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**CONFIDENTIAL ITEMS**

*Clause 240(4) of the Local Government (General) Regulation 2005 requires Council to refer any business to be considered when the meeting is closed to the public in the Ordinary Business Paper prepared for the same meeting. Council will discuss the following items under the terms of the Local Government Act 1993 Section 10A(2), as follows:*

**ITEM 4 TENDER EVALUATION CUDAL OFFICE RENOVATION**

*(d) (i) commercial information of a confidential nature that would, if disclosed prejudice the commercial position of the person who supplied it*

**ANNEXURE ITEMS**

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**ITEM 27 - NSW LOCAL GOVERNMENT DESTINATION AND VISITOR  
ECONOMY CONFERENCE 2022**

**REPORT IN BRIEF**

<b>Reason For Report</b>	To determine Council's attendance at the 2022 NSW Local Government Destination and Visitor Economy Conference in Orange, Blayney and Cabonne NSW.
<b>Policy Implications</b>	Nil
<b>Budget Implications</b>	\$1150 per delegate from Councillors Expenses conference budget for registration. Additional guest Welcome reception + Dinner \$287, or \$188 for the Dinner only.
<b>IPR Linkage</b>	2.2.1.a. Promote strategies listed in the Tourism Plan
<b>Annexures</b>	1. DVE_2022_Program (1) <a href="#">↓</a>
<b>File Number</b>	\\OFFICIAL RECORDS LIBRARY\GOVERNMENT RELATIONS\CONFERENCES\LGNSW TOURISM CONFERENCE - 1381626

**RECOMMENDATION**

THAT Council nominates two councillor delegates to attend the NSW Local Government Destination and Visitor Economy Conference in Orange, Blayney and Cabonne to be held 17-19 May 2022.

**LEADER - COMMUNITY AND ECONOMY REPORT**

The 2022 NSW Local Government (LGNSW) Destination and Visitor Economy Conference will be held from 17-19 May 2022 in Orange, Blayney and Cabonne.

The conference is an opportunity for councillors, local government staff, key industry stakeholders, and local operators to discuss insights and the ever-changing world facing future visitors. The theme of the conference for 2022 is Dare to Dream, and will include a session from the three host councils on how we work together in partnership to deliver a joint tourism brand under the Orange360 banner.

Cabonne Council will also be hosting two site visits for delegates on Wednesday, 18 May 2022. One visit is to Manildra to tour the flour mill and includes a talk from Pioneer Brewing Co (based between Cudal and Cargo and the largest independently-owned farm based brewery on Australia's eastern seaboard which owns, grows and harvests malting barley, rye and wheat).

The other site visit is to Molong to discuss main street activation and small business creation with Molong Stores, Eden Décor, and Lime and Stone. They

will explain how they set up thriving businesses during the pandemic. It will include a discussion with Molong Advancement Group as they speak about the importance of the relationship with council and the Progress Association, and the sustainability of small villages. This site visit will conclude with a tour to Nashdale Lane Wines luxury glamping cabins.

Cabonne Council is also hosting the gala dinner on Wednesday, 18 May 2022 at the Australian National Field Day site. The Mayor will be providing the address at the dinner. Council staff are working with local businesses and community groups to showcase of the Cabonne, Blayney and Orange region.

In previous years, council's Tourism and Community Development Coordinator has attended this conference, along with council's delegate to the Cabonne Country Tourism Advisory Committee. This year, given that costs for travel and accommodation will not be required, it is recommended that two councillor delegates from the Community, Economy, and Culture Committee attend the conference. The Mayor, General Manager, and key council staff receive free tickets to attend.

It is also recommended that all councillors be permitted to attend the conference dinner, with the cost of any additional tickets for partners to be met by the councillor.

Registration costs are \$1,150 - which allows delegates to attend the welcome reception and conference dinner. The cost to attend the dinner only is \$188 per person. The cost to attend the conference dinner, and welcome reception (held at the Hotel Canobolas) on Tuesday, 17 May 2022 is \$287.

