

Destination and Major Events Advisory Committee Meeting

Business Paper

Notice is hereby given that a Destination and Major Events Advisory Committee Meeting of Parkes Shire Council will be held in the Parkes Council Chamber, 2 Cecile Street, Parkes, on Wednesday 11 September 2024 at 10:45 AM.



Kent Boyd PSM
GENERAL MANAGER

Order of Business

| | | |
|----------|---|-----------|
| 1 | OPENING OF MEETING | 3 |
| 2 | ACKNOWLEDGEMENT OF COUNTRY..... | 3 |
| 3 | APOLOGIES | 3 |
| 4 | CONFIRMATION OF MINUTES | 4 |
| 4.1 | Minutes of the Destination and Major Events Advisory Committee Meeting held on 4 June 2024..... | 4 |
| 5 | DISCLOSURES OF INTERESTS | 15 |
| 6 | LATE BUSINESS | 16 |
| 7 | OFFICERS' REPORTS..... | 17 |
| 7.1 | Parkes Shire Destination Management Plan - Action Plan Progress | 17 |
| 7.2 | Gates of Graceland Final Report..... | 22 |
| 7.3 | Improvements to Cooke Park and CBD Destination Signage | 24 |
| 7.4 | Events Financial Assistance Program - Round 1 Outcomes..... | 27 |
| 7.5 | Trundle ABBA Festival 2024 Event Update | 30 |
| 7.6 | Parkes Elvis Festival 2025 Event Update | 51 |
| 8 | REPORT OF CONFIDENTIAL RESOLUTIONS | 83 |

1 OPENING OF MEETING

The Chairperson will declare the meeting open.

Meeting of Council committees are not recorded or streamed to the internet.

2 ACKNOWLEDGEMENT OF COUNTRY

Parkes Shire Council acknowledges the Wiradjuri People who are the Traditional Custodians of the Land. I would also like to pay respect to the Elders past, present and emerging of the Wiradjuri Nation and extend that respect to other Aboriginal peoples from other nations who are present.

3 APOLOGIES

In accordance with clauses 5.3, 5.4 and 5.5 of Council's Code of Meeting Practice, apologies must be received and accepted from absent Councillors and a leave of absence from the Council Meeting may be granted.

4 CONFIRMATION OF MINUTES

| |
|---|
| 4.1 MINUTES OF THE DESTINATION AND MAJOR EVENTS ADVISORY COMMITTEE MEETING HELD ON 4 JUNE 2024 |
|---|

IP&R Linkage: **Pillar:** Leadership

Goal: Our local government is open, accountable and transparent.

Strategy: Provide open and transparent decision-making and undertake the civic duties of Council with professionalism and integrity.

Annexures: **A. Destination and Major Events Advisory Committee Meeting Minutes - 4 June 2024**

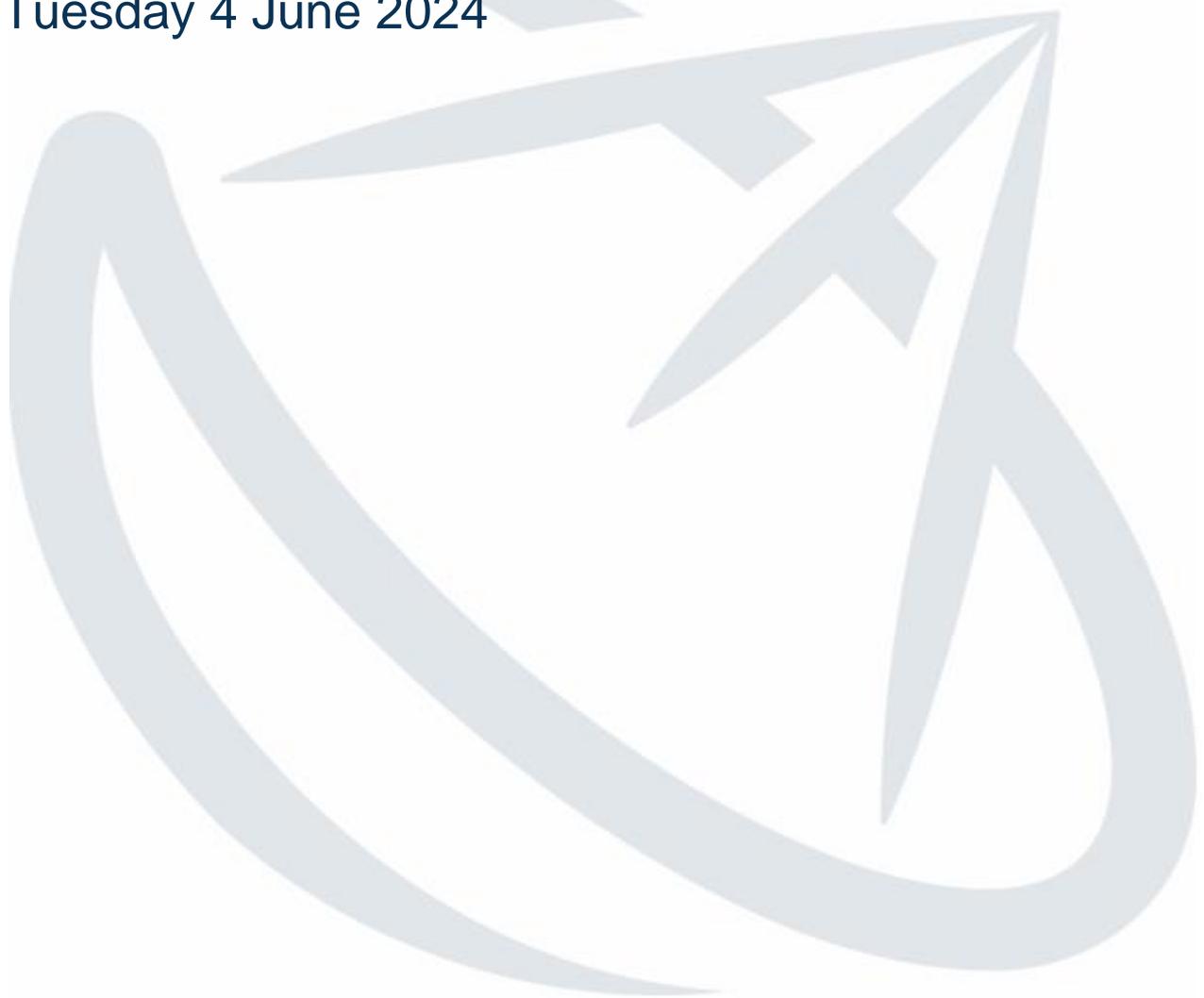
RECOMMENDATION

That the receive and confirm the Minutes of the meeting held on Tuesday 4 June 2024 appended at *Annexure A*.

Destination and Major Events Advisory Committee Meeting

Minutes

Tuesday 4 June 2024



Minutes of the Destination and Major Events Advisory Committee Meeting**Held on Tuesday, 4 June 2024 at the****Parkes Council Chamber, 2 Cecile Street, Parkes NSW 2870****Present:**

| | |
|---------------------|-----------------|
| Cr Jacob Cass | Chairperson |
| Cr Ken Keith OAM | Councillor |
| Cr Neil Westcott | Mayor |
| Ms Michelle Roberts | External Member |

Council Officers in Attendance:

| | |
|--------------------|--|
| Mr Anthony McGrath | Director Customer Corporate and Economy |
| Mrs Carrie Olsen | Executive Manager Economy and Engagement |
| Ms Cassidy Martin | Event Attraction and Sponsorship Coordinator |
| Ms Katie Nash | Economic Development Specialist |
| Ms Lisa Moon | Tourism and Visitor Services Coordinator |
| Ms Megan Morrison | Events Officer |
| Ms Mikaela Cass | Events and Festivals Specialist |

Apologies:

| | |
|------------------|-----------------|
| Cr Marg Applebee | Councillor |
| Cr William Jayet | Councillor |
| Mr Gary Crowley | External Member |

NOTES

The meeting commenced at 10:33am and concluded at 12:05pm.

Order Of Business

| | | |
|-----------|---|-----------|
| 1 | OPENING OF MEETING | 4 |
| 2 | ACKNOWLEDGEMENT OF COUNTRY..... | 4 |
| 3 | APOLOGIES | 4 |
| 4 | CONFIRMATION OF MINUTES | 4 |
| 4.1 | Minutes of the Destination and Major Events Advisory Committee Meeting held on 21 May 2024..... | 4 |
| 5 | DISCLOSURES OF INTERESTS | 4 |
| 6 | LATE BUSINESS | 4 |
| 7 | OFFICERS' REPORTS..... | 5 |
| 7.1 | Termination of Community Member of Committee | 5 |
| 7.2 | Major Events and Festivals Strategy Update..... | 5 |
| 7.3 | Cheers to 30 Years Festival - Northparkes Mines Sounds Event update..... | 6 |
| 7.4 | Trundle ABBA Festival 2024 Event Update | 6 |
| 7.5 | Parkes Elvis Festival 2025 Event Update | 7 |
| 7.6 | Parkes Destination Management Plan Final Draft | 7 |
| 8 | CONFIDENTIAL MATTERS | 8 |
| 9 | REPORT OF CONFIDENTIAL RESOLUTIONS | 9 |
| 8.1 | Events and Festivals Sponsorship Prospectus Update..... | 10 |
| 8.2 | Events Financial Assistance Program | 10 |
| 10 | CONCLUSION OF MEETING..... | 10 |

1 OPENING OF MEETING

The Chairperson declared the Destination and Major Events Advisory Committee Meeting of Tuesday, 4 June 2024 open and welcomed Council Officials in attendance.

2 ACKNOWLEDGEMENT OF COUNTRY

The Chairperson read the following Acknowledgement of Country:

Parkes Shire Council acknowledges the Traditional Custodians of the Wiradjuri Country and recognises and respects their cultural heritage, beliefs and continuing connection with the lands and rivers of the Parkes Shire.

Council pays its respects to Elders past, present and emerging and extends this respect to all First Nations peoples in the Parkes Shire.

3 APOLOGIES

Cr Marg Applebee, Cr William Jayet and Mr Gary Crowley

4 CONFIRMATION OF MINUTES

| |
|---|
| 4.1 MINUTES OF THE DESTINATION AND MAJOR EVENTS ADVISORY COMMITTEE MEETING HELD ON 21 MAY 2024 |
|---|

RESOLVED DMEA 009/24

Moved: Cr Ken Keith OAM

Seconded: Ms Michelle Roberts

That the Destination and Major Events Advisory Committee receive and confirm the Minutes of the meeting held on Tuesday 21 May 2024 appended at *Annexure A*.

CARRIED

5 DISCLOSURES OF INTERESTS

The Chairperson reminded Council Officials of their obligation under Council's Code of Conduct to disclose and manage any conflicts of interest they may have in matters being considered at the meeting, and invited Council Officials present to disclose any such interests.

Nil interests were disclosed.

6 LATE BUSINESS

The Chairperson advised that no late items of business had been submitted to the meeting.

7 OFFICERS' REPORTS

7.1 TERMINATION OF COMMUNITY MEMBER OF COMMITTEE

RESOLVED DMEA 010/24

Moved: Cr Neil Westcott
Seconded: Cr Ken Keith OAM

That:

1. The information contained within this report be noted by the Destination and Major Events Advisory Committee.
2. The Destination and Major Events Advisory Committee resolve to make a recommendation to Council, that the vacant Community Member role remain unfilled for the remainder of the Committee term.

CARRIED

7.2 MAJOR EVENTS AND FESTIVALS STRATEGY UPDATE

RESOLVED DMEA 011/24

Moved: Ms Michelle Roberts
Seconded: Cr Neil Westcott

That:

1. The information contained within this report be noted by the Committee.
2. The Committee identify key stakeholders for Silver Lining Strategy for further one-on-one consultation with Silver Lining Strategy as part of the development of the Major Events and Festivals Strategy.

CARRIED

Discussion:

The committee proposed the below stakeholders for involvement in the Major Events and Festivals Strategy:

- Alectown Community Consultative Committee
- Bogan Gate Community Consultative Committee
- Cookamidgera Community Consultative Committee
- Peak Hill Community Consultative Committee
- Trundle Community Consultative Committee
- Tullamore Community Consultative Committee
- The Chamber of Commerce
- Major Businesses that rely on Elvis and ABBA
- Peak Hill Carrington Association
- Parkes Musical and Dramatic Society
- Arts and Culture Committee

- Parkes Shire Sports Council

The Events Team will discuss all listed stakeholders with the consultant for further consideration.

Cr Keith queried whether the marketing benefit would be considered in a financial cost-benefit analysis.

Cr Westcott noted that Festival naming rights would be valuable, and this strategy may highlight the event's marketing value.

7.3 CHEERS TO 30 YEARS FESTIVAL - NORTH PARKES MINES SOUNDS EVENT UPDATE

RESOLVED DMEA 012/24

Moved: Cr Neil Westcott

Seconded: Ms Michelle Roberts

That:

1. The information contained within this report be received and noted by the Committee.

CARRIED

Discussion:

Cr Cass queried whether alcohol is permitted at the event.

Megan Morrison highlighted that the current proposal includes the provision of alcohol. However, it is at Council's discretion whether the alcohol-free zone will be lifted for the event.

Cr O'Leary queried the suitability of fireworks at the event.

