



FINANCE POLICY COMMITTEE

AGENDA

7 OCTOBER 2025

Notice is hereby given, in accordance with the provisions of the Local Government Act 1993 that a **FINANCE POLICY COMMITTEE MEETING of ORANGE CITY COUNCIL** will be held in the **COUNCIL CHAMBER, CIVIC CENTRE, BYNG STREET, ORANGE on Tuesday, 7 October 2025.**

Barry Omundson

CHIEF EXECUTIVE OFFICER

For apologies please contact Executive Support on 6393 8391.

AGENDA

EVACUATION PROCEDURE

In the event of an emergency, the building may be evacuated. You will be required to vacate the building by the rear entrance and gather at the entrance to the car park. This is Council's designated emergency muster point.

Under no circumstances is anyone permitted to re-enter the building until the all clear has been given and the area deemed safe by authorised personnel.

In the event of an evacuation, a member of Council staff will assist any member of the public with a disability to vacate the building.

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1 INTRODUCTION

MEMBERS

Cr S Peterson (Chairperson), Cr T Mileto (Mayor), Cr T Greenhalgh (Deputy Mayor), Cr K Duffy, Cr G Judge, Cr F Kinghorne, Cr D Mallard, Cr M McDonell, Cr G Power, Cr M Ruddy, Cr J Stedman, Cr J Whitton

1.1 Apologies and Leave of Absence

1.2 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: 2025/1840

AUTHOR: Jen Sharp, 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 Program received in the last month.

The Small Donations Program has been established to provide assistance to community and not-for-profit groups that offer significant contribution to the social, economic and/or environmental wellbeing of the Orange Local Government Area (LGA).

LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy “10.2 Develop and attract a variety of events, festivals, venues and activities that attract visitors”.

FINANCIAL IMPLICATIONS

The budget for General Donations within the Small Donations Program for 2025/2026 is **\$90,000** with **\$34,775.50** spent to date. The total requested in this round is **\$16,587.00**. The total recommended for approval this round is **\$14,087.00**.

Annual budget 25/26	\$90,000.00
<i>Total spent to date</i>	\$34,775.50
<i>Recommended amount this round</i>	\$14,087.00
<i>Remaining balance</i>	\$41,137.50

38033.50

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).

2.1 Small Donations - Requests for Donations

RECOMMENDATION

- 1 That this item be heard and voted on *in seriatim*.
- 2 That Council determines the following applications:
 - a) To donate \$1,587 to the Department of Education to contribute to Orange Function Centre hire costs for the Orange Careers Expo.
 - b) To donate \$2,500 to Country Education Foundation of Orange and District Incorporated to contribute to financial assistance for school leavers from the Orange LGA entering vocational or tertiary training.
 - c) To donate \$2,500 to Midstate Budgerigar Club Inc to contribute to running costs and judges accommodation/fees for annual show at Orange showground pavilion.
 - d) To donate \$2,500 to Road Safety Education limited to contribute to the RYDA program delivery costs including venue hire and facilitator fees.
 - e) To donate \$2,500 to Orange Bush Nippers to contribute to the annual cost to run the club including clothing and equipment, lane hire at Orange Aquatic Centre, trailer registration presentation day, hosting and website costs.
 - f) To donate \$2,500 to Music in Mind Music Therapy to contribute to therapeutic singing and community-building for people with Parkinson's disease and neurologic conditions.
 - g) To decline the application from Wiradjuri Nation Sovereignty to contribute to Wiradjuri Nation Gathering.

FURTHER CONSIDERATIONS

The recommendation of this report has been assessed against Council's key risk categories and the following comments are provided:

Service/Project Delivery	Grants and Donations are part of Council's service to the community. Assessing applications for Grants and Donations forms part of the delivery of this service. There are no risks currently of concern with regard to achieving delivery of this service.
Financial	There is sufficient budget to meet the current commitments of Grants and Donations in the current financial year.
Reputation/Political	Awarding Grants and providing donations has a positive impact on Council's reputation. A policy is in place to ensure that grants and donations are awarded in a fair and equitable manner.
Environment	There are no environmental risks or implications relating specifically to the Grants and Donations program.
Compliance	Council applies the approved Grants and Donations policy and related internal policies and procedures when processing applications for Grants and Donations.
People & WHS	The Grants and Donations program has minimal interactions with Council Staff. There are no identified People or WHS risks associated with the program.
Information Technology/Cyber Security	Information collected as part of the Grants and Donations program is managed within the policies which minimise the risks to Information Technology and Cyber Security for both the Council and the program applicants.

2.1 Small Donations - Requests for Donations

SUPPORTING INFORMATION

Applicant 1	Regional Industry Education Partnerships (RIEP)
Assistance Would Support	The assistance would contribute to Orange Function Centre hire costs for the Orange Careers Expo.
Amount Requested	\$ 1,587.00 (waiving of fees/in-kind)
Amount Recommended for Approval	\$ 1,587.00 (waiving of fees/in-kind)
Policy Category	Community event not being event sponsorship
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by Council?	Yes – via the Events Program. No longer eligible under the changes to the Events Development Fund Policy. 2024/2025 – Orange Function Centre Hire Fees Waived 2023/2024 – Orange Function Centre Hire Fees Waived 2022/2023 – Orange Function Centre Hire Fees Waived

Applicant 2	Country Education Foundation of Orange and District Incorporated
Assistance Would Support	The assistance would contribute to financial assistance for school leavers from the Orange LGA entering vocational or tertiary training.
Amount Requested	\$ 2,500.00
Amount Recommended for Approval	\$ 2,500.00
Policy Category	Community group providing benefit to local community
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by Council?	Yes 2024/2025 \$2,500 2022/2023 \$2,500

Applicant 3	Midstate Budgerigar Club Inc
Assistance Would Support	The assistance would contribute to running costs and judges' accommodation/fees for annual show at Orange showground pavilion.
Amount Requested	\$ 2,500.00
Amount Recommended for Approval	\$ 2,500.00
Policy Category	Community event not being event sponsorship
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by Council?	Yes 2024/2025 \$2,000 2023/2024 \$2,000

2.1 Small Donations - Requests for Donations

Applicant 4	Road Safety Education Limited
Assistance Would Support	The assistance would contribute to the RYDA program delivery costs including venue hire and facilitator fees.
Amount Requested	\$ 2,500.00
Amount Recommended for Approval	\$ 2,500.00
Policy Category	Community event not being event sponsorship
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by Council?	Yes 2024/2025 \$2,500 2023/2024 \$2,500 2022/2023 \$2,000

Applicant 5	Orange Bush Nippers
Assistance Would Support	The assistance would contribute to the annual cost to run the club including clothing and equipment, lane hire at Orange Aquatic Centre, trailer registration presentation day, hosting and website costs.
Amount Requested	\$ 2,500.00
Amount Recommended for Approval	\$ 2,500.00
Policy Category	Community group providing benefit to local community
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by Council?	Yes 2024/2025 \$2,500 2021/2022 \$1,786.36 2019/2020 \$2,000 2017/2018 \$3,000 2016/2017 \$500

Applicant 6	Music in Mind Music Therapy
Assistance Would Support	The assistance would contribute to therapeutic singing and community-building for people with Parkinson's disease and neurologic conditions.
Amount Requested	\$ 2,500.00
Amount Recommended for Approval	\$ 2,500.00
Policy Category	Community group providing benefit to local community
Category Maximum	\$2,500
Complies With Policy	Yes
Previously funded by Council?	No

2.1 Small Donations - Requests for Donations

Applicant 7	Wiradjuri Nation Sovereignty
Assistance Would Support	The assistance would contribute to camping facilities, food for Wiradjuri Nation Gatherings, Orange Civic Centre Film night, and Orange Showground accommodation
Amount Requested	\$ 2,500.00
Amount Recommended for Approval	Nil
Policy Category	Community group providing benefit to local community
Category Maximum	\$2,500
Complies With Policy	No – application form was incomplete and inaccurate. The events are all retrospective which does not meet the policy. There were no accommodations costs incurred for the group to stay at the Orange Showground in the week leading up to 9 September. The cost of the hire of Council's West Room for the Film Night was \$60 not the amount stated in the application. The group did not stay at the Scout Camp and the deposit was not paid. All events have already occurred.
Previously funded by Council?	Yes 2024/2025 \$220.00

ATTACHMENTS

- 1 Small Donations Program - Application form - General Donations - Department of Education - Regional Industry Education Partnerships program - Orange Function Centre hire costs - 5 November 2025 (Redacted), [D25/108920](#)
- 2 Small Donations Program - Application form - General Donations - Country Education Foundation of Orange and District Incorporated - Grants for school leavers (Redacted), [D25/108972](#)
- 3 Small Donations Program - Application form - General Donations - Midstate Budgerigar Club - Event Prizes - 1 November 2025 (Redacted), [D25/108990](#)
- 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted), [D25/109008](#)
- 5 Small Donations Program - Application Form - General Donations - Orange Bush Nippers (Redacted), [D25/109039](#)
- 6 Small Donations Program - Application Form - General Donations - Music In Mind Therapy - Calendar Year Program (Redacted), [D25/109531](#)
- 7 Small Donations Program - Application form - General Donations - Wiradjuri Nation Sovereignty (Redacted), [D25/109588](#)

Attachment 1 Small Donations Program - Application form - General Donations - Department of Education - Regional Industry Education Partnerships program - Orange Function Centre hire costs - 5 November 2025 (Redacted)**SMALL DONATIONS PROGRAM - APPLICATION FORM****General donations**

Community or not-for-profit group providing benefit to the local community can apply for a maximum of \$2,500

This document will be made public, and only fields with this icon  will be redacted.

APPLICANT'S DETAILS

Name of organisation: Department of Education

Contact name: Jacquie Smith

Position: Senior Project Officer, Regional Industry Education Partnerships (RIEP)

ABN (if applicable):

45931401251

ACN (if applicable):

YOUR ORGANISATION

☒ Not-for-Profit ☐ Community Group

Please provide a short description of your organisation, and its purpose.

The Regional Industry Education Partnerships (RIEP) program designs and delivers bespoke opportunities for employers to connect with secondary schools. Through these connections, students learn about jobs and pathways to employment. They develop new skills and employer networks, allowing them to make informed decisions about their career pathways. Employers have the opportunity to educate students about their industry and actively participate in the development of talent pipelines.

Attachment 1 Small Donations Program - Application form - General Donations - Department of Education - Regional Industry Education Partnerships program - Orange Function Centre hire costs - 5 November 2025 (Redacted)

YOUR REQUEST

Amount requested: \$ 1587.00

Date event if applicable: 5 November 2025

If you have attempted to seek funding for this project from any other source, including other grants, requests for in kind donations or reduction in costs from suppliers, please provide details:

NA

What will this donation be used for?

Orange Function Centre Hire costs

BENEFIT TO ORANGE

Please outline how the donation will contribute to the social, economic and/or environmental wellbeing of the Orange Local Government Area.

Orange Careers Expo will bring local industries, businesses & community groups to one location to promote their business and industry to develop their future workforce. They will engage with school students, school leavers and job seekers to assist them to find their career and educational pathways. They will have the opportunity to advertise employment opportunities. School students and job seekers become aware of their local industries and what they actually do; they will experience each industry by asking questions and engaging in hands-on activities; students talk with real people in the trades, employers and apprentices. Exhibitors travelling from outside the Orange Region add to the diversity of exhibitors but also add to the local economy.

ALIGNMENT TO COUNCIL'S COMMUNITY STRATEGIC PLAN

Which theme/s best match your reason for donation?

☒ LIVE: A healthy, safe, inclusive and vibrant community  This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging.	☐ 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 improvement.
☒ PROSPER: A smart, innovative and resilient economy  This theme focuses on providing the community with positive choices for investment, employment and study.	☒ COLLABORATE: Leadership and partnership  This theme looks at forging a collaborative community that engages with open and ongoing decision making.

Attachment 1 Small Donations Program - Application form - General Donations - Department of Education - Regional Industry Education Partnerships program - Orange Function Centre hire costs - 5 November 2025 (Redacted)
COSTS AND FUNDING

Please provide a summary of your event costs and funding sources. For equipment purchase, please attach quotes.

COSTS	Orange Function Centre Hire (in kind)	\$ 1587.00
	North Orange Rotary BBQ	\$ 2600
	Exhibitors donate their time and resources (in kind)	\$
	Bus hire	\$ 1600
		\$
	Total costs	\$ 5787

FUNDING	Your organisation's contribution	\$ 4200
	Funding from other councils	\$ NA
	Contribution from other sources	\$ NA
	Total funding	\$

BANK ACCOUNT DETAILS FOR PAYMENT
DECLARATION

On behalf of: (name of organisation if applicable) Regional Industry Education Partnerships (RIEP), Department of Education

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

[Redacted Signature] Date 29/08/2025

Print name Jacquie Smith

Position in organisation Senior Project Officer, RIEP, Central West

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

Attachment 1 Small Donations Program - Application form - General Donations - Department of Education - Regional Industry Education Partnerships program - Orange Function Centre hire costs - 5 November 2025 (Redacted)

Cost Estimation

<u>590 - Orange Careers Expo & Trade Experience</u>			
Start Date:	Tuesday, 04 November 2025	Start Time:	09:00 (09:00 AM) Event Coordinator
End Date:	Wednesday, 05 November 2025	End Time:	23:59 (11:59 PM) [Redacted]
Attendance:	500	Confirmed	

Event Type: **Exhibition**

Contacts

Event Manager

Jacquie Smith
Training Services NSW

Ph Dir: [Redacted]
Ph Mob: [Redacted]
E-Mail: [Redacted]

Venues

Main Hall Tue 04/11/2025 09:00 AM - Wed 05/11/2025 11:59 PM **Confirmed** 500

Financials

DATE	DESCRIPTION	QTY	AMOUNT	EX TAX	TAX	TOTAL
OFC - Exhibitions Display/Trade Shows						
05/11/2025	Community/Non-Profit - Monday to Friday (day rate per day)	1 X	\$1,460.00	\$1,327.27	\$132.73	\$1,460.00
OFC - Hire for Decorations/Rehearsals - Per Hour						
04/11/2025	Monday to Friday	1 X	\$72.00	\$65.45	\$6.55	\$72.00
	Access charge for setup - per hour					
OFC - Technical Support						
04/11/2025	Technicians Charge, per hour (minimum 4 hours)	1 X	\$55.00	\$50.00	\$5.00	\$55.00
Total:			\$0.00	\$1,442.72	\$144.28	\$1,587.00

I (insert name) understand the above is an estimation only and not an invoice. I am aware that services additional to the above will incur extra costs, as per Council's Fees and Charges, and will be invoiced accordingly.

