$5,000 for the Wangarang Charity Golf Day.

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 section titled *Visitation Based on Applicants Data* is to show how many locals, day visitors and overnight visitors are expected to attend the event. This information is derived from the application and can include ranges, depending on what the organisation has included in their application. Councillors should note that staff have not verified how the applicant's figures were arrived at and Councillors should use their discretion in considering the visitor numbers.

The category titled "OCC \$ per participant ratio (lower ratio = less spend per person) is to allow the Councillors to view an average cost per person briefly to assist in determining if the application is value for money. This information has been included at three levels, total participants (locals, day visitors and overnight visitors), total visitors (day visitors and overnight visitors) and overnight visitors. A ratio of 5:1 indicates \$5 of Council funds per visitor in funding. Ratios are rounded to the nearest whole figure in most cases. Again, Councillors should note that staff have not verified how the applicant's figures were arrived at and Councillors should use their discretion in considering the visitor numbers.

The section titled "Income generated (DNSW)" is based on the applicants estimated number of participants and their home locations. Staff can apply average spend data from Destination NSW (DNSW) to give an indication of the likely income to be generated for the economy. Based on Destination NSW figures, a day visitor spends \$159 per trip and an overnight visitor spends \$478 per visit.

Apart from this data there are other considerations that should be included in deliberations surrounding supporting or not supporting the application. These include:

- How long the event has been going and does it have the capacity to grow?
- Does the event have overriding social benefits to the broader community or the more disadvantaged members of our community?
- Is this accessible to a large proportion of the community who may wish to attend or is it for a small select group?
- Will the event provide additional benefits to Orange such as national media exposure?
- Increased promotion of the city and/or identification of the city with a recognised product such as sport, food, wine, agribusiness, clean environment etc.
- Will not funding the event have an adverse income on the ability of the organisers to hold the event.

Applicant 1	Glow Roller Disco
Policy Category	Incubator Event Fund – Provides seed funding to events in their first or second year of activity to assist them in getting their event up and running (see <u>guidelines</u>).
Amount requested	\$2,000.
Category Maximum	\$5,000.
Complies With Policy	Yes. As the application was received prior to the event it meets policy but it is up to Councillors judgement if they believe the events require Council funds to proceed. Private companies are permitted to apply for assistance through the Event Sponsorship Program.
Previously funded by Council?	 2022-23 - \$0 2021-22 - \$0 2020-21 - \$0 2019-20 - \$0 2018-19 - \$0 2017-18 - \$0
Other reported sponsorship	Nil.
Summary information	 The events are being run by a private company. The application was received by Council on 2 February 2024 The first event is 17 February 2024 The second event is 16 March 2024 The applicant has confirmed that there are two discos each day with each disco attracting 100 participants. Each event day is likely to attract 200 people.
Visitation based on applicants' data (per event day)	 Locals – 100 (per event day) Day visitors – 50 Overnight visitors – 50
OCC \$ per participant ratio (lower ratio = less spend per person) Income generated	 Total participants - 5:1 Total visitors - 10:1 Overnight visitors only - 20:1 Above figures are based on \$1,000 per event day \$31,850 (per event day)
(DNSW)	

2.1 Event Sponsorship Applications

Applicant 2	2024 FOOD Week
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	\$10,000.
Category Maximum	\$10,000.
Complies With Policy	Yes. At the Financial Policy Committee meeting of 6 December 2022, a request for 3 year funding was considered. It was resolved to seek a report from the FOOD Week Committee on the 2023 event before committing to the 2024 event.
Previously funded by Council?	 2022-23 - \$10,000 2021-22 - \$0 2020-21 - \$5,000 2019-20 - \$0 2018-19 - \$1,500 2017-18 - \$1,500
Other reported sponsorship	This is difficult to quantify as there are many contributors to FOOD Week in various aspects of programming and marketing.
Summary information	 The applicants were not required to submit a new application as the resolution from 2 December 2022 was in consideration of a three year request. The 2023 redacted application is attached. The redacted reports and marketing plans are attached. This years event is being held 5 to 14 April 2024. Below calculations are based on data in the 2023 application.
Visitation based on applicants' data (per event day)	 Locals – 7,000 Day visitors – 10,000 Overnight visitors – 8,000
OCC \$ per participant ratio (lower ratio = less spend per person) Income generated	 Total participants – 2:5 Total visitors – 1:1 Overnight visitors only – 4:5 \$5,414,000
(DNSW)	

2.1 Event Sponsorship Applications

Applicant 3	Wangarang Charity Golf Day
Policy Category	Event Development Fund – Supports established 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.
Amount requested	\$5,000.
Category Maximum	\$10,000.
Complies With Policy	Yes – as outlined in the section titled Supporting Information, consideration can be given to events that have overriding social benefits to the broader community or the more disadvantaged members of our community?
Previously funded by Council?	 2022-23 - \$1,000 2021-22 - \$4,000 2020-21 - \$3,000 2019-20 - \$3,000 2018-19 - \$1,500 2017-18 - \$1,500
Other reported sponsorship	The applicant indicates \$10,000 in sponsorship and \$5,000 in fund raising.
Summary information	 This will be the 15th annual charity golf day held to raise funds for Wangarang The event has been moved from February to coincide with FOOD Week It is intended to grow the event to three days and attract a larger participating group Wangarang is a significant employer of people with disabilities The event is the only fund raiser for Wangarang for the year
Visitation based on applicants' data (per event day)	 Locals – 120 Day visitors – 0 Overnight visitors – 30
OCC \$ per participant ratio (lower ratio = less spend per person)	 Total participants – 33:1 Total visitors – 167:1 Overnight visitors only – 167:1
Income generated (DNSW)	• \$14,340

2.1 Event Sponsorship Applications

ATTACHMENTS

- 1 Glow Roller Disco Sponsorship Cover Application Form (redacted), D24/18353
- 2 Glow Roller Sponsorship Incubator Application Form, IC24/2815
- 3 FOOD Week Application (redacted), D22/73705
- 4 FOOD Week 2023 Festival Report (redacted), D24/18356
- 5 2024 F.O.O.D Week Marketing Plan, D24/18357
- 6 Wangarang Sponsorship Cover Application (redacted), D24/18359
- 7 Wangarang Event Development Application (redacted), D24/18362 J



APPLICANT'S DETAILS

Name of organisation:	Glow Roller Disco		
Postal address:			
Contact name:			
Position:	Owner		
Phone:	BH:	AH:	
Mobile:			
Email:			
		tion, etc.) 1 showing no personal gain will be availa	ble to members,
Sole Trader			
Please select:	Profit or 🗌 Not-for-Pr	ofit	
If not-for-profit:	Constitution, tax ruling or ot	her document confirming not-for-profit	status is attached
Is your group/organisation registered for GST?	Yes No		
If applicable, please provide:	ABN: 47168356112	ACN:	

EVENT DETAILS

Name of event:	Glow Roller Disco		
Location of event:	Orange PCYC, Seymour Street, Orange		
Proposed date/s of event:	17 February, 16 March		
If the event is on Council land/ premis	es, have you booked this space with Council?	Yes	No
How many people will be involved in your event? (Estimate)			
How many people will come from outside Orange for the day? (Estimate)			
How many people will stay overnight? (Estimate)			

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

2 hour roller skating programs - learn to skate and intermeditae classes. each class runs for 45 minutes, break, final 45 minutes. People them re assemble in the evening for roller discos to try out new skills learnt.

2 x 2 hour roller disco events aimed at increasing social interaction and fitness. Games and activities including limbo and other roller skating based games. Roller skating coaching will be given to those who are new to the activity. 1 disco is for all ages, the second is for 16 and over - giving teens and above a safe space to express themselves.

All ages disco to run from 4-6, 16 and over 6 - 8. 17th of February has been booked through PCYC, will book March event as soon as possible.

Roller skates and protective gear are provided for those who don't have their own.

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

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accommodation \$	
Ŷ	800.00
	350
s	850
ighting \$	1000
lse of skates \$	500
taffing \$	1500
\$	
Total Expenditure \$	5000
Total Income and Total Expenditure must equal \$	
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)	Value of In-kind Contributions
eg: letter drop/ street walk - 1 hour, 1 person \$	41.72
\$	
\$	
\$	
\$	
\$	
\$	
Total In-kind Contribution Value \$	

Updated May 2020

DECLARATION

On behalf	of:	(name	of	organisation	if	applicable)
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I certify to the best of my knowledge that the statements made in this application and any supporting documentation are true.

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

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

Signed

Date 02/02/2024

Print name

Position in organisation

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



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

EVENT SPONSORSHIP Incubator Event Fund Application

EVENT DETAILS

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

The purpose of is low Roller Disco isto offer fun and engaging roller disco events where participants can learn classic roller disco moves like downtown, slides, and even branch out to the nut bush. The event also aims to teach basic routines, equipping participants with the skills and confidence to enjoy roller-skating at discos and then take their skills into the world including parks. It's designed as a 2-hour social skating event, providing a comprehensive introduction to roller disco.

Why it will work in Orange:

Engaging Activity: Roller disco is a unique and engaging physical activity. It provides an exciting alternative to traditional sports or fitness classes, appealing to a wide range of participants, including families.

Learning Opportunity: Discos offer a chance to learn classic roller-skating moves and routines caters to both beginners and those with some prior experience. This encourages participation from various skill levels.

Community Interest: Orange, like many communities, is interested in recreational activities that foster community engagement and provide opportunities for skill development. Roller disco fits this bill by offering something different and enjoyable.

Family-Friendly: The event's suitability for participants from 4 years old and up makes it a family-friendly activity. Families often seek such activities to engage their children and spend quality time together.

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

The event offers a variety of roller-skating activities, has the potential to attract visitors to the Orange region by targeting specific demographics and aligning with the region's attractions:

Families and Children: The Roller Disco event offers the opportunity to learn to skate, suitable for ages 4 and over, makes it an ideal attraction for families. Orange 360 is known for its family-friendly environment, and this activity aligns perfectly with that reputation.
 Youth and Teens: The "Glow Roller Disco" segment, with its nostalgic culture of roller discos, provides an entertaining and supervised space for young people. This demographic often seeks unique and engaging activities, and the event caters to their interests.
 Outdoor Enthusiasts: can take skills learnt during a roller disco to experience roller skating in different settings around Orange. Orange 360's natural surroundings and trails make it an appealing destination for those interested in outdoor activities.
 Tourists and Visitors: Orange 360 is already a popular tourist destination known for its food and wine, natural beauty, and cultural experiences. The roller-skating event can serve as an additional attraction, drawing tourists looking for a fun and unique experience.

How the Event Services These Groups:

? Family-Friendly Activities: "Glow Roller Disco" offer family-friendly options with lessons suitable for children as young as 4 years old.

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.

Yes, Glow Roller Disco's event will actively involve and engages various local entities in Orange, and contributes to building the region's positive and inclusive reputation:

1. Local Council: Glow Roller Disco collaborates with local councils to organise roller skating programs. This partnership demonstrates the event's commitment to working with local government and promoting recreational activities in the community.

2. Schools: Working with schools highlights the event's dedication to engaging with educational institutions. It provides opportunities for students to participate in healthy, fun activities while connecting with their schools.

3. Community Organisations: Collaboration with community organisations shows the event's willingness to engage with established groups within Orange, fostering a sense of unity and shared interests.

4. Individuals and Families: Glow Roller Disco's inclusive approach ensures that individuals of all ages and skill levels can participate. This event promotes community engagement and empowers individuals to try something new.

5. Local Businesses: By offering a unique recreational experience, Glow Roller Disco can attract participants from local businesses, thereby supporting the local economy.

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

Management Structure:

Glow Roller Disco is a regional based business that uses the unique culture of roller skating to empower and connect individuals and their communities. Glow Disco achieves this by providing fun, supportive and inclusive programs to all ages and roller-skating skill levels. Glow Roller Disco operates with a lean management structure each paid employees Briana and Christine undertake more than one role. Briana has been obsessed with roller skating and its culture since watching Xanadu as a child. She was thrilled when roller skating became fashionable again. Christine is a high school teacher who discovered roller skating in 2022. She hasn 't taken her skates off since.

The key roles and responsibilities are as follows:

Event Manager: responsible for coordinating and managing roller skating events, including liaising with partner organisations, setting up equipment, ensuring safety, and overseeing the smooth execution of programs. Tailor programs to their specific needs and preferences, ensuring a personalised and enjoyable experience.

Instructors: play a crucial role in delivering roller skating programs. They provide guidance, instruction, and support to participants, ensuring that everyone has a positive experience.

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 his 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

(Note: Business Development Start can provide suggestions on now 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)

Glow Roller Disco intends to measure attendance, gather feedback from event attendees, and assess visitation from outside the region through a comprehensive approach that includes:

1. Attendance Tracking:

? Ticketing and Registration: Glow Roller Disco will implement an advanced ticketing and registration system for its events. This system will capture attendance data, including the number of tickets sold, participant demographics (e.g., age groups), and the geographical locations of attendees.

? Check-In/Check-Out: For physical events, participants will be required to check in upon arrival and check out when they leave. This manual attendance tracking will complement the electronic ticketing system.

? Technology: The use of technology such as QR codes also facilitate attendance tracking, ensuring accuracy and efficiency.

2. Gathering Attendee Experiences:

 ? Feedback Forms: After each event, Glow Roller Disco will distribute feedback forms or surveys to attendees. These forms will ask about the overall experience, satisfaction with the program, suggestions for improvement, and any specific comments or testimonials.
 ? On-Site Observations: Event staff and organisers will be trained to observe and interact with participants, noting their reactions,

\wedge	A: 135 Byng Street, Orange
ORANGI CITY CO	T: 6393 8000 UNCII E: council@orange.nsw.gov.au
AV 011100	W: www.orange.nsw.gov.au
EVENT	SPONSORSHIP
COVER	SPONSORSHIP APPLICATION FORM
PPLICANT'S DETAILS	F.O.O.D Week Inc
lame of organisation:	
ostal address:	
ontact name:	
osition:	President, Orange F.O.O.D Week Committee
hone:	
lobile:	
mail:	
Vhat is the legal status of your or	ganisation? (eg Incorporated, Association, etc.) idence – such as charter/constitution showing no personal gain will be available to members, utory declaration
lease select:	Profit or Not-for-Profit
not-for-profit:	🗹 Constitution, tax ruling or other document confirming not-for-profit status is attached
your group/organisation	Yes 🔽 No
applicable, please provide:	ACN:
-	

EVENT DETAILS

Name of event:	Orange F.O.O.D Week		
Location of event:	Orange Region		
Proposed date/s of event:	24th March - 2nd April, 2023	(
If the event is on Council land/ pr	emises, have you booked this space with Council?	Ves	□ No
How many people will be involved in your event? (Estimate)			
How many people will come from outside Orange for the day? (Estimate)			
How many people will stay overnight? (Estimate)			

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

2023 marks the 32nd Anniversary of F.O.O.D Week. What started out as an idea dreamt up by a small group of passionate local foodies three decades ago to showcase the provenance and rich diversity of the region's produce and to celebrate its producers and 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 2023 F.O.O.D Week will continue its success in championing the provenance of the region's produce, celebrating our local food heroes and positioning the region as one of Australia's most aspirational culinary tourism destinations – where every week is food and wine week.