**ITEM 28 - EVENTS ASSISTANCE PROGRAM - EUGOWRA ANNUAL MURALS MEET**

**REPORT IN BRIEF**

<b>Reason For Report</b>	For Council to consider applications for funding under the 2021/22 Events Assistance Program
<b>Policy Implications</b>	Nil
<b>Budget Implications</b>	\$5,000 to to be funded from the 2021/2022 Events Assistance Program
<b>IPR Linkage</b>	4.4.1.c - Provide assistance to community groups
<b>Annexures</b>	1. EventAssistanceProgramApplicationForm-EPPA.pdf↓
<b>File Number</b>	\\OFFICIAL RECORDS LIBRARY\GRANTS AND SUBSIDIES\PROGRAMS\EVENTS ASSISTANCE PROGRAM 2021 - 2022 - 1381643

### **RECOMMENDATION**

THAT Council approve Events Assistance Program funding of \$5,000 for the 2022 Eugowra Annual Mural Meet.

### **LEADER - COMMUNITY AND ECONOMY REPORT**

The aim of the Events Assistance Program (EAP) is to increase the number of visitors to Cabonne, extend visitor's length of stay, and attract visitors during off-peak or shoulder periods.

Council has received the following application from Eugowra Promotion and Progress Association, seeking EAP funding;

#### **2022 Eugowra Annual Mural Meet *Eugowra Promotion & Progress Association* Flagship event- \$5,000**

The 2022 Eugowra Annual Mural Meet will bring together over 25 professional, traditional sign writers and artists from all over Australia to unleash their creative skills and talent to produce nostalgic hand painted murals that depict the life and times of Eugowra, its community and its people. During the Mural Meet, visitors to town can view the artists applying their skills to the murals as well as attending and participating in associated events including markets and official proceeding of the event.

Council's EAP sponsorship will be recognised through the following:

- Branding on all promotional material (printed and digital)
- Signage at the events
- Acknowledgement of support through all media
- Invites to the event, including councillor involvement in the unveiling of a new mural.

The EAP Sponsorship will be used for marketing, paints for the murals, and to assist with the costs associated with the hosting of the visiting artists.

All correct documentation was attached.

#### ***Recommendation***

Based on the key criteria and assessment guidelines the Eugowra Promotion & Progress Association have demonstrated:

- Clear aim, process and desired outcomes.
- Explained the economic, social and cultural benefit.
- Shown how the event will be safe and sustainable.

- Explained the reach and impact of the event.

**Based on the key criteria being met, and the benefits returned to council, a recommendation for funding of \$5,000 is made.**

# DESTINATION & VISITOR ECONOMY CONFERENCE

TUESDAY 17 MAY – THURSDAY 19 MAY 2022  
ORANGE, BLAYNEY AND CABONNE

CO-HOSTS



STRATEGIC SPONSOR



**DARE TO DREAM**



TUESDAY 17 MAY 2022

ORANGE CIVIC THEATRE

**1:00 PM** REGISTRATION AND TRADE EXHIBITION OPEN

**2:00 PM** CONFERENCE DAY 1 - Delegates choose from concurrent sessions below.

BREAKOUT STREAMS

STREAM 1A	STREAM 1B	STREAM 1C Orange Regional Gallery
<p><b>When your audience become your marketers</b></p> <p>Using Influencers, Creators and User Generated Content to drive council and destination promotion</p> <p><b>Todd Wright</b> Threesides Marketing</p> <p> <b>Leonards advertising</b> Topic Stream Sponsor</p>	<p><b>The future of the electric vehicle network</b></p> <p><b>Ross De Rango</b>, Head of Energy and Infrastructure, Electric Vehicle Council</p> <p></p> <p>Elite Topic Sponsor: Office of Energy and Climate Change</p>	<p><b>Arts, culture and heritage</b> How does Council embrace this as part of the tourism puzzle?</p> <p><b>Rebecca Marshall</b>, Program Manager, Penrith City Council</p> <p><b>Brent Lawrence</b>, Manager Visitor Services and Local Activation, Leeton Council</p> <p><b>Brad Hammond</b>, Director at Orange Regional Gallery</p>

