



FINANCE POLICY COMMITTEE

AGENDA

9 JULY 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, 9 July 2024**.

David Waddell

CHIEF EXECUTIVE OFFICER

For apologies please contact Executive Support on 6393 8391.

AGENDA

1 INTRODUCTION.....3

1.1 Declaration of pecuniary interests, significant non-pecuniary interests
and less than significant non-pecuniary interests.....3

2 GENERAL REPORTS5

2.1 Small Donations - Requests for Donations.....5

2.2 Event Sponsorship Applications17

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 SMALL DONATIONS - REQUESTS FOR DONATIONS

RECORD NUMBER: 2024/587

AUTHOR: Jen Sharp, Acting 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 May 2024 and June 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 2024/2025 is **\$80,000** with \$0 spent to date. The total requested in this round is **\$5,500**.

<i>Annual budget 23/24</i>	\$80,000.00
<i>Total spent to date</i>	\$0
<i>Requested amount this round</i>	\$5,500
<i>Remaining balance</i>	\$74,500

POLICY AND GOVERNANCE IMPLICATIONS

Refer to Council’s Donations and Grants Policy - ST32

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 \$3,000 to Trinity Pre-School Kindergarten Limited to contribute to the costs of holding a community event celebrating Trinity Pre-School’s 100 years in the community.**
- 2 To donate \$2,500 to the Orange Regional Malayalee Association to contribute to the costs to run the South Indian festival Onam.**

2.1 Small Donations - Requests for Donations

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

Applicant 1	Trinity Pre-School Kindergarten Limited
Assistance Would Support	The assistance would contribute to Trinity Pre-School Kindergarten Limited holding a community event celebrating the Pre-School's 100 years in the community. This event will also be used as a fundraising opportunity to allow them to raise additional funds for their capital works and maintenance schedule. Total Cost of the event is estimated at least \$26,600
Amount Requested	\$3,000
Policy Category	Community event not being event sponsorship
Category Maximum	\$2,500
Complies With Policy	No – amount requested is more than the maximum for the category
Previously funded by Council?	No

Applicant 2	Orange Regional Malayalee Association
Assistance Would Support	The assistance would contribute to a gathering related to the South Indian festival called "Onam". People from the State of Kerala, in South India, celebrate this festival every year in Orange. This year's celebrations will be on 7 September 2024 at Orange Function Centre. It is a non-ticketed event, with the total expense of the event estimated at \$21,000.00.
Amount Requested	\$2,500
Policy Category	Community event not being event sponsorship
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by Council?	Yes 2022/2023 - \$2,500 towards Onam festival. 2021/2022 - \$2,500 towards Onam festival.

ATTACHMENTS

- 1 Small Donations Program - Application Form - General Donations - 100 years in Community Event - Trinity Pre-School Kindergarten Limited (Redacted), D24/37136 [↗](#)
- 2 Small Donations Program - Application Form - General Donations - South Indian Festival Onam - 7 September 2024 - Orange Regional Malayalee Association (ORMA) (Redacted), D24/37157 [↗](#)



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

SMALL DONATIONS PROGRAM - APPLICATION FORM

General donations

APPLICANT'S DETAILS

Name of organisation: Trinity Preschool Orange Inc

Contact name: Sarah Evans or Julie McCauley

Position: Director/Business Administrator

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

Trinity Preschool is a not for profit Incorporated 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 registered for GST?

☒ Yes ☐ No

If applicable, please provide: ABN: 85426239508

ACN:

BANK ACCOUNT DETAILS FOR PAYMENT

BSB No:

Account No:

Bank:

YOUR ORGANISATION

Please describe your organisation and its purpose

Trinity Preschool Orange Incorporated is a not-for-profit Incorporated Association that provides Early Education to children in our community in the year prior to school. Any profit Trinity Preschool makes goes into maintaining and improving the preschool and making it viable for the Community.

For **100 years** Trinity Preschool has been shaping the lives of young children in Orange and from across the Central West. From its beginnings in the Old School of Arts Building on Byng St in 1924 with two classrooms under the tutelage of Rev Canon Taylor to today in 2024 in our Kooronga Ave location where we nurture, educate and celebrate 160 young people, Trinity is one of the longest continuous educational organisations in Orange.

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 holding a Community Event, celebrating Trinity Preschool's 100 years in the Community. We are hoping to see ex-students, families, Committee and staff members.

We will also be raising money for the continuing success of the Preschool adding to our Capital Works and Maintenance Schedules, which include a new staff/parent room and continuing the playground improvements.

