

## 7.2 MRT Quarterly Report: July to September 2019

REPORT BY THE GENERAL MANAGER  
TO 11 DECEMBER 2019 ORDINARY MEETING  
GOV400067, F0770077

### RECOMMENDATION

**That Council receive the report by the General Manager on the MRT Quarterly Report: July to September 2019.**

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### Executive summary

As per the funding and performance agreement entered into in July 2017 between Mudgee Regional Tourism (MRT) and Council, MRT is required to report quarterly to Council on their performance.

### Disclosure of Interest

Nil.

### Detailed report

The MRT report for the first quarter of the 19/20 financial year has been delivered to Council in accordance with the funding and performance agreement. The report is attached for Council's consideration.

### Community Plan implications

<b>Theme</b>	<b>Building a Strong Local Economy</b>
Goal	A prosperous and diversified economy
Strategy	Support the attraction and retention of a diverse range of businesses and industries

### Strategic implications

#### Council Strategies

A key strategy in the Mid-Western Region Community Plan is to promote the Region as a great place to live, work, invest and visit. This strategy recognises the important role that tourism plays in building a strong local economy.

Council has a contract with MRT for the supply of tourism services within the Mid-Western Local Government Area. The term of this contract is for four years ending on 30 June 2021. Under this contract, MRT must provide quarterly reports to Council.

#### Council Policies

Not applicable.

#### Legislation

Not applicable.

## Financial implications

This report is for information purposes only, as per Council's contractual arrangement with MRT. There are no additional financial implications.

## Associated Risks

This report is for information purposes only, as per Council's contractual arrangement with MRT.

BRAD CAM  
GENERAL MANAGER

25 November 2019

*Attachments:* 1. MWRC Quarterly Report Q1 2019-20.

APPROVED FOR SUBMISSION:

BRAD CAM  
GENERAL MANAGER



2019–20 Quarterly Report

Q1: Jul to Sep 2019

*prepared for*

MID-WESTERN REGIONAL COUNCIL

**Executive Summary**

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 2017-21, an agreement subject to the following key performance indicators:

#	Objective	Metric/KPI	FY19-20 Q1 Result (vs. same period last year)																														
1	Measure tourism numbers to the LGA and where they are from	<p>Analyse trends in tourism visitation in the Mudgee Region by capturing and reporting:</p> <ol style="list-style-type: none"> <li>VIC visitation (post codes)</li> <li>Overnight visitation via accommodation members representing at least 30% of region's total room inventory (visitor nights x LGA average per visitor spend NVS data \$145 as at Dec 17)</li> </ol>	<p>Total 'Visitor Information Centre' visitors 9,992 (↓20%)</p> <p>2019-20 Q1 Visitor Information Centre Results</p> <table border="1"> <tr> <th>Category</th> <th>Percentage</th> </tr> <tr> <td>Sydney Region</td> <td>~15%</td> </tr> <tr> <td>Regional NSW</td> <td>~65%</td> </tr> <tr> <td>Interstate</td> <td>~10%</td> </tr> <tr> <td>International</td> <td>~5%</td> </tr> <tr> <td>Unknown</td> <td>~5%</td> </tr> </table> <p>Overnight visitors* (↓13%) – <b>AUDIT TAKING PLACE</b></p> <p>2019-20 Q1 Overnight Visitor Sample</p> <table border="1"> <tr> <th>Year</th> <th>Visitor Count</th> </tr> <tr> <td>Year 2015</td> <td>~30,500</td> </tr> <tr> <td>Year 2016</td> <td>~30,800</td> </tr> <tr> <td>Year 2017</td> <td>~32,500</td> </tr> <tr> <td>Year 2018</td> <td>~31,500</td> </tr> <tr> <td>Year 2019</td> <td>~27,500</td> </tr> </table> <ul style="list-style-type: none"> <li>Drop in VIC visitors (20%) on same period last year, primarily due to Rylstone and Gulgong satellite VICs now operated by different businesses, open less hours and less total patronage (previously recorded as visitors, whether specific to business or not)</li> <li>Overall 13% decrease in visitor nights Q1 FY19 v FY20 – not in market with a campaign in Q1 2019 but also conducting an audit on collected figures</li> <li>*Q1 sample size: 41% of total inventory across the region (11 accommodation providers)</li> </ul>	Category	Percentage	Sydney Region	~15%	Regional NSW	~65%	Interstate	~10%	International	~5%	Unknown	~5%	Year	Visitor Count	Year 2015	~30,500	Year 2016	~30,800	Year 2017	~32,500	Year 2018	~31,500	Year 2019	~27,500						
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2	Provide all tourism related businesses in the LGA with the opportunity for promotion	<ol style="list-style-type: none"> <li>Maintain or increase total number and/or total value of MRTI memberships</li> <li>Provide a business listings page on website (for all tourism members and non-members) at no cost. Web page to be visually sponsored by MWRC (logo)</li> </ol>	<p>316 members (↑7%) – for tier breakdown, see below \$416,400 + GST partnership fees (↑17%)</p> <p><a href="#">Click here for Mudgee Region business listings page</a></p> <p><a href="#">Click here for MWRC sponsor logo</a> (footer of every page and on 'Our Sponsors' page)</p>																														
			<table border="1"> <thead> <tr> <th>YTD</th> <th>Platinum</th> <th>Gold</th> <th>Silver</th> <th>Copper</th> <th>Bronze</th> <th>Basic</th> <th>Diamond</th> <th>Ruby</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Sep-18</td> <td>17</td> <td>31</td> <td>35</td> <td>41</td> <td>76</td> <td>88</td> <td>5</td> <td>3</td> <td>296</td> </tr> <tr> <td>Sep-19</td> <td>20</td> <td>33</td> <td>25</td> <td>77</td> <td>75</td> <td>77</td> <td>5</td> <td>4</td> <td>316</td> </tr> </tbody> </table>	YTD	Platinum	Gold	Silver	Copper	Bronze	Basic	Diamond	Ruby	Total	Sep-18	17	31	35	41	76	88	5	3	296	Sep-19	20	33	25	77	75	77	5	4	316
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3	Attend and promote the region at events outside the region	<p>Identify at least 4 key trade and/or consumer shows annually (within specified target markets) to promote the Region. For example (these may vary year to year):</p> <ol style="list-style-type: none"> <li>1. Sydney Cellar Door (Feb)</li> <li>2. Pyrmont Food &amp; Wine Festival (May)</li> <li>3. Balmoral Mudgee Food &amp; Wine Festival (Aug)</li> <li>4. Sydney Food + Wine Show (Oct)</li> </ol>	<p>✓ Miranda Westfield Mini-Flavours – July 2019                  ✓ Balmoral – August 2019</p> <p>Upcoming scheduled events:</p> <ul style="list-style-type: none"> <li>- The End Festival, Apr 20</li> <li>- Sydney Good Food + Wine Show, Jun 20</li> </ul>
4	Provide monthly marketing communication to subscriber database, report on social media reach and website visitation statistics	<ol style="list-style-type: none"> <li>1. Annual subscriber database health check</li> <li>2. Increase subscriber's year on year</li> <li>3. Distribute monthly subscriber emails (maintain brand and membership activation integrity)</li> <li>4. Distribute weekly member newsletters</li> <li>5. Prepare monthly digital media statistics (social media + website), track trends, increase engagement and followers</li> </ol>	<p>21,331 subscribers (↑24%)</p> <p>✓ Subscriber EDM sent 26 Jul, 16/30 Aug and 13/25 Sep                  ✓ Member News EDM sent weekly/fortnightly</p> <p>Unique website visitors 44,708 (↓6%)                  Unique page views 426,965 (↓18%)                  *Note: significantly softer engagement due to campaign in market driving website visitation in Q1 2018, no campaign in market Q1 2019</p> <p>Facebook 16,284 (↑18%)                  Instagram 11,702 (↑27%)                  Twitter 1,887 (↑3%)</p>
5	Promote all tourism-related council and major regional events	<p>Promote MWRC and major events through Visitor Guide, subscriber database, digital channels, MRTI stalls (e.g. Flavours of Mudgee) and other promotional channels (e.g. radio, Mudgee Guardian articles, etc)</p>	<p>✓ Flavours of Mudgee // print, media, digital and social promo</p> <p>✓ Various promotion of in-region events across print and digital channels, plus ticketing solutions</p> <p>✓ PR activation plan in place year round</p> <p>✓ Weekly radio spot on RealFM with 'explore your own backyard' campaign in place to engage the local community with tourism experiences</p> <p>✓ Supply Mudgee Region Magazines to MWRC to distribute at out-of-region NRL matches, Miranda Westfield, etc</p>

