



20 NOVEMBER 2013

ATTACHMENT

6.2.5

Planning Proposal
DP755414 285 Botobolar Road, Botobolar



RANDAL NEWSON
88 DOURO - ST.
MUDGEE, NSW.
28-10-2013

TO
OFFICE OF THE HONOURABLE MAYOR
MR. DES KENNEDY
MID WESTERN REGIONAL COUNCIL
86 MARKET - ST.
MUDGEE, NSW.



Dear Des,

PLEASE FIND ENCLOSED
OUR PLANNING PROPOSAL FOR LOTS 28 AND 29
DP. 755414 BOTOBOKAR RD. BOTOBOKAR.

WE HOPE THIS MEETS YOUR COUNCIL APPROVAL.

KIND REGARDS

RANDAL NEWSON.
AND
JENNY ELVIN.



Planning Proposal

Lots 28 & 29 DP 755414 285 Botobolar Road, Botobolar

Randall Newson

structural engineering
project management
residential design
civil engineering
registered surveyors
commercial design
geotechnical engineering
town planning
graphic representations
environmental drilling
construction management
mechanical engineering
industrial design
environmental consulting
nata accredited
testing laboratory
electrical engineering
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Dubbo . Mudgee . Bathurst . Parkes

Oct-13

(Our Reference: 17645 - P01a.docx)

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Prepared by:

BARNSON PTY LTD

Ben Rourke - BTP, MEnvLaw

SENIOR TOWN PLANNER

1.0 BACKGROUND

This Planning Proposal submission is made to Mid-Western Regional Council on behalf of Mr. Randall Newson seeking support in principle for an amendment to the Mid-Western Regional Local Environmental Plan 2012 ("the LEP").

The amendment to the LEP seeks to permit a dwelling on 28ha of rural land in Botobolar identified as Lots 28 & 29 DP 755414 285 Botobolar Road, located approximately 18km north-east of Mudgee. Pursuant to the LEP the land is zoned RU1 - Primary Production with a minimum lot size of 100ha.

A dwelling house with rural access has been constructed on the site under Development Application DA 0292/2003 which was granted by the former Mudgee Council on 8 April 2003 as a *deferred commencement consent*, under the provisions of the Mudgee Local Environmental Plan 1998. At the time LEP 1998 permitted a minimum lot size of 20ha for a dwelling subject to satisfying criteria for intensive agriculture status applying to the land, and on which basis Council granted consent.

The deferred commencement condition required the applicant to *demonstrate the proposed dwelling site complies with the provisions of Council's adopted Floodplain Management Plan*. The applicant has advised that he met with a Council officer on site whereupon it was understood that this issue was resolved. A review of Council's file indicates however that the applicant did not ultimately satisfy the terms of the deferred commencement within 5 years of the consent being granted. As a result the consent has since lapsed leaving the dwelling on the site effectively as an unauthorised structure.

Since the time of the development consent being granted, Council's minimum lot size controls as they relate to the land have changed twice; firstly under the Mid-Western Regional Interim Local Environmental Plan 2008 and secondly under the Mid-Western Regional Local Environmental Plan 2012. Changes to the minimum lot size under the LEP 2008 and carried over in LEP 2012 resulted in this increasing from 20ha to 100ha for the site and its surrounds, thereby effectively preventing a dwelling from being constructed on the site, and on undersized lots / holdings zoned RU1 - Primary Production. As a result the owner has not been able to obtain development consent to approve the use of the dwelling on the site, such that its occupation for residential purposes is unauthorised and the land is not recognised as having a dwelling entitlement.

Based on a preliminary assessment the land is recognised for its potential to support intensive agriculture noting the existing and proposed olive groves, whereby occupation of the existing building as a dwelling would support this use. The land size is also consistent with several other small rural holdings in the locality supporting intensive agriculture and a dwelling thereby ensuring land use conflict is minimised. Accordingly this Planning Proposal report has been prepared seeking grounds for which a dwelling may be approved on the land subject to an amendment to LEP 2012 which would make a dwelling on the land permissible with consent.

2.0 OVERVIEW OF SITE CHARACTERISTICS

2.1 Site Location

The subject land consists of two (2) lots being Lots 28 & 29 DP 755414 285 Botobolar Road, Botobolar, approximately 18km north-east of the town of Mudgee. The subject land is located on the northern side of Botobolar Road, and bound by Stoney Creek to the north (**Figure 1**).

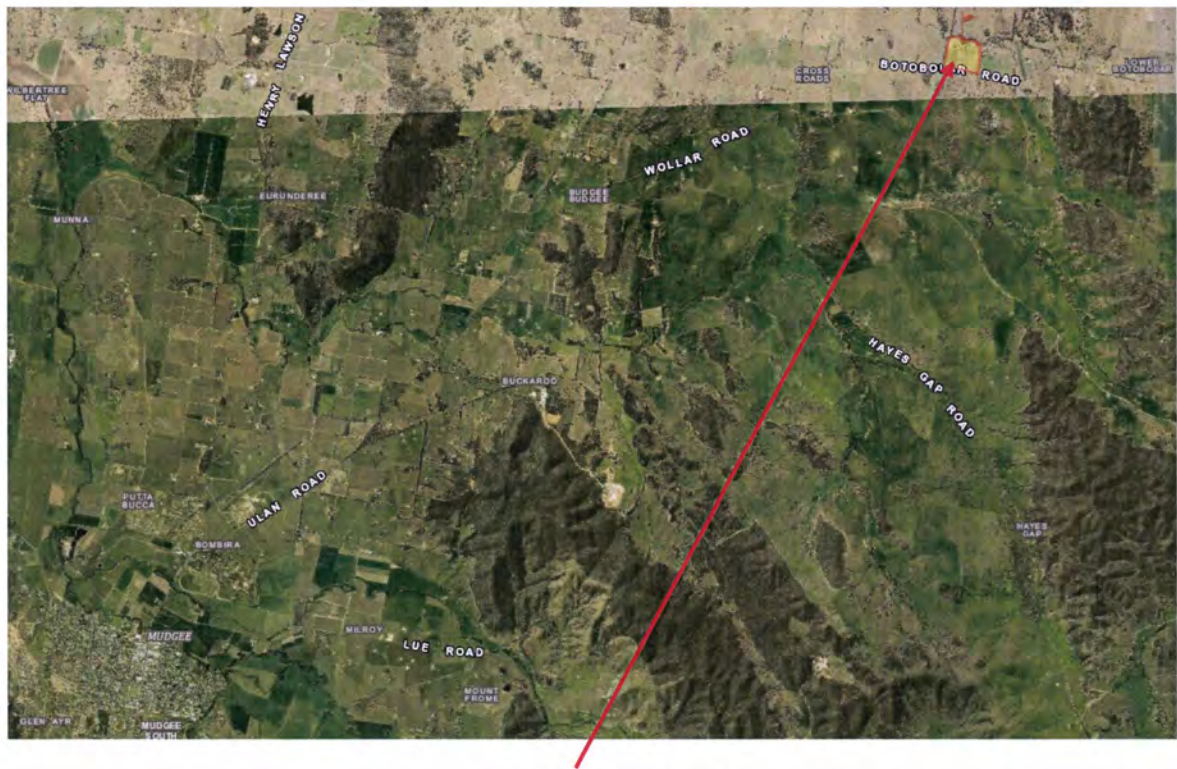


Figure 1 - subject land

2.2 Property Description, Ownership & Zonings

The subject land consists of two adjoining lots on the northern side of Botobolar Road as described in **Table 1**. The subject land is currently zoned RU1 - Primary Production pursuant to the Mid-Western Regional Local Environmental Plan 2012 (the LEP). Refer to Map 2A, in **Appendix A**.

Table 1: Property description, ownership, lot size and zoning

Lot	DP	Ownership	Lot Size	Existing zoning
28	755414	Randall Newson	14.97ha	RU1 - Primary Production
29	755414	Randall Newson	13.35ha	RU1 - Primary Production
Total Area			28.32ha	

2.3 Landform and Topography

The land is relatively flat with a slight fall to the north from Botobolar Road along its southern boundary to Stoney Creek along its northern boundary. The land features three small farm dams: one towards the eastern boundary and two located towards the western boundary.

2.4 Land-uses

The subject land is cleared, with Lot 28 having two dams and Lot 29 having one dam. The near complete unoccupied dwelling is located on Lot 28 with a 30KL water tank and small olive grove (trial planting) on its western side, and all weather access from Botobolar Road. Both lots are used for grazing a small number of cattle (less than 20 counted). Refer to **Photo 1** and **Photo 2**.



Photo 1: View of dwelling and water tank looking south

2.5 Surrounding Development

The surrounding lands reflects its zoning as agricultural land with a mix of rural land uses including livestock grazing and intensive agriculture (including viticulture and olive groves).

Refer to Aerial Map in **Appendix A**.

Noting the range of land uses and lot sizes in the surrounds, the proposal is compatible with the local character and will not result in any land use conflict, nor adversely impact on sustainable agricultural practices in the locality.



Photo 2: section of olive grove planted as a trial prior to proposed extensive olive tree planting



Photo 3: existing all weather access through site from Botobolar Road entry

2.6 Flora and Fauna

The subject land is predominantly cleared having a long established use as low intensity grazing land. Three established eucalypt trees are noted adjacent to the northern boundary of the land, with vegetation apart from these limited to grasses. No fauna was observed onsite, however it is acknowledged that the site may be inhabited on occasion by roaming kangaroos and certain avian species. Based upon this it is unlikely that any flora shall be disturbed as part of any future development relating to the possible rezoning of the site, and no core habitat for local fauna will be threatened.

2.7 Heritage

There are no heritage items listed for the subject site in the New South Wales Heritage Register (NSW Heritage Council, 2010) or the Mid-Western Local Environmental Plan 2012.

The National Parks and Wildlife Act 1974 provides for the protection of Aboriginal relics/sites across New South Wales regardless of significance, land tenure and whether or not they are recorded in the NPWS Sites Register. It is an offence to knowingly damage, deface, cause or permit the destruction of an Aboriginal relic or place without the prior written consent of the director general of NPWS.

An archaeologist or Aboriginal consultant has not surveyed the subject lot. However, no Aboriginal heritage items or sites have been recorded at or near the subject site in the New South Wales Heritage Register (NSW Heritage Council, 2010). Refer to **Appendix B** for searches conducted utilising the Aboriginal Heritage Information Management System (AHIMS) for advice to this effect.

2.8 Services

The site is serviced with electricity and telephone (land line and mobile) services. Water is provided for domestic purposes to the dwelling with a 30,000L water tank collecting roof water. Three dams are also located on the site available for irrigation. Effluent disposal is to be disposed on site utilising a bioseptic system.

2.9 Access

The subject land has frontage to Botobolar Road, which is a sealed collector road along its southern boundary. An all weather farm access road has been constructed over the site with splayed entry at Botobolar Road, providing access to the dwelling at the north end of the site. The access was constructed in accordance with the plan submitted to Council for the dwelling, which was approved as a deferred commencement consent under DA 0292/2003, with the approved plan attached at **Appendix B**. Additional detail can be provided as required by Council.

3.0 PROPOSED DEVELOPMENT

3.1 General

This proposal seeks the Mid-Western Regional Council's support to amend Mid-Western Regional Local Environmental Plan 2012 to permit a dwelling on the subject site. The intention of the proposed amendment is to add an additional sub-clause to permit dwellings on land within the RU1 - Primary Production zone which was previously permitted under the Mudgee LEP 1998 subject to demonstrating capability of intensive agriculture on the land.

An alternative option to the amendment is also offered by way of amending LEP 2012 to identify the property for the purposes of permitting a dwelling in support of intensive agriculture on the property under Schedule 1 - Additional permitted uses. Significantly, both options require the establishment of intensive agriculture on the land in order to permit a dwelling, which is consistent with the objectives of the RU1 - Primary Production zone.

3.2 Amendment to LEP 2012

Option 1 - Insert additional subclause relating to intensive agriculture holdings > 20ha

Under *Clause 4.2A - Erection of dwelling houses and dual occupancies on land in certain zones* the LEP provides several "savings clauses" providing grounds for which a dwelling may be constructed on an undersized lot in zones including the RU1 - Primary Production zone.

Sub-clause 3(g) has relevance to the proposal whereby the land is:

(g) a lot on which a dwelling house would have been permissible under an environmental planning instrument prior to the making of Mudgee Local Environmental Plan 1998 and Merriwa Local Environmental Plan 1992, and in the case of land within Zone RU1 Primary Production, has an area of not less than 40 hectares.

Subclause 3(g) requires a minimum of 40ha however and the Council has advised that the proposed land at 28ha represents an excessive departure to this standard that is not supported. As a result an additional subclause "3(h)" is proposed to consider the circumstances of the proposal as follows:

(3) Development consent must not be granted for the erection of a dwelling house or dual occupancy on land in a zone to which this clause applies, and on which no dwelling house or dual occupancy has been erected, unless the land:

[Proposed subclause 3(h)]

(h) for a lot or holding within Zone RU1 Primary Production, on which a dwelling house in conjunction with intensive agriculture on the lot would have been permissible under an environmental planning instrument prior to the making of Mid Western Regional Interim Local Environmental Plan 2008 and has an area of not less than 20 hectares.

Note. *The owner in whose ownership all the land is at the time the application is lodged needs to be the same person as the owner in whose ownership all the land was on the date when Mid Western Regional Interim Local Environmental Plan 2008 was made.*

Proposed subclause 3(h) applies to land zoned RU1 Primary Production of at least 20ha which is, or is proposed to be used for intensive agriculture purposes in order to permit a dwelling on the land. The 'Note' clarifies that it applies to only those landowners who owned such land prior to the gazettal of LEP 2008 whereupon the potential for a dwelling entitlement was removed.

In considering the consequences of these proposed provisions, significantly they existed under the Mudgee LEP 1998, with reference to Clause 20(3)(a)(ii) and Clause 12(6) of that LEP, which enabled the deferred commencement consent to be granted under the now lapsed DA 0292/2003. Noting that proposed subclause 3(h) may create potential dwelling entitlements for numerous rural landowners with holdings of more than 20ha, it does not create a default entitlement to a dwelling being established on such land. As such it requires a merit case from the landowner / applicant demonstrating that the land is capable of supporting intensive agriculture, which would serve to limit the number of landowners able to do so.

Further, by way of requiring a Development Application for a dwelling in such circumstances, subclause (3) requires that *consent must not be granted for the erection of a dwelling house*, unless the land satisfies the proposed terms of sub-clause 3(h). Consequently it is considered that the unintended consequences of proposed sub-clause 3(h) are limited to a satisfactory level, and would not result in an expanse of unplanned rural housing on undersized lots.

Option 2 - Insert additional land use for site under Schedule 1 - Additional permitted uses

Schedule 1 of the LEP is provided to enable Council to permit specific uses on specific parcels of land where the zoning and / or minimum lot size controls for the land otherwise prohibit the specified use. Unlike Option 2, no other land which does not benefit from a dwelling entitlement would benefit from such an amendment. Should Council resolve to support this option, it is suggested that the LEP would be amended as follows:

Schedule 1 Additional permitted uses

Column 1	Column 2
Land	Permitted use
Lots 28 & 29 DP755414	dwelling-house in association with intensive plant agriculture and consolidation of the two lots

This approach would permit a dwelling to be established over the two lots subject to the land being consolidated and established for intensive plant agriculture (as defined in the LEP Dictionary), noting the applicant's proposal for planting olive groves.

Comparison of Options 1 and 2

Option 1 applies to rural holdings greater in area than 20ha where intensive plant agriculture is established or proposed, subject to the holding being held in the same ownership since prior to the making of LEP 2008, when the dwelling entitlement was removed for such land. Option 2 would apply only to the subject land however in this regard may be viewed as exclusively benefiting that land. Consequently **Option 1** is considered more fair and reasonable, whilst having limited unintended consequences given its limited application with ownership requirements, and is therefore the preferred Option.

4.0 STRATEGIC CONTEXT

The rationale for supporting the proposed amendment to the LEP is addressed through consideration of Council's key planning strategies and instruments, along with relevant State Environmental Planning Policies and Directions of the Minister.

The following is a brief summary of local government planning strategies and instruments which are relevant to future planning of the site:

4.1 Mid-Western Regional Comprehensive Land Use Strategy

The Mid-Western Regional Comprehensive Land Use Strategy ("the Strategy") dated October 2009 provides "*a basis for identifying options...to meet long term urban and rural growth needs... and provide direction for targeted growth in specific areas.*"

The Strategy commenced preparation in 2007 by Parsons Brinkerhoff consultants for Council, and was adopted in 2009. Relevant sections of the Strategy are addressed as follows:

Section 2.1: Rural Land contains *a set of development principles upon which to build a Strategy for the rural lands.* Of particular relevance to the subject land is the principle:

- *Retain the ability to seek development approval for a dwelling on lots that have been created by Council for that purpose.*

In considering this principle, Council's deferred commencement consent under the now lapsed DA 0292/2003 granted consent to a dwelling subject to subdivision (consolidation) of the land into one lot of 28ha.