Megan Morrison noted that Parkes Shire Council will provide support and insight for the event, but ultimately, the event organiser, Evolution Mines, will determine whether fireworks will proceed.

Cr Cass raised concerns regarding event parking, noting that the Parkes Elvis Festival has regular busses to reduce the need to drive to the event.

Cr Cass also queried if fencing would be used for crowd regulation.

Megan Morrison noted Cr Cass's comments and shared that, at present, busses and fencing have not been included in the event scope. If ticket sales continue to increase, further discussions will be held between Council and Evolution Mining to help ensure the safe operation of the event.

7.4 TRUNDLE ABBA FESTIVAL 2024 EVENT UPDATE

RESOLVED DMEA 013/24

Moved: Ms Michelle Roberts

Seconded: Cr Neil Westcott

That:

1. The information contained within this report be noted by the Committee.

CARRIED

Discussion:

Cr Keith noted that last year, all attendees left Forbes Street very early.

Mikaela Cass stated that the street starting time has been moved to an earlier timeslot.

Kassidy Martin highlighted that discussions are currently underway with key stakeholders to prevent attendees from rushing to the event as the Berryman Oval activity begins.

Cr Keith noted that previous festivals included performers at both Berryman Oval and Main Street. Once most attendees had moved to Berryman Oval, local performers had been moved to the Forbes Street stage.

Mikaela noted that roving performers and entertainers would replace the previous format; this will highlight to attendees that the main event is taking place at Berryman Oval.

7.5 PARKES ELVIS FESTIVAL 2025 EVENT UPDATE

RESOLVED DMEA 014/24

Moved: Cr Ken Keith OAM

Seconded: Cr Neil Westcott

That:

1. The information contained within this report be noted by the Committee.

CARRIED

Discussion:

Cr Keith questioned whether it would be appropriate to have the event launch at the new Gates of Graceland.

Mikaela Cass noted this comment and shared that using the Gates of Graceland had not been considered. However, the events team will now review the opportunity.

Cr Keith highlighted that Cooly Rocks On is taking place this week and queried whether there was an opportunity for a partnership or contra deal for the Parkes Elvis Festival.

Kassidy Martin confirmed that greater collaboration with similar events is under consideration for the 2025 event.

7.6 PARKES DESTINATION MANAGEMENT PLAN FINAL DRAFT

RESOLVED DMEA 015/24

Moved: Cr Neil Westcott

Seconded: Ms Michelle Roberts

That:

1. The Destination and Major Events Advisory Committee receive and note the briefing on the development of the Parkes Shire Destination Management Plan, as detailed in this report.
2. The Destination and Major Events Advisory Committee resolve to take the Parkes Shire Destination Management Plan to Council for public exhibition and endorsement.

CARRIED

Discussion:

Cr O'Leary queried why Snake Rock and the Gold Mines were considered low priority.

Katie Nash highlighted that each priority area is a focus for Parkes Shire Council and shouldn't be considered less critical. The projected delivery timeframe has been developed based on current resourcing and funding capabilities, ensuring the destination management plan is established before proceeding with project-based tasks.

Lisa Moon added that discussions have begun regarding Snake Rock and Parkes Shire Council looks forward to understanding what opportunities may arise from this new partnership.

8 CONFIDENTIAL MATTERS

RECOMMENDATION

That Destination and Major Events Advisory Committee:

1. Moves into Closed Session to deal with the matters below, which are classified as confidential under section 10A(2) of *the Local Government Act 1993* for the reasons specified:

8.1 EVENTS AND FESTIVALS SPONSORSHIP PROSPECTUS UPDATE

This matter is considered to be confidential under Section 10A(2) - d(i) of the Local Government Act, and the Council is satisfied that discussion of this matter in an open meeting would, on balance, be contrary to the public interest as it deals with commercial information of a confidential nature that would, if disclosed prejudice the commercial position of the person who supplied it.

Further it is considered that discussions of this matter in open Council would, on balance, be contrary to the public interest as it would prejudice Council's ability to secure the optimum outcome for the community.

8.2 EVENTS FINANCIAL ASSISTANCE PROGRAM

This matter is considered to be confidential under Section 10A(2) - d(i) of the Local Government Act, and the Council is satisfied that discussion of this matter in an open meeting would, on balance, be contrary to the public interest as it deals with commercial information of a confidential nature that would, if disclosed prejudice the commercial position of the person who supplied it.

Further it is considered that discussions of this matter in open Council would, on balance, be contrary to the public interest as it would prejudice Council's ability to secure the optimum outcome for the community.

2. Exclude the media and public from the meeting on the basis that the business to be considered is classified as confidential, pursuant to 10A(1), 10(2) and 10A(3) of the *Local Government Act 1993*.
3. Withhold reports and correspondence relevant to the subject business be withheld from the media and public as provided by section 11(2) of the *Local Government Act 1993*.
4. Make public resolutions made by the Council in Closed Session after the conclusion of the Closed Session, and record such resolutions in the minutes of the Council meeting.

BACKGROUND, ISSUES AND COMMENTARY

In accordance with section 10A(2) of the *Local Government Act 1993*, Council may close part of its meeting to deal with business of the following kind:

-
- (a) Personnel matters concerning particular individuals (other than councillors).
 - (b) Personal hardship of any resident or ratepayer.
 - (c) Information that would, if disclosed, confer a commercial advantage on a person with whom Council is conducting (or proposes to conduct) business.
 - (d) Commercial information of a confidential nature that would, if disclosed:
 - (i) Prejudice the commercial position of a person who supplied it: or
 - (ii) Confer a commercial advantage on a competitor of Council.
 - (iii) Reveal a trade secret.
 - (e) Information that would, if disclosed, prejudice the maintenance of law.
 - (f) Matters affecting the security of Council, Councillors, Council staff and Council property.
 - (g) Advice concerning litigation, or advice that would otherwise be privileged from production in legal proceedings on the grounds of legal professional privilege.
 - (h) Information concerning the nature and location of a place or an item of Aboriginal significance on community land.
 - (i) Alleged contraventions of any Code of Conduct requirements applicable under section 440.

It is my opinion that the business listed in the recommendation is of a kind referred to in section 10A(2) of the *Local Government Act 1993* and, under the provisions of the Act and the *Local Government (General) Regulation 2021*, should be dealt with in a part of the meeting that is closed to members of the public and the media.

Pursuant to section 10A(4) of the Act and clauses 14.9–14.10 of Council's Code of Meeting Practice, members of the public may make representations to the meeting immediately after the motion to close part of the meeting is moved and seconded, as to whether that part of the meeting should be closed.

At 10:55am, the Meeting went into Closed Session.

MOTION

That the Destination and Major Events Advisory Committee:

1. Resume in Open Session and note the Chairperson's report on Confidential Resolutions.

At 11:25am the Meeting in Closed Session returned to Open Session.

9 REPORT OF CONFIDENTIAL RESOLUTIONS

In accordance with clauses 14.22 and 14.23 of Council's Code of Meeting Practice, resolutions passed during a meeting, or a part of a meeting that is closed to the public must be made public by the Chairperson as soon as practicable. Such resolutions must be recorded in the publicly available minutes of the meeting.

8.1 EVENTS AND FESTIVALS SPONSORSHIP PROSPECTUS UPDATE**RECOMMENDATION**

That:

1. The information contained within the report be noted by the Committee.

8.2 EVENTS FINANCIAL ASSISTANCE PROGRAM**RESOLVED DMEA 016/24**

Moved: Ms Michelle Roberts

Seconded: Cr Neil Westcott

That:

1. The information contained within this report be noted by the Committee.

CARRIED**10 CONCLUSION OF MEETING**

The meeting concluded at 12:05pm.

This is the final page of the minutes comprising 10 pages numbered 1 to 10 of the Destination and Major Events Advisory Committee Meeting held on Tuesday, 4 June 2024 and confirmed on Thursday, 13 June 2024.

CHAIRPERSON

5 DISCLOSURES OF INTERESTS

All Council Officials must disclose and manage any conflicts of interest they may have in matters being considered at the meeting.

Council's Code of Conduct deals with pecuniary and non-pecuniary conflicts of interest and political donations, and provides guidance on how these issues should be managed.

Council Officials must be familiar with Council's Code of Conduct and their obligations to disclose and manage any conflicts of interest that they may have in matters being considered at this Council Meeting.

Note: Council Officials who declare an Interest at the Meeting are also required to complete a Declaration of Interest form.

6 LATE BUSINESS

7 OFFICERS' REPORTS

7.1 PARKES SHIRE DESTINATION MANAGEMENT PLAN - ACTION PLAN PROGRESS

IP&R Linkage: **Pillar:** Economy

Goal: Our Shire is an attractive destination to live, work, visit and invest.

Strategy: Promote Parkes Shire as a tourist destination and support the continued growth of our visitor economy.

Author: **Katie Nash, Economic Development Specialist**

Authoriser: **Anthony McGrath, Director Customer, Corporate Services and Economy**

Annexures: **Nil**

RECOMMENDATION

That:

1. The Destination and Major Events Committee receive and note the briefing on the progress of the Parkes Shire Destination Management Plan, as detailed in this report.

BACKGROUND

In 2022, Parkes Shire Council ("Council") received funding from Transport for NSW ("TfNSW") to develop the Parkes Shire Destination Management Plan and Bypass Strategy. Parkes Shire Council primarily sought this funding to plan for the perceived impact of the Parkes Newell Highway Bypass on local business activity and trade.

Parkes Shire Council engaged Urban Enterprise for the initial plan and engaged Wray Sustainable Tourism to critically review the draft Destination Management Plan. This work included further stakeholder engagement and allowed for more significant synergies between the Shire's current tourism offering and available opportunities.

ISSUES AND COMMENTARY

The Parkes Shire Destination Management Plan was adopted by Council at the August 2024 Council meeting, following the initial recommendation from the Destination and Major Events Committee and the public exhibition period.

The Parkes Shire Destination Management Plan identifies a total of 37 action items. Of those 37 action items, Council will work on 21 priority action items in the coming 12 months, made up of those listed as "HIGH" priority or "ongoing". The tables below highlight the 21 action items identified for consideration over the coming year, with notes on progress to date, and expected completion.

Priority One: Destination Management

Strengthen Council destination management arrangements for tourism and events to foster collaboration with local and regional stakeholders to ensure sustainable, capable and resilient visitor economy.

| Action | | Progress | Completion |
|--------|---|--|--------------|
| 1.1 | Integrate the PSDMP into Council delivery program and annual operational plan. | Work to commence alongside the new Integrated Planning and Reporting documents. | 2024/25 - Q4 |
| 1.2 | Work cooperatively with relevant Council Departments and Committees to ensure the vision, priorities, and actions of the PSDMP are communicated and the visitor economy is an important consideration of Council's strategies and plans. | Economy and Engagement team to utilise manager meetings and advisory committees to communicate the plan. | Ongoing |
| 1.3 | Engage with local businesses to present the PSDMP vision, priorities and encourage an open-for-business attitude in preparation for the completion of the Newell Highway Bypass. | Gauging business appetite through the upcoming Business Survey. | 2024/25 - Q4 |
| 1.4 | Review the Terms of Reference for Council's Destination and Major Events Advisory Committee to meet four times per year and advise on the implementation of the PSDMP. Representatives should be selected based on their knowledge and expertise in tourism. The Chair of the Committee should be from the business community. Councillors should be observers to Committee meetings. | Committee Terms of Reference to be reviewed and updated following completion of current Advisory Committee term. | 2024/25 - Q3 |
| 1.5 | Present briefings on the implementation progress of the PSDMP to Council at least twice annually. | Briefing to be prepared after 6 months of implementation. | On-going |
| 1.6 | Encourage and support tourism operators to participate in industry development initiatives provided by Council and key tourism stakeholders e.g. destination marketing, sustainable business and event development. | Gauging business interest through the upcoming Business Survey. | On-going |
| 1.7 | Provide professional development opportunities for Council staff involved in destination and visitor economy to advance their strategic tourism knowledge and leadership capacity, i.e. tourism and strategic land-use planning, destination research, event planning and evaluation, strategic marketing, digital marketing, crisis management planning and recovery. | Workforce professional development planning has commenced for the 2024/25 FY. | On-going |

| | | | |
|-----|--|--|----------|
| 1.8 | Continue to work with key stakeholders to consider and plan for potential risks that may impact the local visitor including health pandemics, natural disasters, threats to natural and economic environments, and ensure visitor safety and security is assessed and integrated into current and future Council plans and policies. | This will be workshopped with the new Advisory Committee once established. | On-going |
|-----|--|--|----------|

Priority Two: Destination Development

Adopt a whole-of-destination approach to continue to plan and develop infrastructure and facilities to enhance the appeal and amenity of Parkes Shire as a must-stop destination for visitors and business travellers to the Central West.