6	Develop annual marketing plan providing details of all marketing and promotional activities planned to be undertaken on a monthly basis to promote LGA as a tourism destination and provide quarterly updates	<ol style="list-style-type: none"> <li>1. Review + update Mudgee Region DMP on a 3-yearly basis</li> <li>2. Develop an annual Marketing Campaign Strategy, with measurable KPIs</li> <li>3. Prepare report and meet MWRC quarterly to discuss KPI tracking and results</li> </ol>	<ul style="list-style-type: none"> <li>✓ New DMP project underway, with stakeholder workshops held in Mudgee, Gulgong, Rylstone and Sydney</li> <li>✓ New marketing plan established for 2019-20, including 'Feel the Love' PR Campaign development in Q1 for rollout to stakeholders Q2 and to consumers from Q3</li> <li>✓ PR coverage of Mudgee Region in Q1:             <ul style="list-style-type: none"> <li>- EAV (est. advertising value): \$205,477</li> <li>- PRV (PR value): \$616,436</li> <li>- Reach (total opportunities to see): 13,918,042</li> </ul> </li> <li>✓ MWRC quarterly report completed + submitted (post September EOM Report approval at November board meeting – with board meetings now held bi-monthly, instead of monthly)</li> </ul>
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**Key Activity**



COUNTRY & OUTBACK AND RIVERINA MURRAY  
**HALL OF FAME 2019**  
Destination Marketing



COUNTRY & OUTBACK AND RIVERINA MURRAY  
**GOLD 2019**  
Visitor Information Services



**MUDGEE REGION TOURISM INDUCTED INTO HALL OF FAME**

Mudgee Region Tourism inducted into Hall of Fame at the Destination Country and Outback and Destination Riverina Murray Regional Tourism Awards. The highly prestigious accolade celebrates the region's incredible efforts and achievements in promoting the region over the years, winning the Destination Marketing category three years in a row. The celebrations didn't stop there for Mudgee Region Tourism, who also won Gold in the Visitor Information Services category for the third year in a row.



**MIRANDA WESTFIELD MINI-FLAVOURS PROMO**

Mudgee Region Tourism attended as a stallholder to this event coordinated by MWRC, taking a taste of Mudgee Region to a targeted Sydney audience in the Sutherland Shire.

- 530 Mudgee Region Magazines distributed
- \$3,700 in local produce and merchandise sales
- 181 competition entries/new email addresses for our database

**SMALL FARM FIELD DAYS**

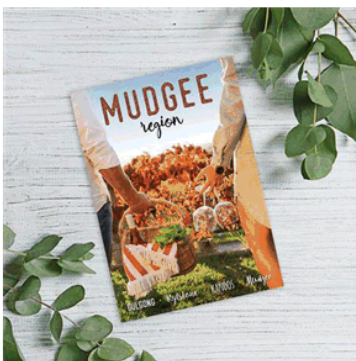
Hosted a stall at the event which resulted in 100 magazines distributed, 15 new subscribers/competition entries and \$476 in gross retail revenue.



**BALMORAL WINE + FOOD FAIR**

Mudgee Region Tourism attended as a stallholder to this event coordinated by MWA, launching our new Mudgee Region magazine to consumers.

- 1,632 Mudgee Region Magazines distributed
- \$793 in local produce and merchandise sales
- 225 competition entries/new email addresses for our database

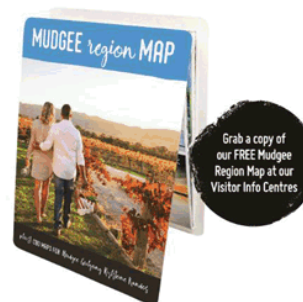


**2019-20 MAGAZINE + MAP LAUNCH**

Held at The Pavilion @ Lowe on 06 August with a record crowd of around 200 partners.

Before the big reveal, we shared some wonderful results for the region from the past year, including a new report just in from Destination NSW:

“Tourism Research Australia prepare 4-year average results for each NSW destination. In December 2017, the Mid-Western Regional Council Local Government Profile showed our region attracting 573,000 visitors per year worth an estimated \$148M to our local economy. Our new 4-year average as at



March 2019 indicates 660,000 visitors are now sharing their love for the Mudgee Region each year, worth a whopping \$171M to our local economy! That’s an astronomical (especially in destination growth terms) 15% increase! This is a phenomenal result and testament to the collaborative nature of our destination.”



**TODAY SHOW WEATHER CROSS – FESTIVAL OF WOT PROMO**

Wotif ran a national campaign to support a regional town with the ‘Festival of Wotif?’. The campaign asked followers to suggest a regional town to be the host of a Wotif funded festival, along with some fun festival themes.

Mudgee was shortlisted and announced as a finalist to potentially host ‘THE FESTIVAL OF SNAGS’. There were only 4 finalists across Australia – with 2 others from QLD and 1 from SA.