I agree that the details above are correct and I will notify you of any changes and final numbers no less than one week prior to the commencement of the function.

Please sign and return to Orange Civic Theatre - mpearce@orange.nsw.gov.au

Signature

Date

Attachment 2 Small Donations Program - Application form - General Donations - Country Education Foundation of Orange and District Incorporated - Grants for school leavers (Redacted)


SMALL DONATIONS PROGRAM - APPLICATION FORM
General donations
Community or not-for-profit group providing benefit to the local community can apply for a maximum of \$2,500
This document will be made public, and only fields with this icon  will be redacted.**APPLICANT'S DETAILS**

Name of organisation: COUNTRY EDUCATION FOUNDATION OF ORANGE AND DISTRICT INCORPORATED

Contact name: Amanda Mcmillian

Position: Treasurer

ABN (if applicable):

95986994065

ACN (if applicable):

YOUR ORGANISATION☒ Not-for-Profit ☐ Community Group

Please provide a short description of your organisation, and its purpose.

The Country Education Foundation of Australia is a well established national not-for-profit organisation whose mission is to foster the further education and career opportunities of rural youth with the aim of building stronger communities. The Orange and District Branch is a volunteer group who annually assist approximately 25 school leavers from lower income families with small grants of \$500-\$4000 to enable them to begin vocational or tertiary education. Assistance is in the form of reimbursement of costs for items such as tool kits or laptops, and students are mentored throughout the year to encourage them in their endeavours. Students are selected on the basis of financial need and commitment to their training. Many of the students who we have helped in the past have returned to Orange to seek employment.

Funds are raised locally by support from local businesses, clubs, organisations, local councils and individuals. We usually raise approximately \$60,000 through the efforts of volunteers.

We were most grateful for the support in 2024 from Orange City Council in the form of a donation of \$2500 towards supporting 2-3 local school leavers. Blayney Shire Council also donated \$5000 and Cabonne Shire Council gave \$2700 to help Cabonne students. Country Education Foundation is committed to building stronger rural communities.

Attachment 2 Small Donations Program - Application form - General Donations - Country Education Foundation of Orange and District Incorporated - Grants for school leavers (Redacted)

YOUR REQUEST

Amount requested: \$ 2,500

Date event if applicable: 2026 calendar year

If you have attempted to seek funding for this project from any other source, including other grants, requests for in kind donations or reduction in costs from suppliers, please provide details:

We are applying again to both Blayney and Cabonne Councils. We are applying for support, and have already received some, from local organisations (eg Ex-services Club, Inner Wheel, Dintyleague women Golfers, Lions Club), from local businesses (Ashcrofts IGA, Domino North Orange) and many families and individuals who have helped us. This fundraising will continue until the end of the year.

What will this donation be used for?

We are applying for financial assistance of approximately \$2,500 to help two or three school leavers from the Orange LGA to access further education in 2026. We will target students from lower income families who are entering vocational or tertiary training and who show commitment to their chosen path. Recipients will be given small grants of between \$500-\$4000 in the form of reimbursement of costs and they will be supported by a buddy from the local committee who can encourage them to overcome their hurdles. The 2025 cohort of students includes 13 from the Orange LGA and they are studying such courses as education, pharmacy, physiotherapy, engineering, laws and event management.

BENEFIT TO ORANGE

Please outline how the donation will contribute to the social, economic and/or environmental wellbeing of the Orange Local Government Area.

We believe that support in the form of a donation from local council contributes to the wellbeing of the Orange LGA in the following ways:

1. Helps build a skilled future workforce - many students choose to return to the district for post-education employment so we believe our program helps strengthen the Orange business and community by bringing much needed skills back to the area. Many of our students have returned to Orange for their employment post training.
2. Council investing in the training of young school-leavers suggests that it is a valued goal that is helping build worthwhile skills in the region's young people.
3. Businesses would value this investment by Council in their future employees.
4. Reducing the numbers of unskilled youth in the region will be better for the social cohesion of the town.

ALIGNMENT TO COUNCIL'S COMMUNITY STRATEGIC PLAN

Which theme/s best match your reason for donation?

☒ LIVE: A healthy, safe, inclusive and vibrant community  This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging.	☐ 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 improvement.
☒ PROSPER: A smart, innovative and resilient economy  This theme focuses on providing the community with positive choices for investment, employment and study.	☐ COLLABORATE: Leadership and partnership  This theme looks at forging a collaborative community that engages with open and ongoing decision making.

Attachment 2 Small Donations Program - Application form - General Donations - Country Education Foundation of Orange and District Incorporated - Grants for school leavers (Redacted)
COSTS AND FUNDING

Please provide a summary of your event costs and funding sources. For equipment purchase, please attach quotes.

COSTS	Welcome event in January for new cohort of students (donated by Domino)	\$ 0
	Admin	\$ 200
		\$
		\$
		\$
		\$
	Total costs	\$

FUNDING	Your organisation's contribution	\$ 2,500
	Funding from other councils	\$ 7,700
	Contribution from other sources	\$ 50,000
	Total funding	\$ 60,200

BANK ACCOUNT DETAILS FOR PAYMENT**DECLARATION**

On behalf of: (name of organisation if applicable) Amanda Macmillian

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

Date 28-8-25

Print name Amanda Mcmillian

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.

**Attachment 3 Small Donations Program - Application form - General Donations - Midstate
Budgerigar Club - Event Prizes - 1 November 2025 (Redacted)** **ORANGE**
CITY COUNCIL**SMALL DONATIONS PROGRAM - APPLICATION FORM****General donations**

Community or not-for-profit group providing benefit to the local community can apply for a maximum of \$2,500

This document will be made public, and only fields with this icon  will be redacted.

APPLICANT'S DETAILS

Name of organisation: Midstate Budgerigar Club Inc.

Contact name: Garry Pymont

Position: Secretary

ABN (if applicable):

ACN (if applicable):

YOUR ORGANISATION

☒ Not-for-Profit ☐ Community Group

Please provide a short description of your organisation, and its purpose.

We are a regional club affiliated with State and National associations . We participate in budgerigar showing and try to promote the hobby to new commers . We participate in the state and National competitions and our members have won numerous National Champion awards . We conduct an annual show that has been held at the Orange show ground pavillion for over 40 years. This year the show is on Saturday November 1 and this is the reason for our application .

Attachment 3 Small Donations Program - Application form - General Donations - Midstate Budgerigar Club - Event Prizes - 1 November 2025 (Redacted)

YOUR REQUEST

Amount requested: \$ 2500 Date event if applicable: 01/11/2025

If you have attempted to seek funding for this project from any other source, including other grants, requests for in kind donations or reduction in costs from suppliers, please provide details:

We have a number of other sponsors as well as fundraising by club members .

What will this donation be used for?

To make this show a premium event we offer over \$2200 in cash awards as well as other prizes that are donated that are valued at over \$1000 .We pay expences and fees to 3 judges and this year to create more interest we are the only club that we know of we have invited an oversras judge from New Zealand to elevate our show. We pay accomodation in Orange for the judges in Orange as well as a pre show dinner at the orange services club where we pay the judges night .

BENEFIT TO ORANGE

Please outline how the donation will contribute to the social, economic and/or environmental wellbeing of the Orange Local Government Area.

As well as the judges accomodation most of the 30 odd exhibitors will book accomodation some staying for more than the 1 night . We have a very good turnout to our pre show dinner on the Friday night which does go on well into yhe night .Partners of the show participants mostly use take advantage of the opportunity to visit the shops while the show is on and doing other tourist yhings as well .

ALIGNMENT TO COUNCIL'S COMMUNITY STRATEGIC PLAN

Which theme/s best match your reason for donation?

 LIVE: A healthy, safe, inclusive and vibrant community This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging.	 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 improvement.
 PROSPER: A smart, innovative and resilient economy This theme focuses on providing the community with positive choices for investment, employment and study.	 COLLABORATE: Leadership and partnership This theme looks at forging a collaborative community that engages with open and ongoing decision making.

Attachment 3 Small Donations Program - Application form - General Donations - Midstate Budgerigar Club - Event Prizes - 1 November 2025 (Redacted)
COSTS AND FUNDING

Please provide a summary of your event costs and funding sources. For equipment purchase, please attach quotes.

COSTS	Venue hire	\$ \$240
	Judges accomodation and food and travelling	\$ \$1500
	Cash awards	\$ \$2200
	Stationary printing awards and schedules etc	\$ \$400
		\$
	Total costs	\$ \$4340

FUNDING	Your organisation's contribution	\$ 1840
	Funding from other councils	\$
	Contribution from other sources	\$
	Total funding	\$ \$1840

BANK ACCOUNT DETAILS FOR PAYMENT**DECLARATION**

On behalf of: (name of organisation if applicable) Midstate Budgerigar Club Inc.

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

[Redacted Signature] Date 27/08/2025

Print name Garry Pymont

Position in organisation Secretary

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



ANNUAL SHOW 2025

**Sponsored by Orange
City Council**

in conjunction with Bloodwood Wines

***This show is for ANY AGE, PLATINUM YOUNG, OPEN
YOUNG, INTERMEDIATE YOUNG, NOVICE YOUNG AND
JUVENILE BIRDS plus Pairs, Teams and Collection***

WHEN: SATURDAY 1st November 2025

WHERE: Orange Showground, Leeds Parade – Main Pavilion
Enter Main Gates Leeds Parade, Exit via Phillip Street

**Attachment 3 Small Donations Program - Application form - General Donations - Midstate
Budgerigar Club - Event Prizes - 1 November 2025 (Redacted)**

PHONE ENTRIES: Thursday 30th October 6pm - 9pm – 0427 40 1267

EMAIL ENTRIES: Accepted from Sunday 26th to Thursday 30th October to be
sent to midstatebudgerigarclub@gmail.com

****No late entries will be accepted****

COST: \$1 per cage – maximum entry fee \$10 per exhibitor

****All young birds to be rung with an ANBC 2024 (Red) ring and Juvenile birds
to be rung with an ANBC 2025 (Black ring) ****

All birds must be **owned and bred** by the exhibitor.

Floor of cages to be covered with an approved BSNSW seed mixture

SHOW MANAGER
Perc Anlezark

JUDGES – to be confirmed

BENCHING and COLLECTION OF BIRDS

**All birds to be benched by 9.00am on the day of the show and collection of
birds will be approximately 2.00pm**

SHOW RULES

This show will be conducted under the rules of the BSNSW INC.

SPECIAL AWARDS

- **Lucky Door Prize for Novice & Intermediate Exhibitors at this show**
Pair of birds donated by **G & D Pymont**
- **Ray Welshman Memorial – Best Normal Grey Green in Show**
Donated by **Bird boxes Galore**
- **Barry Whalan Memorial Best Normal Grey in Show**
- **Cash Prize \$30 Best bird YOUNG in each variety**
- **Judges Choice Quality bird unlucky on the day**
\$50.00 donated by **Rob Pepper/Canobolas Eggs**

**Attachment 3 Small Donations Program - Application form - General Donations - Midstate
Budgerigar Club - Event Prizes - 1 November 2025 (Redacted)**

An ONLINE AUCTION of members birds via “32 Auctions” is being conducted in the weeks prior to the show.

Successful bidders may make their own arrangements for transportation of birds, or they can be collected from the Show.

A huge thank you to the members of Mid State Budgerigar Club for their fantastic donation as this is our main fundraising effort for the year.

GENERAL INFORMATION

MID STATE CLUB members extend their thanks and appreciation to our **MAJOR SPONSORS:**

Gold Sponsor: **ORANGE CITY COUNCIL**

Silver Sponsors: **Bloodwood Wines**
Bird Boxes Galore and Canobolas Eggs

The Club will take all care but no responsibility for any loss or damage to any exhibit or equipment

A BBQ breakfast & lunch will be on sale, morning tea will be available free of charge. Exhibitors will each receive 1 free sandwich voucher for lunch

EVENING GET TOGETHER

Please advise at time of entries if you will be joining us for a social get together on Friday night starting at around 6.00 pm at the Orange RSL Club, 231-243 Anson St, Orange.

STAYING IN ORANGE

There are many quality hotels/ motels in Orange. Those that are within walking distance from the RSL Club are:-

Metropolitan Hotel, 107 Byng St.	ph 02 6362 1353
Town Square Motel, 246 Anson St,	ph 02 6369 1444
Mecure, 94 Byng St	ph 02 6362 5611

**Attachment 3 Small Donations Program - Application form - General Donations - Midstate
Budgerigar Club - Event Prizes - 1 November 2025 (Redacted)**

MAJOR AWARDS

Grand Champion	BSNSW MEDALLION. \$150 Cash, 6 Pack donated by Bloodwood Wines (approx. \$250) and Bird Boxes Galore \$100 Voucher
Champion Opposite Sex in Show	\$100 cash
Champion Young Bird in Show	\$100 cash
Champion Any Age	\$100 cash plus a prize donated by Bloodwood Wines
Champion Opposite Sex Any Age	\$50 cash
Champion Open Young	\$100 cash plus a prize donated by Bloodwood Wines
Champion Opposite Sex Open Young	\$50 Cash
Champion Platinum Young	\$100 cash plus a prize donated by Bloodwood Wines
Champion Platinum Young Opposite Sex	\$50 cash
Champion Intermediate	\$100 cash plus a prize donated by Bloodwood Wines & Midstate medal
Champion Opposite Sex Intermediate	\$50 Cash
Champion Novice	\$100 cash plus a prize donated by Bloodwood Wines & Midstate medal
Champion Opposite Sex Novice	\$50 Cash
Champion Juvenile	\$100 cash plus a prize donated by Bloodwood Wines
Champion Opposite Sex Juvenile	\$50 Cash
Best Young Bird in Each Variety in Show	\$30 Cash
Best Overall Bird in Each Variety in Show	Certificate
Best Pair/Team or Collection	\$20 Cash
Barry Whalan Memorial Best Normal Grey in Show	\$50 Cash
Ray Welshman Memorial – Best Normal Grey Green in Show	\$50 Voucher donated by Bird Boxes Galore
Judges Choice Quality bird unlucky on day	\$50.00 donated by Rob Pepper

**Attachment 3 Small Donations Program - Application form - General Donations - Midstate
Budgerigar Club - Event Prizes - 1 November 2025 (Redacted)**
SCHEDULE OF CLASSES

