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**MEETING**  
**HELD ON MONDAY 15 FEBRUARY 2021**

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**26) TOURISM EVENT DEVELOPMENT FUND****Department:** Executive Services**Author:** Manager Tourism and Communications**CSP Link:** 3. The Local and Visitor Economy**File No:** GS.PG.1

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**Recommendation:**

That Council approves the following events under the 2020/21 Tourism Event Development Program;

- a. \$1,000 for a rebranding marketing project for Chocolate on Purpose
- b. \$1,000 for the Millthorpe Garden Ramble – Virtual Autumn

**Reason for Report:**

For Council to consider and approve the applications seeking Council financial support under the Tourism Event Development Fund 2020/21.

**Report:**

Chocolate on Purpose Rebrand

Funding Requested \$1,000

Chocolate on Purpose is an Indigenous owned business with the mission to produce quality chocolate creations while sourcing Australian Indigenous botanicals from Aboriginal Communities around Australia and using sustainable cocoa. The vision is to educate the world about the superfood benefits of our Australian Indigenous botanicals and the wisdom of our First Nations People in their traditional use.

The chocolate is handcrafted into pieces and bagged in stand-up, zip-close pouch bags, currently being retailed in a pop-up shop within May Raechele Art Gallery in Millthorpe, and in stores in Canowindra, Wentworth Falls, Melbourne, Brisbane, Mount Isa as well as online.

As an Indigenous business, Chocolate on Purpose aims to re-brand with a cultural design, using an Indigenous Graphic Designer. This new Indigenous branding will speak to the mission and vision of the business unlike the current branding.

The re-branded website will relate to the businesses mission and vision by introducing online visitors to the local Indigenous places of interest, such as the Belubula River as it is part of the Lachlan (Galari) river catchment and significant to the Wiradjuri mob. The website will also include a Video Blog with scenic tours of the region.

This re-brand will necessitate purchasing new packaging and a redesign of the website. The total project will have an overall budget of \$6,984.

Millthorpe Garden Ramble – Virtual Autumn

Funding Requested: \$1,000

Following the success of the Virtual Garden Ramble in November 2020, the Committee is planning to host a Virtual Ramble in autumn. The virtual event will raise awareness of the strong garden culture of our region, the planned 2021 face to face event and film autumn street scapes in Millthorpe Village. As with the 2020 initiative, a virtual event has the potential to reach viewers far and wide, hence raising the area's potential as a destination to visit and experience firsthand the community involvement that exists here. This event will trial a payment for viewers to subscribe to watch Ramble. This will allow the committee to trial this format and potentially become an ongoing, self-sustaining, fundraising event, while promoting what the region has to offer, including a face-to-face Ramble in November (pending COVID restrictions).

The project has a total expenditure of \$2,000 with the expectation that the subscription fees will cover the remaining \$1,000 with any profits going towards future events or projects approved by the committee.

**Risk/Policy/Legislation Considerations:**

In accordance with the Local Government Act, s356, Council may resolve to grant financial assistance to persons for the purpose of exercising its functions.

As the program was included in the draft 2020/21 Operational Plan, does not exceed more than 5 percent of Council's income and is open to all persons within Council's area; 28 days public notice of Council's resolution is not required.

As a direct result of the COVID-19 virus and the impact Public Health Orders have had on local events, Council approved to revise the Tourism Event Development Program for 2020/21 to include general marketing and promotion activities in addition to events.

The Chocolate on Purpose application fits the criteria as the re-branding will be a platform for information about the region, specifically the Indigenous Culture and heritage. The project aligns with the strategic themes of 'Celebrating Culture on Country,' 'Wine Lovers and Foodie Finds,' and 'Little Places, Big Stories' that are outlined in the Blayney Shire Destination Management Plan. Although primarily online, Chocolate on Purpose has customers travel to Millthorpe to visit the pop-up stall located in May Raechelle Art Gallery and will use its platform to promote the region.

The Millthorpe Garden Ramble – Virtual Autumn fits within the criteria as it is a new event and marketing project which will encourage the audience to visit the Millthorpe region specifically in autumn or for the traditional ramble in November. Any funds raised by the event will provide future benefits for the region.

**Budget Implications:**

Council has a total budget of \$19,000 for 2020/21, approval of these 2 applications will leave \$12,535 available in this program.

**Enclosures (following report)**

Nil

**Attachments (separate document)**

Nil