**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 For Function Centre Only	\$ 4,661
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Your contribution	\$1,661
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Your voluntary contribution	\$
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Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$ <input type="text" value="3,000"/>
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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 (approximately)
Local Band	\$ 3,000
Roadtrip Creative, local designer	\$1,500
Relish Catering	\$17,500
Function Centre Hire + security	\$4,661
	\$
	\$

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

Sign

Date 11/03/2024

Print

Posi

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.

REMOVE THIS TOP SECTION IF DESIRED, BEFORE FRAMING



Certificate of Incorporation of Former Company or Co-operative

THIS IS TO CERTIFY that

TRINITY PRE-SCHOOL KINDERGARTEN LIMITED

a company incorporated under the provisions of the Corporations Act 2001 on the thirtieth day of June 1952, was on the twenty fifth day of July 2011 registered as an incorporated association under the Associations Incorporation Act 2009 as

TRINITY PRESCHOOL ORANGE INCORPORATED

Incorporation No. INC9895719

Issued this twenty fifth day of July, 2011.

Michael Coutts-Trotter
Director General
Department of Finance and Services



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

SMALL DONATIONS PROGRAM - APPLICATION FORM

General donations

APPLICANT'S DETAILS

Name of organisation:	ORANGE REGIONAL MALAYALEE ASSOCIATION (Orange Malayalee Community)		
Contact name:	SABU JOSEPH		
Position:	COMMITTEE MEMBER		
Postal address			
Phone:		Mobile:	
Email:			
What is the legal status of your organisation? (eg Incorporated, Association, etc.) If not-for-profit please attach evidence – such as charter/constitution showing no personal gain will be available to members, charitable status advice or a statutory declaration			

Please select:	<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 type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	
If applicable, please provide:	ABN:	ACN:	

BANK ACCOUNT DETAILS FOR PAYMENT

BSB No:	
Account Name:	
Bank:	

YOUR ORGANISATION

Please describe your organisation and its purpose

Orange Regional Malayalee Association (ORMA) known as "Orange Malayalee Community" is Not-for-Profit organisation that coordinate the promotion of culture and traditions of people from the State of Kerala - one of the most Southern States of India.

Orange Regional Malayalee Association work towards the welfare and interest of the members. Orange Regional Malayalee Association also work for the promotion and preservation of Malayali culture, including the promotion of the language, food habits and other positive things exist in the culture.

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

This financial assistance is for a gathering related to the South Indian festival called "Onam". People from the State of Kerala in South India celebrate this festival every year in Orange. This year's celebrations will be on the 07th of September at Orange Function Centre.

Event is a mixture of indoor games for kids and adults (eg: Musical Chair), Songs, Dances, Cultural Programmes etc. The highlights of the event are floral decorations on the floor, all attendees (including children) wear Kerala traditional cloths and a traditional vegetarian meal served on plantain leaf. Please search online with the keywords "Onam", "Onasadhya" and "Thiruvathira" more information.

This is a non-ticketed event. Total expense of the event will be around \$21,000.00 including the meal. Approximately, more than half of the expense will be for the meals and the meals expense will be charged to attendees. As we do not have a local food supplier available in Orange to prepare and serve a non vegetarian meal (Onasadhya), every year we organise it from a Homebush based restaurant (Blumoon Restaurant, 32-36 Burlington Rd, Homebush NSW 2140). Other expenses include venue hire, securities, fire Officers, liability Insurance, audio-Visual equipment hire, floral decorations with fresh flowers, stage decoration, gifts etc.

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	\$ 21,000.00
Your contribution	\$ 10,000.00
Your voluntary contribution	\$ 0.0
Amount required from Council (eligible amounts are listed in the ST029 Donations and Grants Policy)	\$ 2,500.00

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 Function Centre Hire	\$ 2,500.00
Bunnings - Stage decoration	\$ 2,000.00
Wheeler Industries - Fire Safety Officers	\$ 9,00.00 (if required)
Security Officers	\$ 1,800.00
Orange PA Hire - Light and Sound	\$ 2,750.00
Local Supermarkets, Wrap & Rite and Spotless - Snacks, Drinks, Costumes etc	\$ 2,500.00

DECLARATION

On behalf of: (name of organisation if applicable)

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

Signed

Date

Print name Sabu Joseph

Position in organisation Committee Member

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.

2.2 EVENT SPONSORSHIP APPLICATIONS

RECORD NUMBER: 2024/1114

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.

