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## **ITEM 1 - APPLICATIONS FOR LEAVE OF ABSENCE**

### **REPORT IN BRIEF**

<b>Reason For Report</b>	To allow tendering of apologies for councillors not present.
<b>Policy Implications</b>	Nil
<b>Budget Implications</b>	Nil
<b>IPR Linkage</b>	1.2.2.1a - Facilitate Council and standing committee meeting processes.
<b>Annexures</b>	Nil
<b>File Number</b>	\\OFFICIAL RECORDS LIBRARY\\GOVERNANCE\\COUNCIL MEETINGS\\COUNCIL - COUNCILLORS LEAVE OF ABSENCE - 1581239

### **RECOMMENDATION**

THAT any apologies tendered be accepted and the necessary leave of absence be granted.

## **GENERAL MANAGER'S REPORT**

A call for apologies is to be made.

## **ITEM 2 - DECLARATIONS OF INTEREST**

### **REPORT IN BRIEF**

<b>Reason For Report</b>	To allow an opportunity for councillors to declare an interest in any items to be determined at this meeting.
<b>Policy Implications</b>	Nil
<b>Budget Implications</b>	Nil
<b>IPR Linkage</b>	1.2.2.1a - Facilitate Council and standing committee meeting processes.
<b>Annexures</b>	Nil
<b>File Number</b>	\\OFFICIAL RECORDS LIBRARY\\GOVERNANCE\\COUNCIL MEETINGS\\COUNCIL - COUNCILLORS AND STAFF DECLARATION OF INTEREST - 2023 - 1581241

### **RECOMMENDATION**

THAT the Declarations of Interest be noted.

**GENERAL MANAGER'S REPORT**

A call for Declarations of Interest.

**ITEM 3 - DECLARATIONS OF POLITICAL DONATION**

**REPORT IN BRIEF**

<b>Reason For Report</b>	To allow for an opportunity for Councillors to declare any Political Donation received.
<b>Policy Implications</b>	Nil
<b>Budget Implications</b>	Nil
<b>IPR Linkage</b>	1.2.2.1a - Facilitate Council and standing committee meeting processes.
<b>Annexures</b>	Nil
<b>File Number</b>	\OFFICIAL RECORDS LIBRARY\GOVERNANCE\COUNCIL MEETINGS\COUNCIL - COUNCILLORS DECLARATION OF POLITICAL DONATIONS - 1581243

**RECOMMENDATION**

THAT any political donations be noted.

**GENERAL MANAGER'S REPORT**

A call for declarations of any political donations.

**ITEM 4 - COMMUNITY SERVICES UPDATE**

**REPORT IN BRIEF**

<b>Reason For Report</b>	Community Services Update
<b>Policy Implications</b>	Nil
<b>Budget Implications</b>	Nil
<b>IPR Linkage</b>	4.2.2.2a - Advertise and recruit new volunteers in our communities.
<b>Annexures</b>	Nil
<b>File Number</b>	\OFFICIAL RECORDS LIBRARY\COMMUNITY SERVICES\REPORTING\COMMUNITY SERVICES REPORTS - 1581601

**RECOMMENDATION**

THAT the information be noted.

**DEPARTMENT LEADER - COMMUNITY SERVICES' REPORT**

**Cabonne Community Transport (CT) & Cabonne Home Support (CHS)** – Council hosted a Senior's Expo in Molong on 19/07/2023 at the Molong Baptist Church, service providers were able to promote the services they offer to local Cabonne residents. It was well attended with approximately 60 residents and 16 service providers. CT & CHS both used this opportunity to promote volunteering with our services. The plan is to make this an annual event that will be held across different locations in Cabonne.

**Cabonne Family Day Care** – Recently underwent Assessment & Rating from the NSW Department of Education. The service received a fantastic overall rating in meeting the National Quality Standards. Education and care services are assessed against the 7 quality areas of the National Quality Standards and given an overall rating based on these assessments. Over a three-day period, three family day care educators were visited, and time was also spent with the Coordinator checking compliance documentation.