**3:15 PM** AFTERNOON TEA IN TRADE EXHIBITION

BREAKOUT STREAMS

STREAM 2A	STREAM 2B	STREAM 2C
<p><b>When your audience become your marketers</b></p> <p>Using Influencers, Creators and User Generated Content to drive council and destination promotion</p> <p><b>Todd Wright</b> Threesides Marketing</p> <p> <b>Leonards advertising</b> Topic Stream Sponsor</p>	<p><b>Enabling the uptake of EVs</b></p> <p><b>Anthony Weinberg</b>, 3-Council Regional Environment Program Manager, Randwick, Waverley and Woollahra Councils</p> <p><b>Encouraging electric vehicle drive tourism</b></p> <p><b>Jenny Bennett</b>, Executive Officer, Central NSW Joint Organisation (CNSWJO)</p> <p></p> <p>Elite Topic Sponsor: Office of Energy and Climate Change</p>	<p><b>Arts, culture and heritage</b></p> <p><b>Annette Steele</b>, Orange Local Aboriginal Land Council CEO</p> <p><b>Ray Christison</b>, Board, Museums &amp; Galleries NSW</p>

**5:15PM-7:15PM**

**WELCOME RECEPTION AT THE HOTEL CANOBOLAS**  
short walk from Orange Civic Theatre

Sponsored by Caravan & Camping Industry Association NSW:

Guests will hear about the involvement in the Caravan & Camping Industry Association's regional tourism promotion and its partnerships with councils.

**Official proceedings:**

- Welcome to Country
- Welcome from **Cr Jason Hamling**, Mayor of Orange City Council
- Premier Sponsor address by Caravan & Camping Industry Association NSW.  
**Shannon Lakic**, Policy, Training and Executive Services Manager



Followed by delicious canapes and drinks as guests network.

**7:15PM**

**DELEGATES ARE ENCOURAGED TO PRE-BOOK AT LOCAL RESTAURANTS FOR DINNER.**

**WEDNESDAY 18 MAY 2022**

**ORANGE CIVIC THEATRE**

**8:00AM**

**ARRIVAL TEA AND COFFEE** - Trade exhibition and registration desk open

**9:00AM**

**CONFERENCE DAY 2 - PLENARY SESSION** - Orange Civic Theatre

<b>MC Welcome</b>	Matt Baseley
<b>Welcome Address</b>	President LGNSW
<b>Host Council Welcome</b>	Cr Scott Ferguson, Mayor Blayney Shire Council
<b>Success Stories in Partnerships and Packaging</b>	Presentation by Orange 360 and Orange City, Blayney Shire and Cabonne Shire Councils

**10:30AM**

**MORNING TEA IN TRADE EXHIBITION** - Sponsored by Leonards Advertising

**11:00AM**

**PLENARY SESSION** - Orange Civic Theatre

**Keynote Presentation**

**Demand but where is the supply? Creative Solutions to tackling shortages**

**Professor Tim Harcourt**, Industry Professor and Chief Economist, Institute for Public Policy and Governance (IPPG), University of Technology Sydney (UTS)

Professor Harcourt specialises in Australia's economic engagement with the Global Economy particularly Asia, Latin America and Emerging Markets and has worked in both public policy and research roles in International Trade, Labour Markets, Climate Innovation and the Economics of Sport and Sport Diplomacy. He is passionate about making economics and international trade accessible to the whole community.

**Professor Carol Mills**, Director, Institute of Public Policy And Governance at UTS.

Carol has over 20 years experience in a range of executive roles in the public sector. Her leadership career has covered a diversity of public policy and public administration areas including social and affordable housing, sport and recreation, arts and heritage administration liquor and gaming regulation, disability services, ageing, children services and Aboriginal affairs.

**Panel Session Reframing the role of local government in tourism and the visitor economy**

Facilitated by Professor Carol Mills, Director, Institute of Public Policy and Governance at UTS.

