



6 November 2019

NOTICE OF EXTRAORDINARY COUNCIL MEETING

Your attendance is respectfully requested at the Extraordinary Meeting of Cabonne Council convened for **Tuesday 12 November, 2019** commencing at **2.00pm**, at the Cabonne Council Chambers, Bank Street, Molong to consider the undermentioned business.

Yours faithfully

A handwritten signature in black ink, appearing to read 'BJ Byrnes', is written over a light blue horizontal line.

BJ Byrnes
GENERAL MANAGER

ORDER OF BUSINESS

- 1) Open Ordinary Meeting
- 2) Consideration of Mayoral Minute
- 3) Consideration of General Manager's Report
- 4) Resolve into Committee of the Whole
 - a) Consideration of Called Items
 - b) Consideration of Closed Items
- 5) Adoption of Committee of the Whole Report



COUNCIL'S MISSION

“To be a progressive and innovative Council which maintains relevance through local governance to its community and diverse rural area by facilitating the provision of services to satisfy identified current and future needs.”

COUNCIL'S VISION

Cabonne Council is committed to providing sustainable local government to our rural communities through consultation and sound financial management which will ensure equitable resource allocation.

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ITEM 1 - APPLICATIONS FOR LEAVE OF ABSENCE

REPORT IN BRIEF

Reason For Report	To allow tendering of apologies for councillors not present.
Policy Implications	Nil
Budget Implications	Nil
IPR Linkage	4.5.1.g - Code of Meeting Practice adopted and implemented.
Annexures	Nil
File Number	\\OFFICIAL RECORDS LIBRARY\GOVERNANCE\COUNCIL MEETINGS\COUNCIL - COUNCILLORS LEAVE OF ABSENCE - 1048588

RECOMMENDATION

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

GENERAL MANAGER REPORT

A call for apologies is to be made.

ITEM 2 - DECLARATIONS OF INTEREST

REPORT IN BRIEF

Reason For Report	To allow an opportunity for councillors to declare an interest in any items to be determined at this meeting.
Policy Implications	Nil
Budget Implications	Nil
IPR Linkage	4.5.1.g - Code of Meeting Practice adopted and implemented.
Annexures	Nil
File Number	\\OFFICIAL RECORDS LIBRARY\GOVERNANCE\COUNCIL MEETINGS\COUNCIL - COUNCILLORS AND STAFF DECLARATIONS OF INTEREST - 2019 - 1048590

RECOMMENDATION

THAT the Declarations of Interest be noted.

GENERAL MANAGER REPORT

A call for Declarations of Interest.

ITEM 3 - DECLARATIONS FOR POLITICAL DONATIONS

REPORT IN BRIEF

Reason For Report	To allow an opportunity for Councillors to declare any Political Donations received.
Policy Implications	Nil
Budget Implications	Nil
IPR Linkage	4.5.1.g - Code of Meeting Practice adopted and implemented.
Annexures	Nil
File Number	\\OFFICIAL RECORDS LIBRARY\GOVERNANCE\COUNCIL MEETINGS\COUNCIL - COUNCILLORS DECLARATION OF POLITICAL DONATIONS - 1048591

RECOMMENDATION

THAT any Political Donations be noted.

GENERAL MANAGER REPORT

A call for declarations of any Political Donations.

ITEM 4 - EVENTS ASSISTANCE PROGRAM 2019-20 - A DAY ON THE GREEN

REPORT IN BRIEF

Reason For Report	For council to consider an application for funding under the 2019-20 Events Assistance Program for the Day on the Green music event at Borenore in February 2020
Policy Implications	Nil
Budget Implications	\$30,000 over three years from the Events Assistance Program
IPR Linkage	4.4.1.b - Implement funding opportunities through the Events Assistance Program
Annexures	1. day on the green EAP letter 28 oct 2019.pdf ↓
File Number	\\OFFICIAL RECORDS LIBRARY\ECONOMIC DEVELOPMENT\REPORTING\COUNCIL REPORTS - 1048693

RECOMMENDATION

THAT Council place on public exhibition for 28 days its intention to provide funding of \$30,000 over three years from its Events Assistance Program to Roundhouse Entertainment for A Day on the Green at Heifer Station, Borenore, to support the event and associated site establishment costs as follows:

1. Year 1 2019-20 \$20,000;
2. Year 2 2020-21 \$5,000;
3. Year 3 2021-22 \$5,000.

COMMUNITY ENGAGEMENT AND DEVELOPMENT MANAGER'S REPORT

Council has received the following application under the 2019/2020 Events Assistance Program (EAP) for an event that promotes Cabonne and that attracts visitors to the area.

