



FINANCE POLICY COMMITTEE

AGENDA

1 AUGUST 2023

Notice is hereby given, in accordance with the provisions of the Local Government Act 1993 that a **FINANCE POLICY COMMITTEE MEETING of ORANGE CITY COUNCIL** will be held in the **COUNCIL CHAMBER, CIVIC CENTRE, BYNG STREET, ORANGE** on **Tuesday, 1 August 2023**.

David Waddell

CHIEF EXECUTIVE OFFICER

For apologies please contact Administration on 6393 8106.

AGENDA

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1 INTRODUCTION

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

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

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

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

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

RECOMMENDATION

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

2 GENERAL REPORTS

2.1 EVENTS SPONSORSHIP PROGRAM

RECORD NUMBER: 2023/1098

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 per financial year. An amount of \$5,000 has been previously committed in the 2023/24 financial year, and there are existing previous commitments of approximately \$11,450 per annum approved in 2022/23 (for a period of 3 years). This leaves an available balance of \$83,550 until 30 June 2024.

There is a table (Table Two) included later in the report that details the expenditure for the Program by year for the past 12 years to assist Councillors identify how often the annual budget is subscribed.

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).

Section 356(2) requires councils to give at least 28 days public notice of a proposal to pass a resolution to grant financial assistance to a recipient who acts for private gain prior to doing so, unless:

- The assistance is part of a specific program which has been included in the council's management plan,
- The program's budget does not exceed 5% of the council's income from ordinary rates for the year and
- The program is uniformly available to all or a significant group of persons within the area.

The Events Sponsorship Fund is included in Council's Management Plan; is advertised on Council's website; has a Strategic Policy attached (ST144); the program budget is \$100,000 which is substantially under the 5% of Council's income from ordinary rates; and the program is available to any group who wishes to hold an event in the Orange LGA subject to the event meeting the guidelines. On this basis the default position would be to not advertise the awarding of a sponsorship to a private entity unless Council specifically seek to have that decision advertised. If Council chooses to advertise, the usual process is that the

2.1 Events Sponsorship Program

advertising would occur for a 28-day period followed by a review of the CEO and adoption under delegation.

For ease of discussion, Councillors may decide to deal with the report in *seriatim*.

RECOMMENDATION

That Council resolves to:

- 1 Sponsor the Gnoo Blas Classic Car Club Incorporated for an amount of \$10,000 for the Gnoo Blas Car, Truck and Bike Show from 9th to the 11th of February 2024.**
- 2 Commit to sponsor the Gnoo Blas Car, Truck and Bike Show for a further two years in 2025 and 2026.**
- 3 Sponsor the Australian National Field Days for an amount of \$2,000 for the NSW Rural Women's Gathering 2023 to be held 25th to 27th August 2023.**
- 4 Sponsor Two Wheel Tours for an amount of \$5,000 for the goodness Gravel Orange event to be held in November 2023.**
- 5 Sponsor the Central West Maliyan an amount of \$4,000 for the Koori Knockout.**
- 6 Sponsor Mortimers Wines an amount of \$5,000 for the Schools out for Summer to be held 15 December 2023.**

FURTHER CONSIDERATIONS

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

SUPPORTING INFORMATION

There are some additions to the format of presenting the applications to Council. As well as four changes to each application summary, two summarised financial tables are included as a snapshot. The tables are following:

Table One: Event Sponsorship Program – Financial summary table

Annual Allocation	Committed in 2022/23	Approved in 2023/24	Balance available	Requested in this report	Committed for 2024/25
\$100,000	\$11,450	\$5,000	\$83,550	\$26,000	\$11,500

The first change to the application summary format is that an actual figure has been attributed to sponsorships to the subject organisation, by year, for the past six years. This includes a figure of zero for any year without sponsorship. Where sponsorship has been paid it will indicate the event the sponsorship was paid for. Councillors can be confident of how often they have been sponsored in the recent past and for which event(s).

The second change is the addition of a section 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. The information from this section then informs the following two sections.

2.1 Events Sponsorship Program

The third alteration to the summary format is the inclusion of a category titled “OCC \$ per participant ratio (lower ratio = less spend per person)”. The purpose of this category is to allow the Councillors to view an average cost per person at a glance 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.

The final change to the summary format is the inclusion of “Income generated (DNSW)”. 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.

Councillors should note that the changes are just a summary and extrapolation of data supplied by the applicant. 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.

To further aid in the assessment process, a table (Table Two) outlining Event Sponsorship funding by year over the past 12 years allows Councillors to view expenditure patterns of the funds by year. It should be noted that Council resolved to add additional funding to the budget in 2020/21 to try and stimulate events in a period that was predicted to be post-Covid. In that same year the Winter Jazz Festival was funded \$50,000 up front in a unique deal to allow a local grass-roots festival start in a traditionally slow visitation period.

Table Two: Event Sponsorship Program – Annual budget & expenditure

Year	Budget	Expenditure	Balance
2011/12	\$27,550.00	\$27,545.45	\$4.55
2012/13	\$26,880.00	\$26,874.89	\$5.11
2013/14	\$28,100.00	\$32,922.16	-\$4,822.16
2014/15	\$30,000.00	\$30,553.31	-\$553.31
2015/16	\$30,900.00	\$24,500.00	\$6,400.00
2016/17	\$72,127.00	\$71,227.27	\$899.73
2017/18	\$51,072.00	\$27,261.00	\$23,811.00
2018/19	\$32,503.00	\$23,000.00	\$9,503.00
2019/20*	\$100,000.00	\$110,649.19	-\$10,649.19
2020/21*	\$179,000.00	\$139,897.73	\$39,102.27
2021/22	\$100,000.00	\$107,456.17	-\$7,456.17
2022/23	\$100,000.00	\$82,719.84	\$17,280.16

2.1 Events Sponsorship Program

The 2019/20 budget was overspent by \$10,649.19. The expenditure for that year included \$20,000 for a New Years Eve event which is now funded from a separate budget.

Council has approved three-year funding for the following organisations:

Table Three: Event Sponsorship Program – Existing commitments

Organisation	2022/23	2023/24	2024/25	Comment
Career & Trade Expo	\$1,400	\$1,450	\$1,500	Estimate only. The sponsorship is the equivalent of the hire of the Orange Function Centre
Orange Show Society	\$10,000	\$10,000	\$10,000	Cash sponsorship of the annual show.
FOOD Week	\$10,000			FOOD Week requested a three-year sponsorship. Council resolved to receive a report after the 2022/23 event prior to making a decision on years two and three. The report has not been received yet.

The summaries for the event sponsorship applications are following (see over).