VARIETY	ANY AGE		YOUNG BIRDS								ANY STATUS JUVENILE 2025 RUNG	
			PLATINUM 2024 RUNG		OPEN 2024 RUNG		INTERMEDIATE 2024 RUNG		NOVICE 2024 RUNG			
	Cock	Hen	Cock	Hen	Cock	Hen	Cock	Hen	Cock	Hen	Cock	Hen
Normal Green ASC	1	101	201	301	401	501	601	701	801	901	1001	1101
Normal Grey Green	2	102	202	302	402	502	602	702	802	902	1002	1102
Normal Blue ASC	3	103	203	303	403	503	603	703	803	903	1003	1103
Normal Violet	4	104	204	304	404	504	604	704	804	904	1004	1104
Normal Grey	5	105	205	305	405	505	605	705	805	905	1005	1105
Normal Yellow Face Blue ASC	6	106	206	306	406	506	606	706	806	906	1006	1106
Normal Aust. Golden Face Blue ASC	7	107	207	307	407	507	607	707	807	907	1007	1107
Black Eyed Self Colour ASC	8	108	208	308	408	508	608	708	808	908	1008	1108
Dilute ASC	9	109	209	309	409	509	609	709	809	909	1009	1109
Lutino	10	110	210	310	410	510	610	710	810	910	1010	1110
Albino	11	111	211	311	411	511	611	711	811	911	1011	1111
Dark Eyed Clear ASC	12	112	212	312	412	512	612	712	812	912	1012	1112
Clearwing ASC	13	113	213	313	413	513	613	713	813	913	1013	1113
Greywing ASC	14	114	214	314	414	514	614	714	814	914	1014	1114
Cinnamonwing ASC	15	115	215	315	415	515	615	715	815	915	1015	1115
Spangle Double Factor ASC	16	116	216	316	416	516	616	716	816	916	1016	1116
Opaline (Normal) ASC	17	117	217	317	417	517	617	717	817	917	1017	1117
Opaline AOSV / ASC	18	118	218	318	418	518	618	718	818	918	1018	1118
Clearbody ASV /ASC	19	119	219	319	419	519	619	719	819	919	1019	1119
Lacewing ASV / ASC	20	120	220	320	420	520	620	720	820	920	1020	1120
Fallow ASV / ASC	21	121	221	321	421	521	621	721	821	921	1021	1121
Spangle (Normal) ASC	22	122	222	322	422	522	622	722	822	922	1022	1122
Spangle AOSV / ASC	23	123	223	323	423	523	623	723	823	923	1023	1123
Dominant Pied ASV/ASC	24	124	224	324	424	524	624	724	824	924	1024	1124
Recessive Pied ASV/ASC	25	125	225	325	425	525	625	725	825	925	1025	1125
Whitecap	26	126	226	326	426	526	626	726	826	926	1026	1126
Saddleback ASC	27	127	227	327	427	527	627	727	827	927	1027	1127
Darkwing ASV/ASC	28	128	228	328	428	528	628	728	828	928	1028	1128
Crested ASV / ASC	29	129	229	329	429	529	629	729	829	929	1029	1129
Non-Standard NSV /NSC	30	130	230	330	430	530	630	730	830	930	1030	1130
Pairs	1200	ASV / ASC - Any Age, Cock and Hen each of the Same Variety & Colour										
Teams	1300	3 Birds of the same STD Colour, Variety and Sex										
Collections	1400	AA, One Sex, 3 different STD Varieties, 3 different STD colours										

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)**SMALL DONATIONS PROGRAM - APPLICATION FORM****General donations**

Community or not-for-profit group providing benefit to the local community can apply for a maximum of \$2,500

This document will be made public, and only fields with this icon  will be redacted.

APPLICANT'S DETAILS

Name of organisation: Road Safety Education Limited

Contact name: Nickie Mouncey

Position: Grant Coordinator

ABN (if applicable):

17 110 667 706

ACN (if applicable):

110667706

YOUR ORGANISATION

☒ Not-for-Profit ☐ Community Group

Please provide a short description of your organisation, and its purpose.

Road Safety Education (RSE) was established in 2004 in response to the high numbers of youth involved in road trauma across the country. With the support of road safety and education experts we have developed an innovative, comprehensive youth development program designed for 16-18 year olds, the time that they start the driving process or are passengers of inexperienced drivers. The aim of the program is to back up the physical skills of driving with the harder to develop cognitive life-skills and equip students with the tools to better assess risk, make improved decisions and drive with social responsibility.

Our Ryda programme includes a practical and powerful full day workshop and extensive classroom/online resources to augment our road safety messages. We have also recently added a parent/caregiver seminar, Driver Coach, providing knowledge and information to help to constructively support their young person during this high-risk time.

Our Ryda program is unique in its holistic and inclusive focus. The program is designed to be delivered with a whole school approach, where the entire cohort of year 10/11 students participate, irrespective of whether they have started the driving process or not. This inclusive approach ensures socially disadvantaged students don't miss out and learn alongside their peers, who they are most likely to be travelling with. For many this will be the only road safety education they will receive as they are not wealthy enough for private lessons nor significantly disadvantaged to access subsidised government initiatives.

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

YOUR REQUEST

Amount requested: \$ 2500

Date event if applicable: March 2026

If you have attempted to seek funding for this project from any other source, including other grants, requests for in-kind donations or reduction in costs from suppliers, please provide details:

It costs on average \$75 per student to provide our Ryda program. Our corporate partners provide sponsorship towards operating/support costs to ensure no school is required to pay more than \$25 per student, however, this amount can still present a barrier to participation. Transport NSW assist with partial funding of approximately \$5 per student and we work with local community organisations to minimise this cost even further. Rotary Clubs provide in-kind volunteer support, NSW Police provide in-kind facilitators and six Orange LGA schools have indicated they can contribute \$10 per student. Towac Park Raceway support our programs by providing venue hire at a subsidised rate.

What will this donation be used for?

To positively impact a greater number of young people we work with teaching staff who advocate for their students. Six schools in the Orange LGA have indicated their students started the driving process need additional help and have requested our Ryda program to support them.

This application requests support towards the local costs required to provide our program to over 345 Orange students in 2026. We will allocate your funding, if successful, towards venue hire and facilitator fees.

By supporting the delivery costs of our workshops Orange City Council will help reduce the financial barriers for students, ensuring equity of access to this life saving program.

BENEFIT TO ORANGE

Please outline how the donation will contribute to the social, economic and/or environmental wellbeing of the Orange Local Government Area.

15% of Orange LGA car licence holders are aged under 25 years, however, they represented 27% of all road casualties over the last 5 years and 31% of all non-medical disqualifications. While the government graduated driver licensing scheme has seen a reduction in youth road trauma, current statistics show it is not enough to only teach a young person the skill of controlling a vehicle, we must balance this with the life-skills of critical thinking, planning and resilience along with an appreciation for others safety on the road. Ryda is a comprehensive program teaching these life-skills. We provide a program to youth at a critical time in their lives, when they start to drive or are travelling as passengers of inexperienced drivers. Ryda is a resilience program. It includes a powerful workshop and resources that not only teach students skills to better assess risk and make improved decisions, it helps participants create personalised strategies and practice the implementation of these, laying the foundation for safe road use throughout their lives. RSE utilise road safety as a context to teach young people the importance of their actions on others. Our aim is to reduce apathy and build resilience by teaching youth to understand the impact of their decisions on others in both the short and long term. All of the sessions in our program aim to teach young people to drive safely so others survive. Ryda is the most evaluated road safety program in the country and is annually updated to include the latest road safety information and education techniques available. Evidence proves that Ryda creates long term behavioural change.

ALIGNMENT TO COUNCIL'S COMMUNITY STRATEGIC PLAN

Which theme/s best match your reason for donation?

☒ LIVE: A healthy, safe, inclusive and vibrant community This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging. 	☐ 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 improvement. 
☐ PROSPER: A smart, innovative and resilient economy This theme focuses on providing the community with positive choices for investment, employment and study. 	☐ COLLABORATE: Leadership and partnership This theme looks at forging a collaborative community that engages with open and ongoing decision making. 

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)
COSTS AND FUNDING

Please provide a summary of your event costs and funding sources. For equipment purchase, please attach quotes.

COSTS	Venue Hire - Towac Park Raceway	\$ 1682
	Facilitator Fees - 8 required per workshop @ \$250	\$ 6000
	Program resources/expenses	\$ 1496
	Program Coordination - \$175 per school	\$ 1400
	Program Coordination - \$350 per workshop	\$ 1050
	Total costs	\$ 11627

FUNDING	Your organisation's contribution	\$ 3202
	Funding from other councils	\$ 0
	Contribution from other sources	\$ 5925
	Total funding	\$ 9127

BANK ACCOUNT DETAILS FOR PAYMENT**DECLARATION**

On behalf of: (name of organisation if applicable) **Road Safety Education Limited**

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

 Signed [Redacted Signature] Date **09 Sept 2025**

Print name **Nickie Mouncey**

Position in organisation **Grant Coordinator**

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

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

9 September 2025

Orange City Council

Donations & Grants
PO Box 35
Orange
NSW 2800



Road Safety Education Limited
10 Julius Avenue
North Ryde, NSW, 2113
Toll free 1300 127 642
www.rse.org.au
ABN: 17110 667 706



Dear Trustees,

Thank you for taking the time to consider our application for funding of \$2,500 from the Orange City Council Small Donations Program towards the delivery of our road safety education program for youth throughout the Orange LGA. **If successful, your funding will help over 345 young people attend a potentially lifesaving program about road safety just at the time of getting their licence and setting them up for safe road use throughout their lives.**

Road trauma from crashes is the largest cause of harm for 16-24 year olds in Australia, often with lifelong consequences. Youth safety remains a priority, as they are overrepresented in the nation's road toll, particularly in regional and rural areas.

While there is considerable emphasis on young people further developing their driving skills so they can pass their licence, road trauma statistics show there is need for greater education for our young drivers. There is clear demand from schools to provide our program but often tight budgets and limited funding can be a barrier. Road Safety Education try to minimise the cost to the schools as much as possible by working with community groups and organisations to source costs so all students can be included.

The program is aimed at year 10/11 students with a focus on the life skills required for making good decisions. It includes comprehensive classroom resources and web-based activities boosted by a full day workshop. The whole cohort approach increases social equity, meaning all students receive the same opportunity and for many Ryda will be the only road safety education they receive.

Road Safety Education work collaboratively to build community connections sourcing facilitators and volunteers from the local region including Police Officers, Driving Instructors and Crash Survivors. We believe together we are collectively making a significant impact towards better outcomes for young people and the community as a whole.

Regular and robust evaluation shows that Ryda is a highly impactful experience for students. It produces substantial increases in understanding of road risk factors, such as: speed, following distance, distractions, car safety features, hazard perception, and the role of personality and mind-state. Students obtain and retain new knowledge: our evaluation tools tell us that before participating at RYDA workshops, students grossly underestimate the impact of risk in key areas. Retained knowledge (measured three months post workshop), virtually doubles to 73%.

At the time of this application teaching staff of six Orange LGA high schools have identified their students need additional support to help reduce the disproportionate youth road crash statistics in their area, and have requested our program to support them.

**TOYOTA**

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

Schools:	Students:
Anson Street School	10
Canobolas Rural Technology High School	35
James Sheahan Catholic High School	120
Orange Anglican Grammar School	40
Orange Christian School	25
Orange High School	100
<i>Other schools participating in Orange</i>	
Molong Central School	15
Yeoval Central School	5
Total Students:	345

Youth road trauma is a community problem that needs a whole of community response. Road Safety Education is in a unique position to bring together all the essential elements to provide an effective and highly successful education program for young people.

We strongly believe every young person should have the opportunity to attend this program, not just those that can afford it.

With your support we hope to reduce the financial barriers to participation for students and schools and grow the program throughout the Orange LGA, providing more young people with our road safety program and contributing towards safer drivers on our roads.

Yours sincerely,



Nickie Mouncey
Grant Coordinator

WHY RYDA WORKS

While all schools recognise the importance of road safety education for their students, finding the right program - that is, one that works - can be challenging. The RYDA Program's **evidence-led pedagogy** has been developed over 20 years in deep consultation with government agencies and leading psychology and road safety education researchers. Based on the evidence, here are some key elements that you should look for, and, importantly, what you should avoid.

BEST PRACTICE APPROACHES TO ROAD SAFETY EDUCATION

- ✓  High levels of **intellectual and emotional engagement** that develop **cognitive and perceptual skills**
- ✓  Include a focus on the **role of passengers** on influencing driver behaviour
- ✓  Build on core elements of road safety with a **whole school curriculum** approach

APPROACHES THAT DON'T WORK OR CAUSE HARM

- ✗  **Fear, shock or scare tactics** with graphic imagery, including re-enactments
- ✗  **Non-interactive** lectures and presentations to **large audiences** with no opportunity for peer-to-peer learning
- ✗  Single, **one-off learning experiences**, with minimal follow-up or reinforcement

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

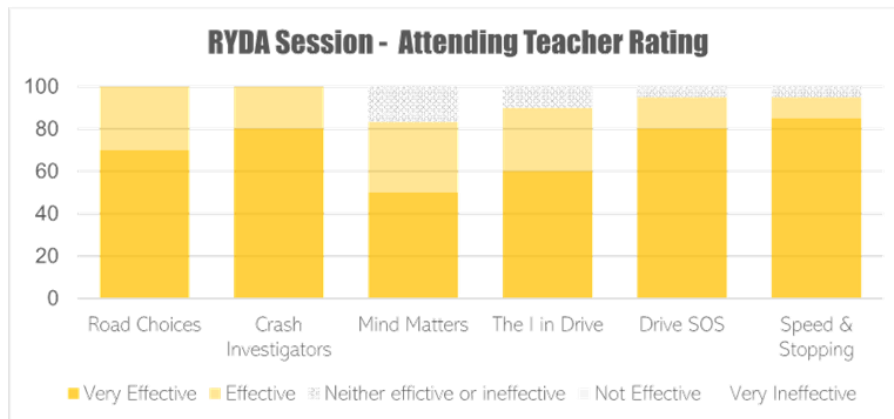
LOCAL FEEDBACK – ORANGE

Road Safety Education provided our Ryda program to 345 students from 7 Orange schools in March 2025. Feedback below is from teachers and students from these schools who participated in these workshops.

TEACHER EVALUATIONS

The feedback received from Orange staff attending Ryda in 2025 showed that 100% of teachers found our program **"worthwhile"**, including 80% who found it **"very worthwhile"**. 100% of staff stated that Ryda should be **compulsory** for all secondary school students. 90% of teachers attending also experienced personal changes as a result of accompanying students to Ryda, all stated an "increase awareness of road safety issues" and "Personal satisfaction from helping learner drivers to be safer on the road".