Finalists were announced on the Today Show via live weather crosses, including Mudgee.

We invited our partners and the local community to come down to a ‘Community Sausage Sizzle’ hosted by the Lions Club, with snags kindly donated by Gulgong Butchery and bread donated by Mudgee Bakery. The

weather crosses took place in the Catholic Church grounds.

**FLAVOURS OF MUDGE STALL**

Mudgee Region Tourism attended as a stallholder to this event by MWRC.

- 150 Mudgee Region Magazines distributed
- \$481 in local produce and merchandise sales
- 202 competition entries/new email addresses for our database

**LOCAL RADIO ADVERTISING**

Focus: local produce at VIC and event ticket sales promo.



Q1 Media Clippings – a snapshot

**JULY COVERAGE PRINT**



**Mudgee storms awards**

**Mudgee Guardian**

The annual Mudgee Regional Tourism Awards ceremony was held at the Mudgee Regional Council Chambers on Tuesday night. The event was a highlight for the community and showcased the region's tourism offerings. The awards were presented to several winners, including the Mudgee Regional Council for their commitment to the region's tourism industry. The ceremony was attended by a large number of guests, including family and friends of the winners. The awards were presented by the Mudgee Regional Council's Mayor, Councillor [Name]. The winners were congratulated for their hard work and dedication to the region's tourism industry. The awards were presented to several winners, including the Mudgee Regional Council for their commitment to the region's tourism industry. The ceremony was attended by a large number of guests, including family and friends of the winners. The awards were presented by the Mudgee Regional Council's Mayor, Councillor [Name]. The winners were congratulated for their hard work and dedication to the region's tourism industry.

**JULY COVERAGE ONLINE**

**Mudgee cleans up at regional tourism awards night**

The Mudgee Regional Council has been recognised as the winner of the Mudgee Regional Tourism Awards for the year 2019. The award was presented at the Mudgee Regional Council Chambers on Tuesday night. The award was presented to the Mudgee Regional Council by the Mudgee Regional Council's Mayor, Councillor [Name]. The award was presented to the Mudgee Regional Council by the Mudgee Regional Council's Mayor, Councillor [Name]. The award was presented to the Mudgee Regional Council by the Mudgee Regional Council's Mayor, Councillor [Name]. The award was presented to the Mudgee Regional Council by the Mudgee Regional Council's Mayor, Councillor [Name].

**JULY COVERAGE ONLINE** alluxia


## Mudgee's Newest Long Lunch Experience

TUESDAY, 02 JULY 2019 - CHECK IN: REVIEW OF THE MONTH



you love food and wine, then Mudgee's likely already on your hit list. We even shared our Must Visit Mudgee Wineries here, to make organising your wine weekend itinerary a breeze. Here's one more reason to take your next foodie escape to Mudgee...

Little Cooking School has recently flung open its doors to welcome fellow foodies to savour an immersive and hands on cooking experience. Founder Tamara Howarth is a passionate foodie, bringing 20+ years hospitality experience to the table. Tamara's classes are about showcasing local produce and local wines of this stunning region for a true paddock to plate experience.



**JULY COVERAGE ONLINE** alluxia

### Mudgee's Newest Long Lunch Experience

Mudgee's newest long lunch experience is a hands-on cooking class with a focus on local produce and wine. The class is led by Tamara Howarth, founder of Little Cooking School. The class is a great way to learn about local produce and wine, and to enjoy a delicious meal. The class is a great way to learn about local produce and wine, and to enjoy a delicious meal. The class is a great way to learn about local produce and wine, and to enjoy a delicious meal. The class is a great way to learn about local produce and wine, and to enjoy a delicious meal.





**JULY COVERAGE ONLINE**

### Balmoral Wine and Food Fair featuring Mudgee Region wine and produce

Published: 27th July 2019 in Balmoral and Bays, Festivals and Celebrations, Food and Wine



Balmoral Beach will transform again this Sydney's iconic coastal wine destination for the 20th Annual Food and Wine Festival featuring Mudgee Region wine and produce in August. Balmoral Beach will transform again this Sydney's iconic coastal wine destination for the 20th Annual Food and Wine Festival featuring Mudgee Region wine and produce in August. Balmoral Beach will transform again this Sydney's iconic coastal wine destination for the 20th Annual Food and Wine Festival featuring Mudgee Region wine and produce in August.

**JULY COVERAGE PRINT**

**NSW**

**Halliday**

**Mudgee Wine & Food Festival**

The Mudgee Wine & Food Festival is a celebration of the region's wine and food industry. The festival is a great way to learn about local produce and wine, and to enjoy a delicious meal. The festival is a great way to learn about local produce and wine, and to enjoy a delicious meal. The festival is a great way to learn about local produce and wine, and to enjoy a delicious meal.



JULY COVERAGE ONLINE

BROADSHEET

Balmoral Wine and Food Fair  
FOOD

Sun 11th August, 2019  
Balmoral Reserve  
The Esplanade, Mosman NSW 2088



1/2 Photographs Courtesy of Balmoral Wine and Food Fair

Mudgee's finest winemakers and producers come to Mosman.

Some of the Mudgee wine region's finest winemakers and producers will pop up in Balmoral for the 29th annual Balmoral Wine and Food Fair. The event will span the entirety of Balmoral Reserve, where Sydneysiders will be able to meet the faces behind some of Mudgee's best food and wine.

Wines will be available for tastings and by the glass; tasting packages will be available for \$25. Bottles of your favourite finds will also be available to take home on the day.

This year's event will exhibit 21 Mudgee wineries, as well as dozens of the area's producers and even a brewery. There'll also be countless food stalls, a petting zoo and live music throughout the day by Aussie singer-songwriter Matt Boylan-Smith.

From 11am to 5pm. Admission is free.

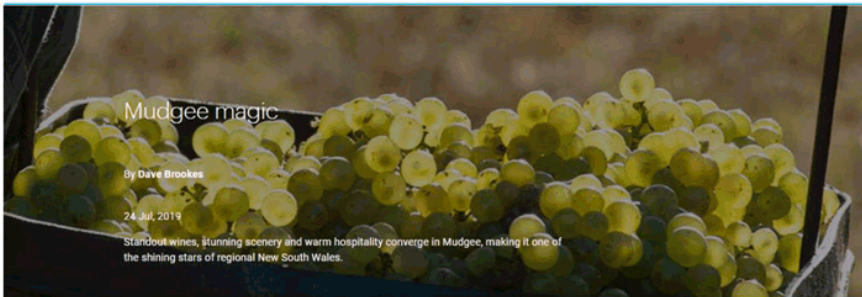
[More information here.](#)

by LISA FUKUDA

SHARE



JULY COVERAGE ONLINE



Mudgee magic

By Dave Brookes

24 Jul, 2019

Stunning wines, stunning scenery and warm hospitality converge in Mudgee, making it one of the shining stars of regional New South Wales.