2.1 Events Sponsorship Program

Applicant 1	Gnoo Blas Classic Car Club – Gnoo Blas Car, Truck and Bike Show
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. The applicant is requesting a three-year approval of \$10,000 a year.
Category Maximum	\$10,000.
Complies With Policy	Yes.
Previously funded by Council?	<ul style="list-style-type: none"> • 2022-23 - \$0 • 2021-22 - \$0 • 2020-21 - \$0 • 2019-20 - \$0 • 2018-19 - \$0 • 2017-18 - \$0
Other reported sponsorship	The organisers estimate an additional \$7,000 in cash sponsorship from other sources as well as providing \$1,000 in-kind support for the event. The other sources are not named.
Summary information	<ul style="list-style-type: none"> • Moving from a two-day event to a three-day event • Event has shown substantial growth over the past 23 years and is expecting substantial growth in 2024 • Marketing and measurement of marketing appears appropriate to the target market
Visitation based on applicants' data	<ul style="list-style-type: none"> • Locals – 1,000 to 2,000 • Day visitors – 500 to 1,000 • Overnight visitors – 500 to 1,000
OCC \$ per participant ratio (lower ratio = less spend per person)	<ul style="list-style-type: none"> • Total participants – 5:1 to 2.5:1 • Total visitors – 10:1 to 5:1 • Overnight visitors only – 20:1 to 10:1
Income generated (DNSW)	<ul style="list-style-type: none"> • \$318,500 to \$637,000

2.1 Events Sponsorship Program

Applicant 2	Australian National Field Days – Rural Women’s Gathering 2023
Policy Category	Flagship Event Fund – for an event that has been running for more than 2 consecutive years that contributes to the Orange360 tourism region and can demonstrate that it attracts overnight visitation. (see guidelines)
Amount requested	\$2,000.
Category Maximum	\$10,000.
Complies With Policy	The policy for Flagship Event Fund requires more than 1,000 attendees and an economic impact of more than \$150,000 to be eligible for funding. The policy allows for “other agreed amount in special circumstances”. With a high percentage of overnight visitors and significant regional (potentially statewide) media coverage, the event could be considered to meet the special circumstances criteria.
Previously funded by Council?	<ul style="list-style-type: none"> • 2022-23 - \$10,000 – Australian National Field Days • 2021-22 - \$0 • 2020-21 - \$0 • 2019-20 - \$5,000 – Australian National Field Days • 2018-19 - \$0 • 2017-18 - \$1,500 – Australian National Field Days
Other reported sponsorship	The organisers estimate an additional \$6,000 in cash sponsorship from other sources.
Additional information	<ul style="list-style-type: none"> • Began in 1992 • Provides an opportunity for women to meet, connect, network and meet with decision makers such as Ministers
Visitation based on applicants’ data	<ul style="list-style-type: none"> • Locals – 150 • Day visitors – 0 • Overnight visitors – 200
OCC \$ per participant ratio (lower ratio = less spend per person)	<ul style="list-style-type: none"> • Total participants – 6:1 • Total visitors – 10:1 • Overnight visitors only – 10:1
Income generated (DNSW)	<ul style="list-style-type: none"> • \$95,600

2.1 Events Sponsorship Program

Applicant 3	Two Wheel Tours
Policy Category	Incubator Event Fund - Provides seed funding to events in their first or second year of activity to assist in getting the event up and running. (see guidelines)
Amount requested	\$5,000.
Category Maximum	\$5,000.
Complies With Policy	The policy for Flagship Event Fund requires more than 1,000 attendees and an economic impact of more than \$150,000 to be eligible for funding. The policy allows for “other agreed amount in special circumstances”. Sporting events were not a consideration in drafting this current policy and this part of the policy is due to receive a review. It strongly meets the alignment and character of the Orange 360 regional objective of increasing cycling visitation.
Previously funded by Council?	<ul style="list-style-type: none"> • 2022-23 - \$0 • 2021-22 - \$0 • 2020-21 - \$0 • 2019-20 - \$0 • 2018-19 - \$0 • 2017-18 - \$0
Other reported sponsorship	The organisers estimate an additional \$5,000 in cash sponsorship from other sources. The sources are not specified.
Additional information	<ul style="list-style-type: none"> • The company is a private sports company • Proposing a cycling event over 2 days over 2 courses in O360 region • There will be competitive and social rides over both days • The event closely aligns with Orange Council and Orange 360 development of cycling visitation • The organisers advise that this style of event has been sponsored in three other Council areas (Scone, Glen Innes and Eurobodalla) and each of the Councils has signed up for a further 2 years of funding • The organisers are awaiting on an outcome from the application for sponsorship prior to finalising the date of the event. This would be done in conjunction with Council and Orange 360 to minimise clashes with other events in that period.
Visitation based on applicants' data	<ul style="list-style-type: none"> • Locals –40 • Day visitors – 0 • Overnight visitors – 220
OCC \$ per participant ratio (lower ratio = less spend per person)	<ul style="list-style-type: none"> • Total participants – 19:1 • Total visitors – 23:1 • Overnight visitors only – 23:1
Income generated (DNSW)	<ul style="list-style-type: none"> • \$105,160

2.1 Events Sponsorship Program

Applicant 4	Central West Maliyan
Policy Category	Incubator Event Fund - Provides seed funding to events in their first or second year of activity to assist in getting the event up and running. (see guidelines)
Amount requested	\$4,000.
Category Maximum	\$5,000.
Complies With Policy	Neither the Events Sponsorship, Small Donations, Sports Facility or Sports Participant/Representation program cover this type of application. As the term sponsorship is used, it is considered that this is the most appropriate vehicle to present the application to Council for consideration. The sponsorship request (information attached) is a value proposition for the branding on outfits and digital media promotion. Council could consider this proposal under the reasons outlined on page 3 of this report.
Previously funded by Council?	<ul style="list-style-type: none"> • 2022-23 - \$0 • 2021-22 - \$0 • 2020-21 - \$0 • 2019-20 - \$0 • 2018-19 - \$0 • 2017-18 - \$0
Other reported sponsorship	The application lists 4 other sponsors (all private) for a combined total of \$10,500.
Additional information	<ul style="list-style-type: none"> • The Central West Maliyan is an Indigenous female rugby league team formed to compete in the Koori Knockout • The girls have come together to represent the communities of Orange, Cowra, Condobolin, Dubbo and Gilgandra and are excited to lay the foundations for future generations to come. • A historical first opportunity for the girls from the central west to excel in Rugby League while fostering values such as teamwork, dedication and leadership along with promoting pride in culture and their connection to country.
Visitation based on applicants' data	<ul style="list-style-type: none"> • Locals – 0 • Day visitors – 0 • Overnight visitors – 0
OCC \$ per participant ratio (lower ratio = less spend per person)	<ul style="list-style-type: none"> • Total participants – 0 • Total visitors – 0 • Overnight visitors only – 0
Income generated (DNSW)	<ul style="list-style-type: none"> • \$0