Table One: Event Sponsorship Program – Financial summary table

Annual Allocation	Committed from previous years	Approved in 2024/25	Balance available	Requested in this report	Committed for 2025/26
\$100,000	\$21,600	\$0	\$78,400	\$24,000	\$10,000

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 determines the following applications:

- 1 Housing Plus for \$10,000 for the 2024 White Tie Ball on 12 October 2024 at Orange Ex Services Club.**
- 2 2025 Orange Chamber Music Festival to the amount of \$10,000, held 6 to 9 March 2025.**
- 3 Commitment to sponsor the Orange Chamber Music Festival to the amount of \$10,000 per year for three years being FY 2025, FY 2026 and FY 2027. (This would be inclusive of support of recommendation 2)**
- 4 Sustainable Living Expo to the amount of \$4,000. The event will be held 22 September 2024**

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**Information for Councillor's regarding the data within submissions:**

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 calculated, 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 can 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 impact on the ability of the organisers to hold the event.

2.2 Event Sponsorship Applications

Applicant 1	Housing Plus – 2024 White Tie Ball
Policy Category	Flagship Event Fund Assists the development of events that have been running for 2 years or more and contribute to the Orange360 tourism region and demonstrate that they attract overnight visitors.
Amount requested	\$10,000
Category Maximum	\$10,000
Complies With Policy	Partially. While the event does attract some visitors it is not considered a visitor focused event. The ratio of expenditure is extremely high (33:1, provided below) indicating a low value for money investment per visitor.
Aligns to Destination Management Plan	No, Event does not align with any of the seven themes in the Destination Management Plan.
Social issues addressed by the event	The event is driven by the need to fund The Orchard, a domestic violence refuge for women and children suffering domestic violence. The Council has regularly supported this event due to the support it gives to vulnerable people in our community.
Previously funded by Council?	<ul style="list-style-type: none"> • 2022-23 - \$6,000 • 2021-22 - \$5,500 • 2020-21 - \$5,000 • 2019-20 - \$0 • 2018-19 - \$0 • 2017-18 - \$0
Other reported sponsorship	It is estimated that there will be an additional \$45,000 in sponsorship and \$40,000 in fundraising.
Summary information	<ul style="list-style-type: none"> • Housing Plus is a not-for-profit entity registered with the Australian Charities and Not-for-profits Commission. • The White Tie Ball is the annual fundraising event for The Orchard - a crisis centre for women and children escaping domestic violence. • The Ball will be held on Saturday 12 October 2024, based on previous year's attendance they are estimating they will sell 300 tickets. • The event will be held at the Orange Ex-Services Club, providing revenue for a local business. • An estimated 50-60 visitors will be staying in Orange and will be encouraged to tour the region and to take advantage of the tourism opportunities available to them.
Visitation based on applicants' data (per event day)	<ul style="list-style-type: none"> • Locals – 240 (per event day) • Day visitors – 0 • Overnight visitors – 60
OCC \$ per participant ratio (lower ratio = less spend per person)	<ul style="list-style-type: none"> • Total participants – 33:1 • Total visitors – 167:1 • Overnight visitors only – 167:1
Income generated (DNSW)	<ul style="list-style-type: none"> • \$28,680

2.2 Event Sponsorship Applications

Applicant 2	Orange Chamber Music Festival – 6-9 March 2025
Policy Category	Flagship Event Fund – Assists the development of events that have been running for 2 years or more and contribute to the Orange360 tourism region and demonstrate that they attract overnight visitors.
Amount requested	\$10,000 per year for 3 years.
Category Maximum	\$10,000 per year.
Complies With Policy	Partially. The event complies with all the aspects of the Flagship fund with the exception of the economic impact. The figure at the bottom of this table is created from a DNSW average data table yet the attendees to the event are likely to exceed those averages significantly due to the socio-economic band the event attracts.
Aligns to Destination Management Plan	Festival timing was decided in conjunction with Orange 360. The event aligns with: <ul style="list-style-type: none"> • DMP Theme 4 – Creativity, Arts and Culture • DMP Theme 5 – Events, Festivals and Conferencing • DMP Theme 6 – Food, Ferments & Night-Time Economy
Social issues addressed by the event	Nil.
Previously funded by Council?	<ul style="list-style-type: none"> • 2023-24 - \$9,713 • 2022-23 - \$10,000 • 2021-22 - \$4,800 • 2020-21 - \$4,200 • 2019-20 - \$0 • 2018-19 - \$0
Other reported sponsorship	\$30,000 in donations \$6,000 in sponsorships \$12,720 in grants
Summary information	<ul style="list-style-type: none"> • This is the 5th Orange Chamber Music Festival • It is expected that there will be workshops held with students from 4 to 6 March leading into the event. • The applicant is seeking 3 years of funding. • Each of the events is ticketed.
Visitation based on applicants' data (per event day)	<ul style="list-style-type: none"> • Locals – 700 • Day visitors – 400 • Overnight visitors – 100
OCC \$ per participant ratio (lower ratio = less spend per person)	<ul style="list-style-type: none"> • Total participants – 7:1 • Total visitors – 20:1 • Overnight visitors only – 100:1
Income generated (DNSW)	<ul style="list-style-type: none"> • \$111,400