It had been a long time between drinks for Mudgee and me. It was around 1990, maybe earlier. The memory is foggy because I was working in the music industry at the time – far from the wine-obsessed geek at the keyboard that I am today. Back then, the base of my food pyramid consisted of Jack Daniel's and my strongest memories of that visit were noisy gigs at the Soldiers Club, greasy hamburgers and milky truckstop coffee.

It seems a bit silly for someone who was involved in all sorts of dubious life choices to have lamented the lack of culture in a rural town; it is, after all, where Henry Lawson lived for some time. But after my most recent Mudgee visit to judge at the NSW Wine Awards, I can report that the coffee and food offerings have improved exponentially. It is a beautiful place to spend some time, and the wine has never been better.

The town's name is derived from the Wiradjuri term Moothi meaning 'Nest in the Hills' and it became an important focal point during the gold rush, prospering from the money flowing in from those seeking their fortune. Wool and farming was a big thing and the winemaking lineage stretches back to the mid-1800s. You could say it's got a rich history.

It's a town of majestic country avenues, wide-verandahed country pubs and a lovely war memorial clock tower in the middle of the main roundabout, which serves as a handy waypoint for the directionally challenged. I presume that its proximity to Sydney – a four-hour drive for me, taking in a pie stop at Hominy Bakery in Katoomba – has seen tree-changers move to town, in turn adding to the diversity of hospitality offerings the region sees today.

JULY COVERAGE ONLINE

Mudgee magic

For those planning a visit, there are festivals and events throughout the year, with September a prime time with the month-long heritage wine and food festival a highlight. This celebrates in the Pioneer of Mudgee Street Festival, with the region's winemakers, producers, bakers, cooks, distillers and brewers coming together for a heaving street party with a wonderful atmosphere.



One of Mudgee's top winemaking producers is the Robert Stein vineyard (pictured above). In recent times they've established an enviable show record, snaffling trophies and gold medals for their wines – and for good reason. They are outstanding. The old winery was planned on gentle slopes around 500 metres above sea level. It is cool and that comes through in the wines, which show scintillating focus and fruit purity with plenty of zing across the palate. From the festival's early view to the Pioneer Festival, only released in celebratory years, they are garaged examples. Of course the quality across the range, from sparkling to fortified, is excellent and the Pinyanay Pumphouse restaurant is one of the region's best.

The Love Wines cellar door is one of my favourites in the region. The winery are organically farmed and it's got a relaxed country feel with a western-style outdoor area perfect for hanging out with a glass of wine and a few glasses of local produce. Again, nothing is a state, especially the icon Riesling, but there are many highlights. The Trap and Bulls boutique wines are uniformly excellent, and the Organic 2018 is a really special and intense with incredible fruit purity.

Leave yourself plenty of time to wander around the collage gardens and check out the sculpture garden and farm walking trails. The owner's 20th-century restaurant is an amazing place to eat and is at the top of its game. Few sensory experiences beat a long lunch enjoying Kim Curran's beautiful cooking and David Lewis' wines. It's a must-visit.

For wines from classic grape varieties that have a strong sense of tradition, Huntington Estate should be on your list of visits. The red and black Shiraz wonderful estate produces a range of elegant, supple wines of the highest quality. Among the highlights are classically structured, green-veined Cabernet, one of the region's few pinot noirs, plus vivid, rich merlot, chard and cabernet sauvignon wines.

Keep an eye out at Huntington Estate's cellar door for the Special Reserve and Museum Reserve wines, and don't forget to check that website before you go as the best regular events, including among these is the annual music festival, which features a dazzling array of prominent international acts alongside Australia's best musicians.



JULY COVERAGE ONLINE

Mudgee magic

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The shining contemporary sign above the door of the cellar door has been a little while from Mudgee's history, but it's got a real sense of style and a modern feel to it.

The view of it all at the end of the vintage apartment – vibrant, sunny, behind vines that are scintillating and highly atmospheric drinking. The view of it all at the end of the vintage apartment – vibrant, sunny, behind vines that are scintillating and highly atmospheric drinking. The view of it all at the end of the vintage apartment – vibrant, sunny, behind vines that are scintillating and highly atmospheric drinking.

JULY COVERAGE ONLINE

### Mudgee's Inviting Cellar Doors

Perfect for feeling the warmth of a country-style cellar door, where peaceful landscapes and delicious wines are your only necessity. Open daily from 10am to 4pm.

**De gear:** rustic, traditional vintage wood room chandeliers and black de Stans, ornate, red, and grey, oak, Chardonnay, reserve range of Chardonnay, Cabernet Sauvignon and Shiraz, tempranillo, merlot, shiraz, cabernet sauvignon and Shiraz, and reserve ranges.

**Location:** 102 Henry Lawson Dr, Eurobodilla, Mudgee | 02 6373 2046



### Sumner Park, Wilkes

There's always something exciting happening at Sumner Park Wilkes, not knowing where to start is your only constant. Standing tall as one of Mudgee's most historic properties and its largest vineyard, it offers an exceptional wine & dine experience all day long. Enjoy more events happening throughout the year, including an open cellar door, three-course dinner event featuring their own organic meat and a morning spring carnival that comes early on Saturday and includes the regular's golf club. When taking your wine, you're in a choice of two establishments, Sumner Park Cellar Door and Sumner Park Pub, with both locations showcasing a wine selection that suits numerous occasions and occasions. Enjoy a relaxed and laid-back feeling experience of this particular wine, with many more of your enjoyment opportunities from the park.

**Perfect for:** an exciting wine dining with many options to explore. Sumner Park Cellar Door open daily, Monday to Friday from 10:00am to 5:00pm, Saturday to Sunday from 11:00am to 4:00pm. Sumner Park Pub open for breakfast, Monday, Tuesday, and Friday from 10:00am to 5:00pm, Saturday from 9:00am to 5:00pm, Sunday from 9:00am to 5:00pm.

**De gear:** merlot, chardonnay, sauvignon blanc, shiraz, pinot noir, merlot, shiraz, cabernet sauvignon, shiraz.

**Location:** 1544 Chatterbox Highway, Eurobodilla | 02 6373 1800



### Mudgee's Inviting Cellar Doors



### Robert Stein Vineyard

Robert Stein Vineyard offers a rustic, warm atmosphere for those after a wine experience topped with rich history and endless romance. Robert Stein first established the vineyard in 1976, and his grandson, Jacob, the chief winemaker, operates it today. Enjoy a tasting at the cellar door while taking in the panoramic views over the vineyard as you get to know their award-winning collection. Tastings are complimentary, and we love to try your tasting, which is often named after the star variety. There's more than just exceptional wine to explore at Robert Stein Vineyard. Their Milestone Museum inspired by Robert Stein's grand view for those machines, showcases his own collection, and is open daily from 10am to 4pm. Then there's their on-site fine dining restaurant, Picnic by Pumphouse, where you can spend yourself for breakfast, lunch, and dinner.