The ratings are:

- Exceeding the National Quality Standards
- Meeting the National Quality Standards
- Working Towards the National Quality Standards
- Significant Improvement Required to meet the National Quality Standards

**Cabonne After School Care (ASC)** – Opened an Out of School Hours Care Service in Clergate at the beginning of this term, this will provide before and after school and vacation care to surrounding families. As with the council's other ASC services, a strong working partnership has been developed with the school.

Molong ASC recently underwent its initial Assessment & Rating visit since its commencement in February 2022 with the Department of Education. Initial feedback has been positive with the draft final report to be provided within 5 weeks.

**Youth Week** – Events were held in Manildra and Mullion Creek this year. Approximately 70 local youth took part in the activities at the Manildra Skate Park and Mullion Creek Hall grounds which were facilitated by the Community Services team, with assistance from Community & Economy staff.

**Central West Libraries** – The Central West Zone Library Meeting is being hosted by Cabonne Council on 15/09/2023. This meeting is shared across the member councils. Delegates will stay and dine in Molong on Thursday 14/09/23 and attend the meeting on Friday.

**ITEM 5 - COMMUNITY & ECONOMY UPDATE**

**REPORT IN BRIEF**

<b>Reason For Report</b>	Report for Councillor information.
<b>Policy Implications</b>	Nil
<b>Budget Implications</b>	Nil
<b>IPR Linkage</b>	4.1.3.2b - Support local events, culture, and festivals and promote local villages - including through the provision of sponsorship opportunities and seeking grant funding.
<b>Annexures</b>	Nil
<b>File Number</b>	\\OFFICIAL RECORDS LIBRARY\ECONOMIC DEVELOPMENT\REPORTING\COUNCIL REPORTS - 1581874

**RECOMMENDATION**

THAT the information be noted.

**LEADER- COMMUNITY AND ECONOMY REPORT**

**NSW Small Business Month**

NSW Small Business Month runs during October 2023. This month-long program is created for small businesses across NSW to attend events aligned to their individual business interests. Coordinated by the NSW Small Business Commission, NSW Small Business Month brings together small businesses with local chambers, industry associations, other not-for-profits, large businesses, and all levels of government. The NSW Small Business Commission is offering grants to deliver event and council has submitted a grant application, which closed on the 1 August 2023.

This year's theme is ***My Small Business*** with the intent to place the needs of small business owners and operators at the forefront by providing events that will aid them in strengthening their business. Pending a successful outcome of this grant application, Council will hold two similar events, one in Molong and one in Canowindra.

Council has chosen **Resilience** as the key focus area for these intended events. These events will be an opportunity for local small business owners to come together for an evening of facilitated discussion, with topics ranging from 'Preparing for the unexpected', weather that be natural disasters events or disruptions to normal operations and 'Planning to deal with potential events' to de-risk and secure the future of these small businesses. There will be scheduled time in each event for attendees to network to promote a stronger local business community.

**Cabonne Communication Survey**

Council recently conducted a communications survey to find out how residents would like to receive information. With responses from a mixture of the towns and villages, over 60% of respondents preferred their method of contact to be via email, followed closely by social media.

Based on the results, a sign-up link for people to subscribe to a Cabonne Catchup Monthly e-newsletter was created with over 180 subscribers already. The first e-newsletter, for August, was sent on Monday 31 July.

The e-newsletter will cover information relevant to the Cabonne community including news, educational information, events and project updates.

The e-newsletter forms part of our overall communications strategy to reach our community members across our towns, villages and localities.

Council continues to provide regular communications through the following channels:

- Council website.
- Social media (Facebook, Instagram, LinkedIn).
- Monthly Cabonne Catchup advertisement in towns and village newspaper.
- Fortnightly radio spot with the Mayor on Triple M.
- Monthly council updates at the village Progress Association meetings.
- Ad hoc media releases and statements sent to all main media contacts and uploaded to council's website.
- Paid advertisements for information such as careers and tenders.
- Mailouts when needed.

