

NORTHERN MIDLANDS COUNCIL 2019-2020
FESTIVALS, EVENTS & PROMOTIONS - Round 1

| Account | Applicant | Event | Requested | Recommended | | Comments |
|---------|---|--|-----------|----------------------------|-----------|--|
| | | | | In-Kind GST Excluded | Cash \$ | |
| 506780 | Tasmanian Trout Expo Co | Hydro Tasmania Trout Expo - 21st to 23rd September 2019 | \$1,650 | \$ 825 | \$ 825 | Equipment as per list - wheeella bins drop off/rack up/empty |
| 506749 | Longford Blooms | Longford Blooms 16 & 17th November 2019 | \$1,650 | \$ 1,650 | \$ - | Printing 800 coloured maps - public toilet cleanahg daily |
| 506872 | Longford Fishing Club | Longford Fishing Club Kids Dam Day (6 events within fishing) | \$1,600 | \$ 800 | \$ 750 | Purchase of fish for dam |
| 506804 | Woollmer's Foundation Inc | Longford Jazz Festival 20th to 22nd September 2019 | \$1,650 | \$ 1,650 | \$ 800 | Cash towards banners, promotion materials, airfares for interstate musicians accommodation Flwers, advertising road closure, traffic signs, rubbish bins (delivered/emptied/returned) |
| 506874 | NMBA & NM Events | Woollmer's Festival of Roses 17th November 2019 | \$5,000 | \$ 1,650 | \$ 3,300 | Print promotion brochures, research, In kind - NIMC staff to provide pictures etc |
| 506875 | Ross Progress Group | Longford Brochure & Landford Promotional photos | \$2,153 | \$ - | \$ 2,000 | Printing posters & DL cards, prizes, banners, signs |
| 506876 | Mildreds Agricultural Association | The Maugabell Ross Village Arts Festival - 26/26/27th October 2019 | \$4,400 | \$ 800 | \$ 200 | Platinum Sponsorship, bin hire, CI waive rate as annual contribution |
| 506711 | Cars Bikes & Bands | Nordic Plains Art Award 4th to 14th October 2019 | \$1,500 | \$ 220 | \$ 330 | Cash for prize money, In-kind - use of town hall for 10 days, rubbish bins (emptying etc) - Gravel to top up roads in grounds, CI waive rates as annual contribution |
| 506877 | Longford Show Society | Charity Event Symmons Plains 27th October 2019 | \$1,650 | \$ - | \$ 1,650 | Gravel to top up roads (delivered & collected), defibrillator, 6 waste bins (delivered/collected) |
| 506812 | Annual Events | 163rd Longford Show 19th October 2019 | \$1,650 | \$ - | \$ 1,650 | National Retrieving Trial Championships 20/21/22 September 2019 |
| 506740 | Anzac Day | Annual Events | \$ - | \$ 16,500 | \$ - | |
| 506771 | Australia Day / Volunteer Recognition | Annual Events | \$ - | \$ 8,800 | \$ - | |
| 506785 | Australia Day / Fusion | Annual Events | \$ - | \$ 250 | \$ 550 | Stall if required |
| 506650 | Campbell Town Show | Annual Events | \$ - | \$ 825 | \$ 825 | Stall if required |
| 506758 | Evangdale Village Fair/Penny Farthings | Annual Events | \$ - | \$ 1,100 | \$ - | |
| 506754 | John Glover Festival | Annual Events | \$ - | \$ 220 | \$ 1,430 | cash for insurance, race bibs, water, medals, In-kind printing of posters x 300 |
| 506868 | Health Revival Longford | Annual Events | \$ - | \$ 100 | \$ - | Hire of Council shade shelter, projector and screen |
| 506710 | Longford Academy | Annual Events | \$ - | \$ 500 | \$ 1,100 | |
| 506748 | Longford New Years Day Cup | Annual Events | \$ - | \$ 250 | \$ - | Stall if required |
| 506739 | Longford Christ Church | Annual Events | \$ - | \$ 275 | \$ 100 | Named sponsorship |
| 506846 | Longford RSL Servicemen's Reunion | Annual Events | \$ - | \$ 550 | \$ - | Council deliver 5 wheeella bins Bam Friday 16th and collect after Saturday, hire PA system |
| 506790 | ltd & Perth Anglican Parish | Annual Events | \$ - | \$ 550 | \$ - | 385 winners sashes, and presentation |
| 506797 | Northern District Cycling Club | Annual Events | \$ - | \$ 500 | \$ - | |
| 506712 | Rennance Day | Annual Events | \$ - | \$ 500 | \$ - | |
| 506751 | Ross Warthon | Annual Events | \$ - | \$ 500 | \$ - | |
| 506878 | Ross Rodeo | Annual Events | \$ - | \$ 500 | \$ - | |
| 506878 | Round Two | Annual Events | \$ - | \$ 500 | \$ - | |
| 506857 | Tasmanian Chamber Music Inc | Annual Events | \$ - | \$ 2,200 | \$ - | Cancelled in 2019 |
| 506824 | YMCA Skate Park League in Tas | Annual Events | \$ - | \$ 770 | \$ 2,200 | |
| 506839 | Rosardan Friends Kids Christmas Inc | Annual Events | \$ - | \$ 1,650 | \$ 770 | cash towards excursion costs |
| 506784 | Festival of Small Halls 2019 | Annual Events | \$ - | \$ 1,700 | \$ 1,650 | |
| 506784 | Tour of Tasmania Cycling Tour | Annual Events | \$ - | \$ 990 | \$ 3,300 | |
| 506784 | Nth Tas Light Horse Troup | Annual Events | \$ - | \$ 990 | \$ 990 | |
| 506784 | Animal War Remembrance Day 23 February 2020 | Annual Events | \$ - | \$ 990 | \$ 990 | |
| 506784 | Thral Association of Tas | Annual Events | \$ - | \$ 990 | \$ 990 | |
| 506784 | Longford Catholic Parish | Annual Events | \$ - | \$ 990 | \$ 990 | |
| 506784 | Longford Show Society | Annual Events | \$ - | \$ 990 | \$ 990 | |
| 506784 | Northern Midlands Event Assoc | Annual Events | \$ - | \$ 990 | \$ 990 | |
| 506784 | Longford Mototrama 6-8 March 2020 | Annual Events | \$ - | \$ 1,650 | \$ 1,650 | CI waive rates as annual contribution |
| 506784 | Total Allocation | Annual Events | \$ - | \$ 385 | \$ 67,100 | Budget \$62,060 |

excl GST \$ 61,000
over budget -\$ 5,040

Application for Council Assistance - Major Festivals, Events & Promotions Round 2, 2019/2020



NORTHERN
MIDLANDS
COUNCIL

Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

1. Name of the event: Bus Trip for Isolated children
2. Date of the event: Dec 2019
(Note: Date must be between 17th August 2019 to 30 June 2020 to be eligible)
3. Estimate number of Attendees?
4. Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)
Bus trip to Northern + Midlands attractions for low socioeconomic families, but all families are invited
5. Name of the organisation applying for the assistance: Rossardens Friends Christmas C
6. Organisation postal address: The Secretary, 35 St Pauls St Noxa
7. Contact person: Telephone number: 63842101
8. Do you want the above information displayed on the Council's event page on our Website/face book? Yes No
9. Name and position of the person in the organisation applying for the assistance:
Name: Mary Knowles OAM
Position: Committee Member
Signature:

SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/festival/ promotion:
 The event aims to be break even (that is, income = expenditure)
 The event aims to generate a profit
If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:
.....

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?
Resident families from the outlying area will have the opportunity to be involved in physical activity, share healthy food, friendship + fun.
2. What will Northern Midlands businesses gain from this event?
Local business supported by purchasing food for excursion, local bus operator hired.
3. How will you acknowledge the assistance provided by Council for this event?
Colourful invitations, local newsletter, Amic facebook, valley voice, local newspapers

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of in-kind support requested from Council:

e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/ disposed of after the event, plus photocopying - 400 posters on A4 coloured paper

Please outline the amount of funds, if any, you are requesting from Council, and the purpose to which the funds will be applied:

£700 towards cost of excursion

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

1-362

Application for Council Assistance - Major Festivals, Events & Promotions Round 2, 2019/2020



NORTHERN
MIDLANDS
COUNCIL

Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

1. Name of the event: YMCA Skate Park League
2. Date of the event 17th November 2019

(Note: Date must be between 17th August 2019 to 30 June 2020 to be eligible)

3. Estimate number of Attendees? 100
4. Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)
The Longford Skate Park will host
a skate competition
.....
.....
5. Name of the organisation applying for the assistance: YMCA Hobart
6. Organisation postal address: 89 Constance Ave, Glenorchy
7. Contact person: Telephone number: 03 62080870
8. Do you want the above information displayed on the Council's event page on our Website/face book? Yes No
9. Name and position of the person in the organisation applying for the assistance:
Name: Billie-Jo Lowe
- Position: Youth Officer
- Signature: Blower

SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/ festival/ promotion:
 The event aims to be break even (that is, income = expenditure)
 The event aims to generate a profit
If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:
.....
.....

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

Youth activity & involvement

2. What will Northern Midlands businesses gain from this event?

More visitors to Langford

3. How will you acknowledge the assistance provided by Council for this event?

Facebook promotion, YMCA promotion

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of **in-kind support** requested from Council:

e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/
disposed of after the event, plus photocopying – 400 posters on A4 coloured paper

Marquee use

Please outline the amount of **funds**, if any, you are requesting from Council, and the purpose to which the funds will be applied:

\$2000 to cover costs of event

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.


Natalie Horne
Administration Officer

Application for Council Assistance - Major Festivals, Events & Promotions Round 2, 2019/2020



Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

1. Name of the event: Festival of Small Halls 2020
2. Date of the event: Wednesday 8th January 2020
(Note: Date must be between 17th August 2019 to 30 June 2020 to be eligible)
3. Estimate number of Attendees? 130
4. Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)
Held at Longford Town Hall, FOSH brings an
eclectic mix of four artists to remote +
regional communities.
5. Name of the organisation applying for the assistance: NMC
6. Organisation postal address: 13 Smith St, Longford TAS 7301
7. Contact person: Telephone number: Lucie 6397 7303
8. Do you want the above information displayed on the Council's event page on our Website/facebook? Yes No
9. Name and position of the person in the organisation applying for the assistance:
Name: Lucie Copas
Position: Exec + Comms Officer
Signature: 

SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/festival/promotion:

- The event aims to be break even (that is, income = expenditure)
 The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

.....

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

Community event

2. What will Northern Midlands businesses gain from this event?

Exposure, promotion + foot traffic

3. How will you acknowledge the assistance provided by Council for this event?

Logos, in Mayor speech, posters

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of **in-kind support** requested from Council:

e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/
disposed of after the event, plus photocopying – 400 posters on A4 coloured paper

cash only -

Please outline the amount of **funds**, if any, you are requesting from Council, and the purpose to which the funds will be applied:

\$1650 - towards underwriting of contract + support act.