| Action | | Progress | Completion |
|--------|--|---|------------|
| 2.1 | Continue to plan and deliver placemaking initiatives to establish Parkes Shire as a great place to live, visit and do business. | Continually investigating grant funding opportunities. Gauging business appetite through the upcoming Business Survey. | Ongoing |
| 2.2 | Continue to advocate and support the enhancement and development of infrastructure projects which will help drive visitor economy growth to the area such as recreation spaces, playgrounds, walking and cycle tracks, campground amenities, and consideration of accessibility for visitors with support needs. | Teams from across Council are working on multiple projects that benefit the tourism sector including Lake Endeavour and Kelly Reserve. | On-going |
| 2.3 | Continue to improve the visual appeal, character and amenity of Parkes Shire towns and villages through the implementation of the Council strategies and plans, beautification and streetscape works, creation of new and enhancement of existing gateway entrances. | Parkes Shire Signage Manual addresses gateway entrances and is currently on Public Exhibition. Continually investigating grant funding opportunities to develop placemaking. | On-going |
| 2.4 | Create new and innovative gateway, wayfinding and visitor information in key locations to welcome and encourage visitors to stop, stay and explore the Parkes Shire that are aligned to a new Parkes Shire brand (see Action 5.1). | Parkes Shire Signage Manual is currently on Public Exhibition. | Q2 2025/26 |
| 2.10 | Upgrade public amenities to include accessible toilets and baby change facilities. | Continually investigating grant funding opportunities. | On-going |

Priority Three: Event Development

Continue to deliver and grow outstanding major and destination events to drive destination awareness and visitation to the Parkes Shire.

| Action | | Progress | Completion |
|--------|--|---|---|
| 3.1 | Finalise the Parkes Shire Major Events and Festivals Strategy to guide the role of Council in supporting major, destination, community, sporting and business events. | Consultant Silver Lining Strategy are currently drafting the strategy following extensive engagement. | Q3 2024/25 |
| 3.2 | Develop and deliver a robust Community Events Financial Assistance Program to guide Council's continued support of a strong community events calendar in the Parkes Shire. | The new Events Financial Assistance Program and associated guidelines was endorsed by Council in June 2024. | Program development complete; program review and delivery ongoing |

Priority Four: Destination Experience Development

Enhance existing visitor attractions and develop new 'bucket-list' visitor experiences aligned to the positioning strengths of Parkes Shire.

| Action | | Progress | Completion |
|--------|--|--|--|
| 4.1 | Explore opportunities to leverage the popularity of the Elvis reputation in Parkes through the curation of year-round Elvis experiences in and around the Parkes CBD. | Gates of Graceland complete. Council to consider further development opportunities. | Gates of Graceland complete; exploration of opportunities on-going |
| 4.10 | Continue to engage with accommodation providers to encourage the refurbishment of their properties so Parkes Shire continues to have a reputation for quality accommodation options. | Ad-hoc engagement with accommodation providers to continue, and the engagement process being reviewed. | On-going |
| 4.11 | Continue to provide support to businesses and investors for the development of new products and experiences (e.g. food and drink, retail and tour) to appeal to visitors. | No opportunities have arisen. | On-going |
| 4.12 | Identify government grant funding for infrastructure and tourism product, experience and event development for public and private sector projects across the Parkes Shire. | Continually investigating grant funding opportunities. | On-going |

Priority Five: Destination Marketing

Create a new destination brand identify and review destination marketing and visitor information service collateral to ensure a coordinated approach to promote the Parkes Shire as a vibrant must-stop destination.

| Action | | Progress | Completion |
|--------|---|--|------------|
| 5.1 | Review the destination brand to establish a new consumer-facing brand that articulates engaging brand identities and positioning stories for each town and village that aligns to the Shire's positioning strengths. (Note: this should be a visitor-facing brand not a Council brand). | Preliminary conversations regarding branding have commenced. | Q4 2024/25 |
| 5.5 | Collaborate with DNCW, neighbouring LGAs and Local Tourism Operators on regional destination marketing initiatives to drive visitation to Central West destinations (e.g., Newell Highway Promotions Committee, Central West cycle trails, Lachlan Valley Art trail, Silo Art Trail NSW). | One tourism marketing collaboration complete - Bicycling Australia with Weddin, Orange and Parkes. | On-going |

LEGISLATIVE AND POLICY CONTEXT

There are no legislative or policy considerations for Council associated with this report.

FINANCIAL IMPLICATIONS

Parkes Shire Council recognises that the above actions have varying cost impacts and grant potential. Council will seek grant funding where possible and allocate operational and capital funds where necessary. Ongoing budget revisions will ensure these projects do not lead to budget overruns.

RISK IMPLICATIONS

There are no risk implications associated with this report.

COMMUNITY CONSULTATION

There are no community consultation requirements for Council associated with this report.

7.2 GATES OF GRACELAND FINAL REPORT**IP&R Linkage:** **Pillar:** Economy**Goal:** Our Shire is an attractive destination to live, work, visit and invest.**Strategy:** Promote Parkes Shire as a tourist destination and support the continued growth of our visitor economy.**Author:** **Katie Nash, Economic Development Specialist****Authoriser:** **Anthony McGrath, Director Customer, Corporate Services and Economy****Annexures:** **Nil**

RECOMMENDATION

That:

1. The Destination and Major Events Committee receive and note the briefing on the Gates of Graceland, as detailed in this report.
-

BACKGROUND

Parkes Shire Council ("Council") was successful in receiving grant funding through the NSW Government's Regional Tourism Activation Fund ("RTAF") to construct a new tourism attraction for Parkes Shire, the Gates of Graceland at Parkes.

The project's intention was to strengthen the Shire's current tourism assets, provide a new visitor experience in Parkes, and enhance Parkes' brand as the "Elvis Capital of Australia."

The attraction aims to combine components that will attract both Elvis fans for the gates and Elvis Tribute Artist Walk of Fame and lovers of Australian music for the Wall of Fame plaques. This structure is unique as it honours the original King of Rock 'n' Roll and the Kings and Queens of Australian music.

ISSUES AND COMMENTARY

Parkes Shire Council staff have worked to complete the project. The completed project activates the green space adjacent to the Henry Parkes Centre and Visitor Information Centre. Its positioning aims to enhance the existing Kings Castle Elvis Exhibit and add to the year-round Elvis experience in Parkes.

The project included:

- Construction of the replica Graceland Gates
- Installation of 'Wall of Fame' plaques honouring Australian music greats
- Construction of large, interpretive signage
- Installation of the 'Walk of Fame' honouring the previous winners of the Ultimate Elvis Tribute Artist Contest

LEGISLATIVE AND POLICY CONTEXT

There are no legislative or policy implications for Council associated with this report.

FINANCIAL IMPLICATIONS

Council received funding for this project through the NSW Government's Regional Tourism Activation Fund.

RISK IMPLICATIONS

As the project was grant-dependent, Council was required to expend the budget before the funding deadline. The project team encountered several delays throughout the project. Despite these delays, the team maintained regular contact with the funding body to ensure we completed the project as stipulated by the grant. For this project's final stage, Council staff will complete a grant acquittal, as standard with all grant projects.

COMMUNITY CONSULTATION

Council sought community feedback during the planning stages of the project. No further community consultation is required.

7.3 IMPROVEMENTS TO COOKE PARK AND CBD DESTINATION SIGNAGE**IP&R Linkage:** Pillar: Community**Goal:** Our community is creative, proud and has a strong sense of belonging.**Strategy:** Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.**Author:** Carrie Olsen, Executive Manager Economy and Engagement**Authoriser:** Anthony McGrath, Director Customer, Corporate Services and Economy**Annexures:** Nil**RECOMMENDATION**

That the Destination and Major Events Advisory Committee:

1. Endorse the projects to install a fifth shade sail and relocate the sound bollard in Cooke Park, and install banner tracks on to light poles in the CBD.
2. Recommend that Council approve the allocation of up to \$80,000 from the Parkes Town Improvement Fund to complete the endorsed projects.

BACKGROUND

Parkes Shire Council is guided by the advice provided by the various Community Consultative Committees (CCC) in determining the most appropriate projects to be included in their Town Improvement allocations, however, there is no direct consultative committee for Parkes. In this case, Council can consider projects put forward by community groups or from Council staff or individual Councillors. However, the final decision concerning the expenditure of the Parkes Town Improvement funds remains with Council.

Cooke Park provides a central focus for community activity in the Parkes CBD precinct. At recent community events it was noticed that the location of the remote sound bollard was not ideal for larger events and that an additional shade sail would be useful. In addition, Allan Brown of Centrestate Sound and Lighting has written to Council following the last Elvis Festival, requesting several improvements be made at the facility:

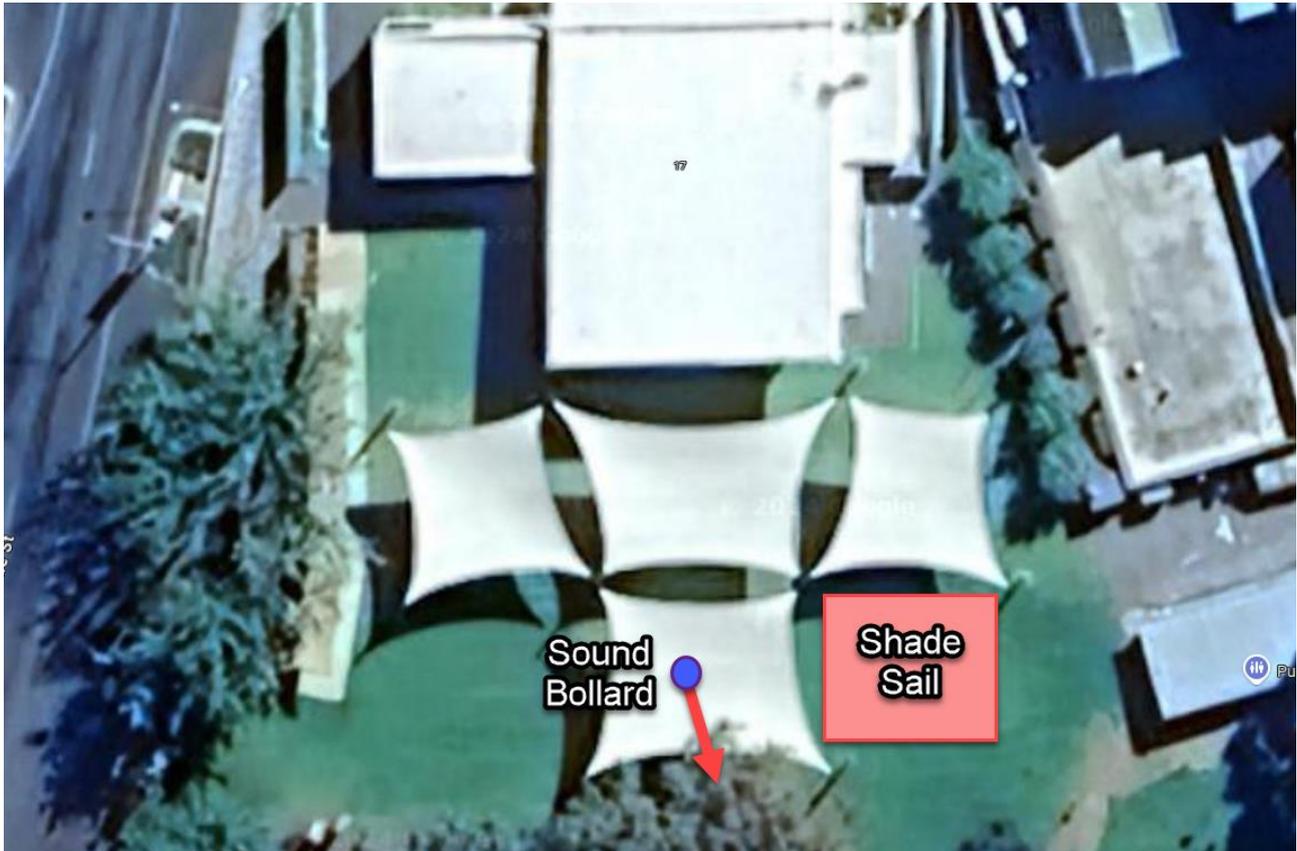
1. Provision of two additional light mounting positions, one on each of the two the shade sail poles at the front of the stage to allow light to be directed to the front when the temporary stage extension is in position.
2. Application of dark tinting to the windows above the stage to reduce heat and glare.
3. Installation of permanent all weather main speakers, either side of the stage, for use during community and other smaller events.
4. Cabling modifications to improve access from the stage to the communications rack and front of house bollard in the park.

Items 1, 2 and 3 above were funded to the value of \$30,000 from the Parkes Town Improvement Reserve and approved by Council at the Ordinary Meeting held on 13 October 2023 [OCM 001/23]. These works were completed during last financial year. Item 4 - the cabling and relocation of the front of house sound bollard remained outstanding.

ISSUES AND COMMENTARY

It has been identified that to fully realise the functionality of the Cooke Park stage for community-based events, increased shade coverage would be beneficial. The proposed location of the additional shade sail is shown below.

In addition, the final enhancement, to change the location of the sound bollard as identified by Centrestate Sound and Lighting, would improve the delivery of larger events, including the Elvis Festival Main Stage program and the Sounds in the Park series of community events. The change in location, also shown below, includes new cabling back to the stage and connection points to improve the overall delivery of sound and lighting.



The Parkes CBD currently has two styles of flag banner systems. The flag banner systems in lower Clarinda Street, where upgrades have previously taken place, are safe and cost effective to change, using a Flagtrax system. This system allows Council staff to safely change the flags from ground level. The remaining sections of Clarinda Street contains older style flag/banner mounts that require authorised personnel with appropriate licensing to use an Elevated Work Platform to change. Due to risk and availability of suitably qualified personnel, this work is typically outsourced to contractors, and the average cost for each round of changes is \$5,000.

It has been identified by Council's Parks and Gardens teams that it is possible to replace the old flag/banner mounts in central and northern Clarinda Street with the Flagtrax system, which is currently effectively in use for lower Clarinda Street. This change would allow significant cost savings for each flag/banner campaign change, with Council staff able to manage the works simply and safely in-house.

