



7 June 2024

Dear Councillor,

Your attendance is requested at an Extraordinary Council Meeting of the Blayney Shire Council to be held in the Chambers, Blayney Shire Community Centre on Tuesday, 11 June 2024 at 9.30am for consideration of the following business -

- (1) Livestreaming Video and Audio Check
- (2) Acknowledgement of Country
- (3) Recording of Meeting Statement
- (4) Apologies for non-attendance
- (5) Disclosures of Interest
- (6) Public Forum
- (7) Mayoral Minute
- (8) Reports of Staff
 - (a) Executive Services
- (9) Closed Meeting

Mark Dicker
General Manager

Meeting Calendar 2024

June

<u>Time</u>	<u>Date</u>	<u>Meeting</u>	<u>Location</u>
9.30am	11 June 2024	Extraordinary Council Meeting	Community Centre
6.00pm	25 June 2024	Council Meeting	Community Centre
8.30am	26 June 2024	Orange 360 Board Meeting	Orange

July

<u>Time</u>	<u>Date</u>	<u>Meeting</u>	<u>Location</u>
6.00pm	23 July 2024	Council Meeting	Community Centre
8.30am	24 July 2024	Orange 360 Board Meeting	Orange

August

<u>Time</u>	<u>Date</u>	<u>Meeting</u>	<u>Location</u>
5.00pm	1 August 2024	Disability Inclusion Working Group Meeting	Community Centre
8.30am	9 August 2024	Country Mayors Meeting	Sydney
10.00am	9 August 2024	Traffic Committee Meeting	Community Centre
5.00pm	12 August 2024	Financial Assistance Committee Meeting	Community Centre
9.00am	21 August 2024	Audit, Risk and Improvement Committee Meeting	Online
12.00pm	21 August 2024	Central NSW Joint Organisation Board Meeting	Canberra
6.00pm	27 August 2024	Council Meeting	Community Centre
8.30am	28 August 2024	Orange 360 Board Meeting	Orange

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HELD ON TUESDAY 11 JUNE 2024

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02) Tender For Management Of Centrepont Sport And Leisure Centre	10

LIVE STREAMING OF COUNCIL MEETINGS

In accordance with the Blayney Shire Council Code of Meeting Practice, this meeting will be recorded for the purpose of the live streaming function via our YouTube channel. The audio and visual live stream and recording, will allow members of the public to view proceedings via the Internet without the need to attend Council meetings. The objective of this service is to eliminate geographic and other access barriers for the community wishing to learn more about Council's decision making processes.

By speaking at the Council Meeting you agree to be livestreamed and recorded. Please ensure that if and when you speak at this Council Meeting that you ensure you are respectful to others and use appropriate language at all times.

Whilst Council will make every effort to ensure that live streaming is available, it takes no responsibility for, and cannot be held liable for technical issues beyond its control. Technical issues may include, but are not limited to the availability or quality of the internet connection, device failure or malfunction, unavailability of YouTube or power outages.

Live streams and archived recordings are a free public service and are not an official record of Council meetings. Recordings will be made of all Council meetings (excluding confidential items) and published to YouTube the day after the meeting. For a copy of the official public record, please refer to Council's Business Papers and Minutes page on Council's website.

Council does not accept any responsibility for any verbal comments made during Council meetings which may be inaccurate, incorrect, defamatory, or contrary to law and does not warrant nor represent that the material or statements made during the streamed meetings are complete, reliable, accurate or free from error.

Live streaming is primarily set up to capture the proceedings of the Council meeting and members of the public attending a Council meeting need to be aware they may be recorded as part of the proceedings.

01) ORANGE360 FUNDING AGREEMENT 2024 - 2026

Department: Executive Services

Author: Manager Tourism and Communications

CSP Link: 3. The Local and Visitor Economy

File No: RC.PG.2

Recommendation:

That Council:

1. Note the Orange 360 Annual Report.
2. Approve the execution of a 2-year Funding Agreement between Council and TDO Limited trading as Orange360 for \$71,650.84 p.a. (CPI indexed annually).
3. Endorse Cr Michelle Pryse Jones as the nominated Council representative and delegate on the Orange360 Board for the remaining term of Council (September 2024).