In considering the other principles for Rural Land as stated in Section 2.1, the proposal does not result in fragmentation of agricultural land nor give rise to land use conflict, nor is it considered to be inconsistent with any of the principles for rural land. As such the proposal relies upon the establishment of an intensive agricultural enterprise on the land, with an olive grove proposed in this regard to enable a dwelling on the land.

Section 2.3 Protection of the environment and natural resources identifies development constraints of relevance to the site. Those of particular relevance to the site are identified including *environmentally sensitive areas, rivers and creek lines, and groundwater / surface water management.* In relation to the existing building proposed for use as a dwelling, this is located approximately 75m from Stoney Creek which forms its northern boundary.

The future planting of an olive grove is identified within a cleared portion of the site between the proposed dwelling and Botobolar Road. The proposed dwelling has a 30KL water tank and the owner will apply for a new bore license for irrigation purposes subject to the Planning Proposal being supported. No physical constraints are identified under the Strategy to the proposed dwelling and olive groves on the land.

Section 2.6 Infrastructure Services identifies required services. The site benefits from sealed road access, electricity, telephone (land and mobile) and school bus services. Water is sourced on site and effluent disposal will be on site subject to the recommendations of a geotechnical assessment, which shall be prepared for a future DA for the dwelling.

Section 4.3.2 Irrigated Agriculture identifies several principles of relevance to the proposed olive grove on the site, which is an activity that is compatible with other agriculture in the locality. With consolidation of the land this prevents fragmentation of the land, and whilst the minimum lot size has increased to 100ha under LEP 2012, it is noted that the Strategy commenced preparation in 2007, prior to the making of the Interim LEP 2008 whereupon the potential for a dwelling entitlement was ultimately removed.

Section 4.7 Subdivision and dwelling entitlements specifically considers the circumstances of the proposal whereby:

All existing "dwelling entitlements" as recognised in the Mid-Western Interim Local Environmental Plan 2008, Rylstone Local Environmental Plan 1996 and the Merriwa Local Environmental Plan 1992 will be retained. It is also proposed to retain the current provision in the Interim Local Environmental Plan 2008 which makes it clear that lawfully created allotments on which a dwelling house could have been erected will retain that entitlement.

Noting that the deferred commencement consent DA 0292/2003 granted consent to a dwelling subject to subdivision (consolidation) of the land into one lot of 28ha, this provided a *lawfully created allotment* notwithstanding that the applicant did not carry out the necessary procedure to consolidate the land as approved.

In summary then, a review of the Strategy identifies that the Planning Proposal is not inconsistent with any of the relevant principles of the Strategy that relate to rural development.

4.2 Mid-Western Regional Local Environmental Plan 2012

The general aims of the LEP as set out under Clause 1.2 support the Planning Proposal in that a dwelling on the subject land will support the ongoing agricultural use of the land and proposed olive groves as intensive plant agriculture.

Consideration of the objectives for the RU1 zone as provided below indicate that use of the building on the land as a dwelling in support of agriculture on the land may be carried out in an orderly manner without adversely impacting on the surrounds.

- *To encourage sustainable primary industry production by maintaining and enhancing the natural resource base.*
- *To encourage diversity in primary industry enterprises and systems appropriate for the area.*
- *To minimise the fragmentation and alienation of resource lands.*
- *To minimise conflict between land uses within this zone and land uses within adjoining zones.*
- *To maintain the visual amenity and landscape quality of Mid-Western Regional by preserving the area's open rural landscapes and environmental and cultural heritage values.*
- *To promote the unique rural character of Mid-Western Regional and facilitate a variety of tourist land uses.*

Comment - The Planning Proposal supports ongoing agriculture on the land including a proposed olive grove as intensive plant agriculture. The use of the building as a dwelling will support the use of the land whilst not giving rise to any land use conflict with surrounding rural properties and their respective agricultural uses. The proposal also requires the consolidation of the two existing lots thereby preventing any fragmentation of the land in the future, and assisting to preserve the rural landscape by limiting future development opportunities.

LEP Clause 4.2A - Erection of dwelling houses and dual occupancies on land in certain zones sets several 'savings provisions' relating to housing in rural areas including the RU1 Primary Production zone, being the zoning of the subject land and the predominant zoning of its rural surrounds. As explained under Section 3.2 of this report, an amendment to Clause 4.2A is proposed so as to insert an additional savings clause providing grounds for which a dwelling may be constructed on an undersized lot in the RU1 - Primary Production zone.

Clause 6.5 Terrestrial biodiversity

The LEP Map for Biodiversity Sensitivity identifies two corridors of high biodiversity traversing the northern boundary of the site along Stoney Creek and through the northern portion of the site. An analysis of these against aerial imagery indicate they accord with two corridors of established trees, with the southern corridor more sparse. Given the Planning Proposal does not seek any fundamental change of use that would give rise to any clearing or development, it is considered that the proposed olive groves will not have any effect on the biodiversity significance identified on the site.

4.3 State Environmental Planning Policy (Rural Lands) 2008

The Rural Lands SEPP sets rural planning principles and rural subdivision principles which require consideration under this Planning Proposal, as follows:

Cl. 7 Rural planning principles

- (a) the promotion and protection of opportunities for current and potential productive and sustainable economic activities in rural areas,*
- (b) recognition of the importance of rural lands and agriculture and the changing nature of agriculture and of trends, demands and issues in agriculture in the area, region or State,*
- (c) recognition of the significance of rural land uses to the State and rural communities, including the social and economic benefits of rural land use and development,*
- (d) in planning for rural lands, to balance the social, economic and environmental interests of the community,*
- (e) the identification and protection of natural resources, having regard to maintaining biodiversity, the protection of native vegetation, the importance of water resources and avoiding constrained land,*
- (f) the provision of opportunities for rural lifestyle, settlement and housing that contribute to the social and economic welfare of rural communities,*
- (g) the consideration of impacts on services and infrastructure and appropriate location when providing for rural housing,*
- (h) ensuring consistency with any applicable regional strategy of the Department of Planning or any applicable local strategy endorsed by the Director-General.*

Comment - In response to these planning principles, the land will remain zoned RU1 - Primary Production and is considered to satisfy the objectives of the zone. The proposed use of the land for a dwelling is in conjunction with proposed olive groves that will contribute to regional produce while potentially generating employment opportunities in the local community. No clearing of native vegetation is required, while residential occupation of the land will be consistent with the rural settlement pattern of the surrounds without generating excessive demand on community infrastructure and services.

CI.8 Rural Subdivision Principles

- (a) the minimisation of rural land fragmentation,*
- (b) the minimisation of rural land use conflicts, particularly between residential land uses and other rural land uses,*
- (c) the consideration of the nature of existing agricultural holdings and the existing and planned future supply of rural residential land when considering lot sizes for rural lands,*
- (d) the consideration of the natural and physical constraints and opportunities of land,*
- (e) ensuring that planning for dwelling opportunities takes account of those constraints.*

Comment - In response to these subdivision principles, the proposal technically involves 'subdivision' however only insofar as requiring consolidation of the two existing lots into a single lot, thereby effectively reversing existing small lot fragmentation. The proposed use as a dwelling in conjunction with intensive plant agriculture on the land, which is predominantly cleared and recognised as providing an opportunity for olive groves.

CI.9 Rural subdivision for agricultural purposes

- (1) The objective of this clause is to provide flexibility in the application of standards for subdivision in rural zones to allow land owners a greater chance to achieve the objectives for development in the relevant zone.*
- (2) Land in a rural zone may, with consent, be subdivided for the purpose of primary production to create a lot of a size that is less than the minimum size otherwise permitted for that land.*
- (3) However, such a lot cannot be created if an existing dwelling would, as the result of the subdivision, be situated on the lot.*
- (4) A dwelling cannot be erected on such a lot.*
- (5) [State Environmental Planning Policy No 1—Development Standards](#) does not apply to a development standard under this clause.*

Comment - In response to these subdivision principles, as stated above the proposal is rather a consolidation of the two existing lots into a single lot, rather than a subdivision of the land. As no additional lot is created under the proposal it is submitted that it does represent 'subdivision' as contemplated under this clause, therefore this clause does not apply.

4.4 Section 117 Directions

Pursuant to Section 117(2) of the *Environmental Planning and Assessment Act, 1979*, any relevant planning direction issued by the Minister must be followed by Council upon determining to prepare a new Local Environmental Plan (LEP) or an amendment to its LEP as initiated by a Planning Proposal.

The directions that are relevant to the proposal are identified as follows:

- Direction 1.2 - Rural Zones
- Direction 1.5 - Rural Lands

4.4.1 Direction 1.2 - Rural Zones

Consideration is given to this direction whereby the proposal seeks an amendment to LEP 2012 to enable a dwelling on rural holdings greater in area than 20ha and used for intensive agricultural purposes. The amendment will apply only to those landowners who owned such land prior to the gazettal of LEP 2008 whereupon the potential for a dwelling entitlement was removed.

As stated, the objective of this direction is *to protect the agricultural production value of rural land*. In the circumstances of this Planning Proposal, the site is currently used for agricultural purposes, and is proposed for intensive plant agriculture in the form of an olive grove. Furthermore the land will be consolidated into one lot which is favourable towards the agricultural production value of the land. Whilst the site and surrounds are not specifically identified for potential rezoning under the Council's Strategy to permit a reduction in the minimum lot size, as discussed in Section 4.1 of this report, the proposal is not considered to be inconsistent with any relevant principles of the Strategy.

4.4.2 Direction 1.5 - Rural Lands

Consideration is given to this direction which applies where *a planning proposal affects land within an existing rural zone*, and where the proposal *changes the existing minimum lot size on land within a rural zone*.

The direction requires the proposal to be consistent with the rural planning and subdivision principles listed in *State Environmental Planning Policy (Rural Lands) 2008*. As discussed under Section 4.3 of this report, the proposal is considered to be consistent with the relevant objectives and provisions of the Rural Lands SEPP.

5.0 CONCLUSION

This Planning Proposal has been prepared to seek an amendment to Mid-Western Regional Local Environmental Plan 2012 to enable a dwelling on land zoned RU1 - Primary Production where the holding is at least 20ha and supports intensive agriculture.

Two options are provided as explained in Section 3.2 of this report. Option 1 may apply to several rural landowners, while Option 2 would apply only to the applicant's land. Option 1 which seeks an additional savings clause is recommended, applying to rural holdings greater in area than 20ha where intensive plant agriculture is established or proposed. It is also subject to the holding being held in the same ownership since prior to the making of LEP 2008, when the dwelling entitlement was removed for such land. As a result it has limited unintended consequences given its limited application with ownership requirements. On this basis Option 1 is considered the more fair and reasonable Option and is therefore the preferred Option.

The proposal is generally consistent with the objectives of the zone and the relevant principles of the Mid-Western Regional Comprehensive Land Use Strategy. The proposal is also generally consistent with the Rural Lands SEPP, and relevant S.117 Directions of The Minister.

The site presents few physical constraints to the proposed dwelling and intensive agriculture. It would result in:

- Development that is consistent with the pattern of rural development in the locality;
- Development that would be compatible with adjoining and adjacent landuses;
- Development that shall support an intensive agriculture enterprise;
- Consolidation of the two existing lots thereby preventing (and in fact reversing) existing fragmentation of rural land in the locality.
- Opportunity for owners of land zoned RU1 - Primary Production to apply for a dwelling entitlement where their holding is at least 20ha, supports intensive agriculture and remains in the same ownership since prior to making of Mid-Western Interim LEP 2008, which relinquished dwelling entitlements for such land.

Council is encouraged to support the Planning Proposal and take all necessary steps to amend the Mid-Western Regional Local Environmental Plan 2012, enabling the existing building on the site to be approved as a dwelling subject to establishment of intensive agriculture on the land. Whilst the proposal will affect more than one landowner, the opportunity to obtain a dwelling entitlement under the proposal is limited to landowners that previously benefited from such an entitlement, and is subject to development consent.

We would be happy to meet with Council representatives to discuss this matter further and should Council require any further information please contact the author of this report at our Mudgee office.

Appendix A

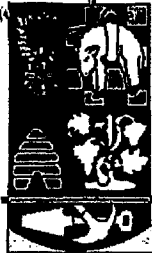


*Aerial view of site
and surrounds*



Appendix B

Deferred commencement consent and approved plan



MUDGEE SHIRE COUNCIL

Emma Yule:sp:P1197361 (Newson Elvin)

8 April 2003

Mr R Newson & Ms J Elvin
295 Pipeclay Lane
MUDGEE NSW 2850

Dear Mr Newson & Ms Elvin

**DEVELOPMENT APPLICATION 0292/2003 – CONSOLIDATION OF LOTS FOR
INTENSIVE AGRICULTURAL PURPOSES- LOT 28 & 29 DP 755414, BOTOBOLAR
ROAD MUDGEE**

I am pleased to advise that your application has been approved by Council.

Attached is Council's formal development consent No. 0292/2003 which is a deferred commencement. It is necessary to comply with the deferred commencement condition prior to commencing use of the site.

It is important that you read the consent and understand the requirements of any conditions imposed. Certain requirements may need to be satisfied prior to proceeding with the development.

The consent is a legal document and should be kept for your future reference as the development proceeds. It should be noted that commencement of the development implies your acceptance of the conditions of consent.

Should you have any query regarding the consent or associated conditions, do not hesitate to contact myself or the appropriate Council officer.

Yours faithfully

**CATHERINE VAN LAEREN
SENIOR PLANNER / TEAM LEADER**



MUDGEE SHIRE COUNCIL

Notice of Determination of a Development Application - Deferred Commencement

Issued under the *Environmental Planning and Assessment Act 1979* Section 80(3)

Our Ref: Emma Yule:sp:P1197361	DA No: DA0292/2003
Applicant: Mr R Newson & Ms J Elvin 295 Pipeclay Lane MUDGEE NSW 2850	Land to be Developed: Lot 28 & 29 DP 755414 Botobolar Road MUDGEE
Proposed Development: Consolidation of lots for intensive agricultural purposes	Building Code of Australia Classification:
Date of Determination: 8 April 2003	
Determination:	CONSENT GRANTED subject to conditions set out below
Consent to operate from: 8 April 2003	Consent to lapse on: 8 April 2008

Conditions:

DEFERRED COMMENCEMENT CONDITION

- A. The applicant shall demonstrate the proposed dwelling site complies with the provisions of Council's adopted Mudgee Floodplain Management Plan.

*Darren Scott
inspection
notes*

APPROVED PLANS

- Development is to be carried out generally in accordance with the approved plans drawn by Preferred Design and Drafting, dwg 1, project no 149.02 and as described in the Marketing Plan prepared by the applicants except as varied by the conditions listed herein. Any minor modification to the approved plans will require the lodgement and consideration by Council of amended plans. Major modifications will require the lodgement of a new development application.
- A linen plan and nine (9) copies are to be submitted to Council for approval and endorsement by the General Manager.
- In accordance with the provisions of Section 94(1)(b) of the *Environmental Planning and Assessment Act 1979* and the Mudgee Shire Council Section 94 Contribution Plan, a contribution shall be paid to Council in accordance with this condition for the purpose of:

(a) Transport Improvements	\$716.30
(c) Community Facilities	\$611
(d) Community Services	\$253

(e) Open Space Purchase	\$390
(f) Open Space Improvement	\$390
TOTAL PAYABLE	\$2360.30

4. If the *Subdivision Certificate* is not issued, for any reason whatsoever, within twelve (12) months of the date of determination, then the charges and contributions contained in this consent, may be increased to the current rate at the time of payment.
5. Prior to the issue of a *Subdivision Certificate*:
 - (a) all contributions must be paid to Council and all works required by the consent be completed in accordance with the consent, or
 - (b) an agreement be made between the developer and Council;
 - (i) as to the security to be given to Council that the works will be completed or the contribution paid, and
 - (ii) as to when the work will be completed or the contribution paid.
6. Vehicular entrance to be provided to the lot at the full cost of the developer, as follows:
 - (i) a gate or stock grid set back a minimum distance of ten (10) metres from the boundary of the land with the public road.
 - (ii) a minimum 3.0 metre wide gravel footway crossing, extending from the edge of the public road to the entrance gate or stock grid,
 - (iii) a minimum 150mm thick 3.0 metre wide concrete dish drain or 375mm diameter reinforced concrete pipe culvert with headwalls, aligned with the table drain in the public road,

All works are to be completed prior to the issue of the subdivision certificate, in accordance with Aus-Spec #1, as modified by Mudgee Shire Council.
7. Effective and appropriate sediment and erosion control facilities must be installed during the initial stages of construction and maintained throughout the construction period. These works must be designed and installed in accordance with Department of Land and Water Conservation standards.
8. If any aboriginal artefacts are uncovered or identified during construction earthworks, such work is to cease immediately and the local aboriginal community and National Parks and Wildlife Service are to be notified.
9. Prior to issue of the *Subdivision Certificate*, Council is to be supplied with:
 - (a) A certificate from Country Energy indicating that satisfactory arrangements have been made for the provision of an underground electricity supply and street lighting to the subdivision.
 - (b) A *Pre-Provisioning Confirmation Document* from Telstra indicating that satisfactory arrangements have been made for the provision of telephone services to the subdivision.
10. A *Restriction as to user* shall be created pursuant to Sect. 88 of the Conveyancing Act over the proposed lot that states no dwelling shall be erected on the allotment unless it is ancillary to the use of the land for the purposes of intensive agriculture as

defined by Mudgee LEP 1998. The Sect. 88 instrument shall be created at full cost to the developer and submitted to Council for approval prior to the release of the Subdivision Certificate.