There are further investigations underway to fully scope the works, with reference to the existing infrastructure on the light poles, including speakers, which may need to be amended or relocated to facilitate these upgrades.

LEGISLATIVE AND POLICY CONTEXT

Section 405 of the Local Government Act 1993 ("the Act") states that Council must have an Operational Plan, which includes a detailed annual budget, including the activities to be engaged as part of the Delivery Program for that year. In addition, that plan must be publicly exhibited.

Only Council can allocate funds from its reserves for projects not listed in its Operational Plan in accord with the Financial Reserves Policy. Therefore, this report recommends that an allocation is considered by Council at its next ordinary meeting.

FINANCIAL IMPLICATIONS

It is proposed that the costs associated with these works be drawn from the Parkes Town Improvement Fund. Decisions concerning the expenditure of the Parkes Town Improvement Fund remains with Council. On 3 September 2024, the balance of the Parkes Town Improvement Fund for the 2024/25 financial year was \$208,359.35.

Various quotes have been received on the works identified within this proposal, with expenditure estimates currently sitting at:

- Cooke Park Front of House Sound Bollard Relocation: \$3,800
- Cooke Park Shade Sail: \$48,103
- Clarinda Street Flagtrax system: \$11,814

It is estimated that with the inclusion of contingency, minor variations and project management expenses, a commitment should be made for expenditure of up to \$80,000 to complete the works outlined.

RISK IMPLICATIONS

Council has an opportunity to improve the quality of the public and civic events held at Cooke Park and to save money when changing the banners on the older light poles along Clarinda Street.

COMMUNITY CONSULTATION

There are no community consultation requirements for Council associated with this report.

7.4 EVENTS FINANCIAL ASSISTANCE PROGRAM - ROUND 1 OUTCOMES

IP&R Linkage: **Pillar:** Community
Goal: Our community is creative, proud and has a strong sense of belonging.
Strategy: Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.

Author: **Mikaela Cass, Events and Festivals Specialist**

Authoriser: **Carrie Olsen, Executive Manager Economy and Engagement**

Annexures: **Nil**

RECOMMENDATION

That:

1. The Destination and Major Events Advisory Committee note the details of the report.

BACKGROUND

Parkes Shire Council ("Council") is committed to supporting the development, growth, improvement, and sustainability of local and destination events. Events play an important role in our community, providing a diverse range of vibrant experiences, contributing to the Shire's social cohesiveness and wellbeing, heightening our community's pride of place and promoting the Shire as an attractive place to live and visit.

Council regularly receives requests for assistance to deliver events from organisations within the Parkes Shire. However, Council's resources are limited, and it is not feasible to fund all applications. It is important that Council maintain a consistent, transparent, and equitable approach to the consideration and distribution of donations.

ISSUES AND COMMENTARY

Council endorsed the implementation of the Events Financial Assistance Program in June 2024. Applications were called for Round 1 of the 2024/25 program via Council's website, social media and direct communication with events that are commonly supported by Council. Applications for Round 1 were open from 1 July - 31 July 2024.

Eleven (11) applications were received and a total of \$77,101.50 in financial support requested. Following a comprehensive assessment process which includes an initial assessment conducted by the Events and Festivals Specialist, followed by a secondary assessment by an Evaluation Panel, comprised of Council's Events Officer, Event Attraction and Sponsorship Coordinator and Executive Manager Technical Services, a total of \$67,775.00 was approved for funding.

Details of the approved funding allocations to community and destination events can be found in the table below.

| Funding Type | Applicant | Event Name | Funding Allocated |
|--------------|-------------------------------|-------------------------------|-------------------|
| Community | Central West Lachlan Landcare | Parkes Homegrown (x2) | \$10,000.00 |
| Community | Central West Car Club | 2024 Show'n'Shine | \$5,000.00 |
| Community | Parkes Action Club | Christmas Parade and Carnival | \$5,200.00 |

| | | | |
|----------------------|--|---------------------------------|--------------------|
| Community | Parkes RSL Sub-Branch | Vietnam Veteran's Day | \$645.00 |
| Community | Parkes RSL Sub-Branch | Remembrance Day | \$4,070.00 |
| Community | Neighbourhood Central | Parkes NAIDOC Family Fun Day | \$1,300.00 |
| Community | Parkes Ministers Association | | \$6,560.00 |
| Community | Trundle Bush Tucker Inc | Trundle Bush Tucker Day 2024 | \$10,000.00 |
| Destination | Harness Racing NSW | Carnival of Cups | \$10,000.00 |
| Destination | Golf NSW | Men's NSW Country Championships | \$5,000.00 |
| Destination | Evolution Mining Northparkes Operation | Cheers to 30 Years Festival | \$10,000.00 |
| Total Funding | | | \$67,775.00 |

The above funding is comprised of cash and in-kind components (i.e. hire of Cooke Park Pavilion, installation of Cooke Park Shade Sails etc.).

All successful grant recipients were required to complete a Funding Agreement which outlines their commitment to Council, including:

- Acknowledgement of Parkes Shire Council (including but not limited to; logo, website links, verbal or written mention) as a sponsor of the event on all official event, media and advertising material.
- Use funds for the purpose for which the assistance was awarded, unless written permission for variation has been obtained from Parkes Shire Council prior to the activities being undertaken.
- Obtain all appropriate permits, approvals and insurances (unless the event is held on a Parkes Shire Council facility) relating to the event.

As per the [Events Financial Assistance Program Guidelines](#), all successful grant recipients will be required to provide an acquittal report within two months of completion of the sponsored event. Applicants will not be considered for future funding if the report is not completed and returned.

A presentation to successful grant recipients has been organised for Wednesday 11 September 2024 at 10.00am, followed by morning tea.

LEGISLATIVE AND POLICY CONTEXT

[Section 356 of the Local Government Act 1993](#)

[Council Policy - Financial Assistance Policy](#)

[Events Financial Assistance Program Guidelines](#)

FINANCIAL IMPLICATIONS

The abovementioned expenditure has been allocated from cost centres within the Events and Festivals budget, with the breakdown as follows:

| Cost Centre | Cash expenditure | In-kind expenditure | Total |
|----------------------|--------------------|---------------------|--------------------|
| Events - Community | \$26,020.00 | \$16,755.00 | \$44,775.00 |
| Events - Destination | \$15,000.00 | \$10,000.00 | \$25,000.00 |
| Total | \$41,020.00 | \$26,755.00 | \$67,775.00 |

RISK IMPLICATIONS

To maintain a consistent, transparent, and equitable approach to the consideration and distribution of donations, applications were considered based on their merits, considering the:

- Circumstances in each application.
- Availability of funds in Council's adopted budget.
- Criteria outlined in the Events Financial Assistance Policy.
- Section 6.5 of Council's Financial Assistance Policy.
- Provisions of the *Local Government Act 1993*

COMMUNITY CONSULTATION

There are no community consultation requirements associated with this report, however a Media Release will be issued post-presentation to successful grant recipients.

7.5 TRUNDLE ABBA FESTIVAL 2024 EVENT UPDATE**IP&R Linkage:** **Pillar:** Community**Goal:** Our community is creative, proud and has a strong sense of belonging.**Strategy:** Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.**Author:** **Mikaela Cass, Events and Festivals Specialist****Authoriser:** **Carrie Olsen, Executive Manager Economy and Engagement****Annexures:** **A. Event Partnership Prospectus** [↓](#)**RECOMMENDATION**

That:

1. The Destination and Major Events Advisory Committee note the details of the report.

BACKGROUND

The Trundle ABBA Festival ("the Festival") was launched in 2012 by Gary and Ruth Crowley, and since the event has gone from strength to strength. The Festival is a true celebration of all things ABBA - the music, the fashions, as well as disco and music from the 70's. It's an opportunity for festival-goers to dig out their platforms, sparkles, and flares.

In 2022, the Festival founders approached Parkes Shire Council to undertake the 2022 Trundle ABBA Festival. Unfortunately, the 2022 Festival was cancelled by Parkes Shire Council due to the impacts of significant inclement weather.

The 2023 Trundle ABBA Festival was held on 14 October 2023 and sold 1,894 tickets.

ISSUES AND COMMENTARY

The 2024 Trundle ABBA Festival is being held on 19 October at Berryman Oval, Trundle and will be delivered by Council's Events and Festivals team, the broader Economy and Engagement team and a range of Operations and Parks and Gardens staff.

Resourcing update

Subsequent to a change in staffing availability, Joel Ulbricht has agreed to take on additional responsibilities to support delivery of the Trundle ABBA Festival 2024, in addition to his work on Parkes Elvis Festival 2025.

Joel's key responsibilities for the Trundle ABBA Festival will be artists and performers, sound and production and general operational delivery of the event. The remainder of the Events and Festivals team (with support from the broader Economy and Engagement team) will continue working with stakeholders for all other matters related to delivery of the Festival.

Ticket sales updateFestival entry tickets

Entry ticket sales are progressing as planned, with 1,366 tickets sold as of 3 September 2024. Ticket sales at this time in 2023 were 1,150.

Ticket sales data for 2024 indicates that awareness of the event is being generated predominantly through word of mouth and Facebook advertising. Due to this, the Events and Festivals team are working to identify cost-effective marketing strategies utilising these platforms to accelerate ticket sales for the next phase of the campaign.

The team are also working with Ready Marketing, the digital marketing agency engaged for the Trundle ABBA Festival 2024, to increase online engagement and generate ongoing sales.

Bus tickets

Bus ticket sales are tracking well with 261 tickets sold as of 30 August 2024 (108% of 2023 sales).

Council does not have a target for bus ticket sales and current sales cover the costs associated with hire fees for the bus services.



Camping and glamping tickets

Camping is managed by Peter Kelly and includes serviced and un-serviced sites at the Trundle Showground. 314 serviced sites and 26 un-serviced sites have been booked as of 30 August 2024.

A further 60 unpowered sites are available to book at the Showground. If these sites are sold out, consideration will be given to opening camping at Trundle Racecourse.

Glamping is managed by Peter Kelly and facilitated by Wow Tents. Glamping tents are still available to book online.



Waterloo Express tickets

Lachlan Valley Railway have secured additional carriages for the Waterloo Express. Train capacity is now 240. Council is working with Lachlan Valley Railway to market the Waterloo Express and ensure a healthy number of tickets are sold.



Sponsorship update

A copy of Council's finalised Events Partnership Prospectus has been appended at *Annexure A*.

Council has a sponsorship income target of \$20,000 for the 2024 Festival. Council's Event Attraction and Sponsorship Coordinator has secured sponsorship from Evolution Mining Northparkes Operation, Ingka Investments and Coates Hire, to the total value of \$16,500.

The Events and Festivals team are currently in discussion with other local businesses regarding sponsorship opportunities and will continue working to source additional sponsorship income.

ABBA Central update

ABBA Central will not be open in the main street for the 2024 Festival due to the logistics and resourcing implications associated with setting up a second merchandise location in addition to the merchandise and information tent on Berryman Oval.

Grant funding update

Council Officers have continued working on a number of activations for Festival Boulevard which are being funded from the NSW Government's Vibrant Streets Package - Open Streets Program.

These activations include:

- Free shuttle bus
- Installation of wayfinding and informational signage
- Dressing of Forbes Street with bunting, festoon lighting and chalk art activations
- Bubbles on stilts performers
- Hula hoop performers
- Host for dancefloor entertainment

Marketing updateCBD flags

Trundle ABBA Festival CBD flags were installed in Clarinda Street, Parkes in late August and will be on display until late October.

The 2024 date was intentionally left off the design to ensure that the flags can be reused in future years, to reduce the costs associated with re-producing the flags each year.



Social media reach

The Trundle ABBA Festival Facebook account is achieving good impressions/reach per post, with the post reach in the last 28 days being 57,914.

Page overview [See more insights](#)

Followers: 12,422
Last 28 days

| | | |
|-------------------------------|-----------------------------------|-------------------------------|
| Post reach ⓘ 57,914 | Post engagement ⓘ 7,287 | New Page likes ⓘ 25 |
|-------------------------------|-----------------------------------|-------------------------------|

Top content by reach is shown below:

Top content by reach

[Boost content](#) [See all content](#)

| | | | | |
|--|--|---|---|--|
| <p>Get ready to set your alarms because it's t...</p> <p>27 March 22:00</p> <p>↗ 11.2K ❤ 182 💬 108 📌 42</p> | <p>Tickets on sale NOW!</p> <p>5 April 16:00</p> <p>↗ 9.6K ❤ 73 💬 70 📌 25</p> | <p>Want to arrive at the Trundle ABBA Festiv...</p> <p>10 June 18:52</p> <p>↗ 9.1K ❤ 113 💬 22 📌 21</p> | <p>Mamma Mia, here we go again! 🎵 Tickets...</p> <p>2 April 18:12</p> <p>↗ 8.5K ❤ 92 💬 47 📌 23</p> | <p>Super trouper beams are gonna blind me,...</p> <p>13 May 23:08</p> <p>↗ 7K ❤ 61 💬 5 📌 16</p> |
|--|--|---|---|--|

Digital marketing

Council is working with Ready Marketing to freshen up the digital marketing campaign that kicked off in May 2024 with the use of video reels and photo content.

