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## **ANNUAL REPORT**

**Financial Year End 30 June 2020**

## **What we Do**

Manage, maintain and enhance a vibrant community recreational facility for the benefit of the region

Promotes and hosts upward of 250 event days per year; home of 25 community groups and the Kempsey Show

Ensure the facility is always access to the community's needs.

Facilitate the promotion of all regional events and collaborating with stakeholders to bring new events to the Macleay Valley.

Promote the heritage and agricultural richness of our community within the facility

## **What we Value**

History-We value our historical origins and traditions;

Our People- We acknowledge the valuable service of our community member groups, volunteers, employees and partners;

Integrity - A culture of openness, inclusivity, fairness and honesty;

Health and Safety - A proactive approach and culture is exercised regarding work health and safety to ensure the wellbeing of employees, public and environment;

Environment- We strive to minimise the impact of our actions;

Reputation – We value our standing within the community;

Sustainability - financial responsibility, to ensure the Showground is available for future generations and

Innovation - We embrace the future and the opportunities it presents

## **Our History**

Kempsey Showground is designated as Crown Land, Public Reserve (dedication number 610019). Throughout the years the facility has been managed by a range of appointed Administrators and Volunteer Trust committee members.



## ABOUT US

The Showground is part of the fabric of this regional community, as a multi-use facility it provides an important social setting for a variety of community and economic activities and events including bull rides; shows; expo's; equine days; motor sports; education and training, animal exhibits and sales; auctions; markets; music and entertainment; sporting events and tourist accommodation to name a few.

These events access all areas of the facility from the Heritage listed buildings to the extensive grounds for approximately 300 events per year.

Along with our hosted events our Regular User Groups (Kempsey Mower Racing Club; East Coast Cutting Horse Association; Macleay District Pony Club; The Valley Equestrian Club; Riding for the Disabled; Macleay Quilters; Kempsey Place Plan) also host events weekly and monthly on site that are open for the public to attend.

Our camping ground is centrally located within walking distance to local services and shops. The sites cater for all campers from swags to large RV's with access to power, water and amenities.

We run a Job Active Work for the Dole program within the facility, this provides skills training for participants as well as assist with the ongoing building and grounds maintenance within the facility.