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

Application for Council Assistance - Major Festivals, Events & Promotions Assistance Guidelines



ELIGIBLE EVENTS:

The Council will consider requests for assistance by community, sporting and non-profit organisations holding major festivals, events or promotions in the Northern Midlands between date 17th August 2019 to 30 June 2020. Major festivals, events and promotions are defined as significant events that are the only one of their kind in the Northern Midlands in any one year and attract significant numbers of people to the event (generally in excess of 2,000) and/or attract significant media coverage for the Northern Midlands.

ELIGIBLE ORGANISATIONS:

Any community group, organisation or club that is legally incorporated or operating under the auspices of an incorporated body. The organisation must hold and produce evidence of public liability cover for the event.

ELIGIBLE ASSISTANCE:

In-kind support includes provision of such items as wheelie-bins, barricades, photocopying paper and provision of services such as preparation of fliers, delivery and collection of bins, erection of barricades and advertising of street closures. The cost to Council of any in-kind assistance approved will be calculated and costed against the application

Requests for **direct financial assistance** may be considered eg. by an organisation in the south of the municipal area where it is impractical for photocopying to be done at the Council Chambers in Longford and therefore application is made for funds to cover photocopying expenses incurred locally.

The maximum allocation to an event is \$1,650, except in the case of a major new event which can be eligible for a one-off seeding grant of up to \$3,300. Major events that are held annually are eligible for up to \$1,650 in-kind support each year.

Assistance will not be provided for money already spent on events previously held.

PRIORITIES:

The funding available is limited. Priority will be given to events that:

- Have a significant benefit for a wide range of Northern Midlands residents and businesses
- Are unique within the Northern Midlands
- If profit making, put the funds back into the community, preferably through community projects that will benefit a wide cross-section of the community.

APPLICATIONS:

Applicants are requested to complete the application form in its entirety, and return the completed form by Friday 27th September 2019 to:

The General Manager
Northern Midlands Council
PO Box 156
LONGFORD TAS 7301

Organisations seeking clarification when completing the form are welcome to contact Council's Customer Services Team on 63977303.

ASSESSMENT OF APPLICATIONS:

All applications received will be referred to a Council meeting where Councillors will determine which event, festival or promotion will be assisted, and to what extent.

Applicants will be notified in writing after the Council meeting of the outcome of Council's deliberations.

POST EVALUATION

An evaluation of the project must be submitted to Council by the Organising Committee within 30 days of the event being held.

Application for Council Assistance -
Major Festivals, Events & Promotions
Round 2, 2019/2020



NORTHERN
MIDLANDS
COUNCIL

Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

1. Name of the event: WAR ANIMAL REMEMBRANCE DAY
2. Date of the event: SUN 23 FEBRUARY 2020
(Note: Date must be between 17th August 2019 to 30 June 2020 to be eligible)
3. Estimate number of Attendees? UNKNOWN - VIP INVITATION, MEMBERS, GENERAL PUBLIC
depending on promotion success (200)
4. Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)
See attachment + Example Run Sheet
5. Name of the organisation applying for the assistance: NORTHERN TASMANIAN LIGHT HORSE TROOP (NTLHT)
6. Organisation postal address: 935 PATEENA RD LONGFORD 7301 TAS
7. Contact person: Telephone number: 04 38 912 751
8. Do you want the above information displayed on the Council's event page on our Website/face book? Yes No
9. Name and position of the person in the organisation applying for the assistance:
Name: TERESE BINNS
Position: Co-ordinator
Signature: JA Binns

SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/festival/ promotion:
 - The event aims to be break even (that is, income = expenditure)
 - The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

- 1. What will Northern Midlands residents gain from this event?

See Attachment

- 2. What will Northern Midlands businesses gain from this event?

See attachment

- 3. How will you acknowledge the assistance provided by Council for this event?

See attachment

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of in-kind support requested from Council:

e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/
disposed of after the event, plus photocopying - 400 posters on A4 coloured paper

See attachment

Please outline the amount of funds, if any, you are requesting from Council, and the purpose to which the funds will be applied:

See attachment

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

Application for Council Assistance – Major Festivals, Events & Promotions Round 2, 2019/2020

4. Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)

This is a unique event that commemorates the important role animals have played in military conflicts. It is the only event of its kind in the State.

Venue -

To be held at the Campbell Town War Memorial Precinct.

Program outline -

The Event/Service will run on similar lines as an Anzac Day service but will honour the animals that served during all military conflicts. The Australian Government officially sanctioned a War Animal Day beginning on 24 February last year. A National Day of Remembrance to acknowledge the contribution and suffering of all animals that served in war.

See 'Example Run Sheet' attached.

Target audience -

Invited VIP guests may include patrons or members of animal organisations, RSLs, current & retired military personnel, politicians, council members, school employees & students and the general public.

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

Cultural and historical awareness and education, exposure and interaction with representative animals and handlers of a period, recognition of Tasmania's contribution to national military history ie. Men and their enduring legacy.

2. What will Northern Midlands business gain from this event?

An influx of people to the event will spill over to the retailers of the Midlands increasing sales and income of local business therefore supporting the regional community and expounding tourism.

3. How will you acknowledge the assistance provided by the Council for this event?

Acknowledging by thank you announcement at the service that 'this project/event has been generously supported by the Northern Midlands Council by way of a grant for use of the facilities. Without their assistance, this event would be unlikely to eventuate. We will acknowledge and appreciate their contribution by inclusion of the Northern Midlands Council Logo on our program and event advertisement promotion on City Park Radio.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of in-kind support requested from Council:

Eg.

We kindly request the Council to supply 10 wheelie bins delivered to the Campbell Town War Memorial Precinct on the morning of the event and collection after the event?

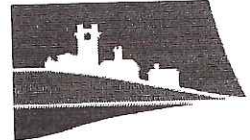
In addition, supply:

- 10 large orange witches' hats
- 6 high visibility vests
- 30 m of hazard tape or road bunting
- Emergency signage?
- Signs – "Drop-off area", "Taxi Bay", "Bus Parking", "Handicap Parking", "Emergency Vehicle Parking"
- 3 x "No Parking" signs
- 3 x "VIP Parking"
- The use of 1 table & 6 chairs from the function room
- 1 roll of Doggy Poo Bags
- Photocopy 4 Emergency Plans – A4, black & white, one-sided & laminated.
- Also \$608.00 for the hire of the New Function Centre on Sunday 23 February 2020.
- \$30.00 Grounds (Not Oval) Saturday 22 Feb to set-up PA System & Sunday 23 February 2020 for event.

Please outline the amount of funds, if any, you are requesting from Council, and the purpose to which the funds will be applied:

\$ **TOTAL**

Application for Council Assistance - Major Festivals, Events & Promotions Round 2, 2019/2020



**NORTHERN
MIDLANDS**

SCANNED

| | |
|---------------------------|------------|
| NORTHERN MIDLANDS COUNCIL | |
| Location | |
| File No. | |
| Applicant advised to | |
| Attachments | |
| REC'D | 2 SEP 2019 |
| I | A |
| GM | MYR |
| P&DM | CRS |
| CSM | PLAN |
| E&DM | BLD |
| WM | HLT |
| HR | MCA |

Community groups, organisations and clubs considering applying for assistance should read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

1. Name of the event:.....Thai Food & Cultural Festival 2019.....
2. Date of the event.....Sunday 17th November 2019 @ 12 – 4 pm.....
(Note: Date must be between 17th August 2019 to 30 June 2020 to be eligible)
3. Estimate number of Attendees?500-600.....
4. Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)
.....Please see the attached document.....
5. Name of the organisation applying for the assistance:..Thai Association of Tasmania, Inc.....
6. Organisation postal address:.....PO Box 1259 Launceston TAS 7250.....
7. Contact person: Telephone number:Pearl Chinthammit 0459267654.....
8. Do you want the above information displayed on the Council's event page on our Website/face book? Yes No
9. Name and position of the person in the organisation applying for the assistance:
Name: Pearl Chinthammit
Position: Public Officer of Thai Association of Tasmania, Inc.....
Signature:

SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/ festival/ promotion:
 - The event aims to be break even (that is, income = expenditure)
 - The event aims to generate a profit
 If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

We warmly welcome the Northern Midlands residents to attend our event. The residents will have an opportunity to enjoy scrumptious Thai food and performances that are not normally available in Tasmania. It will be a great opportunity for the local residents to explore the food and culture of the Thai community and as it's a family friendly event, children under age of 12 can attend free of charge.

2. What will Northern Midlands businesses gain from this event?

This event will bring a number of intrastate visitors to Evandale. Each year we have a large number of people attending the festival that are from Hobart and other parts of the state. We have already advertised that the event will be held on the same day as the Evandale Market which they can visit in the morning for coming to the festival. A number of our volunteers and performers are also from intrastate and they will be staying at the accommodations in Evandale which will certainly contribute to the local economy.

3. How will you acknowledge the assistance provided by Council for this event?

We would add the Council as our sponsor for the event. This would be acknowledged across all of the marketing materials that we will be distributing including on our website and facebook page.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of **in-kind support** requested from Council:

e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/ disposed of after the event, plus photocopying – 400 posters on A4 coloured paper

We'd appreciate if the council could provide 10 Wheelie bins delivered to Evandale War Memorial Hall on Saturday 16th November and collected disposed of after the event. We would also like to lend a barricade to block the vehicle to entry and exit the hall during the event time if the council already have them available.

Please outline the amount of **funds**, if any, you are requesting from Council, and the purpose to which the funds will be applied:

Due to the number of activities we are organising for the event (food, performances, raffles, kids activities, food demonstrations), we plan to set up activities stalls both inside the hall as well as on the lawn area of the venue. The food stalls, kids area, as well as the food demonstration stall will be set up outside while the dining area and the performance will be locating inside the hall. Due to this, we have to hire the marquees, tables, and a few cooking equipment for the event. We would greatly appreciate any contributions from the council to assist us with the cost of hiring these equipments.

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

1 575

Application for Council Assistance - Major Festivals, Events & Promotions Assistance Guidelines



ELIGIBLE EVENTS:

The Council will consider requests for assistance by community, sporting and non-profit organisations holding major festivals, events or promotions in the Northern Midlands between date 17th August 2019 to 30 June 2020.

Major festivals, events and promotions are defined as significant events that are the only one of their kind in the Northern Midlands in any one year and attract significant numbers of people to the event (generally in excess of 2,000) and/or attract significant media coverage for the Northern Midlands.

ELIGIBLE ORGANISATIONS:

Any community group, organisation or club that is legally incorporated or operating under the auspices of an incorporated body. The organisation must hold and produce evidence of public liability cover for the event.