Application 1

Organisation:	Roundhouse Entertainment
Event:	A Day on the Green at Heifer Station Wines, Borenore
Date:	1 February 2020
Requested amount:	\$60,000 over three years

Reason for funding:

A contribution towards initial set-up and site development costs

Event Description:

Council has received a request from Roundhouse Entertainment for financial assistance under the Events Assistance Program for the inaugural A Day on the Green in Cabonne Shire next year. The event will be held at Heifer Station Wines at Escort Way, Borenore on Saturday 1 February 2020. Heifer Station was chosen as the location that could best meet the needs of the event after Roundhouse Entertainment undertook site inspections of a number of vineyards in the Cabonne and Orange Local Government Areas.

Roundhouse Entertainment is responsible for the A Day on the Green concert series held across 17 wineries in Australia and New Zealand since 2001, staging more than 300 concerts in that time. Performers have included Fleetwood Mac, Leonard Cohen, Rod Stewart, Blondie, Joe Cocker, Paul Kelly, Jimmy Barnes and INXS.

Renowned Australian band Cold Chisel will be the headline act at the Heifer Station event, supported by Birds of Tokyo. The promoters estimate the concert will attract an audience of more than 8,000 people.

Assessment

The application meets the grant criteria of the Events Assistance Program as a flagship event that attracts a large number of visitors to the Cabonne LGA and makes a significant contribution to the Shire's economy. A Day on the Green would be one of the largest one-day events ever held in Cabonne. It is estimated about 2,500 people will stay overnight in the Cabonne and Orange Local Government Areas, with a further 3,500 travelling from outside the two areas, injecting about \$1.6 million into the region.

Using data from the Tourism Research Australia Local Government Area Profiles, supplied by Destination NSW, it is estimated that overnight visitors will spend \$467 per person for a total of \$1,167,500, while day trippers are expected to spend \$140 per head for \$490,000. An estimated 2,000 Cabonne and Orange locals are also expected to attend, with little net addition to the economy.

The estimate of overnight visitors may be conservative. Surveys undertaken by Roundhouse Entertainment have indicated that 64 per cent of the audience at A Day on the Green in Mudgee have stayed overnight, while 47 per cent of the audience at their Hunter events stayed overnight.

Although it is anticipated most of the overnight visitors would stay in Orange, it is considered there would be significant benefits for Cabonne accommodation providers, food and wine outlets and other businesses such as transport operators.

Roundhouse Entertainment would include the Cabonne logo on marketing and promotional material and its website and would make available a list of accommodation available in Cabonne on the weekend of the event.

The promoters would also:

1. Promote additional attractions on its social media channels, encouraging patrons to spend time discovering and enjoying all that is on offer in Cabonne;
2. Actively engage and employ local community groups;
3. Provide donations to organisations for assistance with parking and cleaning. This could include the Rural Fire Service and local sporting groups;
4. Employ local suppliers where possible; and
5. Seek out local bar and event staff.

In its application, Roundhouse Entertainment said it was dedicated to continued investment in the establishment and growth of A Day on the Green in Cabonne

Shire and would welcome the opportunity to partner with Council and local stakeholders to ensure a successful and enduring future for A Day on the Green in the LGA.

Amount Requested

To assist with initial set-up and site development costs, Roundhouse Entertainment has requested EAP funding of \$60,000, staggered over a three-year term, with \$40,000 provided in the first year and \$10,000 in each of the subsequent years.

In its application, Roundhouse Entertainment said that for each event, its team temporarily transforms the winery space into a world class concert venue that provides an appropriate level of safety and amenity expected by audiences and world-class artists.

A Day on the Green site requirements include the following:

- a. Concert space for up to 10,000 patrons;
- b. Two to 2.5 hectares of stage viewing area clear of trees with low canopies;
- c. Land featuring an amphitheatre effect (preferred but not essential);
- d. Area with views of vineyards and or rolling hills, trees etc;
- e. A relatively level area where the stage sits;
- f. Overall area of seven to 10 hectares for parking, drop-off and bus parking;
- g. Venue close to a sealed two-way road;
- h. The bump-in and bump-out of the event involves semi-trailers so roadways leading into the venue and to the concert area should be able to accommodate larger vehicles;
- i. Preference for wineries/vineyards with an existing cellar door; and
- j. Preference for site with existing buildings on-site that can be utilised for artist rooms and artist catering.

To meet the site needs for A Day on the Green, a significant amount of works is required at Heifer Station, estimated to be in the order of \$160,000.