**Perfect for:** exploring Mudgee's countryside and wines with nice motorcyles and fine dining trails. Open daily from 10am to 4:30pm (closed Christmas Day and Boxing Day).

**De gear:** sparkling, merlot, riesling, chardonnay, grenache, rose, merlot, shiraz, cabernet, merlot.

**Location:** 102 Henry Lawson Drive, Mudgee | 02 6373 3991

**Location:** 102 Henry Lawson Drive, Mudgee | 02 6373 3991

Find everything you need to know about Mudgee in our essential guide.

This article was produced by Halliday Wine Companion in partnership with Robert Stein Vineyard, Sumner Park Wilkes, and Eurobodilla Shire Council.

JULY COVERAGE ONLINE

## Mudgee Wins Inducted Into Hall of Fame

July 30, 2019 Africa, America, Asia, Australia, Europe, India, Middle East, New Zealand, Top Stories, Tourist Bureau News No comments



Mudgee Wins Inducted Into Hall of Fame

**Mudgee Wins Inducted Into Hall of Fame – Regional Tourism Awards**  
Mudgee Region Tourism was inducted into the Hall of Fame on Saturday night at the 2019 Destination Country and Outback and Destination Riverina Murray Regional Tourism Awards. The highly prestigious accolade celebrates the region's incredible efforts and achievements in promoting the region over the years, winning the Destination Marketing category three years in a row.

JULY COVERAGE ONLINE



The celebrations didn't stop there for Mudgee Region Tourism, who also won Gold in the Visitor Information Services category for the third year in a row.

Mudgee had a total of five tourism partners representing the region at the awards ceremony held at Taronga Western Plains Zoo in Dubbo. Adding to Mudgee Region Tourism's two exciting wins and further cementing the region's credentials in the tourism industry was luxury glamping experience Sierra Escape, who won Gold for Unique Accommodation, Kirsten Serviced Apartments who won Gold, and Peppertree Hill Group who won Silver, for Self-Contained Accommodation, and Parkview Hotel brought home Silver for Deluxe Accommodation.

The Regional Tourism Awards provide tourism organisations and individuals the opportunity to gain insight into their industry, their business, and to achieve recognition for their success – rewarding businesses that demonstrate significant achievement throughout the year.

Cara George, CEO of Mudgee Region Tourism comments "We have been working hard to share the love of Mudgee with the rest of Australia – so to be inducted into the Hall of Fame for our destination marketing efforts is both reassuring and humbling. It is the incredible people and partners in our community that make this kind of success possible – we have a great destination, and these wins prove that."

I would also like to congratulate Sierra Escape, Kirsten Serviced Accommodation, Peppertree Hill Group and The Parkview Hotel for their wins. You continue to push boundaries and provide elevated experiences for your guests, making these awards very much deserved."

Regional Tourism Awards winners will progress to the NSW Tourism Awards as Finalists, with a gala dinner to be held in Sydney 22 November, where they may then progress to the Qantas Australian Tourism Awards in 2020.

For more information on Mudgee Region, visit [www.visitmudgeeregion.com.au](http://www.visitmudgeeregion.com.au)

JULY COVERAGE ONLINE

### Mudgee meets Balmoral Wine + Food Festival 2019

July 30, 2019 Africa, America, Asia, Australia, Europe, India, Middle East, New Zealand, No comments



Mudgee meets Balmoral Wine + Food Festival 2019

**Mudgee meets Balmoral Wine + Food Festival 2019**  
Balmoral Beach will once again play home to the Mudgee Wine + Food Festival on Sunday 11 August, welcoming a line of the region's most popular wineries and producers to the city. Set the longest running regional wine and food festival in Sydney, Australia and run from 11am to 5pm, featuring the official Mudgee Wine + Food Festival program and the 2019 Mudgee Region magazine.

### Mudgee meets Balmoral Wine + Food Festival 2019

Balmoral Beach will once again play home to the Mudgee Wine + Food Festival on Sunday 11 August, welcoming a line of the region's most popular wineries and producers to the city. Set the longest running regional wine and food festival in Sydney, Australia and run from 11am to 5pm, featuring the official Mudgee Wine + Food Festival program and the 2019 Mudgee Region magazine.

Transforming the wine frontiers of Balmoral Beach, Mudgee's can do on an event by the region's most popular wineries, Balmoral Beach, Eurobodilla Shire Council and the Mudgee Wine + Food Festival. The event is a celebration of the region's wine and food industry, with a focus on showcasing the region's wine and food producers. The event is a celebration of the region's wine and food industry, with a focus on showcasing the region's wine and food producers.

Event organizers are expecting record-breaking crowds as the festival continues to grow, now in its 20th year.

The Mudgee Region has quickly become one of the most beautiful regional destinations in Australia. Thanks to our scenic parks and lovely weather, country charm, the food and wine experiences are world-renowned, with award-winning wineries, cellar doors, farmers and producers.

We are excited to bring the love of Mudgee to Balmoral again this year, giving you the chance to enjoy our beautiful region at the heart of the Mudgee Wine + Food Festival of September and October 2019. Come along to the Mudgee Wine + Food Festival.

The Balmoral Wine + Food Festival is the perfect introduction to the region, and is a great day for the whole family – offering a perfect day for the kids and the music throughout the afternoon.

Additionally, Mudgee Region Tourism will also organize one lucky attendee with the ultimate wine and food experience in Mudgee, with a tour of the Mudgee wine region, accommodation and activities. For more festival information please visit [www.visitmudgeeregion.com.au](http://www.visitmudgeeregion.com.au)



JULY COVERAGE ONLINE

### Mudgee Wine & Food Festival Returns to Balmoral Beach

July 30, 2019 Australia, Europe

The Mudgee Wine & Food Festival is returning to Balmoral Beach in August in a one day event showcasing the region's most popular wineries and producers.



Starting on Sunday 11 August from 11am, the event is a long running regional wine and food festival in Sydney and will also see the official Mudgee Wine + Food Festival program and the 2019 Mudgee Region magazine.

The event features a line of the region's most popular wineries and producers to the city. Set the longest running regional wine and food festival in Sydney, Australia and run from 11am to 5pm, featuring the official Mudgee Wine + Food Festival program and the 2019 Mudgee Region magazine.