2.2 Event Sponsorship Applications

Applicant 3	Rotary Club of Orange – Orange Sustainable Living Expo
Policy Category	Flagship Event Fund – Assists the development of events that have been running for 2 years or more and contribute to the Orange360 tourism region and demonstrate that they attract overnight visitation.
Amount requested	\$4,000
Category Maximum	\$10,000
Complies With Policy	Partially. While the event does attract some visitors it is not considered a visitor focused event. The event is held in September which falls outside of peak tourism periods, in accordance with policy.
Aligns to Destination Management Plan	No, Event does not align with any of the seven themes in the Destination Management Plan.
Social issues addressed by the event	This event addresses environmental issues.
Previously funded by Council?	<ul style="list-style-type: none"> • 2023-24 - \$4,000 • 2022-23 - \$0 • 2021-22 - \$5,000 • 2020-21 - Approved but cancelled due to COVID • 2019-20 - \$0 • 2018-19 - \$0
Other reported sponsorship	\$6,000 – Rotary Club of Orange
Summary information	<ul style="list-style-type: none"> • The event has been running for the past 16 years. • There over 1200 people who attended the expo last year • 16% of the visitors were from outside the Orange postcode
Visitation based on applicants' data (per event day)	<ul style="list-style-type: none"> • Locals – 1,400 • Day visitors – 400 • Overnight visitors – 200
OCC \$ per participant ratio (lower ratio = less spend per person)	<ul style="list-style-type: none"> • Total participants – 3:1 • Total visitors – 10:1 • Overnight visitors only – 30:1
Income generated (DNSW)	<ul style="list-style-type: none"> • \$111,400

ATTACHMENTS

- 1 2024 White Tie Ball Cover Application, IC24/15375 [↓](#)
- 2 White Tie Ball Flagship Application 2024, IC24/15371 [↓](#)
- 3 Orange Chamber Music Festival Cover Application 2025, IC24/15376 [↓](#)
- 4 Orange Chamber Music Festival Flagship Application 2025, IC24/15368 [↓](#)
- 5 Sustainable Living Expo 2024 Cover Application, IC24/15377 [↓](#)
- 6 Sustainable Living Expo Flagship Fund Application 2024, IC24/15373 [↓](#)



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EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation: Housing Plus

Postal address:

Contact name:

Position:

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

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: 83 147 459 461 ACN:

EVENT DETAILS

Name of event:	White Tie Ball
Location of event:	Orange Ex-Services Club, Orange
Proposed date/s of event:	12 October 2024
If the event is on Council land/ premises, have you booked this space with Council?	<input type="checkbox"/> Yes <input type="checkbox"/> No
How many people will be involved in your event? (Estimate)	300 guests plus OESC staff and volunteers
How many people will come from outside Orange for the day? (Estimate)	50-60 guests will attend from outside Orange
How many people will stay overnight? (Estimate)	50-60
Please provide an outline of the event, including a summary of proposed activities and schedule:	
<p>The White Tie Ball is our annual fundraising event for The Orchard - a crisis centre for women and children escaping domestic violence. The Ball will be held on Saturday 12th October and based on previous years attendance we are estimating we will sell 300 tickets to the Ball.</p> <p>The event will be held at the Orange Ex-Services Club, providing revenue for a local business.</p> <p>Our out of town guests - we estimate 50-60 people, will be staying in Orange, and we will encourage them to tour the region and to take advantage of the tourism opportunities available to them.</p> <p>We are working with local businesses to set up the event. Our decorator is Rachel Brooking from Simply Centrepieces.CCT Productions are supplying our sound and lighting.</p> <p>Our local wineries will receive valuable exposure for their wines that they are donating for the event.</p> <p>Local businesses are donating goods and services to support fundraising activities on the night, and will receive promotion prior to the event and to our guests at the event.</p> <p>The beneficiaries of the money raised from the event will be members of the Orange community, women and children escaping domestic violence.</p> <p>The White Tie Ball is an event organised by a local business, to benefit the local community.</p> <p>Guests will enjoy a 3 course meal provided by the OESC, who use local producers where possible.</p> <p>The prizes and giveaways on the night will benefit local businesses with increased sales.</p> <p>We would like to use the Orange City Council sponsorship to purchase Shop Orange vouchers for us to use as prizes for the fundraising activities at the event. This would have the double benefit of supporting local Orange businesses and the opportunity for Orange City Council to support a local community fundraising event that raises money to support women and children escaping domestic violence.</p> <p>Housing Plus are committed to delivering services for women and their families who are impacted by domestic violence. We do not receive government funding to run The Orchard and we rely heavily on ongoing support from our local community to continue to operate this service.</p>	