- Anthony Osborne, Managing Director, Sapphire Coast Destination Marketing & The Destination Agency
- James Ho, General Manager, Hipcamp
- Jenny Bennett, Executive Officer Central NSW Joint Organisation (CNSWJO)

**12:30PM**

**LUNCH IN TRADE EXHIBITION** - Sponsored by Leonards Advertising

**1:30PM**

**DEPART FOR SITE VISITS** - 3 hours duration. Refreshments will be included on all site visits.

### REVISIONING THE CBD - Orange City Future City

#### SITE VISIT 1

Hosted by Orange City Council

**1:30PM - 4:30PM**

Join a CBD walking tour that will highlight the Orange City Future City project. Discover hidden gems including art, pop-up shops, co-working spaces, and small bars. Features include smart technology, festoon lighting, pedestrian spaces, way-finding and green spaces.

Includes a tour of the state of the art Orange Regional Gallery's \$5.5m extension project. Designed by Sam Marshall whose previous projects include the Museum of Contemporary Art in Sydney.

Delegates will experience the Lords Place and McNamara Street revitalisation, and sample a specially curated trio of treats from Racine Bakery, Parrot Distillery and Mad Hatter Drink Lab.



The historic Orange Town Hall built in 1887.

Photo credit: Destination NSW

### MILLTHORPE - Heritage with Style

#### SITE VISIT 2

Hosted by Blayney Shire Council

(Includes a 20-minute bus transfer)

**1:30PM - 4:30PM**

Visit a picturesque heritage-listed village with a contemporary edge. Learn how the village committee worked with Council to transform the village from a sleepy place to a must-see, including re-starting train services at the dis-used station.

Taste wines from one of three award-winning cellar doors in Millthorpe, who have combined forces to create the Millthorpe Wine Collective brand for events and promotions.

Tour the Golden Memories Museum, see local artisan crafts and enjoy afternoon tea and local stories, before exploring the main street.



Tamburlaine Organic Wines tasting, part of the Millthorpe Wine Collective.

### MANILDRA: CANOLA MILLING AND BREWERY - Paddock to Glass

#### SITE VISIT 3

Hosted by Cabonne Shire Council

(Includes a 40-min bus transfer)

**1:30PM - 4:30PM**

Distinguished Site Sponsor:



Australia's largest flour mill is located in Manildra in the heart of the central west. The four mills by the Manildra Group produce enough flour to make over 100 loaves of bread every second! Visit the Manildra Group which includes the Mill and MSM Milling, demonstrating the creation of a high functioning business in a smaller village.

Learn about Pioneer Brewery Co, the largest independently- owned farm based brewery on Australia's eastern seaboard which owns, grows and harvests malting barley, rye and wheat.



Manildra Mill, Central West NSW.

Photo credit: Manildra.com.au

### MOLONG: SMALL TOWN ACTIVATION - Thriving through the pandemic and welcoming new residents

#### SITE VISIT 4

Hosted by Orange 360

(Includes a 30-minute bus transfer)

**1:30PM - 4:30PM**

Distinguished Site Sponsor:



Discover the riches of Cabonne. Visit Molong to discuss main street activation and small business creation with Eden Décor and Lime and Stone. They will explain how they set up thriving businesses during the pandemic!

Listen to the Molong Advancement Group as they speak about the importance of the relationship with Council and Progress Association, and the sustainability of small villages. Tour Nashdale Lane Wines luxury glamping cabins, with views to Mount Canobolas and across neighbouring vineyards and cattle farms.



Nashdale Lane Wines.

Photo credit: Destination NSW



**6:30PM**

**TRANSFER TO DINNER VENUE** - Australian National Field Days Site, Cabonne

**7:00PM-  
10:00PM**

**CONFERENCE DINNER AND ENTERTAINMENT**

Australian National Field Days Site, Cabonne

Address from Cr Kevin Beatty, Mayor of Cabonne Shire Council  
Elite Sponsor: Office of Energy and Climate Change