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**Event Details**  
Mudgee Wine + Food Festival  
Mudgee Wine + Food Festival  
Mudgee Wine + Food Festival  
Mudgee Wine + Food Festival

AUGUST COVERAGE PRINT

### WHAT'S ON

**Know your sleep problems**  
Learn about the different types of sleep problems and how to manage them.

**Tour of 'Body Remembers'**  
Experience the power of the human body and how it remembers.

**Pop-up Vinyls concert**  
Enjoy live music from local artists at the Pop-up Vinyls concert.

**Balmoral food & wine fair**  
Celebrate the region's food and wine industry at the Balmoral food & wine fair.

**National science week**  
Participate in various science activities during National Science Week.

**The burger expo**  
Enjoy a variety of burgers from different restaurants at the burger expo.



AUGUST COVERAGE ONLINE

**THE MUDGEE WINE & FOOD FESTIVAL IS COMING TO BALMORAL BEACH**

Join us for the Mudgee Wine & Food Festival at Balmoral Beach on Sunday 11 August. The festival features a line of the region's most popular wineries and producers to the city. Set the longest running regional wine and food festival in Sydney, Australia and run from 11am to 5pm, featuring the official Mudgee Wine + Food Festival program and the 2019 Mudgee Region magazine.

Event organizers are expecting record-breaking crowds as the festival continues to grow, now in its 20th year.

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AUGUST COVERAGE ONLINE



The Holiday and Travel Magazine

MONDAY, 5 AUGUST 2019

NEST IN THE HILLS TO DELIVER FOOD AND WINE THRILLS

Balmoral Beach will once again play home to the Mudgee Wine & Food Festival on Sunday 11 August, welcoming some of the region's most popular wineries and producers to the city.

Activities will run from 11am-5pm, launching the official 40th Mudgee Wine + Food Festival program and the 2019 Mudgee Region magazine.

Transforming the entire foreshore of Balmoral Beach, festival-goers can sip on wines by Craigmoor Wines, De Beaupaire Wines, Moothi Estate, Robert Stein Winery and First Ridge Estate to name a few, while enjoying hero local producers like High Valley Cheese Co., Lomondo Olive Oil, Milnes of Mudgee and Rylstone Olive Press.



Additionally, Mudgee Region Tourism will also surprise one lucky attendee with the ultimate short-break escape to Mudgee valued at over \$2,000, including return flights, accommodation and activities. To get a taste of what to expect, see here.

Destination NSW  
<https://www.destinationnsw.com.au/>

Posted by Max at 14:00

Labels: Australia - New South Wales, Destination NSW, Festival

The Balmoral Wine & Food Festival is the perfect introduction to the region, and is a great day for the whole family – offering a petting zoo for the kids and live music throughout the afternoon.



AUGUST COVERAGE ONLINE

JOHN ROZENTALS suggests heading to the NSW Central West for the ruby anniversary of Mudgee's wine festival.

August 7, 2019 Beverage, Headline News No Comments Email

Mudgee will celebrate one of the country's longest-running wine-and-food festivals with the 2019 Mudgee Wine + Food Festival to be held from September 7 to October 7.

The festival was established in 1979 when a small band of visionary winemakers saw the opportunity in banding together to showcase the region's unique wine quality.

Since then, the festival has continued to grow and expand, and now encompasses the entire month of September and the October long weekend, bringing together not only the winegrowers but the region's best produce, chefs and cooks to share the Mudgee experience.

The 2019 Mudgee Wine + Food Festival will be officially launched on Saturday, September 7 with a 6pm Ruby event in the Craigmoor Pavilion.



This will be a cocktail-style event with a number of tasting 'stations' with current vintage and museum wines being presented by the region's winemakers.

Guests can also get up close and personal with Mudgee's winemakers at the Trophy Dinner to be held at 6.30pm at Putta Bucca House on Friday, September 13.

Mudgee's best wines will be announced and tasted with matching dishes prepared by the region's renowned chefs.

Visit [www.visitmudgeeregion.com.au](http://www.visitmudgeeregion.com.au).



AUGUST COVERAGE ONLINE

Mudgee Wine and Food Festival at Balmoral Beach

Things to do, food and drink



Time Out says

Balmoral welcomes a slice of Mudgee to its beautiful beachfront for the 20th edition of the festival

A taste of one of New South Wales' great food and wine regions will be coming to the sandy shores of Balmoral when Mudgee Wine and Food Festival goes on in September, August 11. Running along the foreshore of Balmoral Beach, the one-day festival will bring wines by Moothi Estate, De Beaupaire, Robert Stein Winery, Burnamages Estate Wines and Craigmoor Wines for six hours of tastings in the sunshine.

The coffee shop style experience will let you chat with winemakers and sample the fruits of their labour. Mudgee's much-loved local producers will also make the trip up to Sydney, so you can try wondrous High Valley Cheese, spicy relishes, hot sauce and sweet jams from Milnes of Mudgee, and the best in complex olive oils by Rylstone Olive Press. There will also be a petting zoo and live acoustic music playing throughout the festival.

If you're all about the wine, you'll need to purchase a handful of tasting tickets. Make five pours for \$25 to sip for \$45, and head home with a reusable tasting glass.

And if you enjoyed your Mudgee minibreak in Sydney, there's the chance for one lucky festival attendee to score a weekend escape to Mudgee to the tune of \$2,000.

BY TIME OUT EDITORS  
 POSTED: WEDNESDAY, JULY 31 2019



AUGUST COVERAGE ONLINE

MUDGEE WINE & FOOD FESTIVAL AT BALMORAL BEACH



2019 Mudgee Wine and Food Festival is a celebration of the region's wine and food culture, and is a must-see event for anyone who loves a good glass of wine and a delicious meal.

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SEPTEMBER COVERAGE ONLINE

# The best October long weekend escapes

## Canberra, ACT

While Canberrans themselves might be looking to get out of town for a long-weekend escape, the nation's capital can be an attractive figure for non-residents in search of a quick getaway. Far removed from the dull offerings of big-city primary school excursions, **Canberra** is an on-erred amalgam of cultural delights, intriguing designs and fantastic dining. Plus, until 14 October, Canberra shows off its spring credentials with Australia's premier floral display, **Florade**. Take Florade, add moonlight and twinkling fairy lights, and you've got **Nightcap**, the festival's after dark offering, which runs from 3 to 6 October.

## Hayman Island, QLD

A little further afield, but certainly worth the additional travel time, Hayman Island has recently reopened and is even grander than its luxurious predecessor. A \$135 million overhaul, spurred by the damage caused during Cyclone Debbie in 2017, has opened the luxe factor while those world-famous views of the Whitsundays are hard to beat. Now operating as Hayman Island by InterContinental, the 160-room property puts everything at guests' fingertips, meaning all you have to worry about is which of the resort's five restaurants and bars to choose from. It's a hard-knock life.