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)		\$
eg: Organisation X		\$ 1000.00
Sponsorship		\$ 45,000
Fundraising		\$ 40,000
Ticket Sales		\$ 38,000
		\$
		\$
Orange City Council Event Sponsorship request		\$ 8,000
Total Income		\$ 131,000
Expenditure Items (cash)		\$
eg: Marketing – 8 x TV adverts		\$ 2000.00
Venue - Catering, room hire, meal, av, decorations		\$ 32,000
Entertainment		\$ 7,000
Donation to The Orchard		\$ 92,000
		\$
		\$
		\$
		\$
Total Expenditure		\$ 131,000
Total Income and Total Expenditure must equal		\$ 131,000
In-kind Contributions		\$ Value of In-kind Contributions
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)		
eg: letter drop/ street walk – 1 hour, 1 person		\$ 41.72
Volunteer (8 committee members - 80 hours over 12 months)		\$ 26,720
Wine Donations		\$ 5,000
Designer		\$ 1,500
Printing		\$ 1,500
Framing		\$ 1,500
Advertising		\$ 10,000
Total In-kind Contribution Value		\$ 46,220

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

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

Flagship Event Fund Application

EVENT DETAILS

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

The White Tie Ball has been running for 6 years. The 2024 White Tie Ball will be our 7th event.

Each year the event has grown, at our last Ball we welcomed over 300 guests. We estimate that 15 - 20% of our guests were from out of town.

Our partner organisations, sponsors, and employees all invite guests from out of town to attend.

Based on previous years and taking into account the OESC capacity for such event we aim to sell over 300 tickets and it is reasonable to assume that 15-20% of guests will again be from out of town.

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

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

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

If successful in our application we aim to use the sponsorship money from OCC to purchase Shop Orange vouchers and vouchers and experiences from local businesses where possible, thereby supporting local business owners and operators, as well as raising much needed funding for the continued operations of The Orchard.

EVENT DETAILS (CONTINUED)

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

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

The event is involving local businesses through sponsorship, donations, and In Kind support. This gives local business a chance to promote themselves to new and existing customers with the aim to increase their sales.

We are working with the OESC, who in turn support local producers wherever possible giving them much needed revenue. The Community Groups that have helped us with our fundraising efforts will also be celebrated at the event.

Housing Plus completed construction of The Orchard in 2020, the first purpose built core and cluster domestic violence crisis centre in the state of NSW. During this time we have been able to support 110 women and 118 children who have stayed with us at The Orchard.

That we have this facility in Orange enhances our reputation as a community that cares and offers valuable support to those in need.

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

The marketing plan for this event is outlined below

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

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

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

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

Posters placed around town to reach those not on social media

Advertising campaigns through local media - In kind sponsorship

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

We have made the decision to move our event to October, when previously we have held the event in May.

Multiple charity organisations were holding their events in the middle of the year, Birds in the Bush, Ronald McDonald House, Dancing with the Stars - all wonderful organisations raising money for valuable causes.

We have researched other events to be held in October, and while we have our Wine Festival happening at this time we believe that our event compliments the existing events scheduled.

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



Single year grant



3 year grant



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EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation: Orange Chamber Music Festival Incorporated

Postal address:

Contact name:

Position:

Phone:

Mobile:

Email:

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

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

Please select: Profit or ☒ Not-for-Profit

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

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

If applicable, please provide: ABN: 30 229 678 462 ACN:

EVENT DETAILS

Name of event:	Orange Chamber Music Festival 2024	
Location of event:	Orange, Nashdale, Canobolas and Millthorpe	
Proposed date/s of event:	March 6, 7, 8, 9 - 2025	
If the event is on Council land/ premises, have you booked this space with Council?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
How many people will be involved in your event? (Estimate)	25 performers 60 students 3 professional arts managers, 6 technicians 10 volunteers	
How many people will come from outside Orange for the day? (Estimate)	80-100 daily, Festival Gala 500	
How many people will stay overnight? (Estimate)	100 people x 4 nights average	
Please provide an outline of the event, including a summary of proposed activities and schedule:		
<p>Education and Community: March 4-6 Workshops and rehearsals with local students with professional musicians from Melbourne University and other orgs. Festival: Thursday March 6 1. Pocket Opera - Rowlee Wines NASHDALE 2. Opening Night Performance - Kinross Wolaroi School ORANGE 3. Cafe-Concert (show and dinner) - Five Ways Church ORANGE</p> <p>March 7 4. Music for Reflection (morning tea and performance) - Red Hill Barn BELGRAVIA 5. Performance - Orange Uniting Church ORANGE 6. Performance - Orange Regional Conservatorium ORANGE</p> <p>March 8 7. Her Stories - IWD day event SOUTHCOURT 8. Free Community Event 'Cultured' - Youth Orchestra ORANGE CIVIC THEATRE 9. free Community Event 'Cultured' - Sensory Concert- ORANGE CITY LIBRARY 10. Performance - Orange Regional Conservatorium ORANGE 11. Festival Gala - ORANGE CIVIC THEATRE</p> <p>March 9 12. Morning Melodies and Conversation Orange Regional Gallery Theatrette ORANGE 13. Farewell Music and Dining - Tonic MILLTHORPE</p> <p>Total of 1500 tickets/seats.</p>		