**THURSDAY 19 MAY 2022**

**ORANGE CIVIC THEATRE**

**8:00AM**

**ARRIVAL TEA AND COFFEE** - Trade exhibition and registration desk open

**9:00AM**

**DAY 3 - PLENARY SESSION** - Orange Civic Theatre

<b>MC Welcome</b>	Matt Baseley
<b>Tourism Australia Update</b>	Dominic Mehling, Industry Relations Manager – ACT, NSW, NT, QLD Tourism Australia
<b>Top Tourism Town Awards</b>	Presentation of NSW Tourism Industry Council's Top Tourism Awards. Greg Binskin, Executive Manager Tourism, Business NSW
<b>Elevator pitches</b>	Sponsor Spotlight

**10:30AM**

**MORNING TEA IN TRADE EXHIBITION** - Sponsored by Office of Energy and Climate Change

**11:00AM**

**PLENARY SESSION** - Orange Civic Theatre

<b>Destination NSW Address</b>	Kathryn Illy, General Manager, Consumer Marketing Destination NSW
<b>Keynote Presentation</b>	<b>Dare to Dream! Taking control of the future!</b>  Peter Berner, Comedian and Broadcaster In conversation with Nick Gleeson, Owner of Factory Espresso Cafe Orange and Amy van de Ven, Franchisee, Quest Orange
<b>MC Closing remarks</b>	Matt Baseley

**12:30PM**

**LUNCH IN TRADE EXHIBITION** - Sponsored by Office of Energy and Climate Change

**1:30PM**

**CLOSE OF CONFERENCE**

# Event Assistance Program Application Form

Submission date: **13 April 2022, 11:54AM**  
Receipt number: **55**  
Related form version: **3**

## Details of the Organisation

Name of Organisation	<b>Eugowra Promotion and Progress Association</b>
Organisation House Number/Name/PO Box Number	<b>45</b>
Street/Road	<b>Broad Street</b>
City	<b>Eugowra</b>
State/Territory	<b>NSW</b>
Postcode	<b>2806</b>
Phone Number	<b>0407 884 718</b>
Fax Number	
Email Address	<b>sean@moxeyfarms.com.au</b>
Contact Person	<b>Sean Haynes</b>
Contact Person's Position in Organisation	<b>President</b>
Is the organisation	<b>registered for GST</b>
Does the organisation have insurance, including public liability cover?	<b>Yes</b>
Does the organisation have an ABN?	<b>Yes</b>
If yes, please provide ABN	<b>37 257 324 139</b>

What is the aim of your organisation?

The aims and objectives of EPPA are:

- To promote the interests of the Eugowra community, in consultation with that community,
- To improve the amenity of the Eugowra Village and its approaches, while always seeking to preserve the lifestyle and welfare needs of the community,
- To liaise with Cabonne Council and other Government Agencies in matters that are relevant to them,
- To encourage tourists to visit Eugowra,
- To improve the prospects of the businesses of Eugowra,
- To encourage new businesses to commence in Eugowra,
- To do all of the above by utilising the active energies of as many residents of Eugowra and district as possible in a respectful manner and by always communicating information of the associations' activities to as many such people as we can reach,
- To do all the above on a not-for-profit basis.

Does your organisation have a plan/strategy?

Yes

If yes, please upload your plan/strategy here

[EPPA Strategic Plan 2022.pdf](#)

## Event Title

Name of the event

Eugowra 2022 Annual Mural Meet

Funding category applying for

Flagship Event

## Details of the Proposal

Please provide a general description of the event

**The Eugowra Annual Mural Meet brings together over 25 professional, traditional sign writers and artists from all over Australia to unleash their creative skills and talent to produce nostalgic hand painted murals that depict the life and times of Eugowra, its community and its people. During the Mural Meet, visitors to town can view the artists applying their skills to the murals as well as attending and participating in associated events including markets and official proceeding of the event.**

Where and when is the event to take place?

**The Murals Meet and key activities will be based at Apex Park in Eugowra from Friday 29 April through to Sunday 1 May inclusive. In addition to activities taking place in Apex Park, works on Murals currently located on Nanima Street & Broad Street Eugowra will also be taking place over the Mural Meet.**

How will the event raise the profile of the Cabonne Council?

