

8.2 Events Assistance Applications

REPORT BY THE EVENTS OFFICER
TO 20 MARCH 2019 ORDINARY MEETING
GOV400067, ECO800009; FIN300052

RECOMMENDATION

That Council:

1. receive the report by the Events Officer on the Events Assistance Applications outside the application period;
2. provide Events Assistance to the below applicants (includes cash and in-kind amounts); and

Western Area CHS Boys Football Trials	\$321
Australian Hot Air Ballooning Championships	\$2,500
Primary Schools Boys Softball	\$163
Primary Schools Girls Softball	\$163

3. decline Events Assistance to the below applicants

Mudgee Pro Am	\$11,000
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Executive summary

This report considers applications for Events Assistance under Council's Events Assistance Policy. It relates to events to be held between 1 January and 30 June 2019, which have been received outside the application period.

Disclosure of Interest

Nil.

Detailed report

Council's Events Assistance Program is designed to assist local community events that benefit the local economy and attract visitors to the Region. A maximum of \$2,500 per event per year is recommended. Under this program, the highest priority should be for events which:

- Attract the largest number of visitors to the Region; and
- Extend the duration of visitation to the Region (i.e. occur over a number of days).

A summary of requests and recommendation can be found in Attachment 1. Full applications for each event can be found in Attachment 2.

Western Area CHS Boys Football Trials April 1

The proposed event is to host the Western Area Combined High Schools Football Trials at Glen Willow Sports Fields. The event has an expected attendance of 130 people. If Council wishes to support the event in 2019, the recommended amount based on the scoring scale is \$0. However,

given the request is for in-kind support, it is recommended that the request for \$321 to cover the cost of ground hire be supported.

Mudgee Pro Am

The proposed Mudgee Pro Am event is to be held in November 2019 as a fundraiser for the development of a new Pro Shop and facilities at Mudgee Golf Club. \$11,000 is requested as prize money for the event. It is estimated to attract 150 visitors. Based on the Events Assistance scoring scale, this event would not be supported through Events Assistance. If Council did wish to make a donation to this fundraiser it could consider doing so through community Grants.

The Australian Hot Air Ballooning Championships May 26 - 31

The proposed event is to host the Australian Hot Air Ballooning Championships in Mudgee. The event has an expected visitor attendance of 1,750 people. If Council wishes to support the event in 2019, the recommended amount based on the scoring scale is \$2,500.

Primary Schools Boys Softball March 26

The proposed event is to host the Western Area Primary School Boys Softball competition at Westend Sports Fields on 26 March including 13 schools. If Council wishes to support the event in 2019, the recommended amount based on the scoring scale is \$0. However, given the request is for in-kind support, it is recommended that the request for \$163 to cover the cost of ground hire be supported.

Primary Schools Girls Softball April 2

The proposed event is to host the Western Area Primary School Girls Softball competition at Westend Sports Fields on 2 April including 13 schools. If Council wishes to support the event in 2019, the recommended amount based on the scoring scale is \$0. However, given the request is for in-kind support, it is recommended that the request for \$163 to cover the cost of ground hire be supported.

The Events Assistance scoring system below was used to score applications against set criteria.

Local community/volunteer participation in event		
Score	Definitive Answers	Value Judgement
0	Unsatisfactory	No or limited local community/volunteer participation or impact (<500 residents)
1	Poor	Community/volunteer participation or local benefits impacting (500 to 1,000 residents)
2	Satisfactory	Community/volunteer participation or local benefits impacting between (1,000 to 2,000 residents)
3	Good	Direct community/volunteer involvement or local benefits impacting (>2,000 residents)

Capacity to ensure event continues and develops in the future		
Score	Definitive Answers	Value Judgement
0	Unsatisfactory	First time event being held, no plans outlined in application, unclear capacity to deliver event
1	Poor	Limited event history (year one), limited plans outlined in application
2	Satisfactory	Event is at least two years old, appropriate planning
3	Good	Well-established event with detailed planning for the future outlined

Economic activity generated from event		
Score	Definitive Answers	Value Judgement
0	\$0-\$25K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
2	\$25K-\$50K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
4	\$50K-\$100K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
6	\$100K-\$150K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
8	\$150k-\$200K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
10	\$200K-\$250K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
12	\$250K-\$300K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
14	\$300K+	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)

Attachment 1 outlines the requests and recommendations for funding.