As ticket sales data indicates that Facebook is one of the main platforms that we are generating sales from, additional funds have been allocated to digital marketing with a focus on Facebook advertising.

Out-of-home advertising

Digital advertisements in a major Canberra shopping centre have been organised and will kick-off in late September in line with school holidays. Out-of-home advertising was identified as a cost-effective way to extend reach and drive targeted ticket sales.

Food vendor update

Council called for Expressions of Interest for food vendors to attend the Trundle ABBA Festival in June and July 2024. Twenty-five (25) applications were received. With consideration to current ticket sales, eleven (11) food vendors were accepted, and the remainder were advised that they have been put on the waitlist. This will be reassessed as the event nears, ensuring an appropriate ratio of food vendors to attendees.

Next steps for preparation

- Finalise site plan including Berryman Oval and Festival Boulevard
- Continue liaising with service providers (i.e. security, cleaning, first aid, waste, bar and goods suppliers) to confirm schedules and bump-in/out times etc.
- Finalise set lists and performer schedules
- Continue to work with Parkes Shire Council Operations and Parks and Gardens staff to finalise the RASCI and associated tasks
- Finalise signage and wayfinding designs for print and production
- All the other fine details that contribute to delivering a wonderful event!

LEGISLATIVE AND POLICY CONTEXT

There are no legislative or policy considerations associated with this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report, however the Trundle ABBA Festival budget is currently tracking on budget, with a predicted net result of (\$93,000).

RISK IMPLICATIONS

There are no risk considerations associated with this report.

COMMUNITY CONSULTATION

There are no community consultation requirements for Council associated with this report.

Parkes Shire Council
**Event
Partnership
Prospectus**



parkes.nsw.gov.au

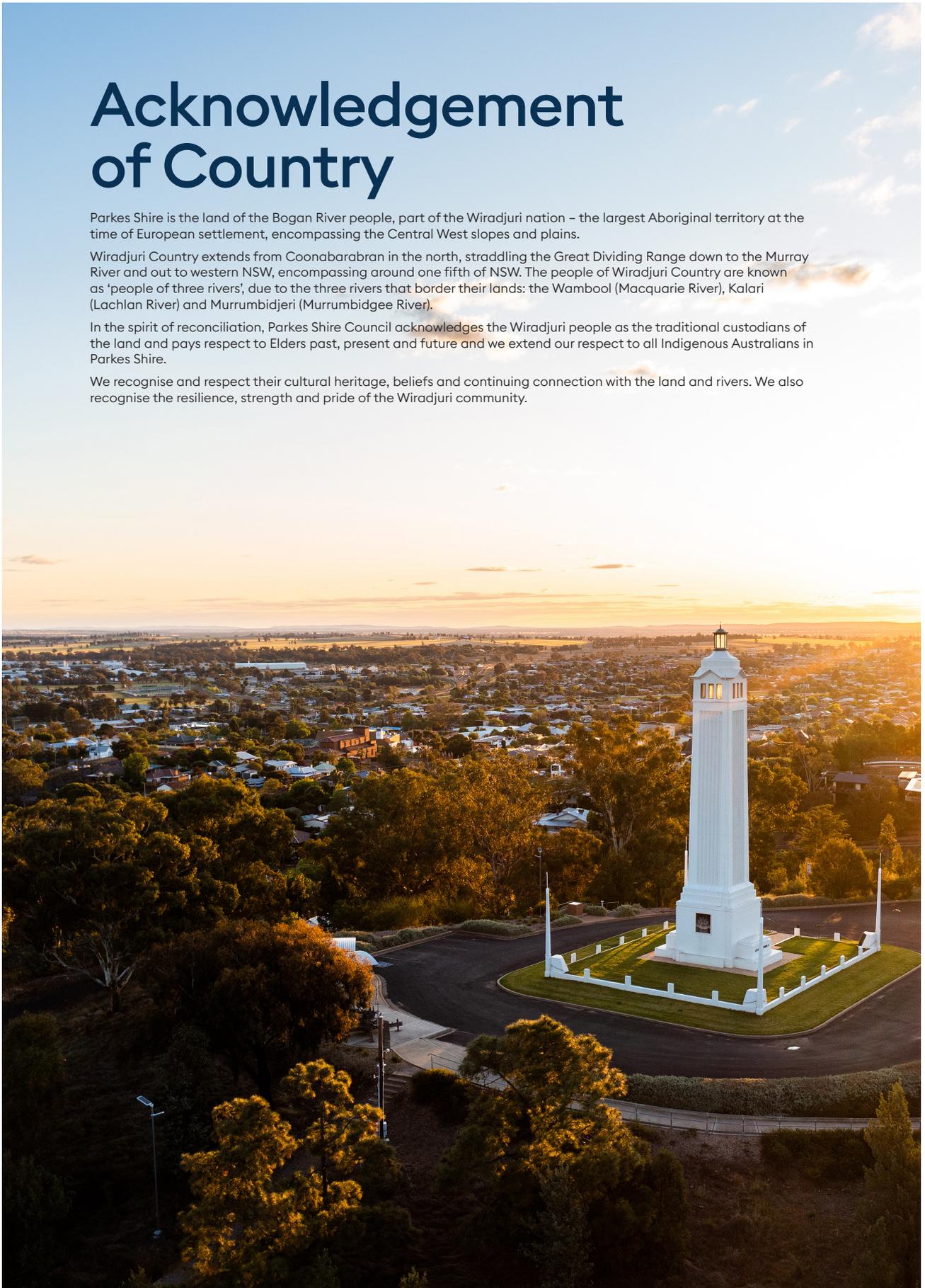
Acknowledgement of Country

Parkes Shire is the land of the Bogan River people, part of the Wiradjuri nation – the largest Aboriginal territory at the time of European settlement, encompassing the Central West slopes and plains.

Wiradjuri Country extends from Coonabarabran in the north, straddling the Great Dividing Range down to the Murray River and out to western NSW, encompassing around one fifth of NSW. The people of Wiradjuri Country are known as 'people of three rivers', due to the three rivers that border their lands: the Wambool (Macquarie River), Kalari (Lachlan River) and Murrumbidjeri (Murrumbidgee River).

In the spirit of reconciliation, Parkes Shire Council acknowledges the Wiradjuri people as the traditional custodians of the land and pays respect to Elders past, present and future and we extend our respect to all Indigenous Australians in Parkes Shire.

We recognise and respect their cultural heritage, beliefs and continuing connection with the land and rivers. We also recognise the resilience, strength and pride of the Wiradjuri community.





Contents

01

| | |
|----------------------------|----|
| Acknowledgement of Country | 2 |
| Message from the Mayor | 4 |
| Our Community | 5 |
| Why Partner With Us? | 7 |
| Parkes Elvis Festival | 8 |
| Trundle ABBA Festival | 12 |
| Sounds at the Pavilion | 20 |

Message from the Mayor



I am pleased to welcome you to the Parkes Shire Council Events Sponsorship Prospectus.

Parkes Shire Council is committed to ensuring that our Shire remains a positive place to live, work and play. Throughout the year, Council delivers and supports a diverse array of events that not only entertain but also strengthen the social fabric of our community. From cultural festivals to sporting tournaments, each event is meticulously planned to offer something special for residents and visitors alike.

These events are more than just occasions for celebration; they play a pivotal role in boosting our local economy, enhancing community spirit, and showcasing the unique charm of our region. They also provide invaluable opportunities for local businesses to build lasting relationships with the communities they operate within.

This document outlines multiple sponsorship opportunities designed to align your business with various impactful community events that foster engaged citizenship and foster community pride.

I encourage you to explore this prospectus and consider how your business can contribute to the success of our events while enjoying the plentiful benefits of sponsorship. Together, we can continue to make the Parkes Shire a place where community thrives and opportunities abound.

I thank you for your consideration to partner with Parkes Shire Council and look forward to seeing you at our upcoming events.



Neil Westcott
Mayor

Our Community

The Parkes Shire local government area sits at the heart of Central West NSW, strategically located on the Newell Highway – Australia’s major inland touring route - and within five hours of Sydney and three hours of Canberra.

Covering an area of 5,919 square kilometres and taking in some of the richest and most productive farming and grazing land in NSW, Parkes Shire is renowned for our stunning natural beauty and friendly, welcoming community.

Just over 14,608* people call Parkes Shire home, with more than two thirds of our population living in the town of Parkes, which services as the administrative, commercial and services hub of the local government area. Small towns and villages are located at Peak Hill, Trundle, Tullamore, Alectown, Bogan Gate and Cookamidgera.

Parkes Shire boasts a strong, diverse economy, with a Gross Regional Product (GRP) of \$845 million in 2021**. Our economy is underpinned by the agriculture and mining industries and strengthened by the transport and logistics, retail and public administration sectors. Just over 1,300* local business operate in Parkes Shire, with 6,565* residents – around 44 per cent of our population – in the workforce.





14,608
Shire population - 2021



5,919sq kms
Geographical area



60%
Aged under 50



50.8%
Female



33%
Aged under 34



49.2%
Male



41 years
Median age



\$1,088
Household median weekly income



2.5%
Speaks a language other than English at home



13%
Aboriginal and Torres Strait Islander population



6%
Born overseas

Top 3 industries

Agriculture, forestry and fishing

Retail trade

Health care and social assistance

Why Partner With Us?

When you choose to partner with Parkes Shire Council, not only are you providing the invaluable support needed to make our events the best they can possibly be, you're also investing in our community's collective wellbeing and cultural vibrancy.

Sponsorship ensures that, in these trying times, events can continue to flourish. Supporting local events fuels economic development, stimulates local businesses, and promotes regional tourism, thereby enriching the fabric of our community.

Partnering with Parkes Shire Council demonstrates a commitment to social responsibility. By giving back to the local community, you're able to foster goodwill and trust, strengthening bonds between your business and our community. Our Shire's calendar of events provides you with the opportunity to not only build great relationships, but to drive brand awareness and leverage a highly-captivated audience. Through strategic partnerships and creative activations, sponsors can build brand presence, develop social recognition, and differentiate themselves in competitive markets.

Sponsorship is an invaluable marketing tool, and we look forward to discussing opportunities with you.



Become a Sponsor



Parkes Elvis Festival

The iconic Parkes Elvis Festival is a celebration of Elvis Presley's life and music.

Held annually in Parkes, NSW, during the second week of January, it coincides with the birthday of The King.

The bucket list event has something for everyone - diehard Elvis fans, rock'n'roll fanatics, rock-a-billy and retro fashionistas.

Recognised as one of the top three Festivals and Events in Australia, the Festival continues to grow, with more than 200 events across five fabulous, fun-filled days.

The Festival attracts headline international and national Elvis tribute artists, and more than 24,000 national and international visitors to Central West NSW.

Each year the festival Celebrates with a theme.

The theme for the 2025 Festival is Easy Come, Easy Go - in our thirty-two years of producing the Parkes Elvis Festival, this will be the first time we celebrate Elvis' 1967 musical drama.

Parkes Elvis Festival is proud to be officially endorsed by the estate of Elvis Presley, Elvis Presley Enterprises Inc. It is recognised as Australia's original, biggest and best celebration of the music and life of The King of Rock 'n' Roll™, Elvis Presley.

Digital Reach



1.874 billion
Global media reach



358,000+
Website visitors



28,400+
Combined social media followers



15,900+
Newsletter subscribers

2024 ATTENDANCE 24,000+

Demographics



25-44+



Female



Elvis Fans

2025 Opportunities

COOKE PARK MAIN STAGE

The main stage in Cooke Park is the hub of the Festival with a power-packed combination of artists, food stalls and markets. Known as the heart of the festival, more than fifty top-quality entertainers over four days will entertain the crowds with a little less conversation and a little more action. 97% of attendees at our 2024 Festival attended events at our Main Stage, with most saying it was their favourite thing about the festival as a whole.

Diamond Sponsorship \$50,000 + GST

COOKE PARK MARKETS

Yes, they're a much-loved favourite, The Cooke Park Markets feature over 50 food stalls, market stalls and the epicentre of Festival. Open from Thursday morning all the way through to Sunday afternoon. With a captive, hungry audience, your brand has the opportunity to be front and centre where we reach over 10,000 daily visitors.

Platinum Sponsorship \$25,000 + GST

ULTIMATE ELVIS TRIBUTE ARTIST COMPETITION

Twenty of the best Elvis tribute artists from Australia and abroad battle it out in the preliminary round of the Ultimate Elvis Tribute Artist Contest (UETA). Across two days, contestants compete for the opportunity to represent Parkes Elvis Festival in the semi-final round held in Memphis during Elvis Week in August 2025.

Gold Sponsorship \$15,000 + GST

MISS PRISCILLA

The ultimate Priscilla Presley look-a-like competition, where a bevy of beauties and their stylists compete for the coveted title of Miss Priscilla – Face of the Festival. Attendees enjoy dinner and drinks, while cheering on their favourite looks from the 1960s.

Gold Sponsorship \$15,000 + GST

CLARINDA SATURDAY NIGHT STREET PARTY

A fun evening out for all ages, the Street Party will boast an electric Festival atmosphere with roving street performers, entertainment on the Memphis Stage - fun for the whole family.

Silver Sponsorship \$10,000 + GST

FESTIVAL BOULEVARD

The main street of Parkes, Clarinda Street, will be transformed into Festival Boulevard, a pedestrian's paradise that includes chalk art, vintage, classic and cars of the era displays, outdoor dining and trading, relaxation areas, street performers and entertainment on the Memphis Satellite Stage (stage sponsored by Ron Dunford Chemist).