**The Mural Meet will be promoted as being in partnership with Cabonne Council with Councillors and council members actively participating in the official proceedings including the unveiling of a recently completed mural. All marketing material and publicity will include mention of Cabonne Council.**

What local business opportunities will be created?

**The Murals Meet Committee source materials and meals from local businesses for the weekend whilst the increased visitors to Eugowra over the Mural Meet weekend also increases patronage for local businesses. In addition to the Mural Meet weekend, the creation of a mural trail brings tourists to Eugowra all year round which supports local businesses and increases their potential customer base.**

How many people are expected to attend the event from within and outside the Shire?

**The expectation is have have in excess of 2000 people from both within and outside the Shire attend the Murals Meet weekend.**

What benefits will be returned to the Cabonne community?

**Benefits to the Cabonne community include increased tourism opportunities and activities, increased patronage of local businesses, capturing the history, people and community of Eugowra in a visual medium and contributing to the vibrancy of the community.**

Please list any other community groups involved with this event

**Eugowra Evening View Club  
Eugowra Show Society  
Eugowra Museum & Bushranger Centre  
Eugowra CWA Branch  
Eugowra Men's Shed  
Eugowra Garden Club**

## Assistance Requested

Type of Assistance (1)

**Presentation of Apex Park by Cabonne Council**

Details (1)

**Mowing of Lawns, Cleaning of Toilets, provision of extra bins etc**

Value of Assistance, exclusive of GST (Council to provide estimate for in kind items) (1)

**0**

Type of Assistance (2)

**Paint for Murals**

Details (2)

**Specific paints for the painting of murals over the weekend by the artists.**

Value of Assistance, exclusive of GST (Council to provide estimate for in kind items) (2)

**900**

Type of Assistance (3)

**Marketing and Promotion of the Murals Meet**

Details (3)

**Design works for updated brochures, signage, shirts for artists and Mural Trail maps. Printing of brochures, signage and information boards & maps promoting the Eugowra Mural Meet & Trail and shirts for participating artists**

Value of Assistance, exclusive of GST (Council to provide estimate for in kind items) (3)

**2500**

Type of Assistance (4)

Funding to offset the costs associated in hosting visiting artists who donate their time and efforts for the creation of the murals

Details (4)

All meals and catering are sourced from local businesses and community organisations for the visiting artists therefore this funding would go to offsetting part of the costs associated in hosting the visiting artists. Meals over the weekend will sourced from various local Eugowra businesses and organisations including the Eugowra Central Hotel, The Fat Parcel, Ray's Bistro at the Eugowra Community Bowling & Recreation Club and the Eugowra Branch of the CWA to name a few. All meals for the visiting artists are invoiced and covered by the Mural Committee.

Value of Assistance, exclusive of GST (Council to provide estimate for in kind items) (4)

1600

Type of Assistance (5)

Details (5)

Value of Assistance, exclusive of GST (Council to provide estimate for in kind items) (5)

Total assistance requested

5000

Will you require payment of EAP grant prior to lodging the Acquittal Form?

Yes

## Supporting Information

Please upload a quote outlining project costs (if applicable)

Please upload your letter of support (1)

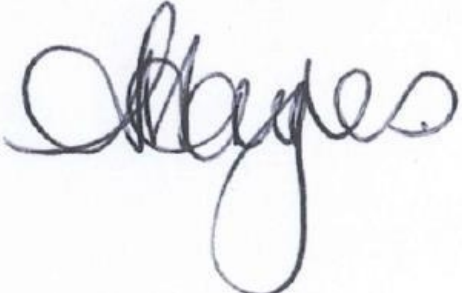
[ESS Letter Murals Committee 202204.pdf](#)

Please upload your letter of support (2)

[ESC Letter Murals Committee 202204.pdf](#)

The following supporting information is attached with this **Two (2) letters of support** application

## Applicant's Signature

A handwritten signature in black ink on a white background. The signature is cursive and appears to read 'Sean Haynes'.

[Uploaded signature image: sdh.jpg](#)

Name

Sean Haynes

Position in Organisation

President

Date

13/04/2022