

**Minutes from
Lithgow Flash® Gift Committee Meeting
Monday 16 April 2012**

ITEM: 1 PRESENT AND APOLOGIES

Present: Cr Neville Castle, Cr Ray Thompson, Mr Ray Stoneley, Mr Eric Arnold (Lithgow Little A's), Mrs Fiona Van Velden (Centennial Coal), Mr Sean Greenhill and Ms Mel Mitchael (Mountain Sports/ Lithgow Triathlon)

Apologies: Mr Ken English (NSW Athletics), Mr Danny Whitty, Cr Wayne McAndrew and Mrs Michelle Blackley (Delta Electricity)

Officers: Mr Robert Park, Ms Kellie Barrow, Mr Matthew Johnson

Declaration of Interests: Nil

MOVED: Cr Ray Thompson
Carried

SECONDED: Cr Neville Castle

**ITEM: 2 CONFIRMATION OF MINUTES FROM THE PREVIOUS
MEETING HELD ON THURSDAY 9 FEBRUARY 2012**

The minutes for the Lithgow Flash® Gift meeting of Thursday 9 February 2012 were confirmed by three members being Cr Neville Castle, Cr Ray Thompson and Mr Ray Stoneley and are being reported to Council on 23 April 2012.

RECOMMENDATION

THAT the minutes of the Lithgow Flash® Gift meeting of Thursday 9 February 2012 be taken as read and confirmed.

MOVED: Cr Ray Thompson
Carried

SECONDED: Cr Neville Castle

ITEM: 3 BUSINESS ARISING FROM PREVIOUS MINUTES

Nil

ITEM: 4 CHAIRMAN'S REPORT

SUMMARY

Cr Ray Thompson provided a report to the Committee on the preparation and operation of the 2012 Lithgow Flash® Gift Carnival.

COMMENTARY

Cr Ray Thompson presented the Chairman's Report to the Committee as follows.

- It was good to see most of the major sponsors attending the day.
- Sponsor branding and names were presented on the day.
- He thanked Mr Ray Stoneley and Mr Eric Arnold on their assistance on marking out of the track and the preparations of the grounds.

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- He would like to pass on his thanks to Council outdoor staff including Mr Morrie Weekes and Mr Terry Nolan for the excellent work on preparing the grounds and track.
- A recommendation will go to Council to have funds allocated for the running of the Lithgow Flash Carnival for 2013.
- Reconfirmed that \$1,000 will be allocated to holding athletic clinics in September/October 2012.
- Mention was made that the grandstand was dirty and this needs to be addressed for future events at the showground.
- There were no rubbish bins near the sponsor's tents which should be there for next year.
- Very good reports have been received regarding the Lithgow Triathlon, even with the rain.
- The markets were a good attraction and added to the event, but would like to see some of the food stalls and coffee stands closer to the grandstand for next year.
- Although there were small numbers at the event it is still in its infancy stage, is building in prominence and is a great event for Lithgow.
- When speaking to the athletes, they are very happy coming to Lithgow and the prize money is not as important to them as participating.

RECOMMENDATION TO COUNCIL

THAT Council notes the Chairman's report on the preparation and operation of the 2012 Lithgow Flash® Gift Carnival.

MOVED: Mrs Fiona Van Velden **SECONDED:** Mr Sean Greenhill
Carried

ITEM: 5 REPORT FROM NSW ATHLETIC LEAGUE

SUMMARY

A report was presented from Mr Ken English (General Manager NSW Athletic League) on Athletics events held as part of the Lithgow Flash® Gift Carnival.

COMMENTARY

Mr. Ken English (General Manager NSW Athletic League) was an apology for the meeting but emailed the following report which was readout by Cr Ray Thompson.

The 2012 Lithgow flash gift in my view was the best one held so far and could be regarded as a big success.

The track was in the best condition that I have seen and the weather was again excellent.

Competition was first class also in spite of some national class athletes being unable to attend.

The stalls and market day were also an improvement and attracted additional people to the day.

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Thanks are due to the sponsors, particularly Centennial Coal, the NSW Government (Destination NSW), Lithgow City Council, Delta Electricity, Coal Services, MacDonalds Lithgow, Maritime Mining Power and Credit Union, Lithgow Workies, Coates Hire and Henry's Plant Hire.

Robbie Park And Kellie Barrow also deserve plaudits for their excellent work. Ray Stoneley also deserves special mention.

RECOMMENDATION TO COUNCIL

THAT Council: Notes the report by Mr Ken English of NSW Athletic League on Athletics events held as part of the Lithgow Flash® Gift Carnival.

MOVED: Mr Ray Stoneley **SECONDED:** Mrs Fiona Van Velden
Carried

ITEM: 6 REPORT FROM LITTLE A's

SUMMARY

The report from Lithgow Little A's was presented by Mr Raymond Stoneley

COMMENTARY

Mr Stoneley reported that there were similar participant numbers as last year with a few extra from Mudgee and the Orange region. The date did clash with other sporting events around the area which may have impacted the numbers.

He recommended that for next year, the Little Athletics events be renamed as Junior Athletics to broaden their appeal, with competition based on the age that entrants are turning that year.

