
5.4 REQUEST FOR FINANCIAL ASSISTANCE - ROUND 1 OF 2019/2020 - EVENT SPONSORSHIP PROGRAM

RECORD NUMBER: 2019/2221

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EXECUTIVE SUMMARY

Council can only assist other organisations financially (in cash or in kind) in accordance with section 356 of the Local Government Act 1993.

Council has in place a policy for donations to be made under section 356 of the Act and annually advertises for applications under this policy. Additional applications are received during the year. This report provides the most recently received requests for event sponsorship funding under the current policy titled Donations and Grants.

Round 1 of the new Event Sponsorship Program has closed. The following report is a summary of applications received.

LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy "11.2 Prosper - Develop and attract a variety of events, festivals, venues and activities for locals and visitors, ensuring accessibility for all".

FINANCIAL IMPLICATIONS

Event Sponsorship Program funding budget for 2019/20 is \$100,000. Of this \$26,500 has been allocated, under the former Major Promotions - event funding category.

Process for applications of the remaining budget allocation

A Council resolution is required to allocate funds to any external entity.

Applications are considered against the criteria outlined in the donations and grants policies. There is an application form that is submitted to commence the process of making a submission. The form contains details to inform Council that the funding request aligns with the intentions the Council has established in the Community Strategic Plan.

POLICY AND GOVERNANCE IMPLICATIONS

Nil

RECOMMENDATION

The Council resolves:

- 1 That funding of \$1,000.00 be made from the Regional Enterprise Development – Skills and Training Program Fund to the Creative Bootcamp Workshop (event promotion).
- 2 That 3rd Orange Scout Camp not be funded.
- 3 That funding of \$1,437.00 be made from the Regional Enterprise Development – Skills and Training Program Fund to the Orange Jobs expo and Try A Trade Day 2019 (Council venue hirer).
- 4 That funding of \$1,393.95 be made from the Event Sponsorship Program Fund to the Orange Campdraft and Rodeo Inc (Council venue hirer, water carting).
- 5 That Orange City Bowling Club not be funded.
- 6 That funding of \$3,500.00 be made from the Event Sponsorship Program Fund to the Gnoo Blas Classic Car Club (event promotion).
- 7 That funding of \$2,255.00 be made from the Event Sponsorship Program Fund to the Desi Aussies of Orange (Council venue hirer, event promotion).
- 8 That funding of \$5,000.00 be made from the Event Sponsorship Program Fund to the FOOD Week Inc (event promotion).
- 9 That funding of \$1,000.00 be made from the Event Sponsorship Program Fund to the Allegri Singers (event promotion).
- 10 That funding of \$3,500.00 be made from the Event Sponsorship Program Fund to the Bicycle Network Inc (event promotion).
- 11 Place the proposed allocation of funds to Jumbled who is a business acting for profit on public exhibition for a minimum of 28 days (in accordance with section 356 of the Local Government Act 1993).

FURTHER CONSIDERATIONS

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

SUPPORTING INFORMATION

As per the Events Sponsorship Program Policy, the following categories exist:

1. Incubator Event Fund - provides seed funding to events in their first or second year of activity. Total annual funding pool available for Incubator Event Funds is \$20,000;
2. Flagship Event Fund - identifies and assists the development of events that contribute to the unique character and culture of the Orange360 tourism region and can demonstrate that they attract overnight visitation. Total annual funding pool available for Flagship Event Funds is \$30,000;

5.4 Request for Financial Assistance - Round 1 of 2019/2020 - Event Sponsorship Program

3. Event Development Fund - supports events that have already received funding from Council in previous years and can present a comprehensive strategy for future growth that includes the continued development of its tourism potential to drive overnight visitation to the event. Total annual funding pool available for Event Development Funds is \$30,000;
4. Quick Response Event Fund - provides seed funding and or support to events that occur as a new and unplanned opportunity for Orange and have not met the funding rounds as outlined below. Total annual funding pool available for Quick Response Event Funds is \$20,000.
5. Sporting Event Program - there is no application round for the Sporting Event Program. The program is designed to attract large multi-day sporting events that bring a substantial visitor population. Council works directly with national and regional sporting bodies and local clubs, to develop this program.