ELIGIBLE ASSISTANCE:

In-kind support includes provision of such items as wheelie-bins, barricades, photocopying paper and provision of services such as preparation of fliers, delivery and collection of bins, erection of barricades and advertising of street closures. The cost to Council of any in-kind assistance approved will be calculated and costed against the application

Requests for **direct financial assistance** may be considered eg. by an organisation in the south of the municipal area where it is impractical for photocopying to be done at the Council Chambers in Longford and therefore application is made for funds to cover photocopying expenses incurred locally.

The maximum allocation to an event is \$1,650, except in the case of a major new event which can be eligible for a one-off seeding grant of up to \$3,300. Major events that are held annually are eligible for up to \$1,650 in-kind support each year.

Assistance will not be provided for money already spent on events previously held.

PRIORITIES:

The funding available is limited. Priority will be given to events that:

- Have a significant benefit for a wide range of Northern Midlands residents and businesses
- Are unique within the Northern Midlands
- If profit making, put the funds back into the community, preferably through community projects that will benefit a wide cross-section of the community.

APPLICATIONS:

Applicants are requested to complete the application form in its entirety, and return the completed form by Friday 27th September 2019 to:

The General Manager
Northern Midlands Council
PO Box 156
LONGFORD TAS 7301

Organisations seeking clarification when completing the form are welcome to contact Council's Customer Services Team on 63977303.

ASSESSMENT OF APPLICATIONS:

All applications received will be referred to a Council meeting where Councilors will determine which event, festival or promotion will be assisted, and to what extent.

Applicants will be notified in writing after the Council meeting of the outcome of Council's deliberations.

POST EVALUATION

An evaluation of the project must be submitted to Council by the Organising Committee within 30 days of the event being held.

Thai Food & Culture Festival 2019

Event Details:

Date: Sunday 17th November 2019

Time: 12 – 4 pm

Thai Association of Tasmania Inc proudly presents Thai Food & Culture Festival 2019: Discover Thailand as ours this year's theme. The event will be held at Evandale Memorial Hall in Evandale, a beautiful historic town just 15 minutes from Launceston. The venue has spacious outdoor areas where we will be setting up food stalls so you can choose to relax and dine on the greens or sit, dine, and enjoy traditional performances and other activities inside the Memorial Hall.

The event will centre around scrumptious Thai Foods from the best of Thai restaurants across Launceston, beautiful traditional performances, live music, kids crafts, raffles, cooking demonstrations, and more!

Thai Food & Culture Festival is an opportunity to get together with your friends and families and enjoy the best the Thai Community in Tasmania has to offer - traditional Thai foods, delicious Thai desserts, Thai and local beers and non-alcoholic beverages, accompanied by live entertainment and family friendly activities, all in one place.

Below activities are some of what is anticipated to take place at the market:

- Thai cuisines - Authentic Thai Dishes; some of which are not normally available at Thai restaurants locally
- Four hours of Thai performances, story-telling, fashion show, and music
- Patrons are encouraged to wear traditional costumes
- Kids activities – art & craft – learn how to make Krathong (floating paper flower lanterns).

Target Visitors

- Locals Residents and surrounds who want to experience Thai cuisines and performances and enjoy family friendly activities.
- Intrastate Visitors mainly Thai community in Hobart, NW Tas, as well as, the East Coasts.
- In 2018, we attracted approximately 1000 visitors to our event in Launceston. This year, we are hoping to attract 500-600 people as it's a ticketed event.

Marketing Activities

- Social Media: Facebook, Eventbrite and Website
- Northern Midland Council's website and facebook page
- Discover Tasmania, Event Finder, Community & Local Radios, Newspapers, and Launceston Information Centre and Northern Midland visitor centers/tourism operators.

1-376



THAI FOOD AND CULTURE FESTIVAL 2019

DISCOVER THAILAND

FOOD, PERFORMANCES, LIVE MUSIC,
COOKING DEMONSTRATIONS, GAMES,
KIDS ACTIVITIES AND MORE!

\$35
ENTRY +
LUNCH

FREE FOR KIDS
UNDER 12

SUN • 17 NOV • 12 - 4PM

EVANDALE WAR MEMORIAL HALL

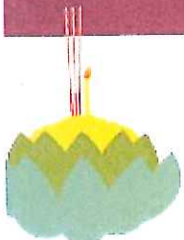
8 HIGH STREET, EVANDALE, TAS 7212

w thaiassociationtas.org

e thaitasassociation@gmail.com

f [thaiassociationtas](https://www.facebook.com/thaiassociationtas)

p 0455128555 • 0449997181



FIND US ON
EVENTBRITE

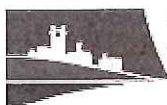


Liz Ellis Fun Run 1-377

(TBA) ? November 2019.

From: Maree Bricknell
Sent: Mon, 6 May 2019 12:03:44 +1000
To: Natalie Horne
Subject: FW: 2019 Fun Run Funding
Attachments: Application longford fun run 2019.doc

Maree Bricknell



NORTHERN
MIDLANDS
COUNCIL

Corporate Services Manager | Northern Midlands Council
Council Office, 13 Smith Street (PO Box 156), Longford Tasmania 7301
T: (03) 6397 7303 | F: (03) 6397 7331
E: maree.bricknell@nmc.tas.gov.au | W: www.northernmidlands.tas.gov.au

T a s m a n i a ' s H i s t o r i c H e a r t

From: info@healthrevival.com.au <info@healthrevival.com.au>
Sent: Monday, 6 May 2019 11:48 AM
To: Maree Bricknell <maree.bricknell@nmc.tas.gov.au>; Lorraine Green <lorraine.green@nmc.tas.gov.au>
Cc: 'Ian Goninon' <ian.goninon@ciig.com.au>
Subject: 2019 Fun Run Funding

Good morning,

I've attached the funding application for the 2019 Liz Ellis Memorial Fun Run. I was unaware the applications were out for this funding application and only thought to ask Lorraine last week, so I am aware that they have closed but I was emailed this to still apply.

Yours in Personal Training,
Leah Coker-Williams
CEO of HEALTH REVIVAL LONGFORD
03 63 911 055
www.healthrevival.com.au
info@healthrevival.com.au

Mission Statement: To change the lives and ways of living of all Australians by introducing a sustainable fitness program for all, without sacrificing what it is to be Australian!

This e-mail (including all attachments) is intended solely for the named addressee. If you receive it in error, please let us know by reply e-mail, delete it from your system and destroy the copies. This e-mail is also subject to copyright.

***Application for Council Assistance -
Major Festivals, Events & Promotions
Round 1, 2019/2020***



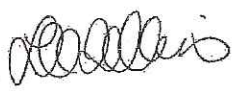
Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

1. Name of the event: Liz Ellis Memorial Fun Run aka Longford Fun Run
2. Date of the event *to be advised (late November 2019)*
3. Brief description of the event:

The fun run is held in the grounds of Woolmers Estate, with differing length tracks catering for all aged and abilities.
 The runners start at 10:00am, wearing bibs that indicate the race they have chosen to participate in, be it 2km, 4km or 8km.
 The 2km track winds around and through the grounds of the Woolmers Estate.
 The event attracts local participants from across the Northern Midlands and a number of adjoining Council areas, particularly from Launceston where Liz Ellis is well remembered by members of the running fraternity.
 In the past the Run has conflicted with now free events such as Park Run, with attendance decreasing to less than 30.
 In recognition of Liz Ellis, we have confirmed we can utilize the run as a Motor Neuron Disease awareness Run, linking with MND Tas to sell merchandise and directly raise funds for a cure.
 2018 was the first year with MND on board and we raised the organization \$549.30 to go towards finding a cure and 78 participants (plus supporters).
 We aim to attract 200 participants in 2019.
4. Name of the organisation applying for the assistance: Council in conjunction with Health Revival Longford.
5. Organisation address: Northern Midlands Sports Centre, 8 Burghley Street Longford
6. Contact person: Leah Coker-Williams Telephone number: (03) 63 911 055
7. Do you want the above information displayed on the Council's event database on the internet? Yes
8. Name and position of the person in the organisation applying for the assistance:

Name: Leah Coker-Williams Position: Director

Signature: 

SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/festival/promotion:
- X The event aims to be break even (that is, income = expenditure)
 *Plus raise monies via merchandise sales of MND Products to directly support
 a cure for MND.

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?
 The fun run provides Northern Midlands residents of all aged and abilities the opportunity to promote their physical and social well-being. Residents can take the course of their desired length at their pace of choice: walking, jogging, running.
2. What will Northern Midlands businesses gain from this event?
 Local businesses can demonstrate their support for the event by providing cash or in kind sponsorship of prizes (for winners as well as participation/fun awards).
3. How will you acknowledge the assistance provided by Council for this event?
 Council's support will be acknowledged on promotional posters, online promotions, entry forms and other relevant documentation.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of in-kind support requested from Council:
e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/disposed of after the event, plus photocopying – 400 posters on A4 coloured paper

Printing of FUN RUN POSTERS (300 approximately)

Please outline the funds, if any, you are requesting from Council, and the purpose to which the funds will be applied:

Day Insurance *Quotation pending full confirmation of numbers for the day, etc.* \$700.00
 Staffing of event, including First Aid officer \$600.00
 Race Bibs \$221.60 (200 quantity)
 Cups/Water \$40.00
 Medals \$100.00
TOTAL AMOUNT \$1661.60


1 388

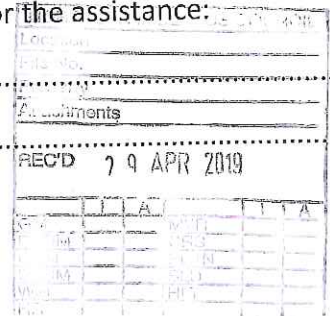
Application for Council Assistance - Major Festivals, Events & Promotions Round 1, 2019/2020



Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

1. Name of the event: PER GREEN MEMORIAL CYCLE RACE
2. Date of the event: NOVEMBER 16, 2019
3. Estimate number of Attendees? 60 riders plus families & supporters.
4. Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)
Open cycling race for all Tasmanian cyclists to commemorate local sports personality, Perc Green, in & around the Cressy area. This will provide a viewing spectacle for local residents.
5. Name of the organisation applying for the assistance: Northern Districts CC.
6. Organisation postal address: 134 Patena Rd, Longford 7301
7. Contact person: Telephone number: Peter Fraser 0459 098 058
8. Do you want the above information displayed on the Council's event page on our Website/face book? Yes No
9. Name and position of the person in the organisation applying for the assistance:
Name: Peter Fraser
Position: President
Signature: 



SECTION B: FINANCIAL INFORMATION

1. Please tick the box below that describes the financial outcome sought for your event/festival/ promotion:

- The event aims to be break even (that is, income = expenditure)
- The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

.....