He congratulated Robbie for the work he did for the event.

Lithgow Little A's are looking at holding a zone carnival next year and a regional carnival in 2014. Mr Stoneley asked if the track could be surveyed for next year's event as this a requirement for holding zone and regional carnivals.

Little A's would like to thank Centennial Coal for donating the prize money from the Valley Challenge to Little A's.

RECOMMENDATION TO COUNCIL

THAT Council notes the information provided by Mr Ray Stoneley on the little Athletics events at the 2012 Flash Gift Carnival.

MOVED: Mrs Fiona Van Velden **SECONDED:** Cr Neville Castle
Carried

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ITEM: 7 LITHGOW TRIATHLON REPORT

SUMMARY

Mr Sean Greenhill and Ms Mel Mitchael (Mountain Sports/ Lithgow Triathlon) presented a report on the Lithgow Triathlon.

COMMENTARY

- The Lithgow Triathlon worked well in promoting Lithgow and bringing people into the area who might not have had a prior reason to visit. Some Lithgow Tri entrants also competed in the 5km run at the Lithgow Flash Carnival.
- Accommodation was used by several of the competitors from further afield and we expect this to grow with future events.
- There was positive media coverage through regional newspapers. Press releases and photos were sent to various papers highlighting the achievements of locals in the Lithgow Tri.
- Mountain Sports will look for more opportunities to highlight the event, and further regional attractions in the future.
- With 136 registrants, we consider this to be a successful first year event.
- The local pool grounds were left in good condition.
- Triathlon NSW's President and CEO attended and were happy with the first year effort and put their support behind efforts to develop the area with triathlons in future years.
- A breakdown of participating athletes by place of residence was provided: Sydney 48 triathletes, Blue Mountains 45, Lithgow 10, Other 31.
- A breakdown of athletes by age group and gender was provided:

Age Group	Male	Female
11-14 years	3	5
15-18 years	4	8
19-29 years	16	6
30-42 years	36	15
43-54 years	17	11
55-64 years	2	3

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Challenges

- Sponsorship – this was hard to secure due to a lot of support already being committed to The Flash. They also faced the challenge of previous sponsorships being received when the event did not go ahead in 2011
- 2 distances on one day.

Next Year

- Would like to rework the bike course as it involved too many U turns.
- Hold the kid's event on another day
- Will aim for 250 – 300 competitors
- Would be seeking to gain sponsorship to aid with promotions and prizes.

RECOMMENDATION TO COUNCIL

THAT Council notes the information provided by Mr. Sean Greenhill and Ms Mel Mitchell (Mountain Sports) on the Lithgow Triathlon 2012.

MOVED: Mrs. Fiona Van Velden
Carried

SECONDED: Mr. Ray Stoneley

ITEM: 8 MEDIA COVERAGE AND MARKETING REPORT

SUMMARY

A report was provided on media coverage and marketing activities for the Lithgow Flash Carnival.

COMMENTARY

The Lithgow Flash® Carnival received Regional Flagship Funding from Destination NSW which allowed for extensive media coverage including:

- 128 Television Commercials on Southern Cross TEN and One HD shown throughout the Central West, Canberra and the South Coast Regions of NSW.
- Prime Television and WIN TV also ran features and interviews leading up to the event.
- Radio promotion on local and central west stations including 2LT, Move FM, Star FM and ABC Central West.

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- Print Media Promotion included half page colour advertisements in the Lithgow Mercury, the Western Advocate and Blue Mountains Gazette.
- Street Banner promotion included 5 meter banner on Main Street Lithgow and the Great Western Highway Glenbrook and Katoomba.

The Lithgow Flash® Carnival was also promoted on various websites including Destination NSW, ABC Big Diary, Little Athletics NSW and Lithgow Tourism.

RECOMMENDATION TO COUNCIL

THAT Council notes the information provided on media coverage and marketing activities for the Lithgow Flash Carnival

MOVED: Mr. Sean Greenhill **SECONDED:** Mrs. Fiona Van Velden
Carried

ITEM: 9 FINANCIAL REPORT

SUMMARY

A report was provided on income and expenditure to stage the Lithgow Flash® Carnival

COMMENTARY

The Financial report was presented by Mr Robbie Park.

This is not the final financial report.

<u>Fees & Charges</u>		<u>Amount</u>
Showground hire fee		\$ 1,445.00
Ballroom hire fee		\$ 135.00
		\$ 1,580.00

<u>Operations</u>	<u>Department</u>	
Ground preparation and road closure	Operations	\$ 4,162.90
On-cost		\$ 2,340.00
Plant hire	Operations	\$ 942.44
		\$ 7,445.34

<u>Sandy Nelson VIP</u>		
Flight		\$ 295.70
Car Hire		\$ 286.37
Accommodation		\$ 287.27
		\$ 869.34

<u>Product/Service</u>	<u>Organisation</u>	<u>Amount</u>
First Aid	St Johns	\$ 411.30