Community Plan implications

Theme	Building a Strong Local Economy
Goal	An attractive business and economic environment
Strategy	Promote the Region as a great place to live, work, invest and visit

Strategic implications

Council Strategies

Applications for events assistance are required to have clear linkages to the Community Plan Towards 2030 outcomes. This includes promoting the region as a great place to live, work, invest and visit. By supporting events that provide opportunities for local and visitor attendance, this increases visitation to the region and provides social and economic benefits to the region.

Council Policies

Events Assistance Policy – applicants are required to meet the eligibility criteria of the policy including attracting visitors the region.

Legislation

The Local Government Act 1993, Section 356, states: (1) A council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.

Financial implications

Funding of \$60,000 is provided in the 2018/19 Operational Plan for Events Assistance. The current balance is \$22,659. Based on the scoring system above, the recommendation of staff is to provide \$3,147 in Events Assistance. This leaves a balance of \$19,512.

Associated Risks

If Council does not support these events, there is a risk that they may not go ahead in the future or that they are held at another location and therefore, there is the potential of lost economic benefits to the Mid-Western Region.

There is also a risk that an applicant provides false or fraudulent information in order to benefit from the program. This risk is minimised by the clear and transparent policy, process for approval, and feedback requirements of the program.

JOANNA LINDSAY
EVENTS OFFICER

JULIE ROBERTSON
DIRECTOR DEVELOPMENT

5 March 2019

Attachments: 1. Events Assistance Applications Summary.
2. Events Assistance Detailed Applications.

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER

Organisation	Name of event:	Total Attendance	Event Date/s:	Amount Requested in Cash	Amount Requested In-kind	Summary of Requested	Total Amount Requested (cash + in-kind)	Total Score (out of 20)	Funding recommended
Western Area School Sport	Western Area CHS Boys Football Trials	130	1-Apr	\$ -	\$ 321.00	In-kind ground hire x 2 and club room	\$ 321.00	0	\$ 321.00
Mudgee Golf Club Foundation Trust	Mudgee Pro Am	300	14 & 15 November	\$ 11,000.00	\$ -	Prize money	\$ 11,000.00	0	\$ -
Australian Ballooning Foundation	The Australian Hot Air Ballooning Championships	3300	26 - 31 May	\$ 2,500.00	\$ -	Gas	\$ 2,500.00	19	\$ 2,500.00
Western Area School Sport	Primary School Boys Softball		26-Mar	\$ -	\$ 163.00	In-kind ground hire for Westend	\$ 163.00	0	\$ 163.00
Western Area School Sport	Primary School Girls Softball		2-Apr	\$ -	\$ 163.00	In-kind ground hire for Westend	\$ 163.00	0	\$ 163.00

Event Assistance Funding Application - 1 January to 30 June 2019

#19

COMPLETE

Collector: Web Link 2 (Web Link)
Started: Friday, February 08, 2019 12:55:54 PM
Last Modified: Monday, February 11, 2019 3:18:12 PM
Time Spent: Over a day
IP Address: 103.55.47.154

Page 2: CONTACT DETAILS

Q1 Please enter your contact details below:

Name: Mick Boller
Organisation: Western Area School Sport
Address: [REDACTED]
Suburb: LUE
State: NSW
Post Code: 2850
Email Address: [REDACTED]
Phone Number: [REDACTED]

Q2 Website/Social Media

Website: www.sports.det.nsw.edu.au/western
Facebook Page: Western School Sports Association

Page 3: EVENT INFORMATION

Q3 Name of event:

Western Area CHS Boys Football Trials

Q4 Event Date/s:

Monday, 1st April, 2019

Q5 Number of days event is held:

1

Event Assistance Funding Application - 1 January to 30 June 2019

Q6 Event location:

Glen Willow (Soccer) Fields

Q7 Year the event was established:

CHS Sport has been conducted for over 100 years.