## OUR PEOPLE

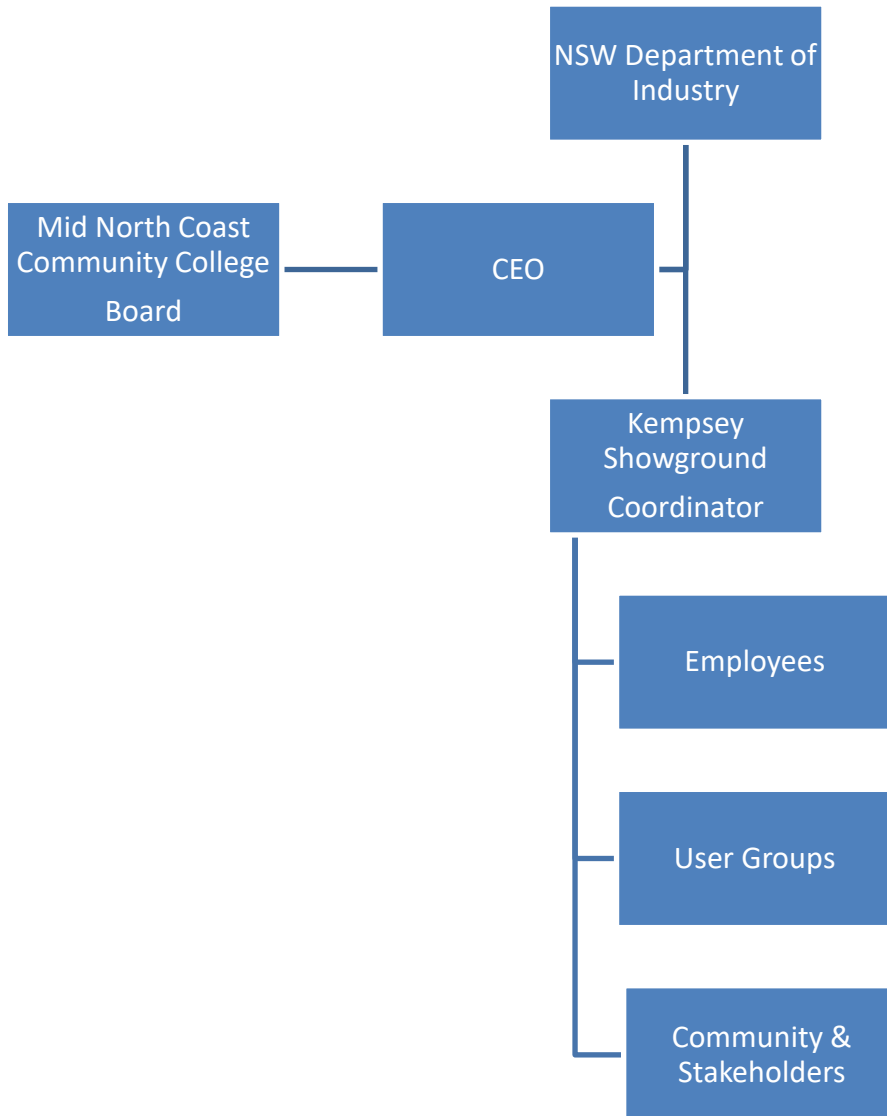
### Employees

Name	Position	Dates
Lisa Powlesland	Showground Coordinator	Commenced June 2018 - Current
Barry Johnston	Work for the Dole Coordinator	Commenced February 2018 - Current
Jason Edwards	Site Assistant Trainee	Commenced May 2019 - Current
Julie Lynch	Cleaner - casual	Commenced July 2018 - Current
Roslyn Rowe	Administration - casual	Commenced March 2019 -

### User Groups

Macleay Quilters	East Coast Cutting Horse Association
Central North Coast National Agricultural Society	Riding for Disabled
Kempsey Mower Racing Club	Macleay District Pony Club
Macleay Landcare Network	The Valley Equestrian Club
Kempsey Place Plan	
Vogue Academy of Performing Arts	

## STRUCTURE & MANAGEMENT



## **CEO'S MESSAGE**

It has been another challenging year for Kempsey Showground. Through the tireless effort of a small core team and the cooperation and support of an enormous group of dedicated local stakeholders, the Showground has delivered on both social and financial goals.

With the assistance of many, we have delivered on our strategic initiatives, and most importantly, we delivered on an unplanned emergency response to the Macleay community.

Under Lisa's supervision the Showground is moving forward to restore past services and creating new services. It is an exciting time at the Showground.

Valerieanne Byrnes

## COORDINATORS REPORT

It has been a challenging year for the Macleay Valley as well as the Showground. Drought, Fires, Floods and the COVID-19 virus has challenged us as ever turn. To the credit of our very small but strong and amazing Showground team we are still pushing forward to ensure the Showground facilities continue to be enhanced and remain open and accessible for our communities needs.

### Achievements

- East Coast Cutting Horse Association successful first practice session in the new pen
- Ground remediation to left hand side of Cutting pen completed (Multipurpose area East), just need a little rain for the grass to come back
- New loading ramp completed at the rear of the cutting pen holding yard
- New hand rail completed to the ground floor of the brick kiosk (073-015)
- Multipurpose area East cleaned up and approximately 600 sqm reclaimed and now usable
- Emergency repairs to completed middle entrance area of the front of the main hall
- First Major Successful Event in new pen – East Coast Cutting Horse Association – Trail Blazer Show 19/10/2019
- Visit from Melinda Pavey, notification of our successful grant application for major building works
- Showground facilities opened up as Emergency Evacuation Centre and safe haven during bush fire crisis
- CFA volunteer firies in conjunction with transport companies and Showground staff delivered 4 truckloads of donated hay from Colac in Victoria to the Macleay, our hay runs distributed 299 round bales; 71 large squares and 283 small squares across 41 properties in the upper Macleay
- NAB have presented Kempsey Showground with a \$5000 cheque to go towards helping distribute four truckloads of donated fodder as well as upgrading the Showground as an evacuation centre
- Emergency repairs completed to the western entrance area of the main hall
- Guest speaker at Council Meeting 17/12/19, 5 minute presentation on how we are using the donation of funds from the 2019 Mayoral Community Fund. Kempsey Showground was one of 8 selected community organisations to receive funds. We received \$1000 for Light our Way project which will solar light to be installed in key areas throughout the facility to increase safety. Presentation turned into 20 minutes and a public thank you from the Mayor, General Manager and Counsellors
- New Dining Hall roof
- Demolition and reconstruction of the Animal Farm and new roof for the goat pens
- Removal of the trees from the Wide street fence line
- Showground directional signage supplied by Council at main intersection Belgrave St & Sea St
- Refurb of the Trotting Stables and old Pig pen, now known as the Palour
- Commencing the development of the Dressage Arena
- Fire Safety Upgrades commenced in the Main Hall