**ITEM 6 - SPONSORSHIP PROGRAM**

**REPORT IN BRIEF**

<b>Reason For Report</b>	Seeking Committee endorsement to Council to consider applications for funding under the 2023/2024 Sponsorship Program
<b>Policy Implications</b>	Nil
<b>Budget Implications</b>	Nil
<b>IPR Linkage</b>	4.1.3.2b - Support local events, culture, and festivals and promote local villages - including through the provision of sponsorship opportunities and seeking grant funding.
<b>Annexures</b>	1. Cabonne Sponsorship Program Application - Australian National Field Days <a href="#"><u>↓</u></a>

<b>File Number</b>	\\OFFICIAL RECORDS LIBRARY\ECONOMIC DEVELOPMENT\REPORTING\COUNCIL REPORTS - 1581990
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### **RECOMMENDATION**

THAT the Cabonne Community, Economy and Culture Committee endorse to Council to provide \$15,000 to the Australian National Field Days Committee for the 2023 field days, under its 2023/2024 Sponsorship Program.

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

The Australian National Field Days has applied for sponsorship of the event for 2023.

**Requested: \$20,000**

**Recommendation: \$15,000**

The event registers over 500 exhibitors representing approx.1000 companies. In the last three (3) years the event has attracted between 16,000 and 20,000 visitor who have travelled mainly from between 100 – 200kms.

As a Sponsor, Council would benefit from the following:

- Wording such as: *"Australian National Field Days proudly sponsored by Cabonne Council"*.
- Council's logo on all advertising, to include the following:
  - Television spent across all stations \$20,000
  - Printed Press \$16,000
  - Digital \$6,000
  - Flyers/Mail outs/promotional material \$4,000,
- Banner would be placed at the top of the main page of ANFD website and 5 social media posts,
- Acknowledgement in all press and media releases and acknowledgements during the three-day event,
- Signage with logo posted at gate entries at the event,
- 9m x 18m free site at the event,
- Cabonne Council logo or name on the lanyards for all exhibitors (2,500 produced), and
- 20 complimentary tickets to attend the event.

**ITEM 7 - COMMUNITY ASSISTANCE PROGRAM 2023/24**

**REPORT IN BRIEF**

<b>Reason For Report</b>	For Councillor notation.
<b>Policy Implications</b>	Nil
<b>Budget Implications</b>	Nil
<b>IPR Linkage</b>	4.1.3.2b - Support local events, culture, and festivals and promote local villages - including through the provision of sponsorship opportunities and seeking grant funding.
<b>Annexures</b>	Nil
<b>File Number</b>	\\OFFICIAL RECORDS LIBRARY\ECONOMIC DEVELOPMENT\REPORTING\COUNCIL REPORTS - 1581851

**RECOMMENDATION**

THAT the information be noted.

**LEADER - COMMUNITY AND ECONOMY REPORT**

Council allocated \$68,421.00 in its current budget for the 2023/24 Community Assistance Program (CAP).

The objectives of the Community Assistance Program are to:

- Support community groups with projects that are of ongoing or sustainable benefit to the Cabonne communities.
- Improve the liveability of the Cabonne Shire

Not-for-profit community groups are encouraged to apply for community-related projects on non-commercial facilities which provide ongoing or sustainable benefits to Cabonne communities.

Progress Associations are encouraged to utilise their Village Enhancement Fund budgets to meet the co-contribution requirements as outlined in the CAP guidelines.

Round one will open Wednesday, 23 August 2023 and close at 5pm on Friday 29 September 2023.

The applications for funding will be presented to the Community, Economy and Culture Committee meeting in October 2023, for endorsement and recommendation prior to going to the October 2023 Council meeting.



# Cabonne Sponsorship Program Application



Submitted on	1 August 2023, 10:36AM
Receipt number	9
Related form version	1

## SECTION 1: STATEMENT OF UNDERSTANDING

BEFORE COMPLETING THIS APPLICATION, YOU MUST READ THE SPONSORSHIP GUIDELINES. APPLICATIONS THAT DON'T COMPLY WITH THE CONDITIONS STATED IN THE GUIDELINES OR APPLICATIONS THAT ARE INCOMPLETE WILL NOT BE CONSIDERED.