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

- 24th March Night Market 25th March - Sampson Street Long Lunch (Sampson Street, between Byng and Summer Street)

 27th March - Monday Night Dinner (TBC)
 27th March - Monday Night Dinner (TBC)
 27th March - 31st March F.O.O.D HQ and Shining the Light on Producers Workshops (Orange Visitors Information Centre) - 30th 31st March - Taste Local on the Lawn (Orange Museum Lawn) 31st March to 2nd April - FOOD Train

-1st April - Forage

- 2nd April - Sunday Brunch Producers Markets (Cooks Park)

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

EVENT BUDGET

Please outline the proposed income and expenditure budge	t for the event
Please outline the proposed income and expenditure budge	t for the event

income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Cabonne Council Assistance	\$ 2000
icket sales	\$ 200000
ponsorship	\$ 15000
event Listings & Stall Holders	\$ 8000
Nembership Income	\$ 20000
Orange City Council Event Sponsorship request	\$ 10000 (per year for 3 years)
Total Income	\$ 255000
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Varketing	\$ 35000
Signature Event Costs (Hire, Food, Wine, Entertainment, Transport, Wsste)	\$ 182500
nsurance	\$ 3000
Digital Program Production	\$ 8000
Administration and Communication Assistance	\$ 16500
Merchandise	\$ 5000
T & Website	\$ 5000
Total Expenditure	\$ 255000
Total Income and Total Expenditure must equal	\$
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)	\$ Value of In-kind Contributions
eg: letter drop/ street walk - 1 hour, 1 person	\$ 41.72
Quest Accommodation	\$ 2000
Volunteer Hours 13 Committee Members approx 50 hours each plus event help	\$ 35000
	\$
	\$
	\$
	\$

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DECLARATION

On behalf of: (name of organis	ation if applicable)	
I certify to the best of my k	nowledge that the statements m	ade in this application and any supporting documentation are true.
I understand that should the Invoices, plans or reports a	nis application be approved by On nd will be required to enter into a	range City Council, I may be required to submit any requested Tax an Event Agreement with Council.
I declare that the Organisa (to a minimum of \$10 millio	tion will provide all required pape n) with Orange City Council note	erwork, including a Certificate of Currency of Public Liability Insurance d as an interested party.
Signed		Date 4th November, 2022
Print name		
Position in organisation	President	

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

EVENT SPONSORSHIP COVER APPLICATION FORM | Updated May 2020

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EVENT DETAILS

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

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

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

The festival attendance and income statistics for the past five years demonstrate the ongoing popularity of the festival: 2022 - Total Attendees: 11,500 / Total Festival Income: 484,000 / Total Income generated by Visitors: \$11,920,000 2021 - Total Attendees: 6,300 / Total Festival Income: \$570,000 / Total Income generated by Visitors: \$7,730,000 2020 - Did not proceed due to Covid-19 2010 - Total Attendees: 0500 / Total Festival Income: \$1562,000 / Total Income generated by Visitors: \$9,140,000

2019 - Total Attendees: 29,500 / Total Festival Income: \$1,562,000 / Total Income generated by Visitors: \$9,140,000 2018 - Total Attendees: 26,000 / Total Festival Income: \$677.000 / Total Income generated by Visitors: \$7.110.000

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

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

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

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

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EVENT DETAILS (CONTINUED)

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

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

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

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

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

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

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

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

Single year grant

🖌 3 year grant

EVENT SPONSORSHIP FLAGSHIP APPLICATION | Updated May 2020



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

Objectives	Strategy	Actions
Position Orange NSW as a leading food and wine region	Marketing Positioning	Continue to educate key markets on the Orange region's USPs – What makes Orange NSW special to foodies?" • Across industry and consumers • Media articles • Promote events • Share F.O.O.D content across each season
Increase festival attendees	Targeted Integration	 Integrated digital/social marketing campaign with a call to action Visit orangefoodweek.com.au and book – QR Code to book Integrate key festival message List events on ATDW and other save the date platforms Digital DNSW listing
Increase value of economic benefit of the festival	Package / utilise Travels Agents	 Introduce F.O.O.D Week itineraries and Festival Pass Develop a series of curated F.O.OD Week 5-night stay packages Encourage F.O.O.D and Orange360 members to curate and package
Increase industry engagement	Target industry	 Encourage F.O.O.D and Orange360 members to participate in the festival Encourage F.O.O.D and Orange360 members to curate and package

Tar	get A	Target Audience
٠	Primary	Primary: Affluent 28 – 34, wine and food interested, socially
	active a	active and well connected: narrow focus on the "settlers" of
٠	28 – 34. Seconda	28 – 34. Secondary: Affluent Baby Boomers looking to experience
	new thi	new things and who enjoy traveling to the country
Targ	Target Audience	Tactical Activity
Afflu	lent: 28 – 34	Affluent: 28–34 High consumers of digital content and reliant on peer and social influencers: Bespoke packages and itineraries, Media and Influencer famil, Paid Search, Native Content, eDMs and Inbound Marketing
Affli	Afflitent: Rahv	Refer to dirital content but still influenced by more traditional modia courses.
AIIIC	Telle Dauy	Relet to digital content but still influenced by more traditional media sources:

Bespoke packages and itineraries, Paid Search, eDMs and Radio

Boomers





November 2022 – Festival Development and Online Program Rookings Onen

Bookings Open

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



5 MARCH 2024



December 2022 – Tickets on Sale

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





February 2023

- Short-lead media follow up
- Finalize interviews with key stakeholders for milestone promotion

across a variety of media

- Finalise arrangements for confirmed famils
- Social push for individual signature events
- Radio campaign





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



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	2022	2021	2019	2018	2017
Total Attendees	11,500	6,300	29,500	26,000	24,000
Total Income	\$570,000	\$484,000	\$677,000	\$582,000	\$646,000
Total Income Generated by Visitors for F.O.O.D Week	\$11,920,000 Greater % of locals hosting guests with higher value events	\$7,730,000	\$9,140,000	\$7,110,000	\$6,170,000
Total Visitor Spend for March/April	\$98.0m	\$93.9m	\$70.2m	-	1
Budget Spend for Marketing	\$38,500	\$34,000	\$40,000	\$38,100	\$40,000

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


Campaign Overview

scribers)	
subscri	
s (12k	
er New	
Consumer Nev	
Drange360	
Orange	

- Monthly inclusion Dec March editions + 1 x dedicated emails
- Dedicated F.O.O.D Week focused newsletter sent and we started marketing a month earlier with tickets on sale pre-Christmas.
 - Total 1,072 Unique Clicks across 5 newsletters
- Orange360 Member e:news
- Monthly inclusion November April editions
- Social Media Posts Dec 2021 April 2022
- Total Reach: 81,291 (0360) 1 62,403 (F.O.O.D) 1 143,694
- Total Engagements: 2,533 (O360) 1 1,371 (F.O.O.D) 1 3,904
 - Statistics don't include Orange360 Stories but does include F.O.O.D Stories
- Facebook Event established for Festival on Orange360 page

3



Campaign Overview

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

TOTAL REACH: 4,654,840











Sampson St Long Lunch

Forage

Mark Best at Philip Shaw...

Shine the Light on our...

Chef and Producer Ser...

Sunday Producer...

F.O.O.D Train

Answered: 56 Skipped: 1

F.O.O.D Week Night Market

100%

9060

80%

70%

60%

50%

40%

30%

20%

10%

960



		•	`	3	•	m	>	•	Q	Z∢ >	NOT APPLICABLE	۰ ۲	TOTAL 👻	WEIGHTED AVERAGE	•
•	Provision & quality of food		3.51% 2	3.5	.51% 2	24.56% 14		19.30% 11	47.37% 27	0 1	4	1.75%	57	4.05	
•	Provision & quality of wine	0	0.00% 0	3.5	51% 2	10.53% 6		31.58% 18	50.88% 29		ന്	3.51% 2	57	4.35	
•	Transportation		1.75% 1	0.0	0.00% 0	3.51% 2		8.77% 5	33.33% 19		52.(52.63% 30	57	4.52	
•	Customer service	0	0.00% 0	1.7	1.75% 1	14.04% 8		17.54% 10	63.16% 36		ന്	3.51% 2	57	4.47	
•	Value for money	~	8.77% 5	10.53% 6	3% 6	7.02% 4		28.07% 16	43.86% 25	.0.10	÷	1.75%	6	3.89	
•	Accommodation	0	0.00% 0	0.0	0.00% 0	0.00% 0		0.00% 0	0.00% 0		0.0	0.00%	o	0.00	
•	Atmosphere	0	0.00% 0	с) Ц	3.51% 2	7.02% 4		26.32% 15	61.40% 35	20.10	4	1.75% 1	57	4.48	
•	Cleanliness	0	0.00% 0	0.0	0.00% 0	7.14% 4		16.07% 9	73.21% 41	.o	ŝ	3.57% 2	20	4,69	
								Very hi	gh scori	ing ac	ross qu	uality br	ut value i	Very high scoring across quality but value is questionable	<u> </u>

time fantastic however quickly night stalls quality far Orange always long excellent better loved night markets enjoyed Wine expensive food seating event market	great enough food year queues options spend food stalls Also Wines thought many glass	fewer free mentions fewer free free free free free free free	
time _{fantastic} howeve always <mark>long</mark> excelle enjoyed Wine ex	great enoug food sta		



What is your usual place of residence?

Answered: 57 Skipped: 0







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

Answered: 18 Skipped: 39



Did you stay overnight in Orange

Answered: 18 Skipped: 39







Answered: 17 Skipped: 40





Answered: 39 Skipped: 18













How many events did you attend?

Did you book your tickets online?

Answered: 57 Skipped: 0





Easy to book through

Lacking in event detail

Easy to navigate

Answered: 55 Skipped: 2

available)

Difficult to navigate

Provided enough...

Allowed me to find the eve...

%0

Other (please specify)

Can't remember

5 MARCH 2024



Answered: 56 Skipped: 1





Q19 Do you have any further comments or suggestions to make about the festival or the

events that you attended?

people attend think week food many events Sunday Way music Thank local

great Love events night markets Food week



Survey Results

Orange360 Member Responses (29)

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

5 MARCH 2024

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

Answered: 29 Skipped: 0















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






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



www.orange360.com.au







F.O.O.D Website - Pages

F.O.O.D Website - Referrals

Value Value S0.0 0,000.0 1000 000 Coal 0.00% Avg for View. 0.00% 200.0 0.00% 200% 00°% 00.00% 0.00% 0.00% 0.00% 0.00% 0.00% Goal Conversion Rate Conversions 00:03:45 Avg for View: 00:02:14 (68.14%) 00:10:30 00:02:17 00:02:24 00:11:42 00:04:17 00:01:27 00:01:18 00:01:28 00:00:00 00:02:08 Avg. Session Duration 2.59 Avg for View (29.81%) 24.44 2.88 2.27 225 2.38 1.62 1.62 2.19 1.00 2.39 Pages / 46.92% Aug for View. 55.42% 39.14% 31.72% 53.36% 70.62% 61.54% 44.68% 100.00% 25.93% 42.37% 25.00% Bounce havior 2,223 2,223 2,014 10 61% 498 304 12.60% 10.21% 10.21% 10.21% 10.71% 11.70 (7.20%) (7.20%) 2113) 35 1.574) 28 1.264) 28 27 27 27 essions 424 (25.45%) (12.69%) (12.69%) (12.26%) (13.66%) (7.26%) (7.20%) (7.20%) (1111 (6.66%) 1,666 Lof Total 11.58% (14,388) 35 323 223 45 New 45 1,789 1,789 1,014 1,005 1,4,805) 435 24.113) 24.113) 255 (14.147) 203 164 32.5 124 HI ST 35 Acquisitio Isers COM Users 400 sbs.c Source 200

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\$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) Show rows: 10 🗸 Go to: 1 1-10 of 302 < > \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) •: \1 Dec 1, 2021 - Apr 30, 2022 + L 72 In ● Ⅲ ared on 8/17/22 at 8:11:26 AM - Ref Page Value Day Week Month 32.23% 28.32% 27.67% 28.17% 35.51% 31.02% 43.04% 40.72% 50.54% 25.20% 30:30% peou ď This report was A Exit 60.89% 74.19% 67.39% 57.14% S0.00% 75.00% 75.00% 56.52% \$00008 \$3.33% 53.28% FOOD-Week April 2022 Bounce Rate 1,419 46 (3.24%) (0.66.0) 8 (0.56%) 23 (1.62%) 5 (0.35%) (0.85%) 687 (48 41%) 31 (2.18%) 16 (1.13%) 12 (0.85%) 4 1 Entrances 00:01:31 00:01:24 00:01:41 00:01:21 00:01:08 00:01:30 00:01:52 00:01:13 00:02:11 00:02:15 00:01:22 Avg. Time on Page 6,172 (2.12%) (5.78%) (2.31%) (2.43%) 131 (2.12%) (3.97%) (3.99%) (JAC) (224) 1941 (31,45% 357 245 112 204 138 Junique Pageviews 546 150 131 of Total: 2.32% 7,381 216 (2.93%) 142 (1.92%) 159 (2.15%) (2.14%) (1.873.1) (5.26%) (3.44%) (2.13%) 2,772 (37.56% (3.75% 388 277 254 231 158 138 Pageviews 8 Ð 3 ebruary 2022 treet-Long-Lunch eek-2022/Vlew/Sd72ef38f3a1493c55e8bb77/Oranoe-F00D-V tts/Orange-FO0D-Week-2022/View/6149667ecdaaf0787289331b/F00D-Week-S + Add Segment s/Orange-FOOD-Week-2022/View/5d72e2a57d85bb8b1937c216/Or /Events/View/6218031994432f5269c31219/foot /Events/View/Sfc700a0ec91Sdfe33f18934/foo /Events/View/Sd72e2a57d85bb8b1937c216/o Default /Events/View/6149667ecdaaf0787289331b/f nts/View/5d72ec9083a4cc0430cf5d8 nts/View/5c3bc1473af7ee6a206a Secondary dimension Son Type: Events/Orange-FOOD-Week-2022 Primary Dimension: Page Page Title Other-Explorer Navigation Summary ts/Orange-FOOD-V O All Users 100.001, Papevierrs Pagerieura - VS. Selecta Pageviews EVer E Page 4 1 ÷ N e ŝ 9 ø 6 10. 000 007 200

Orange360 Website - Users

Media Report



Date Article Title Re				
	Reach	Ed Value	PR Value	e
17-Mar-22 Enjoy a Taste of Orange during F.O.O.D Week	1,030,000			
1-Mar-22 What's On Orange Downtown	15,000	\$ 2,000.00	\$ 6	6,000.00
1-Mar-22 F.O.O.D glorious F.O.O.D Discover Magazine	10,000			
15-Mar-22 Exhilarating events to liven up Autumn	4,500	\$ 2,000.00	\$ 6	6,000.00
11-Mar-22 Best Makes FOOD Week Even Better Central Western Daily	20,100	\$ 2,000.00	\$ 6	6,000.00
7-Mar-22 Sampson Street's Long Lunch to become a FOOD Week staple for Orange festival visitors Central Western Daily	20,100	\$ 2,000.00	\$ 6	6,000.00
3-Mar-22 F.O.O.D Week in Orange Broadsheet	1,100,000	\$ 14,000.00	\$ 42,	42,000.00
10-Jan-22 The gourmands guide to a spectacular 10-day food festival	317,000	\$ 6,604.00	\$ 19,	19,812.00
8-Jan-22 Encouragement for Orange FOOD Week as Forage Tickets Sell Out	20,100	\$ 2,000.00	\$ 6,	6,000.00
6-Jan-22 2022 Orange FOOD Week Tickets to go on sale	20,100	\$ 2,000.00	\$ 6,	6,000.00
6-Jan-22 2022 Orange FOOD Week Tickets to go on sale	10,200	\$ 2,000.00	\$ 6,	6,000.00
19-Dec-21 Orange F.O.O.D Week 2022 Sydney Scoop	3,400	\$ 2,000.00	\$ 6,	6,000.00
18-Dec-21 Orange F.O.O.D Week Sydney Point	3,286	\$ 2,000.00	\$ 6,	6,000.00
17-Dec-21 Sampson Street lunch, night markets and F.O.O.D train back at Orange's 2022 F.O.O.D Week Central Western Daily	20,100	\$ 2,000.00	\$ 6	6,000.00
	2.593.886	\$ 40 604 00	¢ 115	115.812.00