.....

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?
Participants travel from all over Tasmania & will avail themselves of the local amenities. Local residents can get a free viewing of this race of national standard.
2. What will Northern Midlands businesses gain from this event?
Riders and their families will use local eating places, accommodation & fuel services. Ringwood Hotel is used for presentations.
3. How will you acknowledge the assistance provided by Council for this event?
The NMC is acknowledged on trophies, sashes & all flyers & electronic media.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of **in-kind support** requested from Council:
e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/
disposed of after the event, plus photocopying – 400 posters on A4 coloured paper

N/A

Please outline the amount of **funds**, if any, you are requesting from Council, and the purpose to which the funds will be applied:

\$350 to provide sashes for grade overall & Fastest time winners.

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

Application for Council Assistance - Major Festivals, Events & Promotions Round 2, 2019/2020



NORTHERN
MIDLANDS
COUNCIL

Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

- Name of the event: Community 'Welcome' Party/Picnic for } Overseas
Berry Farm } Workers.
- Date of the event: Saturday, 30 November 2019
(Note: Date must be between 17th August 2019 to 30 June 2020 to be eligible)
- Estimate number of Attendees? 150 - 250
- Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)
Venue: Longford Village Green - Target Audience: Local community families, groups + organisations. Programme Outline: Party/picnic food to be provided by organisers + community groups support. Rotary Club B.B.Q may be in use. Plan some games/activities, impromptu music by community members + overseas workers.
- Name of the organisation applying for the assistance: Kings Meadows Catholic Parish - Longford Parish Centre
- Organisation postal address: cf 11A Arthurst Perth 7300
- Contact person: Telephone number: Denise Talbot - 0419 370 666
- Do you want the above information displayed on the Council's event page on our Website/face book? Yes No
- Name and position of the person in the organisation applying for the assistance:
Name: Denise Talbot
Position: Parish "Highways + Byways Grant" Project Contact Person
Signature: DM Talbot

SECTION B: FINANCIAL INFORMATION

- Please tick the box below that describes the financial outcome sought for your event/festival/ promotion:

- The event aims to be break even (that is, income = expenditure)
 The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

N/A

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

Community connectedness with each other + the overseas
Seasonal Workers, residing in Longford/Cressy.

2. What will Northern Midlands businesses gain from this event?

Purchases for catering & recognition of any
Sponsorship.

3. How will you acknowledge the assistance provided by Council for this event?

Recognition on Notices etc. & on Grant
Acquittal.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of in-kind support requested from Council:

e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/
disposed of after the event, plus photocopying - 400 posters on A4 coloured paper

6 Wheelie Bins, + liners.

Fee Waiver for Memorial Hall.

2x Marquees (in case of inclement weather)

Please outline the amount of funds, if any, you are requesting from Council, and the purpose to
which the funds will be applied:

N/A.

Applications for assistance will be reviewed at the next Council Meeting scheduled after the
closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

SECTION A: APPLICATION SUMMARY

1. **Name of the event:** Spirit of Tasmania Cycling Tour
2. **Date of the event** 5 December 2019 (Entire event runs from 3rd December to 7th December)
3. **Estimate number of Attendees?** 600 in Longford
4. **Brief description of the event: (venue, program outline, target audience, attach further information if not enough space provided)**

The Spirit of Tasmania Cycling Tour (Tour of Tasmania) is a historical stage event that commenced in 1930. The Tour is one of the pinnacle races in the Australian National Road Series calendar and plays a key role in the development of future stars of Australian cycling. The Spirit of Tasmania Cycling Tour attracts cyclists from all over Australia and New Zealand looking to get their name written in the honour roll. Past winners include Cadel Evans and Ritchie Porte. In 2019 the Tour will travel throughout the Northern Region of Tasmania. Longford will play host to Men's Stage 2 and Women's Stage 1, with the race travelling between Longford and Poatina. It is a free event that draws local, intrastate and interstate spectators. The Tour will promote the Northern Midlands Region as a boutique cycling destination. Streaming of the event on SBS Cycling Central's Facebook page broadcasts video of the region to a national and international audience. GTR Events will again be organising community activations including engagement with local school communities such as athlete meet and greets, and bike and cycling education programs.

5. **Name of the organisation applying for the assistance:** GTR Events
6. **Organisation postal address:** 4/3 Rocklea Drive, Port Melbourne 3207
7. **Contact person:** Maddy Dick


Telephone number: 0400 625 748

8. **Do you want the above information displayed on the Council's event page on our Website/facebook?** Yes No

9. **Name and position of the person in the organisation applying for the assistance:**

Name: Maddy Dick

Position: Event Manager

Signature: 

SECTION B: FINANCIAL INFORMATION

1. **Please tick the box below that describes the financial outcome sought for your event/festival/ promotion:**
 - The event aims to be break even (that is, income = expenditure)
 - The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

.....

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

A national cycling event that all residents can attend and enjoy for free, including activations at the event, with the opportunity for a meet and greet / educational Q and A session with elite athletes.

Monetary contribution to volunteer groups who assist with the event (approximately 10 people required at \$50pp)

2. What will Northern Midlands businesses gain from this event?

Expenditure will be generated by the influx of visitors who come into the district with the event including competitors and their support staff; event staff; and visitors who travel from intrastate and interstate for the event.

It is expected that 200 athletes and support staff and 65 event staff will purchase catering throughout the day. No external vendors will be asked to attend the event, and instead local businesses will be promoted for all catering requirements.

Local accommodation will also be sought for the staff staying within the region the night prior to the event, as well as promoted to all athletes and support staff taking part in the event.

All convoy vehicles will be requested to be refuelled at the Caltex located within Longford, both prior to the stage start, and post stage racing.

Return visitation to the region: Longford is marketed as a perfect town to stop in for riders en route to Poatina.

3. How will you acknowledge the assistance provided by Council for this event?

Council will be acknowledged on the event website, 15 meters of start line signage, 4 start line bow flags, posters, in newspaper advertising, social media posts, Cycling Australia and GTR Events EDM, press releases, stage backdrop, media backdrop, commentary lectern, Start/Finish Line Wings, technical guide and start list program, activation opportunities at event, commentator mentions during broadcasts including online streaming and Mayor or representative involved in Host Stage Presentations and welcome speech.

Social Media and EDM reach:

| | Platform | Audience |
|----------------------|-------------------------------|----------------------|
| Cycling Australia | Facebook | 35,805 Followers |
| | EDM - On the Wheel | 42,000 Subscribers |
| | Instagram | 39,200 Followers |
| National Road Series | EDM - registered NRS cyclists | 400 Subscribers |
| | Facebook | 5,632 Followers |
| | Instagram | 3,480 Followers |
| GTR Events | Facebook | 263 Followers |
| | Instagram | 467 Followers |
| | Website (Jun 2018 - Jun 2019) | 52,349 Unique Visits |

A 30s tourism vignette may be broadcast in the streaming of the Stage on SBS Cycling Central Facebook Page, Cycling Australia Facebook Page and Kayo Sports. Last year's broadcasting reached 159,752, with this years current reach trending at 40% higher than 2018.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of in-kind support requested from Council: e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/ disposed of after the event, plus photocopying – 400 posters on A4 coloured paper

Assist in marketing and promotion.

Provide support and assist with communication with local schools, sporting clubs, and service groups to advise them of opportunities to attend and participate in the event.

Produce and erect pre-event 'No Parking' signage if required.

Ensure no major roadworks are being undertaken during the event and ensure the road are in good condition.

Expected value \$1500

Please outline the amount of funds, if any, you are requesting from Council, and the purpose to which the funds will be applied:

\$3,500 (Combined with the \$1500 in kind support , matches the \$5000 contribution from each of the host councils participating in the 2019 Spirit of Tasmania Cycling Tour).

These funds will assist with the cost of traffic management required for road closures, and police overtime charges associated with the additional travel outside of Launceston city region.

Tour of Tasmania Cycling
Langford to Portina Stage -

\$ 3,300 cash

Round 2

1-387

 SPIRIT OF
TASMANIA

 CYCLING
TOUR

 GTR
EVENTS

EVENT
PARTNER





EVENTS

EVENT BACKGROUND

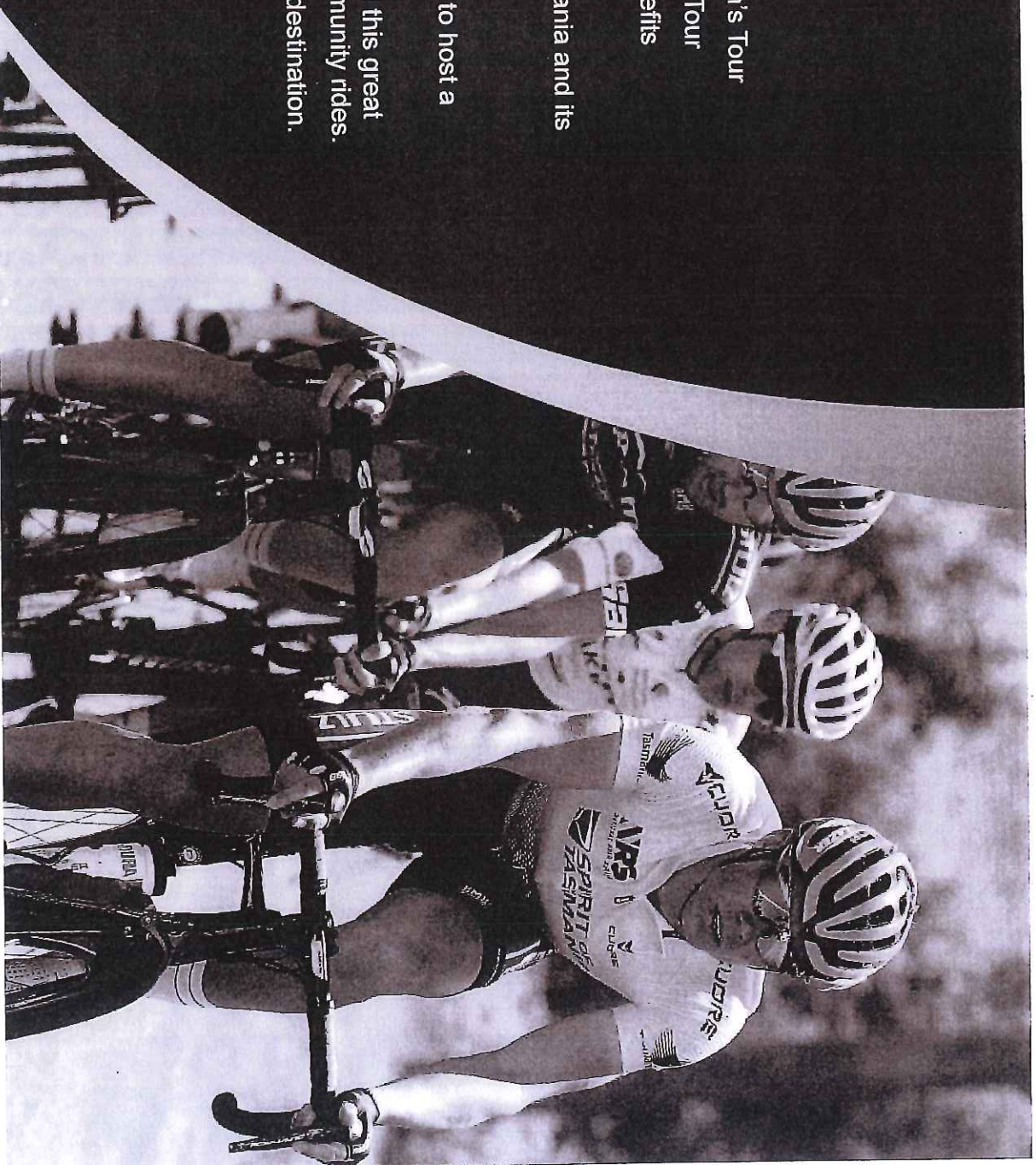
- The Spirit of Tasmania Cycling Tour is a historical staged cycling event that commenced in 1930
- Over many years, the Tour of Tasmania has played a key role in identifying and showcasing the future talent of Australian cycling
- The Tour travels through picturesque Tasmanian terrain that is renowned for delivering high excitement and intense competition
- Past winners of the Tour include Cadel Evans, Richie Porte and Nathan Haas
- The event forms an important part of the Cycling Australia National Road Series (NRS)
- The NRS is Australia's premier domestic road racing series which operates at various locations across Australia from April to December each year.