Summary

Council has received 11 applications for event sponsorship program funding. The categories are:

Category: Incubator Event Fund – funding range of \$1,000 to \$5,000			
Applicant	Event Name	\$Request	Recommended
Jumbled	Creative Business Bootcamp	Not listed	\$1,000.00
3 rd Orange Scout Group	3 rd Orange Scout Group Open Day	Not listed	\$0

Category: Flagship Event Fund – funding range of \$1,000 to \$10,000			
Applicant	Event Name	\$Request	Recommended
Training Services NSW – Western Region	Orange Jobs Expo & Try A Trade 2019	\$1437.00 To cover the costs of Orange Function Centre user hire	\$1,437.00
Orange Campdraft and Rodeo Inc	Orange Campdraft 2019	To cover the cost of hiring Councils Water Cart for 3 days and Orange Showground Hire	\$1,393.95

Orange City Bowling Club	City of Orange Golden Eagle	Not listed	\$0
Gnoo Blas Classic Car Club	Gnoo Blas Classic Car Show 2020	\$7,000	\$3,500.00
Desi Aussies of Orange	UTSAV 2019	Not listed	\$2,255.00
Bicycle Network Inc	Newcrest Riding Challenge	\$15,000	\$3,500.00

Category: Event Development Fund – funding range of \$1,000 to \$10,000

Applicant	Event Name	\$Request	Recommended
Food Week Inc	2020 Food Week Festival	\$30,000	\$5,000.00

Category: Quick Response Event Fund – funding range of \$1,000 to \$20,000

Applicant	Event Name	\$Request	Recommended
	Day On The Green	\$20,000	This request is being considered as a separate report
Allegrì Singers	Performance of the great choral work “The Armed Man” by Sir Karl Jenkins	\$3,500	\$1,000.00

A summary of each event application is below:

Category: Incubator Event Fund – funding range of \$1,000 to \$5,000

Applicant	Jumbled		
Not for Profit	No		
Event Name	Creative Business Bootcamp		
Event Date/s	22 March 2020 (encouraging people to visit Orange360 region before and after the event date)		
Level of Participation	480 people		
Ticketed Event	Yes @ \$250/person		
Amount Requested	Not listed		
Alignment with Councils Community Strategic Plan and Orange360 Strategic Direction	Yes – for business development. This type of event is excluded from the Events Sponsorship Program guidelines.		
Comment and Recommendation	In alignment with the policy covering business development. \$1000 recommended. To be funded from Regional Enterprise Development - Skills and Training Project budget.		

Applicant	3rd Orange Scout Group	
Not for Profit	Yes	
Event Name	3 rd Orange Scout Group Open Day	
Event Date/s	20 October 2019	
Level of Participation	400 people	
Ticketed Event	Unsure	
Amount Requested	Not listed	
Alignment with Councils Community Strategic Plan and Orange360 Strategic Direction	No	
Comment and Recommendation		
Does not fit the Incubator Event Fund criteria. Local event only. Encouraged to reapply if a regional or national event. \$0 recommended.		

Category: Flagship Event Fund – funding range of \$1,000 to \$10,000

Applicant	Training Services NSW – Western Region	
Not for Profit	yes	
Event Name	Orange Jobs Expo and Try A Trade 2019	
Event Date/s	13 November 2019	
Level of Participation	500 people	
Ticketed Event	No	
Amount Requested	Not listed	
Alignment with Councils Community Strategic Plan and Orange360 Strategic Direction	Yes	
Comment and Recommendation		
In alignment with the policy. \$1,437.00 recommended. To be funded from Regional Enterprise Development - Skills and Training Project budget.		

Applicant	Orange Campdraft and Rodeo Inc	
Not for Profit	Yes	
Event Name	Orange Campdraft 2019	
Event Date/s	15 November 2019	
Level of Participation	250 people	
Ticketed Event	Yes – unsure of ticket price	
Amount Requested	Funding for hire of showground and water cart	
Alignment with Councils Community Strategic Plan and Orange360 Strategic Direction	Yes	
Comment and Recommendation		
In alignment with the policy. \$1,393.95 recommended (Up to \$1,000 to cart water and \$393.95 to hire the showground).		