Platinum Sponsorship \$25,000 + GST

VIVID ELVIS DISPLAY

For the first time at Festival, we are proud to present an all Elvis inspired Vivid-lighting display for visitors to experience each evening after the sun goes down. This is an exciting opportunity to be part of this inaugural installation and to have your branding part of these installations.

Gold Sponsorship \$15,000 + GST

UNDER OUR UMBRELLA

Each year the Parkes Elvis Festival goes from strength to strength, and this January we're proud to introduce "Under Our Umbrella", a shaded installation of over 200 umbrellas that will suspend above Clarinda Street. This installation will provide shade, visual stimulation, and an opportunity for you to splash your profile, and branding. We've got a feeling this will be one of the fav's in 2025.

Gold Sponsorship \$15,000 + GST

2025 Opportunities

ELVIS LONG BRUNCH

The top-end of Clarinda Street is getting a whole lotta love, and in 2025, The Elvis Long Brunch will be introduced on the Friday of the Festival. The Elvis Long Brunch will be a two-hour culinary experience of the Central West's great culinary produce. Consider it a nod to Presley from paddock to plate to palette.

Silver Sponsorship \$10,000 + GST

RENEWAL OF VOWS CEREMONY

Declare your love at the 2025 Parkes Elvis Festival at our popular Renewal Your Vows Ceremony. Held under the 'Love Me Tender' arch this is a once-in-a-lifetime opportunity to renew your vows before wedding celebrant Dean Vegas.

Silver Sponsorship \$10,000 + GST

WALL OF FAME CONCERT

The Wall of Fame is a miniature replica of the gates on Elvis Presley's Graceland is located at Kelly Reserve to honor those pioneers of the Australian music industry. The unveiling is followed by a concert.

Bronze Sponsorship \$5,000 + GST

BUSKING COMPETITION

Talented buskers line Clarinda Street to wow the crowds and compete for the title of winner. The top three buskers perform in the finals on the Cooke Park Main Stage on Sunday afternoon. Many of the Elvis tribute artists you see performing at venues across the Festival started out as buskers right here on the streets of Parkes.

Bronze Sponsorship \$5,000 + GST

CLASSIC & HERITAGE VEHICLE SHOW

The Classic & Heritage Car Show is in the popular Festival precinct, the Festival Boulevard. It features a display of lovingly restored vehicles from the Elvis era and more. Visitors can stroll through the many cars on display, marvel at their greatness, chat to the owners, and take photos. Held on Friday of the Festival, in the iconic Festival Boulevard.

Bronze Sponsorship \$5,000 + GST

PHOTOGRAPHY COMPETITION

The Elvis Photography Competition & Exhibition is growing with popularity since its introduction at the 2016 Parkes Elvis Festival, now attracting thousands of people through the doors each year and close to 200 entries. The photographs are on display throughout the Festival.

Bronze Sponsorship \$5,000 + GST

CAR LOVERS EVENTS CARS OF THE ERA DISPLAY

The Cars of the Era showcases the large American-style cars of the 50s through to the 70s. Visitors can stroll through the many cars on display, marvel at their greatness, chat to the owners, take photos and gain an insight into why Elvis was a lover of these magnificent vehicles. Held on Saturday on Short Street.

Supporter Sponsorship \$2,500 + GST

TRIBUTE TO ELVIS COMPETITION

If you can sing like The King TM, this competition is for you. Battle it out against other Elvis wannabes and show your singing talent and dance moves to a packed crowd on the Cooke Park Main Stage.

The Tribute to Elvis competition has junior and senior categories.

Supporter Sponsorship \$,500 + GST

LOOK-A-LIKE COMPETITION

Join in the fun on the Cooke Park main stage with the Elvis look-a-like competition. Preen those jumpsuits, shine those rhinestones, pop on your Elvis shades and entertain the crowds. We don't leave out Elvis' queen of style Priscilla. There's a competition for the best Priscilla look-a-like so tease your beehive, pop on your frock, do a twirl and emulate your best Priscilla Presley.

Supporter Sponsorship \$2,500 + GST

Become a Sponsor

| Your investment ex GST | | Principal \$80,000 | Diamond \$50,000 | Platinum \$25,000 | Gold \$15,000 | Silver \$10,000 | Bronze \$5,000 | Supporter \$2,500 |
|-------------------------------------|--|-----------------------|---------------------|----------------------|------------------|--------------------|-------------------|----------------------|
| PRINT | Your logo on our official souvenir program | ● | ● | ● | ● | ● | ● | ● |
| | An ad in our official souvenir program | 1 | 1 | 1 | ½ | ½ | ¼ | ⅛ |
| | Your logo on our souvenir calendar | ● | ● | ● | ● | ● | ● | ● |
| | Your logo on our pocket guide | ● | ● | ● | ● | ● | ● | ● |
| | Your logo on relevant media releases | ● | ● | ● | ● | ● | ● | ● |
| DIGITAL | Your logo and accompanying link on our festival website | ● | ● | ● | ● | ● | ● | ● |
| | A banner on our festival website | ● | ● | ● | ● | ● | ● | ● |
| | A tile on our festival website | ● | ● | ● | ● | ● | ● | ● |
| | 200-word advertorial on our festival website | ● | ● | ● | ● | ● | ● | ● |
| | Promotional video on our main stage screen | ● | ● | ● | ● | ● | ● | ● |
| | Your logo on monthly EDMs | ● | ● | ● | ● | ● | ● | ● |
| | Content in monthly EDMs | 4 | 3 | 2 | 1 | 1 | ● | ● |
| | Facebook Post | 8 | 6 | 5 | 4 | 3 | 2 | 1 |
| | Instagram Story | 8 | 6 | 5 | 4 | 3 | 2 | 1 |
| | Instagram Grid Post | 4 | 3 | 2 | ● | ● | ● | ● |
| Festival to like and follow sponsor | ● | ● | ● | ● | ● | ● | ● | |
| PROMOTIONAL & SIGNAGE | Logo on television advertisement | ● | ● | ● | ● | ● | ● | ● |
| | Naming on relevant radio ads/plugs | ● | ● | ● | ● | ● | ● | ● |
| | Naming rights | ● | ● | ● | ● | ● | ● | ● |
| | Venue and precinct signage placement | ● | ● | ● | ● | ● | ● | ● |
| | Street parade scrim signage | 12 | 10 | 6 | 4 | ● | ● | ● |
| | Your logo on our main stage banners | ● | ● | ● | ● | ● | ● | ● |
| | Your logo on Information Pillars in our Festival Hub & Boulevard | ● | ● | ● | ● | ● | ● | ● |
| | A market site and marquee to promote your brand | ● | ● | ● | ● | ● | ● | ● |
| | Verbal acknowledgement in the Festival's official opening | ● | ● | ● | ● | ● | ● | ● |
| | Opportunity to include promotional material at events | ● | ● | ● | ● | ● | ● | ● |
| TICKETS | Feature Concert Series | 8 | 8 | 6 | 6 | 4 | 2 | ● |
| | Ultimate Elvis Tribute Artist Contest | 6 | 4 | 4 | 2 | ● | ● | ● |
| | Sponsors Reception | 12 | 8 | 6 | 4 | 4 | 4 | 2 |

Become a Sponsor



Trundle ABBA Festival

Since 2012, the charming town of Trundle in Central West NSW has become a vibrant hub for ABBA enthusiasts from around the globe.

Located 420km west of Sydney and 55km north-west of Parkes, Trundle transforms into a dazzling celebration of all things ABBA each year.

In 2021, Parkes Shire Council took over the delivery of the Festival, hoping to continue its legacy and provide a much-needed economic boost to the small town.

In 2023, the festival attracted 2,100 attendees, all eager to don their platforms, sparkles, and flares. This event is more than just a tribute; it's a joyous homage to ABBA's timeless music.

By partnering with Trundle ABBA Festival, your business will have the opportunity to connect with an iconic regional event that brings over 2,100 visitors to our small town of Trundle.

With over 9 hours of family-friendly entertainment, the Festival is the perfect day out for all.

Digital Reach



6.23 million
Global media reach



12,000+
Combined social media followers



1.6k/month
Website visitors



1,480+
Newsletter subscribers



Demographics



40-65 yrs



Female



ABBA Fans

Become a Sponsor

| Your investment ex GST | | Waterloo \$10,000 | Super Trouper \$7,500 | Mamma Mia \$5,000 | Vouslez-Vous \$2,500 |
|---|--|---|--------------------------|----------------------|-------------------------|
| DIGITAL | Your logo on our festival website | ● | ● | ● | ● |
| | A banner on our festival website | ● | ● | ● | ● |
| | 200-word advertorial on our festival website | ● | ● | ● | ● |
| | Your logo on relevant media releases | ● | ● | ● | ● |
| | Your logo on relevant EDMs | ● | ● | ● | ● |
| | Content in our monthly EDMs | ● | ● | ● | ● |
| | Your logo on relevant social media posts | ● | ● | ● | ● |
| | Facebook Post | 3 | 2 | 1 | ● |
| | Instagram Story | 3 | 2 | 1 | ● |
| | Instagram Grid Post | 2 | 1 | 1 | ● |
| | Festival to like and follow sponsor | ● | ● | ● | ● |
| | PROMOTIONAL & SIGNAGE | Your logo on our television advertisement | ● | ● | ● |
| Naming on relevant radio ads/plugs | | ● | ● | ● | ● |
| Your logo on our main stage banners | | ● | ● | ● | ● |
| Verbal acknowledgement on the Festival's main stage | | ● | ● | ● | ● |
| Promotional video on our main stage screen | | ● | ● | ● | ● |
| Your logo on Information Pillars | | ● | ● | ● | ● |
| Venue and precinct signage placement | | ● | ● | ● | ● |
| Naming rights to a festival activation | | ● | ● | ● | ● |
| A market site and marquee to promote your brand | | ● | ● | ● | ● |
| Opportunity to include promotional material | ● | ● | ● | ● | |
| TIX | VIP tickets to the festival | 4 | 4 | 2 | 2 |

Become a Sponsor

Sounds at the Pavilion

Council is excited to present Sounds at the Pavilion, a series of free community events drawing visitors from all over the country.

These family-friendly gatherings showcase a diverse array of musical themes, from lively country and groovy disco to sultry Latin and nostalgic throwback hits.

By sponsoring these events, your brand will gain exposure to a wide audience, connecting with families and music lovers in a vibrant, welcoming atmosphere. Join us in celebrating music and community, and let's create unforgettable experiences together!

Your investment ex GST

| | Diamond \$7,500 | Gold \$5,000 | Silver \$2,500 |
|---|-------------------------------------|-------------------------------------|-------------------------------------|
| Your logo on relevant social media posts | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Social media post announcing you as a sponsor on Visit Parkes | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Verbal acknowledgement on stage throughout the event | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Your logo on all printed promotional material | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Your logo on 123tix ticketing platform | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity to provide branded signage to display at the event | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Naming rights to a festival activation | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity to distribute promotional material at the event | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Acknowledgement in post-event social media post | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Acknowledgement in Parkes Shire Council Business EDMs | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity to meet artists backstage for a photo | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Opportunity to provide content in 1 x Parkes Shire Council Business EDM | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1 x 30-second reel provided to you to use on your own platforms | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |



3,000+ ATTENDEES
18 November 2023



3,300+ ATTENDEES
3 February 2024

**CONTACT****Kassidy Martin**

Event Attraction and Sponsorship Coordinator

E Kassidy.Martin@parkes.nsw.gov.au**P** 02 6861 2333 **M** 0417 278 890Parkes Shire Council
T 02 6861 23332 Cecile Street (PO Box 337)
Parkes NSW 2870council@parkes.nsw.gov.au
parkes.nsw.gov.au

7.6 PARKES ELVIS FESTIVAL 2025 EVENT UPDATE

IP&R Linkage: **Pillar:** Community

Goal: Our community is creative, proud and has a strong sense of belonging.

Strategy: Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.

Author: **Mikaela Cass, Events and Festivals Specialist**

Authoriser: **Carrie Olsen, Executive Manager Economy and Engagement**

Annexures: **A. Event Partnership Prospectus** [↓](#)
B. Parkes Elvis Festival Advertising Guide - 2025 [↓](#)

RECOMMENDATION

That:

1. The Destination and Major Events Advisory Committee note the details of the report.

BACKGROUND

Recognised as one of the top three Festivals and Events in Australia, the Parkes Elvis Festival ("the Festival") attracts 25,000 fans with a global reach of 1.8 billion across over 3,000 media outlets. The 2025 Festival will be held from 8 to 12 January and will mark its 32nd year.

ISSUES AND COMMENTARY

Resourcing update

Council's Events and Festivals Specialist has resigned, effective 20 October 2024. Plans are already underway for addressing the vacancy this will leave in the Events and Festivals team, both with interim arrangements and recruiting for a permanent appointment. Council is working to be on the front foot of these endeavours to shore up the team in time for delivery of the Parkes Elvis Festival in January 2025.

Advertising has commenced for this role, along with the Festivals Producer role, which has been dormant with the appointment of external contractors to support delivery of the 2024/2025 festivals program.

Ticket sales update

NSW TrainLink Elvis Express

Tickets for the NSW TrainLink Elvis Express went on sale mid-May with 240 tickets sold to date. A total of 248 tickets are available. The Parkes Elvis Festival team will continue to monitor ticket sales for the Elvis Express and implement strategies to ensure all tickets are sold.