Take a dip at Hayman Island

lickx

## Lord Howe Island, NSW

Keen on those island vibes, but not so keen on going the distance? Lord Howe Island has got you back. The UNESCO World Heritage site, sitting pretty in the Tasman Sea about 600 kilometres off Port Macquarie, is a spectacular vision with pristine waters and lush rainforest just the beginning. Only 400 visitors are allowed on the island at any given time, there are no power lines or high-rise buildings and the island-wide speed limit is 25 kilometres per hour – this is a camp back in time, in the best possible way. Direct flights to paradise are available from Sydney and Port Macquarie.

## Limestone Coast, SA

Traveling along the state's south-western coast from Coorong National Park to the Victorian border, the **Limestone Coast** is jam-packed with enough natural wonders to keep you occupied for a long weekend and then some. There's the rugged coastline, of course. And then there's the Coorong wetlands, where nature never gives you a second moment's respite. But, while you're here, be sure to discover what **Lockleys**, too. The region fits on a subcontinent's landscape of cows and ranches, which have been around since the 1800s, creating beautiful amenities such as orchards, market gardens and fossil preservation sites.



Coorong, Limestone Coast SA at night

## Morairington Peninsula, VIC

Victorians might not be famous for their October public holiday, but the state's glorious **Morairington Peninsula** has long been a popular spot for weekend travellers. Located 100 miles' drive from Melbourne Airport (Tullamarine), the **Morairington Peninsula** coastline boasts a wealth of gourmet delights and exciting outdoor adventures, making it a wonderful place to spend a few idyllic days.

## Mudgee, NSW

About three-and-a-half hours west of Sydney, **Mudgee** offers a slower pace than many holiday hotspots, but not at the expense of long-weekend activities: great food, great coffee, great views. Add wide tree-lined streets, beautiful colonial buildings and that fresh country air, and you'll return home rejuvenated and ready for the four-day week. And perhaps a little smug. Take the smug factor up a notch by holding down in **Australia's first bubble room**, overlooking the vast Capetown Valley.



Bubble Room bubble room gives guests an experience like no other

AUSTRALIAN TRAVELLER  
ROBERT AUSTRALIAN



Limestone Coast SA

SEPTEMBER COVERAGE ONLINE

# Aussie towns in the running to receive new local festival after nationwide search

By TODAY | 15 days ago



Wotif has announced four Aussie destinations in the running to win their very own festival, celebrating the town's unique claim to fame.

After receiving thousands of ideas from across the country, Mudgee, NSW; Maryborough QLD; Clare Valley, SA; or Bowen, QLD could soon be home to a new local festival to call their own as part of Wotif's Festival of Wotif initiative.

Chosen for originality, tourism appeal and relevance to the local area, the four finalists represent the many unique stories and characters that make up regional Australia.

### The Festival of Wotif short-listed finalists:

- **The Festival of Redheads, Maryborough (QLD)**: This historic Fraser Coast town is known for its higher-than-average ratio of people with red locks, making it the ideal place to celebrate Australia's beloved redheads with their very own festival.
- **The Festival of Mangoes, Bowen (QLD)**: Home to the Big Mango and Australia's most popular mango variety, the Kensington Pride (also known as the Bowen mango), Bowen is in the running to win its own festival dedicated to the juicy fruit.
- **The Festival of Snags, Mudgee (NSW)**: Known for its exceptional produce, the country town of Mudgee could snag a festival to celebrate its meaty excellence with locals and visitors alike. What's not to love about an entire festival dedicated to Australia's unofficial national dish?
- **The Festival of Wheat, Wool & Wine, Clare Valley (SA)**: Over 40 cellar doors, expansive farmland and good old country hospitality could see Aussies flock to Clare Valley for the Festival of Wheat, Wool & Wine.

With the vote now in the hands of the Australian public, it's up to the country to decide which festival should take place, with Wotif set to bring the festival to life before the years end.

With the vote now in the hands of the Australian public, it's up to the country to decide which festival should take place, with Wotif set to bring the festival to life before the years end.

Of course, any great festival is more than just a name, and a host of quirky events are sure to take centre stage. Some unique ideas already proposed include a 'Sausage Dog Parade' at the Festival of Snags, a 'Wig station' at the Festival of Redheads, 'Mango Shotput' at the Festival of Mangoes and a 'Make-Your-Own' wine station at the Festival of Wheat, Wool & Wine.

'Aussies are renowned for their passion for the quirky and unexpected, and the rift of brilliant submissions we received for the Festival of Wotif show just that. From the 'Festival of Bin Chickens' in Brisbane, QLD, to the 'Festival of Fake Tan' in Orange, NSW, Australia did not disappoint,' said Daniel Finch, Wotif Managing Director.

Until 29 September 2019, Aussies have the chance to vote for their favourite Festival of Wotif finalist. Votes will also go in the draw to win \$2,000 towards their next Wotif Aussie holiday. The winning town and festival will be announced on Thursday, 10 October 2019, with the festival to be held in November.

Visit [wotif.com/festival](http://wotif.com/festival) for full competition details and to vote for your favourite finalist.



SEPTEMBER COVERAGE ONLINE

Home | News | Local News  
SEPTEMBER 2019 | 3:30PM

# Flavours of Mudgee has been officially launched, get your tickets now

Benjamin Palmer

Local News

### Read more:

- The photos of Flavours of Mudgee 2018
- The Mudgee Guardian building is going under the hammer for the first time in more than 100 years
- What's on at the Stone Hall movies in September?

Mid-Western Regional Mayor Des Kennedy said Flavours of Mudgee is a major highlight in the region's annual events calendar. 'The fact that we have 17 all new stallholders on board this year speaks for itself,' he Kennedy said.

'The event has grown exponentially in its eight years and local producers are eager to come on board.'



Ms. Hilly, Ebbery and Jay at Flavours 2018. Photo: Simone Kurlz

Flavours of Mudgee 2019 was officially launched today with online presale going live.

One of Mudgee's most popular events is just a few weeks away, with locals having had their chance to nab a special local-only offer and get in early.

Tasting packages to Council's flagship event are available for pre-purchase online or at the Mudgee Visitor Information Centre for \$12.50.

Council says this year's event is set to once again break records with more stallholders than ever serving the region's premiere food and wine from 9pm to 1pm on Saturday 28 September.



Ms. Hilly, Ebbery and Jay at Flavours 2018. Photo: Simone Kurlz

'Council's Events Team are continually building on and improving this'

A \$12.50 tasting package includes five tasting (30ml) tokens and a souvenir Flavours of Mudgee tasting glass. Tasting packages are available at [www.flavoursofmudgee.com.au](http://www.flavoursofmudgee.com.au) or in person at Mudgee Visitor Information Centre.

You can also purchase a special children's package from today plus, which includes three tokens to a select number of participating food vendors and souvenir cup (available in five colours) for \$10.