11. A *Restriction as to user* shall be created pursuant to Sect. 88 of the Conveyancing Act over the proposed lot that enforces the building zone as shown on the approved plan. The Sect. 88 instrument shall be created at full cost to the developer and submitted to Council for approval prior to the release of the Subdivision Certificate.

Other Approvals: (*List Local Government Act 1993 approvals granted under s78A(5) and general terms of other approvals integrated as part of the consent*).

Not applicable

Advisory Notes

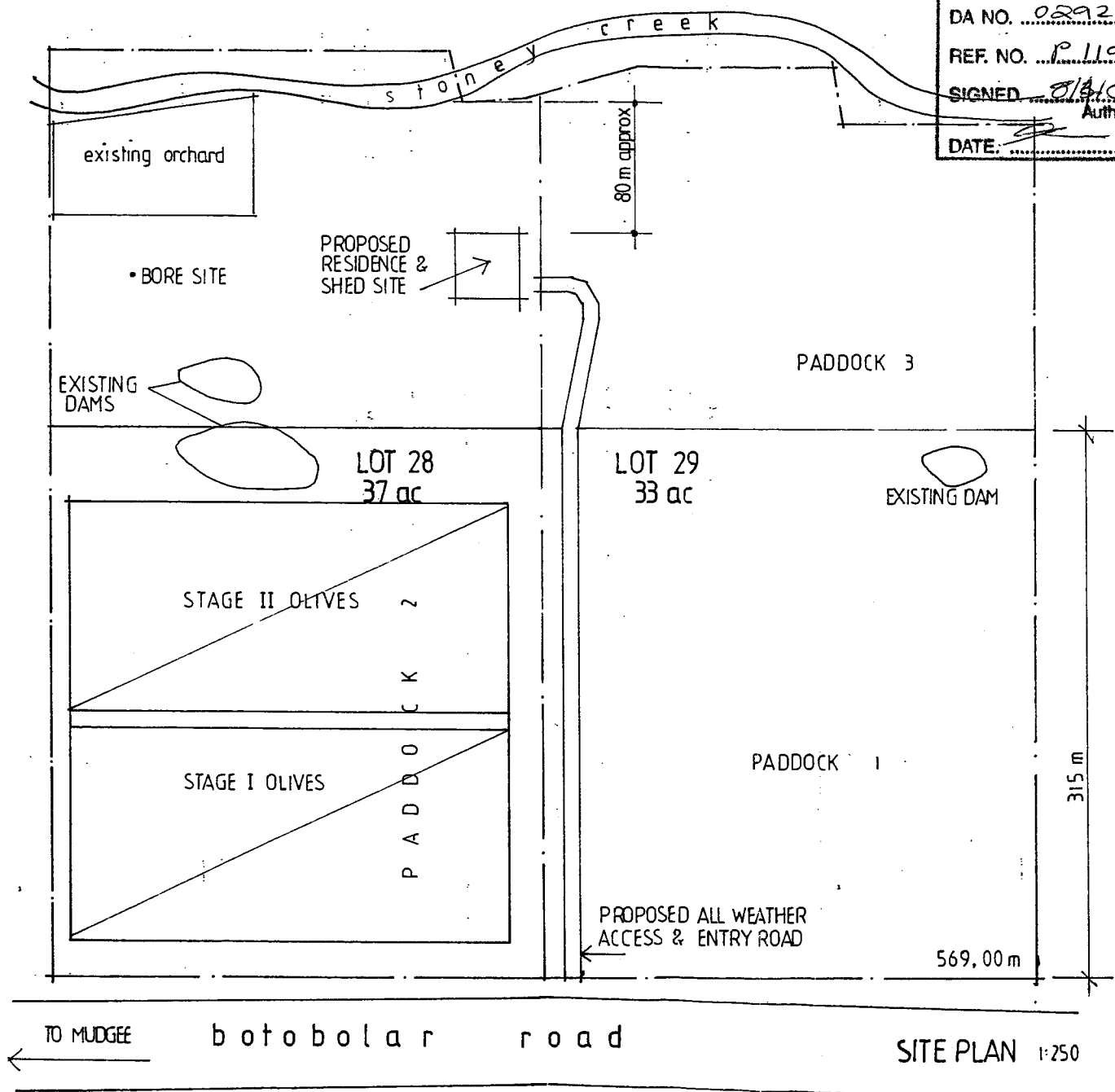
- 1 If dams are to be considered for capture of surface run off (Harvetable Right) in addition to the proposed bore for water supply, DLWC should be contacted before any new dams are constructed. In this respect any new dams are to be installed with reference to the NSW Farm Dams Policy.
- 2 The land upon which the subject building is to be constructed may be affected by restrictive covenants. This approval is issued without enquiry by Council as to whether any restrictive covenant affecting the land would be breached by the construction of the building, the subject of this approval. Persons to whom this approval is issued must rely on their own enquiries as to whether or not the building breaches any such covenant.
- 3 If you are dissatisfied with this decision section 97 of the Environmental Planning and Assessment Act 1979 gives you the right to appeal to the Land and Environment Court within 12 months after the date on which you receive this notice.
- 4 To ascertain the date upon which the consent becomes effective, refer to Section 83 of the Act.
- 5 To ascertain the extent to which the consent is liable to lapse, refer to Section 95 of the Act.

Signed on behalf of Mudgee Shire Council by:



**CATHERINE VAN LAEREN
SENIOR PLANNER/TEAM LEADER**

MUDGEE SHIRE COUNCIL
 APPROVED PLAN
 DA NO. 0292 / 2003
 REF. NO. P.119.7361
 SIGNED: *[Signature]*
 Authorised person
 DATE: *[Signature]*



A	3-12-02	APPLICATION FOR DEVELOPMENT.
ISSUE	DATE	DESCRIPTION
This drawing is subject to copyright and must not be reproduced or used without written permission of Preferred Design & Drafting		
STRUCTURAL ENGINEER:		

CLIENT:
 MR R NEWSON & MS J ELVIN
 295 PIPECLAY LANE
 MUDGEE

PROJECT:
 PROPOSED OLIVE GROVE
 INTENSIVE AG. DEVELOPMENT
 & RESIDENCE

SITE ADDRESS:
 LOTS 28 & 29 BOTOBOLAR RD
 BOTOBOLAR

SHEET DESCRIPTION:
 SITE PLAN

SITE AREA:
 D.P.

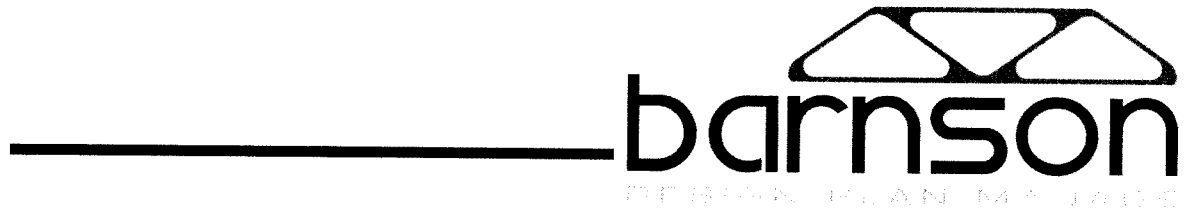


PREFERRED DESIGN & DRAFTING

30 LEWIS STREET
 MUDGEE NSW 2850
 PH: 02 63 724397 FAX: 02 63 726855
 MOBILE: 0429 600 160
 EMAIL: pdesign@hwy.com.au

DRAWN MP	DATE
SCALE 1:250	3-12-02
DRAWING NO: 1	PROJECT NO: 149-02
ISSUE	
A	

SITE PLAN 1:250



Appendix C

AHIMS search results - *Lots 28 & 29 DP 755415*



AHIMS Web Services (AWS) Search Result

Your Ref Number : Newson

Client Service ID : 114256

Ben Rourke
4 / 108-110 Market St
MUDGEE New South Wales 2850
Attention: Ben Rourke
Email: brourke@barnson.com.au

Date: 15 October 2013

Dear Sir or Madam:

AHIMS Web Service search for the following area at Lot : 28, DP:DP755414 with a Buffer of 200 meters, conducted by Ben Rourke on 15 October 2013.

The context area of your search is shown in the map below. Please note that the map does not accurately display the exact boundaries of the search as defined in the paragraph above. The map is to be used for general reference purposes only.



A search of the Office of the Environment and Heritage AHIMS Web Services (Aboriginal Heritage Information Management System) has shown that:

0 Aboriginal sites are recorded in or near the above location.
0 Aboriginal places have been declared in or near the above location.*

Ben Rourke
4 / 108-110 Market St
MUDGEE New South Wales 2850
Attention: Ben Rourke
Email: brourke@barnson.com.au

Date: 15 October 2013

Dear Sir or Madam:

AHIMS Web Service search for the following area at Lot : 29, DP:DP755414 with a Buffer of 200 meters, conducted by Ben Rourke on 15 October 2013.

The context area of your search is shown in the map below. Please note that the map does not accurately display the exact boundaries of the search as defined in the paragraph above. The map is to be used for general reference purposes only.



A search of the Office of the Environment and Heritage AHIMS Web Services (Aboriginal Heritage Information Management System) has shown that:

0	Aboriginal sites are recorded in or near the above location.
---	--

0	Aboriginal places have been declared in or near the above location. *
---	---



20 NOVEMBER 2013

ATTACHMENT

6.2.16

Mudgee Region Tourism Inc
Quarterly Report Sep 2013





Mudgee Region Tourism Inc.

**September 2013
Quarterly Report
for
Mid-Western Regional
Council**

MRTI September 2013

Quarterly Report

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Introduction

Mudgee Region Tourism Inc (MRTI) tables this report to the Mid Western Regional Council (MWRC) as a requirement of the contract between MWRC and MRTI, an agreement subject to the following key performance indicators –

- i) Monitor key indicators that measure tourist numbers to the LGA including the number of visitors attending each visitor centre, where they are from and how they have heard about the LGA and conduct an annual targeted campaign for participation in surveys about visitor experience in the Region
- ii) Provide all tourism related businesses in the Region, whether a member of MRTI or not, with the opportunity to have a free website listing
- iii) Attend and promote the Region at a minimum of 4 events per year held outside the Region to increase the number of domestic tourists to the Region (at least 2 events to be held in new target markets)
- iv) Ensure monthly marketing communication with subscriber database
- v) Promote tourism-related Council events in MRTI marketing material without normal membership limitations, where the event benefits the Region. The events promoted will be decided by the CEO of MRTI and the Council Events Coordinator or Economic Development Officer
- vi) Ensure at least 15% of MRTI produced press releases for the Region's media coverage (achieved through PR activity) represents tourism businesses and attractions in Kandos, Rylstone and Gulgong
- vii) Ensure at least 2-3 different or new tourism businesses or attractions are pitched to media outside the Region each quarter
- viii) Ensure all major events in the Region presented to MRTI are featured in What's On and Events Calendar
- ix) Develop an annual marketing plan which provides the specific details of all marketing and promotional activities that will be undertaken on a monthly basis to actively promote the Region as a tourism destination and provide opportunity for Council's input

Executive Summary

Financial Summary

The Treasurers report demonstrates the trading result for the financial quarter ended 30 September 2013. The overall result of actual to budget is a profit of \$56,473.00. See the Treasurers report for details.

Membership Summary

The current membership is 305 and as compared to 323 the same quarter in 2012.

Membership of MRTI has decreased 6% on the same quarter in 2012. A membership drive has taken place, with MRTI holding business events and training for members and non-members in Gulgong and Mudgee. The new tiered membership system has seen an increase in membership revenue and added weight to all our communication channels – the visitor guide, App and website. An analysis of member types is as follows: Winery/cellar doors ↑27%, Touring & Transport ↓25%, Attractions ↓76%, Restaurants & Cafes ↑3%, Local Business/Other ↓12% and Accommodation ↓3%.

Please note we changed the categorisation for membership and this could affect the percentage comparison.

Gulgong Visitor Information Outlet – The Gulgong Visitor Information Centre continues to operate out of The Shanty however, with approval from the Mid Western Regional Council, the Gulgong RSL Club is now sub-contracted to run the operation with MRTI offering staff training support, information materials and a quarterly payment towards weekend staff. This will reduce MRTI's staffing costs and given Gulgong ownership of their visitor information centre while still offering a professional service. The sub-contractual agreement commenced from July 1.

Membership packages – The restructured membership, offering tiered packages, was rolled out as part of the 2013/14 membership. The aim of packages is to encourage more members to take up the offer of advertisements in the visitor guide, the App and the website. Membership remained similar to previous years but the packaging increased income by 25%. A total of 219 members (70%) took up the package deals.

Staff Famils – MRTI staff famils have been reduced in the lead up to the new financial year when the membership structure and famils will be designed to ensure all Platinum, Gold and Silver members receive the opportunity to either visit MRTI to explain their product or have one of the MRTI staff visit and then brief the rest of the staff on the business. At least two businesses will be visited per week by staff while the CEO will endeavour to visit as many of the basic members as possible who don't receive a famil as part of a package. Staff famils from July to September included wineries - Burnbrae Wines, Blacklea Wines, Logan Wines, Lowe Wines, Mansfield Wines, accommodation - 52 Lewis Street, 10 Lawson Street, Putta Bucca B&B, Centennial Hotel Gulgong, Church and Harrowfield, Colonial Court Villas, Courthouse Hotel, Cudgegong Valley Motel, Hangar House, Kurrara Cottages, Ningana Motel, Wanderlight Motel, attractions – Mudgee Honey Haven, Ripe.

Marketing & Promotions Summary

During the July to September quarter 2013 the main PR focus was the Mudgee Wine and Food Fair, Balmoral. More than 50 RSVPs were received to attend the VIP and the event resulted in journalist famils to promote the Wine and Food Festival and the Mudgee Region. Klick Communications presented MRTI's PR plan in September with the main target audience to be social seekers, concentrating on the 25 – 35 year old market and the young at heart. Social media is the main focus of the plan with the visiting journalist program targeting younger journalists and bloggers.

MRTI continues to implement the visiting friends and relatives campaign titled My Mudgee Region with social media, traditional media and competitions the main tools to engage with locals and their friends and family. The Destination NSW funded Make Your Next Trip Mudgee Region campaign, focusing on nearby regional centres, is close to completion with expos attended and TV advertising aired in the Hunter Valley and Tamworth. Future expos are the Dubbo Dream Festival in October and Bathurst's Biggest Expo in November.

Social Media

Since this time last year the use of social media has increased from Facebook, Twitter, a blog, You Tube channel, and Trip Advisor to also include Instagram and Pinterest which continue to increase and build interaction with our customers.

Facebook - 1486 likes as of July 31 increased to 1574 likes as of September 30. An increase of 88 likes.

Twitter – followers increased from 510 on July 31 to 557 on September 30. An increase of 47 followers.

Pinterest - 105 followers on July 31 to 115 on September 30. An increase of ten followers.

Mobile Phone App – analytics July to September 2013

With the introduction of packaged membership, the members listed on the App have increased from 51 in July 2012 to 178 in July 2013

Statistics Summary

Visitation to the region's visitor centers shows an increase of 22% on the same quarter in 2012 for Mudjee and an increase of 13% for Gulgong.