Lisa Powlesland

















## Challenges

- Extremely heavy rainfall in February resulted in flooding of the covered arena, leaving the area un-usable. Extensive drainage works will be required to rectify the issues
- Loss of the Work for the Dole funding and participants to assist with the ongoing maintenance projects has increased our timelines to complete works and labour costs
- Covered Arena – condition report completed – heavy rust to structural posts, roof purlins, top hats and roofing iron. Contractors engaged to inspect damage, provide structural reports and quote for repair / replacement. Structural engineers report deems structure unsafe and has restricted usage pending rectification.
- COVID-19 – restriction our business operations (bookings, User Groups and activities)

## Grants

SOURCE	ACTIVITY FOCUS	AMOUNT	TIMING	RESULTS
Grant application submitted pre financial year end 30/6/2019 waiting for outcome				
<b>Crown Reserve Improvement Fund</b>	Biosecurity & environmental weeds	\$26,273	Submitted	Pending notification
	General building maintenance and repairs and upgrade of facilities	\$114,693	Submitted	Successful
<b>Kempsey Place Plan</b>	Upgrade of Oxley – Creative Hub	\$29,524	Submitted	Pending notification
<b>My Community Project</b>	Upgrade of amenities near Covered Arena to include disability access facilities, rainwater tanks and ramps	\$170,555	Submitted	Unsuccessful
Current Financial Year				
<b>Mayoral Fund</b>	Light our way, installation of solar lighting to the facility	\$2,600	Submitted July 2019	Successful \$1000 donation
<b>Seniors Festival</b>	Explore your creativity side with a series of innovative workshops to keep your mind and body active. These programs are designed to link your body, mind and spirit through creative activities and movement. You will meet new people, keep active, share ideas and create amazing products.	\$4,000	Submitted July 2019	Unsuccessful
<b>Tursa - WFD</b>	Refurbishment of cutting pen cattle loading ramp and chute; design and replace interior fence and assemble and install grates from Main arena to cutting pen; aerate and seed grounds; equipment repairs; upgrade tourist accommodation ground markings; paint buildings	\$41,704	Submitted July 2019	Successful
<b>Foundation for Rural &amp; Regional Renewal</b>	Oxley Hall access upgrade to be compliant with current standards	\$3,627	Submitted Sept 2019	Unsuccessful
<b>National Australian Bank</b>	Community Donation to centre	\$5000		Successful
<b>Budget Direct</b>	Sponsorship – installation of additional solar light throughout the rear of the facility	\$5000	Submitted Jan 2020	
<b>Crown Lands</b>	Emergency repair Main Hall Western end	\$9200	Submitted Feb 2020	Successful

## The Trustee for Kempsey Showground Land Manager

<b>Coastline Credit Union</b>	Sponsorship for cladding repairs to Oxley & Dining Halls	\$16,500	Submitted Feb 2020	Unsuccessful
<b>Tursa – WFD</b>	Project submission for Design and replace animal farm; turf establishment in arena; equipment repairs and refurbishment; painting heritage building; rebuilding stables;	\$42,051	Submitted Feb 2020	Unsuccessful
<b>Pycon Community Grants</b>	Demolish and rebuilding of twin level roading ramp at the rear of the covered arena	\$5000	Submitted Mar 2020	Unsuccessful
<b>Crown Land</b>	Showground Stimulus Package Phase 1	\$520,100	Submitted Mar 2020	Successful partial
<b>Crown Land</b>	Showground Stimulus Package 2	\$1.905M	Submitted Mar 2020	
<b>Services NSW</b>	Small Business Bushfire support grant	\$10,000	April 2020	Successful
<b>Department of Education &amp; Training</b>	Traineeship wage subsidy COVID-19	\$3,314.39	April 2020	Successful
<b>Australian Taxation Office</b>	Stimulus COVID-19	\$10,000	May 2020	Successful
<b>Australian Taxation Office</b>	Job Keeper payment COVID-19	\$3000 per fortnight	May 2020	Successful
<b>Essential Energy</b>	Good to Give community grant – community votes	Up to \$2500	June 2020	Unsuccessful

### Business Development

Organisation	Target Group	Overview	Estimated \$ Value	Timing		Location
				Start	Finish	
Partnering with Kempsey Place Plan	Community	Creative Expo – establishment of a yearly expo to show case the creative talents of people in our local community	\$1000	April 2019	Oct 2019	Main Hall EVENT CANCELLED DUE TO LACK OF EXHIBITORS
Geo Muster	Community	International Geo Caching Muster to be held in the Macleay for 2020 Supported by Kempsey Shire Council	\$6500	Oct 19	July 2020	Whole of facility
Katherine Outback Experience	Community	Live Performance Tour of Tom Curtain and Katherine Outback Experience to raise money for Dolly Dream	\$500	Oct 19	Jan 2020	Main Arena
Vogue Performing Arts Academy	Community	New User Group to commence in the Oxley Hall	\$2000	Feb 2020	Jun 2020	Oxley Hall
Department of Community & Justice	Community	Audit of facility to be listed as Emergency Evacuation Centre for the Macleay	Nil	Dec 2019	Jan 2020	Whole of facility