I have read and understood the Sponsorship Guidelines  
 I have read and understood the terms and conditions  
 I am willing to sign a contractual agreement  
 I have submitted an Preliminary Advice of a planned Event Form or will be submitting one with this application

## SECTION 2: APPLICANT DETAILS

Name of organisation:	Australian National Field Days
Postal Address:	563 Borenore Road, Borenore NSW 2800
Contact Person:	Jayne West
Position Held:	Manager
Phone Number:	02 63621588
Email:	jwest@anfd.com.au
Incorporation Number:	92 332 478 259
GST Registered:	Yes
Brief description of your organisation:	<p>The Australian National Field Days (ANFD) is the oldest annual agricultural event in Australia.</p> <p>Established in 1952, the ANFD continues to offer visitors a unique insight into the future of agriculture with the commitment to Advancing Australian Agriculture.</p> <p>More than 600 exhibiting Companies travel to Orange from all over Australia and internationally to display their products and services during the three-day event. The event also attracts up to 20,000 Visitors to the site over the three-day event.</p>
Does your organisation have a website/ social media plateforms? If so, please list links:	<p>Website - <a href="http://www.anfd.com.au">www.anfd.com.au</a></p> <p>Face book - <a href="https://www.facebook.com/AustralianNationalFieldDays/">https://www.facebook.com/AustralianNationalFieldDays/</a></p>

Instagram - [https://www.instagram.com/anfd\\_orange/](https://www.instagram.com/anfd_orange/)  
 Twitter - [https://twitter.com/ANFD\\_Orange](https://twitter.com/ANFD_Orange)  
 YouTube - <https://www.youtube.com/user/australiannfd>

## SECTION 3: EVENT DETAILS

Name of Event	Australian National Field Days
Venue/ Location of Event	563 Borenore Road, Borenore NSW 2800
Date of Event	Thursday 26 to Saturday 28 October 2023
Type of Event	Annual event
Area of Event	Other
Style of Event	Both
Event Website (Please include any social media platforms)	Website - <a href="http://www.anfd.com.au">www.anfd.com.au</a> Face book - <a href="https://www.facebook.com/AustralianNationalFieldDays/">https://www.facebook.com/AustralianNationalFieldDays/</a> Instagram - <a href="https://www.instagram.com/anfd_orange/">https://www.instagram.com/anfd_orange/</a> Twitter - <a href="https://twitter.com/ANFD_Orange">https://twitter.com/ANFD_Orange</a> YouTube - <a href="https://www.youtube.com/user/australiannfd">https://www.youtube.com/user/australiannfd</a>
Previous Sponsorship or Event Assistance	Both
List all years and amounts of previous Sponsorship or Event Assistance	2022 \$20,000 2019 \$2,500 2018 \$2,500
List all other Sponsorship, Partners and/or Key Stakeholders and their level of support	Regional Investment Corporation - sponsorship of sheep pavilion \$2500 JGW Machinery - sponsorship of site map \$2500 McDonalds Orange - sponsorship of Cattle Pavilion \$2500
Description of the Event	<p>The Australian National Field Days (ANFD) is the oldest annual agricultural event in Australia.</p> <p>Established in 1952, the ANFD continues to offer visitors a unique insight into the future of agriculture with the commitment to Advancing Australian Agriculture.</p> <p>More than 500 exhibiting Companies travel to Orange from all over Australia and internationally to display their products and services during the three-day event. The event also attracts up to 20,000 Visitors to the site over the three-day event.</p>
Proposed Program and Plan of delivery for the Event	<p>The event registers over 500 exhibitors representing approx. 1000 companies. In the last three (3) years the event has attracted between 16,000 and 20,000 visitor who have traveled mainly from between 100 – 200kms. In 2022 30.6% of visitor to the event indicated they were from the Orange/Cabonne LGA with 34.4% from the Central Tablelands and 3.2% travelling from Sydney. 3 % traveled from Inter State.</p> <p>The whole 3 days are a business to business component with firms showing new technology and the latest machinery on offer.</p> <p>The event is also about connecting product to marketer. Many companies take the opportunity to look for distributors of products during the three days especially if a new product is seeking a distributor.</p> <p>After 70 years of running the event it's fair to say that the Australian</p>