Applicant	Orange City Bowling Club	
Not for Profit	Yes	
Event Name	City of Orange Golden Eagle	
Event Date/s	17 February 2020	
Level of Participation	84 people	
Ticketed Event	Playing fees	
Amount Requested	Not listed	
Alignment with Councils Community Strategic Plan and Orange360 Strategic Direction	Yes	
Comment and Recommendation		
Sporting trips, subsidies and sponsorships are not eligible for funding under the Event Sponsorship Program. As the application does not list what the funding is to be used for, Council is unable to allocate any funding. Request applicant reapplies with the required information.		

Applicant	Gnoo Blas Classic Car Club	
Not for Profit	Yes	
Event Name	Gnoo Blas Classic Car Show	
Event Date/s	15 February 2020	
Level of Participation	Over 5,500 people	
Ticketed Event	Various events are ticketed or free	
Amount Requested	\$7,000	
Alignment with Councils Community Strategic Plan and Orange360 Strategic Direction	Yes	
Comment and Recommendation		
In alignment with the policy. \$3,500.00 recommended.		

Applicant	Desi Aussies of Orange	
Not for Profit	Yes	
Event Name	UTSAV 2019	
Event Date/s	9 November 2019 at Orange Function Centre	
Level of Participation	500 people	
Ticketed Event	Yes – last event was \$25/person	
Amount Requested	Not listed	
Alignment with Councils Community Strategic Plan and Orange360 Strategic Direction	Yes	
Comment and Recommendation		
In alignment with the policy. \$2,255.00 recommended. (Includes Orange Function Centre hirer fee is \$1255.00 and \$1,000.00 for marketing).		

Applicant	Bicycle Network Inc	
Not for Profit	Yes	
Event Name	Newcrest Orange Challenge	
Event Date/s	21 & 22 March 2020	
Level of Participation	Over 5,000 people, with 1,500 participants	
Ticketed Event	Registration fees apply	
Amount Requested	\$15,000	
Alignment with Councils Community Strategic Plan and Orange360 Strategic Direction	Yes	
Comment and Recommendation		
In alignment with the policy. \$3,500.00 recommended. NOTE: Application received prior to new online application had been installed on Council website. Council staff agreed to accept this application as is.		

Category: Event Development Fund – funding range of \$1,000 to \$10,000

Applicant	FOOD Week Inc	
Not for Profit	Yes	
Event Name	2020 FOOD Week Festival	
Event Date/s	27 March 2020 (duration of event is from 27 March to 5 April 2020)	
Level of Participation	30,000 people (total festival attendance)	
Ticketed Event	Yes – various events are ticketed and some are free to attend (purchases made by individuals discretion)	
Amount Requested	\$30,000	
Alignment with Councils Community Strategic Plan and Orange360 Strategic Direction	Yes	
Comment and Recommendation		
In alignment with the policy. \$5,000.00 recommended.		

Category: Quick Response Event Fund – funding range of \$1,000 to \$20,000

Applicant	Allegrì Singers	
Not for Profit	Yes	
Event Name	Performance of the great choral work “The Armed Man” by Sir Karl Jenkins	
Event Date/s	3 November 2019	
Level of Participation	300 people	
Ticketed Event	Yes	
Amount Requested	\$3,500	
Alignment with Councils Community Strategic Plan and Orange360 Strategic Direction	Yes	
Comment and Recommendation		
In alignment with the policy. \$1,000.00 recommended.		

Round 2 is now open covering events occurring from 1 April to 30 June 2020.