GTR | EVENTS

EVENT OBJECTIVES

- To further develop the inaugural three day Women's Tour
- Deliver online streaming of all stages of the 2019 Tour
- To promote the sport of cycling, and its health benefits
- Deliver a best-in-class sporting event
- Use the event to raise the tourism profile of Tasmania and its regions
- Create a positive spectator / fan experience
- Highlight Tasmania as a suitable and ideal region to host a future national cycling event
- Continue to drive community engagement around this great regional event, and grow participation in the community rides.
- To promote Tasmania and the North as a cycling destination.

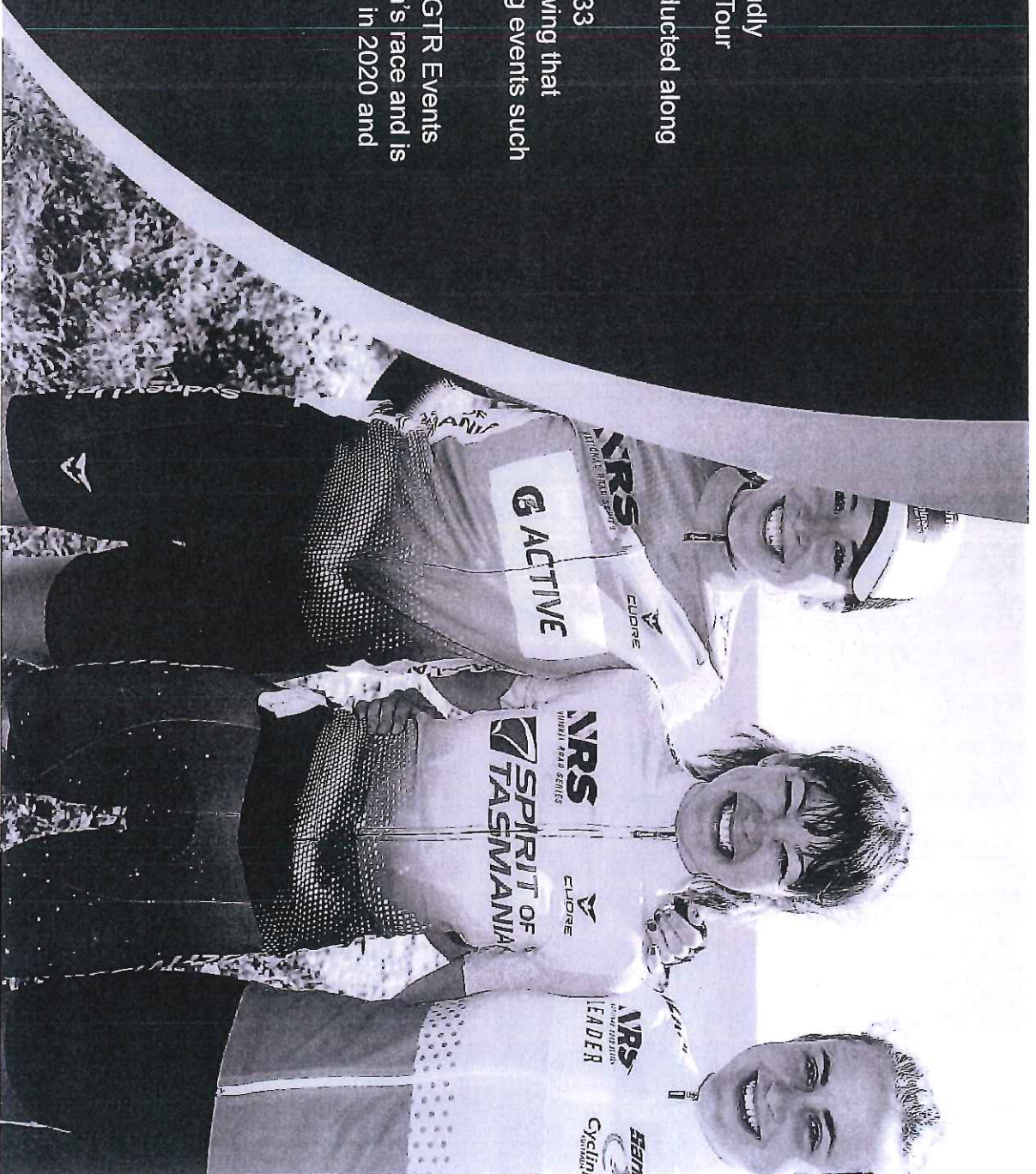


GTR

EVENTS

WOMEN'S RACE

- In 2018, The Spirit of Tasmania Cycling Tour proudly incorporated an inaugural women's race into the Tour
- The women's format was a three-stage race conducted along the same routes as the men's Stages 2, 3 and 4.
- Seven teams and three individual riders totalling 33 participants competed in the inaugural race, showing that women are keen to partake in and support cycling events such as this.
- The number of participants was in line with what GTR Events forecast in planning for the addition of the women's race and is expected to increase by 10 per cent year on year in 2020 and 2021.



GTR | EVENTS

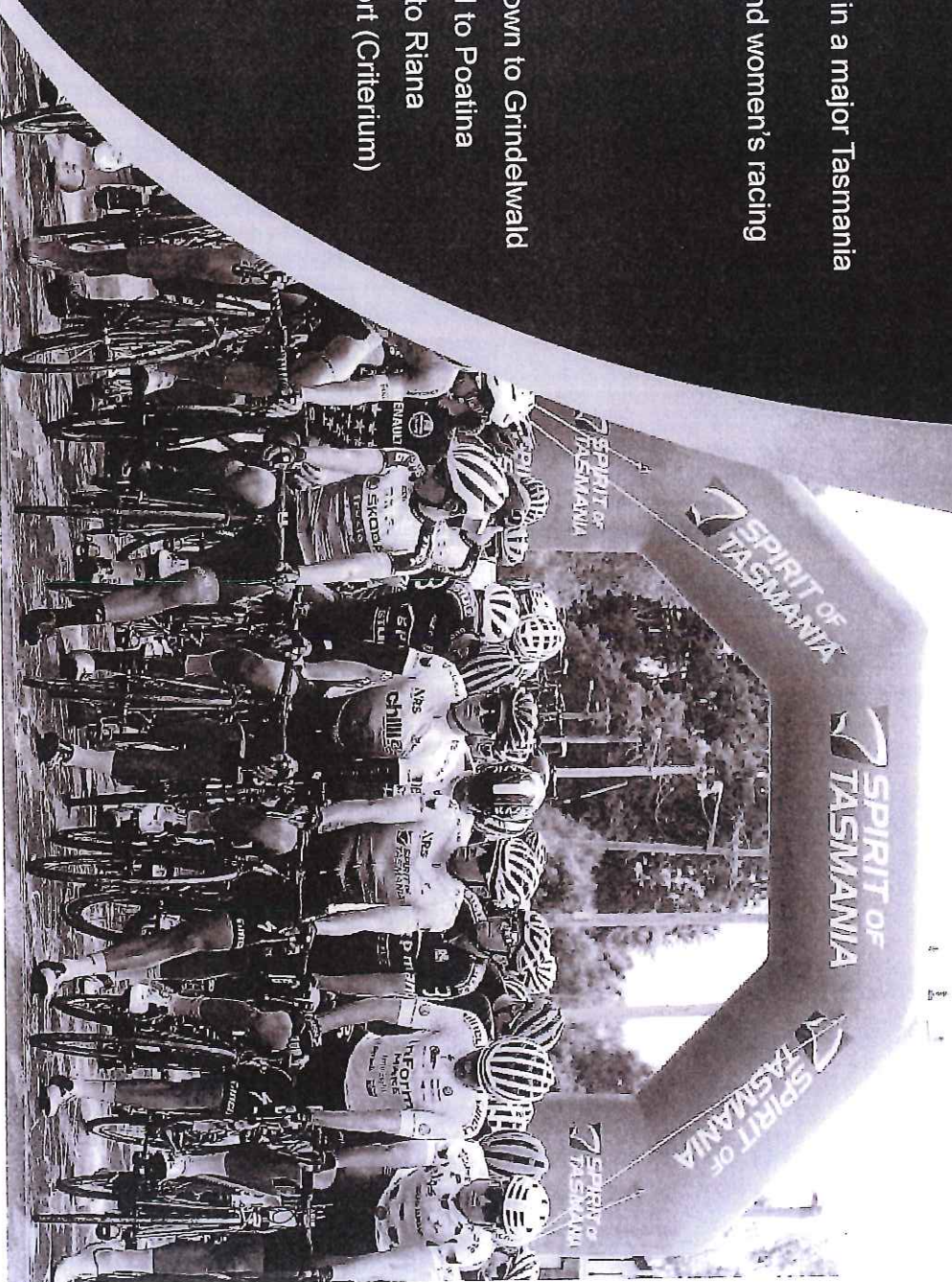
2019 TOUR FORMAT

- In 2019, the Tour will include four (4) stages, hosted in a major Tasmania town or iconic location
- The format will again see the return of both men's and women's racing within the program