2.1 Events Sponsorship Program

Applicant 5	Mortimers Wines
Policy Category	Incubator Event Fund - Provides seed funding to events in their first or second year of activity to assist in getting the event up and running. (see guidelines)
Amount requested	\$5,000.
Category Maximum	\$5,000.
Complies With Policy	The application complies with the policy.
Previously funded by Council?	<ul style="list-style-type: none"> • 2022-23 - \$0 • 2021-22 - \$0 • 2020-21 - \$0 • 2019-20 - \$0 • 2018-19 - \$0 • 2017-18 - \$0
Other reported sponsorship	There is no other cash sponsorship reported but there is an in-kind support valued at \$1742 from the proponent.
Additional information	<ul style="list-style-type: none"> • The event is designed for schoolteachers on their final day of school. • The author highlights that this has the potential to be a trademark event • The event fits with Councils' Live and Local strategy
Visitation based on applicants' data	<ul style="list-style-type: none"> • Locals – 150 • Day visitors – 100 • Overnight visitors – 100
OCC \$ per participant ratio (lower ratio = less spend per person)	<ul style="list-style-type: none"> • Total participants – 14:1 • Total visitors – 25:1 • Overnight visitors only – 50:1
Income generated (DNSW)	<ul style="list-style-type: none"> • \$63,700

ATTACHMENTS

- 1 Gnoo Blas Cover Application, D23/51822 [↓](#)
- 2 Gnoo Blas Flagship Application, IC23/16056 [↓](#)
- 3 Rural Womens Cover Application, IC23/16058 [↓](#)
- 4 Rural Womens Flagship Application, IC23/16059 [↓](#)
- 5 Two Wheel Tours/Goodnessgravel Application, D23/51812 [↓](#)
- 6 Goodnessgravel Incubator Application, IC23/17379 [↓](#)
- 7 Central West Maliyan Cover Application, D23/51819 [↓](#)
- 8 Central West Maliyan Incubator Fund Application, IC23/17320 [↓](#)
- 9 Central West Maliyan proposal, IC23/17374 [↓](#)
- 10 Schools Out for Summer Cover Application, IC23/17376 [↓](#)
- 11 Schools Out For Summer Incubator Application, IC23/17304 [↓](#)



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

EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation: Gnoo Blas Classic Car Club inc

Postal address:

Contact name:

Position:

Phone:

AH: N/A

Mobile:

Email:

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

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

incorporated

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

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

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

If applicable, please provide: ABN: 80572212059

ACN: N/A

EVENT DETAILS

Name of event:	Gnool Blas car, truck and bike show
Location of event:	Sir Jack Brabham Park
Proposed date/s of event:	Friday 9th, Saturday 10th and Sunday 11th February 2024
If the event is on Council land/ premises, have you booked this space with Council?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
How many people will be involved in your event? (Estimate)	3000 to 4000 minimum
How many people will come from outside Orange for the day? (Estimate)	1000 to 2000 minimum
How many people will stay overnight? (Estimate)	500 to 1000 approx
Please provide an outline of the event, including a summary of proposed activities and schedule:	
Friday 9th	Gather at Council's Endsleigh Avenue Car Park {beside railway lines} at 12pm to in-formally join the general traffic flow to Motorcade up Summer Street to Woodward Street then onto Mortimers Winery for light entertainment and light Refreshments, tour through the vineyard and networking, estimate at 1.5 hours {no of cars estimate at 70 to 100}
Friday Night	Is a free night for visitors to enjoy Orange's local food and entertainment venues of their choice.
Sat-day 10th	Show day gates open at 7/30am for entrants to park and display their vehicles. Gates open for enthusiasts and general Public at 8am to view and inspect all vehicles. (estimate minimum 4000 plus) Owners of vehicle judged winners winners are presented with trophies from 2pm to 3pm (estimate minimum 4000 plus)
Sat-day night	7/30pm entrants dinner at Waratahs Sports Club with a guest speaker (estimated pre-booked guest's 300)
Sunday 11th	11am Organised drive around the picturesque local L-G-A Countryside thence at 1pm to Robin Hood Hotel for lunch and to bid farewell until February 2025. (estimate 50 to 80 cars)

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Entrants Fees On line booking for show and dinner plus late entries	\$ \$10,000
Gate entry for general public	\$ \$10,000
Sponsorship	\$ \$7,000
Vendors	\$ \$1,500
Merchandise	\$ \$4,000
Orange City Council Event Sponsorship request	\$ 10,000
Total Income	\$ \$42,500
Expenditure Items (cash)	\$
eg: Marketing - 8 x TV adverts	\$ 2000.00
Prime Television	\$ \$5,000
Win Television	\$ \$5,000
Austerio Radio	\$ \$800
Drone filming {Eyetrix}	\$ \$500
Studio Sauce Design {Professional fee for face-book and Website	\$ \$2,000
Flyers and folded pamphlets for letter box drop	\$ \$1,000
delivery expenses,Trophies and other miscellaneous including Saturday night dinner	\$ \$28,000
Total Expenditure	\$ \$42,300
Total Income and Total Expenditure must equal	\$
In-kind Contributions	\$ Value of In-kind Contributions
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	
eg: letter drop/ street walk - 1 hour, 1 person	\$ 41.72
Letterbox drop	\$ \$1,000
	\$
	\$
	\$
	\$
	\$
	\$
Total In-kind Contribution Value	\$

DECLARATION

On behalf of: (name of organisation if applicable)

- ☒ I certify to the best of my knowledge that the statements made in this application and any supporting documentation are true.
- ☒ I understand that should this application be approved by Orange City Council, I may be required to submit any requested Tax Invoices, plans or reports and will be required to enter into an Event Agreement with Council.
- ☒ I declare that the Organisation will provide all required paperwork, including a Certificate of Currency of Public Liability Insurance (to a minimum of \$10 million) with Orange City Council noted as an interested party.

Signed

Date 4-7-2023

Print name

Position in organisation TREASURER

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



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

EVENT SPONSORSHIP

Flagship Event Fund Application

EVENT DETAILS

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

Year 2000. Gnoo Blas C.C.C. held its inaugural car show as a 1-day event.

Year 2015. Gnoo Blas C.C.C. car show became a 2-day event. {10 trophies were won that year as opposed to 35 trophies in 2023.

year 2016 {Approximately} The car show morphed into a Car - Truck - Motorcycle show {by public demand}

year 2019 Approximately 260 on-show entrants participate which grew an average of 70 per year until 2023 saw 540 entrants.

year 2023 Attendance levels for on-show entrants as well as car enthusiasts and general public participated in increased numbers.

year 2023 17 car clubs attended in numbers, NSW highway patrol {6 museum cars} Pittwater motor Enthusiasts Association - Small Ford Club Of Sydney - Crookwell Car Club - Australian Sporting Car Club of Sydney - Alfa Romeo Club of NSW - Dubbo Antique Auto Club - Bathurst Light Car Club - Morris Minor Motor Club Of NSW - British Car Club Of Newcastle - Lithgow Vintage Motor Club - Golden West Holden Club Of Dubbo - Veteran And Vintage Classic Club Grenfell - MAD Car Club Dubbo - Boorowa Car Club - Old Bangers And Bikes Club Canowindra.

Year 2024 The car show will grow from a 2-day and 1-night event into a 3 day and possibly 3-night.

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.

To fund a specific target marketing campaign of precise L-G-A's in conjunction with incentives suitably attractive to encourage spouses / partners of active owners of show quality vehicles with family and friends plus general members of the public to embrace a journey to Orange to experience viewing unique/historic show quality vehicles and attend in numbers, then consider the experience repeatable.