We ask teachers to rate **facilitator performance, session content and relevance** from 1 to 5 (5 being very effective and 1 being very ineffective). In 2024 Orange teachers who attended Ryda told us:



Some notable quotes from these teachers included:

"Great content - something the students really need. Well-presented and prepared."

"Well organised, engaging and informative. students got a lot out of all sessions"

"Great day. thanks for your time and organisation"

"Thanks so much for a great day"

STUDENT EVALUATIONS

After every program we ask students to complete our online surveys. We utilise the **learning outcomes** to help us evaluate and develop our program and sessions, and to enable us to make the most impact on the youth we contact.

100% of Orange student respondents stated that they **were "likely" to apply the things they learn at the workshop** when they are driving or being a passenger, including 75% who stated they were **"very likely"**.

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

Students were asked to indicate their **understanding of road safety issues** after attending Ryda compared to before. Below are the top three responses of **"much more aware"** from Orange 2025 students:

- Driving as a social responsibility
- How small increases in speed can cause big changes in impact and crash trauma
- How talking hands free on a phone negatively affects driving

Below are the top three responses of **"much more equipped and prepared"** from Orange students:

- Increase / hone your own hazard perception skills
- Speak up if you feel unsafe
- Plan critical decisions ahead of time, eg. overtaking, orange lights, running late

Students were also asked the **most valuable messages or strategies they pick up from Ryda**. Below are the top three responses from Orange students:

- strategies for speaking up (direct, indirect etc)
- increased understanding of the relationship between speed and stopping distance
- strategies to decrease distractions and risks

Students were asked which of the six workshop sessions impacted them the most and the reason for this decision. The top three across the country are highlighted with a black border and top three in Orange are highlighted yellow. We've picked out a few entries from student feedback below.



<i>School</i>	<i>Most impactful session</i>	<i>Reason for choice</i>
Orange Anglican Grammar School	Mind Matters	It really highlights what a drivers mind faces when driving, along with all the risks, distractions and conflict all going on in your mind, along with how to mitigate these risks and use your mind wisely when driving
James Sheahan Catholic High School	Speed & Stopping	We got to see how long it takes a car to come to a complete stop after emergency braking at various speeds
James Sheahan Catholic High School	Speed & Stopping	The demonstration was very entertaining, seeing it in person made me realise how much more important following distance is
Orange High School	Speed & Stopping	Being displayed in a real vehicle was interesting and we learned more about the safety features that are put in the car to keep us safe

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

Orange High School	Speed & Stopping	Seeing the dummy being hit by the car was a good reminder to look out and the faster you go the more the damage
Orange High School	Speed & Stopping	Shows how long it takes a car to fully stop and learn how long for each speed
Orange High School	Speed & Stopping	How the tread on a tyre can effect your stopping speed. I learnt many new things that will be helpful further in life
Orange Anglican Grammar School	The I in Drive	We got to review with how confident we are with different aspects of driving, and I got to be the helper up the front demonstrating how hard it is to stay focused on the road with distractions

Students were asked what was **"the most useful strategies/pieces of information from Ryda"**, below are responses from 2025 Orange students:

"Make sure you look for a car that has got a 4 or more safety star rating"

"Before your drive or hop in a car as a passenger you make sure the car is safe, the roads are safe, you and the drivers body is functioning properly and you stay focused on the road"

"I learnt about the proper ways to brake, that was the best practical information. Because now I will be safer. And learning about the I in Drive is all mental learning, but just as important"

"You can always let the driver of the car know when you feel uncomfortable and there are many strategies to indirectly and directly get the driver to slow down"

"Doubling your speed quadruples the amount of time it takes you to stop"

"Paying attention to people on sidewalk if they're moving in the same direction as you because you may cross paths"

"Make smarter decisions and drive safely"

"Watching the cars brake suddenly, it really showed me how seatbelts are really affective"

As you can see from 2025 Orange student and teacher feedback, Ryda is a highly impactful program that changes the way our young people look at road use. For more information on our program evaluation please also see our Annual Report.

With your support we hope to grow the program providing more young people with our road safety messages and contributing towards safer drivers on our roads.



Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

ORGANISATION BACKGROUND

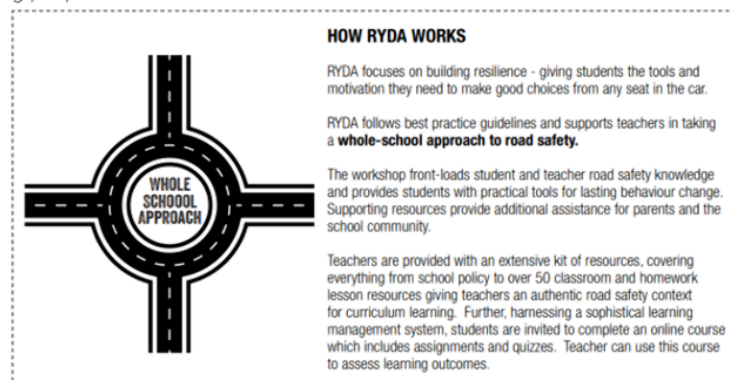
MISSION - Making our roads a safer place by empowering and motivating young people through world class education.

VALUES - Innovation, evidence-led, inclusivity, sustainability. Through consistent quality education, we strive to save lives and prevent serious injuries. We continuously focus on: accessibility and affordability for our students, stability and value for our partners, confidence and security for our team, and earning the trust of our communities.

Road Safety Education Limited (RSE) is a not-for-profit organisation with a commitment to saving lives through the delivery of evidence-based road safety education programs. Our flagship program Ryda, has been providing novice drivers and their passengers throughout Australia with lifesaving knowledge and skills for over eighteen years. To date over 850,000 students have been through our program nationally. Since establishment in 2004 demand for the program continues to build.

Our Advisory Council of road safety and education experts play a crucial role in ensuring that our education programs are responsive to new research, evidence led and best practice.

Youth road trauma is a community problem that needs a whole community response. RSE is in a unique position to bring together all the essential elements to provide an effective and highly successful road safety education program for young people.



EVIDENCE OF NEED

Getting into the car as a novice driver or as a passenger of a novice driver is said to be among the most dangerous things a person will do in their lives.

THE STATISTICS – In 2023, there were 1266 people killed on Australian roads, a 7.3% increase compared to the previous year. The sharpest increase was in South Australia, which rose by 61.4% from 70 deaths in 2022 to 113 deaths in 2023. In Victoria road deaths increased by 14.5%, from 249 in 2022 to 285 in 2023. In New South Wales road deaths increased by almost a quarter, from 286 to 364.

Police data shows that young drivers are more at risk of having a serious crash in the first 12 months of driving solo than at any other time in their lives. Novice drivers lack of experience affects their recognition of and response to hazardous situations and results in dangerous practices such as speeding and tailgating. In most

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

cases, crashes are not accidents, but result from poor decisions. Capturing students at the time they are starting the driving process is critical for setting them up for a lifetime of safer road use.

Additionally, a huge 87% of students reported that while displaying their L plates they have experienced negative behaviour from drivers including tailgating (70%), aggressive overtaking (66%), road rage (29%), honking horns (46%) and flashing lights (26%). One student even reported that another driver got out of their car and pointed aggressively at them. It would be greatly appreciated if experienced drivers could endeavour to be more patient and supportive of our young drivers.

Now, more than ever, we need to be investing time into our young people and the next generation of drivers and their passengers, to ensure they can be safer road users and ultimately, they don't miss out on the future they're looking forward to.

THE LOGIC - In most cases, crashes are not accidents, but result from poor decisions. While there is considerable emphasis on young people learning driving skills so they can pass their licence, there is need for greater education around driver and passenger attitudes and how making better decisions can actually keep young people safer on the road. It has been suggested that physical vehicle handling and traffic laws can be learned with approximately 15 hours of driving experience. It's the higher-order cognitive skills that are more difficult to develop and need increased focus through education like our Ryda program. Skills such as question asking, critical and lateral thinking, decision making and problem solving. In driving, these skills assist with hazard and risk perception, resisting distraction and appropriately allocating attention between tasks.

Youth road trauma is a major problem in all local communities; resulting in huge economic and social costs. Education for high-risk young drivers and their passengers is recognised as the key to making our roads a safer place for all.

OUR RYDA PROGRAM

Ryda is an essential youth development and resilience program, our Ryda program is curriculum-aligned, evidence-based, best practice designed for 16-18 year old students approaching the time in their lives where they start to drive independently or are travelling as passengers of novice drivers. RYDA features pre and post classroom learning resources and a highly engaging and memorable one-day workshop, designed to front-load students' understanding of road safety.

What makes our Ryda road safety Program unique is the holistic focus and the inclusion of the entire cohort of senior students at the schools, whether they are ready to drive or not. By attending as part of their cohort socially disadvantaged students aren't singled out but learn alongside their peers and for many of them it will be the only



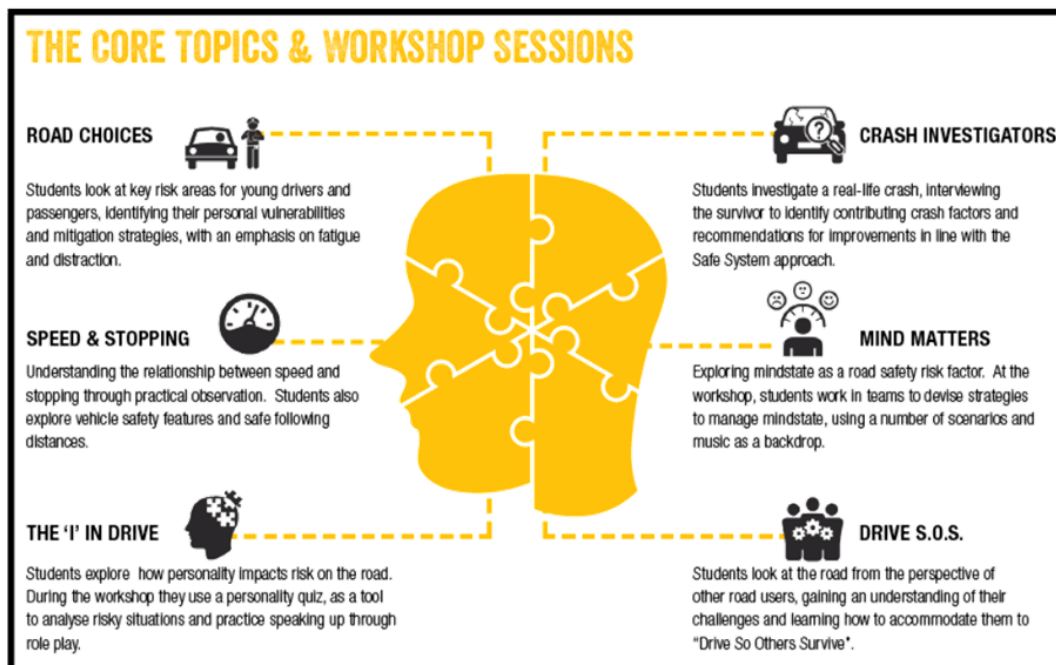
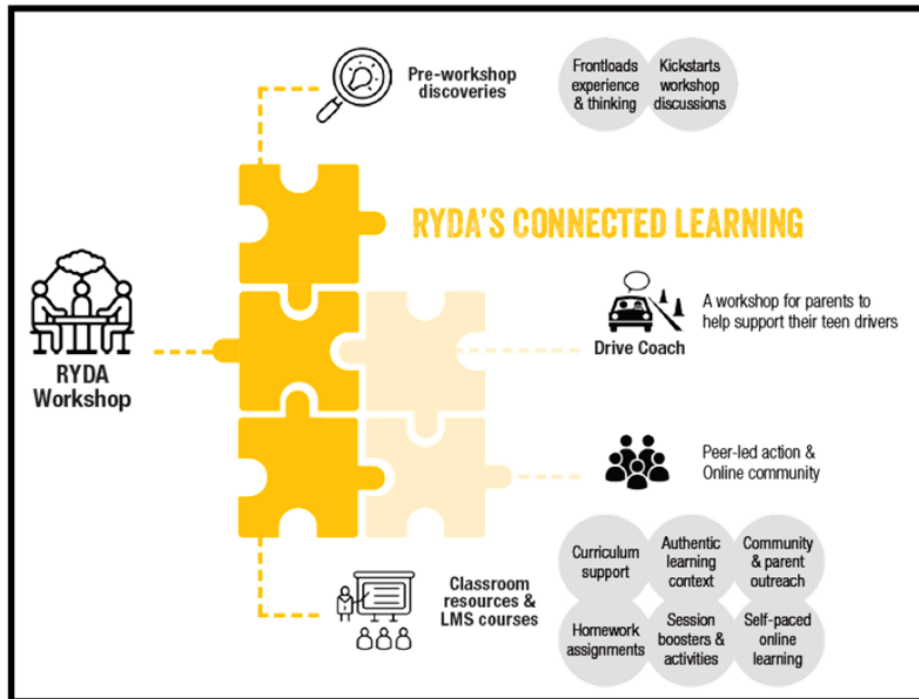
Key risk areas for young drivers & passengers

The key risk areas for young road users are **speeding, distractions, impairment (fatigue and alcohol, drugs) and seatbelts**. These risks lay the foundation for RYDA learning which seeks to build understanding and resilience by exploring challenges through the six core topics. These topics frame all of RYDA's workshop and classroom learning.

road safety education they receive. Our workshop has a much more all-inclusive approach and is taught in facilitator lead class sized groups to enable discussion and inquiry from students which has proven the most effective method to achieve long term behaviour change.

While Ryda is built around the leading causes of death and injury in young people - speed, distraction, impairment and seatbelts, it approaches the topics in an innovative way, allowing students to acquire essential life skills as they go.

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)



Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

LEARNING OUTCOMES

The aim of the program is to increase an understanding of road safety issues (including risk factors), educate students about their rights and responsibilities on the road and equip them with the tools they need to choose behaviours that lead to safer outcomes on our roads.

The Ryda program takes students on a journey from first identifying and understanding road safety issues to accepting the risk on a personal level, developing strategies to mitigate the risk and finally approaching road use as a social responsibility.