Caravan and Homestay Accommodation

Tickets went on sale in June for temporary caravanning sites in Parkes including Pioneer Oval, Harrison Park, Parkes Railway Bowling Club, Holy Family School and McGlynn Park. Ticket sales are tracking steadily with 264 tickets sold to date.

| Temporary caravanning site | Tickets sold |
|----------------------------|--------------|
| Harrison Park temp camping | 26/106 |
| Holy Family temp camping | 21/31 |

| | |
|-----------------------------------|--------|
| McGlynn Park temp camping | 42/101 |
| Railway Bowling Club temp camping | 96/96 |
| Pioneer Oval temp camping | 79/140 |

In addition to temporary caravanning sites, Ray White is once again administering the Home Hosting program. The Parkes Elvis Festival team are working closely with Ray White to shore up homes in the area, however, have seen a decline in the number of homes available for 2025. We are working with Destination NSW's partnerships team to identify ways to capitalise on other opportunities and incentivise the program for locals.



Programming update

Parkes Elvis Festival Launch - 19 September 2024

Parkes Shire Council are proud to present the launch of the official 2025 Parkes Elvis Festival on Thursday 19 September. This launch date will be an opportune moment to provide a comprehensive update to the public around the programme, activities and experiences taking place in 2025 including the announcement of the superstar International Artists that have been secured and details of the new activations planned (*Under our Umbrella* and *Elvis Vivid Lighting*).

In addition, the Parkes Elvis Festival team have taken on board feedback received on social media regarding outfit choices for the "Easy Come, Easy Go" theme and have organised for a fashion show (featuring models from Parkes Shire Council) to provide ideas for the type of outfits to wear.

Ticket sales launch - September 2024

The Parkes Elvis Festival team have introduced a staggered ticket sales launch for 2025 shows to mitigate the challenges experienced in previous years and provide time for fans to review the program and coordinate their show preferences with friends and family, before progressing their purchase/s.

The ticket sales launch schedule is:

- 23 September, 10am: Parkes Leagues Club show tickets.
- 24 September, 10am: Services Club show tickets.
- 24 September, 2pm: External festival event tickets.

We are working closely with the 123Tix team to ensure that the process is as smooth as possible and will closely monitor social media and address any concerns and/or challenges as quickly as possible.

Hound Dog Express update

At this point in time there is no date for launch due to the current state of Rex. Parkes Shire Council is in discussions with Rex on plans for these flights, though we are unclear on whether they can proceed, or the timeframe for advice on the outcome. Council will provide an update as soon as practical.

Elvis Quest at Chromefest - Sunday 27 October - Central Coast NSW

The Parkes Elvis Festival team continue to work with the Chromefest team at Central Coast Council to deliver Elvis Quest at Chromefest in October. This one-hour staged program will include the opportunity to win a prize to compete in the Friday Round 1 competition for the Ultimate Elvis Tribute Artist, held at the Parkes Leagues Club. To date, 4 entries have been received.



Tour group operators

In previous years, tour group operators have been able to hold tickets for an extended period and would regularly ask for tickets to be released in late December if they weren't able to sell tickets for their tour. This created a significant challenge for the Parkes Elvis Festival team as the held tickets were usually in desirable locations and the reputational risk associated with releasing these tickets close to the Festival was high.

To mitigate the risks associated with holding large numbers of tickets to shows such as the Feature Concert Series, a new process has been implemented for the management and payment of tickets for tour group operators for 2025.

Moving forward, tour group operators must pay for the tickets they would like to hold in early September (prior to the launch of ticket sales). In addition to this, tickets are not able to be held in the first four (4) rows to ensure that the public can secure premium seats.

If held tickets are not paid for by a specific date, they will be released and made available for the public to purchase.

Sponsorship update

Council has a sponsorship income target of \$250,000 for the 2025 Festival. Council's Event Attraction and Sponsorship Coordinator has secured sponsorship to the value of \$240,750 (combination of cash and in-kind) from:

- Destination NSW
- NSW TrainLink
- Coates Hire
- Forbes Shire Council
- Pacific National
- Evolution Mining Northparkes Operations
- Central West Credit Union
- Ron Dunford Chemist
- Central West Tours
- McDonald's
- Discount Daves
- Totally Workwear Parkes
- Prime 7

The Events and Festivals team are currently in discussions with other local businesses regarding sponsorship opportunities and will continue working to source additional sponsorship income.

A copy of Council's finalised Events Partnership Prospectus has been appended at *Annexure A*.

Advertising update

Council has a sponsorship income target of \$20,580 for the 2025 Festival. Council's Event Attraction and Sponsorship Coordinator has secured advertising to the value of \$12,320.

A copy of the 2025 Parkes Elvis Festival Advertising Guide has been appended at *Annexure B*.

To mitigate the risk associated with non-payment of invoices for advertising for the Festival, a new process has been introduced for 2025 whereby all payments for advertisements in the Official Program, digital collateral (i.e., website) and other print materials must be made via Credit Card at the time of confirmation of advertisements. If advertisements aren't confirmed and paid for, they will not be included in any Festival collateral.

The Parkes Elvis Festival team have also introduced a "Community Group" rate for any community groups who have previously received free advertising in the Official Program, digital collateral and other print materials. Groups will be charged a flat fee of \$50 (exclusive of GST) to cover the administrative and other design costs associated with the advertisement.

Grant funding update

Open Streets Program

Council Officers have continued working on a number of activations for Festival Boulevard which are being funded from the NSW Government's Vibrant Streets Package - Open Streets Program.

The initial scope of the grant funding included a *Friday Elvis Long Brunch* which provided visitors an opportunity to experience a magical degustation, featuring a paddock-to-plate-to-palette menu. However, due to strategic programming constraints, the Parkes Elvis Festival team submitted a variation to the funding body to remove this deliverable from the scope and reallocate the funds to the *Under our Umbrella* activation.

Council Officers are working with the Traffic and Design, Operations and Planning teams to ensure all required approvals are in place for these activations.

Market Stalls update

Council called for Expressions of Interest for food vendors and market stalls to attend the Parkes Elvis Festival in June and July 2024. Sixty-nine (69) applications were received. With consideration to feedback received in previous years regarding the variety of food vendors and market stalls and consideration of a new layout in Cooke Park, the Parkes Elvis Festival team have accepted fifty (50) market stalls and food vendors, and the remainder were advised that they have been put on the waitlist.

To mitigate the risk associated with non-payment of invoices for sites, a new process has been introduced for 2025 whereby all payments for sites must be made via Credit Card at the time of confirmation of site/s. If payment isn't received by the specified date, the market stall/food vendor is at risk of losing their site and it being reassigned to someone on the waitlist.

Public Relations update

Following the success of the 2024 Festival and the significant media reach of 1.8 billion achieved through public relations company, Original Spin, Council has once again engaged the company's services for the 2025 Parkes Elvis Festival.

The Parkes Elvis Festival team will work closely with Original Spin to leverage media opportunities and expand the reach of the Festival.

Partnership with Destination NSW

All post-event reporting for the 2024 event, as well as outstanding matters for previous years, is now completed and is sitting with Destination NSW for review.

The current Strategic Investor Agreement that is in place with Destination NSW is due to expire in 2025. The Parkes Elvis Festival team are currently in discussions with Destination NSW regarding a further three-year Strategic Investor Agreement, with key focus being placed on valuable KPI's that can be delivered within the current budget limitations of the Festival.

LEGISLATIVE AND POLICY CONTEXT

There are no legislative or policy considerations associated with this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

RISK IMPLICATIONS

With all events, there are risks of budget over-runs due to market volatility and the increasing cost of goods and services. Once an operational budget for an event is agreed, should there be over-runs, there are risks that other proposed Council events or community events support programs will be impacted.

COMMUNITY CONSULTATION

There are no community consultation requirements for the Committee associated with this report.

Parkes Shire Council
**Event
Partnership
Prospectus**



parkes.nsw.gov.au

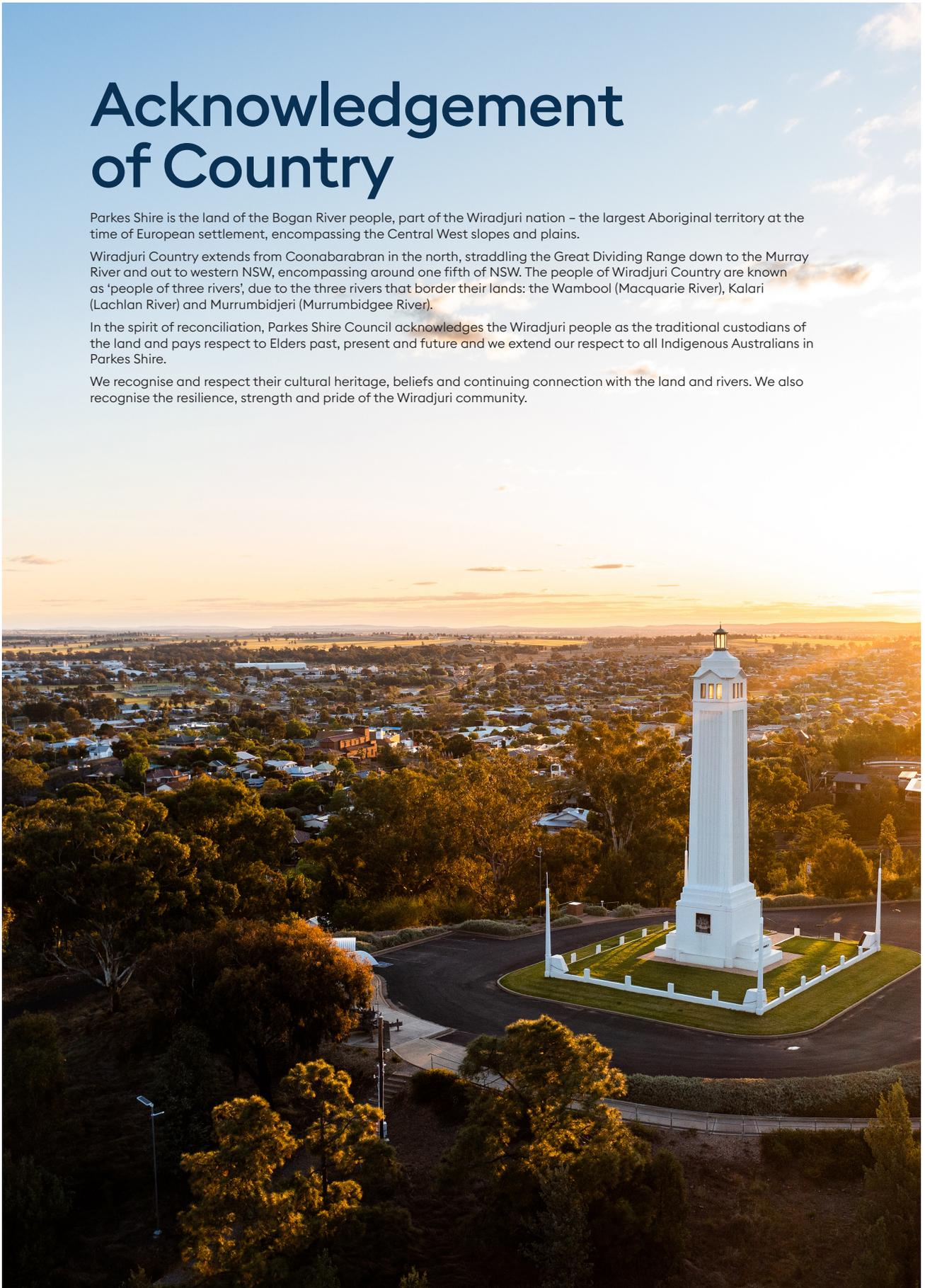
Acknowledgement of Country

Parkes Shire is the land of the Bogan River people, part of the Wiradjuri nation – the largest Aboriginal territory at the time of European settlement, encompassing the Central West slopes and plains.

Wiradjuri Country extends from Coonabarabran in the north, straddling the Great Dividing Range down to the Murray River and out to western NSW, encompassing around one fifth of NSW. The people of Wiradjuri Country are known as 'people of three rivers', due to the three rivers that border their lands: the Wambool (Macquarie River), Kalari (Lachlan River) and Murrumbidjeri (Murrumbidgee River).

In the spirit of reconciliation, Parkes Shire Council acknowledges the Wiradjuri people as the traditional custodians of the land and pays respect to Elders past, present and future and we extend our respect to all Indigenous Australians in Parkes Shire.

We recognise and respect their cultural heritage, beliefs and continuing connection with the land and rivers. We also recognise the resilience, strength and pride of the Wiradjuri community.





Contents

01

| | |
|----------------------------|----|
| Acknowledgement of Country | 2 |
| Message from the Mayor | 4 |
| Our Community | 5 |
| Why Partner With Us? | 7 |
| Parkes Elvis Festival | 8 |
| Trundle ABBA Festival | 12 |
| Sounds at the Pavilion | 20 |

Message from the Mayor



I am pleased to welcome you to the Parkes Shire Council Events Sponsorship Prospectus.

Parkes Shire Council is committed to ensuring that our Shire remains a positive place to live, work and play. Throughout the year, Council delivers and supports a diverse array of events that not only entertain but also strengthen the social fabric of our community. From cultural festivals to sporting tournaments, each event is meticulously planned to offer something special for residents and visitors alike.