Q8 How often is the event held?

One-off

Q9 Event description:

Selection trials for Open Boys Football for Boys attending NSW DET Central and High Schools in Western Region

Q10 Event aims and objectives:

To provide an opportunity for boys attending NSW Government schools to gain selection in the WA CHS Boys Football team which will play in the NSW Championships in Berkeley from 28th-30th May 2019

Q11 Desired outcomes of event:

WA Boys Football team selected.

Q12 Expected attendance numbers: (note: 'local' refers to Mid-Western LGA residents, 'visitors' refers to those coming from outside Mid-Western LGA)

Local Participants	up to 5
Local Spectators	25
Visitor Participants	50+
Visitor Spectators	50+
Total Expected Attendance	130

Q13 What methods do you use to collect data on attendance and visitor numbers?

Head count

Q14 Target audience:

School Students

Event Assistance Funding Application - 1 January to 30 June 2019

Q15 Local community involvement (including local businesses and number of volunteers):

Volunteer support from Mudgee Soccer, including equipment and volunteer helpers

Q16 Economic benefits of the event:

Visitors purchasing food and fuel in Mudgee. Possibly some triallists from distant schools staying overnight beforehand

Q17 Community and social benefits of the event:

Promotion of Football as a healthy, exciting sport to be involved in.

Q18 How will Council's support of the event be recognised?

Acknowledged by Convenor during announcement of WA team at the conclusion of the Trials

Q19 How do you plan to market and promote the event?

Information will be provided to schools via the Western School Sport Association email system and Facebook page

Page 4: PROJECT BUDGET AND FINANCIAL DETAILS

Q20 Please provide details of your event income:

Events Assistance Funding Requested:	\$321.00
Expected Sales Revenue (including entry/ticket sales):	Nil
Contribution from your Organisation/Club:	Nil
Sponsorship:	Nil
Stallholder Fees:	Nil
Total Income:	Nil

Q21 Please provide details of your event expenditure:

Marketing:	Nil
Venue Hire:	2 grounds @ \$117.00, Club rooms @\$87.00
Event Infrastructure:	Equipment provided by Mudgee Soccer
Waste Management:	Bins
Staff Costs:	Met by NSW DET

Event Assistance Funding Application - 1 January to 30 June 2019

Q22 Total Surplus/Deficit:

\$ 321.00

Q23 If positive or surplus budget, please provide further details/explanation what this surplus will be used for:

No surplus expected

Q24 How do you plan to ensure the event will be sustainable in the future and not reliant on Council funding?

This is a one-off event

Q25 Please outline the management structure of your event including key role and responsibilities, and the use of paid/unpaid staff?

Convenor - Mick Boller (Mudgee HS)
 Selection assistance by NSW Football employees
 Mudgee Soccer volunteers to assist with equipment and drills

Q26 Is your group/organisation Incorporated? Yes**Q27** Is your group/organisation not-for-profit? Yes**Q28** Have you registered for GST? Yes**Q29** Do you have an ABN? Yes,
ABN::
58831872186**Q30** Has your event previously received funding from Council? No**Q31** Does the event hold current Public Liability Insurance? Events MUST have insurance to be eligible to receive funding. Yes**Q32** Please upload a copy of your Certificate of Currency

certificate-currency-doe-1718.pdf (211KB)

Page 5: FUNDING REQUESTED - MUST NOT EXCEED \$2,500

Event Assistance Funding Application - 1 January to 30 June 2019

Q33 Please provide details of IN-KIND support requested AND value of support (dollar amounts):(e.g. Council venue hire fee, preparation of Traffic Control Plan, Traffic Control Personnel, Waste Management). Refer to Council's Fees and Charges (click here) for amounts.