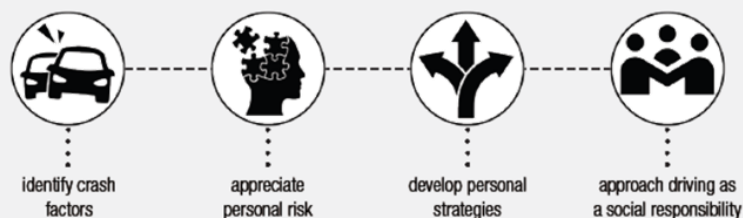
After attending the program the following learning outcomes are achieved:

- Improved understanding of road safety issues as drivers and passengers and development of strategies to reduce distractions and eliminate risks.
- Greater insight into their personality risk profile and mindset and how this can influence and affect their driving and reactions (e.g. speeding when feeling rushed).
- Development of personal road safety strategies and self-monitoring of actions.
- Understanding of the Safe Systems approach and the ability to identify government, community and personal responses to prevent crashes and/or reduce their severity.
- Improved understanding of their rights and responsibilities as a driver by learning about the protective measures of the Graduated Driver Licensing System.
- Increased road safety education by learning practical elements of car safety features (e.g importance of seatbelts, good tyres, and ANCAP safety rating system).
- Increased understanding of the relationship between speed and stopping.
- Increased strategies around planning car trips and managing mood.
- Increased understanding of the special challenges faced by other road users (heavy vehicles and vulnerable road users) and development of strategies to anticipate and accommodate the actions of others.

Road Safety Education's RYDA program is an essential learning experience for senior high school students that aims to change the way young people think and act on the road not only as drivers but also as passengers and encourages them to make better decisions. By teaching a cohort from a school at once we are also reinforcing these messages to a peer group who often will be driving and socialising together.

RYDA LEARNING OUTCOMES

RYDA students take a road safety journey of exploration, introspection and discovery through to action.



Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

STUDENT WELLBEING

Ryda is a youth development program which has been designed by education experts to not only teach youth responsibility on the road but also foster global citizenship and social responsibility.

Self-awareness is a theme taught throughout. Students learn to understand their personality risk profile and how this impacts their behaviours. Techniques to identify their mindstate and mood are also explored and strategies developed to help students to mitigate negative outcomes. The program builds resilience in a number of life-skills, such as strengthening personality areas that leave students vulnerable to risk, and practicing speaking up in a dangerous situation.

RYDA also seeks to **increase empathy** towards others through discussions and activities on vulnerable road users, challenges faced by other drivers and face to face interviews with crash survivors. These impactful sessions repeatedly emphasise the long-term impacts of behaviours personally and on others.

Evidence of the holistic impacts on wellbeing and the long-term implications on behaviours is expressed in our post survey student feedback:

"So meaningful and encourages me to be more careful and considerate on the road and off. I was also reminded that I was not invincible and neither is anyone else"

"The concepts seemed to have a lot of implications in real world situations and were easy to apply to my own driving"

"I learnt valuable self coaching tips that could help me when driving. We were shown how we could speak up if we weren't comfortable as a passenger in the car or how to say no when asked if we can give someone a ride on our restricted. It was good because I think I will definitely be needing these skills in the future and could relate to these scenarios"



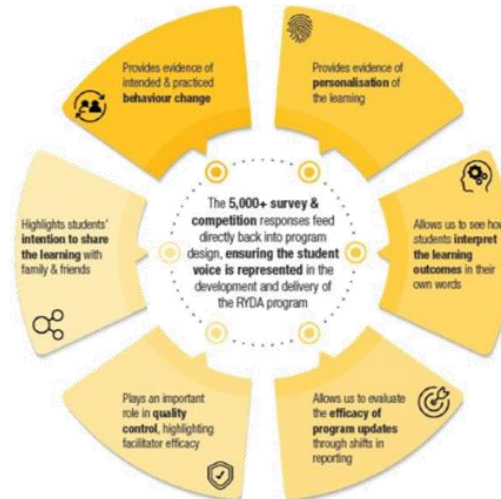
PROGRAM EVALUATION

As a "top of the cliff" charity, it can be challenging to measure outcomes - how do you measure a good decision? We conduct regular and robust program evaluation designed to measure knowledge retention, attitude shift and intended and practiced behaviour change across time. We employ a number of evaluation tools, including post workshop surveys, open feedback, teacher and parent surveys. In 2023, over 4,000 stakeholders participated in our evaluation. We also report student evaluation which compares results from the same students pre, immediately post and three months post workshop attendance collected in 2023.

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

Youth Informed Program Design and Delivery

In addition to our evaluation surveys, in 2024, we received over 4,000 pieces of free text feedback from students via our competition. The competition asks students to answer the questions: Which RYDA session did you like the most and why; and what's the most useful strategy/piece of information you took from RYDA? Here's how we use that feedback to inform program development and ensure quality of delivery:



Evaluation results:

Based on the theory of change, the key findings from our surveys highlight that Ryda is a highly impactful experience for students. It produces substantial increases in understanding of road risk factors, such as: speed, following distance, distractions, car safety features, hazard perception, and the role of personality and mind-state.

Students obtain and retain new knowledge: our evaluation tools tell us that before participating at RYDA workshops, students grossly underestimate the impact of risk in key areas. Retained knowledge (measured three months post workshop), virtually doubles to 73%.

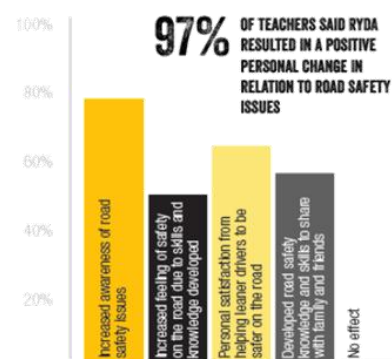
Attitudes leading to behaviour change is also measured as students are motivated to pursue RYDA e-learning opportunities back at school and put into practice out on the roads, RYDA's life-saving strategies.

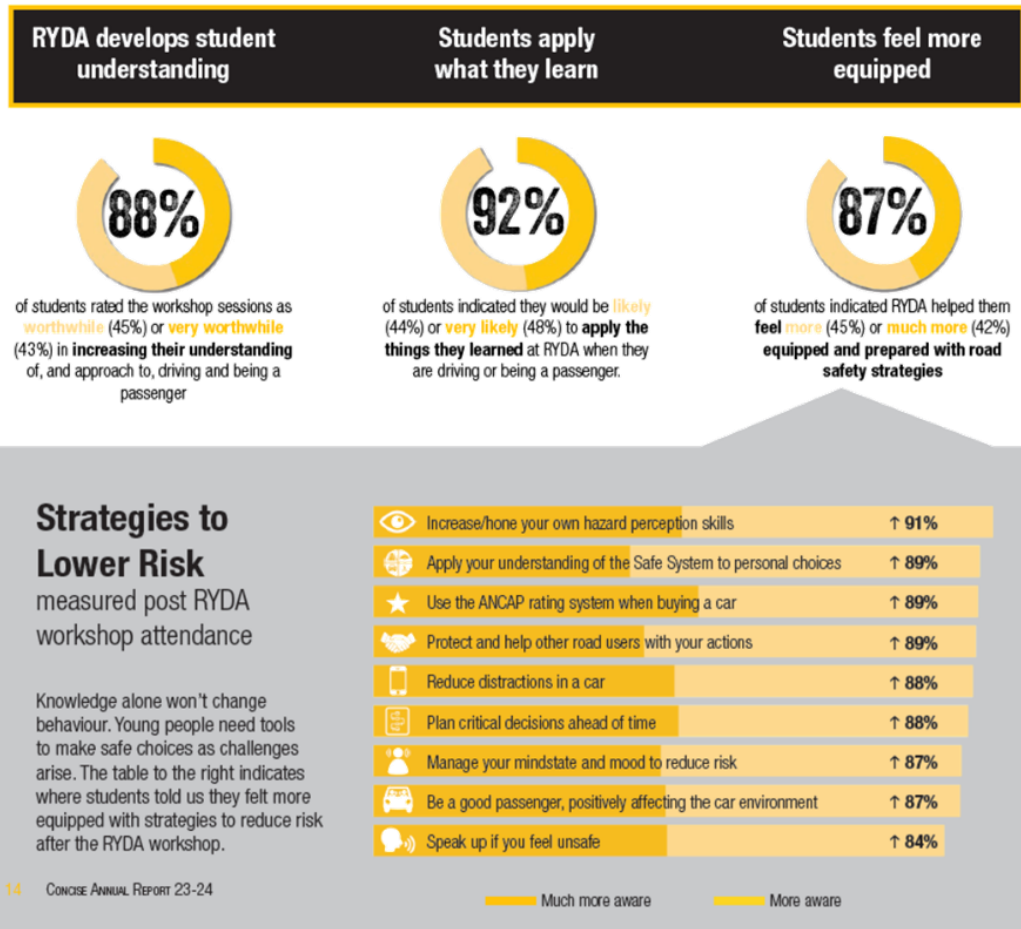
RYDA is an evidence-led resilience Program and complies with best practice government guidelines and incorporates the characteristics of a longitudinal (13 years) study.

We are also seeing that teachers are getting more confident in teaching road safety and using our resources more back in the classrooms which are improving our 3 month post retention and adoption of strategies as seen above.

Training the Trainers Teacher surveys

Teachers are tasked with the job of providing road safety education to their students. But, most are not road safety experts and are often not trained in the intricacies involved in teaching this specialty topic. The RYDA workshop not only front-loads student knowledge but helps teachers become equipped to support their students through the extended learning. Our survey asked teachers what personal changes, if any, they have experienced as a result of accompanying students to the RYDA workshop.



Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)


The evidence is strong that Ryda is an effective intervention and positively contributing to the governments quest for zero fatalities. Ryda is a product that research demonstrates reduces deaths and serious injuries.

OUR DRIVE COACH PROGRAM

Piloted in 2023 our new complimentary parent/caregiver program is called DRIVE COACH. The program builds on our whole school approach to now extend into the school community reaching families, parents and caregivers. The aim of the program is so young people starting the driving process feel supported in their positive decisions around road safety, everyone shares an understanding of the importance of road safety and helps families to help improve outcomes for their young person.

Research shows when parents/caregivers engage with their teens through the learn-to-drive journey this can have a significant impact when it comes to creating safer drivers who take less risks.

Our DRIVE COACH program has the following outcomes:

- Increase knowledge on how the teenage brain works and the best approach to road safety education.

Attachment 4 Small Donations Program - Application Form - General Donations - Road Safety Education (Redacted)

- Identify how parents/caregivers can support their child as a learner driver - covering topics like lesson structure, commentary driving, instruction vs coaching and what to look for in a driving instructor.
- Outline and explain the graduated licencing system and discuss the role of parents/caregivers once their teen is driving solo.
- Outline core safety issues for young drivers.
- Choosing a safe vehicle for your young driver - explaining the ANCAP stars.

Helping parents support and build on their child's RYDA experience.

Feedback from parents participating in FY2024 has been extremely positive. 100% of participants rated the program above 7 out of 10 in meeting their personal objective from attending the session, including 47% who stated it completely met expectations.

Parent/Caregiver comments included:

"Very glad I attended given the challenges of teaching your child to drive."

"Was a good session. Such an important session to help improve our kids safety."

"I enjoyed the night and found it helpful."

"It was good!! The hour went fast so must have been good!!"

"Great session. Well structured"

Thank you for taking the time to consider our funding application. Please contact us if you need any further information to assist with our request. With your support we hope to grow the program providing more young people with our road safety program contributing towards safer drivers on our roads.

WHY RYDA WORKS

While all schools recognise the importance of road safety education for their students, finding the right program - that is, one that works - can be challenging. The RYDA Program's **evidence-led pedagogy** has been developed over 20 years in deep consultation with government agencies and leading psychology and road safety education researchers. Based on the evidence, here are some key elements that you should look for, and, importantly, what you should avoid.

BEST PRACTICE APPROACHES TO ROAD SAFETY EDUCATION

- ✓  High levels of **intellectual and emotional engagement** that develop **cognitive and perceptual skills**
- ✓  Include a focus on the **role of passengers** on influencing driver behaviour
- ✓  Build on core elements of road safety with a **whole school curriculum** approach

APPROACHES THAT DON'T WORK OR CAUSE HARM

- ✗  **Fear, shock or scare tactics** with graphic imagery, including re-enactments
- ✗  **Non-interactive** lectures and presentations to **large audiences** with no opportunity for peer-to-peer learning
- ✗  Single, **one-off learning experiences**, with minimal follow-up or reinforcement

Attachment 5 Small Donations Program - Application Form - General Donations - Orange Bush Nippers (Redacted)**SMALL DONATIONS PROGRAM - APPLICATION FORM****General donations**

Community or not-for-profit group providing benefit to the local community can apply for a maximum of \$2,500

This document will be made public, and only fields with this icon  will be redacted.

APPLICANT'S DETAILS

Name of organisation: **Orange Bush Nippers**

Contact name: **Wayne Sunderland**

Position: **President**

ABN (if applicable):

19 300 203 822

ACN (if applicable):

YOUR ORGANISATION

☒ Not-for-Profit ☐ Community Group

Please provide a short description of your organisation, and its purpose.

Orange Bush Nippers (OBN) is a volunteer organisation supporting the local community of Orange to provide children and young people in the region from the ages of 3 to 17 the opportunity to participate in a variety of water-safety activities whilst developing skills, knowledge and confidence across all open water environments. This has expanded to include enhancing leadership skills to all members and volunteers by training and supporting them to gain and achieve mentoring skills, First Aid, Advance First Aid, Surf Rescue Certificate and Bronze Medallion qualifications. These skills are then utilised on a volunteer basis throughout the community providing first aid and water safety at specialised events such as those hosted by the Orange Triathlon club. OBN operates under the principle of being inclusive and assessable as possible. To enable this we strive to keep registration fees as low as possible.

Attachment 5 Small Donations Program - Application Form - General Donations - Orange Bush Nippers (Redacted)

YOUR REQUEST

Amount requested: \$ **2,500**

Date event if applicable:

If you have attempted to seek funding for this project from any other source, including other grants, requests for in kind donations or reduction in costs from suppliers, please provide details:

N/A

What will this donation be used for?

The annual cost to run the club exceed the registration fees. Additional costs include for the organisation is an inital outlay requiring retained funds to pay for clothing and equipment which needs to be ordered 6 months in advance and is sold at cost to ensure that the program is affordable to all and allow maximum participation. The donation would be used to offset costs associated with running the club. The donataion would be used for lane hire at the Orange Aquatic Centre, trailer registration, presentation day and costs with hosting and maintaining our website.

BENEFIT TO ORANGE

Please outline how the donation will contribute to the social, economic and/or environmental wellbeing of the Orange Local Government Area.