Said target marketing will include direct and specific personalised car club interaction plus taking advantage of Orange 360 involvement along with public contact via social media avenues and extensive traditional television which remains the largest, most visually effective means of disseminating information to the public in a visually memorable manner.

For the year 2024 such selected location's are determined on the following basis :-

- 1) Within viewing scopes of television areas originating from the following hubs, Orange {Lithgow to Coonamble} Wollongong / Illawarra {Bulli to Bega} Wagga / ACT {all south west area in said zone}.
- 2) Suitably comfortable driving condition via well populated and well serviced highways areas.
- 3) The extent of the population base of those viewing area's as provided by major television networks {see attachment}

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?

Re Local Business involvement.

Historically, literally dozens of local business houses have pledged their financial support primarily for trophies, consequently for other operational costs as they recognised the commercial and financially beneficial impact that reverberates through the community as a direct result of the visitation to Orange of many hundreds if not thousands of persons from other L-G-A's due to the Gnoo Blas event.

Accommodation venues book out - Restaurants book-out, Hotels and Licensed Clubs enjoy significant increases in patronage, petrol stations benefit as attendees refill their car tanks for the trip home, equally the financial windfall spreads among coffee shops and many other assorted commercial entities.

Re Sporting Groups.

Waratahs Sports club is home base for numerous local sporting organisations of both genders and all age groups over diversified sports. As the venue for all Gnoo Blas meetings of all natures and the venue of choice for Gnoo Blas annual event Saturday night dinner (costing over \$8,000) Those funds are disseminated indirectly by the Waratahs Sports Club into those very sporting groups they service.

Re Artists.

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.

As articulated in the aforementioned a strategic target marketing program incorporating a specifically timed event tactical schedule has been underway since immediately post the February 2023 Gnoo Blas Show event.

- 1) Research car clubs and related contact details in relatively / comfortably easy drive journeys to Orange E.G Lithgow to Coonamble / Bulli to Bega / Waga to ACT and all locations surrounding the zone.
Results approximately 150 car clubs with memberships varying between 50 to several hundred.
- 2) Research population and destination viewing coverage in those 3 zones as the broadcasting focus of those areas for the 2 major television networks in regional NSW is broadcast from Orange, Wollongong and Wagga Wagga.
Results {no need to re-invent the wheel} Prime television provided map and population details from their most recent survey.
Results Orange / Dubbo / Wagga 421,000 people / Wollongong Illawarra 547,000 people / Canberra 566,000 people.
- 3) Pre registered vehicle owners will be required to provide their home club name and location
- 4) Vehicle owners registering their vehicle on that day will also be required to provide their home club name and location.
- 5) A free raffle will be run where the entry form will require name / phone number / suburb / name of car club if applicable.

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

The traditional date for holding this event is the second weekend of February.

- 1) School holidays are finished.
- 2) Whilst the Banjo Patterson bush poetry festival runs in February, that event is very much unique unto itself, most definitely as is the Gnoo Blas car show event unique unto itself with the likely hood of either event impacting adversely on the other highly remote.
- 3) Seasonally while accurate to say summer is climaxing in early February in Orange, it is equally accurate to say early February is a very pleasant time for an outdoor event in Orange with normally warm to mild temperature.
- 4) This time frame benefits the Gnoo Blas event greatly by virtue of it being the weekend prior the Bathurst 6 hour car race at Mount Panorama and the positive advertising spin-off is highly effective in promoting the whole concept for car enthusiasts to start their Bathurst journey early or conversely extend it to stay extra time and attend the Gonn Blas Event.
- 5) Additionally we have the Shannon's Display semi-trailer attend at zero cost as it is in already in the area.

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

☐

Single year grant

☒

3 year grant

**ORANGE
CITY COUNCIL**

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

EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation:	Australian National Field Days			
Postal address:	<div></div>			
Contact name:				
Position:				
Phone:				AH:
Mobile:				
Email:				
What is the legal status of your organisation? (eg Incorporated, Association, etc.) If not-for-profit please attach evidence – such as charter/constitution showing no personal gain will be available to members, charitable status advice or a statutory declaration				
Please select:	<input type="checkbox"/> Profit or <input checked="" type="checkbox"/> Not-for-Profit			
If not-for-profit:	<input type="checkbox"/> Constitution, tax ruling or other document confirming not-for-profit status is attached			
Is your group/organisation registered for GST?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If applicable, please provide:	ABN: 92 332 478 259	ACN:		

EVENT DETAILS

Name of event:	NSW Rural Women's Gathering 2023
Location of event:	ANFD Site 563 Borenore Road Borenore NSW 2800
Proposed date/s of event:	25th - 27th August 2023
If the event is on Council land/ premises, have you booked this space with Council?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
How many people will be involved in your event? (Estimate)	350
How many people will come from outside Orange for the day? (Estimate)	200
How many people will stay overnight? (Estimate)	200
Please provide an outline of the event, including a summary of proposed activities and schedule:	

About NSW Rural Women's Gatherings

Gatherings are a well-established annual state-wide community hosted event targeting rural women.

Gatherings Aim To:

Provide an opportunity for rural women to connect, share experiences and support each other through good and tough times. It is not a 'conference' but more a special event which brings women together.

Provide opportunities for rural women to have a direct voice to decision makers through Government, Ministers and other decision makers attending the event and through the distribution of a post event issues/ideas 'Statement'.

Enable rural women to access information on existing services, resources, and assistance.

Provide an opportunity for rural women to learn from listening to inspiring and informative speakers, display stands and participating in a range of workshops.

Raise the profile of rural women and highlight important issues through wide media coverage; and

Be inclusive by involving women from Aboriginal and Culturally & Linguistically Diverse backgrounds and younger women as participants and on organising committees wherever possible.

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Registrations	\$ 60000
Sponsorships	\$ 6000
Funding	\$ 40000
Exhibitor sites	\$ 2500
Merchandise sales	\$ 5000
Orange City Council Event Sponsorship request	\$ 2000
Total Income	\$ 115500
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Venue Hire	\$ 10000
Equipment Hire	\$ 2500
Dinner Orange Ex Services	\$ 27000
Buses	\$ 2000
Lanyards/merchandise etc	\$ 14000
Event Catering	\$ 38000
Sundries	\$ 22000
Total Expenditure	\$ 115500
Total Income and Total Expenditure must equal	\$ 115500
In-kind Contributions	\$ Value of In-kind Contributions
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	
eg: letter drop/ street walk – 1 hour, 1 person	\$ 41.72
	\$
	\$
	\$
	\$
	\$
	\$
Total In-kind Contribution Value	\$

DECLARATION

On behalf of: (name of organisation if applicable)

- ☒ I certify to the best of my knowledge that the statements made in this application and any supporting documentation are true.
- ☒ I understand that should this application be approved by Orange City Council, I may be required to submit any requested Tax Invoices, plans or reports and will be required to enter into an Event Agreement with Council.
- ☒ I declare that the Organisation will provide all required paperwork, including a Certificate of Currency of Public Liability Insurance (to a minimum of \$10 million) with Orange City Council noted as an interested party.