Key Performance Indicators met September 2013 Quarter:

During this quarter MRTI met the following obligations to Mid-Western Regional Council to provide Visitor Information Services as detailed in **Section 5** of the agreement dated 25 July 2013 between Mid-Western Regional Council and Mudgee Region Tourism Inc. These are outlined below:

- i) *Monitor key indicators that measure tourist numbers to the LGA including the number of visitors attending each visitor centre, where they are from and how they have heard about the LGA and conduct an annual targeted campaign for participation in surveys about visitor experience in the Region.*

KPI completed. MRTI continually collects postcode data and survey information from visitors to the region through the Mudgee Visitor Information Centre, and potential visitors and at events MRTI planned to conduct a survey at the Flavours of Mudgee event but was instructed not to by MWRC. See statistics report.

Date	Size	Location	Survey Questions Attached	Survey Results Attached
Aug 2013	254	Mudgee Wine & Food Fair, Balmoral	Yes	Yes
July - Sept 2013	9149	AVIC stats – postcode only	No	Yes

- ii) *Provide all tourism related businesses in the Region, whether a member of MRTI or not, with the opportunity to have a free website listing.*

KPI completed. A directory listing form is available at the Mudgee Visitor Information Centre or via email. No businesses have requested a listing in this quarter.

- iii) *Attend and promote the Region at a minimum of 4 events per year held outside the Region to increase the number of domestic tourists to the Region (at least 2 events to be held in new target markets).*

KPI completed. MRTI attended the Mudgee Wine and Food Fair in Balmoral in this quarter and are booked to attend the Dubbo Dream Festival, Bathurst's Biggest Expo, and Mudgee Wine and Food at Pymont Festival.

Date	Event	Description of Activities	Existing Target Market	New Target Market	How this will lead to increase in tourism to LGA?
Aug 2013	Balmoral Wine & Food Fair	Hosted VIP tent Pop up VIC	Yes	Yes	Increased visitation from Northern Suburbs market

- iv) *Ensure monthly marketing communication with subscriber database.*

Ongoing. See a list of newsletters at the end of this report.

Date	No. of Recipients	Key Messages	Newsletter Attached	Bosweb Report Attached
Jul 2013	7,772	<ul style="list-style-type: none"> ▪ Mudgee Wine & Food Fair @ Balmoral ▪ Wine & Food Festival ▪ Rylstone StreetFeast 	Yes	Yes
Aug 2013	7,517	<ul style="list-style-type: none"> ▪ Wine & Food Festival ▪ A Day on the Green 	Yes	Yes
Sept 2013	215	<ul style="list-style-type: none"> ▪ Back to Gulgong Weekend ▪ Mudgee Region Museums 	Yes	No

- v) *Promote tourism-related Council events in MRTI marketing material without normal membership limitations, where the event benefits the Region. The events promoted will be decided by the CEO of MRTI and the Council Events Coordinator or Economic Development Officer.*

Ongoing. Events promoted this quarter include the Flavours of Mudgee and Council sponsored events.

- vi) *Ensure at least 15% of MRTI produced press releases for the Region's media coverage (achieved through PR activity) represents tourism businesses and attractions in Kandos, Rylstone and Gulgong.*

Ongoing. See a copy of press releases at the end of this report.

Date	Story Featured	Area within LGA	Distributed To	Release Attached
Jul 2013	Turn the rural dream into real life at Mudgee Small Farm Field Days	Mudgee	State-wide print and online	Yes
Aug 2013	A feast that's streets ahead	Rylstone	National print and online	Yes
Aug 2013	Wine and food festival within spitting distance	All	National print and online	Yes
Aug 2013	Mudgee Region the envy of NSW	Mudgee/Gulgong	Local print	Yes
Sept 2013	Inglis proves good sport in Mudgee	Mudgee	Local print	Yes

- vii) *Ensure at least 2-3 different or new tourism businesses or attractions are pitched to media outside the Region each quarter.*

Ongoing. See a copy of visiting journalist itineraries at the end of this report.

Date	New Tourism Business/Attraction	Type of Media Outreach	Distributed To	Evidence Attached
Aug 2013	The Beauty Room	Journalist visit	Jessica Byrnes, Escape Travel	Yes
Aug 2013	The Church B&B @ Harrowfield	Journalist visit	Renata Gorton, Daily Telegraph	Yes
Sept 2013	Delumptious Cafe	Journalist visit	James Jeffery, The Australia	Yes

- viii) *Ensure all major events in the Region presented to MRTI are featured in What's On and Events Calendar.*

KPI completed. All major regional events presented to MRTI were featured in What's On and on the Events Calendar.

- ix) *Develop an annual marketing plan which provides the specific details of all marketing and promotional activities that will be undertaken on a monthly basis to actively promote the Region as a tourism destination and provide opportunity for Council's input.*

KPI completed. An updated marketing plan was presented to MWRC in February 2013.

Finance Report

Mudgee Regional Tourism Inc - Treasurer's Report

Treasurer's Report - Q1/ Sept 2013

1. Nature of Report

- a. This is the financial report for the First quarter of the MRTI 2014 financial year, given to Mid-Western Region Council (MWRC) under the reporting format as agreed under the contract executed between MWRC and MRTI.
- b. The report demonstrates the trading result for the financial quarter ended 30 September 2013

2. Accounting Conventions

- a. The attached P&L and Balance Sheet have been prepared directly from the MYOB General Ledger with no external intervention other than formatting.
- b. Accrual accounting is used under GAAP.
- c. The Budget for the year has been included for comparative purposes.

3. Overall Result

- a. The overall result of actual to budget is a profit of \$56,473.00

4. Trading Income

- a. Retail trading income indicates a \$3626 deficit to budget, cost of goods sold is \$3344 less than budgeted. Retail sales remain under review.

5. Total Income

Overall income indicates an excess to budget of \$3689 being 1.7% above the budget forecast for the period under review. Mainly attributed to an increase in membership fees.
Our gross profit is 3.5% above budget.

6. Overhead Expenses

- a. Overhead expenses are \$35,006 under budget and can be attributed to a timing issue in our regional marketing expenditure.
- b. The organisation continues to be under financial control.

7. Cash Funds

At the end of the first quarter the majority of the current assets is cash \$294,655

8. Balance Sheet

- a. A balance sheet is included as part of this report.
- b. Total assets are very strong. The major component in liabilities is the accrual of prepaid income.

9. Auditor

James Sullivan, from Lawrence, Bennett & Portelli will again act as auditor.

Mudgee Region Tourism

84 Market Street
MUDGEE NSW 2850

Profit & Loss [Budget Analysis]

July 2013 through September 2013

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	Selected Period	Budgeted	\$ Difference	% Difference
Income				
Retail Sales	\$23,129.86	\$26,756.62	-\$3,626.76	(13.6%)
Membership Income	\$78,020.80	\$69,165.28	\$8,855.52	12.8%
Grants	\$25,222.55	\$27,369.70	-\$2,147.15	(7.8%)
Booking Agency Fees	\$143.42	\$124.97	\$18.45	14.8%
MWRC Contract	\$90,000.00	\$90,000.00	\$0.00	0.0%
Other Income	\$129.05	\$37.50	\$91.55	244.1%
Interest Received	\$2,122.51	\$1,624.97	\$497.54	30.6%
Total Income	\$218,768.19	\$215,079.04	\$3,689.15	1.7%
Cost Of Sales				
COGS Retail	\$11,264.49	\$14,766.41	-\$3,501.92	(23.7%)
Till Shortage	\$157.20	\$0.00	\$157.20	NA
Total Cost Of Sales	\$11,421.69	\$14,766.41	-\$3,344.72	(22.7%)
Gross Profit	\$207,346.50	\$200,312.63	\$7,033.87	3.5%
Expenses				
Advertising	\$631.74	\$1,125.00	-\$493.26	(43.8%)
Audit Fees	\$1,999.98	\$1,999.97	\$0.01	0.0%
Bank Charges	\$195.63	\$124.97	\$70.66	56.5%
Bank Charges - Merchant	\$867.18	\$874.97	-\$7.79	(0.9%)
Cleaning	\$731.04	\$1,249.97	-\$518.93	(41.5%)
Computer Expenses	\$709.25	\$625.03	\$84.22	13.5%
Depreciation	\$3,150.12	\$2,500.03	\$650.09	26.0%
Electricity	\$623.55	\$625.00	-\$1.45	(0.2%)
Freight & Cartage	\$124.69	\$75.00	\$49.69	66.3%
Visitors Centre Costs	\$539.36	\$0.00	\$539.36	NA
Insurance	\$825.05	\$874.97	-\$49.92	(5.7%)
Insurance - Workers Comp	\$376.36	\$300.00	\$76.36	25.5%
Motor Vehicle Expenses	\$2,522.10	\$1,750.03	\$772.07	44.1%
Office Supplies	\$530.33	\$750.00	-\$219.67	(29.3%)
General Postage	\$517.21	\$199.97	\$317.24	158.6%
Member Expenses	\$1,540.91	\$1,114.94	\$425.97	38.2%
Printing & Stationery	\$330.25	\$750.00	-\$419.75	(56.0%)
Professional Fees	\$4,062.50	\$5,624.91	-\$1,562.41	(27.8%)
Rent Mudgee Visitors Centre	\$444.00	\$444.00	\$0.00	0.0%
Gulgong Visitors Centre	\$3,750.00	\$2,500.03	\$1,249.97	50.0%
Rylstone running costs	\$3,270.36	\$3,597.39	-\$327.03	(9.1%)
Repairs & Maintenance	\$0.00	\$250.03	-\$250.03	(100.0%)
Staff Amenities & Ent	\$249.57	\$499.97	-\$250.40	(50.1%)
Seminars & Training	\$0.00	\$499.97	-\$499.97	(100.0%)
Subscriptions & Memberships	\$4,412.28	\$4,226.25	\$186.03	4.4%
Sundry Expenses	\$400.98	\$774.94	-\$373.96	(48.3%)
Telephone, Fax & Internet	\$3,335.25	\$2,500.03	\$835.22	33.4%
Travel Expenses	\$303.86	\$250.03	\$53.83	21.5%
Website Expenses	\$243.89	\$250.03	-\$6.14	(2.5%)
Visitor Guide Exp	\$23,583.13	\$24,200.85	-\$617.72	(2.6%)
Wages and Salaries	\$68,146.26	\$67,821.54	\$324.72	0.5%
Regional Marketing Expenditure	\$22,456.24	\$57,500.04	-\$35,043.80	(60.9%)
Total Expenses	\$150,873.07	\$185,879.86	-\$35,006.79	(18.8%)
Operating Profit	\$56,473.43	\$14,432.77	\$42,040.66	291.3%
Other Income				
Other Expenses				
Net Profit/(Loss)	\$56,473.43	\$14,432.77	\$42,040.66	291.3%

Mudgee Region Tourism

84 Market Street
MUDGEE NSW 2850

Balance Sheet

As of September 2013

11/10/20
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Assets	
Current Assets	
Cash on Hand	\$294,655.79
Debtors	\$73,835.06
Stock on Hand	\$18,509.50
Prepayments	\$81,992.40
Total Current Assets	<u>\$468,992.75</u>
Non-Current Assets	
Motor Vehicle (Nett)	\$19,960.00
Office Furn & Equip (Nett)	\$11,096.08
Web update	\$6,878.00
Total Non-Current Assets	<u>\$37,934.08</u>
Total Assets	<u>\$506,926.83</u>
Liabilities	
Current Liabilities	
Trade Creditors	\$29,903.72
Accruals	\$33,275.49
GST Liabilities	-\$2,648.14
Payroll Liabilities	\$8,939.17
Prepaid Income	\$234,703.92
Ticket Sales	\$26,591.44
Total Current Liabilities	<u>\$330,765.60</u>
Total Liabilities	<u>\$330,765.60</u>
Net Assets	<u>\$176,161.23</u>
Equity	
Retained Earnings	\$119,687.81
Current Earnings	\$56,473.42
Total Equity	<u>\$176,161.23</u>

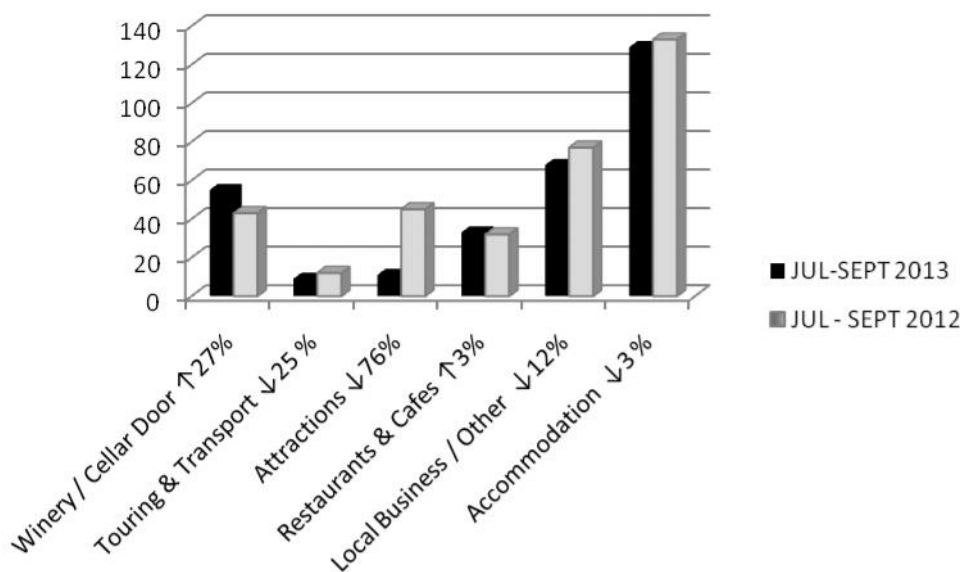
Membership Report

Membership

Membership at MRTI has decreased approximately 6% on the same quarter in 2012.



Analysis of member types can be seen in the chart below:



During the September 2013 quarter, MRTI completed the following for our members:

- Distributed weekly e newsletters to members
- Provided ongoing online services with bookings, merchandise sales and public relations
- Organised and delivered staff training sessions for social media marketing
- Advised and provided information to assist members in booking online visitor guide ads.
- Prepared and sent out a comprehensive prospectus to all members to secure membership for the next financial year.
- Updated and maintained our web site,
- Established a new tiered membership system
- Assisted in the provision of information in regard to major events in the Region.

Public Relations Report – July, August September 2013

Prepared by Klick Communications

Summary

Klick Communications began their contract with MRTI in July, conducting a famil of the region, hosting media at the Balmoral VIP tent, and conducting a media audit with key Sydney journalists and bloggers before presenting the PR plan to MRTI in September. Below is a report on the coverage which began in August.