2019 EVENT DATES & LOCATIONS

- ❖ Prologue: Tuesday 3 December (M) – Launceston
- ❖ Stage 1: Wednesday 4 December (M) – George Town to Grindelwald
- ❖ Stage 2: Thursday 5 December (M&W) – Longford to Poatina
- ❖ Stage 3: Friday 6 December (M&W) – Ulverstone to Riiana
- ❖ Stage 4: Saturday 7 December (M&W) – Devonport (Criterion)

**Final town locations are still to be confirmed and are therefore subject to change*



GTR | EVENTS

COMMUNITY ENGAGEMENT

Brand positioning aligns strongly with the cycling community

LIFESTYLE:

- The cycling community, whether it be road, track, mountain bike, cyclocross or BMX promotes an active and healthy lifestyle

BRANDING:

- The alignment of your brand with key cycling events in Australia provides an opportunity to strengthen its position in the cycling community

ACTIVATION:

- Build event marketing and social media outcomes from key cycling events to increase the profile and awareness of your company

CONVERSION:

- A partnership needs to have a clear focus on delivering results through clear, creative and strategic thinking



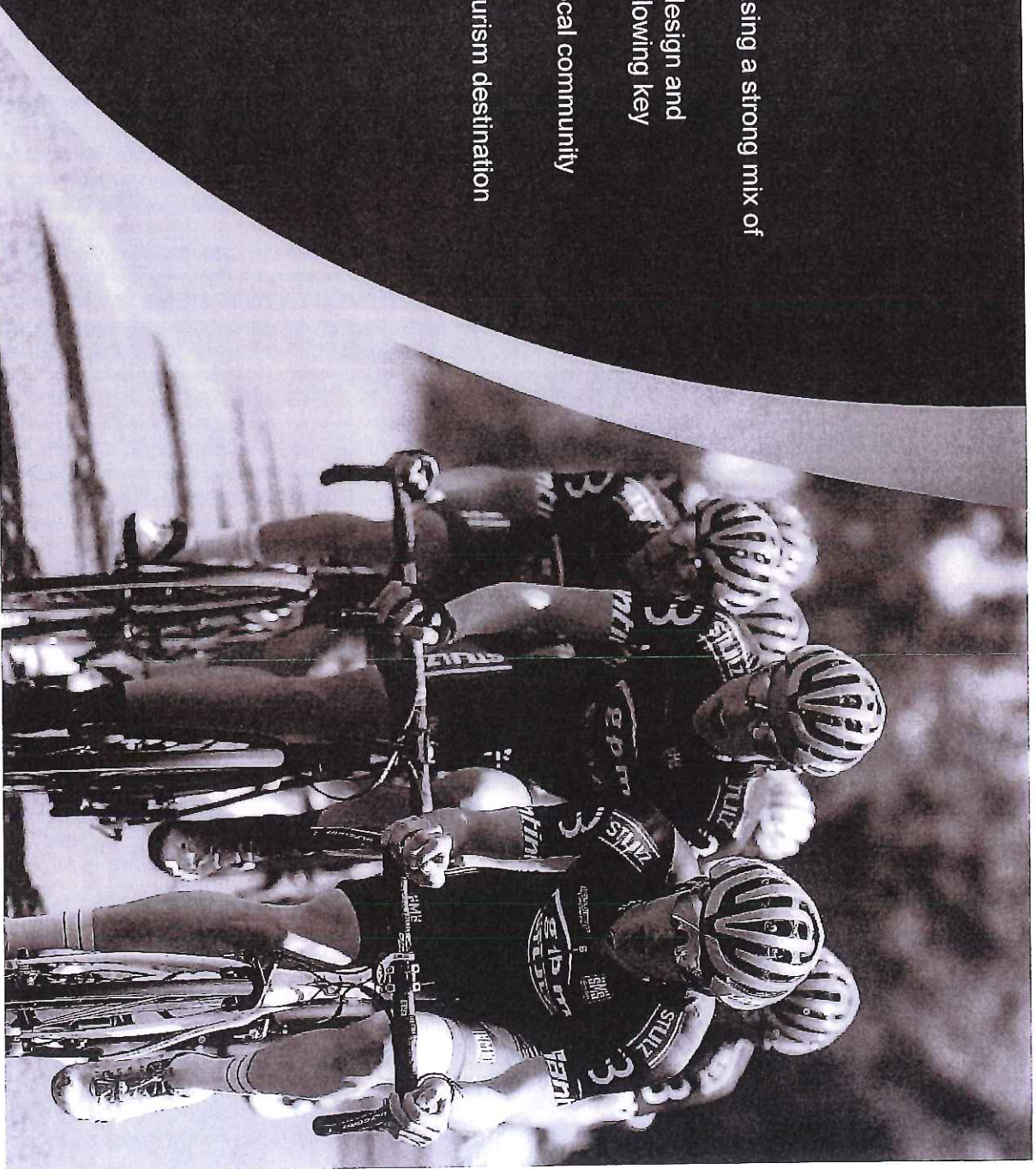
SPIRIT OF
TASMANIA

GTR | EVENTS

EVENT MARKETING

- GTR Events will deliver a marketing campaign utilising a strong mix of digital and traditional assets
- We will work closely with key stakeholders in the design and implementation of our marketing to achieve the following key objectives:
 1. Build event awareness within cycling and local community
 2. Drive roadside attendance
 3. Promote Northern Tasmania as a cycling tourism destination
 4. Grow live stream audiences

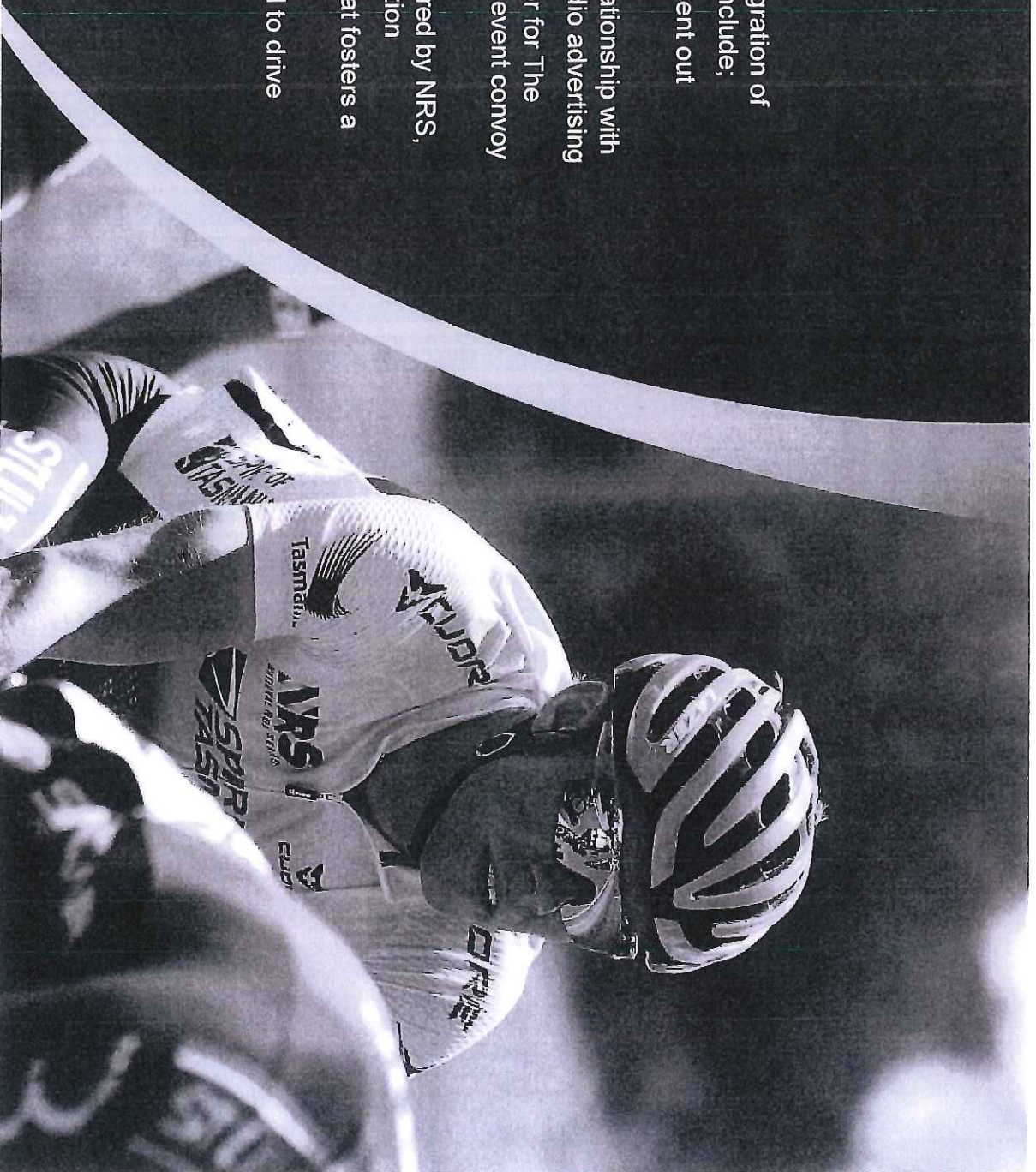
1-393



EVENT MARKETING (continued)

- Pivotal to the event's marketing campaign is integration of GTR Events, CA, NRS marketing assets which include:
 - CA - 'On the Wheel' and NRS EDM's are sent out fortnightly to 42,000+ database
 - Radio – GTR have had a long-standing relationship with LAFM and Chillii FM who provide contra radio advertising
 - Print Newspaper – since 2016 Sports Editor for The Examiner Rob Shaw has travelled with the event convoy to report daily on the event
 - Website – hosted on GTR Events, and shared by NRS, provide key event and stakeholder information
 - Social Media – paid and organic content that fosters a strong online community
 - Host Councils – share promotional material to drive stage specific engagement