Getting children in the water. Basic water survival skills. Children learn basic first aid, how to get help and not put themselves in danger. Children learn basic social skills as they meet new friends and build confidence. Promote Individuals to progress to their Surf Rescue Certificate and Bronze Medallion. Parents and Children generate economic value to OCC by paying to go into the pool with 80+ members and parents and supporting local businesses when participating at Lake Canobolas or Gosling creek. OBN was recently showcased on TV travel guides promoting the region. OBN memebrs were part of a patrol awarded resuce of the year for the NSW Livesaving awards. Affiliate club DeeWhy come down a couple of times a year to learn and explore the region and junior members learn about water saftey and conservation in a non costal enviroment. Young Bronze memebrs apply to work at the pool as lifeguards or swim instuctors

ALIGNMENT TO COUNCIL'S COMMUNITY STRATEGIC PLAN

Which theme/s best match your reason for donation?

☒ LIVE: A healthy, safe, inclusive and vibrant community This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging. 	☒ 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 improvement. 
☒ PROSPER: A smart, innovative and resilient economy This theme focuses on providing the community with positive choices for investment, employment and study. 	☒ COLLABORATE: Leadership and partnership This theme looks at forging a collaborative community that engages with open and ongoing decision making. 

Attachment 5 Small Donations Program - Application Form - General Donations - Orange Bush Nippers (Redacted)
COSTS AND FUNDING

Please provide a summary of your event costs and funding sources. For equipment purchase, please attach quotes.

COSTS	Lane hire at Orange Aquatic Centre (in-kind support for council service)	\$ 500
	Presentation day	\$ 800
	Trailer rego	\$ 100
	Website hosting and maintenance costs	\$ 250
	Meeting, uniforms vests for age manages, small equipment and administration costs	\$ 800
	Total costs	\$ 2500

FUNDING	Your organisation's contribution	\$ 0
	Funding from other councils	\$ 0
	Contribution from other sources	\$ 0
	Total funding	\$ 2500

BANK ACCOUNT DETAILS FOR PAYMENT
DECLARATION

On behalf of: (name of organisation if applicable) **Orange Bush Nippers**

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

 Signed **Wayne Sunderland** Date **3 September 2025**

Print name

Position in organisation **President**

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

Attachment 6 Small Donations Program - Application Form - General Donations - Music In Mind Therapy - Calendar Year Program (Redacted)

SMALL DONATIONS PROGRAM - APPLICATION FORM

General donations

Community or not-for-profit group providing benefit to the local community can apply for a maximum of \$2,500

This document will be made public, and only fields with this icon  will be redacted.

APPLICANT'S DETAILS

Name of organisation: Music In Mind Music Therapy

Contact name: Emily Thorburn

Position: Director/Registered Music Therapist

ABN (if applicable):

93659299430

ACN (if applicable):

YOUR ORGANISATION

☐ Not-for-Profit ☒ Community Group

Please provide a short description of your organisation, and its purpose.

Therapeutic Singing and Community-Building for people with Parkinson's Disease and Neurologic Conditions.

This project is a community-based therapeutic singing program specifically tailored to supporting the vocal health, communication needs, mental health, social interaction and holistic wellbeing of individuals with Parkinson's Disease and other neurologic conditions, along with their family/carers.

Grounded in evidence-based music therapy and speech pathology techniques, the program targets measurable clinical outcomes, including:

- improved speech intelligibility and vocal strength,
- improved emotional wellbeing and mood regulation
- reduced social isolation through meaningful group connection.

Sessions are designed and facilitated by a Registered Music Therapist (AMTA Registration #2159) and qualified Speech Pathologist, ensuring both therapeutic and social benefits are achieved.

Attachment 6 Small Donations Program - Application Form - General Donations - Music In Mind Therapy - Calendar Year Program (Redacted)

YOUR REQUEST

Amount requested: \$ 2500

Date event if applicable: calendar year program

If you have attempted to seek funding for this project from any other source, including other grants, requests for in kind donations or reduction in costs from suppliers, please provide details:

none at present - this grant will directly support program delivery and allow the delivery of this service at minimal or no cost to participants.

What will this donation be used for?

Parkinson's Disease and other neurologic conditions often lead to progressive speech, voice, and communication challenges, as well as associated increased risk of depression and social withdrawal. In regional areas like Orange, access to ongoing, specialised, and socially engaging therapy is limited. The choir program addresses this gap by providing accessible, local, and affordable therapeutic support, creating a safe, inclusive and uplifting space for participants and carers, and building peer networks that extend beyond the program. The funds will be used to cover therapist time and resources to run the program such as repertoire, therapeutic consumables, venue hire, keyboard and guitar, and light refreshments (coffee/tea) to facilitate social interaction.

BENEFIT TO ORANGE

Please outline how the donation will contribute to the social, economic and/or environmental wellbeing of the Orange Local Government Area.

The program will improve functional communication for participants, supporting independence and quality of life. It will also strengthen social bonds and reduce isolation for both participants and carers. Additionally, it will promote community inclusion and visibility for people with disability and chronic illness, and contribute to a vibrant cultural life in Orange through music and shared celebration. The project supports a healthy, safe and inclusive community by improving wellbeing and reducing isolation. It builds partnerships between health professionals, community members and local organisations. It encourages participation in cultural life, fostering a sense of belonging and pride in Orange. It offers a weekly, evidence-based therapeutic choir for people with Parkinson's and other neurologic conditions, improving health, communication, and wellbeing. It creates an inclusive, welcoming space for participants and carers, reducing isolation and fostering belonging. It provides affordable access to a high quality program that would otherwise be unavailable locally. It strengthens ORange's reputation as a regional leader in innovative health and arts programs. It sustains cultural participation for people who may otherwise disengage due to illness or disability and builds intergenerational and cross-community connections through music, a shared cultural asset. The ParkinSong Choir is a direct expression of the Community Strategic Plan's vision for a healthy, inclusive, and culturally rich Orange. It delivers measurable health and wellbeing outcomes, strengthens community connection, and leverages Council's investment through significant in-kind contributions and partnerships. By funding ParkinSong, Council will be investing in a program that embodies the LIVE, PRESERVE, PROSPER, and COLLABORATE values — and delivers on multiple CSP objectives in a single, high-impact initiative

ALIGNMENT TO COUNCIL'S COMMUNITY STRATEGIC PLAN

Which theme/s best match your reason for donation?

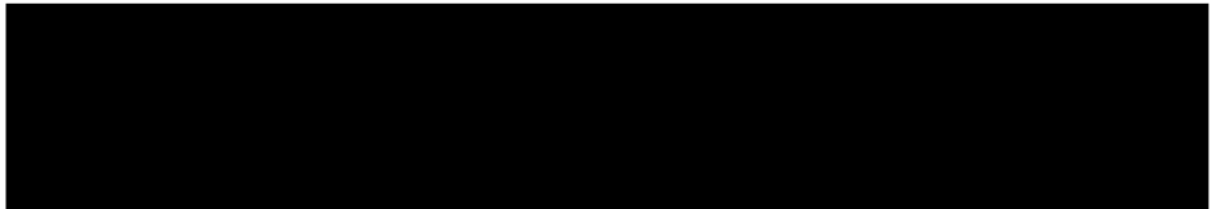
☒ LIVE: A healthy, safe, inclusive and vibrant community This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging. 	☐ PRESERVE: Balancing the natural and built environment This theme ensures that the unique natural, cultural, social and historical aspects of our community are preserved while recognising the need for growth and improvement. 
☐ PROSPER: A smart, innovative and resilient economy This theme focuses on providing the community with positive choices for investment, employment and study. 	☒ COLLABORATE: Leadership and partnership This theme looks at forging a collaborative community that engages with open and ongoing decision making. 

Attachment 6 Small Donations Program - Application Form - General Donations - Music In Mind Therapy - Calendar Year Program (Redacted)
COSTS AND FUNDING

Please provide a summary of your event costs and funding sources. For equipment purchase, please attach quotes.

COSTS	registered music therapist program design & facilitation 1.5hrs x 40 weeks x 190/hr	\$ 11,400
	Speech Pathologist co-facilitation 0.5hrs x 40 wks x 190/hr	\$ 3,800
	Venue hire (\$65/wk x 40 weeks)	\$ 2,600
	Resources: Keyboard, guitar, consumables, sheet music repertoire	\$ 1400`
	Tea & coffee supplies	\$ 200
	Total costs	\$ 18,800

FUNDING	Your organisation's contribution	\$ 1600
	Funding from other councils	\$ 00
	Contribution from other sources	\$ 00
	Total funding	\$ 1600


DECLARATION

On behalf of: (name of organisation if applicable) Music In Mind Music Therapy

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

 Date 10/09/2025

Print name Emily Thorburn

Position in organisation Director/Registered Music Therapist

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

Attachment 6 Small Donations Program - Application Form - General Donations - Music In Mind Therapy - Calendar Year Program (Redacted)



MUSIC IN MIND MUSIC THERAPY

ORANGE NSW 2800

ABN 93 659 299 430

Appendix to Small Donations Program Application*What will this donation be used for?*

Parkinson's Disease and other neurologic conditions often lead to progressive speech, voice, and communication challenges, as well as associated increased risk of depression and social withdrawal. In regional areas like Orange, access to ongoing, specialised, and socially engaging therapy is limited. The choir program addresses this gap by providing accessible, local, and affordable therapeutic support, creating a safe, inclusive and uplifting space for participants and carers, and building peer networks that extend beyond the program. The funds will be used to cover therapist time and resources to run the program such as repertoire, therapeutic consumables, venue hire, keyboard and guitar, and light refreshments (coffee/tea) to facilitate social interaction.

BENEFIT TO ORANGE

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**Attachment 6 Small Donations Program - Application Form - General Donations - Music In
Mind Therapy - Calendar Year Program (Redacted)**

program that embodies the LIVE, PRESERVE, PROSPER, and COLLABORATE values — and delivers on multiple CSP objectives in a single, high-impact initiative.

Yours Sincerely,


Emily Thorburn RMT
Registered Music Therapist
Neurologic Music Therapist
PACFA Reg Certified Practising
M. CrMusThy

www.musicinmind.com.au

Attachment 7 Small Donations Program - Application form - General Donations - Wiradjuri Nation Sovereignty (Redacted)
SMALL DONATIONS PROGRAM - APPLICATION FORM
General donations
Community or not-for-profit group providing benefit to the local community can apply for a maximum of \$2,500
This document will be made public, and only fields with this icon  will be redacted.**APPLICANT'S DETAILS**Name of organisation: Wiradjuri Nation SovereigntyContact name: Paul TownerPosition: Proud Wiradjuri Descendant Central WestABN (if applicable): ACN (if applicable): **YOUR ORGANISATION**☒ Not-for-Profit ☒ Community Group

Please provide a short description of your organisation, and its purpose.

Attachment 7 Small Donations Program - Application form - General Donations - Wiradjuri Nation Sovereignty (Redacted)

YOUR REQUEST

Amount requested: \$ _____ Date event if applicable: _____

If you have attempted to seek funding for this project from any other source, including other grants, requests for in kind donations or reduction in costs from suppliers, please provide details:

What will this donation be used for?

BENEFIT TO ORANGE

Please outline how the donation will contribute to the social, economic and/or environmental wellbeing of the Orange Local Government Area.

ALIGNMENT TO COUNCIL'S COMMUNITY STRATEGIC PLAN

Which theme/s best match your reason for donation?

☐ LIVE: A healthy, safe, inclusive and vibrant community  This theme recognises the importance of encouraging healthy lifestyles, community pride and a sense of belonging.	☐ 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 improvement.
☐ PROSPER: A smart, innovative and resilient economy  This theme focuses on providing the community with positive choices for investment, employment and study.	☐ COLLABORATE: Leadership and partnership  This theme looks at forging a collaborative community that engages with open and ongoing decision making.

Attachment 7 Small Donations Program - Application form - General Donations - Wiradjuri Nation Sovereignty (Redacted)
COSTS AND FUNDING

Please provide a summary of your event costs and funding sources. For equipment purchase, please attach quotes.

COSTS	Boys Scout Camping facility rooms	\$ 2500
	Mt Gunabulla Camping facilities	\$ 500
	Food for Wiradjuri Nation Gathering	\$ 500
	Orange Civic Theatre Film night	\$ 500
	Orange Showground accommodation	\$ 500
	Total costs	\$ 4,500

FUNDING	Your organisation's contribution	\$ Wiradjuri
	Funding from other councils	\$ →
	Contribution from other sources	\$ →
	Total funding	\$

Wiradjuri Nation hands that Council acknowledges it resides on without leasing fees being charged by Wiradjuri Nation Sovereignty today.

BANK ACCOUNT DETAILS FOR PAYMENT**DECLARATION**

On behalf of: (name of organisation if applicable) Wiradjuri Nation Sovereignty

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

Date 4 Sept 2025

Print name Paul Towney

Position in organisation Proud Wiradjuri Nation Sovereignty Descendant

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 Development Funding

RECORD NUMBER: 2025/2052

AUTHOR: Jen Sharp, Director Corporate & Commercial Services

EXECUTIVE SUMMARY

This report provides information to Council so it may consider applications under Council's Event Development Fund.

LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy "10.2 Develop and attract a variety of events, festivals, venues and activities that attract visitors".

FINANCIAL IMPLICATIONS

In early 2025, the Event Sponsorship Program was renamed and restructured as the Event Development Fund (ST43), which received approval in April 2025.

The Event Development Fund Strategic Policy is informed by the Orange Regional Destination Management Plan and Community Strategic Plan and features three distinct event development funding categories:

- 1) Flagship Funding - \$1000 to \$15,000 – notional pool \$40,000
- 2) Visitor Economy Funding - \$1000 to \$10,000 – notional pool \$40,000
- 3) Liveability Funding - \$1000 to \$5000 – notional pool \$30,000

The main objectives of the Event Development Fund are:

- The economic benefit to the community in terms of increased visitation, utilisation of accommodation, and utilisation of local business and products.
- Increased promotion of the city and/or identification of the city with a recognised product such as education, sport, food, wine, agribusiness and clean environment.
- A benefit that has a broad application to the community and not just a special benefit to an individual or selected few.
- That Council can clearly recognise the value of its assistance in the event, in that it provides a material difference to the financial sustainability of the event.

The Event Development Fund budget is \$110,000 for the 2026 financial year.