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Ticketing - External sources (renaissance tours)	\$ 13432.50
Ticketing - Festival passes and individual event tickets	\$ 84159
Donations	\$ 30000
Grants - ORAF / Orange Credit union/in kind support	\$ 12720
Sponsorship / (OCMF contribution - not included in total income)	\$ 6000 / (26153.50)
Orange City Council Event Sponsorship request	\$ 10000
Total Income	\$ 156301.50 (incl OCMF contribution 182,455)
Expenditure Items (cash)	\$
eg: Marketing - 8 x TV adverts	\$ 2000.00
Marketing - External print, digital marketing, Orange360, collateral	\$ 21750
Business / website / insurance / memberships	\$ 6935
Staff - Festival Director and production manager	\$ 29600
Artist Fees / daily allowances	\$ 47945
Artist Travel and accommodation	\$ 22300
Venue Hire	\$ 8850
Sound and lighting / catering / event transport	\$ 45075
Total Expenditure	\$ 182,455
Total Income and Total Expenditure must equal	\$ 0
In-kind Contributions	\$ Value of In-kind Contributions
(People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	
eg: letter drop/ street walk - 1 hour, 1 person	\$ 41.72
Byng st Hotel - Accommodation	\$ 4320
Swinging Bridge - Wine	\$ 1200
Angullong Wines - Wine	\$ 600
Quest apartments and Oriana Retro Hotel	\$ 1100
Kinross Wolaroi	\$ 1000
OCMF RESERVES CONTRIBUTION	\$ 26153.50
Total In-kind Contribution Value	\$ 34373.50

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	
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

Flagship Event Fund Application

EVENT DETAILS

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

The 2025 Orange Chamber Music Festival will be the 5th live installment of this cultural event in Orange. Following the success of the 2024 event amongst visiting and local audiences, as well as receiving great acclaim nationally, the Orange Chamber Music Festival is defining and establishing its vision as a Destination Festival, showcasing a multitude of venues of the Orange Region with an artistic program of the highest standards.

The 2021-2024 events have consistently drawn audiences from Sydney, Canberra, Victoria and Brisbane as well as New Zealand and the US. A loyal following from the local community and adjacent communities continues to grow, and we have made classical music even more accessible to the local community through Cultured, an all-day free interactive community event in collaboration with the Orange Regional Gallery, Museum and Library. We have also engaged with over 60 local young musicians that participated in our educational project the Cultured Youth Orchestra, in partnership with Kinross Wolaroi School. Since 2021 OCMF has created a national platform for professional local musicians to perform and engage with our diverse audience via featured performances and artistic collaborations with visiting artists.

A good portion of sales are people that will attend the four days activities via a Festival Pass, whilst a Diamond Pass includes fine dining and cultural experiences in partnership with local businesses. The event also provides access to more than 50% of the events via single tickets and a one day pass. The Festival Gala is expected to fill the Orange Civic Theatre, due to the heights reached at this year's event.

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

Together with local businesses and organisations OCMF is defining cultural tourism for the Orange Region. The support of federal, state and local government have been crucial to the development of our artistic and business vision, enabling us to secure world-class performers and programs, receiving great acclaim from specialised media. As is known, one cannot rely on federal and state funding, so commitment from local government is of enormous value to the security of this event that brings huge visitation and cultural benefits to the community.

To continue to strive for excellence we are set to release the artistic program in July- August 2024, aiming to secure ticketing income via Festival passes. Single sales will open in late January and will continue until allocations are exhausted. Based on the feedback for the 2024 Festival our point of difference is our engagement with the hospitality and business sectors of the Orange Region. Challenges that OCMF face are the additional costs related to hosting events in non traditional venues, investment goes to enhance venues with lighting, staging and cooling/heating, as well as hire of equipment to make it accessible and safe to all customers.

