

BLAYNEY SHIRE COUNCIL

Blayney Showground & Equestrian Sport Facilities Strategic Plan

2026-2030



Acknowledgement of Country

Here in Blayney Shire, we gather on Wiradjuri country on which members and elders of the local indigenous community and their forebearers have been custodians for many centuries and on which aboriginal people have performed age old ceremonies of celebration, initiation and renewal, we acknowledge their living culture and their unique role in the region.

Published by Blayney Shire Council

Insert Date November 2025

Disclaimer: The information contained in this publication is based on knowledge and understanding at the time of writing. However, because of advances in knowledge, users are reminded of the need to ensure that information upon which they rely is up to date and to check currency of the information with the appropriate officer of Blayney Shire Council or the user's independent adviser.

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About Blayney Showground

Blayney showground is a public facility on NSW Crown Land, managed by Blayney Shire council as Trustee, located at 22 Marshalls Lane.

The current ground facility consists of:

- Showground/Grated Track (Inc. Grandstands & Watch towers)
- Leisure Field (Centre of Showground)
- Large Enclosed/shaded Arena - CWELC (Lit Up with easy water access for grounds)
- 3 Outdoor Arenas
- Storage Area & Secure area for computers and equipment
- Storage sheds (For regular users)
- Pavilion Hall
- Shaded open Rest Area (Attached to Pavilion)
- Meal/Dining Room
- Commercial Kitchen
- Undercover Area
- Canteen/Bar Area
- Meeting Room (for Showground User Groups)
- Tie Up Stables & Wash bays
- Yards (Sheep, Cattle + Loading Ramp, Dog)
- Drive in grass Carparking Access
- Camping point (For Events Only)
- Bathroom Facilities that consist of
 - Bathroom Amenities Block 1:
 - Male Bathrooms
 - Female Bathrooms
 - 1 Accessible Toilet
 - Bathroom Amenities Block 2:
 - Male Bathrooms
 - Women's Bathrooms
 - 1 Accessible Toilet + Car Parking Area
- Open Grass Areas
- Accessible Power (Inc. 3 Phase) and Water for Users.

Council relies on volunteer committees to contribute to the planning for future development, working towards common goals and to support each other to attain grant funding for large infrastructure projects. The success of the ongoing operations, sharing of equipment, booking, scheduling and enhancement of the facility depends on working collaboratively together.

Access and Usage

Blayney Showground is split into three zones of usage – Sportsground, General Community Use and Park Land as shown in our General Plan of Management for Community Land (Crown Reserves). These zones give Council and users the opportunity to utilise the site for events such as entertainment, including open air cinemas, jumping castles, and children's petting zoos. Filming and photographic projects, festivals, parades, markets and fairs and fitness equipment are all supported. Various animal uses are allowed at this facility, providing that NILS (Guidelines for NSW Shows and Sporting Events) are being followed. Exercise courses, fitness and health classes, short-term camping, competitions and many more uses are permitted under the Plan of Management. The challenge is to provide a ground that can accommodate as many uses as possible without compromising suitability for other uses.

Community User Groups

The following user groups are well established patrons of the Blayney Showground:

- Blayney A&P Association
- Blayney Harness Racing Club
- Blayney Shire Horse Sports
- Canine Behaviour and Fitness
- Carcoar & District Pony Club
- Central Tablelands Working Equitation
- Central Western Dressage Group

Commercial User Groups

The following groups also are established regular users of Blayney Showground:

- Bucking Bulls
- National All breeds Junior Heifer Show

Past Events

Previous groups to use the Blayney Showground have undertaken the following activities:

- Blayney Show
- Circus
- Music Festivals/Concerts
- Race Meets
- Auctions
- Parties
- Wakes
- Sporting Events
- School Events
- Private Events

Goals and Intent

Vision of the Organisation

Blayney Shire Council is committed to creating a high-quality regional facility that will regularly host both larger regional events as well as smaller community events. This will serve the dual purposes of providing a fit-for-purpose facility catering for the diverse needs of our community, as well as bringing tourism to Blayney through the hosting of commercial events.

Increase Versatility and Usability for Community and Commercial Groups

Council and Users need to ensure the facilities are safe, accessible and adaptable, and that projects align with the Showground Masterplan.

Regular meetings between Council and User Groups will maintain communication to assist in determining priorities for projects and the areas for growth. Projects can generally be categorised as either essential maintenance, or enhancements to existing infrastructure. Grants/Fundraising are commonly required for enhancement works. Projects should be scheduled in an effective way that identifies opportunities to leverage works, and make the most of capital investments. The Showground User Group seeks to maintain a pipeline of projects for grant opportunities. Depending on complexity and costs, some projects may be “shovel ready” with existing approvals.

Council will continue to investigate user-friendly booking systems that will make hiring the facility simpler and easier, as well as reduce administration work. The ultimate aim is to increase the ease of using the facilities for community groups.

Increased Community and Commercial Patronage

Blayney Showground should be recognised as a hub for events and tourism in the Shire. This can be encouraged through well-developed marketing plans that can be collaborated with tourism bodies and establishing partnerships with local schools, clubs and other community organisations. Maximising the information available for the facility through our website and other publications will increase awareness of and thereby usage of the Showground. Streamlining of website traffic and online enquires, as well as implementing a structured feedback system for events will create an easier, more effective and formal information loop, allowing improvements in processes.

Council and User Groups are encouraged to promote the success of their events, and how they have used the facility, through media and other platforms.

Ensure the Long-Term Financial Viability of the Showground

All parties are encouraged to establish and maintain strong bonds with each other – Council, Committees, and User Groups. Shared information and objectives will support long term outcomes. It also encourages collaboration that can be beneficial for complex works that may require particular expertise.

Financial Viability is essential for the long term success for the Blayney Showground. Fees and Charges must be set at a level that encourages usage to bring in more users, including individuals, community groups, and commercial entities for both recurring and one-off events. The fees must also be able to support the ongoing operational and renewal needs of the facilities. Consultations is a key factor in determining appropriate Fees and Charges. Likewise engagement on strategic direction will support achievable delivery plans that align with the master plan.

Timeframes

Timelines and schedules constantly change but the general outcome for the facility will remain the same. Based on the Master Plan, rough timeframes are:

Short-term	Boost marketing presence, improve accessibility information, secure small grants.
Medium-term	Deliver priority infrastructure upgrades, grow number of events, establish prominent events
Long-term	Position Blayney Showground as a leading regional venue, aligned with tourism strategies

Guiding Principle

All initiatives and investments must consider the Blayney Showground Masterplan to ensure long-term cohesion and sustainability.