Reason for Report:

Council's current agreement with TDO Limited (trading as Orange360) is nearing expiration and Orange360 are seeking a new funding agreement for the next 2 years.

Report:

Orange360, a not-for-profit organisation funded by: Orange City Council, Blayney Shire Council, Cabonne Council and industry memberships.

Orange360 drives sustainable tourism growth and economic prosperity across the wider Orange Region through innovative destination marketing, industry development and advocacy.

Orange360 is dedicated to enhancing the visitor experience, fostering industry growth, and advocating for the long-term growth of our region by attracting increased visitation and showcasing the unique offerings of our vibrant region.

Orange360 revenue is generated by contributions from the three member Councils, grants, partnerships and tourism operator memberships. Currently 46 tourism operators in Blayney Shire are financial members of Orange360, which includes two Village Committees.

The two-year agreement is proposed (instead of 4 years as per previous agreements) is to align the three member Councils and to also coincide with the Orange Region Destination Management Plan 2022 - 2026. The final agreement is provided for Council's information as a confidential attachment.

The funding amount is calculated from the previous 2020 agreement amount of \$60,000 p.a. which has been indexed by CPI annually.

The Key Performance Indicators have been updated in the new agreement to be reflective of the strategic objectives and regional targets of the Orange Region Destination Management Plan 2022 - 2026. It is noted the measurements are reflective across the wider Orange Region, not individual LGAs.

Key Performance Indicators		
Strategic Objective	Regional Target(s)	Measurement
Grow the value of the visitor economy	<ul style="list-style-type: none"> - Increase visitor spend - Increase in visitor length of stay - Increase in visitation numbers 	<ul style="list-style-type: none"> - Tourism Research Australia data - Visitor data for example, Localis - Industry occupancy data
Create a visitor ready and unified industry	<ul style="list-style-type: none"> - Increased industry engagement, communication and networking - Improvement in customer satisfaction 	<ul style="list-style-type: none"> - Industry attendance and engagement with events and activities - Industry engagement in newsletter (open rates and click throughs)
Encourage visitor dispersal across locations and experiences	<ul style="list-style-type: none"> - Increase visitation to towns and villages 	<ul style="list-style-type: none"> - Visitor spend data in Blayney LGA - Village representation in seasonal campaigns - Audience engagement with village specific content
Strengthen support from industry	<ul style="list-style-type: none"> - Increase and retain industry members 	<ul style="list-style-type: none"> - Number of members - New membership attracted - Retention rates of members

The Blayney Shire Council Community Strategic Plan includes *“Future Direction 3: Diversify and Grow the Blayney Shire Local and Visitor Economy”*.

Councils Delivery Program includes the strategic objective *“Growing and connected tourism networks that add value to the vision and appeal of our heritage villages and tourism product within the Shire”*. The action to meet this strategic objective is *“to work with Orange360 to support the Orange Region Destination Marketing activities”*.

The Regional Economic Development Strategy 2023 Update for Orange, Blayney and Cabonne also includes the strategy *“Develop the value of the visitor economy and its connections to thriving local agriculture, food and wine industries”* as one of the four Key Enablers of Economic Growth in the region and encourages the regional marketing approach to support the development of tourism.

Strong visitor economy growth has been achieved through the collaboration of the 3 Local Government Areas (LGAs) and well executed destination marketing services coordinated by Orange360.

Through Orange360, Blayney Shire businesses and community groups have had the opportunity to partake in seasonal campaigns as well as programs such as the Newmont Orange360 Tourism Event Fund, the Spin and Win Giveaway and printed visitor guides.

Some of the key projects executed by Orange360 over the last four years include:

- Newcrest and Orange360 Spin and Win Giveaway – injected \$200k directly into the Orange Region local economy during COVID-19 lockdowns including 24 Blayney Shire Businesses.
- Launch of the Orange Village Bicycle Trail – 360km multi day loop through the three LGAs – the media partnership with We Are Explorers reached 95k people with increases of cycling in Blayney Shire visible in villages along the trail.
- Newcrest Accommodation Program – Estimated value of \$5m to the local economy with 35,000+ bed nights booked.
- 2021 Cool Summer Campaign – With a total campaign spend of \$50k there was an audience reach of 24m with a media value of \$1.2m
- Newmont Orange360 Tourism Event Fund – Annual event fund of \$150,000 which has supported several events in the Blayney Shire which has been facilitated by Orange360
- Coordination and design of printed materials including the Orange360 Visitor Guide, Town and Village Guide, Retail Guide, and the Food and Wine Guide which are distributed to Visitor Information Centres outside the region and to local businesses.
- 2024 Feel the Now Campaign – Tripled the number of page views on the website and launched new channels on TikTok, YouTube and Pinterest which reached an audience of 13.k in addition to Instagram and Facebook.