### Venue Hire Bookings and Licence Agreements

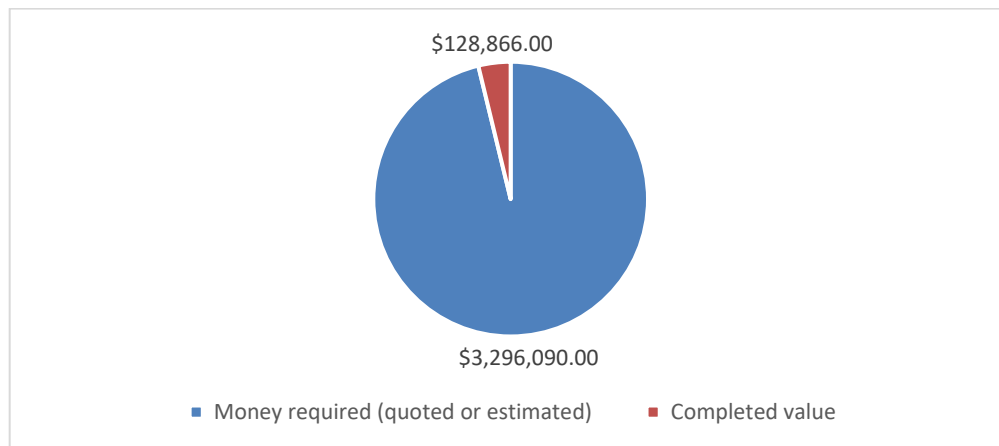
Aine Wellness; Novaskill; ChemTrain Services; East Coast Cutting Horse Association; Hudson's Circus; Kempsey Mower Racing Club; Aboriginal Housing Office; Kempsey Place Plan; Kempsey Shire Council; Kinchela Boys Home; Macleay District Pony Club; Macleay Landcare Network; Macleay Quilters; Mid North Coast Community College; North Coast Trucking Social Club; Royal Far West; Charee Andrews; Valley Equestrian Club; Kempsey Sporting Car Club; NSW Health; Vogue Performing Art Academy; Scripture Union; North Coast Land Services; Kempsey Shire Council; Auctions Easy; Central North Coast National Agricultural Society; Kempsey Stock & Land



## Site Works Repairs, Maintenance and Improvements

Site works, repairs and maintenance works completed to the value of \$128,866.00

Funds required to complete site works, repairs and maintenance to the facility \$3,296,090.00



## OUR OBJECTIVES AND ACTIVITIES

### Strategy - Asset Maintenance and utilisation

- Build the income potential of buildings and sites;
- Ensure all 41 assets retain or improved;
- income earning value & community value
- Property values

Strategic Activity	Progress Update	Forecast
Increase primitive camping	DA lodge 19/12/18; meetings with Council for reduction of fees & contributions; letter to Local Member for assistance, email to Crown for assistance with fees and contributions Grant application lodge as part of the Crown Stimulus package funding – Unsuccessful	Primitive camping increased to 30 per night
Modernise facilities	<ul style="list-style-type: none"> <li>- Inventory of facility assets completed to match to depreciation schedule – Procedure to be developed for maintenance and review</li> <li>- Mayoral Grant – donation of \$1000 received in lieu of full grant funds to assist with the installation of solar light in various locations around the site</li> </ul>	Grants to be applied for to continue with works outlined in SHOWGROUND PILOT CONDITION INSPECTION R610019 SUMMARY REPORT May 2017
Increase disability access and amenities	Draft plans and Quantifying Consultant has prepared costing for discussion with Builders and Council	Modern disability aligned facilities to improve access to large events
Introduce a range of programs funded by other sources to maintain buildings and improve user experience	WFD project funding approved a new 6 mth project commencing August 2019 Meeting with Justice NSW to coordinate a Community Service Order work crew to work along side our maintenance team to under take boundary fencing works	
Engage business and general community to sponsor development activities	Equine Master Plan adopted Feb 2019, ongoing works throughout 2020	

### Strategy - Business Model

Review business model so that it:

- Generates sufficient income to manage assets and offer a service to community
- Complies with transition requirements to Crown Land Manager status as set out in CROWN LAND MANAGEMENT ACT 2016  
Transition guide for Crown land managers— corporations