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Mentioned are only the larger articles

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

 Pre-Christmas ticket sales was a success, and a savour with the new wave of COVID hitting post-Christmas 	 Social Media was the greatest channel to market and committee needs to ensure that a year round approach is delivered to maintain and grow engagement. 	 Utilise more Stories and Reels to showcase the talent of the line-up of artists. 	 Look to build more content that 'shines a light' on the Producer and Chef relationships. 	 New reformed connection with Producers with face-to-face meetings with chefs and producers presents an opportunity for a revitalised foundation and remit for F.O.O.D – wonderful edition to program. 	 The ability to foster a great level of support for event hosts will be well received by members. 	 Committee need to consider how you can grow your Mailing List as this is the most reliable channel for ticket conversion, e.g. Friends of F.O.O.D, Forage and Sampson St sales. 	 Overall a very successful year with all things considered, primarily COVID impacting local staff and travellers, as well as the long term impacts of inability to fill staffing vacancies. 	 Recommend actively seeking a Media Partnership. 	 Consider introducing a Festival Pass – will require co-ordination and management with satellite event hosts and accommodation venues
				F.O.O.D Week	2022 -	Learning			



Orange F.O.O.D Week 2023

Orange360 Festival Report

Festival Metrics at a glance

	2023	2022	2021	2019	2018	2017
Total Attendees	8754	11,500	6,300	29,500	26,000	24,000
Total Income from events						
Budget Spend for Marketing						_

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

Key Marketing Objectives:

- 1. Position Orange District as the leading regional food and wine destination in NSW
- 2. Promote F.O.O.D Week Festival and F.O.O.D
- 3. Maximise attendance at all official festival events
- 4. Increase value of economic benefit in F.O.O.D Week
- 5. Increase industry and local engagement with Orange F.O.O.D Week



Festival Creative "A feast full of flavour and fun"









Marketing and Communication

- Orange360 Consumer News (12k subscribers)
 - FOOD Week included monthly December March
 - 1 x dedicated eDM for FOOD Week
 - Dedicated F.O.O.D Week focused newsletter
 - = Total 770 Unique Clicks across 5 newsletters
- Orange360 Member eNews
 - FOOD Week included monthly November April editions

• Friends of FOOD

- Monthly eNews
- FOF application closing for access
- FOF Tickets on Sale notification
- FOF Tickets opened 16 December
- = allocation Forage and Sampson St sold out within 15 mins
- = good presale of Night Market tickets





PR & Media

Media Release announcing FOOD Week '23 resulted in 130 + media articles published

4 Paid Social Media Campaigns netted total

Reach:	23,928
Post engagement:	8,949
Link clicks:	1,065

- **Targeted Media**:- Gourmet Traveller, Country Style, Blue Mountains Life, Galah eDM
- Famils: Australian Traveller and Country Style Total Media Reach: 2,351,283 Total Media Value: Editorial Value:

Paid Media/Advertising

Placement	In Market	Budget	ACTUAL
Print - Country Style (DPS)	January		
Print – Gourmet Traveller (Full Page)	January		
Digital – Galah	January		
Digital – Gourmet Solus eDM	16 January		
Digital – AdWords (Blue Mt Life)	31 March		
Social Media – Paid (Festival launch)	16 – 29 January		
Social Media – Paid (Facebook Instragram)	3 – 11 March		
Radio ('always on' swap to FOOD Week)	March		
Discover Magazine	February		
Artwork and Design	Jan-March		
TOTAL			



Paid Social Media

<u>Overview</u>

4 Paid Social Media Campaigns with total spend ofTotal Reach:23,928Total Post engagement:8,949Total Link clicks:1,065

Campaign 1 by Charlotte

Focus: Want to learn more about producers of the region? Buy tickets to Shine the Light. Reach: 529 Link clicks: 2 Budget:

Campaign 2 by Helen Focus: Friday Night Markets advertisement Reach: 5,898 Link clicks: 338 Budget

Campaign 3 by Helen

Focus: Promoting the overall festival (in Sydney region) Reach: 8,616 Link clicks: 232 Budget:

Campaign 4 by Helen

Focus: Promoting Shining the light on the producers. Reach: 8,090 Link clicks: 239 Budget:

Campaign 5 by Helen Focus: Promoting the overall festival (in Bathurst, Dubbo and Orange regions) Reach: 7,946 Link clicks: 256 Budget:

Festival Event Attendance/Tickets

Signature Event	Tickets SOLD	Price pp	TOTAL INCOME
Night Market	3500		
Sampson St Lunch	300		
Forage	1000		
Shine the Light on Producers	125		
Producers Market	1200		
FOOD Train	37		
Program Tickets	2592	Various	
TOTAL	8754		



Attendee Survey Insights

Of those who responded to the survey, n=78

Audience stats

More than 70% were female

77% of attendees were over the age of 40 years

Nearly 30% were over 61 years old

Locals

47% live in Orange or the surrounding region

26% had at least one visitor staying with them

Visitors 33%

30% of visitors came from Sydney

55% of visitors stayed in hotel accommodation

Nearly half stayed at least 2 nights

Advertising/Marketing

Social media, online marketing and electronic media were the major drivers of tickets sales and promotion for FOOD Week

Event Satisfaction

80% of respondents rated the Signature Events they attended 4/5 or above for quality of food & wine, atmosphere and cleanliness

Q1 Which signature event(s) did you attend?

Answered: 77 Skipped: 1



Q2 How would you rate the signature event that you attended? (1 being poor 5 being excellent)



80% of respondents rated the Events they attended 4/5 or above for quality



Q3 What is your usual place of residence?

Q8 How many nights did you stay?

Answered: 39 Skipped: 39



Q9 Where did you stay?

Answered: 39 Skipped: 39



Q12 How many friends or family did you have staying?

Answered: 21 Skipped: 57



26% of local attendees had at least one visitor staying with them

Do you remember where you saw or heard that advertising? (Multiple Choices Allowed)



Q18 Please tick the best descriptors for the online program?(Multiple options available)





Q22 Approximate age



orangefoodweek.com.au

Website Report

F.O.D Week Website 30-day Snapshot - March 20 - April 20

Website: Sessions



Website: Pageviews



F.O.O.D Website: Visitors, Device Breakdown, Countries, Referrals



F.O.O.D Website: Top Pages

1. 2023 F.O.O.D Week Program Food Of Orange District	5,867
2. Events & Tickets Food Of Orange District	4,310
3. Home Food Of Orange District	2,776
4. Forage Food Of Orange District	1,394
5. Orange F.O.O.D Week - Night Market Food Of Orange District	978
6. F.O.O.D Week Sunday Producers' Market and Brunch Food Of Orange District	699
7. F.O.O.D Week - Sampson Street Long Lunch Food Of Orange District	608
8. Millthorpe Markets Food Of Orange District	576
9. Canowindra International Balloon Challenge Food Of Orange District	392
10. Nonna's Long Table Lunch Food Of Orange District	369

	+ Add Segment						
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Meeting F.O.O.D Week Business Members – Blog content development

- Monday Afternoon Visit to Hillside Harvest
- Meet Dougal the Garlic Man
- Local Cafe owner Katie B
- Meet SJ Second Mouse Cheese
- Meet the family behind Nashdale Orchards
- Local Cafe serving homemade classics
- An afternoon at Borrodell Sky Bar
- Morning tea with local chef
- An afternoon at Argyle Saffron
- Coffee with the Market Cat



Media Report

Social Media Sponsorship Acknowledgement



Social Media Sponsorship Acknowledgement



Quest

All Sponsors

John Cook Real Estate

Social Stats

SOCIAL MEDIA '23	O360	FOOD	TOTAL (vs 2022)
Total reach	77,489	110,132	187,621 (up 30%)
Total Engagements	2,897	8,672	11,569 (up 296%)

Follow/Likes recorded 19th April 2023

4,746 followers on Instagram 3,100 likes on Facebook 3,902 followers on Facebook



Social post performance – 90 days Feb 1 – April 20

Top 3 performing posts in terms of REACH

FORAGE & SAMPSON STREET 23 - Ticket Exchange (F.O.O.D Week Inc) Thurs, 2 Feb	Post reach 29,852	Engagement 	Boost a Post
As you'll see in our stories, there are LOTS of flavourful feasts being hosted in our region throughout this year's FOOD Week (starting on 24 March). Be sure to click on the story links - or go Thurs, 16 Mar	Post reach 13,782	Engagement 1,305	Boost post
This Sunday 2nd, stop by the Sunday Producers Markets to Farewell FOOD Week for 2023. Amongst Cook Park, one of Orange's most beautiful and botanically significant, you can enj Wed, 29 Mar	Post reach 9,085	Engagement 933	Boost post

Social post performance – 90 days Feb 1 – April 20

Top 3 performing posts in terms of ENGAGEMENT



As you'll see in our stories, there are LOTS of flavourful feasts being hosted in our region throughout this year's FOOD Week (starting on 24 March). Be sure to click on the story links - or go... Thurs, 16 Mar



This weekend is the fabulous Forage! Guests will stroll through Orange's picturesque vineyards enjoying a curated eight-course degustation menu featuring local seasonal produce and the... Thurs, 30 Mar



This Sunday 2nd, stop by the Sunday Producers Markets to Farewell FOOD Week for 2023. Amongst Cook Park, one of Orange's most beautiful and botanically significant, you can enj... Wed, 29 Mar

eek	Post reach	Engagement	Boost post
or go	13,782	1,305	
ugh			
ourse	Post reach	Engagement	Boost post
e	3,702	1,279	
f	Post reach	Engagement	Boost post
n enj	9,085	933	

The food, wine and good time events to look forward to in 2023

It's going to be a good year

MAR 27, 2023 4:42PM BY AMBER MANTO ORANGE F.O.O.D. WEEK

Head out to wine country - just 3.5 hours drive from Sydney - for a 10-day long festival offering up the best of the region and autumn harvest. Highlights include day and night markets where local producers and farmers will be selling their finest: a series of show tell and taste workshops; a street lunch under a canopy of autumn coloured trees catered by some of the country's best-known and emerging chefs; foraging expeditions; and a curated eight-course degustation menu enjoyed while strolling the vineyards. Orange F.O.O.D Week ((FOOD being an acronym for 'food of Orange district') has become a mainstay on the calendar of regional festivals, and has featured repeat appearances from many top chefs over its 30 year history including Peter Doyle and the late, great Tony Bilson

24 March - 2 April, orange



GOURN

TRAVELLER

The 10 prettiest autumn towns

you need to visit

KATE BETTES

February 22, 2023 | ③ 6 mins Read



f 0 🗹 🖄 🖨

From brilliant fall colours to out-of-this-world wildlife experiences, autumn just hits differently in these Australian towns

One can no more say what autumn 'is' in Australia than you can rattle off the thousands of ecosystems we have here on this mind-boggling big continent

Here, autumn is not so often the scent of spiced pumpkin in the air and piles of dead leaves to kick through, as it is a definite shift in the natural world towards the colder months.

Whether you want your autumnal experience to be gallivanting through a deciduous forest or escaping the incoming chill for just that little bit longer, we've got the town for you.

1. Orange, NSW

While it's always a good time to visit the vines in this Central West town, come autumn Orange attracts visitors from all around the state for its Orange F.O.O.D (Food of Orange District) Week is happening. If you can't make it for the end of March when the festival is on, don't fret. Head out apple picking, book in for some tastings at a local vineyard and prepare for your tastebuds to be dazzled at one of its gourmet natural restaurant

ORANGE FOOD WEEK March 24 to April 2

32 years strong: Food festival is 'an amazing icon for the region'

own pocket.

augural event was mostly funded out of her

But given the fulfilment it provided and to

"I've still got the handwritten program

and all of the information about who was

"To see how well-supported it is today and

Giving a nod to prior committees and its

"So 32 years is a very long time to keep

Emily Gobourg ORANGE'S first FOOD Week event started in 1992 on May 4, and with a few homemade see the heights it's reach to this current day. chutneys and locally-sourced nashi pears on Mrs Doyle would do it all again. offer people said the concept would only last a few years. Now, in 2023, it's a goliath of the food in-dustry in regional NSW, and it's only getting so much to see how magnificently it went," bigger. Launched as a "wonderful commu- she said. nity exercise", its original founder Rhonda Doyle said seeing the festival live on for what's it taken to keep it thriving, it's really decades is an ode to its hard-working, volun- incredible."

teer-lead committee. "I remember someone around at the time current members now, several (and unpaid) said 'that's a lovely idea, but I think it'll only hours are ploughed into organising the iconlast three years' and here we are 32 years on," Mrs Doyle said. ic food festival, which is the longest running festival of its kind in Australia. People getting excited about local produce has kept it alive and look at all of the whole range of "different skillsets" is critical beautiful eating places and producers we behind-the-scenes.

have in Orange today. "I can't help but want to keep a motherly ticked in a festival that's nearly tripled in size dination and responsibility. eye over things, I think that's natural, but to over the years. see what it's grown to now is so pleasing."

as 'A Food Affair' to start with - held on the tigue or events just dwindling and not being come. She said the committee wants to supgrass that's now elevated above Groundstone relevant anymore," Mrs Gundry said. Café, vendors gathered at Civic Square. Although the former-regional manager momentum like that going which is why I 10 years might bring and how to manage it

of Centrelink said that other than a small feel really proud and extremely humbled to at that scale \$2000 grant from council at the time, the in- sit around a table of some incredible people.

Central **Daily** Western



Orange FOOD Week founder Rhonda Doyle reminisces with the event's current president, Charlotte Gundry, Picture by Carla Freedman

Now-president Charlotte Gundry said a "It's an amazing icon for the region." With any expansion that attracts more This includes ensuring "all boxes" are

build-in sustainability elements where we can as well," she said "And then I'll be able to say 'go forth and prosper' when I retire from the committee

and know I've left everything in capable Which could stand to reason why Mrs Doyle port taking FOOD Week "to the next level", with members thinking about what the next

"Eventually we could look at shifting some

Media Coverage Summary 101 Articles - 100% increase in 2023 2,351,283 Reach \$909,000 Advertising Value

people that way as well, but we also want to people to a scene comes a great deal of coor-From uncontrollable factors like planning "There aren't many festivals like FOOD for wet weather and the like, Mrs Gundry Robertson Park's night markets - which Week that can maintain such longevity, has been working tirelessly in an attempt to now symbolise the event's start - was known whether that comes down to volunteer fa- safeguard the festival's existence in years to great hands.