Destination branding with Orange360 provides scale and allows Blayney Shire Council to reach a larger market base than what would be achievable on its own. Blayney Shire can not only leverage the financial input from neighbouring LGAs and industry members but also appeal to a broader market by having more tourism product and services to attract and accommodate visitors.

Both Orange and Cabonne LGAs tourism product strengths align with the strengths of Blayney Shire. Those strengths being wine, food, beverage and agritourism and emerging strengths of nature, arts, culture, heritage, events, boutique accommodation, and sport and recreation (Orange Region Destination Management Plan 2022 – 2026).

The current Orange360 Strategic Plan is included as attachment 1 and is currently under review, due to be endorsed at the June Orange360 Board Meeting.

Risk/Policy/Legislation Considerations:

In accordance with the Local Government Act, s.356 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.

Whilst Orange360 is a private company, they are not-for-profit, with all funds generated being solely applied to the company's objective which per the constitution is: *promoting tourism in the local government areas of Orange, Cabonne and Blayney.*

The Board composition includes a representative from Blayney Shire Council, a Strategic Plan approved by the Board and improved KPIs are in place as control measures.

Orange360 is reliant on funding from all three Councils which puts Blayney Shire Council at risk if another member Council does not contribute. To minimise this risk the agreement includes terms that if either Cabonne or Orange City Council do not commit to their funding, Blayney Shire Council may unilaterally terminate or vary its funding obligations with one month's notice in writing to Orange360.

Tourism businesses who do not sign up as members of Orange360 limit their access to regional marketing campaigns with Orange360. A lack of Orange360 members by Blayney Shire operators devalues the input from Council with less experiences to promote and include in campaigns. This will continue to be a focus for Orange360 in partnership with Council's Manager Tourism and Communications.

If Council choose not to proceed with Orange360, there will be several associated impacts;

- Local businesses who are Orange360 members who may lose access to membership, grant funding programs and marketing opportunities (e.g. Food and Wine Guide).
- Council would need to find alternatives to meet the Blayney Shire Council Community Strategic Plan and Delivery Program.
*Note: this would have an operational impact as resources would be required to be identified and allocated to achieve this.
- There would be an expectation from tourism businesses that Council continues with some form of tourism promotions.
This would include budget impacts to rebrand existing marketing materials (e.g. village brochures and the development of a new Destination Management Plan and website), noting that the current return on investment achieved by Orange360 would not be achieved by Council.
- Reputationally it would impact the Blayney, Cabonne and Orange Strategic Alliance.

Budget Implications:

The proposed contribution \$71,650.84 has been included in the draft Operational Plan for 2024/25.

Enclosures (following report)

Nil

Attachments (separate document)

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| 1 | Orange360 Strategic Plan | 5 Pages |
| 2 | Orange360 Annual Report | 32 Pages |
| 3 | Orange360 Service Level Agreement | 17 Pages |

This matter is considered to be confidential under Section 10A(2) (c) of the Local Government Act, as it deals with information that would, if disclosed, confer a commercial advantage on a person with whom the Council is conducting (or proposes to conduct) business.

Matters to be dealt with in closed committee

In accordance with the Local Government Act (1993) and the Local Government (General) Regulation 2021, in the opinion of the General Manager, the following business is of a kind as referred to in Section 10(2) of the Act, and should be dealt with in a part of the meeting closed to the media and public.

02) TENDER FOR MANAGEMENT OF CENTREPOINT SPORT AND LEISURE CENTRE

This matter is considered to be confidential under Section 10A(2) (c) (di) of the Local Government Act, as it deals with information that would, if disclosed, confer a commercial advantage on a person with whom the Council is conducting (or proposes to conduct) business; AND commercial information of a confidential nature that would, if disclosed (i) prejudice the commercial position of the person who supplied it.