August Coverage Log: MRTI

Date	Media Outlet	Headline	Circulation	AVE
4-Aug	Urban Society	Mudgee Wine & Food Festival Balmoral Beach 2013	20,000	\$1,250.00
5-Aug	Urban Society	Mudgee Wine and Food Fair @ Balmoral Beach	20,000	\$300.00
6-Aug	DeGroots Australia	Mudgee Wine & Food Fair @ Balmoral Beach	650,000	\$6,750.00
6-Aug	Mosman Events	Mudgee Wine and Food Fair	N/A	\$250.00
8-Aug	Broadsheet Sydney	Mudgee Food and Wine Festival at Balmoral Beach	169,000	\$3,400.00
8-Aug	Mosman Daily	Planner	36,396	\$710.00
8-Aug	No Spuds	2013 Mudgee Wine and Food Fair Balmoral	N/A	\$250.00
9-Aug	Broadsheet Sydney	Weekend	169,000	\$850.00
9-Aug	Mx Sydney	A good drop in town	97,970	\$8,250.00
9-Aug	Travel Monitor	Mudgee Tourism comes to Sydney	N/A	\$1,500.00
10-Aug	The Manly Daily	Fairall back for festival	90,712	\$3,350.00
10-Aug	The Daily Telegraph - Best Weekend	also on...	304,254	\$6,850.00
10-Aug	Sydney Morning Herald - Spectrum	Free	253,240	\$8,450.00
11-Aug	Broadsheet Sydney's Facebook	The Mudgee Wine and Food Fair Balmoral is taking over...	11,470	\$1,200.00
11-Aug	Escape Lounge's Facebook	Perfect Sydney day to soak up the sun and enjoy some local wines	602	\$450.00
11-Aug	KarryOn's Facebook	Anyone heading down to the Mudgee Wine Festival	6,901	\$1,100.00
11-Aug	KarryOn's Twitter	Anyone heading down to the Mudgee Wine Festival	678	\$250.00

13-Aug	Out & About with kids' Facebook	Mudgee Food and Wine Festival	15,039	\$1,950.00
13-Aug	KarryOn	Mad for Mudgee	N/A	\$1,500.00
13-Aug	KarryOn Newsletter	Mad for Mudgee	N/A	\$500.00
13-Aug	Prime7 Online	Mudgee sells the bus in the city	3,600,000	
14-Aug	Hotly Spiced	Mudgee Food and Wine Fair, Balmoral	N?A	\$1,150.00
14-Aug	The Weekly	Balmoral draws younger wine lovers	2,523	\$275.00
15-Aug	Mosman Daily	Grape escape	39,396	\$4,655.00
25-Aug	The Sunday Telegraph - Body & Soul	20 things to do this spring	559,026	\$8,850.00
28-Aug	eGlobal Travel Media	A Spring Fling for the Tastebuds	51,000	\$1,300.00
28-Aug	Travel Monitor	Get Set for the Mudgee Food and Wine Festival	N/A	\$1,500.00
28-Aug	Winebiz	Mudgee Wine & Food Fair Balmoral Beach	30,000	\$750.00
28-Aug	Country Style	September	64,389	\$3,110.00
Total				\$70,700.00

September Coverage Log: MRTI

Date	Media Outlet	Headline	Circulation
2-Sep	Hunter Valley Town & Country, Taree	Mudgee Spring fling for tastebuds	32,645
2-Sep	Hunter Valley Town & Country, Hunter Valley	Mudgee Spring fling for tastebuds	17,530
2-Sep	North Coast Town & Country, Taree	Mudgee Spring fling for tastebuds	32,645
2-Sep	Urban Society E-newsletter	Food & Wine Festival	20,000
2-Sep	Urban Society	Mudgee Wine and Food Festival 2013	20,000
7-Sep	Daily Telegraph	Gourmet Getaway	304,254
14-Sep	Weekend Australian	Lost gem of suburbia	254,891
17-Sep	MenusOnly	Muggee Wine & Food Festival	N/A

19-Sep	Pleasetakemeto	The Kandos Mountain Hoedown	N/A
19-Sep	Visitbyroad	The Kandos Mountain Hoedown	N/A

Events Report – July, August, September 2013

Events attended during this quarter were as follows –

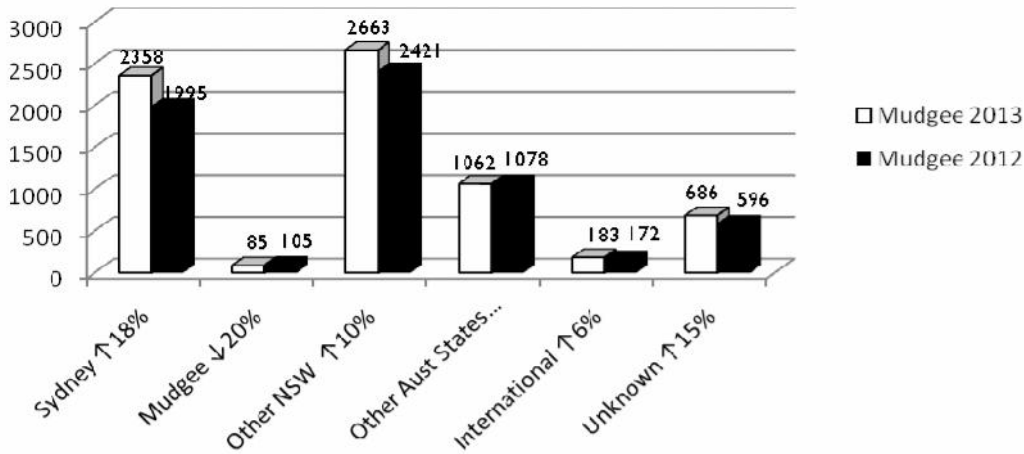
Mudgee Wine and Food Fair, Balmoral
 Sunday 11 August 2013
 Visitor guides distributed - 500
 Database entries collected – 254

Kandos Mountain Hoedown, Kandos
 Saturday 21 September 2013
 Visitor guides distributed – 64
 Database entries collected – 0

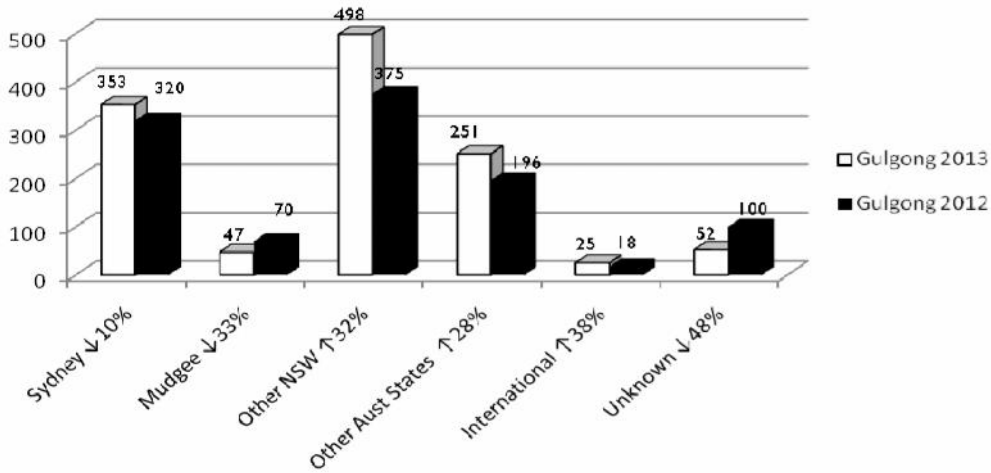
Flavours of Mudgee, Mudgee
 Saturday 28 September 2013
 Visitor guides distributed – 150
 Database entries collected – 78

Statistics Report – Visitation

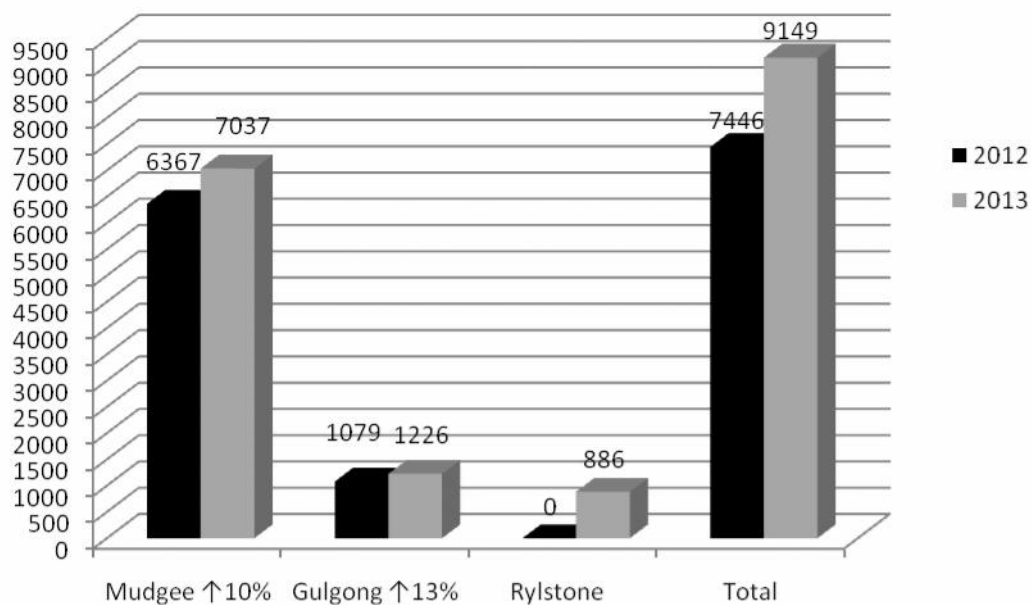
Mudgee Visitor Centre



Gulgong Visitor Centre



Total Visitation for Mudgee Region Visitor Centres has increased 22% on the same quarter in 2012 and the Mudgee and Gulgong vistration have increased 11% and 6% respectively. No statistics for Rylstone had been supplied in 2012 to compare quarters.



MRTI Statistics Summary	Jul-Sept 2012	Jul-Sept 2013	Percentage Increase/Decrease
Membership			
Current Membership	323	305	↓6%
Membership Breakdown			
Winery/Cellar Door	43	55	↑27%
Touring & Transport	12	9	↓25%
Attraction	45	11	↓76%
Restaurant	32	33	↑3%
Local Business/Other	77	68	↓12%
Accommodation	133	129	↓3 %
Visitation			
Mudgee	6367	7037	
Gulgong	1079	1226	
Rylstone	unknown	886	Insufficient data to compare
Total Visitation	7446	9149	
How they heard about LGA			75% WOM, 20% unsure, 5% TV
Telephone Enquiries			
Mudgee	2770	2582	
Website			
Unique Visitors	24974	41,118	
Page Views	249642	144,999	
Member Web Pages	171	219	

Appendix

Surveys

Questions

NAME, CONTACT NUMBER/EMAIL, AGE GROUP, SEX, SUBURB, POSTCODE, INTERESTS (Art, Nature, History, Food&Wine), HOW DID YOU HEAR ABOUT THE MUDGEE REGION? (Newspaper/Mag, Radio, Website, Friend/WordOfMouth, Other)

Results

Wine and Food Fair, Balmoral - Thinc Marketing collected the data for this competition and submitted postcode information only. Of the 254 data entries 99.3% were Sydney residents. 15% of these were from Mosman area, 6% were from the wider Chatswood area, 5% were from the Neutral Bay area.

Kandos Mountain Hoedown

Subscriber email campaigns

Subscriber emails have been sent for the past three months and we are continuing to target specific interest groups, amend copy to see what works. After additional Bosweb training we can possibly look at using different email subjects to see what attracts a higher open rate.

July

Sent 1 August (scheduled for 31 July due to delivery difficulties) to 7772 recipients of which 155 unsubscribed. The email newsletter attracted a 39% open rate with only 2% of emails bouncing.

The top 3 hyperlinks subscribers clicked on where Mudgee Wine & Food Festival Programme, Rylstone Streetfeast and Balmoral event, in popularity order.

Content:

Make Your Next Trip Mudgee Region,

Spring must be around the corner because the Mudgee Region festival season is about to kick off. Here are a couple of dates for your diary so you don't miss out on the festival fun.

Mudgee Wine & Food Fair @ Balmoral Beach

Sunday 11 August 2013, 11.00am – 5.00pm

Mudgee Region brings our fabulous award-winning wines to Sydney every August at the famous Balmoral Mudgee Wine & Food Fair.

- Taste Mudgee's outstanding wines
- Chat with the winemakers
- Sample the regional produce - award-winning olive oils, pickles, cheese, wine jellies and honey
- Enjoy live music
- Cuddle some farm animals - lambs, goats, chicks, ducklings and rabbits
- Catch a ride on the free shuttle bus service

Entry is free. Wine tasting packages start from \$20. Enter our competition to win [A 'Sensory Escape' in the Mudgee Region](#) when you purchase tasting packages or tickets. For more details visit www.mudgeewine.com.au

Mudgee Wine & Food Festival

Friday 13 - Sunday 29 September 2013

Join us in Mudgee for our annual Mudgee Wine and Food Festival. The festival celebrates local fine wines and fresh produce with the spectacular surroundings of the Mudgee Region as the backdrop.

It all starts with the Mudgee Wine Show awards dinner. The program will include the always popular 'Go Tasting', our famous 'Go Grazing' and the return of our 'Flavours of Mudgee' street festival just to name a few. September is jam-packed full of events and special treats that take place in wineries, restaurants, cafés, galleries & other local businesses in the Mudgee Region.

Visit www.visitmudgeeregion.com.au to view the program.

Rylstone Streefeast

Saturday 2 November 2013

Rylstone's annual 'long lunch', set amongst the avenue of shady trees lining Louee Street is a great day out for the whole family. There is plenty to see and do with market stalls providing you a chance to bag a bargain or find a treasure! Children are welcome and the supervised "Kiddies Korner" offers lots of activities to keep them entertained.

This year's lunch will be created by acclaimed local chef, Rachel McCarthy, using only the freshest seasonal, local produce.

'Early bird' tickets are now on sale. For more details visit www.rylstonestreefeast.com.au

Sunshine in a jar – lemon curd

finely grated zest and juice of 3 lemons
160g caster sugar
6 egg yolks
180g unsalted butter, cut into small cubes

Mix the lemon zest and juice, sugar & egg yolks together in a heat proof bowl until well combined.

Place the bowl over a pot of simmering water (you can pop all ingredients straight into a pot if you are confident that you won't let the bottom scold- keep the heat low & stir).

Stir with a wooden spoon until mixture begins to warm & thicken. Once the mixture is thick enough to coat the back of the spoon- about 10 minutes, take off the heat. Do not allow mixture to boil, as it will curdle.

Stir the butter in immediately, cube by cube.

Strain the curd through a fine sieve, and pour into a sterilized jar or clean container, cover when cool & store in the fridge.

Lasts about 1 month. Makes about 500g

Recipe provided by local chef, Rachel McCarthy.

August

Sent 30 August to 7517 recipients of which 116 unsubscribed. The email attracted 35% open rate with only 2% of emails bouncing.

The top three hyperlinks subscribers clicked on were Mudgee Wine & Food Festival Programme, MRTI homepage (via MRTI logo) and Buy 'Day on The Green 26 Oct' tickets online.

Content:

Make Your Next Trip Mudgee Region,

Mudgee Wine & Food Festival

Friday 13 - Sunday 29 September 2013

Enjoy local fine wines and fresh produce set in the spectacular surrounds of the Mudgee Region. There are festival favourites like the Mudgee Wine Show awards dinner, 'Go Tasting', our famous 'Go Grazing' and the 'Flavours of Mudgee' street festival. Plus some great new events:

- indulge in a high tea, lunch or dinner
- take part in a cheese, chocolate and bread making workshops or cycle/walk tours
- enjoy live music in the vines
- learn more about wine with various wine talks and schools.

Order, taste and rate the "Local Plate", made from 80% of Mudgee Region produce, at participating cafes and restaurants and you could win an all expenses paid sensory weekend away in Mudgee.

[View](#) the festival programme.

Day on the Green

Saturday 26 October 2013

Mudgee will rock out with Bernard Fanning, The Cruel Sea, Sarah Blasko and Bob Evans at Robert Oately Vineyard. [Buy](#) your Day on the Green tickets online today!

Other upcoming events

MRTI September Quarterly Report 2013

- 2013 Veterans Golf Week: 9-13 Sept
- Motorfest: 14 Sept
- Windeyer Village Fair: 28 Sept
- Back to Gulgong Weekend: 5-6 Oct
- Mudgee 25th Annual Rugby 7's: 12 Oct
- Sculptures in the Garden: 12-13 Oct
- Rylstone Streetfeast: 2 Nov

To find out more about the upcoming events and the Mudgee Region visit www.visitmudgeeregion.com.au

WHAT'S IN SEASON:

Zesty Preserved Lemon or Lime Dressing or Marinade

Chop rind and flesh finely from one or two preserved lemons or limes.
 Add fresh squeezed lemon/lime juice and a twirl or two of black pepper.
 Add a hand full of fresh chopped herbs such as parsley, coriander or mint and a clove of garlic crushed.
 Place all in a screw top jar with 1 cup of your favourite Mudgee EV Olive Oil. Shake and allow to infuse.

Splash onto salads and vegetables – roasted Mudgee potatoes – yabbies, prawns and fish – grilled chicken, lamb and pork.
 Experiment! The possibilities are endless once you get started...

The mellow salty zesty complexity of my Mudgee preserved Lemons or Limes makes for an extremely versatile product in so many dishes. Depending on your taste for salt, the rind can be rinsed and chopped or used whole; the flesh can be whizzed up in a dressing and the liquid as part of a marinade.

Recipe supplied by local preserves extraordinaire Angela Leonard of Angelas Edibles.

Pumpkin Ravioli with Mudgee Fetta & Hazelnuts

One kilogram pumpkin
 One red onion, peeled and quartered
 Three or four cloves garlic
 Few sprigs of fresh thyme
 Two tablespoons olive oil
 Sea salt and cracked black pepper
 One cup of High Valley fetta (or Jannei fresh curd)
 4 eggs
 Zest of a lemon
 Half a cup fresh mixed herbs
 One fresh chilli or to taste
 Gow Gee or Wonton pastry wrappers
 125 grams butter
 100 grams Mudgee hazelnuts
 Handful of fresh sage leaves

Roughly slice the pumpkin. Place in a roasting pan with the onion, thyme and garlic. Season, drizzle with olive oil and roast until cooked and caramelised.

Pulse, along with any juices from the pan, in a food processor until just combined.

Add fresh curd or fetta, 3 eggs and an extra yolk (we need the leftover white), zest herbs and chilli. Pulse again briefly.