Table One: Event Sponsorship Program – Financial summary table

Annual Allocation	Committed from previous years	Already approved in 2025/2026	Balance available	Eligible applications received	Total Committed for 2025/26
\$110,000*	\$10,000	\$10,000	\$90,000	\$15,313.73	\$20,000

2.2 Event Development Funding

Applications Received:

1. Orange Wine Festival \$10,000 plus in-kind support by waiving the hire fees for the following venues:
 - Hire of Showground Pavillion \$483.73
 - Hire of Robertson Park \$1,149
 - Hire of the Orange Function Centre \$3,681.

POLICY AND GOVERNANCE IMPLICATIONS

Refer to Council's Event Development Fund Strategic Policy – ST43

RECOMMENDATION

That Council supports the Orange Region Vignerons Association with \$10,000 for their Orange Wine Festival Expansion of the Sip & Savour Event including in-kind support of \$5,313.73 and cash contribution of \$4,686.27.

FURTHER CONSIDERATIONS

The recommendation of this report has been assessed against Council's key risk categories, and the following comments are provided:

Service/Project Delivery	Event Development Funding is part of Council delivery plan this application moves us towards meeting this service delivery.
Financial	This application falls within the approved Budget for the program.
Reputation/Political	There are no foreseen reputation or political risks associated with this recommendation.
Environment	There are no environmental risks associated with the awarding of funds in this program.
Compliance	This Event Complies with Strategic Policy ST43.
People & WHS	There are no interactions with employees involved awarding funding under this program and no involvement of employees with the third-party event.
Information Technology/Cyber Security	There are no foreseen Information Technology or Cyber Security risks which are not managed within the existing policies. The application has been processed in accordance with those policies.

SUPPORTING INFORMATION

The approved applications for event sponsorship approved in the 2025/24 and 2025/26 financial year can be found at Table 3.

2.2 Event Development Funding

Table 3: Assistance provided in 2024/25 and 2025/26 to date.

Event	Requested in 2024/25	Approved in 2024/25	Requested in 2025/26 Cash	in-kind Request Value	Approved 2025/26	2024/25 Spend per Visitor Ratio of awarded
<i>Careers and Trade Expo</i>	\$1,600	\$1,600				1:10
<i>Gnoo Blas *</i>	\$10,000	\$10,000	\$10,000		\$10,000	3:1
<i>Orange Show</i>	\$10,000	\$10,000				4:1
Orange Regional Arts Foundation	\$5,000	\$5,000				25:1
Goodness gravel +	\$5,000	\$2,500				11:1
Orange Wine Festival (OPVA)	\$14,500	\$10,000	\$10,000	\$5313.73		4:1
Sustainable Living Expo	\$4,000	\$4,000				3:1
National Bridge Championship #	\$5,000	\$5,000				15:1
Orange Chamber Music Festival	\$10,000	\$10,000				11:1
Junior Touch Football Championships	\$4,550	\$4,550				2:1
FOOD Week	\$10,000	\$5,500				2:1
Central West Veterans Golf	\$1,500	\$1,500				6:1
Backroads Brews and Blues +	\$5,000	\$3,000				3:1
Australian National Field Days	\$10,000	\$10,000	\$15,000		\$10,000	1:6
Regional Development Australia	\$5,000	\$3,000				20:1
A Night in Nashville	\$10,000	\$5,000				3:1
Orange Mountain Bike Club	\$5,000	\$5,000				7:1
Lonely Mountain Ultra	\$7,500	\$3,850				3:1
Total Expenditure	\$123,500	\$99,500				
Committed to date for 2025/26					\$20,000	

* Already approved from previous years

National event last year, regional event moving forward

+ Private company

2.2 Event Development Funding

Applicant 1	Orange Wine Festival
Policy Category	Visitor Economy <i>Running for 19 years</i> <i>Estimated attendance > 1000</i> <i>Estimated economic benefit >\$150,000</i>
Amount requested	Cash Request: \$10,000 Total In-kind Venue Hire Support Value \$5313 Total value \$15,313 Orange Function Centre – Orange Wine Show \$3,681 estimate Orange Showground Agricultural Pavillion Hire (Sip & Savour) \$483.73 Robertson Park – Orange Wine Festival Night Market \$1,149
Category Maximum	\$10,000
Aligns to Destination Management Plan	• Supports wine, food, beverage, agritourism, and events; targets high-yield visitors; supports regional dispersal and night-time economy.
Social issues addressed	• Community connection, local business support, cultural participation, regional identity.
Previously funded by Council?	• 2024-25- \$10,000 • 2023-24 - \$10,000
Other reported sponsorship	There is an additional \$31,000 expected to be raised in other sponsorships as provided by their draft budget. ORVA has also received Newmont Orange360 Event Funding of \$5000
Summary information	• Not-for-profit, incorporated. • Member of Orange360 and listed on ATDW. • 19th year running. • Signature events: Night Markets, Vintners Table, Sip & Savour. • New collaboration with Council for Zest Fest. • Sip & Savour expanded with DJ, chef, and winemaker talks – venue is the Orange Agricultural Pavillion • Funding to support venue hire, styling, marketing, and content creation. • Strong alignment with regional tourism goals and DMP) Theme 5 and Theme 6)
Visitation based on applicants' data (per event day)	• 7000-10000 attendees attending the Orange Wine Festival on average per annum – with visitors accounting on average for 35-40% of attendees. • Orange Wine Festival attracts a minimum of 2,315 visitors annually with. • 1,305 pre-sold tickets at (2023) Night Markets, without considering walk-ins (1500-2000) + 210 from specialized events (2024) + 800 from Wine Festival Program events (avg. 20 attendees per 40

2.2 Event Development Funding

	events). • Using latest data from Regional NSW visitor statistics (average spend \$209.70 per night, 3.3 nights average stay) • Target market and marketing activity is focused on Sydney-based weekenders and intra-region visitors.
OCC \$ per participant ratio (lower ratio = less spend per person)	• Total participants 1:1 • Overnight visitors only – 4:1
Income generated (DNSW)	<i>Attributed to collated Orange Wine Festival Data:</i> This generates approximately \$1.60 million in direct visitor expenditure, $2,315 \times \\$209.70 \times 3.3 = \\$1,601,954$.
Complies With Policy	Yes – aligns with Visitor Economy criteria: >1,000 attendees - Economic benefit >\$150,000 - Strong marketing and strategic plan - Demonstrated community and industry engagement.
RECOMMENDATION	The project meets the boarder program guidelines and objectives and therefore, the recommendation aligns with <i>Visitor Economy Event</i> funding of a maximum of \$10,000 (Including in-kind value of \$5313) which is aligned with the <i>Visitor Economy Events</i> funding. <i>Visitor Economy Events</i> criteria includes: - Visitors greater than 1000 or agreed amount (public events) - Greater than 200 bed nights (business events) - Greater than \$150,000 estimated economic benefit. <u>Consideration Factors:</u> - The Visitor Economy Funding is intended to support initiatives that grow economic return by driving overnight visitation from out of region or extending visitation in a measurable way - Events supported by this funding must demonstrate either an attendance of over 1,000 people (or another agreed threshold), or a minimum economic impact of \$150,000. Consideration must be given as to whether the event could attract 1000 more additional visitors to the region compared to previous events, which amounts to around 40% more visitors. - The two primary Signature Events Sip & Savour and the Night Market are held within the Orange LGA at Council-managed venues, with clear potential for flow-on economic benefits to CBD businesses through increased visitation and local spend. - While most producer-run events (40) take place in Blayney and Cabonne, the Orange LGA is the primary beneficiary in terms of where visitors choose to stay and spend. - The Orange Wine Festival budget currently reflects a projected loss of about \$14,300. While this is a concern, the organisers have secured \$13,000 in in-kind sponsorship which has not been

2.2 Event Development Funding

	explicitly accounted for in the profit line. When this support is considered, the festival is expected to reach a break-even position. - Ticket sales have also been conservatively forecast, while expenditure is more predictable. If actual ticket sales exceed budgeted expectations, the festival is likely to return a surplus - The Visitor Economy funding stream has a notional annual budget of \$40,000, based on historical allocations and known events. If this event were to receive \$10,000 in direct funding along with \$5,315 in in-kind support, approximately \$15,000 would be committed from the available budget. This would leave \$25,000 for the remainder of the financial year, potentially limiting the availability of funds for other eligible Visitor Economy events.
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ATTACHMENTS

- 1 Event Development Funding - Visitor Economy Application - Orange Wine Festival 2025, D25/113059[↓](#)
- 2 Event Development Funding - Orange Wine Festival - Marketing Plan 2025, D25/113144[↓](#)

Attachment 1 Event Development Funding - Visitor Economy Application - Orange Wine Festival 2025

Application for Funding Event Development Funding

Orange Region Vignerons Association

Visitor Economy

Organisation name: Orange Region Vignerons Association

Address

PO 1363

Orange NSW 2800

Contact name: Rebecca Watson

Position in organisation Executive Officer

[REDACTED]
[REDACTED]

What is the legal Status of your Organisation? (Eg incorporated, Association etc)

Incorporated

Not for profit

Are you registered for GST?

Yes

Which fund category are you applying for?

Visitor Economy (Minimum Attendees 1000 – Range of Funding available \$1000-\$10,000)

Event Name

Orange Wine Festival

Event Date(s)

17 October - 2nd November

Why was this timing selected? (50 words)

The October timing aligns with Orange City Council and Orange360 calendars, avoiding clashes with major events like F.O.O.D Week (March/April) and Fire Festival (August). It allows the Festival to stand out and complements Council's Zest Fest, which now serves as the collaborative finale of the Orange Wine Festival.

Venue/Location

Orange Region

Attachment 1 Event Development Funding - Visitor Economy Application - Orange Wine Festival 2025

Estimated Number of Attendees

Minimum 2,300 (Data from 2023/ 2024 events – does not take into account any walk-ins for Night Markets, growth of 2025 calendar of events etc)

Are you a member of Orange360

Yes

How many times has your event been held?

19

Event website or booking link

<https://www.orange360.com.au/Events/Orange-Wine-Festival-2025>

Is your event listed on the Australian Tourism Data Warehouse?

Yes

Please outline the reason the event was created and provide a summary of the event schedule and programmed activities (100 words)

The Orange Wine Festival was established to raise awareness of the region's premium wines and increase visitation. Over the past 20 years, local wineries have recognised the need for compelling events to promote the area. The 2025 festival runs from 17 October to 2 November, featuring three Signature Events: the Night Markets, Vintners Table and an elevated Sip & Savour. In addition, 40+ satellite events hosted by local businesses lead into Zest Festa new collaboration with Orange City Council. The festival's core aim is to support local wineries and small businesses while boosting tourism and strengthening the regional economy.

Please summarise your long terms goals and objectives for your event/organisation (100 words)

ORVA exists to represent the local growers and winemakers of the region and 'assist in the promotion of the Orange Wine Region. Our long-term goal is to position the Orange Wine Festival as a must-visit destination event for wine and food. Since 2005, the Festival has driven significant tourism and awareness for the region. In 2025, we're expanding with a new Sip & Savour experience at the Ag Pavilion, featuring a local DJ, chef and talk sessions with winemakers. A new partnership with Orange City Council will align Zest Fest as a finale, further elevating the event's profile and community

Requested Sponsorship Amount (\$)

Attachment 1 Event Development Funding - Visitor Economy Application - Orange Wine Festival 2025

\$10,000 Cash & \$10,000 In Kind

Has your event been supported by Orange City Council previously?

Yes

Are you requesting to have venue or council venue fees waived?

Yes

Council Venue/Location:

Function Centre and Ag Pavilion & Robertson Park

Are you requesting access to the Newmont Trailer Stage at a Council Supported Events Rate?

No

Please provide details of where you intend to spend the money. (This will need to be reflected in the budget that you have provided as an attachment.) (150 words)

In-Kind Support (\$10,000): Venue hire including Function Centre (\$2,910), Ag Pavilion (\$250), and Robertson Park (\$350) totalling \$3,560. NM

Not in-kind Support (Digital assets and event signage (\$2,500) drive awareness through online and outdoor marketing. Professional videography (\$2,500) creates high-quality marketing assets for long-term growth.)

Cash Support (\$10,000): Targeted digital marketing ads & media placements (\$7,000) drive regional visitation, promote wine festival. Local DJ (\$1,000) and venue styling (\$2,000) enhance the Ag Pavilion atmosphere, ensuring Year 1 of Sip & Savour is fun and encourages repeat attendance.

Combined support positions Orange as a premier wine destination while building sustainable promotional content for future marketing efforts.

Can you demonstrate broad appeal to the Orange Community and how this event could enhance life in the community and social participation (see link below) (100 words)

The Orange Wine Festival (OWF) led by ORVA, representing the local grape growers and winemakers of the region has a broad community appeal through its celebration of the wine industry. The festival enhances social participation for the community by offering an event that connects residents and visitors through wine, food and memorable experiences. The festival boosts tourism, a key economic driver, whilst supporting jobs, hospitality, and small businesses. This is a vital event to support local wineries,

Attachment 1 Event Development Funding - Visitor Economy Application - Orange Wine Festival 2025

showcase the local produce, strengthen the community, and reinforces Orange's position as a premium cool-climate wine region.

Demonstrate alignment with the Orange Region Destination Management plan (see link below) (100 words)

The Orange Wine Festival directly aligns with the Orange Region Destination Management Plan by leveraging its key strengths in wine, food, beverage, and agritourism, while also supporting emerging strengths in events and festivals. It attracts high-yield visitors, especially from Sydney and Canberra through targeted marketing campaigns and evening events that support the night-time economy. The festival fosters industry collaboration, working closely with Orange360, Orange City Council, and local businesses. By including a variety of family-friendly, premium adult experiences and high ticket priced events, the festival encourages longer stays, higher visitor spend, supporting regional dispersal and building wine industry's reputation.

How will your event involve and engage with local businesses, organisation and community groups? (100 words)

The Orange Wine Festival engages a wide range of local businesses, community groups, and creatives across its entire program. ORVA's Signature Events involve member wineries, local food vendors, caterers, musicians, photographers, and videographers. Members are also encouraged to host their own events or collaborate with local venues, producers, and service providers. This collaborative approach strengthens local relationships and supports community-led economic growth. In 2025, ORVA is working with Orange City Council to integrate Zest Fest as the festival's closing celebration, showcasing a common goal to enhance tourism, deliver regional economic benefits, and promote the amazing cool-climate wine region.