Operational fees, Artists fees, travel and accommodation are the main expense areas of this arts Festival, which entices and increases interest from visiting audiences, part of our organisation's exceptional quality proposition. The successful strategy and delivery of this organisation has been consistent from 2021 to 2024. The economic and cultural impact is palpable and reliable committed funding is what will enable the longevity and forward planning needed for the next three years.

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?

As a premium art music event, Orange Chamber Music Festival works in partnership with local businesses, consolidating its position at the forefront of regional arts and culture. Collaborations with other arts organisations such as the art gallery, museum, library and conservatorium via 'Cultured' is testimony of this thorough approach of highlighting our cultural establishments and organisations, whilst offering the general public with a world-class event.

The Cultured Youth Orchestra', a project funded by OCMF, Orange Credit Union and Orange Arts Foundation is an example of our commitment to provide access and a platform to young artists to participate and be showcased at this world-class event. The project includes intensive seminars, workshops and rehearsals alongside professional artists and experienced performers from Sydney Symphony, AOBO, the University of Sydney, Melbourne University and others. This project is developed in partnership with Kinross Wolaroi School and other music programs in the Central West, and it aims to involve over 70 young musicians and their families, with free access to the educational component and performance component.

Private venue owners have also contributed to the success of this event by opening their venues/properties to indulge both local and visiting audiences with a taste of the Region.

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.

Aligned with our strategic vision OCMF will execute the following strategies to reach audiences from near and far:

1. PRE-SALE | 24 June 2024 (pass sales open to the general public) at 7 months to the 2025 event via website and social media, press releases and print advertising.
2. FESTIVAL PREVIEW - SYDNEY | 11 July 2024 : This event is aimed to regular costumers and tageted audiences which form the majotity of diamond pass sales. A live performace and Orange products and offers will be on display.
3. FESTIVAL PREVIEW - ORANGE | 4 August 2024 : This event is designed to engage and increase loca reach. It will be presenbtd in partnership with a local chef at one of the 2025 featedred venues.
4. LIMELIGHT ARTS PUBLISHING: a campaign with Australia's leading arts publication will continue throughout 2024-2025.
5. LOCAL ADVERTISING: Central Western Daily, Orange City Life, Discover Magazine paid advertising. Radio advertising.
6. DIGITAL AND SOCIAL MEDIA ADVERTISING: 1500+ followers plus targeted advertising
7. Regional Arts, Arts Out West and other local organisations free event listing platforms.
8. Registration of the event via the Australian Tourism Data Warehouse to feed Destination NSW and other industry sites. Feedback and Data surveys will be distributed and reconciled at culmination fo the event. Ticketing data with relevant details is collected from sales.

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 timing of the Festival was consulted and determined in 2021 in consultation with the GM of Orange-360 Caddie Marshall, aligning with the tourism trends and data research available. This annual event represents the first event of this nature in regional NSW.

Due to the acoustic and intimate nature of chamber music (the genre most represented at this event) it is important that weather is not extreme. Autumn is the perfect break from Summer and a time of quitness in the Region due to harvest.

Furthermore, it has considered space between other major events such as F.O.O.D (April) and WINE (Sep-Oct) and is a season opener, with arts and culture at he forefront, as suggested in the current Orange Region Destination Management Plan.

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

Single year grant

✓ 3 year grant



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EVENT SPONSORSHIP COVER APPLICATION FORM

APPLICANT'S DETAILS

Name of organisation: Rotary Club of Orange Inc

Postal address:

Contact name:

Position:

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

Incorporated Not for Profit

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

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

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

If applicable, please provide: ABN: 25149130927 ACN:

EVENT DETAILS

Name of event:	Orange Sustainable Living Expo
Location of event:	Orange Showground including the Naylor Pavillion
Proposed date/s of event:	Sunday 22 September 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)	1500 to 2000
How many people will come from outside Orange for the day? (Estimate)	400
How many people will stay overnight? (Estimate)	200

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

The Orange Sustainable Living Expo is the signature event of the Orange Sustainable Living Week. It will run from 9.00am to 2.00pm on Sunday 22 September 2024 at the Orange Showground. It is designed to raise the profile of sustainability including: waste reduction and recycling, water and energy efficiency in the home and electric transportation, environmental management and reduction of the carbon footprint in Orange and its community by providing access to practical knowledge and skills to live more sustainably and to promote Orange as an environmentally sustainable city. There will be a focus on providing practical solutions for reducing energy use, reducing the carbon footprint of the community by transitioning to renewable energy sources and improving the energy efficiency of homes in Orange

The Expo will be run in conjunction with the Rotary Club of Orange Community Market. By co-locating the market and the Expo we will have access to a ready made audience of 1500 to 2000 people who can participate in the Expo.