Signed

Date 26/06/2023

Print name

Position in or

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EVENT SPONSORSHIP

Flagship Event Fund Application

EVENT DETAILS

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

About NSW Rural Women's Gatherings

Gatherings are a well-established annual state-wide community hosted event targeting rural women which began in 1992

Gatherings Aim To:

Provide an opportunity for rural women to connect, share experiences and support each other through good and tough times. It is not a 'conference' but more a special event which brings women together.

Provide opportunities for rural women to have a direct voice to decision makers through Government, Ministers and other decision makers attending the event and through the distribution of a post event issues/ideas 'Statement'.

Enable rural women to access information on existing services, resources, and assistance.

Provide an opportunity for rural women to learn from listening to inspiring and informative speakers, display stands and participating in a range of workshops.

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.

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?

1. The event promotes the region to attending visitors and more through advertising and social media.
2. It will supports local venues, eateries, supermarkets and service stations.
3. Accommodation is booked by visitors attending the event for the duration (min 2 nights).
4. Local business given the opportunity to raise awareness of their product/services throughout the event.
5. The ANFD will employee many casual staff for the event with all of them being from the local area.

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

The event will be promoted through the The Rural Women's Network (RWN), a statewide government program of Women NSW located in the NSW Department of Premier and Cabinet. There is a dedicated website for the Orange NSW event as well as social media promotion and advertising.
<https://nswwomensgathering.com.au/>

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

The event falls during the Orange winter so not within the peak tourism periods for Orange.

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



Single year grant

3 year grant



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W: www.orange.nsw.gov.au

EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation: goodnessgravel. A division of twowheeltours

Postal address:

Contact name:

Position:

Phone:

AH:

Mobile:

Email:

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

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

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

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

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

If applicable, please provide: ABN: 52542505243

ACN:

EVENT DETAILS

Name of event:	goodnessgravel Orange
Location of event:	Around the gravel roads of the area. Depart and Finish in Orange
Proposed date/s of event:	To be agreed with Council a date in early November 2023
If the event is on Council land/ premises, have you booked this space with Council?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
How many people will be involved in your event? (Estimate)	200
How many people will come from outside Orange for the day? (Estimate)	160
How many people will stay overnight? (Estimate)	160 plus family. Assume 220
Please provide an outline of the event, including a summary of proposed activities and schedule:	
<p>goodnessgravel, a sports event company which has worked with many regional NSW councils, to develop high quality cycling events on gravel roads, proposes to plan and conduct a similar gravel riding event over 2 days in the Orange Shire. On the Saturday, there will be a long course of ~135kms and a shorter ~75km course utilising the abundant gravel roads of the Shire. Less competitive social rides will be offered on following day both to encourage overnights stays as well as to promote the local attractions. By promoting the unique regional attractions through a professionally run and fully supported sports event, the Shire will benefit economically. Participants from professional cyclists to families and riders of all abilities will be catered for and supported by professional medical and mechanical resources, ensuring rider safety. In addition, on-course nutrition, water and food will be available at a dedicated rest stop. Importantly volunteers from the region as well as local suppliers will be actively involved in the event.</p>	

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Rider Entry Fees	\$ 20,000
Sponsorship support existing goodnessgravel sponsors	\$ 5,000
	\$
	\$
	\$
Orange City Council Event Sponsorship request	\$ 5,000
Total Income	\$ 30,000
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Rider nutrition (food, water, energy bars, bananas)	\$ 3,000
Rider bags containing bib number, map, lube, nutrition, medal	\$ 7,000
Medical & Mechanical Services (St John) at start/finish and on course	\$ 2,000
Planning, site visits, administration, vehical hire, management	\$ 8,000
Local Musicians at Start/finish	\$ 3,000
Temporary Toilets and crowd barriers	\$ 2,500
Marketing/advertising/promotion	\$ 4,500
Total Expenditure	\$ 30,000
Total Income and Total Expenditure must equal	\$
In-kind Contributions	\$ Value of In-kind Contributions
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	
eg: letter drop/ street walk – 1 hour, 1 person	\$ 41.72
volunteers from local organisations 12 people x 6 hours	\$ 3,000
support services from existing Sponsors 6 people x 8 hours	\$ 2,000
	\$
	\$
	\$
	\$
Total In-kind Contribution Value	\$ 5,000

DECLARATION

On behalf of: (name of organisation if applicable)

- ☒ I certify to the best of my knowledge that the statements made in this application and any supporting documentation are true.
- ☒ I understand that should this application be approved by Orange City Council, I may be required to submit any requested Tax Invoices, plans or reports and will be required to enter into an Event Agreement with Council.
- ☒ I declare that the Organisation will provide all required paperwork, including a Certificate of Currency of Public Liability Insurance (to a minimum of \$10 million) with Orange City Council noted as an interested party.

Signed

Date 2/2/23

Print name

Position in organisation

Owner and Director

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



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EVENT SPONSORSHIP

Incubator Event Fund Application

EVENT DETAILS

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

In Australia the fastest growing riding sector is gravel. As yet, no one region "owns" the gravel sector. We believe that the existing gravel roads across the entire Orange and related 360 Shires, in their current state, are ideal to base a new in bound tourist promotion which will develop over the next 3 years. The availability of well groomed gravel roads, high availability of accommodation and food is the basis to further develop the region's brand for people interested in nature and the great outdoors. A gravel ride adventure meets the expectations of a wide section of the community, from families to committed amateur riders and for people of all ages. Our proposal is to continue to plan and run a Gravel Cycling two day event targeting beginner, intermediate and experienced cyclists. The Shire has fantastic gravel roads, completely away from major trafficked roads, which are ideal for such a Gravel event. We would plan for a shorter (30km) course for families, as well as more challenging longer courses, (75km and 130km). The official event day is the Saturday, while we then promote a social ride for the Sunday thus encouraging participants to stay atleast 2 nights, but also to see more of the Shire and to encourage repeat visits throughout the year.

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

A gravel ride adventure meets the expectations of a wide section of the community, from families to committed amateur riders and for people of all ages. our previous and on-going gravel events have proven attractive to people from late teens through to adventurous 70 year olds. the goodnessgravel events are well marketed and we emphasise the safety of riders, as well as the day's enjoyment and challenges. Each ride is supported by 2 mobile medical St John ambulances, 2 mobile mechanic service vehicles as well as lead and follow vehicles. No other gravel events provide such levels of security and provide rider confidence. The Shire has fantastic gravel roads, which need no additional funds or labour to allow for our gravel event. A major factor is the course is planned completely away from major trafficked roads. Our 30km course is ideal for new gravel riders with not much experience or confidence whilst our 75km and 130km course offer an experience for more confident and physically stronger riders. Our database is extensive and we have a high ratio of repeat participants given the other gravel events we hold in 3 other regional shires of NSW.

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.

goodnessgravel is consistent in its desire to engage with local suppliers and communities to ensure as much local content as possible. Engagement with the local community takes the form of volunteers, sponsors, local sporting clubs and social clubs. goodnessgravel offers a payment to a local organisation such as RFS, Flying Doctor, Rotary or Lyons in return for volunteers to assist on the day. At the village we establish for the start and the finish are local people or groups who provide live music, BBQ and drinks as well as stands promoting local suppliers. Local coffee carts and food trucks are also involved. We engage with local sporting clubs to gain their support and participation.