Can you substantiate or estimate the economic impact your event might have? Please summarise how you have arrived at this number? (100 words)

In previous years, the festival has attracted a minimum of 2,315 visitors annually, based on 1,305 pre-sold tickets at 2023 Night Markets, without considering walk-ins (1500-2000) + 210 from specialized events (2024) + 800 from Wine Festival Program events (avg. 20 attendees per 40 events). Using latest data from Regional NSW visitor statistics (average spend \$209.70 per night, 3.3 nights average stay), this generates approximately \$1.60 million in direct visitor expenditure, $2,315 \times \$209.70 \times 3.3 = \$1,601,954$. As the region's largest event during this period, the Orange Wine Festival significantly drives economic activity, delivering substantial benefits to local businesses.

Attachment 1 Event Development Funding - Visitor Economy Application - Orange Wine Festival 2025

What is your target market for this event? (50 words)

1. Sydney-based, experience-hungry weekenders looking for a cultural or culinary mini break.

2. Intra Region (Visiting Friends/relatives/locals)

Mixed Age Group 25 - 60 for various events.

Please indicate which documents are you attaching

Not-for-profit status

Legal status of organisation

Strategic Plan

Event Plan (may include, event overview, operational processes ie accessibility and sustainability, risk management team structure, insurance)

Budget

Balance sheet

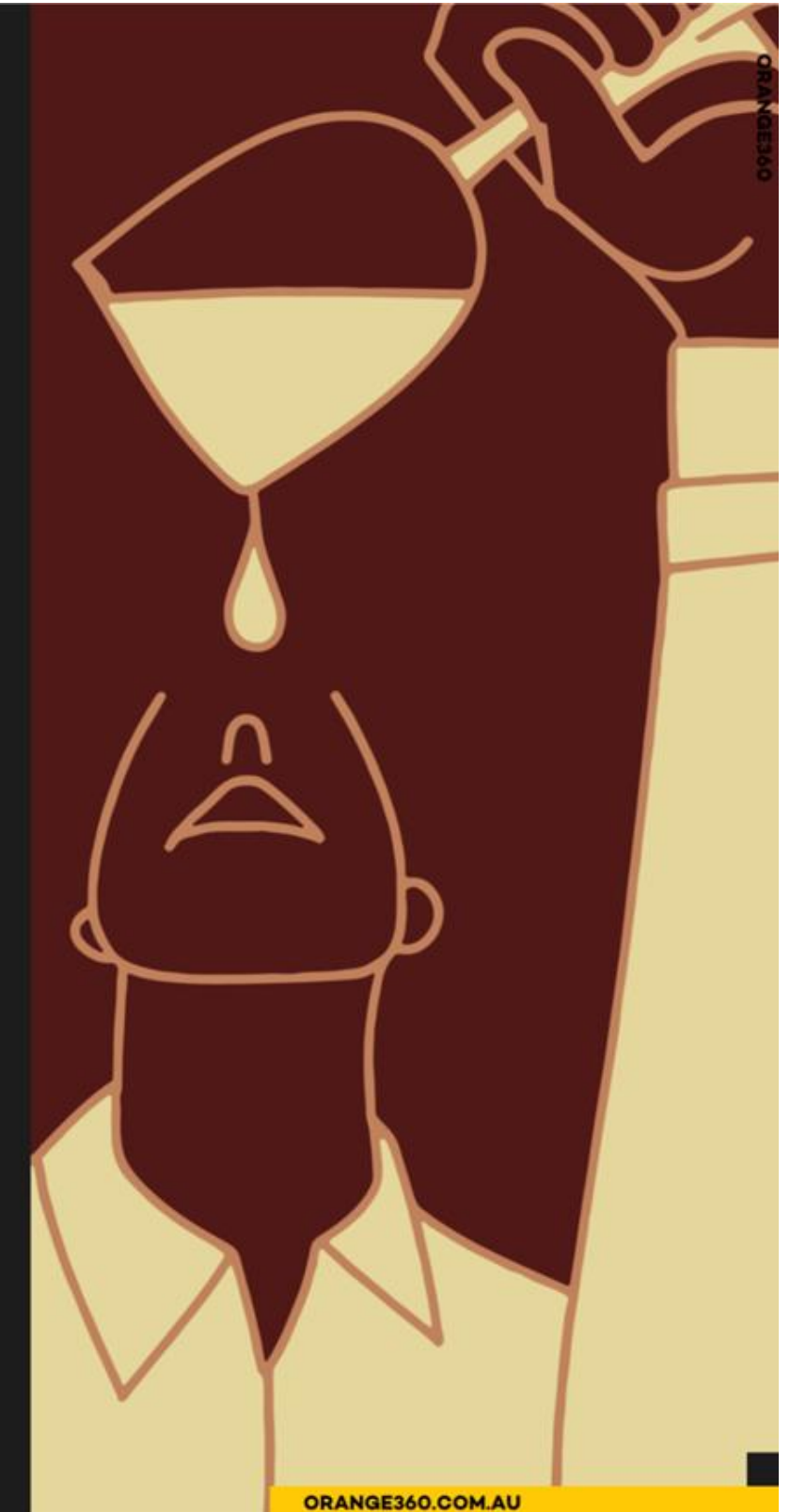
Marketing Plan and Budget

Post event report or analysis

Orange Wine Region X Orange360

EMAIL NED@ORANGE360.COM.AU
PHONE 63617271
HEADQUARTERS 178A LORDS PLACE, ORANGE, 2800

INSTAGRAM @ORANGE360_ALLYEARROUND
WEBSITE ORANGE360.COM.AU



ORANGE360.COM.AU

ORANGE360

TREATMENT & MARKETING PLAN

2025

ORANGE360



In today's digital landscape, audiences engage with content that feels real, personal and relevant. Orange360's established channels reach large travel, food and wine audiences, who are highly engaged with the region and trust our content. Our own marketing strategy and creative campaigns incorporate clear insight into what performs and who we are speaking to.

Orange360's in-house creative will produce dynamic, platform-ready assets specifically for the Festival campaign including reels, stills and stories – all curated in region from the source and tailored to current digital trends and audiences and in line with the ORVA brand "A Drop Above".

Orange360 assets and resources are part of significant in-kind content support we can provide for the 2025 Festival campaign. This includes the use of selected professionally shot imagery from our Regional Campaigns and a deep understanding of the new brand identity (we wrote it!).

Our creative marketing and event producers work from one team, sharing the same goals and working hand in hand with existing designers and suppliers of ORVA.

4.0 STRATEGY

ORANGE360

TREATMENT & MARKETING PLAN

2025

ORANGE360

AUDIENCE

1. Sydney-based, time-poor but experience-hungry weekenders looking for a cultural or culinary mini break.
2. Intra Region (Visiting Friends/relatives/locals)

tone

Less wine critic, more lifestyle – “escape for the weekend, sip something spectacular”

MEDIA PARTNERS

Strategically use paid media partners to drive traffic to [Sip & Savour](#) and [Vitners Table Events](#) rather than the general festival landing page.

This will increase traffic to signature events, a more targeted approach.

GOOGLE

Audience data & retargeting power
Orange360 already has pixel/tag history and existing remarketing audiences from thousands of users each year (200K+ users per year)

- Retarget people who've visited the Orange Wine Festival last year
- Optimise faster with machine learning because the account has historical performance data
- Lower CPC as ads will optimise quicker as not starting from scratch
- See unified analytics and performance in one place

META

Use Orange Wine Festival META channel, sharing Orange360 meta pixel data, which enables retargeting audiences that are qualified

PRODUCT DEV. & PROGRAMMING

Development of stricter program criteria to curate a strong program of member events. When implementing this for Fire Festival comparing 2024 with 2023, we saw a significant increase in member event attendance

ATDW

Hosting Orange Wine Festival on the Orange360 website ensures automatic integration with ATDW, feeding listings directly to VisitNSW and key tourism partners.

No other local website offers this level of integration and without it, product visibility across the state network is drastically reduced.

4.1 Media strategy

ORANGE360

TREATMENT & MARKETING PLAN

2025

ORANGE360



CONTENT FORMAT

HERO WINE REGION IMAGES

O360 will repurpose high-quality imagery and video from Orange360's 2024– 2025 brand Campaigns. These give us strong, polished visual anchors to work with.

REELS PRODUCED BY ORANGE360

15sec, imperfect is better, nothing overly staged
Think: real moments, real makers with personality
“Meet the Makers” interviews + Behind-the-scenes

HERO FESTIVAL GRAPHIC

We'll produce an additional playful illustration to tie ‘A Drop Above’ suite of brand assets together that is distinctly Orange Wine Festival 2025.

MEMBER EVENT IMAGERY

We're encouraging members to refresh their photos and invest in imagery that aligns with the look and feel of the campaign.

REFRESHED PROGRAM

Each program event will have a creatively written blurb that connects to the broader campaign message.

ORANGE WINE FESTIVAL 2024 REEL

O360 will rework the footage from last year to develop an impactful promotional reel

PRODUCED BY

HOUSE OF GROMS

ORANGE360

STUDIO NOTA
ORANGE360 X ORVA

CELLAR DOOR MEMBERS

ORANGE360

ORVA

4.2 The creative assets

ORANGE360

TREATMENT & MARKETING PLAN

2025

ORANGE360



POSTERS

POST CARDS

BANNERS & HEADERS

ADVERTISING

SOCIAL TILES

EMAIL SIGNATURE

4.3 Festival creative _ A Drop Above

ORANGE360

TREATMENT & MARKETING PLAN

2025

ORANGE360

Orange Wine Region - Brand Framework and Key Messaging



BRAND PROMISE

We promise, an unforgettable first (and repeat) impression of the Orange Wine Region

BRAND PURPOSE

We exist to enrich every moment.

BRAND ESSENCE

The Orange Wine Region turns wine from a 'drink' to an 'experience'

WE OFFER VISITORS

Immersive experiences | Surprise and delight | Feed my curiosity

OUR PERSONALITY

Inspired generosity | Laid-back Luxury | Sophisticated authenticity | Bold and Energetic

OUR TONE

Creative, Passionate, Energetic | Insightful, Inclusive, Human, Sincere | Unexpected, Sophisticated, Self-Aware,

OUR PILLARS

Our Place | Our People | Our Varietal Brilliance | Our Coolness + Elevation | Our Region that connects everything

4.4 Key Messaging_ A Drop Above Brand

ORANGE360

TREATMENT & MARKETING PLAN

2025

ORANGE360



5.0 BUDGET ALLOCATION

ORANGE360

TREATMENT & MARKETING PLAN

2025

Paid Media Placement & Channels	Product/Activation	Region	Ad Type	Spend
Digital, Direct and Social Media				
ORVA Meta (Instagram and Facebook)				
Meet the Makers reels	Organic post (reel format) X 5	Sydney	Ads Across	\$ 1,000.00
Festival / Brand Reels	Organic post (reel format) X 5	Canberra Intra Region Local		\$ 500.00
Images carousel promoting multiple events	Sponsored Ads	Sydney	Ads - OWR	\$ 1,000.00
	Sponsored Ads	Canberra		\$ 500.00
	Sponsored Ads	Intra Region Local		\$ 500.00
ORANGE360 Meta				
Facebook / Instagram	Organic post (reel format)	Sydney	Ads - Across	\$ 750.00
ORANGE360 Google				
Google Adwords: orange360.com.au/orangewinefestival	Search and display Orange Wine Festival and Wine Region ad words, \$85 per day, Sydney (10 weeks)	Sydney	Performance Max	\$ 5,950.00
	Initial Google Keywords set up		Set up costs	\$ 1,000.00
Database - ORVA & O360				
ORVA Consumer Database & Individual Member's Database	Direct marketing - EDM	ALL	Email Marketing	\$ -
Subtotal Digital and Social Media				\$ 11,200.00
Paid Media Placement	Product/Activation	Region	Ad Type	Spend
Above-the-line media				
Southern Cross Aus Stereo	Regional Radio (64 x ad slots across 2 months)	In Region	30sec Ad	\$ 2,300.00
	Event Ticket Giveaway - SIP & SAVOR 5 x double passes*	In Region	HIIT	\$ 300.00
TimeOut Sydney/ Broadsheet Syd	Branded Article Single Market: Facebook, Boosting, 100% SOV, eNews	Sydney		\$ 4,800.00
Halliday Wine	ROS Ad sending traffic to <u>Vintners Table Event</u>	Sydney		\$ 1,000.00
Good Food Guide / Sydney Morning Herald	EDM Feature + Article	Sydney	Aug/Sept	\$ 4,000.00
Sub TOTAL Media Placement				\$ 12,400.00
Creative Production				
Design + artwork				Spend
Content				
Update Studio Nota Creative	Creative for Festival "poster"			\$ 600.00
Claire Fox	Artwork for ad files etc. as per a Drop above brand guidelines			\$ 800.00
Orange360 Campaign Management fee	Waived for this year only (2025)			\$ -
Sub TOTAL Creative Production				\$ 1,400.00
GRAND TOTAL				\$ 25,000.00

****Excludes street signage, posters, post cards, program PDF design which have traditionally been part of the event production budget

5.1 Paid media placement

ORANGE360 TREATMENT & MARKETING PLAN 2025

ORANGE360

Orange360 Campaign Contribution				In_Kind
Area	Work Type		Description	Value
Campagin Management	Orange360 project management fee (12% of media costs)			\$ 3,000.00
	Paid Media: Meta & Google Ad Strategy, set up, management and reporting (our time)	\$750 pw x 10 weeks		\$ 7,500.00
Creative Production	Creative direction and content production (5 reels and 15 x images)			\$ 2,000.00
	Media Kit for members			\$ 500.00
	Orange360 produced BRAND imagery (from seasonal campaigns)			\$ 500.00
Channel marketing ctivation and database/audience access	Orange360 META data (pixel) shared to Orange Wine Festival META (validated audiences, retargeting O360 users)	Total audience / Cost per 1000 impressions		\$ 3,540.00
	Orange360.com.au = Landing Page website, Home page + Event Page Feature, Individual event program listings, pop Up Forms Promoting Wine Fest (as per Fee for Service schedule)			\$ 5,250.00
	2 x Single Solus (EDM complete takeover)			\$ 1,000.00
	1 x Insta Story Feature on Orange360 + highlight button feature on page			\$ 750.00
	3 x Organic Posts on Orange360			\$ 900.00
PR & Media	PR - sharing via our PR Platform STREEM Subscription	subscription contribution		\$ 380.00
	1 x Press Release (Launch) and distribution to media contacts			\$ 800.00
	1 x Press Release for Wine Show results			\$ 800.00
	1 x Famil (Media partner with SMH or similar)			\$ 1,500.00
IN KIND TOTAL				\$ 28,420.00

5.2 Orange360 in kind services