The program for the Expo will include up to 30 specialist stallholders including a number of local businesses providing the community with access to up to date information and the ability purchase goods and services to support them to live more sustainably. These stallholders will be supported by a series of talks by sustainability experts across the areas of waste reduction and recycling, water use efficiency, renewable energy and electric vehicle technology along with environmental management and responses to climate change.

There will be a series of supporting activities run before and after the Expo to complete the Orange Sustainable Living Week event.

EVENT BUDGET

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Rotary Club of Orange Inc	\$ 6000.00
Expo exhibitor fees	\$ 1000.00
	\$
	\$
	\$
Orange City Council Event Sponsorship request	\$ 4000.00
Total Income	\$ 11000.00
Expenditure Items (cash)	\$
eg: Marketing – 8 x TV adverts	\$ 2000.00
Presenters and travel and accommodation costs	\$ 4500.00
Hire of equipment and technology for presentations	\$ 2100.00
Marketing and Promotion in local media and social media	\$ 2500.00
Printing of marketing materials and signage	\$ 1500.00
Hire of Showground and Naylor Pavillion	\$ 400.00
	\$
	\$
Total Expenditure	\$ 11000.00
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
50 hours(5 persons X 10 meetings of one hour) - event planning and meetings	\$ 2086.00
hours -Contacting/Organising exhibitors and presenters	\$ 1252.00
24 hours -(2 hours per week for 12 weeks) Social media marketing	\$ 1001.00
60 hours (On the day management of the Event (6 persons X 10 hours)	\$ 2503.00
	\$
	\$
Total In-kind Contribution Value	\$ 6842.00

DECLARATION

On behalf of: (name of organisation if applicable)

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

Signed

Print name

Position in organisation

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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)?

Orange Sustainable Living Week has been organised by the Rotary Club of Orange and community organisations with support from Orange City Council for the last 16 years. Over that time many residents of Orange and district have participated in activities and workshops designed to provide practical solutions to sustainability issues including recycling and waste reduction, energy and water efficiency and environmental sustainability.

In addition to adult residents, over 7000 students from Orange and district schools have participated in activities associated with sustainable living over the last 16 years

The event was not run in 2020 and 2021 due to COVID 19.

In 2023 over 1200 people attended the Expo of which 16% were from outside the 2800 postcode.

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.

Orange City Council sponsorship of the event will allow the organisers to market the event to a wider range of businesses, both local and national, to participate as exhibitors and or presenters at the event. It will also allow us to bring expertise to Orange to provide sustainability education and advice to participants.

The emphasis of this year's event will include a focus on the adoption of electric vehicle technology and the reduction of carbon emissions through improving the energy efficiency of houses in Orange, better management of waste and recycling along with promoting the uptake of renewable energy by council and the community. The event will support and promote the Council's Climate Change Management Plan. Combined, these actions provide an environment conducive to people staying longer in Orange, considering visiting again or even relocating to Orange.

EVENT DETAILS (CONTINUED)

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

Orange City Council, local businesses and community organisations will be invited to participate as exhibitors and/or presenters at the Expo. This years event will include a significant number of local vehicle distributors exhibiting and presenting their electric vehicle models and outlining the future of electric vehicles both commercial and domestic. in the Orange region. This will effectively promote Orange as an electric vehicle friendly destination. Where possible local contractors will be used to supply goods and services for the Expo. The Expo and the other events run during Orange Sustainable Living Week, provides a platform for educating our community on sustainability and promoting Orange as a city with a commitment to sustainability in all its facets: water efficiency, reducing waste and recycling, renewable energy and energy conservation, sustainable built and natural environments along with an inclusive community. Sustainable Living Week and the Expo are excellent opportunities for Council to promote and showcase its sustainability programs, including water, waste and energy efficiency initiatives along with its Climate Change Management Plan.

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 Expo will be marketed using local media (print, radio and television) along with social media through the Rotary Club of Orange NSW Facebook page, Council Facebook page Orange 360 and the social media accounts of participating community organisations such as Environmentally Concerned Citizens of Orange(ECCO), Central Tablelands Landcare and local Schools. Local and national businesses who are exhibiting at the Expo will also be encouraged to promote the event through their social media accounts. The success of the marketing and promotion of the event will be measured using: surveys of participants. counts on media mentions of the event, counts on social media interactions with social media content about the event.

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

The event is timed to coincide with spring time in Orange and will occur in National Biodiversity month supported by the Federal Department of Climate Change Energy,the Environment and Water. There are a number of other environment events planned for the month including by Central Tablelands Landcare, Environmentally Concerned Citizens of Orange (ECCO), Netwaste and the Rotary Club of Orange.

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