Sporting events unite many sections of communities, from actual participants, to their own individual communities and then to the wider population. Involvement in our Gravel Event will continue to entice participants to start training programs, buy new equipment and create a buzz around who is participating and who is supporting. So our Event is not a one day exercise, but a period of excitement over many months throughout the shire.

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

goodnessgravel and its parent company two wheeltours are cycling tourism companies. Over the past 12 years we have developed and organised many cycling events in NSW. We believe a sports tourism event, based in the Orange 360 Shires, would greatly meet the Council's objectives of driving economic development with a significant leisure/sporting event which would attract high numbers of tourists.

We have successfully held similar gravel events in Glen Innes, Scone and Eurobodalla shires.

goodnessgravel would provide all the logistics to make the event safe and enjoyable. In addition to Will Levy being the Event Director, the company employs a fulltime Business Manager to plan and oversee all the event activities. Our full team of staff and contractors have many years experience in the disciplines of start and finish event villages, mechanical support, medial support, hospitality and entertainment. We work closely with the Council's traffic management team as well as the local police and RMS to ensure the routes chosen meet all requirements for safety and rider enjoyment. On request we can provide examples of the detailed run sheets developed for all aspects of these gravel events. Everyone employed participates in many sessions of planning and role development to ensure there are no holes in the delivery of the event.

On the course will be rest stops for nutrition, water, mechanical and medical support. The Start Village would also become the Finish

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

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

For each gravel event goodnessgravel has delivered to 3 other NSW regional shires we develop a specific registration page where participants provide their details and select either the long or short course, and pay via their credit card. We collect post codes so can easily identify participants from both within and without the shire. For example, our last goodnessgravel event held in June in Mogo, Eurobodalla Shire, attracted 230 registrations: of which 90% were from out of region. Anecdotely, about 50% of riders bring family or mates along, thus increasing the tourist spend in the region. In addition, as we hold 2 events, on Saturday and on Sunday the average stay is 2 nights. We send a report back to Councils detailing this post code information.



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

EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation: **Central West Maliyan** (Auspice available via NSW Aboriginal Land Rights Association)

Postal address:

Contact name:

Position:

Phone:

BH:

AH:

Mobile:

Email:

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

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

Please select:

☐ Profit or ☒ Not-for-Profit

If not-for-profit:

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

Is your group/organisation
registered for GST?

☐ Yes ☒ No

If applicable, please provide:

ABN: **74 713 276 135**

ACN:

EVENT DETAILS

Name of event: NSW Koori Knockout

Location of event: tuggerah, NSW

Proposed date/s of event: Sept 28 - Oct 2nd 2023

If the event is on Council land/ premises, have you booked this space with Council? ☐ Yes ☒ No

How many people will be involved in your event? (Estimate) 35

How many people will come from outside Orange for the day? (Estimate) N/A

How many people will stay overnight? (Estimate) N/A

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

The NSW Koori Knockout is a highly anticipated event in our state bringing together talented young and old athletes, their families and rugby league enthusiasts from various communities. This year the 2023 NSW Koori Knockout will take place from September 29th - October 2nd on the NSW Coastal suburb of Tuggerah.

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Khelgars Group	\$ 5,000.00
Yurung PTY LTD	\$ 1,000.00
Evo Mining	\$ 4,000.00
Milly Moo	\$ 500.00
	\$
Orange City Council Event Sponsorship request	\$ 4,000.00
Total Income	\$ 14,500.00
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Uniforms, including on and off field	\$ 8,785.00
Accommodation	\$ 2,350.00
Team meals	\$ 1,865.00
Medical & First aid fee	\$ 1,000.00
Strapper & physio fee	\$ 500.00
	\$
	\$
Total Expenditure	\$ 14,500.00
Total Income and Total Expenditure must equal	\$ 14,500.00
In-kind Contributions	\$ Value of In-kind Contributions
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	
eg: letter drop/ street walk – 1 hour, 1 person	\$ 41.72
Coach 2 x 2 hour sessions weekly x 8 weeks	\$ 1,335.04
pre-event management admin 30 hours in total	\$ 1,252.50
4 day event management	\$ 1,501.92
	\$
	\$
	\$
Total In-kind Contribution Value	\$ 4,089.46

DECLARATION

On behalf of: (name of organisation if applicable)

Central West Maliyan & NSW Aboriginal Land Rights Association

☒ 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.

Signe

Date

20.07.2023

Print

Position in organisation

Coach

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



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EVENT SPONSORSHIP

Incubator Event Fund Application

EVENT DETAILS

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

On behalf of the Central West Maliyan I am writing to request your support as a sponsor of our U15 Central West Maliyan Girls Rugby League team. We are excited to embark on our debut into the NSW Koori Knockout competition. A history first opportunity for our girls from the central wes including Orange, Canowindra, Cowra, Condobolin and Dubbo t to excel in Rugby League while fostering values such as teamwork, dedication and leadership along with promoting pride in culture and their connection to country.

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

N/A

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.

Central West Maliyan is committed to developing youth in our communities. Through our rugby league team, we aim to empower young girls by providing them with a positive and supportive environment to grow both athletically and personally. However, achieving our goals requires financial assistance and we believe that partnering with esteemed organisations like council can make significant impact. The establishment of Central West Maliyan also provides the opportunity to host future gala days in our region boosting sporting participation, promoting healthy and active lifestyle and creating positive outlets to decrease anti social behaviour.

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

All staff are unpaid and volunteer their time to the girls

Kira Dargin (chairperson/coach)

Kisha Mohamed (Team Manager)

Taishara Stewart (delegate)

Latoya Brown (delegate)

How do you intend to measure attendance at the event, the experiences of event attendees and the level of visitation from outside the region. How will you report this back to Council?
(Note: Business Development Staff can provide suggestions on how to achieve this but please do not leave it until the last minute to request input as staff may not necessarily be available in the closing days)

N/A



CENTRAL WEST MALIYAN

Sponsorship Proposal



51ST ANNUAL NSW RUGBY LEAGUE KOORI KNOCKOUT



Dear Sponsor,

I hope this letter finds you in good health and high spirits. On behalf of the Central West Maliyan I am writing to request your support as a sponsor of our U15 Central West Maliyan Girls Rugby League team. We are excited to embark on our debut into the NSW Koori Knockout competition. A history first opportunity for our girls from the central west to excel in Rugby League while fostering values such as teamwork, dedication and leadership along with promoting pride in culture and their connection to country.

The NSW Koori Knockout is a highly anticipated event in our state bringing together talented young and old athletes, their families and rugby league enthusiasts from various communities. This year the 2023 NSW Koori Knockout will take place from September 29th - October 2nd on the NSW Coastal suburb of Tuggerah.