> speaks so highly of the current president. In a role that she described as being "very hectic but very exciting", she understands the huge efforts that the event's committee

of the loading to a few paid roles and engage

Date	Article	Source	Reach	Editorial Value	Ad Value
Apr 15, 2023	Locals and visitors flock to Orange for events	Central Western Daily (Print version)	20,100	\$ 2,000.00	\$ 6,000.00
Apr 6, 2023	Could this be FOOD Week's biggest fan?	Central Western Daily (Print version)	20,100	\$ 2,000.00	\$ 6,000.00
Apr 5, 2023	Out and about gallery, part 2 Social photos from March 31-April 1	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.00	\$ 6,000.00
Apr 5, 2023	Out and about gallery, part 2 Social photos from March 31-April 1	Cowra Guardian (Licensed by Copyright Agency)	7,496	\$ 2,000.00	\$ 6,000.00
Apr 5, 2023	OUT AND ABOUT IN ORANGE Social photos from March 31-April 1 - Part II	The Forbes Advocate (Licensed by Copyright Agency)	8,141	\$ 2,000.00	\$ 6,000.00
Apr 5, 2023	Out and about gallery, part 2 Social photos from March 31-April 1	The Grenfell Record (Licensed by Copyright Agency)	2,220	\$ 2,000.00	\$ 6,000.00
Apr 5, 2023	OUT AND ABOUT IN ORANGE Social photos from March 31-April 1 - Part II	The Canowindra News (Licensed by Copyright Agency)	497	\$ 2,000.00	\$ 6,000.00
Apr 4, 2023	'Super fan' Barry Mealia wraps up 2023 Orange FOOD Week	Parkes Champion Post (Licensed by Copyright Agency)	11,360	\$ 2,000.00	\$ 6,000.00
Apr 4, 2023	'Super fan' Barry Mealia wraps up 2023 Orange FOOD Week	Cowra Guardian (Licensed by Copyright Agency)	7,496	\$ 2,000.00	\$ 6,000.00
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Apr 4, 2023	'Super fan' Barry Mealia wraps up 2023 Orange FOOD Week	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.00	\$ 6,000.00
, (p. 1) 2020	Superior Barry means maps up 2028 orange roop meen		10,5 17	¢ 2,000.00	<i>\$</i> 0,000.00
Apr 4, 2023	Super fan' Barry Mealia wraps up 2023 Orange FOOD Week	Mudgee Guardian and Gulgong Advertiser (Licensed by Copyright Agency)	10,841	\$ 2,000.00	\$ 6,000.00
Apr 4, 2023	'Super fan' Barry Mealia wraps up 2023 Orange FOOD Week	The Blayney Chronicle (Licensed by Copyright Agency)	1,448	\$ 2,000.00	\$ 6,000.00
Apr 3, 2023	Out and about gallery, part 1 Social photos from March 31-April 1	The Blayney Chronicle (Licensed by Copyright Agency)	1,448	\$ 2,000.00	\$ 6,000.00
Apr 3, 2023	Out and about gallery, part 1 Social photos from March 31-April 1	Cowra Guardian (Licensed by Copyright Agency)	7,496	\$ 2,000.00	\$ 6,000.00
Apr 3, 2023	OUT AND ABOUT IN ORANGE Social photos from March 31-April 1 - Part I	The Canowindra News (Licensed by Copyright Agency)	497	\$ 2,000.00	\$ 6,000.00
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Apr 3, 2023	Out and about gallery, part 1 Social photos from March 31-April 1	The Grenfell Record (Licensed by Copyright Agency)	2,220	\$ 2,000.00	\$ 6,000.00
Apr 3, 2023	OUT AND ABOUT IN ORANGE Social photos from March 31-April 1 - Part I	The Forbes Advocate (Licensed by Copyright Agency)	8.141	\$ 2,000.00	\$ 6,000.00
Apr 3, 2023	Food Week says farewell after another "resounding succeess."	The Orange App (Licensed by Copyright Agency)	3,219	\$ 2,000.00	\$ 6,000.00
Apr 1, 2023	Our event celebrates First Nations food	Central Western Daily (Print version)	20.100	\$ 2.000.00	\$ 6,000,00
Apr 1, 2023	FOOD WEEK 2023	Central Western Daily (Print version)	20,100	\$ 2,000.00	\$ 6,000.00
Apr 1, 2023	Things to do: Orange and beyond	Central Western Daily (Print version)	20,100	\$ 2,000.00	\$ 6,000.00
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Mar 31, 2023	Groundstone Café head chef Orange's Danielle Romeo shines at FOOD Week	Mudgee Guardian and Gulgong Advertiser (Licensed by Copyright Agency)	10,841	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Groundstone Café head chef Orange's Danielle Romeo shines at FOOD Week	Parkes Champion Post (Licensed by Copyright Agency)	11,360	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Groundstone Café head chef Orange's Danielle Romeo shines at FOOD Week	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Stick to your guns: Head chef determined to lead 'diverse' kitchen	The Canowindra News (Licensed by Copyright Agency)	497	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Groundstone Café head chef Orange's Danielle Romeo shines at FOOD Week	The Grenfell Record (Licensed by Copyright Agency)	2,220	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Stick to your guns: Head chef determined to lead 'diverse' kitchen	The Forbes Advocate (Licensed by Copyright Agency)	8,141	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Groundstone Café head chef Orange's Danielle Romeo shines at FOOD Week	Cowra Guardian (Licensed by Copyright Agency)	7,496	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Groundstone Café head chef Orange's Danielle Romeo shines at FOOD Week	The Blayney Chronicle (Licensed by Copyright Agency)	1,448	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Forage, food markets, big plant sale - a wonderful weekend is ahead	The Orange App (Licensed by Copyright Agency)	3,219	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Gerald Power teams up with Philip Shaw for FOOD Week in Orange	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Gerald Power teams up with Philip Shaw for FOOD Week in Orange	Parkes Champion Post (Licensed by Copyright Agency)	11,360	\$ 2,000.00	\$ 6,000.00
10101 51, 2025	detaid rower teams up with rhinp shaw for roop week in ordinge	raikes champion rost (Electised by copyright Agency)	11,500	\$ 2,000.00	\$ 0,000.00
Mar 31, 2023	Gerald Power teams up with Philip Shaw for FOOD Week in Orange	Mudgee Guardian and Gulgong Advertiser (Licensed by Copyright Agency)	10,841	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Gerald Power teams up with Philip Shaw for FOOD Week in Orange	The Grenfell Record (Licensed by Copyright Agency)	2,220	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	Gerald Power teams up with Philip Shaw for FOOD Week in Orange	Cowra Guardian (Licensed by Copyright Agency)	7,496	\$ 2,000.00	\$ 6,000.00
Mar 31, 2023	\$10 million boom: Festival breathes life into regions	Central Western Daily (Print version)	20,100	\$ 2,000.00	\$ 6,000.00
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Mar 30, 2023	What's on and things to do around the Central West region and beyond	Mudgee Guardian and Gulgong Advertiser (Licensed by Copyright Agency)	10,122	\$ 2,000.00	\$ 6,000.00
Mar 30, 2023	FOOD Week generates up to \$10 million for Orange region as produce and wine festival continues	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.00	\$ 6,000.00
Mar 29, 2023	"I love growing stuff people eat" Hillside Harvest's Paula Sharnock says	The Orange App (Licensed by Copyright Agency)	3,219	\$ 2,000.00	\$ 6,000.00

Mar 29, 2023	"I lave growing shift geogle ost" Hillside Hernotis Davis Chargeoly says	The Oregon Apr (Licensed hu Convict Aprend)	2 210	ć 2,000 (20 ¢ c 000 00
	"I love growing stuff people eat" Hillside Harvest's Paula Charnock says	The Orange App (Licensed by Copyright Agency)	3,219	\$ 2,000.0	
Mar 29, 2023	FOOD WEEK 2023 Social photos from March 24-25 - Part II	The Forbes Advocate (Licensed by Copyright Agency)	8,141	\$ 2,000.0	. ,
Mar 29, 2023	FOOD WEEK 2023 Social photos from March 24-25 - Part II	The Canowindra News (Licensed by Copyright Agency)	497	\$ 2,000.0	
Mar 29, 2023	Out and about gallery, part 2 Food Week, March 2023	The Grenfell Record (Licensed by Copyright Agency)	2,220	\$ 2,000.0	
Mar 29, 2023	Chef has 'unexplainable link' to food	Central Western Daily (Print version)	20,100	\$ 2,000.0	. ,
Mar 28, 2023	How school holidays at uncle's restaurant fuelled Dom's 'unexplainable' passion	The Forbes Advocate (Licensed by Copyright Agency)	8,141	\$ 2,000.0	
Mar 28, 2023	Union Bank's head chef Dom Aboud says 'Orange had me' with food scene	Cowra Guardian (Licensed by Copyright Agency)	7,496	\$ 2,000.0	
Mar 28, 2023	Union Bank's head chef Dom Aboud says 'Orange had me' with food scene	Parkes Champion Post (Licensed by Copyright Agency)	11,360	\$ 2,000.0	
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Mar 28, 2023	How school holidays at uncle's restaurant fuelled Dom's 'unexplainable' passion	The Canowindra News (Licensed by Copyright Agency)	497	\$ 2,000.0	
Mar 28, 2023	Union Bank's head chef Dom Aboud says 'Orange had me' with food scene	The Blayney Chronicle (Licensed by Copyright Agency)	1,448	\$ 2,000.0	00 \$ 6,000.00
Mar 28, 2023	'Successful' night market kicks-off event	Central Western Daily (Print version)	20,100	\$ 2,000.0	00 \$ 6,000.00
Mar 27, 2023	Local history exhibition: Check out our rich food history	Central Western Daily (Print version)	20,100	\$ 2,000.0	00 \$ 6,000.00
Mar 27, 2023	Severe Thunderstorm warning but Orange Food Week powers ahead	The Orange App (Licensed by Copyright Agency)	3,219	\$ 2,000.0	00 \$ 6,000.00
Mar 26, 2023	Night market venue change to Naylor Pavilion pays of for Orange FOOD Week	The Blayney Chronicle (Licensed by Copyright Agency)	1,448	\$ 2,000.0	00 \$ 6,000.00
Mar 26, 2023	Wet-weather alternative pays off for FOOD Week night market	The Canowindra News (Licensed by Copyright Agency)	497	\$ 2,000.0	00 \$ 6,000.00
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Mar 26, 2023	Wet-weather alternative pays off for FOOD Week night market	The Forbes Advocate (Licensed by Copyright Agency)	8,141	\$ 2,000.0	00 \$ 6,000.00
Mar 26, 2023	Night market venue change to Naylor Pavilion pays of for Orange FOOD Week	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.0	00 \$ 6,000.00
Mar 26, 2023	Orange butchers Felix Bishop and Aidan Mason to own and operate Trunkey Bacon & Pork	The Land	30,624	\$ 2,000.0	00 \$ 6,000.00
Mar 25, 2023	Orange Food Week begins with a big opening	The Orange App (Licensed by Copyright Agency)	3,219	\$ 2,000.0	00 \$ 6,000.00
Mar 25, 2023	Best butcher buds take over store	Central Western Daily (Print version)	20,100	\$ 2,000.0	00 \$ 6,000.00
Mar 24, 2023	Orange Food Week begins a big weekend - Here is what's on	The Orange App (Licensed by Copyright Agency)	3,219	\$ 2,000.0	00 \$ 6,000.00
Mar 24, 2023	Orange butchers Felix Bishop and Aidan Mason to own and operate Trunkey Bacon & Pork	The Blayney Chronicle (Licensed by Copyright Agency)	1,448	\$ 2,000.0	00 \$ 6,000.00
Mar 24, 2023	Best butcher buds: Mates 'pretty damn lucky' to take over popular store	The Forbes Advocate (Licensed by Copyright Agency)	8,141	\$ 2,000.0	00 \$ 6,000.00
Mar 24, 2023	Orange butchers Felix Bishop and Aidan Mason to own and operate Trunkey Bacon & Pork	Cowra Guardian (Licensed by Copyright Agency)	7,496	\$ 2,000.0	50 \$ 6,000.00
Mar 24, 2023	Best butcher buds: Mates 'pretty damn lucky' to take over popular store	The Canowindra News (Licensed by Copyright Agency)	497	\$ 2,000.0	00 \$ 6,000.00
Mar 24, 2023	Orange butchers Felix Bishop and Aidan Mason to own and operate Trunkey Bacon & Pork	Parkes Champion Post (Licensed by Copyright Agency)	11,360	\$ 2,000.0	00 \$ 6,000.00
Mar 24, 2023	Orange butchers Felix Bishop and Aidan Mason to own and operate Trunkey Bacon & Pork	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.0	00 \$ 6,000.00
Mar 23, 2023	Orange Food Week opening night transferred to Naylor Pavillion	The Orange App (Licensed by Copyright Agency)	3,219	\$ 2,000.0	50 \$ 6,000.00
Mar 23, 2023	Location shifts to Naylor Pavillion for Orange FOOD Week's Night Markets	The Grenfell Record (Licensed by Copyright Agency)	2,220	\$ 2,000.0	
Mar 23, 2023	Location shifts to Naylor Pavillion for Orange FOOD Week's Night Markets	Mudgee Guardian and Gulgong Advertiser (Licensed by Copyright Agency)	10,841	\$ 2,000.0	00 \$ 6,000.00
Mar 22, 2023	Australia's top 10 towns for 2023 revealed	Australian Traveller (Licensed by Copyright Agency)	215,193	\$ 15,000.0	00 \$ 45,000.00
Mar 21, 2023	At the Museum Orange and the surrounding districts have a rich history as a food region	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.0	
Mar 21, 2023	Mortimers Wines is 'all charm'	Central Western Daily (Print version)	20,100	\$ 2,000.0	
Mar 20, 2023	TASTE OF SUCCESS	Central Western Daily (Print version)	20,100	\$ 2,000.0	
Mar 20, 2023	32 years strong: Food festival is 'an amazing icon for the region'	Central Western Daily (Print version)	20,100	\$ 2,000.0	
Mar 18, 2023	Head honcho gears up for FOOD Week debut	Central Western Daily (Print version)	20,100	\$ 2,000.0	
Mar 18, 2023	Things to do: Orange and beyond	Central Western Daily (Print version)	20,100	\$ 2,000.0	
Mar 17, 2023	Orange FOOD Week founder Rhonda Doyle and president Charlotte Gundry	Mudgee Guardian and Gulgong Advertiser (Licensed by Copyright Agency)	10,841	\$ 2,000.0	. ,
Mar 17, 2023	Taste of success: Iconic food festival fueled by 'incredible' teamwork	The Forbes Advocate (Licensed by Copyright Agency)	8.141	\$ 2,000.0	
		the research docure (Electrice by copyright Albertey)	0,141	<i>\</i>	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,