Pre-purchased online tasting packages (tokens and glass) can be collected from Mudgee Region Tourism, 54 Market St Mudgee open 10am - 5pm, 7 days a week.

Visit [www.flavoursofmudgee.com.au](http://www.flavoursofmudgee.com.au) for all your event details ahead of the Saturday 28 September festival.



## Mudgee Guardian

lickx

## Treasurer's Report

1. **Nature of Report**

- a. This is the financial report for the first quarter of the MRTI 2019-20 financial year, given to Mid-Western Regional 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 September 30<sup>th</sup> 2019.

2. **Accounting Conventions**

- a. The attached P&L and Balance Sheet have been prepared from the MYOB General Ledger (via reporting system CALXA) with no external intervention other than formatting.
- b. Accrual accounting is used under GAAP.

**Overall Result**

- a. Operating Profit \$294K which is \$6.5K ahead of budget.

3. **Trading Income**

Retail trading income at end Q1 ahead of budget \$4.1K.

4. **Total Income**

Overall income ahead of budget \$2.5K.

5. **Total Expenses**

Total expenses under budget \$6.6K, due to expenditure timing issue.

- a. The organisation continues to be under financial control.

6. **Cash Funds**

At the end of Q1 of the 2019-20 Financial Year, cash is the primary current asset \$319K.

7. **Balance Sheet**

- a. A balance sheet is included as part of this report.

**Mudgee Region Tourism Incorporated**  
**Balance Sheet as of September 2019**

Balance Sheet — Mudgee Region Tourism Inc	
Sep 2019	Sep 2019
<b>Asset</b>	
Current Assets	390,116
Cash on Hand	318,818
Visa Debit Cards	1,040
Debtors	37,191
Stock on Hand	18,804
Prepayments	14,263
Non-Current Assets	57,025
Motor Vehicle (Nett)	47,710
Plant & Equip (Nett)	5,536
Intangible Assets	3,778
<b>Total Asset</b>	<b>447,140</b>
<b>Liability</b>	
Current Liabilities	139,050
Trade Creditors	53,412
Sundry Creditors	4
Accruals	17,844
Income in Advance	359
Chattel Mortgage (current)	37,628
GST Liabilities	4,168
Payroll Liabilities	25,635
Ticket Sales	476
123Tix Ticket Sales	518
123Tix Booking Fees	38
Countrylink Tickets	(80)
<b>Total Liability</b>	<b>139,526</b>
<b>Net Assets</b>	<b>307,614</b>
<b>Equity</b>	
Retained Earnings	13,462
Current Earnings	294,152
<b>Total Equity</b>	<b>307,614</b>

**Mudgee Region Tourism Incorporated**  
**Profit + Loss (Budget Analysis)**  
**July 2019 through September 2019**

**Budget Analysis with Full Year Budget and Variance — Mudgee Region Tourism Inc**

Jul 2019 - Sep 2019

	Actuals	Budget	Variance (\$)	Full Year Budget	Full Financial Year Variance Jul 2019-Jun 2020
<b>Income</b>					
Retail Sales	31,373	27,270	4,102	111,650	(80,277)
Ticket Sales Income	3,411	3,236	175	18,000	(14,589)
Membership Income	436,283	438,383	(2,100)	443,820	(7,537)
Events Income	0	0	0	22,000	(22,000)
Mid Western Regional Council	202,192	202,192	0	508,770	(306,577)
Other Income	363	0	363	0	363
<b>Total Income</b>	<b>673,623</b>	<b>671,082</b>	<b>2,540</b>	<b>1,104,240</b>	<b>(430,617)</b>
<b>Cost of Sales</b>					
COGS Retail	23,493	20,900	(2,593)	76,564	53,071
<b>Total Cost of Sales</b>	<b>23,493</b>	<b>20,900</b>	<b>(2,593)</b>	<b>76,564</b>	<b>53,071</b>
<b>Gross Profit</b>	<b>650,130</b>	<b>650,183</b>	<b>(53)</b>	<b>1,027,676</b>	<b>(377,546)</b>
<b>Expense</b>					
Advertising	0	283	283	850	850
Audit Fees	937	1,187	250	4,750	3,812
Bank Charges	7	25	18	100	93
Bank Charges - Merchant	571	798	227	2,020	1,449
Cleaning	400	560	160	2,810	2,410
Computer Expenses	2,952	2,859	(93)	11,896	8,944
Depreciation	3,329	3,330	1	13,320	9,991
Electricity	533	625	92	2,500	1,966
Visitors Centre Costs	858	186	(672)	1,200	342
Insurance	1,338	686	(652)	2,870	1,532
Insurance - Workers Comp	406	302	(104)	1,500	1,094
Motor Vehicle Running	2,969	1,672	(1,297)	9,141	6,172
MV Interest	626	799	173	2,950	2,324
Office Supplies	141	242	101	400	259
General Postage	53	163	110	650	597
Member Expenses	1,440	4,301	2,861	5,501	4,061
Printing & Stationery	2,103	1,109	(994)	5,500	3,397
Professional Fees	188	289	101	3,150	2,961
Rent Mudgee Visitors Centre	498	498	0	498	0
Gulgong Visitors Centre	361	125	(236)	500	139
Rylstone/Kandos running costs	37	125	88	500	463
Repairs & Maintenance	65	301	237	1,000	935
Staff Amenities & Ent	736	2,885	2,149	5,500	4,764
Board Meeting Expenses	0	0	0	250	250
Subscriptions & Memberships	2,923	1,849	(1,075)	4,300	1,377
Sundry Expenses	1,469	1,895	427	3,800	2,331
Security	134	136	3	700	566
Telephone, Fax & Internet	1,316	1,435	119	5,890	4,574
Travel Expenses - Non Wages	75	0	(75)	180	105
Website Expenses	2,549	5,697	3,148	13,500	10,951
Visitor Guide Exp	135,433	135,147	(286)	149,060	13,627
Wages and Salaries	128,603	129,060	457	490,040	361,437
Fringe Benefits Tax	1,516	1,500	(16)	6,067	4,551
Regional Marketing Expenditure	61,161	62,215	1,055	274,783	213,622
<b>Total Expense</b>	<b>355,727</b>	<b>362,286</b>	<b>6,559</b>	<b>1,027,676</b>	<b>671,949</b>
<b>Operating Profit</b>	<b>294,403</b>	<b>287,897</b>	<b>6,506</b>	<b>0</b>	<b>294,403</b>
<b>Other Expense</b>					
Suspense	251	0	(251)	0	(251)
<b>Total Other Expense</b>	<b>251</b>	<b>0</b>	<b>(251)</b>	<b>0</b>	<b>(251)</b>
<b>Net Profit</b>	<b>294,152</b>	<b>287,897</b>	<b>6,255</b>	<b>0</b>	<b>294,152</b>