1-394



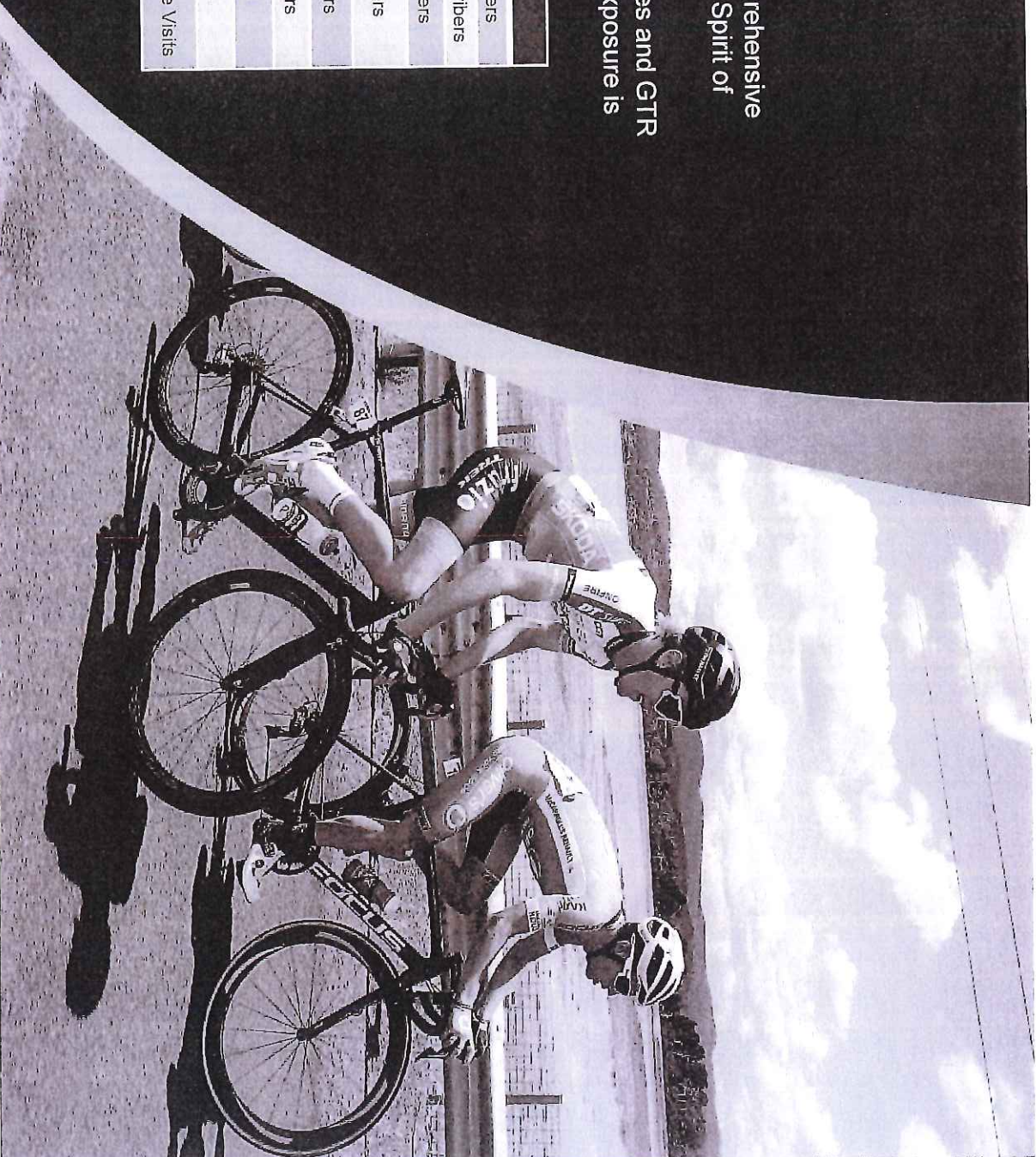


EVENTS

SOCIAL MEDIA

- Social media platforms continue to provide a comprehensive benefit to the overall marketing & promotion of the Spirit of Tasmania Cycling Tour
- Through Cycling Australia, the National Road Series and GTR Events, the audience reach and therefore brand exposure is extensive:

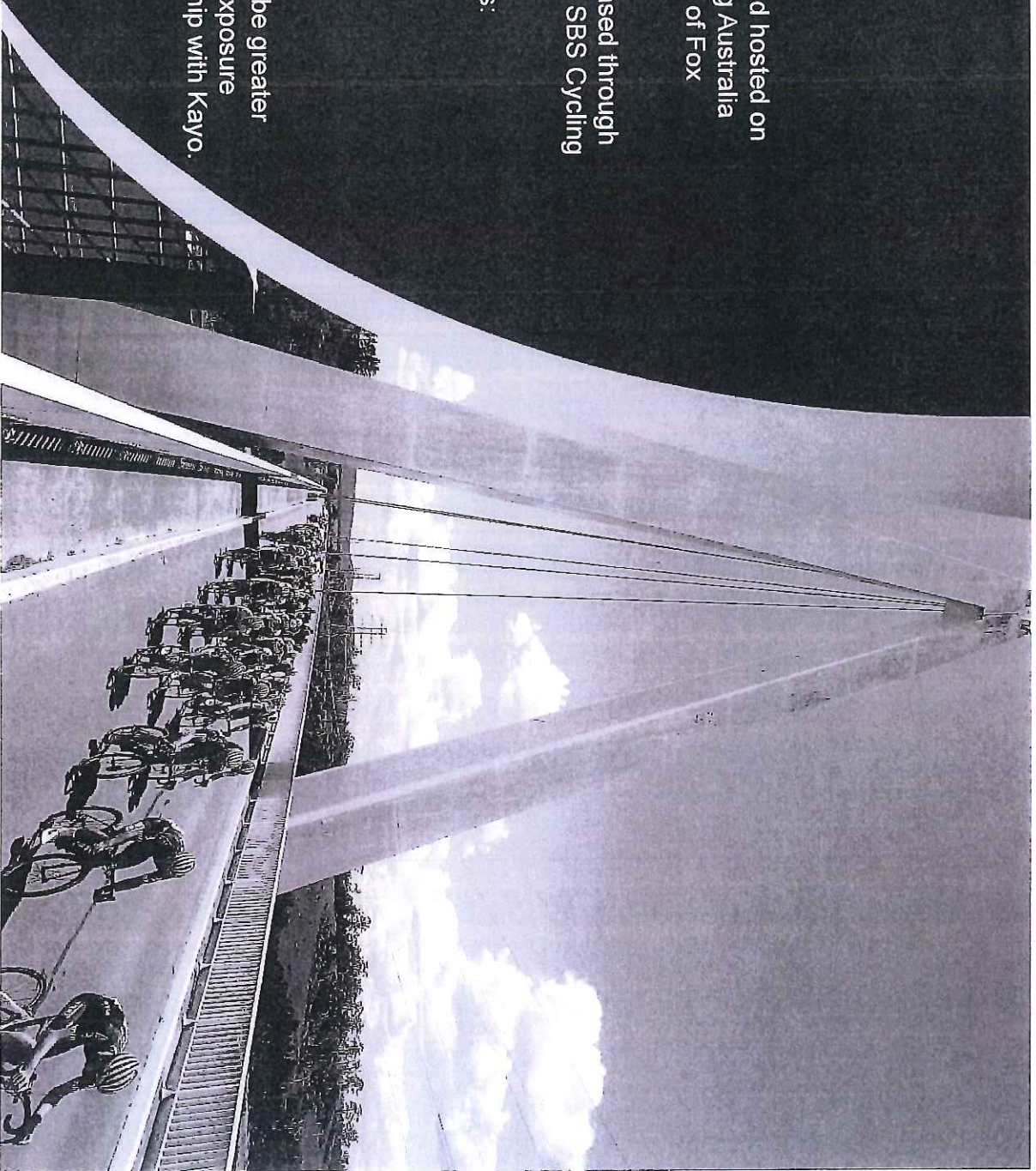
| | Platform | Audience |
|----------------------|----------------------------------|----------------------|
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| National Road Series | EDM - registered NRS cyclists | 400 Subscribers |
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| | Facebook | 263 Followers |
| GTR Events | Instagram | 467 Followers |
| | Website (Jun 2018 – Jun 2019) | 52,349 Unique Visits |



GTR | EVENTS

LIVE STREAMING

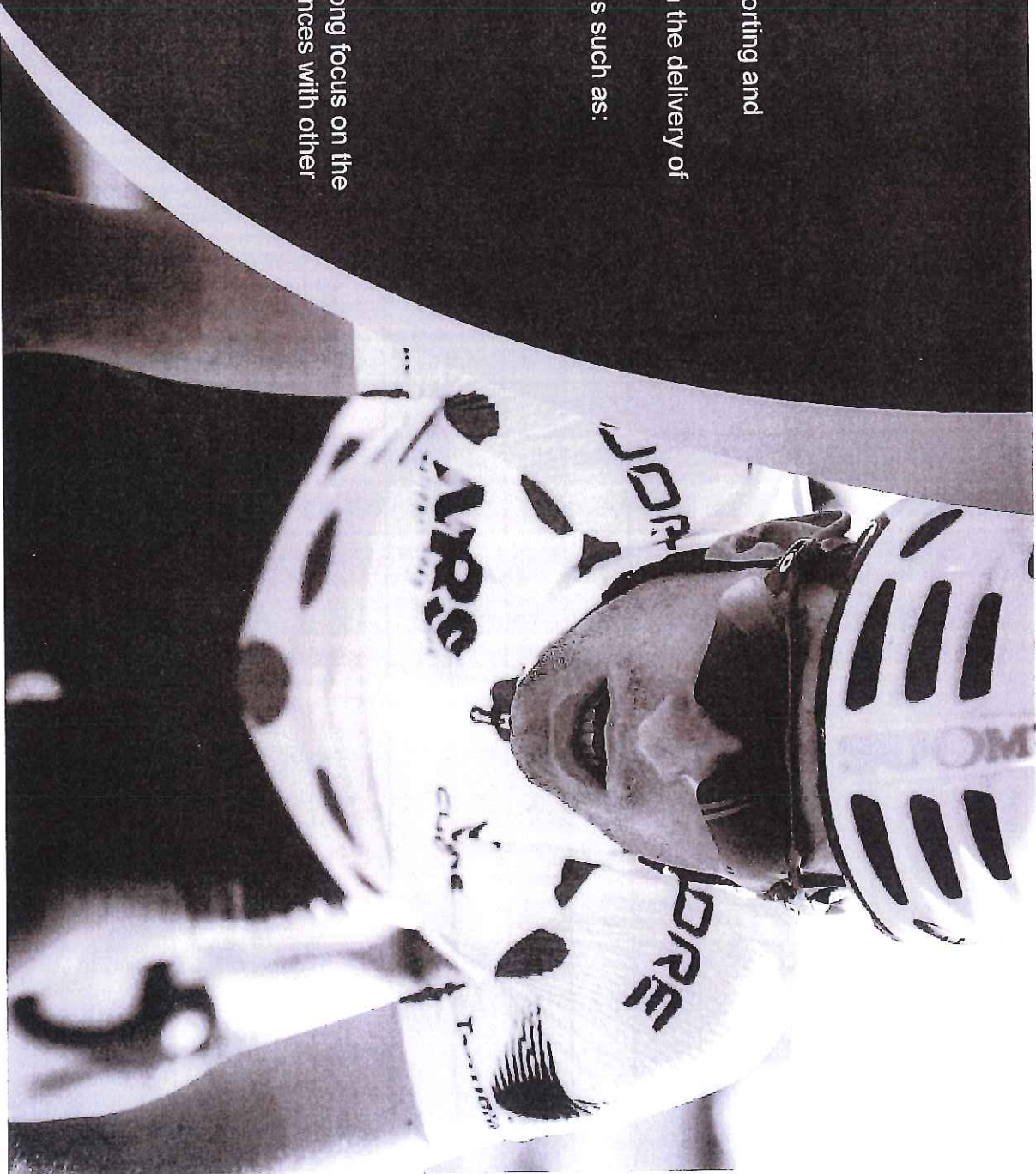
- Each stage of the 2019 event will be streamed and hosted on the National Road Series Facebook page, Cycling Australia website and for the first time, Kayo – a subsidiary of Fox Sports
- In 2018, the events viewership significantly increased through a multi host live stream broadcast which included SBS Cycling Central
- The combined reach of the 2018 Live Stream was:
 - ❖ Total Reach – 159,752
 - ❖ Total Views – 48,308
 - ❖ Minutes Viewed – 72,697
- We anticipate the reach of the event coverage to be greater and therefore increase event and partner brand exposure through Cycling Australia's exciting new partnership with Kayo.