Gow Gee pastry wrappers (available in most supermarkets) make great ravioli. Lay them out on the bench, brush lightly with beaten egg white and then place a heaped teaspoon of filling in the centre of each one. Fold in half and press firmly to ensure the seam is sealed.

Place in rapidly boiling salted water and remove with a slotted spoon when they rise to the surface. Use a little olive oil to avoid them sticking together.

Nut brown butter: Heat the butter in a wok add sage leaves and have nuts, move around gently until they change colour, but before the butter gets too brown.

To serve: Pile the ravioli in a bowl. Spoon the browned butter, sage leaves and hazelnuts over the top. Top with chopped chives and cracked pepper. Don't wait.

Entree for eight or main for four. Perfect with a chardonnay.

Recipe supplied by local chef Kim Curry.

September

Sent 27 September to 215 recipients who indicated they had an interest in History. There was an error in sending this email through the Bosweb system so it was sent manually via the MRTI admin email address therefore reporting was not available.

Content:

Make your next trip Mudgee region,

Back to Gulgong Weekend

5 to 7 October. A celebration of the history and heritage of a small town with a big heart.

Gulgong is gathering as many people together as they can, from across the country, and across our region to come "Back to Gulgong" for the October long weekend. Come along and take part in great events of the past and celebrate everything Gulgong!

On Saturday the Gulgong Street Festival will close Mayne and Herbert Streets for a good old fashion street parade with floats, a Classic Car display and "The Bonanza Draw". There will be live entertainment, market stalls, food and drinks, face painting, games, photography exhibitions, football matches, camel races and hot air balloons rides; plenty of activities and entertainment for the whole family across the entire weekend! [View](#) more about Gulgong.

Mudgee Region museums

The Mudgee Region hosts a number of outstanding local [museums](#). There is a treasure trove of information and our museums present the local history in an entertaining and informative way. Why not make your next trip to the Mudgee Region and visit the [Gulgong Pioneer Museum](#), [Henry Lawson Museum](#) to the [Colonial Inn Museum](#) and the [Cottage Museum and The Bridge View Inn](#) or one of our other museums. For more information visit www.mudgeeregion.com.au

Recipe of the Month

The good old damper has been a staple from our early settlers to today's camper. [View](#) this delicious damper recipe.

PRESS RELEASES July – September 2013

8 July 2013

For immediate release

Turn the Rural Dream into Real Life at Mudgee Small Farm Field Days

Educational expo offers advice for those considering a farming practice

Mudgee Small Farm Field Days is taking place on Friday 12th and Saturday 13th July 2013 with a huge line-up of demonstrations and workshops, as well as school holiday activities for kids.

Now in it's 36th year, the Mudgee-based event is a must-attend for all budding agriculturalists or any hobby farmers looking for inspiration or face-to-face advice. The expo will showcase a huge variety of farming techniques, educational sessions and entertainment, including a Gatsby-inspired fashion parade.

With the launch of River Cottage Australia inspiring Australians to leave the rat race or simply adopt a more sustainable lifestyle, Mudgee Small Farm Field Days represents an ideal opportunity to discover what can be done with even the smallest plot of land.

From free-range pig farming workshops and farm biosecurity to backyard chook advice and permaculture lectures, at least 400 exhibitors will share their knowledge with attendees each day.

An event for the whole family, kids will be kept entertained with yard dog trials, scarecrow building, fishing lesson, whip cracking and farm animals big and small, plus much more.

"We've found a huge drawcard for all attendees is the opportunity to get personal one-to-one advice from industry experts, making the transition to a farming enterprise – however big or small - a less daunting task", said Holly Manning, CEO of Mudgee Regional Tourism Inc (MRTI).

"Each year, we have hundreds of people from our neighbouring city centres including Tamworth, Bathurst, Dubbo and Orange come to the event. It's such a fantastic chance to talk to other farmers and share knowledge amongst the Mid-Western Region community", she continued.

MRTI September Quarterly Report 2013

MRTI recently successfully secured \$50,000 in demand funding through Destination NSW to promote the region to nearby regional cities of Tamworth, Dubbo, Orange and Bathurst.

MRTI are conducting a roadshow to events at these cities and supporting this with TV advertising, a year-long media campaign and competitions enticing visitors to the region.

To view the full program of events at Mudgee Small Farm Field Days, visit www.mudgeefielddays.com.au.

For more information on Mudgee Region Tourism Inc, please visit www.visitmudgeeregion.com.au/.

A feast that's streets ahead

One of the longest running regional street feasts featuring a long table lunch in NSW, the Westfund Health Rylstone StreetFeast will celebrate its twelfth year on 2 September 2013.

With numbers up to 400 enjoying an outdoor feast of the senses, while others can just enjoy the market stalls and music, it's no wonder the event continues to attract locals from the Mudgee Region and visitors from as far as Queensland and Victoria.

I believe this event's longevity can be attributed to strong community support and the unique streetscape of Rylstone," Westfund Health Rylstone StreetFeast president, Peter Monaghan said.

"With the involvement of professionals, residents and schools from across the Mudgee Region and further afield, it brings the larger community together to celebrate how lucky we are to live here or visit here."

The long table lunch is just one element of the Westfund Health Rylstone StreetFeast with ticket holders enjoying four courses showcasing seasonal local produce.

"Behind the agricultural show weekend, the first weekend in November is the biggest for the local economy," Mr Monaghan said.

"We have had a great response from local businesses supporting the event and our sponsors include Westfund Health, Mid-Western Regional Council, Cockatoo Coal Ltd, Peabody Energy Wilpinjong and Mudgee Region Tourism Inc."

Other town businesses benefit with the hotels and cafes offering meals throughout the day, stalls selling food, craft, art, produce and local wine and a kids corner will keep supervised young ones busy with activities.

"There will be around 50 market stalls with all types of treasures as well as fantastic music from Gulgong band Brothers3 as well as the Scots Bathurst band procession and after strolling along Louee Street, we invite everyone to have a look at the Hill Top Arts exhibition which is on the same weekend."

The Westfund Health Rylstone Streetfeast runs from 10am on Saturday 2 November along Louee Street, Rylstone. Tickets are \$90 per person and are available from www.rylstonestreetfeast.com.au For accommodation and other things to do around the region go to www.visitmudgeeregion.com.au

Media Note: For more information contact Peter Monaghan on 02 6379 0981.

FOR IMMEDIATE RELEASE

Wine and Food Festival within spitting distance

Winemakers and food producers are preparing for a jam packed Wine and Food Festival from September 13 to 29.

With Mudgee Wine Grape Grower Events including the Wine Show Dinner, Go Tasting and Go Grazing, golf tournament and several food events such as dinners, tastings and workshops, the festival is gearing up to be the best yet.

"It's one of the biggest festivals we've had," said Mudgee Wine Grape Grower Association president Drew Stein "It's an opportunity for local residents to enjoy the exceptional wine region they live in."

With more than 60 events over three weeks, the Mudgee Wine and Food Festival attracts more visitors to the region than any other time.

"The Mudgee Region welcomes visitors from Sydney, nearby regional cities and beyond during the Festival", said CEO of Mudgee Region Tourism Inc Holly Manning. "We encourage local residents to invite friends and family to the region during September to enjoy the events that are on while they stay, and to tie in day trips to Gulgong, Rylstone and Kandos."

As well as annual events that have been part of the festival for years, new events and activities have been included this year such as sour dough bread making workshops and locally produced chocolate tastings.

A full list of events is available at visitmudgeeregion.com.au in the What's On section.

ENDS

Media Note: a media launch will take place at 10am on Tuesday 20 August with a winemakers spitting competition, cheese and chocolate tasting. Lawson Park, Mudgee. Parking inside pool entrance off Short Street. For more information contact Holly Manning, CEO Mudgee Region Tourism 0408 666 446.

Festival shout out
#winefoodmudgee

Mudgee shout out
#mudgee

Find us on Twitter – @MudgeeRegion
Find us on Facebook – Mudgee Region Tourism

PRESS RELEASE

26 August 2013

FOR IMMEDIATE RELEASE

Mudgee Region the envy of Central NSW

With A Day on the Green announcing a March event at Robert Oatley Vineyards, which will take place only weeks after the Red Hot Summer Tour at Parklands Resort, the Mudgee Region is the envy of nearby regional cities.

"The Mudgee Region has the most music events in its calendar compared to any other town or city in the Central NSW region," said CEO of Mudgee Region Tourism Holly Manning.

"From the Folk Festival in Gulgong in January to the Huntington Music Festival in November there will be eight major music events taking place in our region throughout 2014 plus the various musical events that take place every Friday and Saturday nights at Clubs, pubs and music venues such as the Mudgee Brewing Company."

"The fact that the Mudgee Region can sustain so many events that either sell out or have a large audience shows that we have something special to offer from quality accommodation to town services and infrastructure."

"The task for Mudgee Region Tourism Inc is to encourage visitors to extend their stay by informing them of the diverse activities and attractions in the region."

For more information on events in the Mudgee Region go to visitmudgeeregion.com.au

FOR IMMEDIATE RELEASE

Inglis proves good sport in Mudgee

Wild horses couldn't keep Director of Inglis Bloodstock, Jamie Inglis, away from Mudgee on Friday 13 September when he steps up as one of two speakers at the Greg Chappell Bowls Burnbrae lunch, giving an insight to his family's successful business and the thoroughbred industry.

With plans to move to Mudgee in 2014, Mr Inglis will address the guests at an upcoming Burnbrae lunch not as a local but as someone who understands our way of thinking and our love of sports.

"Like a lot of people, I'm a sports tragic," Mr Inglis said. "If there's sport on TV, no matter what it is, I'll sit down and watch it."

A self-confessed all rounded sportsman, but master of none, Mr Inglis grew up in Cobbitty near Camden playing rugby union, rugby league, cricket, basketball and tennis before settling on rugby league and playing for the local Camden side.

"I also really loved horse riding which was my introduction to the industry."

Established in 1867, William Inglis & Son Ltd has seen Mr Inglis work in livestock and property sales and he remains a Board member on what is now a successful Australian dynasty.

Along with wife Sarah, Mr Inglis plans to move to Mudgee in the coming year while continuing his involvement in Inglis Bloodstock. "Sarah was born and bred in Mudgee so we've been visiting regularly over 30 years or so.

"Mudgee's an area with great potential for thoroughbred studs. It's centrally located, a vibrant area, with great land."

Following the huge success of the Kerry O'Keefe Bowls Burnbrae lunch last year, Burnbrae is again hosting a day of food, wine and entertainment on Friday 13th September 2013 at noon. Speakers include Jamie Inglis and Greg Chappell, who will be interviewed by commentator, cricket journalist and author, Mike Coward.

Tickets are \$80 per person and can be purchased over the phone on 02 6373 3504 or book online at www.visitmudgeeregion.com.au Bookings are essential.

Media Note: For more information contact Holly Manning 0408 666 446.

Visiting Journalist Program Itineraries – July – September 2013

Jessica Byrnes, Escape Travel

DATE Wednesday Aug 28

9am	<i>Leave Sydney – travel via Rylstone</i>
12.30	Platter & Winetasting in Rylstone at De Beaupaire Wines – Bridgeview Inn Louee Road Rylstone
2.30pm	Book into accommodation – River Lane B&B – 3 River Lane Mudgee
3pm	2 x beauty treatments (either massage or facials, can be confirmed on arrival) 61 Church Street Mudgee
4.15 pm	Afternoon tea at Indigiearth Gallery 1/55 Market Street Mudgee – range of Indigenous teas and products, along with artworks

6.30pm	Dinner at The Wineglass Bar and Grill @ Cobb & Co Court – cnr Market & Perry Streets Mudgee
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DATE Thursday Aug 29

	Breakfast at River Lane B&B
10am	Burnbrae Winery – 548 Hill End Road Mudgee
11am	Fairview Artspace – “Wild” Exhibition Coffee & gallery tour Cnr Cassillis Rd & Henry Lawson Drive Mudgee
12pm	Warm platter lunch and winetasting at Di Lusso Wines – 162 Eurunderee Lane Mudgee
2.30pm	Henry Lawson Centre – 147 Mayne Street Gulgong (continue on Henry Lawson Drive into Mayne Street Gulgong (approx 20mins)
3 - 3.30pm	Afternoon tea – Delumptious Café – Mayne Street Gulgong
6pm	Mudgee Brewing Company - Structured beer tasting followed by dinner (2 courses and a bottle of Mudgee Wine – entertainment by Jess Holland 4 Church Street Mudgee

DATE Friday Aug 30

	<i>Breakfast at accommodation</i>
10am	Burrundulla Wines – 234 Castlereagh Hwy Mudgee
11am	Logan Wines – 15 klm from Mudgee along the Castlereagh Hwy – wine tasting/cheese and coffee if required
	Continue your journey to Sydney

Renata Gorton, Daily Telegraph

DATE Thursday August 29

9.10am	Depart Sydney Airport – Brindabella Airlines flight to Mudgee Mudgee Region Tourism car available to Renata for the duration of her stay
10am	Arrive Mudgee airport
10.20am	coffee at Market Street Café (Aaron)
11.30 – 12.30	Tour of Rylstone/Kandos
12.30 – 1.30pm	Platter & wine tasting @ De Beaurepaire Wines – Bridgeview Inn Louee Road Rylstone
2 – 2.15	Travel to Mudgee via the Castlereagh Hwy Wine tasting with Josh Clementson – winemaker, at Skimstone Wines
4pm	Arrive in Mudgee – drop Holly off in town - book into accommodation The Church B&B @ Harrowfield 6.5km along Castlereagh Hwy
5.30pm – 6.30pm	Sunset Sippers @ Moothi Estate – Watch the sun set over Mudgee from the best possible vantage point. Enjoy award-winning wines along with plenty of gourmet canapés and

	live music in a relaxed & friendly atmosphere. meet the guys from the 'Eastern Trail' – Optomiste Wines & Burrundulla Wines 85 Rocky Waterhole Road Mudgee
7pm	Dinner @ Eltons – featuring 'local plate' 3 courses + bottle of Mudgee wine offering a fresh casual dining experience in the heart of Mudgee. Eltons; We offer excellent cuisine and an extensive selection of Mudgee finest wines, all in a casual and relaxed atmosphere. Elton's delicious menu reflects a fresh and progressive approach to modern Australian dining. You'll be spoiled for choice with our wood fired pizza, vegetarian dishes, sandwiches, burgers, steak, pasta, seafood, salads and delectable desserts. Eltons also has some of the best coffee in town, as well as local and imported beers to go with the meal of your choice.
8.30pm	Drinks at Roth's Wine Bar – Roth's New York Piano Bar Okay so you're in New York and you are walking down Broadway and you hear this sound coming from a little bar down the alley. Wow! There are people all around the Piano and they are all singing along... I think they are even singing "Piano Man" by Billy Joel?! the atmosphere is sultry and anything could happen!