Mar 17, 2023	Orange FOOD Week founder Rhonda Doyle and president Charlotte Gundry	Cowra Guardian (Licensed by Copyright Agency)	7.496	\$ 2.000.00	\$ 6,000.00
Mar 17, 2023	Orange FOOD Week founder Rhonda Doyle and president charlotte Gundry	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.00	\$ 6,000.00
Mar 17, 2023	Orange FOOD Week founder Rhonda Doyle and president Charlotte Gundry	The Grenfell Record (Licensed by Copyright Agency)	2,220	\$ 2,000.00	\$ 6,000.00
Mar 17, 2023	Orange FOOD Week founder Rhonda Doyle and president Charlotte Gundry	Parkes Champion Post (Licensed by Copyright Agency)	11,360	\$ 2,000.00	\$ 6,000.00
Mar 17, 2023	Orange FOOD Week founder Rhonda Doyle and president charlotte Gundry	The Blayney Chronicle (Licensed by Copyright Agency)	1,448	\$ 2,000.00	\$ 6,000.00
Mar 17, 2023	Taste of success: Iconic food festival fueled by 'incredible' teamwork	The Canowindra News (Licensed by Copyright Agency)	497	\$ 2,000.00	\$ 6,000.00
Mar 16, 2023	What's on and things to do around the Central West region and beyond	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.00	\$ 6,000.00
Mar 16, 2023	Orange's Hugh Piper 'really excited' about Central West region and beyond	Mudgee Guardian and Gulgong Advertiser (Licensed by Copyright Agency)	10,841	\$ 2,000.00	\$ 6,000.00
Mar 16, 2023	Hey Rosey's kitchen honcho gears up for debut at FOOD Week	The Forbes Advocate (Licensed by Copyright Agency)	8,141	\$ 2,000.00	\$ 6,000.00
Mar 16, 2023	Orange's Hugh Piper 'really excited' about Central West culinary talent	The Grenfell Record (Licensed by Copyright Agency)	2.220	\$ 2,000.00 \$ 2.000.00	\$ 6,000.00
Mar 16, 2023	Orange's Hugh Piper 'really excited' about Central West culmary talent	Cowra Guardian (Licensed by Copyright Agency)	7,496	\$ 2,000.00	\$ 6,000.00
Mar 16, 2023	Orange's Hugh Piper 'really excited' about Central West culinary talent	Parkes Champion Post (Licensed by Copyright Agency)	11,360	\$ 2,000.00	\$ 6,000.00
Mar 16, 2023	Orange's Hugh Piper 'really excited' about Central West culinary talent	The Blayney Chronicle (Licensed by Copyright Agency)	1,448	\$ 2,000.00	\$ 6,000.00
Mar 16, 2023 Mar 16, 2023	Hey Rosey's kitchen honcho gears up for debut at FOOD Week	The Canowindra News (Licensed by Copyright Agency)	497	\$ 2,000.00	\$ 6,000.00
Mar 10, 2023 Mar 11, 2023	Chef wants to build a 'stronger food culture'	Central Western Daily (Print version)	20,100	\$ 2,000.00	\$ 6,000.00
Mar 11, 2023 Mar 11, 2023	Awarding-winning chef Orange's Richard Learmonth shares on his culinary journey		46,947	\$ 2,000.00	\$ 6,000.00
Mar 9, 2023	What started out as a cheesy love story	Central Western Daily (Licensed by Copyright Agency) Central Western Daily (Print version)	20,100	\$ 2,000.00	\$ 6,000.00
			,	+ _,	
Mar 7, 2023	Second Mouse gets the cheese and very first Forage station in line-up for FOOD Week	The Canowindra News (Licensed by Copyright Agency)	498	+ _,	\$ 6,000.00 \$ 6,000.00
Mar 7, 2023	Second Mouse gets the cheese and very first Forage station in line-up for FOOD Week	The Forbes Advocate (Licensed by Copyright Agency)	8,162	+ _,	+ -)
Mar 7, 2023	Five questions with Owner of Orange's Second Mouse Cheese Co, SJ Pienaar	Parkes Champion Post (Licensed by Copyright Agency)	13,531	\$ 2,000.00 \$ 2.000.00	\$ 6,000.00
Feb 27, 2023	Out and about gallery, part 1 Food Week, March 2023	Mudgee Guardian and Gulgong Advertiser (Licensed by Copyright Agency)	10,841 497	, ,	\$ 6,000.00
Feb 27, 2023	FOOD WEEK 2023 Social photos from March 24-25 - Part I Out and about gallery, part 1 Food Week, March 2023	The Canowindra News (Licensed by Copyright Agency)		, ,	\$ 6,000.00
Feb 27, 2023		Cowra Guardian (Licensed by Copyright Agency)	7,496	\$ 2,000.00	\$ 6,000.00
Feb 27, 2023	Out and about gallery, part 1 Food Week, March 2023	The Grenfell Record (Licensed by Copyright Agency)	2,220	\$ 2,000.00	\$ 6,000.00
Feb 27, 2023	FOOD WEEK 2023 Social photos from March 24-25 - Part I	The Forbes Advocate (Licensed by Copyright Agency)	8,141	\$ 2,000.00	\$ 6,000.00
Feb 27, 2023	Out and about gallery, part 1 Food Week, March 2023	Central Western Daily (Licensed by Copyright Agency)	46,947	\$ 2,000.00	\$ 6,000.00
Feb 24, 2023	Region's producers in the spotlight for 2023 FOOD Week	Central Western Daily (Print version)	20,100	\$ 2,000.00	\$ 6,000.00
Feb 23, 2023	City's FOOD Week pre-launch with one month until festival	The Forbes Advocate (Licensed by Copyright Agency)	8,162	\$ 2,000.00	\$ 6,000.00
Feb 23, 2023	Pre-launch Exclusive workshops locked in for Orange's 2023 FOOD Week festivities	Cowra Guardian (Licensed by Copyright Agency)	8,980	\$ 2,000.00	\$ 6,000.00
Feb 23, 2023	Pre-launch Exclusive workshops locked in for Orange's 2023 FOOD Week festivities	Mudgee Guardian and Gulgong Advertiser (Licensed by Copyright Agency)	11,374	\$ 2,000.00	\$ 6,000.00
Feb 23, 2023	City's FOOD Week pre-launch with one month until festival	The Canowindra News (Licensed by Copyright Agency)	498	\$ 2,000.00	\$ 6,000.00
Feb 23, 2023	Pre-launch Exclusive workshops locked in for Orange's 2023 FOOD Week festivities	Central Western Daily (Licensed by Copyright Agency)	41,152	\$ 2,000.00	\$ 6,000.00
Feb 23, 2023	Pre-launch Exclusive workshops locked in for Orange's 2023 FOOD Week festivities	Parkes Champion Post (Licensed by Copyright Agency)	13,531	\$ 2,000.00	\$ 6,000.00
Feb 23, 2023	Pre-launch Exclusive workshops locked in for Orange's 2023 FOOD Week festivities	The Grenfell Record (Licensed by Copyright Agency)	3,512	\$ 2,000.00	\$ 6,000.00
Feb 23, 2023	Pre-launch Exclusive workshops locked in for Orange's 2023 FOOD Week festivities	The Blayney Chronicle (Licensed by Copyright Agency)	1,186	\$ 2,000.00	\$ 6,000.00
Feb 22, 2023	Orange Food Week launched for 2023	The Orange App (Licensed by Copyright Agency)	516	\$ 2,000.00	\$ 6,000.00
Feb 22, 2023	The 10 prettiest autumn towns you need to visit	Australian Traveller (Licensed by Copyright Agency)	286,700	\$ 15,000.00	\$ 45,000.00
Feb 15, 2023	Marvellous March 2023	Sydney Scoop	3,848	\$ 2,000.00	\$ 6,000.00
		On The Road Again : Travelling, eating and drinking with Winsor Dobbin (Licensed by Copyrigh			
Feb 6, 2023	Orange a hive of activity	Agency)	1,487	\$ 2,000.00	\$ 6,000.00
Jan 30, 2023	The food, wine and good time events to look forward to in 2023	MSN Australia	3,405	\$ 2,000.00	\$ 6,000.00
Jan 3, 2023	The food, wine and good time events to look forward to in 2023	Australian Gourmet Traveller	237,649	\$ 15,000.00	\$ 45,000.00
Dec 28, 2022	23 @ 2023 Coming At You Sydney	Sydney Scoop	3,848	\$ 2,000.00	\$ 6,000.00
Dec 8, 2022	ORANGE F.O.O.D WEEK 2023: A feast of flavours and fun!	eGlobal Travel Media	7,880	\$ 2,000.00	\$ 6,000.00
Nov 25, 2022	What's On TEXT BY JUDY SARRIS	Gourmet Traveller WINE	2,530	\$ 2,000.00	\$ 6,000.00
Nov 3, 2022	Orange named eighth best town in Australia by Traveller Magazine	The Orange App (Licensed by Copyright Agency)	999	Ş 2,000.00	\$ 6,000.00
			2,351,283	\$ 303,000.00	\$ 909,000.00
					_

Festival Creative





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Everyone is invited to the feast of flavours in Orange & surrounds for F.O.O.D Week!

FOOD Week is a celebration of the Orange region's best foodle experiences. It's an opportunity for featured goers to join this annual event and feast with friends orapionful plates of NSW Central West's friends produce, propared by the region's top foodliss and expertly poind with top notch, cool-climate wines – local, of course! The ten-day festival includes the program of signature events as well as a variety of events throughout the week at local bars, cafes, cellar throughout the week at local bars, cafes, cellar the second doors and restaurants.



Scan to view program & purchase tickets

Orange FOOD Week orangefoodweek





Click to watch video

vited to the feast of







2024 F.O.O.D Week

Marketing Plan





- 1. Position Orange District (Region of Orange, Blayney and Cabonne LGAs) as the leading regional food and wine destination in NSW
- Promote food, chefs, wine and produce demonstrate the quality and creativity of the food and wine scene and hospitality industry of the Orange Region
- 3. Increase attendance at all festival program events and focus on increasing visitation from out of region attendees
- 4. Increase value of economic benefit from F.O.O.D Week to the Region
- 5. Increase industry and local engagement and involvement with Orange F.O.O.D Week



Demographic

- Female, professional employment/white collar careers or retiring,
- Single/couples or married
- Age groups 28-34 yrs or 55+ and 'boomers'

Geographic - medium- high socio-economic areas of

- Regional NSW (+ 1 hr from Orange Region) incl Newcastle & Wollongong
- Locals within Orange Region with visiting friends and relatives
- Urban & suburban Greater Sydney and ACT

Behavioural

- Brand aware, influence and knowledge of quality events and products
- Value access to limited events/experiences
- Shop and buy online, active social media and other media consumers

Psychographic/Lifestyle

- Interested in food and wine
- Enjoy travelling and experiences with friends
- Brand ethos/reputation and sustainability is important
- Plan ahead
- Socially active and connected

2024 Key Messages



- F.O.O.D Week is a celebration of one of Australia's **most vibrant food and wine regions** good food and wine is second nature to Orange region.
- Experience **one-off collabs and creations** between headline chefs, producers, wineries and unique venues
- Celebrate the **region's abundance and array of seasonal local produce** grown at altitude and on rich volcanic soil.
- Take time to sign off and enjoy something unique; **meet real people, create memories and experience the extraordinary food (and wine)** scene of the Orange Region
- Spend time regionally indulge **full 10-day program of contemporary and unique events**, amazing feature produce and the colourful personalities of food in Orange Region.
- Visit Orange region, home to some of the state's most creative and innovative chefs, hatted restaurants and award-winning wine and food

F.O.O.D Week '24 Elevate your plate

- Take time to sign off and enjoy something different; FOOD Week program is full to the brim with unique events, amazing feature produce, emerging chefs and the colourful personalities of food (and wine) in Orange Region.
- Get away, create memories and experience the extraordinary food (and wine) scene of the Orange Region
- Highly sort after one-off collabs between venues, producers, wineries and amazing local chefs





F.O.O.D Week '24

Elevate your plate



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DSC 2810



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DSC_5417-2

DSC_8526-2

Key Strategy:

PR & Media – local and ex region/mast head media

- Drive awareness of Orange Region as leading regional food and wine destination in NSW
- Promote key messaging, in line with "enjoy the now" brand activation
- Target key media "friends of FOOD Week" and offer Famils and media visits

KEY ANGLES - USPs

- Attention to unique flagship events and one-off colab events
- Promote chefs and food institutions/ emerging talent and collaborations
- Awards winning producers





Media Placement - local and ex region/mast head media

Country Style January 2024

KEY ANGLES - USPs

- Attention to unique flagship events and one-off colab events
- Promote chefs and food institutions/ emerging talent and collaborations
- Awards winning producers





FOOD Week Development and Program Bookings Open

- Discuss the addition of new and innovative events ideas with businesses and partners EOIs for program events
- Build program events early and sell prior to Christmas
- Content and inclusion and pricing for Signature events confirmed
- Promote "Friends of FOOD" membership sales and closing
- Friends of FOOD early access opens December 1 and close 12 (tbc) December
- Public Sales open 19 December
- Booking links for Friends of FOOD link to FOOD Week page = ticket sales for Signature Events via Humanitix
- Orange360 Website to also host entire program, info and links to bookings via ATDW

Marketing Activation



For Friday 1 Dec.

- Support Friends of FOOD on sale date via
 - eDM to members
 - FOOD Week socials
- eDM "Orange360 Consumers News" FOOD Week program announcements and lead up to tickets sales 19 Dec

For Tues 12 Dec.

- Creative development banners, posters, images
- Distribute media release #1 Launch of FOOD Week 2024 announcing program/unique assets and tickets sales in lead up to Public Sales for 19 Dec
- Orange360 "event" socials FOOD Week '24 + tickets sales open 19 Dec
- FOOD Week socials
- Reminder to Friends of FOOD of public on sale date (if missed out)
 - eDM to members



For Tues 19 Dec

- FOOD Week sliding banner on home page orange360.com.au
- Signature Events on Orange360.com.au with booking links
- Program events listed on Orange360.com.au with booking links
- Orange360 social post _ tickets on sale link
- Have confirmed advertising campaign, timing and budget to 2024

For 15 January 2024

- Develop and distribute Media Release #2
- Seek Famils / Journo to come lead up to FOOD WEEK
- Follow up lead media/publications to invite into market asap
- Stories about individual Events Blogs special interest spotlight stories
- Orange360 Events Social post
- Paid Social Media

Marketing Activation ...



For February 2024

paid media placement e.g.