ATTACHMENTS

- 1 Event Sponsorship Program - Round 1 2019-2020 - Applicant Jumbled, D19/60289
- 2 Event Sponsorship Program - Round 1 2019-2020 - Applicant 3rd Orange Scout Group, D19/60297
- 3 Event Sponsorship Program - Round 1 2019-2020 - Training Services NSW - Western Region, D19/60292
- 4 Event Sponsorship Program - Round 1 2019-2020 - Applicant Orange Campdraft and Rodeo Inc, D19/60293
- 5 Event Sponsorship Program - Round 1 2019-2020 - Applicant Orange City Bowling Club, D19/60294
- 6 Event Sponsorship Program - Round 1 2019-2020 - Applicant Gnoo Blas Classic Car Club, D19/60291
- 7 Event Sponsorship Program - Round 1 2019-2020 - Applicant Desi Aussies Of Orange, D19/60290
- 8 Event Sponsorship Program - Round 1 2019-2020 - Applicant Food Week Inc, D19/60295
- 9 Event Sponsorship Program - Round 1 2019-2020 - Applicant Allegri Singers, D19/60296
- 10 Event Sponsorship - Application 61 - Bicycle Network, D19/60578
- 11 Events Sponsorship Program Guidelines 2019-2020 and 2020-2021, D19/35770

Wednesday, September 11, 2019

OCCEVE005a - REDACTED VERSION

Contact Name

Sarah Davies

Organisation Name

Jumbled

Position/Role

Brand & Digital Marketing Manager

Email Address

Contact Number

Mobile Number

Postal Address

Is the entity based within the Orange Local Government Area (Y/N)

Yes

What is the legal status of your organisation

Commercial Entity

Is your organisation registered for GST

Yes

Name of Event

Creative Business Bootcamp

Is the event of Council land/premises, have you booked this space with Council

Yes

Proposed Date of event

Sunday, March 22, 2020

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

In early 2020 we are going to be hosting an amazing one-day business event to mentor, encourage and inspire young entrepreneurs and business owners from around the Central West, right here in Orange.

Every week, we have new start ups and business owners asking us how they can keep their business thriving; how to effectively manage their people, how they can grow Instagram and how they should position their brand in the marketplace. This has been especially prevalent in the past 12 months, with the drought hitting hard in our area and local stores struggling to keep their doors open.

It got us thinking, what if we could put all of our favourite inspiring business owners and change-makers in one room, to share their tips and tricks on what makes a business successful in this day and age? And what if people didn't have to travel to a big city to attend - instead we could have it right in our own backyard!?

Introducing the 'Creative Business Bootcamp' an amazing one-day event that will be game-changing for business owners as they hear expert advice from some of our most inspiring business-women. A day with a serious sense of 'community' that will encourage new connections and leave them feeling completely empowered.

The day will include three sessions; a keynote speaker address (morning), business panel discussion (midday) and social panel discussion (afternoon). They will also leave with a fun kit (in the form of a goodie bag) which will have a wrap up of the day, a workbook and other practical elements that will leave our guests feeling like they can take on the world!

We have scheduled the event for Sunday 22nd March as we'd like to encourage our participants to make a weekend of it and spend Saturday exploring the town. To push this further, we will be hosting a cocktail party the evening prior to encourage our attendees to meet and mingle and forge new connections.

Obviously events such as these have costs associated with them, and among venue hire, catering and marketing costs, we also have to pay our speakers. At this stage we have approached Zoe Foster Blake and Lisa Messenger among several other industry specific talents. Given that we are in the very early stages I am unable to confirm our guests but you can see the calibre of our speakers will be high.

Recently Mudgee held a Young Entrepreneurs Summit with Samantha Wills as the Keynote Speaker, and the event was a massive success drawing attendees from hundreds of kilometers away. With your help and our connections and event know-how, we feel we can make this event just as incredible.

We sincerely hope you will see the value of an event of this kind in Orange and thank you for your consideration.

What are the expected number of Attendees and Participants for your event

Attendees

480

Participants

480

Sponsorship Categories

Incubator Event

Incubator Event Program – provides seed funding to events in their first or second year of activity

Flagship Event Fund – provides funding for an event that has been running for more than 2 consecutive years that contributes to the unique character and culture of the Orange360 tourism region and can demonstrate that they attract overnight visitation.

Event Development Program – provides funding for events that have already received funding from Council in previous years and have been in existence for more than 7 years.