Roundhouse Entertainment has estimated the following income and expenditure estimates for the initial year of A Day on the Green at Heifer Station.

Expenditure:

\$1.3m, including artists fees, production, security, insurance, site set-up, infrastructure, staffing, fencing and traffic management.

Income:

\$1.35m from ticket sales and other sources.

Roundhouse Entertainment has requested a similar amount of funding from Orange City Council, which has resolved to:

Exhibit for 28 days the intention to provide funding to Roundhouse Entertainment for the Heifer Station A Day on the Green to support the event and site establishment as follows:

- Year 1 2019-20 \$40,000;
- Year 2 2020-21 \$10,000;
- Year 3 2021-22 \$10,000.

Orange City Council and Heifer Station have also sought funding support from Destination NSW.

POLICY AND GOVERNANCE IMPLICATIONS

Under Section 356 of the Local Government Act 1993:

(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.

(2) A proposed recipient who acts for private gain is not ineligible to be granted financial assistance, but must not receive any benefit under this section until at least 28 days' public notice of the Council's proposal to pass the necessary resolution has been given.

Events Assistance Program Expenditure

2019 - 2020 Funding Allocation		\$53,803
23 July	Canowindra Baroquefest	\$2,000.00
23 July	Melbourne Cup Visits Yeoval	\$2,000.00
23 July	Canobolas Endurance Riders	\$1,000.00
23 July	The Canowindra Phoenix Christmas in July	\$500.00
27 August	2019 Orange Wine Festival	\$5,000.00
27 August	PINK UP Molong	\$2,000.00
27 August	NSW Disc Golf Championships	\$500
24 September	Australian National Field Days	\$2,500
24 September	Eugowra Murals Weekend	\$2,000
24 September	Fanny Lumsden Country Halls Tour	\$500
24 September	Molong's Banjo Paterson's Dinner	\$1,000
22 October	Molong Memorial Bowls Tournament	\$1,500
22 October	Manildra Christmas Party	\$1,000
Total Expenditure		\$21,500.00
Funds Remaining		\$32,303.00



Ms Lynnette Hawkes
Tourism Manager
Cabonne Council
99-101 Bank Street
Molong, NSW 2866

Monday, 21 October, 2019

Dear Lynnette,

Thank you for engaging with Roundhouse to discuss possibilities for us to work together to ensure the success of not only the inaugural a day on the green event at Heifer Station, but the ongoing future of this event in Cabonne Shire.

We are committed to making the Heifer Station site a success and welcome further discussion with yourself and Cabonne Council on how we might work together.

As an example, and as outlined to you by our Event Manager Eugene Brouwer, we have a commitment from Orange Council for grant funding to the value of \$60,000 to assist with the initial set up and site development costs. This will be staggered over a three-year term with \$40,000 in year one and \$10,000 per annum for the following two years.

We are happy to explore potential grant funding or other opportunities with you and have outlined in the pages following some information that would be of relevance to the council.

Looking forward to discussing this further with you.

Kind regards,

A handwritten signature in black ink, appearing to read 'Michael Newton', written over a horizontal line.

MICHAEL NEWTON
Director
Roundhouse Entertainment

329 Montague Street, Albert Park VIC 3206
T: 03 9695 7822 F: 03 9695 7865
ABN: 70 091 162 702



Who we are:

- Roundhouse Entertainment's a day on the green is Australia's pre-eminent outdoor summer concert series. Rated a 'must do' experience from both artists and fans alike, a day on the green is one of Australia's most successful and respected outdoor concert experiences.
- Working with some of the biggest musical names locally and globally across an array of genres, a day on the green is held in a host of beautiful, distinctive wineries and outdoor locations across the country, appealing to a diverse audience.
- Good food, fine wine and great music in magnificent locations are an integral part of what makes a day on the green what it is and with Cabonne Shire's reputation for great food & wine production in stunning surrounds, the character and culture of a day on the green is a perfect fit with the character and culture of the area.
- As such, we are uniquely placed to partner with Cabonne Council to showcase your magical environs and surrounds through an artistic & experiential lens.
- We are a highly skilled and experienced team comprising of:

NAME	DEPARTMENT	JOB DESCRIPTION
Roundhouse		
Michael Newton	Roundhouse	Promoter
Anthea Newton	Roundhouse	Promoter
Alex Kelsey	Roundhouse	General manager
Eugene Brouwer	Roundhouse	Event Manager
Paul White	Roundhouse	Site Manager
Geoff Rippon	Roundhouse	Site Manager
Huon McDiarmid	Roundhouse	Food & Beverage
Stephan Moor	Roundhouse	Production Manager
Mal Scott	Roundhouse	National Security Manager
Paul McCarthy	PBM Safety	National Safety Consultant
Brenna Murphy	Roundhouse	Ticketing Manager
Vanessa Patrick	Roundhouse	Ticketing Manager
Katie Camileri	Roundhouse	Travel & Accommodation
Hasan Huseyin	Roundhouse	Marketing
Rachel Ligerwood	Roundhouse	Sponsorship
Linda Freedman	Roundhouse	ADOTG National Publicist
Matt Taranto	Roundhouse	Merchandise

Expenditure & Income:

- For each event our team temporarily transform the winery space into to a world-class concert venue that provides an appropriate level of safety and amenity to support the standards expected by audiences for music artists of a world-class calibre, committing to a significant financial investment to make happen.
This temporary transformation comes at a cost – in some cases more than twice the comparable costs of similar sized sites in less remote locations or regions. In this instance, our expenditure | income estimates are as follows:

Expenditure:

- Budget estimates of site set up inclusive of but not limited to:
- Infrastructure, staffing, fencing, traffic management, artist fees, production, security, insurance etc
- Approx: \$1,300,000

Income:

- Derived through ticket sales
- Budget estimate of ticket sales return for inaugural event approx. \$1,350,000

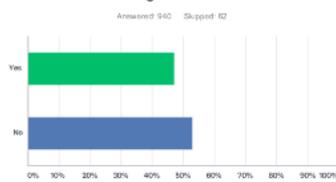
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Visitation & Economic Impact:

- There is a direct correlation between the introduction of major concert events held by a day on the green and visitation to the area in which the event takes place.
- A day on the green fans are known to travel and intrastate, interstate and even in some cases international ticket purchases are common for a day on the green events.
- A day on the green actively promotes across our social comms additional attractions throughout the region encouraging patrons to not only come for the show but to spend some time discovering and enjoying all that is on offer in that region.
- With direct access to over 500,000 people via the Roundhouse | a day on the green channels, we speak directly to hundreds of thousands of music and event fans across Australia.
- Roundhouse conservatively estimates an additional \$250 per concert goer is injected into the local economy over and above what is spent on the show.
- Attendance is measured by ticket sales and patrons scanned at entry on event day, postcode data reports received from ticket purchases and end of season patron survey
- Based on survey results (as shown in the graphs below) and in the years of experience in hosting a day on the green, we have found a significant number of attendees (on average 50%) book accommodation for at least one night.

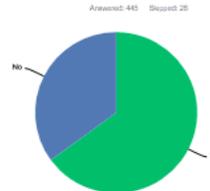
Season: 2018/2019
Q14 Were you required to book accommodation when attending a day on the green event?
Answered: 940 Skipped: 62



ANSWER CHOICES	RESPONSES
Yes	442
No	498
TOTAL	940

Event: John Farnham
Sat 1 December 2018, Bimbadgen Estate, Hunter Valley
Attendance: 10,000
Number of patrons replying to survey question: 940
Of the responses 47% booked accommodation for this event

Season: 2017/2018
Q14 Were you required to book accommodation when attending a day on the green event?
Answered: 445 Skipped: 25



ANSWER CHOICES	RESPONSES
Yes	289
No	156
TOTAL	445

Event: Hoodoo Gurus
Sat 4 November 2017, Robert Oatley Wines Mudgee
Attendance: 4,000
Number of patrons replying to survey question: 445
Of the responses 64% booked accommodation for this event

Commitment to the area & the future:

- For each event, we actively engage and employ local community groups in areas such as (but not limited to):
- Donations to organisations that will be assisting with parking and cleaning. Rural fire service & local sporting clubs. Local bands and DJ's for some events if possible.
- Employing local suppliers where possible. Local suppliers would include bus companies, suppliers of labour services, food vendors, plant equipment, security, traffic management and fencing.
- Local accommodation businesses and local residents who hire out their houses on platforms such as Air BnB will benefit from the 45% - 50% of ticket holders seeking accommodation for the event.
- Seeking out local bar and event staff, around 150pax. Security around 100pax. Stage & Production Labour 40px. These are all paid positions.
- Roundhouse is a committed stakeholder with a proven track record of staging successful events and are dedicated to continued investment in the establishment and growth of a day on the green in Cabonne Shire in a way that strengthens the opportunity to attract and host world-class events.
- To this end, we welcome the opportunity to partner with council and local stakeholders to ensure a successful and enduring future for a day on the green in Cabonne Shire.

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