- Gourmet Traveller in Market FOOD & Accommodation
- Galah eDM & Print
- Boosted socials Chef Series
- SMH Media
- HER Canberra
- Local advertising and awareness push
- Media Famils and guests list for special events

For March

- Final ticket sales CTA individual events
- Local PR sponsorship activations/announcements + local stories
- Give aways promotions local radio and press

Proposed FOOD Week Media



Placement	In Market	COST	Notes
Country Style (Full page ad + editorial) – PRINT	February		BOOKED - 11 Jan A/W
Gourmet Traveller OR – Lifestyle Masthead	February		TBC
Galah - Print & Digital – Galah	February – March		TBC
Her Canberra - Digital	February		TBC
Google AdWords Campaign – Digital	Jan/Feb/March		TBC
Instagram and Facebook - Sponsored & Owned	Mid-January		TBC
MMM Radio (always on O360 swap to FOOD)	March – 4 weeks		TBC
Discover Magazine Cover	End February		BOOKED
Regional Press – within 3 hr of Orange	Early March		ТВС
eDM – targeted DM to previous ticket holders	Late January + Feb		
Artwork and Design	Jan-March		TBC
TOTAL			



APPLICANT'S DETAILS

Name of organisation:	Wangarang Industries Ltd	
Postal address:		
Contact name:		
Position:		
Phone:	ВН:	AH:
Mobile:		
Email:		
What is the legal status of your o If not-for-profit please attach e charitable status advice or a sta) g no personal gain will be available to members,
If not-for-profit please attach e charitable status advice or a sta	vidence – such as charter/constitution showing tutory declaration) g no personal gain will be available to members,
If not-for-profit please attach e charitable status advice or a sta	vidence – such as charter/constitution showing tutory declaration) g no personal gain will be available to members,
If not-for-profit please attach e charitable status advice or a sta Wangarang Industries is a non for	vidence – such as charter/constitution showing tutory declaration profit organisation Profit or I Not-for-Profit) g no personal gain will be available to members, ment confirming not-for-profit status is attached
If not-for-profit please attach e charitable status advice or a sta Wangarang Industries is a non for Please select:	vidence – such as charter/constitution showing tutory declaration profit organisation Profit or I Not-for-Profit	g no personal gain will be available to members,

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EVENT DETAILS

Name of event:	Wangarang Charity Golf Day		
Location of event:	Duntry League Golf Club		
Proposed date/s of event:	April 12th 2024		
If the event is on Council land/ pre	emises, have you booked this space with Council?	🗌 Yes	V No
How many people will be involved in your event? (Estimate)		150	
How many people will come from outside Orange for the day? (Estimate)		30	
How many people will stay overni	ght? (Estimate)	30	

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

This will be the 15th Wangarang Charity Golf day held in Orange, It is the only fund raising event that Wangarang hold in a calendar year. This event raises much needed funds for us to upgrade facilities in our Forest Rd operation. The event is a charity golf day, it attracts approx 130 players, plus volunteers, organisers for the day. We invite business owners, families & friends of our staff. We encourage local sponsors for our day to promote their business & services. We play a 4 person ambrose round of golf, it is designed to be a fun day with our players. In the past we have raised over 25k on the day from local sponsors, items that have been donated to us we raffie or auction off at the end of the day. We have gained a lot of support in the local business and also from Head offices from corporate businesses that are located in the Orange region. These players can travel from Sydney or interstate to partake in the day. We have the Golf Pro's involved from Duntry League to run the day to ensure a level of professionalism on the course.

The Day begins with a BBQ lunch at approx 11.30am at the course, Tee off is approx 12pm, a shotgun start with teams of 4 teeing off from all 18 holes & rotating around untill all 18 holes are played. Throughout the game players can purchase drinks from a drinks cart that can supply, water, light/ mid strength beer, soft drink & wine to all players. This also raises funds. There will be a golf pro allocated to a hole where players can purchase a Tee off from the Pro , they can use this as their stroke. Again all monies raised goes to the fund.

Once the 18 holes have been completed by all teams, a raffle / auction will take place in the bar area to raise funds from donated items from local businesses, a presentation to the best overall team of players. The day then concludes.

EVENT BUDGET

Please outline the proposed income and	expenditure budget for the event
Please outline the proposed income and	experiature budget for the event

Income Source (cash)	S
eg: Organisation X	\$1000.00
Player registration / golf cart hire	\$ 9100
local business sponserships	\$ 10000
raffle / auction proceeds	\$ 5000
on course drink purchases	\$ 1500
on course purchases (golf pro assistance)	\$ 1000
Orange City Council Event Sponsorship request	\$ 5000
Total Income	\$ 29100
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Golf Pro player registration set up	\$ 650
Green fees / golf cart hire	\$ 5000
Drinks purchases	\$ 750
misc items (printing, small giveaways)	\$ 1000
	\$
	\$
	\$
Total Expenditure	\$
Total Income and Total Expenditure must equal	\$ 7400
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)	\$ Value of In-kind Contributions
eg: letter drop/ street walk - 1 hour, 1 person	\$ 41.72
Time spent with local businesses oraganising donations/ sponsors	\$ 410.72
	\$
	\$
	\$
	\$
	\$

EVENT SPONSORSHIP COVER APPLICATION FORM | Updated May 2020

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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.

Date 13/02/2024

Signed

Print nar

Position

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.

EVENT SPONSORSHIP COVER APPLICATION FORM | Updated May 2020

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- A: 135 Byng Street, OrangeT: 6393 8000
- E: council@orange.nsw.go
- W: www.orange.nsw.gov.au

EVENT SPONSORSHIP Event Development Fund Application

EVENT DETAILS

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

The 2024 Wangarang Charity Golf day is taking place in the middle of Food week to help attract a wider group of people, this will encourage out of town / interstate players to participate. It has been designed to extend their stay by staying until the Friday to play, perhaps even extending for the weekend. This will increase their overall spend on accommodation, food & beverages, fuel & misc spends. People traveling to food week with their partner whom may not enjoy golf, will partake in many of the other events & activities taking place at this time. As the event grows from year to year, and it has been growing in the past 14 years, International involvement may evolve, but it is unlikely to grow at any speed. We encourage all business in the corporate world to invite interstate / international delegates to become involved and visit the region.

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

Any funds raised for this event to continue to grow & evolve are extremely important, the financial backing from council & local businesses is vital for this event to continue, we have gained tremendous support and each year we plan a bigger , better event to promote more players from interstate, international & other regions of NSW to visit the Orange area. With further council funds, we can attract more golf pros to assist on the day, to enhance the golfer experience, entice them to return, tell their friends & colleagues about the charity day. This is a fund raiser that we at Wangarang are proud of and each year we plan more & already thinking of ways to continuously improve into the future.

EVENT DETAILS (CONTINUED)

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

A long term plan for this event is to turn this day into a multi day golf tournament, running over a few days to consist of a 54 hole golf experience, My goal is to be the Premier Golf Charity Experience in the Central West. With effective advertising, attracting more players to the event is key to its growth, bigger better prizes & more Golf Pro tips & engagement with players to enhance their experience can turn this event into a 3 day tournament, This is a 5 year plan, discussions with players, golf pros, club houses with careful planning and listening to what the players want from their event. Player input will be vital for the growth of this fund raiser.

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

Marketing strategies for this event have mostly been word of mouth over the past few years, and it has gained alot of support for Wangarang, which has been greatly appreciated. But its time we moved up and grow the event. We want to still attract the same faces and same local businesses to this event, but also reach out to other country golf clubs, to entice their players to this event, with growth for the event also comes growth for the wider community, with out of town players, officials, comes accommodation, food & beverages, fuel and misc spend. The plan is to reach out to regional golf clubs, North Coast, South Coast, ACT and into the Sydney region to attend this event, more players, more activities and it evolves into a golf experience, not just a day. The successes will be measured by attendance, the postcodes of the players and of course the funds raised to help Wangarang support the communities disabled residents.

Social Media can be great vehicle for this action, radio, Site visits to clubs to promote, letters & flyer's.

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

Wangarang invite local businesses to engage in may ways for this fund raiser, they can put together teams of players to participate on the day, they can provide much needed monies via sponsorship for the day, this promotes their business or they can provide goods & services to auction off at the end of the day. Businesses can also do all 3 if they. Wangarang is a very inclusive business and healthy promote all types of engagement.

We also encourage all sporting groups from other sports to become involved in this event, football clubs, Hockey clubs , darts , soccer & any interested parties.

Wangarang is very supportive of other community groups and encourage this within our culture.

As a critical eligibility item, financial sustainability of the organisation has to be assessed. Please complete the table below.				
Current cash on hand and in accounts	\$			
Current assets	\$			
Net Assets	\$			
Current debts	\$			
Current financial position	\$			

EVENT SPONSORSHIP DEVELOPMENT APPLICATION

2.2 SMALL DONATIONS - REQUESTS FOR DONATIONS

RECORD NUMBER:2024/221AUTHOR:Rachelle Robb, Director Corporate & Commercial Services

EXECUTIVE SUMMARY

This report provides information to Council to allow for the consideration of a resolution regarding applications for funding through the Small Donations & Grants Program received between November 2023 and January 2024.

LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy "16.2. Support community organisations and groups to deliver services and programs".

FINANCIAL IMPLICATIONS

The budget for General Donations within the Small Donations & Grants Program for 2023/2024 is **\$84,000** with \$50,158.67 spent to date. The total requested in this round is **\$15,300**.

Annual budget 23/24	\$84,000.00
Total spent to date	\$50,158.67
Requested amount this round	\$15,300.00
Remaining balance	\$18,541.33

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)
- 3. Section 610E (waive or reduce fees)

And in accordance with this section in the Local Government Regulation 2021:

Section 207 (record of donations for auditing purposes)

RECOMMENDATION

Council determines the following applications:

- 1 To donate \$2500 to the Lions Club of Orange to purchase a diathermal kit which allows doctors to undertake very complicated surgery on the ear nose and throat of premature babies as part of their Give Me Change for Kids Program.
- 2 To donate \$2500 to the Orange Photography Club to host the Westen Districts Association of Camera Clubs interclub challenge.
- 3 To \$1500 to Regional Development Australia Central West for the TEN4TEN program.
- 4 To donate \$300 to CWA of NSW Western Group to help cover costs of running the CWA Schools's Public Speaking Competition.
- 5 To donate \$2500 to the Fairbank Charity Ball to assist with holding the ball to raise funds for the Royal Flying Doctors Service (Central West).
- 6 To donate \$2500 to the Orange Male Voice Choir to assist with the payment of the honorariums for their Music Director and Accompanist for their professional services.
- 7 To donate \$3500 to Mr Perfect Incorporated to assist with monthly BBQs to encourage men to make connections with other men, and offer an alternative to isolation and loneliness.

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.

Applicant 1	LIONS CLUB OF ORANGE
Assistance Would	Lions club is a voluntary service club set up to undertake
Support	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 kid s (formally give me 5 for kids). This is an ongoing project which raises funds to purchase specialised equipment for the children's ward at the Orange Local Area Health Service. Within the current program we are planning to purchase a diathermal kit which allows doctors to undertake very complicated surgery on the ear nose and throat of premature babies with little blood loss having this kit means more operations will be able to be done in Orange on premature babies, which is very important as it creates less stress on the whole family.
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	Yes
Council?	2023 -\$2500, 2022 - \$2000, 2017 - \$200.64

SUPPORTING INFORMATION

Applicant 2	ORANGE PHOTOGRAPHY CLUB
Assistance Would	Orange Photography Club (formerly Orange Camera Club) was
Support	formed in 1957. In 2024 the Club is hosting the Western Districts
	Association of Camera Clubs interclub challenge, where clubs form
	around the region will be invited to Orange for a two-day event,
	which will include guest speakers and workshops on different
	techniques. The event is expected to attract 100-200 attendees.
Amount Requested	\$2,500
Policy Category	Community Events (not being Event Sponsorship)
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by	No
Council?	

Applicant 3	REGIONAL DEVELOPMENT AUSTRALIA CENTRAL WEST
Assistance Would	RDA Central West is part of a national network of committees, made
Support	up of local leaders who work with all levels of government, business
	and communities to support the economic development of their
	regions. Since its inception in 2020, the TEN4TEN program has been
	connecting youth leaders with community champions, offering
	unparalleled mentoring experiences, unlocking a plethora of new
	opportunities, and providing insights into the myriad possibilities
	available in regional NSW. The program is now in its 5th year, going
	from strength to strength. The program runs throughout the school
	year and is open to Year 11 students from high schools in the Orange,
	Cabonne and Blayney LGAs. Ten students are selected and paired
	with a mentor, attend a series of key events over the year and can
	connect with community leaders in an unprecedented manner. In
	addition to this, the students and mentors have the flexibility to
	-
	arrange their own meetings and activities. The ten mentors are
	drawn from various sectors of the community and, in 2023, we
	introduced four specially chosen program ambassadors, offering
	students an extended network and opportunities for broader career
	exploration At the core of the program is leadership and mentoring
	plays a major role in fostering the next generation of young leaders
Amount Requested	\$1500
Policy Category	Projects or Equipment Purchase or Providing a Community Service
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by	Yes
Council?	2023 - \$1500

Applicant 4	CWA OF NSW CENTRAL WESTERN GROUP
Assistance Would	The CWA is the largest women's organisation in Australia and aims to
Support	improve conditions for country women and children. The CWA
	School's Public Speaking Competition is open to all students of all
	abilities in Years 3-152 in all schools in the Central West of NSW. The
	competition has been held over the past 31 years. Gain this year, the
	competition will be held in Prange CWA Rooms from the 27 to 30
	May 20204. The grant will assist in covering some of the costs of
	running the competition.
Amount Requested	\$2,500
Policy Category	Community event not being event sponsorship
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by	Yes
Council?	2021 - \$500, 2018 - \$200, 2017 - \$200, 2016-\$100, 2014 - \$75

Applicant 5	FAIRBANK CHARITY BALL
Assistance Would	Raising funds for the Royal Flying Doctors Service (Central West) by
Support	way of a Charity Ball. The Committee is made up of women from
	Orange and its surrounding areas. The RFDS is a valued service
	throughout the Central West, NSW and Australia.
Amount Requested	\$2500
Policy Category	Projects or Equipment Purchase or Providing a Community Service.
	Community Event.
Category Maximum	\$2500
Complies With Policy	YES
Previously funded by	No
Council?	

Applicant 6	ORANGE MALE VOICE CHOIR	
Assistance Would	Payment of the honorariums for their Music Director and	
Support	Accompanist for their professional services.	
Amount Requested	\$2500	
Policy Category	Projects or Equipment Purchase or Providing a Community Service.	
Category Maximum	\$2500	
Complies With Policy	Yes	
Previously funded by	Yes	
Council?	2023 - \$2500, 2022 - \$2500,2016 -\$3000, 2015 - \$3000, 2014-\$3000	
Applicant 7	MR PERFECT INCORPORATED	
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Assistance Would	Support Mr Perfect monthly Sunday morning BBQs to encourage	
Support	men to make connections with other men, creating the opportunity	
	to either give a hand, or possibly get some advice the could be crucial	
	at the time, and offer an alternative to isolation and loneliness.	
Amount Requested	\$3500	
Policy Category	Projects or Equipment Purchase or Providing a Community Service.	
Category Maximum	\$2500	
Complies With Policy	Amount requested is above the category maximum of \$2500.	
Previously funded by	Yes	
Council?	2023 - \$2500	

ATTACHMENTS

- 1 Small Donations Program General Donations Application Form Lions Club of Orange (redacted), D24/19062.
- 2 Small Donations Program General Donations Application Form Orange Photography Club (redacted), D24/19068.
- 3 Small Donations Program General Donations Application Form Regional Development Australia Central West (redacted), D24/19063 J
- 4 Small Donations Program General Donations Application Form CWA of NSW Western Group (redacted), D24/19064 J
- 5 Small Donations Program General Donations Application Form Fairbank Charity Ball (redacted), D24/19066 []
- 6 Small Donations Program General Donations Application Form Orange Male Voice Choir (redacted), D24/19065
- 7 Small Donations Program General Donations Application Form Mr Perfect (redacted), D24/19067



APPLICANT'S DETAILS

Name of organisation:	LIONS CLUB OF ORANGE	
Contact name:	GRAEME EGGLESTON	
Position:	COORDINATOR GIVE ME	CHANGE FOR KIDS
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		
NOT FOR PROFIT INC	CORPORATED ASSOCIATION	
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 r	egistered for GST?	Yes VNO
If applicable, please provide	: ABN: 98193972407	ACN: 10768
BANK ACCOUNT DE	TAILS FOR PAYMENT	
BSB No:		Account 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 specialised equipment for the Childrens ward at the Orange Local Area health Service.