Quick Response Event Fund – provides seed funding and or support to events that occur as a new and unplanned opportunity for Orange and have not met the funding rounds as outlined below.

Q1: What is the inspiration for the event and how will it reflect the character and culture of Orange?

The event has been inspired by the hundreds, and even thousands of businesses who are struggling through the effects of the drought and the lack of customers coming through their doors.

By hosting this event, we aim to teach them how to diversify their offer and how to succeed in retail in the current climate.

A wonderful by-product of the event will be the connections these business owners will make with like-minded people.

By hosting the event in Orange, which is a town that's doing well in general despite the drought, we can show people what thoughtfully implemented practices can do to help their businesses thrive.

It will also provide a much-needed trip away to a beautiful town that offers good food and wine as well as boutique shopping.

Q2: Please outline how the event will attract visitation from specific target demographic groups that align with the character and culture of the Orange360 regional tourism objectives and / or the Destination NSW Country and Outback Destination Management Plan.

We aim to tap into two of the six Orange360 Target Markets of Affluent 24-35 year olds and Affluent 46-70 year olds, who specifically own their own businesses. These two segments, while different, both appreciate culture and enjoying new experiences. Further, we feel our event will encourage people to 'make a weekend of it' in order to experience any of the four key destination pillars of Food & Wine, Nature & Outdoors, History & Heritage and Retail.

Q3: Please provide details of how the event will involve and engage local businesses, sporting groups, artists, community groups and or interested individuals that will assist in building the reputation of Orange by associating with positive and inclusive activities in the Orange community.

We will be engaging the services of multiple Orange businesses including caterers and audio/visual technicians for the event as well as inviting local artisans, service providers, wine makers and producers to showcase their products in our Creative Business Kit (goodie bags). This is designed to give all attendees a taste of Orange and encourage a return visit to the region.

Q4: Please outline the management structure of your event organisation, including the key roles and responsibilities, and the use of paid/unpaid staff.

The event will utilise existing staff, including our Brand & Digital Marketing Manager Sarah Davies who has had extensive experience in event management.

Sarah will oversee the management and handle all coordination, marketing and ticketing of the event in the lead up to the day.

On the day Sarah as well as Jumbled team members Pip, Jess and Rachel will coordinate guest entry, speakers and catering.

We will not use unpaid volunteers at this event.

Q5: Please outline how you intend to measure attendance at the event, the experiences of event attendees and the level of visitation from outside the region.

We will be issuing a post-event survey to gauge how our attendees felt about the event, what they enjoyed, how smoothly they felt it ran, how relevant they found the content and what they felt could have been better. It will also include a mandatory field on where they travelled from and how long their stay was in Orange.

This survey will be hosting on Survey Monkey and issued via email to all attendees. To encourage maximum responses we will be running a giveaway (prize TBA), with entry coming automatically when they fill out the survey.

INCOME**D1. Income Spreadsheet**

	0	1	2
#		Income	\$ Value
1		Ticket Sales (\$250 x 480)	120000
2			
3			
4			
5			
6		Sponsorship Request	
7		Total Income	120000

EXPENDITURE**D2. Expenditure Spreadsheet**

	0	1	2
#		Expenditure	\$ Value
1		Keynote Speaker + Travel/Accom	20000
2		3 x Panel speakers + Travel/Accom	25000
3		Marketing + Materials	5000
4		Catering (\$45 x 480 pax)	21600
5		Event Goodie Bags	10000
6		Venue Hire / Commission	15000
7		Total Expenditure	96600

IN-KIND CONTRIBUTIONS

D3. In-Kind Spreadsheet

0	1	2	3	4	5
#	Contributions	Qty	Hrs	Rate	\$ Value
1					
2					
3					
4					
5					
6					
7	Total In-Kind				

People's time/ value: Based on May 2017 to May 2018 [Australian Bureau of Statistics \(ABS\) figures](#), volunteers are now worth \$41.72 per hour

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

Signature Redacted

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.

Name

Sarah Davies

Position/Role

Brand & Digital Marketing Manager

Date

Wednesday, September 11, 2019