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Program	CW Printing	\$ 480.00
Banner	Banner Shop	\$ 747.90
5 M Banner x three	Banner Shop	\$ 556.15
Graphic artwork banner	CW Printing	\$ 132.00
Sports Voucher	Sports power	\$ 90.91
Trophies	David Sproule	\$ 1,685.41
Commentator	NSW Athletic League	\$ 300.00
Mesh	Robbie	\$ 73.86
Sashes	Stewart Gilman	\$ 313.00
		<u>\$ 4,790.53</u>

Prize Money	W,LFG	\$ 11,000.00
	m,LFG	\$ 10,000.00
	Open 70m	\$ 1,000.00
	Open Handicap	\$ 2,000.00
	Mixed open	\$ 1,500.00
	Open novice-vets	\$ 1,000.00
	ZIG ZAG	\$ 1,000.00
	Valley Challenge	\$ 2,000.00
		<u>\$ 29,500.00</u>

Marketing		
TV	Sothern Cross TEN	\$ 2,820.00
	ONE HD	\$ 331.10
	Setup fee TV ad	\$ 210.00
	Add Production	\$ 350.00
Print/Signage		-
News paper add	Mercury	\$ 600.00
News paper add	Mercury	\$ 440.00
BM Gazette Wed 15th		\$ 992.18
Western Advocate Thursday 16th	1/2 page	\$ 963.94
Western Advocate Thursday 23rd	1/2 page	\$ 963.94
Posters	CW Printing	\$ 250.00
DL flyers--2500	CW Printing	\$ 670.00
Advertising	IMAG	\$ 400.00
VIP Invite	CW Printing	\$ 20.00
Graphic artwork bridge banner	CW Printing	\$ 100.00
Graphic artwork News paper add	CW Printing	\$ 100.00
Graphic artwork DL flyer	CW Printing	\$ 110.00
Graphic artwork Poster	CW Printing	\$ 110.00
Red Moon	Artwork	\$ 390.00
Radio	2It/Move FM	\$ 600.00
	Star	\$ 1,000.00
		<u>\$ 11,421.16</u>

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Summary Profit & Loss	
Income	
Destination NSW Funding	\$ 10,000.00
Income/ Sponsorship	\$ 40,381.25
*Other Income	\$ 10,375.67
Total Income	\$ 60,756.92
Expenditure	
-Prize Money	\$ 29,500.00
-Expenses	\$ 14,685.21
-Marketing	\$ 11,421.16
Total Expenditure	\$ 55,606.37
Profit/(Loss)	\$ 5,150.55

Chairman Cr Ray Thompson recommended that a donation of \$300 be made to Lithgow Rotary for their assistance on the day.

RECOMMENDATION TO COUNCIL

THAT The financial report for the 2012 Lithgow Flash Gift event be received and that a donation of \$300 be made to Lithgow Rotary.

MOVED: Cr Neville Castle
Carried

SECONDED: Mr Ray Stoneley

ITEM: 10 REPORT ON THE PRODUCE AND ARTISAN MARKETS

SUMMARY

A report on the Produce and Artisan Markets was presented by Mr Robbie Park.

COMMENTARY

The Produce and Artisan Markets had over 20 stall holders with a good variety of produce and items for sale. Some of the stall holders had better sales than others. The markets attracted people to the Carnival who then stayed on to watch some of the activities during the afternoon.

Since the Carnival 2 meetings have been held with stall holders and Lithgow City Council Economic Development Officer Matt Brewster regarding holding regular markets in Lithgow, which is a good indicator that the markets were successful and hopefully will become a regular event in Lithgow.

The Committee recommended that some of the food and coffee stalls should be moved closer to the Grandstand for next year's event.

RECOMMENDATION TO COUNCIL

THAT Council notes the information provided on the Produce and Artisan Markets.

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MOVED: Mr Eric Arnold
Carried

SECONDED: Mrs Fiona Van Velden

ITEM: 11 REPORT ON THE SPORTS EXPO

SUMMARY

A report on the operation on the Sports Expo was presented by Mr Robbie Park.

COMMENTARY

The Sports Expo had representatives from local and state sporting groups and clubs including Tennis NSW, Country Rugby League, Local Football Clubs, GWS Giants AFL team, Flash Dragons Boats, Netball Club and Little Athletics NSW.

The Sports Expo added extra colour and activities for spectators and competitors with good feedback being received on the day.

Since the Carnival, GWS Giants have confirmed that they will be holding two AFL Clinics in Lithgow and Portland over the April School Holidays.

Little Athletics NSW are looking at holding Athletics Clinics during the October school holidays. The positive result from the day and the proposed clinics for Lithgow indicates that the Sports Expo was a success and a benefit to the community.

RECOMMENDATION TO COUNCIL

THAT Council notes the information provided on the Sports Expo held as part of the Lithgow Flash Gift Carnival.

MOVED: Mrs Fiona Van Velden
Carried

SECONDED: Mr Eric Arnold

ITEM: 12 GENERAL BUSINESS

- Mr Ray Stoneley noted that the main gates to Tony Luchetti Showground need to be locked at night to prevent damage to the Showground area.
- Mr Ray Stoneley mentioned the annual Reg Cowden Sportstar Awards were a great success this year and will possibly look obtaining an Olympic Athlete for next year presentations.
- The next meeting will be held in July/ August at a date to be set.