Venue Hire	\$117 x2 = \$234.00
Other 1	Room Use = \$87
Total:	\$321.00

Q34 Please provide details of CASH support requested AND dollar amounts:For any cash funding received, copies of invoices may be required as evidence along with an invoice.

Total:	0.00
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Page 6: AUTHORISATION OF APPLICANT

Q35 Authorisation of Applicant:

Name:	Mick Boller
Position	WA CHS Boys Football Convenor
Date:	11th February 2019

Q36 I confirm: **that the information contained in the application form and within the attachments are true and correct.**

,

that this application has been submitted with the full knowledge and support of the applicant.

Event Assistance Funding Application - 1 January to 30 June 2019

#18

COMPLETE

Collector: Web Link 2 (Web Link)
Started: Tuesday, February 05, 2019 3:59:07 PM
Last Modified: Wednesday, February 06, 2019 10:04:24 AM
Time Spent: 18:05:17
IP Address: 121.218.25.43

Page 2: CONTACT DETAILS

Q1 Please enter your contact details below:

Name: Robert Campbell
Organisation: Mudgee Golf Club Foundation Trust
ABN: 28001001305
Address: 21 Robertson Street
Suburb: Mudgee
State: NSW
Post Code: 2850
Email Address: [REDACTED]
Phone Number: [REDACTED]

Q2 Website/Social Media

Facebook Page: Mudgee Golf Club

Page 3: EVENT INFORMATION

Q3 Name of event:

Mudgee Pro Am

Q4 Event Date/s:

14-15 November 2019

Q5 Number of days event is held:

2

Event Assistance Funding Application - 1 January to 30 June 2019

Q6 Event location:

Mudgee Golf Club

Q7 Year the event was established:

2019

Q8 How often is the event held?

Other (please specify):
Intended as an annual event

Q9 Event description:

40 Senior Golf Professionals from around Australia will be invited to participate in a Professional/Amateur 18 holes golf competition and presentation dinner.

Q10 Event aims and objectives:

To raise funds for the development of a new Pro Shop and facilities which will be of ultimate benefit to the community.

Q11 Desired outcomes of event:

Funds raised towards the Pro Shop development;
Increased interest in the sport;
An influx of visitors to Mudgee;
The event being staged on an annual basis;

Q12 Expected attendance numbers: (note: 'local' refers to Mid-Western LGA residents, 'visitors' refers to those coming from outside Mid-Western LGA)

Local Participants	100
Local Spectators	50
Visitor Participants	100
Visitor Spectators	50
Total Expected Attendance	300

Q13 What methods do you use to collect data on attendance and visitor numbers?

Survey of spectators on the day; information gained from attendance at the presentation dinner and golfers' nominations for the event.

Event Assistance Funding Application - 1 January to 30 June 2019

Q14 Target audience:

The Foundation Trust for future events; local media;

Q15 Local community involvement (including local businesses and number of volunteers):

Local community businesses have been approached to provide goods for a raffle to be held in conjunction with the event; The Trust & committee of 10 as volunteers to stage the event.

Q16 Economic benefits of the event:

Funds raised through the raffle/auction to be put towards the new Pro Shop facilities.

Q17 Community and social benefits of the event:

Patronage of food, beverage and accommodation outlets for two days around the event; When completed the new facilities will be of benefit to the local community, juniors and people with disabilities who otherwise would not be able to participate in a sport.

Q18 How will Council's support of the event be recognised?

Mid-Western Council will be acknowledged in the media, at the event and presentation dinner.

Q19 How do you plan to market and promote the event?

Through the Mudgee Golf Club, emails to members, local media presentation, promotion to Western Region clubs.