GTR | EVENTS

ABOUT GTR EVENTS

- A passionate company formed to deliver major sporting and business events across Australia
- Has established a committed team experienced in the delivery of major events both in Australia and overseas
- Has formed strong partnerships with organisation's such as:
 - Cycling Australia,
 - Cycling Victoria
 - The Victorian State Government
 - News Limited, and
 - Multiple Sclerosis (MS).
- Whilst the current GTR business model has a strong focus on the sport of cycling, the company is also forming alliances with other sports and private event companies
- At GTR there is an underlying approach that "anything is possible".



Sponsorship Benefits

Host Council

| CONSIDERATION | | \$3,000 + GST |
|---|---|---------------|
| Substantial economic impact to Northern Midlands Council through infrastructure course build, travel, fuel, car hire, food and beverage, entertainment, accommodation and supplies | ✓ | |
| Increases the development of Cycling Tourism in Tasmania and the region | ✓ | |
| A unique sporting experience that will attract both cycling and non-cycling spectators to enjoy the spectacle of a national sporting event for free | ✓ | |
| Community activities and school engagement | ✓ | |
| Focus on women in sport and opportunities for women to participate in competition | ✓ | |
| Over 160 athletes participating across Men's and Women's races | ✓ | |
| Northern Midlands Council will be recognised as an official Host Town/Council for the event. This includes: | ✓ | |
| <ul style="list-style-type: none"> • Signage: Allocation of 15 metres of barrier signage in the Start Chute and four bow flags | ✓ | |
| <ul style="list-style-type: none"> • Council Logo on marketing material including posters, EDM, social media posts, newspaper advertising, press releases, stage backdrop, media backdrop, commentary lectern, Start/Finish line wings, start list program and technical regulation guide provided to all teams, media and workforce | ✓ | |
| <ul style="list-style-type: none"> • Event Website: Display logo and tourism information on the event website including a link to Council website | ✓ | |
| <ul style="list-style-type: none"> • Broadcast Streaming of Tour on SBS Cycling Central Facebook Page: Council shall receive verbal recognition by way of commentator announcements during Event and Council Vignettes | ✓ | |
| <ul style="list-style-type: none"> • Presentations: Council has the opportunity to have the Council Mayor or representative involved in the Stage Start Line formalities, including welcome address. | ✓ | |

GTR | EVENTS

SPONSORSHIP CONSIDERATIONS

In return for the above benefits, GTR Events is requesting a partnership under the following commercial terms.

Term: 1 year

Commencement Date: On execution of the partnership agreement

Expiry Date: One (1) month post the 2019 Tour of Tasmania event

Investment: Cash Consideration
\$3,000 + GST



1-400

 SPIRIT OF
TASMANIA

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For further information, please
contact GTR Events

Corporate Services Manager

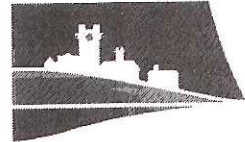
Priscilla Leahy

E: priscilla@gtr events.com.au

M: 0437 408 477



Application for Council Assistance - Major Festivals, Events & Promotions Round 2, 2019/2020



NORTHERN
MIDLANDS
COUNCIL

Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

- Name of the event: 163rd Longford Show
- Date of the event: 19th October 2019
(Note: Date must be between 17th August 2019 to 30 June 2020 to be eligible)
- Estimate number of Attendees? 7000
- Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)
Since 1856 the Longford Show has successfully been putting on a family friendly event
with a huge variety of attractions ranging from Extreme Bike Stunts, children's enterinment
sheep, fleece, poultry, dog, chopping and showjumping competitions etc.
Each year the Show attracts around 7000 patrons from a wide demographic from all over the State.
- Name of the organisation applying for the assistance: Longford Show Society Inc.
- Organisation postal address: PO Box 58, Longford 7301
- Contact person: Telephone number: 0448 572 312
- Do you want the above information displayed on the Council's event page on our Website/face book? Yes No
- Name and position of the person in the organisation applying for the assistance:

Name: Kristy Springer

Position: Secretary

Signature: Kristy Springer

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| NORTHERN MIDLANDS COUNCIL | | | | | |
| Location | | | | | |
| File No. | | | | | |
| Property | | | | | |
| Attachments | | | | | |
| REC'D 11 SEP 2019 | | | | | |
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| GM | | | MYR | | |
| P&DM | | | CBS | | |
| CSM | | | PLAN | | |
| HR | | | HR | | |

SECTION B: FINANCIAL INFORMATION

- Please tick the box below that describes the financial outcome sought for your festival/ promotion:
 The event aims to be break even (that is, income = expenditure)
 The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

It is difficult to judge the projected profit, it is dependant on attendance numbers, however any profit made

goes back into the upkeep of the grounds as well as the improved infrastructure for the next show.

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS

For each of the following questions, please provide a 1-2 line response:

1. What will Northern Midlands residents gain from this event?

Community members get to experience a family friendly event, participant in a variety of competitions and feel part of the community by supporting local businesses.

2. What will Northern Midlands businesses gain from this event?

The flow on effect of the Longford Show is very beneficial not only to local businesses, through accommodation, eateries and services being frequented by patrons, but to other service groups who assist at the Show, plus the exposure of the area.

3. How will you acknowledge the assistance provided by Council for this event?

Council will be acknowledged through our Facebook Page, Web Site and on the day PA announcements.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

Please outline the nature and extent of **in-kind support** requested from Council:

e.g. 10 wheelie bins delivered to the Village Green the morning of the event and collected/ disposed of after the event, plus photocopying – 400 posters on A4 coloured paper

We are seeking gravel from Council to be used to top up existing roads around the showgrounds as well as some areas on site that experience water damage over the winter months to provide safe walking access during the Show.

Please outline the amount of **funds**, if any, you are requesting from Council, and the purpose to which the funds will be applied:

We are not seeking funds as such, just some in-kind support.

Applications for assistance will be reviewed at the next Council Meeting scheduled after the closing date, you will be notified of the outcome of your application shortly after that.

Natalie Horne
Administration Officer

Application for Council Assistance - Major Festivals, Events & Promotions Round 2, 2019/2020



**NORTHERN
MIDLANDS
COUNCIL**

Community groups, organisations and clubs considering applying for assistance, are advised to read the guidelines attached prior to completing this form.

SECTION A: APPLICATION SUMMARY

- Name of the event: LONGFORD MOTORAMA.
- Date of the event: Friday 6 - Sunday 8 March 2020
(Note: Date must be between 17th August 2019 to 30 June 2020 to be eligible)
- Estimate number of Attendees? Estimate 3,000+ over the 2-3 days
- Brief description of the event:
(venue, program outline, target audience, attach further information if not enough space provided)

This event will recreate in Longford the nostalgic days of the 1950s-1960s when the town played host to world class motor racing. All facets of motorsport will be showcased – from racing cars and motorcycles – old and new, collectors’ vehicles, electric cars, extensive motor racing memorabilia, pedal cars for children’s play, 50s-60s music and entertainment.

- Name of the organisation applying for the assistance: Northern Midlands Event Assn aka. N.M.E.
- Organisation postal address: P.O. Box 1935 Leicester MK 72 50
- Contact person: Telephone number: Jan Senior ph 0409 700 099
- Do you want the above information displayed on the Council’s event page on our Website/face book? Yes No
- Name and position of the person in the organisation applying for the assistance:

Name: Lorraine Green
Position: Secretary
Signature: [Signature]

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|---------------------------|--|---|------|--|---|
| NORTHERN MIDLANDS COUNCIL | | | | | |
| Location | | | | | |
| File No. | | | | | |
| Property | | | | | |
| Attachments | | | | | |
| REC'D 12 SEP 2019 | | | | | |
| | | A | | | A |
| GM | | | MYR | | |
| P&DM | | | CRS | | |
| CSM | | | PLAN | | |
| WM | | | HLI | | |
| HR | | | | | |

SECTION B: FINANCIAL INFORMATION

- Please tick the box below that describes the financial outcome so far for your event/festival/ promotion:
 - The event aims to be break even (that is, income = expenditure)
 - The event aims to generate a profit

If your event aims to make a profit please indicate the extent of the profit anticipated and provide information on the purpose to which the profit will be applied:

100% of profit will be utilised in staging future annual motorama events - including speed events with their associated high costs

SECTION C: BENEFIT OF THE EVENT TO THE NORTHERN MIDLANDS**1. What will Northern Midlands residents gain from this event?**

Recognition of, and pride in, the town's motor racing history: immersion in 'all things' motor racing including children's activities, 50-60s entertainment, extensive motor racing memorabilia displays and trade displays

2. What will Northern Midlands businesses gain from the event?

A significant influx of people to Longford over the event's three days will result in increased sales and revenue for local businesses – in particular, accommodation providers, eateries and service stations. Event will yield significant economic returns for the local economy.

3. How will you acknowledge the assistance provided by Council for this event?

Acknowledgement in online and hard copy publicity, on fliers and programs, and by MC across the three days of the event.

SECTION D: ASSISTANCE SOUGHT FROM COUNCIL

This is a new major event for the Northern Midlands calendar and we understand it is eligible for a one-off seeding grant of up to \$3,300. The following Council assistance is requested:

- Waivering of hire of the Memorial Hall fee: $\$160 \times 3 = \480
- Provision of 10 wheelie bins and bin liners delivered and collected (we will empty and reline the bins over the weekend and remove full rubbish bags each day)
- Star pickets and bunting for fence around 3 sides of Village Green, and hard screening for the Lyttleton Street/Latour Street corner (as discussed with Leigh McCullagh)
- Regular cleaning of the Village Green and St Georges Square toilets over the 3 days
- Vehicle directional/parking signage: eg. 'no parking', 'drop off point' etc... plus witches' hats