	<p>National Field Days is part of the social and economic fabric of the Central West NSW. The organisation is made up of a Board of 9, Committee of 30 who are all volunteers along with a Manager and 2 part time staff.</p> <p>The organisation realizes that Agriculture is changing and has adapted to the way the event is run by delivering the latest technology and innovations in agriculture.</p> <p>The organisation also runs other event throughout the year on the permanent built site.</p>
Reason for having the Event	<p>To support our exhibitors by participating in an agricultural event that gives them an opportunity to conduct business to an target audience. In an increasingly digital world the Australian National Field Days provides a unique opportunity where buyer, seller and product can meet face to face.</p> <p>The customer can ask questions, seek information and touch the product. We encourage demonstrations so products can be seen in use. By bringing all products to one central area it gives farmers and producers and opportunity to compare products with out having to travel hundreds of km's. The event uses many contractor from the local Central West area to carry out services for the event along with many community groups. For many of the contractors and community groups the event is there biggest source of income during the year.</p>
Is this a ticketed Event	Yes
Link to ticket purchases (if available)	<a href="https://www.123tix.com.au/events/38823/australian-national-field-days">https://www.123tix.com.au/events/38823/australian-national-field-days</a>

## SECTION 4: PREVIOUS DATA

When/ where was this event held last	October 2022
Total number of attedeeds (local, intrastate, interstate)	<p>The 69th annual Australian National Field Days were held at Borenore, near Orange NSW, on October 20122. Despite the event being impacted by wet weather, 14,000 attendees and 489 exhibitors attended the event over the three days of the event.</p> <p>Place of residence 2022</p> <p>Central Tablelands 33.4%</p> <p>Orange/Cabonne 42.2%</p> <p>Central West 13.7%</p> <p>Greater Sydney 6.7%</p> <p>South East 1.0%</p> <p>Capital Country 1.0%</p> <p>Riverina 1.0%</p> <p>West Qld 1.0%</p>
Any post event reflections, reports and/or changes made	<p>A report was prepared by Destination Research after the 2022 event. Visitors were surveyed and come of the following results were found:</p> <p>40% of visitors are aged over 55 years</p> <p>2 primary segments are families 32% and couple over 55 30%</p> <p>56% of visitors are primary producers</p> <p>37% travelled more than 100km to attend the event</p> <p>55% indicated they had been to the event in previous years</p> <p>75% of visitors felt the event met their expectations</p> <p>Many aspects of the event met high levels of satisfaction including venue, atmosphere and organisation.</p> <p>Suggestions for Improvement were received through comments with 40% making comment either positive or negative - improvements with the main area being attractions, weather (out of our control), more variety of food and beverage.</p> <p>All suggestions are taken on board by the Committee and staff and</p>

actions where possible.