Page 4: PROJECT BUDGET AND FINANCIAL DETAILS

Q20 Please provide details of your event income:

Events Assistance Funding Requested:	\$11,000 (minimum prize money needed to stage the event).
Expected Sales Revenue (including entry/ticket sales):	\$10,000
Contribution from your Organisation/Club:	Volunteers, administrative support
Sponsorship:	Local business and corporate donations
Total Income:	\$21,000

Q21 Please provide details of your event expenditure:

Other 1:	Prize money (\$11,000 minimum required).
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Event Assistance Funding Application - 1 January to 30 June 2019

Q22 Total Surplus/Deficit:

\$ **\$10,000**

Q23 If positive or surplus budget, please provide further details/explanation what this surplus will be used for:

Placed in the Foundation Trust account for the future development of the Pro Shop as funds become available.

Q24 How do you plan to ensure the event will be sustainable in the future and not reliant on Council funding?

Seek sponsorship for the prize money from other sources.

Q25 Please outline the management structure of your event including key role and responsibilities, and the use of paid/unpaid staff?

The Club professional liaises with the Australian PGA; the Foundation Trust and volunteers, together with the local Pro run the event; the Mudgee Golf Club provides the administrative support needed.

Q26 Is your group/organisation Incorporated? **No**

Q27 Is your group/organisation not-for-profit? **Yes**

Q28 Have you registered for GST? **Yes**

Q29 Do you have an ABN? **Yes**

Q30 Has your event previously received funding from Council? **No**

Q31 Does the event hold current Public Liability Insurance? Events MUST have insurance to be eligible to receive funding. **Yes**

Q32 Please upload a copy of your Certificate of Currency

Insurance.pdf (274.4KB)

Page 5: FUNDING REQUESTED - MUST NOT EXCEED \$2,500

Event Assistance Funding Application - 1 January to 30 June 2019

Q33 Please provide details of IN-KIND support requested AND value of support (dollar amounts):(e.g. Council venue hire fee, preparation of Traffic Control Plan, Traffic Control Personnel, Waste Management). Refer to Council's Fees and Charges (click here) for amounts.

Total: **\$0**

Q34 Please provide details of CASH support requested AND dollar amounts:For any cash funding received, copies of invoices may be required as evidence along with an invoice.

1. **\$11,000**

Total: **\$11,000**

Page 6: AUTHORISATION OF APPLICANT

Q35 Authorisation of Applicant:

Name: **Robert Campbell**
Position **Chairman, Mudgee Golf Club Foundation Trust**
Date: **6 February 2019**

Q36 I confirm: **that the information contained in the application form and within the attachments are true and correct.**
,
that this application has been submitted with the full knowledge and support of the applicant.

From: [Robert Campbell](#)
To: [Joanna Lindsay](#)
Subject: Events Assistance Grant
Date: Wednesday, 6 February 2019 12:35:10 PM

Hi Joanna

Trish Elsegood has been talking to me regarding council grants. I have completed the Events Assistance application and was wondering if it had been received.

If possible I would like to add some further comments in support of the application:

The Mudgee Golf Club Foundation Trust is an entity separate from the Golf Club Board. It has been set up to raise funds for the upgrade/re-development of the Pro Shop which is currently housed in an old squash court on the premises. Through donations we have only raised \$1500 to date but have a number of activities planned for the future, including a Pro Am to be held in November 2019.

40 senior professional golfers from around Australia will be attending, and together with local and outside players, a field of 200 is anticipated. With partners and spectators, it is envisaged that another 100 may be present on the day.

Peter Mayson, the local golf professional, is working with the PGA to organise the event. For such an event to proceed, we have to guarantee a prize purse of \$11,000, hence the application.

It is hoped that between \$5,000-\$10,000 can be raised prior to and on the day. Businesses and corporate organisations have been approached to provide goods and services for a raffle/auction prior to and during the event. Any funds raised would then be placed in the Foundation Trust account and put towards the new Pro Shop in the future. The Mudgee Golf Club has also put aside \$50,000 for this specific purpose.