DATE Friday August 30

8am – 9.30am	Bubbly breakfast @ the track. Enjoy Gooree Park bubbles and continental breakfast while watching Gooree Park horses doing track work. Includes a guided stud tour & wine tasting in the cellar door. Gooree Wines – Castlereagh Highway Mudgee
10am	Spenser Cocoa Chocolate morning tea @ High Valley Wine & Cheese – a decadent morning tea with chocolatier Luke Spenser
11.30am 1.30pm	Cycle/walk tour Lowe Wines – Launching for wine festival is a new tour through the vineyards, orchard & farmlands of Lowe – followed by lunch platter & wine tasting
3.30	Rosby Wines – tasting at 'The Hut' with Gerald Norton-Knight. Rosby Wines are host to Rosby Vintage Launch events as well as 'Sculptures in the Garden'
6pm	Transfer to Mudgee airport for 6.30 flight to Sydney



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
Gulgong					
	Jul-2013				
		Total for Region Code 1 Sydney - City		7	12
		Total for Region Code 2 Sydney - Eastern Suburbs		2	5
		Total for Region Code 3 Sydney - Inner West		2	4
		Total for Region Code 4 Sydney - South		11	25
		Total for Region Code 5 Sydney - West/South West		5	10
		Total for Region Code 6 Sydney - Hills District		1	2
		Total for Region Code 7 Sydney - North Shore		4	17
		Total for Region Code 8 Sydney - Northern Beaches		3	10
		Total for Region Code 10 NSW - Blue Mountains		5	12
		Total for Region Code 11 NSW - Southern Highlands & Ca		2	3
		Total for Region Code 12 NSW - Wollongong		7	20
		Total for Region Code 13 NSW - Central Coast		5	16
		Total for Region Code 14 NSW - Newcastle		24	54
		Total for Region Code 15 NSW - North Coast		5	9
		Total for Region Code 16 NSW - Northern Tablelands		3	5
		Total for Region Code 17 NSW - South Coast		2	4
		Total for Region Code 19 NSW - Far West		12	26
		Total for Region Code 20 NSW - Mudgee Region		7	9
		Total for Region Code 22 Melbourne		5	9
		Total for Region Code 23 Regional Victoria		8	14
		Total for Region Code 24 Brisbane		3	7
		Total for Region Code 25 Regional Queensland		9	18
		Total for Region Code 26 Adelaide		3	8
		Total for Region Code 28 Perth		1	3
		Total for Region Code 29 Regional Western Australia		2	4
		Total for Region Code 35 Japan		1	3
		Total for Region Code 36 Asia (not Japan)		1	3
		Total for Region Code 39 Europe		1	2
		Total for Region Code 41 Unknown Postcode		12	19
		Total for Jul-2013		153	333
	Aug-2013				
		Total for Region Code 1 Sydney - City		4	7
		Total for Region Code 2 Sydney - Eastern Suburbs		6	19
		Total for Region Code 3 Sydney - Inner West		3	8
		Total for Region Code 4 Sydney - South		15	39
		Total for Region Code 5 Sydney - West/South West		4	9



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 6 Sydney - Hills District		5	13
		Total for Region Code 7 Sydney - North Shore		8	17
		Total for Region Code 8 Sydney - Northern Beaches		5	10
		Total for Region Code 9 NSW - Hawksbury		2	8
		Total for Region Code 10 NSW - Blue Mountains		9	22
		Total for Region Code 11 NSW - Southern Highlands & Ca		1	2
		Total for Region Code 12 NSW - Wollongong		11	27
		Total for Region Code 13 NSW - Central Coast		3	7
		Total for Region Code 14 NSW - Newcastle		16	45
		Total for Region Code 15 NSW - North Coast		6	13
		Total for Region Code 16 NSW - Northern Tablelands		4	8
		Total for Region Code 17 NSW - South Coast		7	13
		Total for Region Code 19 NSW - Far West		17	41
		Total for Region Code 20 NSW - Mudgee Region		9	17
		Total for Region Code 22 Melbourne		6	14
		Total for Region Code 23 Regional Victoria		6	11
		Total for Region Code 24 Brisbane		5	8
		Total for Region Code 25 Regional Queensland		9	22
		Total for Region Code 26 Adelaide		3	8
		Total for Region Code 27 Regional South Australia		3	7
		Total for Region Code 28 Perth		1	2
		Total for Region Code 30 Hobart		4	8
		Total for Region Code 34 USA / Canada		1	1
		Total for Region Code 38 UK		3	7
		Total for Region Code 39 Europe		1	2
		Total for Region Code 41 Unknown Postcode		14	26
		Total for Aug-2013		191	441
	Sep-2013				
		Total for Region Code 1 Sydney - City		2	3
		Total for Region Code 2 Sydney - Eastern Suburbs		9	21
		Total for Region Code 3 Sydney - Inner West		2	3
		Total for Region Code 4 Sydney - South		8	21
		Total for Region Code 5 Sydney - West/South West		3	8
		Total for Region Code 6 Sydney - Hills District		7	13
		Total for Region Code 7 Sydney - North Shore		7	17
		Total for Region Code 8 Sydney - Northern Beaches		7	60
		Total for Region Code 10 NSW - Blue Mountains		2	5
		Total for Region Code 11 NSW - Southern Highlands & Ca		7	14



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 12 NSW - Wollongong		11	21
		Total for Region Code 13 NSW - Central Coast		7	11
		Total for Region Code 14 NSW - Newcastle		13	41
		Total for Region Code 15 NSW - North Coast		13	30
		Total for Region Code 16 NSW - Northern Tablelands		5	10
		Total for Region Code 17 NSW - South Coast		3	4
		Total for Region Code 19 NSW - Far West		10	27
		Total for Region Code 20 NSW - Mudgee Region		7	21
		Total for Region Code 21 Canberra		5	9
		Total for Region Code 22 Melbourne		8	14
		Total for Region Code 23 Regional Victoria		18	37
		Total for Region Code 24 Brisbane		8	16
		Total for Region Code 25 Regional Queensland		6	12
		Total for Region Code 26 Adelaide		3	8
		Total for Region Code 27 Regional South Australia		2	3
		Total for Region Code 29 Regional Western Australia		1	2
		Total for Region Code 30 Hobart		1	2
		Total for Region Code 31 Regional Tasmania		1	2
		Total for Region Code 32 Darwin		1	1
		Total for Region Code 37 New Zealand		1	2
		Total for Region Code 41 Unknown Postcode		4	7
		Total for Sep-2013		182	445
Total for Gulgong				526	1219



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
Mudgee					
	Jul-2013				
		Total for Region Code 1 Sydney - City		7	10
		Total for Region Code 2 Sydney - Eastern Suburbs		48	86
		Total for Region Code 3 Sydney - Inner West		37	110
		Total for Region Code 4 Sydney - South		66	126
		Total for Region Code 5 Sydney - West/South West		39	65
		Total for Region Code 6 Sydney - Hills District		64	119
		Total for Region Code 7 Sydney - North Shore		81	152
		Total for Region Code 8 Sydney - Northern Beaches		51	127
		Total for Region Code 9 NSW - Hawksbury		6	7
		Total for Region Code 10 NSW - Blue Mountains		58	121
		Total for Region Code 11 NSW - Southern Highlands & Ca		12	23
		Total for Region Code 12 NSW - Wollongong		62	118
		Total for Region Code 13 NSW - Central Coast		31	56
		Total for Region Code 14 NSW - Newcastle		77	152
		Total for Region Code 15 NSW - North Coast		37	64
		Total for Region Code 16 NSW - Northern Tablelands		25	40
		Total for Region Code 17 NSW - South Coast		13	21
		Total for Region Code 19 NSW - Far West		124	236
		Total for Region Code 20 NSW - Mudgee Region		25	34
		Total for Region Code 21 Canberra		21	36
		Total for Region Code 22 Melbourne		26	43
		Total for Region Code 23 Regional Victoria		51	87
		Total for Region Code 24 Brisbane		27	52
		Total for Region Code 25 Regional Queensland		36	67
		Total for Region Code 26 Adelaide		9	15
		Total for Region Code 27 Regional South Australia		9	13
		Total for Region Code 28 Perth		2	3
		Total for Region Code 29 Regional Western Australia		5	6
		Total for Region Code 30 Hobart		4	7
		Total for Region Code 31 Regional Tasmania		3	5
		Total for Region Code 34 USA / Canada		3	3
		Total for Region Code 37 New Zealand		5	8
		Total for Region Code 38 UK		8	16
		Total for Region Code 39 Europe		11	13
		Total for Region Code 40 Other International		5	9
		Total for Region Code 41 Unknown Postcode		162	312



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 42 Denmark		1	2
		Total for Jul-2013		1251	2364
	Aug-2013				
		Total for Region Code 1 Sydney - City		11	21
		Total for Region Code 2 Sydney - Eastern Suburbs		30	49
		Total for Region Code 3 Sydney - Inner West		25	49
		Total for Region Code 4 Sydney - South		54	96
		Total for Region Code 5 Sydney - West/South West		31	53
		Total for Region Code 6 Sydney - Hills District		50	86
		Total for Region Code 7 Sydney - North Shore		48	88
		Total for Region Code 8 Sydney - Northern Beaches		23	44
		Total for Region Code 9 NSW - Hawkesbury		6	10
		Total for Region Code 10 NSW - Blue Mountains		65	107
		Total for Region Code 11 NSW - Southern Highlands & Ca		7	12
		Total for Region Code 12 NSW - Wollongong		56	89
		Total for Region Code 13 NSW - Central Coast		25	42
		Total for Region Code 14 NSW - Newcastle		62	102
		Total for Region Code 15 NSW - North Coast		42	67
		Total for Region Code 16 NSW - Northern Tablelands		24	69
		Total for Region Code 17 NSW - South Coast		16	29
		Total for Region Code 19 NSW - Far West		128	204
		Total for Region Code 20 NSW - Mudgee Region		16	21
		Total for Region Code 21 Canberra		25	43
		Total for Region Code 22 Melbourne		11	16
		Total for Region Code 23 Regional Victoria		40	70
		Total for Region Code 24 Brisbane		21	33
		Total for Region Code 25 Regional Queensland		32	51
		Total for Region Code 26 Adelaide		7	13
		Total for Region Code 27 Regional South Australia		8	14
		Total for Region Code 28 Perth		3	5
		Total for Region Code 29 Regional Western Australia		9	17
		Total for Region Code 30 Hobart		8	25
		Total for Region Code 31 Regional Tasmania		7	11
		Total for Region Code 32 Darwin		3	4
		Total for Region Code 34 USA / Canada		6	13
		Total for Region Code 35 Japan		6	11
		Total for Region Code 36 Asia (not Japan)		1	1
		Total for Region Code 37 New Zealand		9	18



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 38 UK		2	4
		Total for Region Code 39 Europe		16	31
		Total for Region Code 40 Other International		2	4
		Total for Region Code 41 Unknown Postcode		105	169
	Total for Aug-2013			1040	1791
	Sep-2013				
		Total for Region Code 1 Sydney - City		15	27
		Total for Region Code 2 Sydney - Eastern Suburbs		54	93
		Total for Region Code 3 Sydney - Inner West		74	133
		Total for Region Code 4 Sydney - South		122	229
		Total for Region Code 5 Sydney - West/South West		60	102
		Total for Region Code 6 Sydney - Hills District		87	155
		Total for Region Code 7 Sydney - North Shore		97	180
		Total for Region Code 8 Sydney - Northern Beaches		67	158
		Total for Region Code 9 NSW - Hawksbury		13	24
		Total for Region Code 10 NSW - Blue Mountains		61	106
		Total for Region Code 11 NSW - Southern Highlands & Ca		19	35
		Total for Region Code 12 NSW - Wollongong		99	190
		Total for Region Code 13 NSW - Central Coast		46	76
		Total for Region Code 14 NSW - Newcastle		122	242
		Total for Region Code 15 NSW - North Coast		81	142
		Total for Region Code 16 NSW - Northern Tablelands		26	47
		Total for Region Code 17 NSW - South Coast		20	33
		Total for Region Code 19 NSW - Far West		121	199
		Total for Region Code 20 NSW - Mudgee Region		24	30
		Total for Region Code 21 Canberra		20	28
		Total for Region Code 22 Melbourne		29	47
		Total for Region Code 23 Regional Victoria		47	81
		Total for Region Code 24 Brisbane		47	79
		Total for Region Code 25 Regional Queensland		84	140
		Total for Region Code 26 Adelaide		3	6
		Total for Region Code 27 Regional South Australia		10	17
		Total for Region Code 28 Perth		5	9
		Total for Region Code 29 Regional Western Australia		3	5
		Total for Region Code 30 Hobart		6	10
		Total for Region Code 31 Regional Tasmania		2	4
		Total for Region Code 34 USA / Canada		4	6
		Total for Region Code 35 Japan		1	1



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 37 New Zealand		5	8
		Total for Region Code 38 UK		4	7
		Total for Region Code 39 Europe		11	21
		Total for Region Code 40 Other International		2	5
		Total for Region Code 41 Unknown Postcode		95	205
		Total for Region Code 42 Denmark		1	2
		Total for Sep-2013		1587	2882
Total for Mudgee				3878	7037



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
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Rylstone

Jul-2013

		Total for Region Code 2 Sydney - Eastern Suburbs		8	11
		Total for Region Code 3 Sydney - Inner West		7	9
		Total for Region Code 4 Sydney - South		14	20
		Total for Region Code 5 Sydney - West/South West		9	15
		Total for Region Code 6 Sydney - Hills District		13	20
		Total for Region Code 7 Sydney - North Shore		9	14
		Total for Region Code 8 Sydney - Northern Beaches		9	16
		Total for Region Code 9 NSW - Hawksbury		1	1
		Total for Region Code 10 NSW - Blue Mountains		8	13
		Total for Region Code 11 NSW - Southern Highlands & Ca		1	1
		Total for Region Code 12 NSW - Wollongong		4	5
		Total for Region Code 13 NSW - Central Coast		6	9
		Total for Region Code 14 NSW - Newcastle		26	36
		Total for Region Code 15 NSW - North Coast		12	16
		Total for Region Code 17 NSW - South Coast		2	2
		Total for Region Code 19 NSW - Far West		24	37
		Total for Region Code 20 NSW - Mudgee Region		2	3
		Total for Region Code 21 Canberra		1	4
		Total for Region Code 23 Regional Victoria		3	3
		Total for Region Code 24 Brisbane		3	4
		Total for Region Code 25 Regional Queensland		3	6
		Total for Region Code 28 Perth		1	3
		Total for Region Code 40 Other International		1	2
		Total for Jul-2013		167	250

Aug-2013

		Total for Region Code 2 Sydney - Eastern Suburbs		2	3
		Total for Region Code 3 Sydney - Inner West		3	5
		Total for Region Code 4 Sydney - South		5	11
		Total for Region Code 5 Sydney - West/South West		2	3
		Total for Region Code 6 Sydney - Hills District		4	7
		Total for Region Code 7 Sydney - North Shore		9	18
		Total for Region Code 8 Sydney - Northern Beaches		3	6
		Total for Region Code 10 NSW - Blue Mountains		10	15
		Total for Region Code 12 NSW - Wollongong		9	12
		Total for Region Code 13 NSW - Central Coast		5	10
		Total for Region Code 14 NSW - Newcastle		20	33



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 15 NSW - North Coast		6	10
		Total for Region Code 16 NSW - Northern Tablelands		2	3
		Total for Region Code 17 NSW - South Coast		2	5
		Total for Region Code 19 NSW - Far West		14	26
		Total for Region Code 20 NSW - Mudgee Region		2	3
		Total for Region Code 21 Canberra		3	5
		Total for Region Code 22 Melbourne		1	2
		Total for Region Code 23 Regional Victoria		4	8
		Total for Region Code 24 Brisbane		2	3
		Total for Region Code 25 Regional Queensland		7	11
		Total for Region Code 27 Regional South Australia		2	3
		Total for Region Code 29 Regional Western Australia		1	2
		Total for Region Code 32 Darwin		1	2
		Total for Region Code 34 USA / Canada		1	2
		Total for Region Code 37 New Zealand		1	1
		Total for Aug-2013		121	209
	Sep-2013				
		Total for Region Code 1 Sydney - City		1	2
		Total for Region Code 2 Sydney - Eastern Suburbs		6	12
		Total for Region Code 3 Sydney - Inner West		5	10
		Total for Region Code 4 Sydney - South		10	20
		Total for Region Code 5 Sydney - West/South West		10	20
		Total for Region Code 6 Sydney - Hills District		12	24
		Total for Region Code 7 Sydney - North Shore		10	20
		Total for Region Code 8 Sydney - Northern Beaches		9	18
		Total for Region Code 9 NSW - Hawksbury		1	2
		Total for Region Code 10 NSW - Blue Mountains		18	35
		Total for Region Code 11 NSW - Southern Highlands & Ca		4	8
		Total for Region Code 12 NSW - Wollongong		9	18
		Total for Region Code 13 NSW - Central Coast		10	18
		Total for Region Code 14 NSW - Newcastle		41	79
		Total for Region Code 15 NSW - North Coast		10	20
		Total for Region Code 16 NSW - Northern Tablelands		8	16
		Total for Region Code 17 NSW - South Coast		6	11
		Total for Region Code 19 NSW - Far West		29	54
		Total for Region Code 20 NSW - Mudgee Region		3	5
		Total for Region Code 22 Melbourne		1	2
		Total for Region Code 23 Regional Victoria		3	6



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
Total for Region Code 24 Brisbane				1	2
Total for Region Code 25 Regional Queensland				5	10
Total for Region Code 27 Regional South Australia				1	2
Total for Region Code 28 Perth				3	5
Total for Region Code 29 Regional Western Australia				1	1
Total for Region Code 34 USA / Canada				1	1
Total for Region Code 37 New Zealand				1	2
Total for Region Code 38 UK				1	2
Total for Region Code 39 Europe				1	2
Total for Sep-2013				221	427
Total for Rylstone				509	886