## SECTION 5: PROPOSED EVENT DATA AND LOCAL ENGAGEMENT

Projected number of attendees (confirmed and estimated)	18,000
What benefits will be returned to the Cabonne Community	<p>Promotion of the Cabonne Region.</p> <p>60% of exhibitors and visitors used local accommodation for an average of 3.8 nights.</p> <p>\$1.1m contributed to the local community from visitor exhibitor expenditure</p> <p>The average spend per day per exhibitor was \$124 and for overnight exhibitors this was \$571 including accommodation and dining.</p> <p>77% of attendees are from outside the local Cabonne area. So these attendees are passing through our towns and villages purchasing fuel, food and goods.</p>
How does the Event positively engage local businesses and the Cabonne Community (give examples)	<p>The event promotes the region to over 18,000 attending visitors and many more through advertising.</p> <p>Supports local venues, eateries, supermarkets and services stations. Accommodation is booked out leading up to and during the event with 88% of exhibitors coming from outside the area. They spend \$580 per day for average of 3.8 nights.</p> <p>Local Community groups are also given the opportunity to raise awareness of their organisations through ticket selling catering or providing services like car parking. It is a major fundraiser for many services clubs.</p> <p>The ANFD employees over 50 casual staff for the event and most are from the local area.</p>
How will Cabonne's Sponsorship be recognised (please tick all relevant)	<p>Cabonne Council Branding recognition on all promotional material (printed and digital)</p> <p>Signage at the event</p> <p>Acknowledgement of support through all media (radio, tv, paper, on day promotion etc)</p> <p>Data provide to Council (E.g- demographics, attendees etc)</p> <p>Images from the event for Council marketing use</p> <p>Provide Feedback and fully completed Acquittal</p>
Supporting commentary	<p>An Associated Sponsor is similar to a naming rights sponsor and it would appear like this:</p> <p>Australian National Field Days proudly sponsored by Cabonne Council</p> <p>In addition, logos will appear on all advertising, to include the following:</p> <ul style="list-style-type: none"> <li>• Television spent across all stations \$20,000</li> <li>• Printed Press \$16,000</li> <li>• Digital \$6,000</li> <li>• Flyers/Mailouts/promotional material \$4,000</li> </ul> <p>Your banner would be placed at the top of the main page of anfd website and</p> <p>5 social media posts</p> <p>You will also be acknowledged in all press and media releases. and acknowledgements during the three-day event.</p> <p>Signage with your logo will also be posted at gate entries at the event.</p> <p>Your business will be given a 9m x 18m free site at the event.</p> <p>Your brand or name of your business will also be put onto the lanyards for all exhibitors (2,500 produced).</p> <p>Your organisation will receive 20 complimentary tickets to attend the event</p>

## SECTION 6: MARKETING AND COMMUNICATION

Is a copy of the proposed Marketing and Communication Plan/ strategy attached (Please include any media coverage, broadcasting and other media)

Yes

## SECTION 7: SPONSORSHIP AMOUNTS

Amount of Sponsorship requested

\$20,000

Explanation of Level of choice (Please refer to the guidelines for the level)

A large event with a significant demonstrated economic benefit for the Cabonne Local Government Area.  
The Event will be named the Australian National Field Days proudly sponsored by Cabonne Council.

What will the sponsorship funds be used for? (please list all things that the Sponsorship money will go towards)

Advertising  
Entertainment

Funds will be used to help off set the \$60,000 used to promote the event along with Entrainment by way of local musicians, Children petting zoo and activities

Copy of budget attached (please include all contributions, revenue from sales, sponsorship or grants (granted or applied)

Yes

## SECTION 8: NEXT STEPS ( CHECKLIST)

Please make sure the following is completed and attached to ensure your application is considered

Marketing and Communication Plan/ Strategy

Budget

Event Plan

Any other information you see relevant for your application

Checklist Documents

[2023 Advertising Budget.xls](#)  
[2022 ANED Event Research Report.pdf](#)  
[SPONSORSHIP OPPORTUNITIES.pdf](#)  
[2024 Budget summary.xlsx](#)  
[Event Plan 2023.xls](#)

## Section 9: DECLARATION

The declaration below must be agreed to by a person who has delegated authority to sign on behalf of the organisation e.g. President, Chairman, member of the Board of Management or authorised staff member. I declare the information provided in this application and attachments is, to the best of my knowledge, true and correct. I understand any omission or false statement may result in the rejection of the application or withholding of any funds already approved. I understand Cabonne Council may check any of our statements for the purpose of assessing this application, and I agree to provide any additional information requested. I understand this is an application only and may not necessarily result in funding approval.

Yes

Name

Jayne West

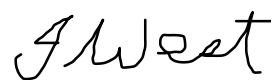
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Position in Organisation

Manager

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Signature



[Link to signature](#)

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Date

01/08/2023