When the new facility is built, a Golf Simulator is proposed to be added, funded by the current professional. This is a facility which would be of benefit to the local community and would allow the following:

1. Provide an indoor facility for people with a disability who otherwise would not be able to participate due to the walking involved in golf as a sport.
2. Provide the opportunity for juniors and people of all ages/sexes to participate in the sport, rather than having to join a club.
3. As there are no known such facilities outside the metropolitan areas, it is anticipated that this could be a tourist attraction and attract people from around the region to visit Mudgee.

The Pro Am being staged (and hopefully this will then be an annual event in Mudgee) will contribute some funds towards the final goal while also providing benefits to the local community through:

1. The opportunity for the community to see senior professional golfers first hand;
2. Generate interest in the sport generally, and specifically for juniors;
3. Generate economic benefits to Mudgee through accommodation, food outlets and the winery industry and other local businesses;
4. Promotion of Mudgee and its facilities in general.

If you would like further information, please do not hesitate to contact me.

Regards

Bob Campbell
Chairman
Mudgee Golf Club Foundation Trust

Event Assistance Funding Application - 1 January to 30 June 2019

#22

COMPLETE

Collector: Web Link 2 (Web Link)
Started: Friday, February 15, 2019 2:31:38 PM
Last Modified: Friday, February 15, 2019 5:42:51 PM
Time Spent: 03:11:12
IP Address: 119.15.73.31

Page 2: CONTACT DETAILS

Q1 Please enter your contact details below:

Name: Matthew Scaife
Organisation: Australian Ballooning Federation
ABN: 62059408970
Address: PO Box 80
Suburb: RIVERSTONE
State: NSW
Post Code: 2765
Email Address: president@abf.net.au
Phone Number: [REDACTED]

Q2 Website/Social Media

Website: <https://www.balloonaloft.com/mudgee-festival/ballooning-championships>
Facebook Page: <https://www.facebook.com/events/400802287124264/>

Page 3: EVENT INFORMATION

Q3 Name of event:

The Australian Hot Air Balloon National Championships

Q4 Event Date/s:

26-31 May 2019

Q5 Number of days event is held:

6

Q6 Event location:

Mudgee Region

Event Assistance Funding Application - 1 January to 30 June 2019

Q7 Year the event was established:

1979

Q8 How often is the event held?

Other (please
specify):
Biennial

Q9 Event description:

The Australian Hot Air Balloon National Championships will see the best pilots from around the country take part in 6 days of competition flying from 26-31 May 2019. Balloons will launch at sunrise each morning from a range of launch locations in the picturesque Mudgee region. Spectators will be able to follow the flight path of the balloons from the ground as well as travel to competition target points to watch the pilots compete as they try to get their markers closest to the target. A special Balloons and Bubbles Breakfast will be held for spectators on the opening day of the competition. Spectators will be able to view the traditional key grab competition whilst enjoying a glass of Bubbles and a delicious breakfast at Blue Wren Wines. To add to the festivities, local markets will be operating on the morning.

Q10 Event aims and objectives:

- Showcase Mudgee as a premier destination for hot air ballooning
- Promote the sport of ballooning as an exciting visual spectacle following the models of overseas ballooning competitions such as those held in Japan and the US. These competitions attract tens of thousands of visitors each year
- To make Mudgee the permanent home of the Australian Hot Air Balloon National Championships - this is the most prestigious event in the Australian ballooning competition calendar
- To showcase the skills of the pilots participating in the Nationals competition

Q11 Desired outcomes of event:

- To stage a spectacular and memorable event for Mudgee locals and visitors alike.
- To increase visitation to the Mudgee region and provide a real benefit to the local community and local businesses.
- To create a sustainable event that will become a popular fixture on the Mudgee event calendar.
- To create a working partnership with local businesses to help grow the event as well as benefit the local economy.
- To attract over 3,000 attendees over the course of the event.