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 6 Sydney - Hills District		5	13
		Total for Region Code 7 Sydney - North Shore		8	17
		Total for Region Code 8 Sydney - Northern Beaches		5	10
		Total for Region Code 9 NSW - Hawksbury		2	8
		Total for Region Code 10 NSW - Blue Mountains		9	22
		Total for Region Code 11 NSW - Southern Highlands & Ca		1	2
		Total for Region Code 12 NSW - Wollongong		11	27
		Total for Region Code 13 NSW - Central Coast		3	7
		Total for Region Code 14 NSW - Newcastle		16	45
		Total for Region Code 15 NSW - North Coast		6	13
		Total for Region Code 16 NSW - Northern Tablelands		4	8
		Total for Region Code 17 NSW - South Coast		7	13
		Total for Region Code 19 NSW - Far West		17	41
		Total for Region Code 20 NSW - Mudgee Region		9	17
		Total for Region Code 22 Melbourne		6	14
		Total for Region Code 23 Regional Victoria		6	11
		Total for Region Code 24 Brisbane		5	8
		Total for Region Code 25 Regional Queensland		9	22
		Total for Region Code 26 Adelaide		3	8
		Total for Region Code 27 Regional South Australia		3	7
		Total for Region Code 28 Perth		1	2
		Total for Region Code 30 Hobart		4	8
		Total for Region Code 34 USA / Canada		1	1
		Total for Region Code 38 UK		3	7
		Total for Region Code 39 Europe		1	2
		Total for Region Code 41 Unknown Postcode		14	26
		Total for Aug-2013		191	441
	Sep-2013				
		Total for Region Code 1 Sydney - City		2	3
		Total for Region Code 2 Sydney - Eastern Suburbs		9	21
		Total for Region Code 3 Sydney - Inner West		2	3
		Total for Region Code 4 Sydney - South		8	21
		Total for Region Code 5 Sydney - West/South West		3	8
		Total for Region Code 6 Sydney - Hills District		7	13
		Total for Region Code 7 Sydney - North Shore		7	17
		Total for Region Code 8 Sydney - Northern Beaches		7	60
		Total for Region Code 10 NSW - Blue Mountains		2	5
		Total for Region Code 11 NSW - Southern Highlands & Ca		7	14



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 12 NSW - Wollongong		11	21
		Total for Region Code 13 NSW - Central Coast		7	11
		Total for Region Code 14 NSW - Newcastle		13	41
		Total for Region Code 15 NSW - North Coast		13	30
		Total for Region Code 16 NSW - Northern Tablelands		5	10
		Total for Region Code 17 NSW - South Coast		3	4
		Total for Region Code 19 NSW - Far West		10	27
		Total for Region Code 20 NSW - Mudgee Region		7	21
		Total for Region Code 21 Canberra		5	9
		Total for Region Code 22 Melbourne		8	14
		Total for Region Code 23 Regional Victoria		18	37
		Total for Region Code 24 Brisbane		8	16
		Total for Region Code 25 Regional Queensland		6	12
		Total for Region Code 26 Adelaide		3	8
		Total for Region Code 27 Regional South Australia		2	3
		Total for Region Code 29 Regional Western Australia		1	2
		Total for Region Code 30 Hobart		1	2
		Total for Region Code 31 Regional Tasmania		1	2
		Total for Region Code 32 Darwin		1	1
		Total for Region Code 37 New Zealand		1	2
		Total for Region Code 41 Unknown Postcode		4	7
		Total for Sep-2013		182	445
Total for Gulgong				526	1219



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
Mudgee					
	Jul-2013				
		Total for Region Code 1 Sydney - City		7	10
		Total for Region Code 2 Sydney - Eastern Suburbs		48	86
		Total for Region Code 3 Sydney - Inner West		37	110
		Total for Region Code 4 Sydney - South		66	126
		Total for Region Code 5 Sydney - West/South West		39	65
		Total for Region Code 6 Sydney - Hills District		64	119
		Total for Region Code 7 Sydney - North Shore		81	152
		Total for Region Code 8 Sydney - Northern Beaches		51	127
		Total for Region Code 9 NSW - Hawksbury		6	7
		Total for Region Code 10 NSW - Blue Mountains		58	121
		Total for Region Code 11 NSW - Southern Highlands & Ca		12	23
		Total for Region Code 12 NSW - Wollongong		62	118
		Total for Region Code 13 NSW - Central Coast		31	56
		Total for Region Code 14 NSW - Newcastle		77	152
		Total for Region Code 15 NSW - North Coast		37	64
		Total for Region Code 16 NSW - Northern Tablelands		25	40
		Total for Region Code 17 NSW - South Coast		13	21
		Total for Region Code 19 NSW - Far West		124	236
		Total for Region Code 20 NSW - Mudgee Region		25	34
		Total for Region Code 21 Canberra		21	36
		Total for Region Code 22 Melbourne		26	43
		Total for Region Code 23 Regional Victoria		51	87
		Total for Region Code 24 Brisbane		27	52
		Total for Region Code 25 Regional Queensland		36	67
		Total for Region Code 26 Adelaide		9	15
		Total for Region Code 27 Regional South Australia		9	13
		Total for Region Code 28 Perth		2	3
		Total for Region Code 29 Regional Western Australia		5	6
		Total for Region Code 30 Hobart		4	7
		Total for Region Code 31 Regional Tasmania		3	5
		Total for Region Code 34 USA / Canada		3	3
		Total for Region Code 37 New Zealand		5	8
		Total for Region Code 38 UK		8	16
		Total for Region Code 39 Europe		11	13
		Total for Region Code 40 Other International		5	9
		Total for Region Code 41 Unknown Postcode		162	312



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 42 Denmark		1	2
		Total for Jul-2013		1251	2364
	Aug-2013				
		Total for Region Code 1 Sydney - City		11	21
		Total for Region Code 2 Sydney - Eastern Suburbs		30	49
		Total for Region Code 3 Sydney - Inner West		25	49
		Total for Region Code 4 Sydney - South		54	96
		Total for Region Code 5 Sydney - West/South West		31	53
		Total for Region Code 6 Sydney - Hills District		50	86
		Total for Region Code 7 Sydney - North Shore		48	88
		Total for Region Code 8 Sydney - Northern Beaches		23	44
		Total for Region Code 9 NSW - Hawkesbury		6	10
		Total for Region Code 10 NSW - Blue Mountains		65	107
		Total for Region Code 11 NSW - Southern Highlands & Ca		7	12
		Total for Region Code 12 NSW - Wollongong		56	89
		Total for Region Code 13 NSW - Central Coast		25	42
		Total for Region Code 14 NSW - Newcastle		62	102
		Total for Region Code 15 NSW - North Coast		42	67
		Total for Region Code 16 NSW - Northern Tablelands		24	69
		Total for Region Code 17 NSW - South Coast		16	29
		Total for Region Code 19 NSW - Far West		128	204
		Total for Region Code 20 NSW - Mudgee Region		16	21
		Total for Region Code 21 Canberra		25	43
		Total for Region Code 22 Melbourne		11	16
		Total for Region Code 23 Regional Victoria		40	70
		Total for Region Code 24 Brisbane		21	33
		Total for Region Code 25 Regional Queensland		32	51
		Total for Region Code 26 Adelaide		7	13
		Total for Region Code 27 Regional South Australia		8	14
		Total for Region Code 28 Perth		3	5
		Total for Region Code 29 Regional Western Australia		9	17
		Total for Region Code 30 Hobart		8	25
		Total for Region Code 31 Regional Tasmania		7	11
		Total for Region Code 32 Darwin		3	4
		Total for Region Code 34 USA / Canada		6	13
		Total for Region Code 35 Japan		6	11
		Total for Region Code 36 Asia (not Japan)		1	1
		Total for Region Code 37 New Zealand		9	18



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 38 UK		2	4
		Total for Region Code 39 Europe		16	31
		Total for Region Code 40 Other International		2	4
		Total for Region Code 41 Unknown Postcode		105	169
	Total for Aug-2013			1040	1791
	Sep-2013				
		Total for Region Code 1 Sydney - City		15	27
		Total for Region Code 2 Sydney - Eastern Suburbs		54	93
		Total for Region Code 3 Sydney - Inner West		74	133
		Total for Region Code 4 Sydney - South		122	229
		Total for Region Code 5 Sydney - West/South West		60	102
		Total for Region Code 6 Sydney - Hills District		87	155
		Total for Region Code 7 Sydney - North Shore		97	180
		Total for Region Code 8 Sydney - Northern Beaches		67	158
		Total for Region Code 9 NSW - Hawksbury		13	24
		Total for Region Code 10 NSW - Blue Mountains		61	106
		Total for Region Code 11 NSW - Southern Highlands & Ca		19	35
		Total for Region Code 12 NSW - Wollongong		99	190
		Total for Region Code 13 NSW - Central Coast		46	76
		Total for Region Code 14 NSW - Newcastle		122	242
		Total for Region Code 15 NSW - North Coast		81	142
		Total for Region Code 16 NSW - Northern Tablelands		26	47
		Total for Region Code 17 NSW - South Coast		20	33
		Total for Region Code 19 NSW - Far West		121	199
		Total for Region Code 20 NSW - Mudgee Region		24	30
		Total for Region Code 21 Canberra		20	28
		Total for Region Code 22 Melbourne		29	47
		Total for Region Code 23 Regional Victoria		47	81
		Total for Region Code 24 Brisbane		47	79
		Total for Region Code 25 Regional Queensland		84	140
		Total for Region Code 26 Adelaide		3	6
		Total for Region Code 27 Regional South Australia		10	17
		Total for Region Code 28 Perth		5	9
		Total for Region Code 29 Regional Western Australia		3	5
		Total for Region Code 30 Hobart		6	10
		Total for Region Code 31 Regional Tasmania		2	4
		Total for Region Code 34 USA / Canada		4	6
		Total for Region Code 35 Japan		1	1



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 37 New Zealand		5	8
		Total for Region Code 38 UK		4	7
		Total for Region Code 39 Europe		11	21
		Total for Region Code 40 Other International		2	5
		Total for Region Code 41 Unknown Postcode		95	205
		Total for Region Code 42 Denmark		1	2
		Total for Sep-2013		1587	2882
Total for Mudgee				3878	7037



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
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Rylstone

Jul-2013

		Total for Region Code 2 Sydney - Eastern Suburbs		8	11
		Total for Region Code 3 Sydney - Inner West		7	9
		Total for Region Code 4 Sydney - South		14	20
		Total for Region Code 5 Sydney - West/South West		9	15
		Total for Region Code 6 Sydney - Hills District		13	20
		Total for Region Code 7 Sydney - North Shore		9	14
		Total for Region Code 8 Sydney - Northern Beaches		9	16
		Total for Region Code 9 NSW - Hawkesbury		1	1
		Total for Region Code 10 NSW - Blue Mountains		8	13
		Total for Region Code 11 NSW - Southern Highlands & Ca		1	1
		Total for Region Code 12 NSW - Wollongong		4	5
		Total for Region Code 13 NSW - Central Coast		6	9
		Total for Region Code 14 NSW - Newcastle		26	36
		Total for Region Code 15 NSW - North Coast		12	16
		Total for Region Code 17 NSW - South Coast		2	2
		Total for Region Code 19 NSW - Far West		24	37
		Total for Region Code 20 NSW - Mudgee Region		2	3
		Total for Region Code 21 Canberra		1	4
		Total for Region Code 23 Regional Victoria		3	3
		Total for Region Code 24 Brisbane		3	4
		Total for Region Code 25 Regional Queensland		3	6
		Total for Region Code 28 Perth		1	3
		Total for Region Code 40 Other International		1	2
		Total for Jul-2013		167	250

Aug-2013

		Total for Region Code 2 Sydney - Eastern Suburbs		2	3
		Total for Region Code 3 Sydney - Inner West		3	5
		Total for Region Code 4 Sydney - South		5	11
		Total for Region Code 5 Sydney - West/South West		2	3
		Total for Region Code 6 Sydney - Hills District		4	7
		Total for Region Code 7 Sydney - North Shore		9	18
		Total for Region Code 8 Sydney - Northern Beaches		3	6
		Total for Region Code 10 NSW - Blue Mountains		10	15
		Total for Region Code 12 NSW - Wollongong		9	12
		Total for Region Code 13 NSW - Central Coast		5	10
		Total for Region Code 14 NSW - Newcastle		20	33



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
		Total for Region Code 15 NSW - North Coast		6	10
		Total for Region Code 16 NSW - Northern Tablelands		2	3
		Total for Region Code 17 NSW - South Coast		2	5
		Total for Region Code 19 NSW - Far West		14	26
		Total for Region Code 20 NSW - Mudgee Region		2	3
		Total for Region Code 21 Canberra		3	5
		Total for Region Code 22 Melbourne		1	2
		Total for Region Code 23 Regional Victoria		4	8
		Total for Region Code 24 Brisbane		2	3
		Total for Region Code 25 Regional Queensland		7	11
		Total for Region Code 27 Regional South Australia		2	3
		Total for Region Code 29 Regional Western Australia		1	2
		Total for Region Code 32 Darwin		1	2
		Total for Region Code 34 USA / Canada		1	2
		Total for Region Code 37 New Zealand		1	1
		Total for Aug-2013		121	209
	Sep-2013				
		Total for Region Code 1 Sydney - City		1	2
		Total for Region Code 2 Sydney - Eastern Suburbs		6	12
		Total for Region Code 3 Sydney - Inner West		5	10
		Total for Region Code 4 Sydney - South		10	20
		Total for Region Code 5 Sydney - West/South West		10	20
		Total for Region Code 6 Sydney - Hills District		12	24
		Total for Region Code 7 Sydney - North Shore		10	20
		Total for Region Code 8 Sydney - Northern Beaches		9	18
		Total for Region Code 9 NSW - Hawksbury		1	2
		Total for Region Code 10 NSW - Blue Mountains		18	35
		Total for Region Code 11 NSW - Southern Highlands & Ca		4	8
		Total for Region Code 12 NSW - Wollongong		9	18
		Total for Region Code 13 NSW - Central Coast		10	18
		Total for Region Code 14 NSW - Newcastle		41	79
		Total for Region Code 15 NSW - North Coast		10	20
		Total for Region Code 16 NSW - Northern Tablelands		8	16
		Total for Region Code 17 NSW - South Coast		6	11
		Total for Region Code 19 NSW - Far West		29	54
		Total for Region Code 20 NSW - Mudgee Region		3	5
		Total for Region Code 22 Melbourne		1	2
		Total for Region Code 23 Regional Victoria		3	6



Mudgee Region Visitor Information Centre

Visitors Monthly by date range from 01-Jul-2013 to 30-Sep-2013

Location	Contact Date	Region	Postcode	No. Visits	No.Visitors
Total for Region Code 24 Brisbane				1	2
Total for Region Code 25 Regional Queensland				5	10
Total for Region Code 27 Regional South Australia				1	2
Total for Region Code 28 Perth				3	5
Total for Region Code 29 Regional Western Australia				1	1
Total for Region Code 34 USA / Canada				1	1
Total for Region Code 37 New Zealand				1	2
Total for Region Code 38 UK				1	2
Total for Region Code 39 Europe				1	2
Total for Sep-2013				221	427
Total for Rylstone				509	886

DATE Wednesday September 25

Arrive – late afternoon	Call in to visitors centre and meet Holly/Rose & the team and pick up your Visitor's Guide pack Mudgee Region Visitors Information Centre 84 Market Street Mudgee
Late afternoon	Check in to accommodation – two nights at Mudgee Tourist & Van Resort Lions Drive Mudgee
6 – 6.30pm	Lawson Park Hotel for Dinner – all meals and a bottle of local wine included Cnr Church & Short Streets Mudgee

DATE Thursday September 26

8am – 9am	Breakfast @ Arbuckles Ask Ruth about the 'local plate' option on the menu 84 Church Street Mudgee
10.30 – 12pm	Cycle/walk tour Lowe Wines – Trail through the vineyards, orchards and farmlands of Lowe Wines. Pick up a Rachael Flynn map from the cellar door and follow at your leisure Tinja Lane Mudgee
12.15 – 2pm	Lunch @ di Iusso Estate Australia's great range of Italian wines – fig and olive oil tastings and regional platters & pizzas 162 Eurunderee Lane Mudgee
2.30 – 3.30pm	Gulgong Pioneer Museum and walk around the historic gold mining town of Gulgong
3.30pm	Afternoon tea @ Delumptious Cafe 112 Mayne Street Gulgong Drive back to Gulgong via Castlereagh Highway
6pm	Dinner at the Oriental Hotel 6 Lewis Street Mudgee

DATE Friday September 27

8 am	Breakfast at Mudgee Brewing Company 4 Church Street Mudgee
10.30 – 11.30	Spencer Cocoa Chocolate morning tea Join chocolatier Luke Spencer for a decadent morning tea, learn about the production of premium chocolate and taste single origin samples from the Pacific High Valley Wine & Cheese Cnr Cassillis Rd & Henry Lawson Drive Mudgee (you can drive or it's about a
Depart Mudgee	