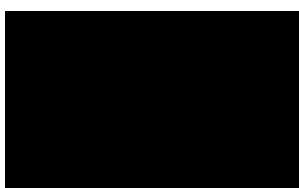
Central West Maliyan is committed to developing youth in our communities. Through our rugby league team, we aim to empower young girls by providing them with a positive and supportive environment to grow both athletically and personally. However, achieving our goals requires financial assistance and we believe that partnering with esteemed organisations like yours can make significant impact.

To accommodate different levels of sponsorship we have created four sponsorship packages with limited opportunities available: Platinum, Gold, Silver & Bronze. Each package offers unique benefits and marketing opportunities for your organisation. Please find attached an overview of the sponsorship levels and the suggested returns. These suggested returns are flexible, and we are open to discussing any specific needs or preferences your organisation may have.

In return for your generous sponsorship, we will work diligently to maximize exposure and promote your brand to our community. Your partnership will be widely recognized and we will acknowledge your support in all relevant marketing materials. Additionally we can explore other collaborative opportunities to create a mutually beneficial relationship.

We believe your support will not only impact our young athletes but also demonstrate your commitment to fostering youth development in our community. We sincerely hope that you will consider partnership with us on this meaningful journey.

Please note in partnership with NSW Aboriginal Land Rights Association all sponsorship & donations over \$2 are tax deductible.



WHAT YOU GET



PLAYERS & COACHES

representing your brand on a national scale.

Through sponsorship, your business brand will be in front of the female sports market, rugby league teams, program organizers, event planners, players and fans nationally.



SOCIAL MEDIA

19,500 engaged users on combined social media channels of players, coaches & team.

Creating a relationship through athlete support provides an ongoing loyal fanbase for your business.



LIVE BROADCAST

163,000 viewers reached during the live stream and free to air broadcast.

Over previous years the NSW Koori Knockout has experienced significant growth in viewership's numbers locally, via NITV and through digital platforms. Womens Rugby league experiences social engagement numbers of over 90,000 during key competition dates and gala events.



SPONSORSHIP PACKAGES

We believe that partnering with Central West Maliyan for the NSW Koori Knockout will provide numerous benefits to your company, including:

Branding Visibility: Your company logo will be prominently displayed on our event banners, marquee, promotional materials, official playing uniform and training uniform. This exposure will allow you to reach a large and diverse audience, including players, parents, spectators and local media coverage.

Online Presence: We will promote your company through our social media channels, website and event-specific hashtags, ensuring maximum online visibility and engagement. This will include dedicated posts, mentions and gratitude for your sponsorship support.

Public Acknowledgement: Your company will receive public recognition during the event with highlighting sponsorship contributions. We will also provide opportunities for your company to address attendees and present jerseys at our official Jersey presentation dinner.

Exclusive Sponsorship Categories: As our official sponsor, you will receive exclusivity within your industry, ensuring that your brand stands out and receives maximum attention from our audience.

Community Impact: By support our girls you will contribute to the growth of youth sports, female engagement and community development. Your company will be recognized as a champion of these values, generating positive brand association among our audience



PLATINUM SPONSORSHIP PACKAGE \$8,000. (1 available)

Event

- Invitation to NSW Koori Knockout draw held on Saturday 23rd September at Club Macquarie
- Invitation to Team jersey presentation Thursday 28th September
- Opportunity for company representatives to attend the NSW koori knockout with 4 weekend passes,

Team Uniform & Apparel

- Exclusive Logo with prime position on top back playing jersey
- Exclusive Logo with prime position on top back training shirt
- Logo with prime position on all supporter apparel.
- Logo on team displayed materials (Banner & Marquee).
- Signed & framed support jersey.

Digital

- Team Major Sponsorship Promotional Rights and recognition as our major sponsor for the duration of the event.
- Acknowledgement in media, team announcements and other relevant materials
- Daily Promotion across all Social media platforms
- Pre-Game Promotion across all Social media platforms
- Listing and direct linking on team Website
- Live stream marketing opportunities
- Post-Game Player of the game interview acknowledgement

SPONSORSHIP PACKAGES



GOLD SPONSORSHIP PACKAGE \$4,000. (2 Available)

Event

- Invitation to Team jersey presentation Thursday 28th September
- Opportunity for company representatives to attend the NSW koori knockout with 2 weekend passes,

Team Uniform & Apparel

- Exclusive Logo with sleeve position on playing jersey
- Exclusive Logo with sleeve position on training shirt
- Logo with secondary position on all supporter apparel.
- Logo on team displayed materials (Banner & Marquee).

Digital

- Team sponsorship promotional rights and recognition as our gold sponsor for the duration of the event.
- Acknowledgement in team announcements and other relevant materials
- Daily Promotion across all Social media platforms
- Listing and direct linking on team Website
- Live stream marketing opportunities



SILVER SPONSORSHIP PACKAGE \$2000. (4 Available)

Team Uniform & Apparel

- Logo on playing shorts.
- Logo on training shirt
- Logo on training shorts.
- Logo with 3rd level position on all supporter apparel..

Digital

- Team sponsorship promotional rights and recognition as our silver sponsor for the duration of the event.
- Acknowledgement in team announcements and other relevant materials
- Promotion across all social media platforms
- Listing and direct linking on team Website



BRONZE PLAYER SPONSORSHIP PACKAGE \$500. (25 Available - numbers sold on a first served basis).

Team Uniform & Apparel

- Logo on playing shorts & jersey sleeve for selected number.
- Logo on training shorts.
- Logo with bottom position on all supporter apparel..

Digital

- Team sponsorship promotional rights and recognition as our silver sponsor for the duration of the event.
- Acknowledgement in team announcements and other relevant materials



CONTACT US

Thank you for considering this sponsorship opportunity. We eagerly await your response and the possibility of working together to achieving our shared goals.

Please contact us should you have any questions.





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

EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation:

Postal address:

Contact name:

Position:

Phone:

AH:

Mobile:

Email:

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

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

Company

Please select:

☒ Profit or ☐ Not-for-Profit

If not-for-profit:

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

Is your group/organisation
registered for GST?

☒ Yes ☐ No

If applicable, please provide:

ABN:

ACN:

EVENT DETAILS

Name of event:	School's Out For Summer
Location of event:	Mortimer's Wines Schoolhouse Cellar Door
Proposed date/s of event:	December 15, 2023
If the event is on Council land/ premises, have you booked this space with Council?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
How many people will be involved in your event? (Estimate)	350
How many people will come from outside Orange for the day? (Estimate)	100
How many people will stay overnight? (Estimate)	100

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

School's Out For Summer is an end of School Year event (last friday of the school year) and was established to celebrate the amazing work all of our regional teachers and school staff do. With the support of the "Live & Kicking" program last year (Patrick Toomey), we hosted the inaugural School's Out for Summer event which attracted more than 150 teachers and school staff from around the Central West.

The event is held at Mortimer's Cellar Door and with the "live & Kicking funding" were able to put on 4 musicians/bands back to back with stage, sound and and lighting. The event was also catered for by Eat Botanic.

We are looking for sponsorship to put the event on again in 2023 hopefully bigger and better.

The event begins at 4pm on the last friday of the school year (December 15). Teachers arrive to live music, food and drink venues and few "thankyou's" for their dedication to their jobs. The concept of the event is to remind teachers that they are respected and valued for the work they do throughout our region.