Q12 Expected attendance numbers: (note: 'local' refers to Mid-Western LGA residents, 'visitors' refers to those coming from outside Mid-Western LGA)

Local Participants	50
Local Spectators	2000
Visitor Participants	250
Visitor Spectators	1000
Total Expected Attendance	3300

Event Assistance Funding Application - 1 January to 30 June 2019

Q13 What methods do you use to collect data on attendance and visitor numbers?

For the Australian Hot Air Balloon National Championships, event marketing staff will conduct spectator briefings before each competition flight. At these briefings, spectators will receive information on where the balloons will be launching from, proposed landing sites as well as advice on how to safely follow the balloon competition from the ground. A sign-in sheet at these briefings will provide an opportunity to record spectator details (local or overnight visitor) and postcode information.

In order to measure the experiences of Festival attendees, event staff will be conducting a survey using iPads to ask attendees questions relating to their personal experiences including where they have travelled from, where they are staying, what they enjoyed and what could be improved.

Q14 Target audience:

Overnight Visitors

- Couples with disposable income and no kids
- Families
- The Adventurous
- Outdoor lovers
- Ballooning enthusiasts

Day Visitors

- Local Mid-Western and Regional NSW visitors

Q15 Local community involvement (including local businesses and number of volunteers):

The event will be staged from Blue Wren Wines in Mudgee which will act as the event headquarters. Competitor briefings and event functions will be held at Blue Wren with the final presentation ceremony also to be staged here. Much of the catering will be handled by Blue Wren. Additional catering and official event lunches and dinners will be outsourced to a range of local businesses. A list of participating accommodation businesses will be provided to event competitors, support staff and spectators. We will work with local market organisers to hold an early morning markets on the first morning of the event at Blue Wren Wines. Fuel for event vehicles and gas for balloons will be sourced locally. Event organisers will employ around 20 local volunteers to assist with the staging of the Championships.

Q16 Economic benefits of the event:

The event will attract competitors and their family and friends who will book accommodation in the region and visit local restaurants, wineries, outlets and attractions over a six day period bringing economic benefit to local businesses. The event headquarters will be situated at Blue Wren Wines with event organisers spending money on venue hire, accommodation and catering. Organisers will utilise local businesses for catering and accommodation needs for all competitors and their support crew as well as for fuel and gas. We anticipate that spectators will also utilise local accommodation, food outlets and other local suppliers during their visit.

Q17 Community and social benefits of the event:

The Australian Hot Air Balloon National Championships will provide the local community with a family friendly multi-day sporting event. This will be an opportunity for locals and visitors to view world class pilots competing at the highest level of national competition within their local region.

Event Assistance Funding Application - 1 January to 30 June 2019

Q18 How will Council's support of the event be recognised?

Council's support will be recognised via our event website page, Facebook Event page and event listing on the Visit NSW page. It will also be recognised in promotional material including event signage and event media releases. On the night preceding the Nationals, a balloon night glow will be held at the Glen Willow Stadium with an expected attendance of around 5,000 people. During the evening, acknowledgement will be given to event sponsors of the Australian Hot Air Balloon National Championships by our MC.

Q19 How do you plan to market and promote the event?

A full marketing plan has been developed and includes an event website page, Facebook Event Page plus a social media and publicity campaign. Radio advertising and promotions through the local tourism networks will also be implemented. Organisers will also collaborate with local businesses to spread the word.

Page 4: PROJECT BUDGET AND FINANCIAL DETAILS

Q20 Please provide details of your event income:

Events Assistance Funding Requested:	2,500
Expected Sales Revenue (including entry/ticket sales):	Free Entry to Public
Contribution from your Organisation/Club:	500
Sponsorship:	30,000
Total Income:	30.500

Q21 Please provide details of your event expenditure:

Marketing:	1,700
Venue Hire:	7000
Event Infrastructure:	2000
Staff Costs:	12000 (wages and accommodation)
Other 1:	8,000 (gas)

Q22 Total Surplus/Deficit:

\$ **200 deficit**

Q23 If positive or surplus budget, please provide further details/explanation what this surplus will be used for:

n/a

Event Assistance Funding Application - 1 January to 30 June 2019

Q24 How do you plan to ensure the event will be sustainable in the future and not reliant on Council funding?