Strategic Activity	Progress Update	Forecast
Review of income streams	Benchmarking activity to other Showgrounds	Long term projects to be reviewed
Complete Transition guide	Change of entity type, registering as NFP. Discussion commenced with PDD & Crown Land. Nicholas – Crown Lands to provide additional information in relation to changes for Corporate Manager transition and wind down of current ABN entity	Strategic meeting to update priorities
Engage Auditor	PDD Advisory	
Engage Legal	Hadyn Oriti of Donovan Oates Hannaford	

### Strategy - Organisational Support & Systems

- Identify areas where capacity is needed and build a capacity plan
- Use innovation to review and design the operating model to ensure sustainable capacity, repeatable processes and the ability to be responsive whilst achieving our long term projects
- Diagrammatically represent the short and long term strategies for the Showground as a communication device for staff, members of the community and partnerships

Strategic Activity	Progress Update	Forecast
Conduct IT Review	- New laptop and back up hard drive purchased - MYOB software upgrade to single touch	Consultant engagement for IT capacity and risk plan across all showground areas
Reduction of paper processes	Reduction of paper processes - Commenced and the development of procedures	Procedures in place and removal of cabinets from office to make room and provide improved access to information
Implement collaborative sites for stakeholders	- Kempsey Shire Council (Hey Hey Macleay – events, Grant Hub, profile.ID – statistical data of the Macleay; Community Directory) - Facebook – linking with User Group pages and local groups	
Enhance draft visual of the who, what, why and how for external and internal use	Business Plan draft for display IT – identify partners to assist providing access throughout the grounds	

### Strategy - Our People

- Review the skills of the staff to ensure the new strategies can be supported
- Build a volunteer base for event management
- Determine strategies to enable the team to be proactive and responsive

Strategic Activity	Progress Update	Forecast
Develop a HR People Plan	Job descriptions and contracts have been reviewed and compliant documentation engaged - Trainee Site Labour assistant - Casual office assistant	A well skilled, responsive team of staff
Advertise for volunteers		Volunteers to assist KS to achieve its goals

### Strategy - Marketing and Relationship Management

- Identify different 'brands' to underpin strategies
- Define the profile of the Showground in the community and establish ways to achieve that
- Incorporate "Bringing community back into Showground"
- Articulate the story to appropriate communities
- Plan and prioritise which industries and communities we will target (and identify/confirm partnerships)
- Build relationships with Lands Dept, Council, agencies, user groups and community engagement strategy

Strategic Activity	Progress Update	Forecast
Conduct Brand Review with community and business		Community research to be conducted
Develop Communication Plan	- Bi-Monthly User Group Committee Meetings - Camping Survey developed - User Group Signage within the facility	Draft communication plan to be developed
Develop Partner Plan	- Business Partner/Sponsor Signage within the facility	

## **LOOKING TO THE FUTURE**

Moving forward we will continue to work towards ensuring the ongoing sustainability of the facility , the enhancement of community life within the region

### Key target areas

- Increase in Venue Hire, events and activities
- Facility wide Master Plan and the incorporation of the current Equine Master Plan
- Finalisation of DA for Primitive camping increased to 30 per night
- Grants for ongoing maintenance and site development
- Completion of Transition Guide from Trust to Crown Land Manager



## **ACKNOWLEDGMENTS & THANK YOU**

### **Donors**

NAB

### **Grants and funding**

Tursa – Work for the Dole Program  
Department of Planning Industry and Environment

### **Corporate & Community Partners**

Mid North Coast Community College

### **Volunteers**

Allan & Kay Browne

### **Members and User Groups**

- East Coast Cutting Horse Association
- Kempsey Mower Racing Club
- Kempsey Place Plan
- North Coast National Agriculture Society
- Macleay District Pony Club
- Macleay Quilters
- Riding for the Disabled Association
- The Valley Equestrian Club

## **HOW YOU CAN HELP**

### **Volunteer your time**

Our facility needs passionate volunteers who can generously donate their time, energy and expertise to help us with the ongoing maintenance and development of our amazing heritage facility. Volunteers from the general public, local community groups, churches and corporate partners play a vital role in helping us achieve our goal of strengthening community facility. We are extremely grateful for all of the contributions that our volunteers make.

### **Make a donation**

Donations from individuals, corporate partners and community groups make a real difference to the ongoing infrastructure costs associated with maintaining and improving our Heritage listed facility. Without these vital contributions we struggle to continually improve the facility for the wider community to benefit.

### **Become a corporate partner or sponsor**

Make a positive impact as a corporate partner or sponsor, your assistance provides us with the much needed funds for the ongoing maintenance and development of the facility for the whole of the community to benefit.