Having been planned so late last year, most of the school's social clubs had already planned end of year dinners. We had over 150 staff (many from our smaller regional public schools) who said it was great to be involved with the greater teaching community.

With a huge amount of interest, this year we aim to market this event early (in the coming weeks) and engage the bigger schools also. There are over 1000 teachers and school staff in the Orange region so I believe the potential for this event to be a trademark event in Orange is huge.

We are looking for support/sponsorship to pay for the local musicians, stage, and lighting. This was roughly \$6000 last year and if we were to take on this cost alone, it would be unsustainable for us. We are happy for these costs to be paid directly.

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Ticket sales	\$ \$3000
	\$
	\$
	\$
	\$
Orange City Council Event Sponsorship request	\$ 5000
Total Income	\$
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Stage	\$ 600
Sound and lighting	\$ 1400
Musicians	\$ 4000
Marking will be done through school visits personally	\$ 0
	\$
	\$
	\$
Total Expenditure	\$
Total Income and Total Expenditure must equal	\$
In-kind Contributions	\$ Value of In-kind Contributions
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	
eg: letter drop/ street walk – 1 hour, 1 person	\$ 41.72
Visiting/presenting to each school in the region - 12 hours	\$ 492
Print flyers	\$ 150
Staff for the night	\$ 550
Planning and event management	\$ 550
	\$
	\$
Total In-kind Contribution Value	\$ 1742

DECLARATION

On behalf of: (name of organisation if applicable)

- ☒ I certify to the best of my knowledge that the statements made in this application and any supporting documentation are true.
- ☒ I understand that should this application be approved by Orange City Council, I may be required to submit any requested Tax Invoices, plans or reports and will be required to enter into an Event Agreement with Council.
- ☒ I declare that the Organisation will provide all required paperwork, including a Certificate of Currency of Public Liability Insurance (to a minimum of \$10 million) with Orange City Council noted as an interested party.

Signed

Date

Print name

Position in organisation

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



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EVENT SPONSORSHIP

Incubator Event Fund Application

EVENT DETAILS

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

School's Out For Summer is an end of school year event, aimed at celebrating the amazing job our regional teachers and school staff do. This event was supported by "live and kicking" last year and despite a relatively late decision to go ahead, the event attracted more than 150 school staff from a wide range of school's in the region. We featured 4 great musician/bands from around the Central West (Josie Laver, Jaffer, Riley & Ahh-See and Young & Wild) for an afternoon of live music, local food and wine.

As you are aware, teaching is a very thankless job. I, myself am a former teacher, my wife and two brothers are also teachers. This event was a way to say thankyou for the amazing job they do within our region and for them to let their hair down going into Christmas Holidays. With the event being locked in so late, many of the school's had already committed to their own individual end of year dinners/events. The concept of "School's Out For Summer" is to bring all the regional teachers and school staff together to celebrate a job well done. We would love to put this event on again this year and with more time to get into the schools, there is no reason why this event couldn't flourish and be a exciting part of the school and regional calendar.

I believe this event will work in Orange. In 2019 I was teaching at Pimama SSC near the Gold Coast. North Bureleigh SLSC put on a similar event that had 1000's of teachers attend and celebrate the school year. It was great to feel supported and appreciated by the region. I believe this event would have a similar reception in the Central West.

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

Our target is obviously teachers and school staff from the wider region. Whilst we had 150 teachers attend last year, there are over 1000 school staff in this region alone. In 2022, teachers came from a number of school's around the region including Clergate, Mullion Creek, Nashdale PS, Borenore and Canobolas PS. Many school's actually put their school bus on as their own "courtesy bus" for staff. As most school's have their own school bus, I beleive this event has the ability to attract school's from Bathurst, Blaney, Milthorpe, Molong and even wider surrounding areas.

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.

School's Out For Summer supports a number of local business and musicians. The staging, lighting, seating, glassware were all supplied buy local business whilst four different musical acts benefited from a paid performance and fantastic exposure. We also welcomed "Eat Botanic" to cater for the event. We would look to put on a few more food vendors this year should we be able to go ahead and grow the numbers as we expect to.

Whilst supporting local business and benefits local arts, the real benefit of this event came from supporting teachers and providing an amazing event for them to feel appreciated and respected within the community. It was clear from the reaction of the attendees last year that they felt appreciated and their smiles said it all. With Orange 360's support and endorsement, I believe this event will have an extremely positive response from the teachers and build on Orange 360's already great reputation. The last few years teachers have been on strike (which I was a part of) citing the phrase they would like "More Than Thanks". This would be a great runner for Orange 360 to attached itself to this upcoming year.

We would invite Orange 360/Orange City Council to put their name to the event and even extend it to your own harworking staff.

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

As per 2022, myself (Daniel Mortimer) will oversee the organisation and running of the event. Our Mortimer's Wines staff would conduct all organisation, marketing, and succesful execution of the event. With the benefit of all records, attendance and budgets and run sheet from last year, this year becomes much more straight forwrad in terms of running the event and the result spoke for itself. I plan to again visit each school (in person) and discuss will social clubs and leave flyers throughout each school whilst also advertising through social media and our data collected last year.

Our Cellar Door is fully licensed, fully insured and our paid staff all have current RSA's which will be enforced strictly as always.

We have parking on-site and will once again reccomend staff use their school buses for safe transportation.

Martin Parkes (stage, sound and lighting) is currently available and will take care of everything in terms of music. We have worked with Marty many times and he is a true professional. He did an amazing job last year and I would expect nothing less this year.

Our food vendors would be given a site with power, kitchen facilities and clean water. They would be responsible for their own organisation and staff. As per last year, they would be entitled to take 100% of the money made from their food & service.

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 request input as staff may not necessarily be available in the closing days)

As per 2022, we will sell tickets to this event. Being a "More than Thanks" event, we would look to keep the ticket price low (roughly \$20). Last year the ticket price was \$10 and making it a ticketed event was merely to collect data. The data collected included the School in which they were from. This was very valuable and whilst many of Orange's "bigger school's" already had events arranged, it was fantastic for the smaller regional schools (Mullion Creek, Borenore, Nashdale) to be part of something bigger being such small staffed schools. Should we be able to secure some funding/sponsorship, I would start visiting school's in the coming weeks (prior to them planning their own individual end-of-year dinners).

In 2022, Live & Kicking (Pat Toomey) supported this event and paid for the stage, lighting, sound and artist. School's Out For Summer was actually the finale' event for the "Live & Kicking" program which has since ceased. These costs came to roughly \$6000 (paid directly to artist & Marty) which we would be happy for your to do. If we were to take this cost on, it would make the event unsustainabe for us to run without support. We hope that you consider our application with understand the huge benefits to teachers and school staff in celebrating their hard work. Any support would be greatly appreciated and I would love to opportunity to share some photo's/vidoes of last years event to demonstrate how much it was enjoyed but the teachers in attendance.

I think it would be a fantastic opportunity to Orange City Council to support such an event and let teachers in the Central West know