As more local businesses come on board we plan to add more ticketed events to complement and support the Australian Hot Air Balloon National Championships. This we believe will ensure the sustainability and future growth of the event. Future plans also include the possibility of running a balloon fiesta similar to the highly successful Balloon Aloft Hunter Valley Fiesta held on the October Long Weekend each year which sees over 500 passengers and thousands of spectators attend the event over the course of the weekend.

Q25 Please outline the management structure of your event including key role and responsibilities, and the use of paid/unpaid staff?

EVENT ORGANISERS

- Event Organiser Matthew Scaife
- General administration David Bain
- Finance Peili Zhang
- Accommodation Amy Fox
- Propane Paul Britliff
- Marketing, Media & Sponsorship Michelle Wills
- Landowner relations Jim Doyle
- Website & Digital Marketing Peta Hurley

EVENT DIRECTOR'S AND COMPETITION STAFF (These will be a combination of paid & unpaid)

- Director Gary Lacey
- Deputy Director Matthew Scaife
- Chief Scorer Steve Ireland
- Safety Officer John Wallington
- Chief Debriefers Ian Benning
- Debriefers Carol Benning
- GPS Logger downloaders / assistant scorers Ruth Wilson
- 5 Measuring teams of 3-4 persons each 5 x Balloon Aloft Staff +volunteers
- 1 Meteorology official Don Whitford
- Chief Steward Dean Pegg
- Jury President plus 2 jurors Gren Putland,

Q26 Is your group/organisation Incorporated? **No**

Q27 Is your group/organisation not-for-profit? **Yes**

Q28 Have you registered for GST? **Yes**

Q29 Do you have an ABN? **Yes,**
ABN:
62059408970

Q30 Has your event previously received funding from Council? **No**

Event Assistance Funding Application - 1 January to 30 June 2019

Q31 Does the event hold current Public Liability Insurance? Events MUST have insurance to be eligible to receive funding. **Yes**

Q32 Please upload a copy of your Certificate of Currency

MELBOURNE 20190111 Certificate of Insurance - BALLOONAL - 339913.pdf(176.1KB)

Page 5: FUNDING REQUESTED - MUST NOT EXCEED \$2,500

Q33 Please provide details of IN-KIND support requested AND value of support (dollar amounts):(e.g. Council venue hire fee, preparation of Traffic Control Plan, Traffic Control Personnel, Waste Management). Refer to Council's Fees and Charges (click here) for amounts.

Total: **0**

Q34 Please provide details of CASH support requested AND dollar amounts:For any cash funding received, copies of invoices may be required as evidence along with an invoice.

1. **2500 (gas)**

Total: **2500**

Page 6: AUTHORISATION OF APPLICANT

Q35 Authorisation of Applicant:

Name: **Matthew Scaife**
Position **Event Director**
Date: **15022019**

Q36 I confirm: **that the information contained in the application form and within the attachments are true and correct.**
,
that this application has been submitted with the full knowledge and support of the applicant.



EVENTS ASSISTANCE – Primary Schools Softball

ITEM DESCRIPTION	Events Assistance
DATE:	Jan – July 2019
FROM:	Events Co-ordinator Joanna Lindsay
DATE FILED:	6 March 2019

Date - 26 March 2019
Primary School Boys softball

Date – 2 April 2019
Primary School Girls softball

Mick Boller, Western Area Sports has requested that the hire fee for the use of Westend for both the above mentioned events is waived. Cost of hire per event is \$163 per day.

It is recommended that Council support both the events by an in-kind fee waiver of the hire of Westend.