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 STO29 Donations and Grants Policy

THE CURRENT PROGRAM WE ARE PLANNING IS THE PURCHASE A DIATHERMAL KIT WHICH ALLOWS DOCTORS TO UNDERTAKE VERY COMPLICATED SURGERY ON THE EAR NOSE AND THROAT OF PREMATURE BABIES WITH LITTLE BLOOD LOSS

HAVING THIS KIT MEANS MORE OPERATIONS WILL BE ABLE TO BE DONE IN ORANGE ON PREMATURE BABIES WHICH IS VERY IMPORTANT AS IT CREATES LESS STRESS ON THE WHOLE FAMILY

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	\$ 23750.00
Your contribution	\$ 0
Your voluntary contribution	\$ 21250.00
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$ 2500.00

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION | Updated June 20

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DONATION CATEGORY

Which category are you applying under?

Projects or Equipment Purchase or Providing a Community Service

Community Events (not being Event Sponsorship)

Non-sport Individuals or Teams Representing Orange at a National Event or at an Overseas Event

Prize Giving (Central Women's Association (CWA) or Orange Eisteddfod)

Grand Finals, Carnivals/Championships and Invitationals

ALIGNMENT TO COUNCIL'S STRATEGIC COMMUNITY PLAN

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

LIVE - A healthy, safe, inclusive and vibrant community

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

PRESERVE - Balancing the natural and built environment

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

PROSPER - A smart, innovate and resilient economy

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

COLLABORATE - Leadership and partnership

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

LOCAL BUSINESS USE

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

Business	Expenditure
ORANGE CITY LIFE	\$ 350.00
EQUIPMENT IS NOT AVAILABLE -BUT HAVING THE KIT WILL CERTAINLY BE OF BENEFIT TO THE ORANGE COMMUNITY	\$
	\$
	\$
	\$
	\$

5 MARCH 2024

FINANCE POLICY COMMITTEE 5 MARCH 2024 Attachment 1 Small Donations Program - General Donations - Application Form - Lions Club of Orange (redacted)

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.

Date 7/01/2024

Signed

Print name GRAEME EGGLESTON

Position in organisation COORDINATOR GIVE ME FIVE PROJECT

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.

Attachment 2 Small Donations Program - General Donations - Application Form - Orange Photography Club (redacted)



APPLICANT'S DETAILS

Name of organisation: Orange Photograp	thy Club
Contact name: Shiplene Lawry	\bigcirc
Position: Club Secretary	
Postal address	
Phone:	Mobile:
Email:	
What is the legal status of your organisation? (eg Incorporated, As If not-for-profit please attach evidence – such as charter/constit charitable status advice or a statutory declaration	sociation, etc.) tution showing no personal gain will be available to members,
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 VNo
If applicable, please provide: ABN: NO	ACN: NO
BANK ACCOUNT DETAILS FOR PAYMENT	
BSB No:	Account No:
Account Name:	
Bank:	

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION

page 1 of 4

FINANCE POLICY COMMITTEE 5 MARCH 2024 Attachment 2 Small Donations Program - General Donations - Application Form - Orange Photography Club (redacted)

YOUR ORGANISATION

Please describe your organisation and its purpose

Orange Photography Club was formed in 1957, predominat a which dub. We recently changed our name from Orange Camera Club to Orange Photography Club bo that the inclusive of all gennes of photograph Club could be more Towards the end of 1996, the Club took part in the 150 year Celebration of Orange by mounting an exhibition entitled "Orange, Our City" in the Orange Regional Gallery. We maintain close links with the Western Districts Association of Camera Clubs and also run the photography section at the Oras ow each year. Our Chib provides a friendly place for both of eld, beginners or veterano, to lear share and exten We meet the 1st & 3rd Tuesday of the in photography. mont 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

In 2024 our Club is hosting the Western District 'interdub challenge. We will Association of Camera Clubis clubs from around our region to Orangebe insting two day event which will include speakers workshops and on different also. ly assistance phancia will Orange which we 100-200 attendors

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. / speaker -model here for workshops Your costs - Venue \$ 5000.00 pprox a \$ Your contribution 2500.00 \$ Your voluntary contribution Amount required from Council \$ 2500.00. (eligible amounts are listed in the STO29 Donations and Grants Policy)

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION

page 2 of 4

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

is 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 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
Various sites for accomodation	\$
Various sites for accomodation of delegates: Quest Orange -venue huie	\$
Quest Orange -venue hie	\$
	\$
	\$
	\$

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION

DECLARATION	
On behalf of: (name of organi	sation if applicable) Orange Photography Club
I certify to the best of my knc are true.	wledge that the statements made in this application and any supporting documentation
Signer	Date 31.1.2024
Print name Shirlen	e Lawry
	ub 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.

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION

Attachment 3 Small Donations Program - General Donations - Application Form - Regional Development Australia Central West (redacted)



APPLICANT'S DETAILS

Name of organisation:	Regional Development Australia	a Central West
Contact name:	Lynda Smart	
Position:	Operations and Migration Mana	ager
Postal address		
Phone:		Mobile:
Email:		
		ociation, etc.) ution showing no personal gain will be available to members,
Incorporated Associatio	n	
Please select:		Profit or 🗹 Not-for-Profit
lf not-for-profit:		Constitution, tax ruling or other document confirming not- for-profit status is attached
Is your group/organisation re	egistered for GST?	Ves No
If applicable, please provide:	ABN: 55418618640	ACN:
BANK ACCOUNT DE	TAILS FOR PAYMENT	
BSB No:		Account No:
Account Name:		
Bank:		

YOUR ORGANISATION

Please describe your organisation and its purpose

RDA Central West is part of a national network of committees, made up of local leaders who work with all levels of government, business and communities to support the economic development of their regions. Together with regional leaders, we aim to drive business growth, new jobs, skills development, and business investment across the 11 local government areas (LGAs) of Bathurst, Blayney, Cabonne, Cowra, Forbes, Lachlan, Lithgow, Oberon, Orange, Parkes and Weddin.

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 STO29 Donations and Grants Policy

Our region has a rich pool of talented and accomplished leaders, and mentoring plays a crucial role in nurturing the next generation of young leaders within our community. Since its inception in 2020, the TEN4TEN program has been connecting youth leaders with community champions, offering unparalleled mentoring experiences, unlocking a plethora of new opportunities, and providing insights into the myriad possibilities available in regional NSW. he program is now in its 5th year, going from strength to strength.

The program runs throughout the school year and is open to Year 11 students from high schools in the Orange, Cabonne and Blayney LGAs. Ten students are selected and paired with a mentor, attend a series of key events over the year and have the opportunity to connect with community leaders in an unprecedented manner. In addition to this, the students and mentors have the flexibility to arrange their own meetings and activities.

The ten mentors are drawn from various sectors of the community and, in 2023, we introduced four specially chosen program ambassadors, offering students an extended network and opportunities for broader career exploration. The program has the potential to be rolled out across more communities in the region and evolve into a flagship leadership event on the school calendar. At the core of the program is leadership and mentoring plays a major role in fostering the next generation of young leaders

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	\$ 13000
Your contribution	\$ 10000
Your voluntary contribution	\$
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$ 1500 + GST

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION | Updated June 202

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
Kate Jones@119	\$ 1500
Orange Ex-Services Club	_{\$} 1500
Anything Grows/Hive Orange	\$ 1100
Gather at the Sonic	\$ 600
Australia Wide Coaches (Orange)	\$ 6000
Collins Booksellers	\$ 200

5 MARCH 2024 Small Donations Program - General Donations - Application Form - Regional Development Attachment 3 Australia Central West (redacted)

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 05/02/2024	
Print name Lynda Smart		
Position in organisation	Operations and Migrations 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.

Attachment 4 Small Donations Program - General Donations - Application Form - CWA of NSW Western Group (redacted)

A: 135 Byng Street. Orange G: 6393 BOO :: council@orange.nsw.gov.au :: www.orange.nsw.gov.au :: SMALL DONATIONS PROGRAM - APPLICATION FORM General donations

APPLICANT'S DETAILS

Name of organisation:	CWA OF NSW Central Wester	n Group
Contact name:	Marie Henry	
Position:	Group Treasurer	
Postal address		
Phone:		Mobile:
Email:		
What is the legal status of yo If not-for-profit please atta charitable status advice or	our organisation? (eg Incorporated, A ach evidence – such as charter/const a statutory declaration	Association, etc.) titution showing no personal gain will be available to members,
Incorporated under an A	Act of 1931	
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 re	egistered for GST?	Yes No
If applicable, please provide:	ABN: 82 318 909 926	ACN:
BANK ACCOUNT DE	TAILS FOR PAYMENT	
BSB No:		Account No:
Account Name:		
Bank:		
SMALL DONATIONS PROG	RAM GENERAL DONATION APPLIC	ATION Updated June 2021 page 1 of 4

YOUR ORGANISATION

Please describe your organisation and its purpose

The CWA is the largest women's organisation in Australia and aims to improve conditions for country women and children. We reach that aim in various ways including lobbying for change, helping the local community, creating a network of support and meeting together in towns and cities. CWA of NSW is a member the international organisation Associated Country Women of the World, thought this organisation, supports rural women world-wide.

Women from the country and the city in NSW and the ACT meet together to connect with others in their local area, fundraise and help set policies which are lobbied for at a state level. Members also enjoy cooking, handicraft, art and creative writing competitions as well as teaching skills to others.

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 CWA Schools' Public Speaking Competition is open to all students of all abilities in Years 3-12 in all schools in the Central West of NSW. The competition has been held over the past 31 years. Again this year, the competition will be held in the Orange CWA Rooms from 27th to 30th May.

Our request is to help cover some of the costs of running the competition (i.e. collating information received once distributed to all schools (twice); printing of numerous entries received into each year events (up to 38 entries in some of the sections); printing of certificates for all participants and winners of each Years section; purchase of books for winning schools; lunches for judges and volunteers over the 4 days).

The huge project and a wonderful experience for students and community. Such favourable comments are always received from the community. It an honour to be part of such a rewarding project.

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	\$ 1660.00	
Your contribution	\$ 905.00	
Your voluntary contribution	\$ 4920.00	
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$ 300.00	

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION

FINANCE POLICY COMMITTEE

t 4 Small Donations Program - General Donations - Application Form - CWA of NSW Western Group (redacted)

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 Elsteddfod)

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.

Expenditure
\$ 95.00
\$ 335.00
\$ 105.00
\$
\$
\$

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION

Page 160

5 MARCH 2024

Attachment 4 Small Donations Program - General Donations - Application Form - CWA of NSW Western Group (redacted)

DECLARA	TION	
On behalf o	f: (name of organisation i	f applicable)
I certify t are true.	o the best of my knowledge	that the statements made in this application and any supporting documentation
	o the best of my knowledge	that the statements made in this application and any supporting documentation Date 5/2/24

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.



APPLICANT'S DETAILS

Name of organisation:	onk Charity E	Ball		
Contact name: Renée M	onk Charity C Julligan	- 1		
Position: Secretary	0	4. s. c. 4.	x	
Postal address				
Phone:	0 -	Mobile:		
Email:	s	$s \in \{1, \dots, n_k\}^{-1}$	Astronomic Content	(A)
What is the legal status of your dig If not-for-profit please attach evid charitable status advice or a status	ence – such as charter/const	ssociation, etc. itution showin) g no personal gain will be available to men	nbers,
Please select:		Profit	or 🗹 Not-for-Profit	
lf not-for-profit:	•	Constitu for-prof	ition, tax ruling or other document confirm it statys is attached	ing not-
Is your group/organisation registere	d for GST?	Yes		
If applicable, please provide: Al	IN: NIA		ACN: NA	1. J. ¹ .
BANK ACCOUNT DETAILS	FOR PAYMENT	art y	n national de la superior	
3SB No:		Account No:	a series a s	a Sac B
Account Name:			a da anti-	ж. т. — н. — к.
Bank:		- 19 - 10 19 - 10	t the state of the	
n de la composition de La composition de la c				

YOUR ORGANISATION

Please describe your organisation and its purpose

Our organisation is to Store Historical Memorabilia, and raise funds for Charities.

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 are raising funds for the Royal Flying Doctors Service (Central West) by way of a Charity Ball.

Our Committee is made up of Women from Orange and its Surrounding areas: The RFDS is a valued Service through out the Central West and NSW and Australia.

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		\$ NIL	6	the second
Your contribution	Ticket Sales	\$ 12,000.00		
Your voluntary contribution	Venue + Equipment Hire free	\$ 5,000.00		
Amount required from Council (eligible amounts are listed in th	e ST029 Donations and Grants Policy)	2500.00		

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION | Updated June 2021

page 2 of 4

FINANCE POLICY COMMITTEE

Attachment 5

nent 5 Small Donations Program - General Donations - Application Form - Fairbank Charity Ball (redacted)

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 resillent 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	
O'Hara + Co 7 HOTELS Oranne	\$ 2000.00	
O'Hara & Co I HOTELS Orange Dan Beach Catering Orange Local Orange Band" Kiss This	\$ 5400.00	•
Local Orange Band" Kiss This"	\$ 2600.00	
8	\$	
	\$	
	\$	

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION | Updated June 2021

page 3 of 4

Attachment 5	Small Donations Program - General Donations - Application Form - Fairbank Charity Ball
	(redacted)

DECLARATION	
On behalf of: (name of organisation if app	olicable)
	the statements made in this application and any supporting documentation
Signed	
Print name	Date 25.2.24.
Position in organisation	
Secretary	
he information you provide will be handled in ac he supply of information by you is voluntary. If y oplication may be unable to be processed. Any oplication.	ccordance with the Privacy and Personal Information Protection Act 1998. You cannot provide or do not wish to provide the information sought, your y personal information collected from you will be in order to process your
	2016년 1월 2017년 2월 2017년 1월 201
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Attachment 6

Small Donations Program - General Donations - Application Form - Orange Male Voice Choir (redacted)



APPLICANT'S DETAILS

Name of organisation:	ORANGE MALE VOICE CHOIR		
Contact name:	David Woodside		
Position:	Treasurer		
Postal address			
Phone:		Mobile:	e.
Email:			
If not-for-profit please a	of your organisation? (eg Incorporated, As attach evidence – such as charter/consti e or a statutory declaration	sociation, tution sho	n, etc.) howing no personal gain will be available to members,
		r extract),	e), ACNC certificate and extract from OMVC Constitution
Please select:			rofit or X Not-for-Profit
If not-for-profit:		X Con	onstitution, tax ruling or other document confirming no r-profit status is attached
ls your group/organisati	on registered for GST?	X Yes	es 🔲 No
If applicable, please pro	vide: ABN: 23220299159		ACN: 13584
BANK ACCOUNT	DETAILS FOR PAYMENT		
BSB No:			Account No:
Account Name:			
Bank:			
			1

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION | Updated June 2021

page 1 of 4

Please describe your organisation and its purpose

OMVC has been a part of the city's cultural life for almost a century. The Choir was formed in 1926 and has performed locally, regionally, nationally and internationally. We have toured extensively in all these arenas with international tours to Wales, Ireland, England, Hong Kong, China, New Zealand and throughout Europe. Our mission everywhere has been to always bring quality performances to the concert stage for the enjoyment of audiences while simultaneously promoting our city when touring away. In past years we have brought a number of artists of international calibre and reputation to Orange's Civic Theatre. In 2019 and 2022 the Choir joined Eric Bogle on the stage of Orange Civic Centre. Past years have seen performances with, for example, John McNally, Harry Secombe and Julie Anthony as well as distinguished choirs. In the process of performing local concerts, OMVC attracts and brings audience from within and beyond the City.

It has been our honour to perform at some of Orange's major events; for many decades e.g. notably at the ANZAC Dawn Service and at Australia Day in Cook Park and also on other civic occasions. In addition to the cultural benefits of concerts, the Choir enriches the life of the Orange community in other ways. We work alongside a diverse range of businesses and community groups contributing in the process to community cohesion and engagement. The benefits of sharing music are well researched and documented with gains in social, psychological and cognitive outcomes. Or goal is always to ultimately share these gains beyond our male choristers as inclusively as possible in the promotion of individual and community wellbeing and enhancement.

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 STO29 Donations and Grants Policy

Benefit concerts are performed by OMVC while others are by paid admission. In both cases we strive to bring quality performances to the stage. in order to maintain standards we engage suitably qualified, well- credentialled professionals to lead the group. The two key positions here are Music Director and Accompanist, We've been fortunate to enjoy the benefits of having professional or semiprofessional personnel filling these positions and always on terms most generous to the Choir. Their generosity springs firstly from a mutual love and passion for music but recognition of the Choir's worth and its sound administration and organization are also factors that bear on what is always a most successful relationship of trust and mutual respect.

As an amateur community-based group we are not able to remunerate our MD and Accompanist for their professional services at a level befitting their skills and their considerable investment in rehearsals, concerts and general support. Payment of an annual honorarium is little more than tokenism but we strive to remunerate each as best we possibly can in this way. A significant impact has been the loss of our major sponsor and the difficulty of replacement. We have responded by developing a detailed and comprehensive strategic plan (and action plan for the next 12 months) to assure OMVC's viability into the future. We recognize however that the best executed plans require time for sought flow-ons to take effect. Until such time as we are able to achieve balanced budgets again we must look to other sources for assistance. Consequently we seek Council's assistance under the Small Donations Program for assistance in payment of the honorariums.

Please attach evidence of your costs. For purchase equipment, please attach	three quotations.
Your costs MD Honorarium \$3,900, Accompanist Honorarium \$2,500.00	\$6,400
Your contribution	\$ 3,900
Your voluntary contribution	\$
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$2,500

Updated June 2021

1e 2021

page 2 o

Which category are you applying under?	
Proje a loment P renase o Provirting a north reven	
Community Events (not being Event Sponsorship)	
Non-sport Individuals or Teams Representing Orange at a National Event or at an	Overseas Event
ze G Ceri en s Associatio Or de E add	
Grand F als. Carn	

Which Theme Is your project, purchase equipment community event Cor 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

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PROSPER " A smart, innovate and res3Hent economy

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COLLABORATE - Leadership and partnership

This theme looks at forging a collaborative community that engages with open and origoing 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.

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

BUSINESS	Expenditur
Orange Regional Conservatorium (Lease, Donation, Scholarship)	\$ 3,600
Orange Community Radio 107.5	\$ 300
Printwest (Marketing, concert posters, recruitment flyers)	\$ 1,500
Ambassador Motel (Best Western)	5,000
Orange City Life (Advertising)	\$ 1100
Other businesses will be added as our year develops	\$

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION

page 3 of 4

FINANCE POLICY COMMITTEE

Small Donations Program - General Donations - Application Form - Orange Male Voice Attachment 6 Choir (redacted)

DECLARATION	
On behalf of: (name of organisation if ap	oplicable)
I certify to the best of my knowledge that are true.	t the statements made in this application and any supporting documentation
	t the statements made in this application and any supporting documentation Date 6/2/24

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.

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION | Updated June 2021

Attachment 6 Small Donations Program - General Donations - Application Form - Orange Male Voice Choir (redacted)

Å,

Extract OMVC Constitution

Part 5 Miscellaneous

38 Insurance

The association may effect and maintain insurance.

39 Funds - source

- (1) The funds of the association are to be derived from entrance fees and annual subscriptions of members, donations and, subject to any resolution passed by the association in general meeting, any other sources that the committee determines.
- (2) All money received by the association must be deposited as soon as practicable and without deduction to the credit of the association's bank or other authorised deposit-taking institution account.
- (3) The association must, as soon as practicable after receiving any money, issue an appropriate receipt.

40 Funds - management

- (1) Subject to any resolution passed by the association in general meeting, the funds of the association are to be used solely in pursuance of the objects of the association in the manner that the committee determines.
- (2) All cheques, drafts, bills of exchange, promissory notes and other negotiable instruments must be signed by 2 authorised signatories.

41 Association is non-profit

Subject to the Act and the Regulation, the association must apply its funds and assets solely in pursuance of the objects of the association and must not conduct its affairs so as to provide a pecuniary gain for any of its members.

Note. Section 5 of the Act defines pecuniary gain for the purpose of this clause.

42 Distribution of property on winding up of association

- (1) Subject to the Act and the Regulations, in a winding up of the association, any surplus property of the association is to be transferred to another organisation with similar objects and which is not carried on for the profit or gain of its individual members.
- (2) In this clause, a reference to the surplus property of an association is a reference to that property of the association remaining after satisfaction of the debts and liabilities of the association and the costs, charges and expenses of the winding up of the association.

Note. Section 65 of the Act provides for distribution of surplus property on the winding up of an association.

43 Public Fund

OMVC will establish and maintain a public fund.

B

ORANGE MALE VOICE CHOIR

time. He is looking forward to the new year. PR especially thanked M Collett and R Brooking, and Roy as well, who though a new member it felt like had been there forever. **Motion:** that the MD's report be accepted. Moved: R Rochelli, Seconded: R Brooking, Carried.

6. Appointment of Patrons

D Woodside reported that Paul Jarman had been contacted and that he would love to continue as patron. The Mayor of Orange will Iso be approached again. **Motion:** that the Management Committee approach Paul Jarman and Orange Mayor to continue as patrons for OMVC. Moved: J Read, Seconded: K Fishpool, Carried.

7. Election of Officers – President, Vice President, Secretary, Treasurer, General Committee

The following nominations were received: President: M Collett. Moved: D Woodside, Seconded: C Mills, Carried. Vice-President: R Rochelli. Moved: D Woodside, Seconded: M Collett, Carried. Treasurer: D Woodside. Moved: D Kennedy, Seconded: C Mills, Carried. Committee: R Brooking. Moved: D Woodside, Seconded: D Kennedy, Carried D Kennedy. Moved: D Woodside, Seconded: C Mills, Carried

B Middleton. Moved: D Woodside, Seconded: C Wins, Carried J Mealings. Moved: D Prince, Seconded: R Brooking, Carried N Sethack. Moved: D Kennedy, Seconded: C Mills, Carried K Peasley. Moved: D Kennedy, Seconded: M Collett, Carried

Note: It was realised later that the election form for C Mills had been received but overlooked, so he was confirmed as a committee member by the committee.

C Mills. Moved: D Woodside, Seconded: D Kennedy, Carried

8. Confirm Appointment of Public Officer

B Nash is happy to continue. **Motion:** that B Nash be confirmed as the Public Officer. Moved: K Fishpool, Seconded: D Woodside.

9. Rowland Gregory Service Award - this will be presented at Annual Dinner

10. General Business

10.1 Honorariums - for ratification. R Brooking and P Rees left the meeting for discussion. It was explained that honorariums were paid in arrears, as a gift and recognition of contribution. The Management Committee proposed that honorariums be based on an hourly rate of \$50/hr for rehearsal and performance attendances. The resultant amounts proposed were for Music Director, P Rees \$3900, and for Accompanist, R Brooking \$2500.
J Read asked about rounding up MD's to \$4000. D Kennedy explained that the committee had considered carefully and tried to establish a process to base amounts on. R Rochelli also added that budget had to be considered. J Read withdrew his suggestion.
Motion: that Honorariums be paid as proposed, \$3900 for P Rees and \$2500 for R Brooking. Moved: D Woodside, Seconded: K Fishpool, Carried. R Brooking and P Rees rejoined the meeting, and their honorariums were announced.

Close of meeting: meeting closed at 7.58pm.

Attachment 6 Small Donations Program - General Donations - Application Form - Orange Male Voice Choir (redacted)



14 February 2024

The General Manager Orange City Council PO Box 35 ORANGE NSW 2800 ABN: 23 220 299 159 Charity: CFN 13584

www.omvc.org.au

Orange City Council Scanned
1 5 FEB 2023
CONTAINER No.
F2709-24

Dear Sir,

Re: 2024 Small Donations Program

Please find enclosed an application from the Orange Male Voice Choir for a grant under Council's *Small Donations Program*. Funds from a grant would be directed to honorariums for our Music Director and Accompanist.

Orange Male Voice Choir appreciates the generous support of Council in past years and acknowledges same on its homepage at omvc.org.au.

Our request under the Program is for the maximum \$2500 grant available in the first category, *Providing a Community Service*. Our submission is aligned to the *Live* theme in Council's Community Strategic Plan. A few pertinent facts about OMVC:

- Our organisation is significantly self-funded. Projected expenses for the current budget year are in the order of \$16,320.
- The Choir lost its sponsor with the death of Norman J Penhall (Penhall Funerals) and is in the process of implementing an ambitious and comprehensive Strategic Plan covering all aspects of our operation..
- A significant motivation is our commitment to the stewardship of an Orange institution in OMVC that represents a community force of inherent value and historic significance. Successfully reaching our centenary year in 2026 and prospering beyond it is germane to these goals.
- Our group has always enjoyed strong links with local businesses and other community groups as well as reaching out to assist others in need. In league with the Cantar Community Choir we raised in excess of \$7,000 last year for the flood ravaged communities of Eugowra and Molong. The Choir performs regularly for the benefit of nursing home residents at Orange Grove and Calare Nursing Home.
- We rehearse weekly at the Orange Regional Conservatorium and have enjoyed a close relationship with that organisation for some nine years as well as many local businesses, among them in recent years IGA, Printwest, Collins Booksellers,

Orange North Rotary, Parkview Hotel, Landers Music, Orange Credit Union and many more.

The Choir incurs considerable operational costs; among them venue hire, insurances, uniform purchases, travel, and music to refresh our repertoire. We do receive some income from concerts but a large proportion of these proceeds are required to meet the costs of the concerts themselves and ever-increasing recurrent costs.

The Orange Male Voice Choir has represented the City of Orange at various openings, ceremonies and functions for over 90 years (see application) and we have literally sang the praises of Orange throughout the Central West, Australia and overseas during this period. Orange in fact is prominently featured in our signature piece, Friendship in Song, which we commissioned for our 90th anniversary in 2016. We are recognised locally, nationally and internationally for our choral quality, a standard achieved only by virtue of the generous and professional assistance of our Music Director and Accompanist.

We remain extremely grateful for Council's help in the past, most notably for very generously meeting the major cost of a new choir blazer in 2008, but also for providing grants in the past for the same purpose as we currently seek in this submission. The Choir would again be most pleased to acknowledge Council's support as it has in the past on letterhead, our website and on all concert programs. As a prominent and long-standing community organisation we ask for Council's assistance in this area so integral to our ongoing success and operation.

Yoyrs sincerely,

n≉vid Woodside

Treasurer, OMVC

Encl. 4

6

- A. Extract from OMVC Constitution showing not-for-profit status
- **B.** Extract from Minutes, AGM Orange Male Voice Choir 5/2/24 approving honorariums totaling \$6,400
- C. Extract from Australian Business Register
- D. Registered Charity Certificate

ORANGE CITY COUNCIL	 A: 135 Byng Street, Orange T: 6393 8000 E: council@orange.nsw.gov.au W: www.orange.nsw.gov.au
SMALL DONATIONS PROGRAM - APP	LICATION FORM
General donations	
APPLICANT'S DETAILS	
Name of organisation: Mr Perfect Incorporated	
Contact name: John Mooney	
Position: CEO	
Postal address	
Phone:	Mobile:
Email:	
What is the legal status of your organisation? (eg Incorporated, Association, If not-for-profit please attach evidence – such as charter/constitution show declaration	etc.) ving no personal gain will be available to members, charitable status advice or a statutory
Please select:	Profit or X 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: 91 690 308 488	ACN:
BANK ACCOUNT DETAILS FOR PAYMENT	
BSB No:	Account No:
Account Name:	
Bank:	

YOUR ORGANISATION

Please describe your organisation and its purpose: Mr Perfect holds free community BBQ's once a month from 10.am - 12.00pm on a Sunday morning. Men are encouraged to come along, have a free sausage sandwich, get out in the sunshine, with the main objective being for local men to meet and have a chat and make a connection with other men from the local community.

Mr Perfect operates in over 60 locations all across Australia (including name LGA) for more than 5 years. We have had thousands of men turn up to our local Sunday morning BBQ's, who make connections with other men, creating the opportunity to either give a hand, or possibly get some advice that could be crucial at that time, and offer an alternative to isolation and loneliness.

We offer a unique, non-clinical opportunity for men to meet and connect. Benefits include an increased sense of community felt by men and their families and increased mood which will lead to better mental health outcomes. Simply offering an opportunity for men to meet and chat (zero tolerance alcohol policy, get in the sunshine, have a free bite to eat) meet our amazing volunteers (Hosts) and other local men.

REASON FOR APPLYING FOR FINANCIAL ASSISTANCE Our Charity is funded solely by LGA Grants and other sponsorship.

Your costs	\$3500	
Your contribution	\$0	
Your voluntary contribution	\$1500	
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$3500	

SMALL DONATIONS PROGRAM GENERAL DONATION APPLICATION | Updated June 2021

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 Mr Perfect holds free community BBQ's once a month from 10.am - 12.00pm on a Sunday morning. Men are encouraged to come along, have a free sausage sandwich, get out in the sunshine, and have a chat and make a connection with other men from the local community. Mr Perfect has been operating in over 60 locations all across Australia for more than 5 years. In this time we have had thousands of men turn up to our local Sunday morning BBQ's and find an easy way to make connections with other men, creating the opportunity to either give a hand, or possibly get some advice that could be crucial at that time.

We offer a unique, non-clinical opportunity for men to meet and connect. Benefits include an increased sense of community felt by men and their families and increased mood which will lead to better mental health outcomes. Simply offering an opportunity for men to meet and chat (zero tolerance alcohol policy, get in the sunshine, have a free bite to eat) meet our amazing volunteers (Hosts) and other local men.

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. **DONATION CATEGORY**

Which category are you applying under?

Projects or Equipment Purchase or Providing a Community Service **YES**

Community Events (not being Event Sponsorship) **YES**

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 YES

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
Butcher	\$600
Salads, bread rolls, soft drinks	\$350
	\$
	\$
	\$
	\$

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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 YES John Mooney are true.				
Signec Dat	e 14 Feb 2024			
Print name John Mooney				
Position in organisation CEO Mr Perfect Incorporated				

Position in organisation CEO Mr Perfect Incorporated

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.