These events are more than just occasions for celebration; they play a pivotal role in boosting our local economy, enhancing community spirit, and showcasing the unique charm of our region. They also provide invaluable opportunities for local businesses to build lasting relationships with the communities they operate within.

This document outlines multiple sponsorship opportunities designed to align your business with various impactful community events that foster engaged citizenship and foster community pride.

I encourage you to explore this prospectus and consider how your business can contribute to the success of our events while enjoying the plentiful benefits of sponsorship. Together, we can continue to make the Parkes Shire a place where community thrives and opportunities abound.

I thank you for your consideration to partner with Parkes Shire Council and look forward to seeing you at our upcoming events.



Neil Westcott
Mayor

Our Community

The Parkes Shire local government area sits at the heart of Central West NSW, strategically located on the Newell Highway – Australia’s major inland touring route - and within five hours of Sydney and three hours of Canberra.

Covering an area of 5,919 square kilometres and taking in some of the richest and most productive farming and grazing land in NSW, Parkes Shire is renowned for our stunning natural beauty and friendly, welcoming community.

Just over 14,608* people call Parkes Shire home, with more than two thirds of our population living in the town of Parkes, which services as the administrative, commercial and services hub of the local government area. Small towns and villages are located at Peak Hill, Trundle, Tullamore, Alectown, Bogan Gate and Cookamidgera.

Parkes Shire boasts a strong, diverse economy, with a Gross Regional Product (GRP) of \$845 million in 2021**. Our economy is underpinned by the agriculture and mining industries and strengthened by the transport and logistics, retail and public administration sectors. Just over 1,300* local business operate in Parkes Shire, with 6,565* residents – around 44 per cent of our population – in the workforce.





14,608
Shire population - 2021



5,919sq kms
Geographical area



60%
Aged under 50



50.8%
Female



33%
Aged under 34



49.2%
Male



41 years
Median age



\$1,088
Household median weekly income



2.5%
Speaks a language other than English at home



13%
Aboriginal and Torres Strait Islander population



6%
Born overseas

Top 3 industries

Agriculture, forestry and fishing

Retail trade

Health care and social assistance

Why Partner With Us?

When you choose to partner with Parkes Shire Council, not only are you providing the invaluable support needed to make our events the best they can possibly be, you're also investing in our community's collective wellbeing and cultural vibrancy.

Sponsorship ensures that, in these trying times, events can continue to flourish. Supporting local events fuels economic development, stimulates local businesses, and promotes regional tourism, thereby enriching the fabric of our community.

Partnering with Parkes Shire Council demonstrates a commitment to social responsibility. By giving back to the local community, you're able to foster goodwill and trust, strengthening bonds between your business and our community. Our Shire's calendar of events provides you with the opportunity to not only build great relationships, but to drive brand awareness and leverage a highly-captivated audience. Through strategic partnerships and creative activations, sponsors can build brand presence, develop social recognition, and differentiate themselves in competitive markets.

Sponsorship is an invaluable marketing tool, and we look forward to discussing opportunities with you.



Become a Sponsor



Parkes Elvis Festival

The iconic Parkes Elvis Festival is a celebration of Elvis Presley's life and music.

Held annually in Parkes, NSW, during the second week of January, it coincides with the birthday of The King.

The bucket list event has something for everyone - diehard Elvis fans, rock'n'roll fanatics, rock-a-billy and retro fashionistas.

Recognised as one of the top three Festivals and Events in Australia, the Festival continues to grow, with more than 200 events across five fabulous, fun-filled days.

The Festival attracts headline international and national Elvis tribute artists, and more than 24,000 national and international visitors to Central West NSW.

Each year the festival Celebrates with a theme.

The theme for the 2025 Festival is Easy Come, Easy Go - in our thirty-two years of producing the Parkes Elvis Festival, this will be the first time we celebrate Elvis' 1967 musical drama.

Parkes Elvis Festival is proud to be officially endorsed by the estate of Elvis Presley, Elvis Presley Enterprises Inc. It is recognised as Australia's original, biggest and best celebration of the music and life of The King of Rock 'n' Roll™, Elvis Presley.

Digital Reach



1.874 billion
Global media reach



358,000+
Website visitors



28,400+
Combined social media followers



15,900+
Newsletter subscribers

2024 ATTENDANCE 24,000+

Demographics



25-44+



Female



Elvis Fans

2025 Opportunities

COOKE PARK MAIN STAGE

The main stage in Cooke Park is the hub of the Festival with a power-packed combination of artists, food stalls and markets. Known as the heart of the festival, more than fifty top-quality entertainers over four days will entertain the crowds with a little less conversation and a little more action. 97% of attendees at our 2024 Festival attended events at our Main Stage, with most saying it was their favourite thing about the festival as a whole.

Diamond Sponsorship \$50,000 + GST

COOKE PARK MARKETS

Yes, they're a much-loved favourite, The Cooke Park Markets feature over 50 food stalls, market stalls and the epicentre of Festival. Open from Thursday morning all the way through to Sunday afternoon. With a captive, hungry audience, your brand has the opportunity to be front and centre where we reach over 10,000 daily visitors.

Platinum Sponsorship \$25,000 + GST

ULTIMATE ELVIS TRIBUTE ARTIST COMPETITION

Twenty of the best Elvis tribute artists from Australia and abroad battle it out in the preliminary round of the Ultimate Elvis Tribute Artist Contest (UETA). Across two days, contestants compete for the opportunity to represent Parkes Elvis Festival in the semi-final round held in Memphis during Elvis Week in August 2025.

Gold Sponsorship \$15,000 + GST

MISS PRISCILLA

The ultimate Priscilla Presley look-a-like competition, where a bevy of beauties and their stylists compete for the coveted title of Miss Priscilla – Face of the Festival. Attendees enjoy dinner and drinks, while cheering on their favourite looks from the 1960s.

Gold Sponsorship \$15,000 + GST

CLARINDA SATURDAY NIGHT STREET PARTY

A fun evening out for all ages, the Street Party will boast an electric Festival atmosphere with roving street performers, entertainment on the Memphis Stage - fun for the whole family.

Silver Sponsorship \$10,000 + GST

FESTIVAL BOULEVARD

The main street of Parkes, Clarinda Street, will be transformed into Festival Boulevard, a pedestrian's paradise that includes chalk art, vintage, classic and cars of the era displays, outdoor dining and trading, relaxation areas, street performers and entertainment on the Memphis Satellite Stage (stage sponsored by Ron Dunford Chemist).

Platinum Sponsorship \$25,000 + GST

VIVID ELVIS DISPLAY

For the first time at Festival, we are proud to present an all-Elvis inspired Vivid-lighting display for visitors to experience each evening after the sun goes down. This is an exciting opportunity to be part of this inaugural installation and to have your branding part of these installations.

Gold Sponsorship \$15,000 + GST

UNDER OUR UMBRELLA

Each year the Parkes Elvis Festival goes from strength to strength, and this January we're proud to introduce "Under Our Umbrella", a shaded installation of over 200 umbrellas that will suspend above Clarinda Street. This installation will provide shade, visual stimulation, and an opportunity for you to splash your profile, and branding. We've got a feeling this will be one of the fav's in 2025.

Gold Sponsorship \$15,000 + GST

2025 Opportunities

ELVIS LONG BRUNCH

The top-end of Clarinda Street is getting a whole lotta love, and in 2025, The Elvis Long Brunch will be introduced on the Friday of the Festival. The Elvis Long Brunch will be a two-hour culinary experience of the Central West's great culinary produce. Consider it a nod to Presley from paddock to plate to palette.

Silver Sponsorship \$10,000 + GST

RENEWAL OF VOWS CEREMONY

Declare your love at the 2025 Parkes Elvis Festival at our popular Renewal Your Vows Ceremony. Held under the 'Love Me Tender' arch this is a once-in-a-lifetime opportunity to renew your vows before wedding celebrant Dean Vegas.

Silver Sponsorship \$10,000 + GST

WALL OF FAME CONCERT

The Wall of Fame is a miniature replica of the gates on Elvis Presley's Graceland is located at Kelly Reserve to honor those pioneers of the Australian music industry. The unveiling is followed by a concert.

Bronze Sponsorship \$5,000 + GST

BUSKING COMPETITION

Talented buskers line Clarinda Street to wow the crowds and compete for the title of winner. The top three buskers perform in the finals on the Cooke Park Main Stage on Sunday afternoon. Many of the Elvis tribute artists you see performing at venues across the Festival started out as buskers right here on the streets of Parkes.

Bronze Sponsorship \$5,000 + GST

CLASSIC & HERITAGE VEHICLE SHOW

The Classic & Heritage Car Show is in the popular Festival precinct, the Festival Boulevard. It features a display of lovingly restored vehicles from the Elvis era and more. Visitors can stroll through the many cars on display, marvel at their greatness, chat to the owners, and take photos. Held on Friday of the Festival, in the iconic Festival Boulevard.

Bronze Sponsorship \$5,000 + GST

PHOTOGRAPHY COMPETITION

The Elvis Photography Competition & Exhibition is growing with popularity since its introduction at the 2016 Parkes Elvis Festival, now attracting thousands of people through the doors each year and close to 200 entries. The photographs are on display throughout the Festival.

Bronze Sponsorship \$5,000 + GST

CAR LOVERS EVENTS CARS OF THE ERA DISPLAY

The Cars of the Era showcases the large American-style cars of the 50s through to the 70s. Visitors can stroll through the many cars on display, marvel at their greatness, chat to the owners, take photos and gain an insight into why Elvis was a lover of these magnificent vehicles. Held on Saturday on Short Street.

Supporter Sponsorship \$2,500 + GST

TRIBUTE TO ELVIS COMPETITION

If you can sing like The King TM, this competition is for you. Battle it out against other Elvis wannabes and show your singing talent and dance moves to a packed crowd on the Cooke Park Main Stage.

The Tribute to Elvis competition has junior and senior categories.

Supporter Sponsorship \$,500 + GST

LOOK-A-LIKE COMPETITION

Join in the fun on the Cooke Park main stage with the Elvis look-a-like competition. Preen those jumpsuits, shine those rhinestones, pop on your Elvis shades and entertain the crowds. We don't leave out Elvis' queen of style Priscilla. There's a competition for the best Priscilla look-a-like so tease your beehive, pop on your frock, do a twirl and emulate your best Priscilla Presley.

Supporter Sponsorship \$2,500 + GST

Become a Sponsor

| Your investment ex GST | | Principal \$80,000 | Diamond \$50,000 | Platinum \$25,000 | Gold \$15,000 | Silver \$10,000 | Bronze \$5,000 | Supporter \$2,500 |
|-------------------------------------|--|-----------------------|---------------------|----------------------|------------------|--------------------|-------------------|----------------------|
| PRINT | Your logo on our official souvenir program | ● | ● | ● | ● | ● | ● | ● |
| | An ad in our official souvenir program | 1 | 1 | 1 | ½ | ½ | ¼ | ⅛ |
| | Your logo on our souvenir calendar | ● | ● | ● | ● | ● | ● | ● |
| | Your logo on our pocket guide | ● | ● | ● | ● | ● | ● | ● |
| | Your logo on relevant media releases | ● | ● | ● | ● | ● | ● | ● |
| DIGITAL | Your logo and accompanying link on our festival website | ● | ● | ● | ● | ● | ● | ● |
| | A banner on our festival website | ● | ● | ● | ● | ● | ● | ● |
| | A tile on our festival website | ● | ● | ● | ● | ● | ● | ● |
| | 200-word advertorial on our festival website | ● | ● | ● | ● | ● | ● | ● |
| | Promotional video on our main stage screen | ● | ● | ● | ● | ● | ● | ● |
| | Your logo on monthly EDMs | ● | ● | ● | ● | ● | ● | ● |
| | Content in monthly EDMs | 4 | 3 | 2 | 1 | 1 | ● | ● |
| | Facebook Post | 8 | 6 | 5 | 4 | 3 | 2 | 1 |
| | Instagram Story | 8 | 6 | 5 | 4 | 3 | 2 | 1 |
| | Instagram Grid Post | 4 | 3 | 2 | ● | ● | ● | ● |
| Festival to like and follow sponsor | ● | ● | ● | ● | ● | ● | ● | |
| PROMOTIONAL & SIGNAGE | Logo on television advertisement | ● | ● | ● | ● | ● | ● | ● |
| | Naming on relevant radio ads/plugs | ● | ● | ● | ● | ● | ● | ● |
| | Naming rights | ● | ● | ● | ● | ● | ● | ● |
| | Venue and precinct signage placement | ● | ● | ● | ● | ● | ● | ● |
| | Street parade scrim signage | 12 | 10 | 6 | 4 | ● | ● | ● |
| | Your logo on our main stage banners | ● | ● | ● | ● | ● | ● | ● |
| | Your logo on Information Pillars in our Festival Hub & Boulevard | ● | ● | ● | ● | ● | ● | ● |
| | A market site and marquee to promote your brand | ● | ● | ● | ● | ● | ● | ● |
| | Verbal acknowledgement in the Festival's official opening | ● | ● | ● | ● | ● | ● | ● |
| | Opportunity to include promotional material at events | ● | ● | ● | ● | ● | ● | ● |
| TICKETS | Feature Concert Series | 8 | 8 | 6 | 6 | 4 | 2 | ● |
| | Ultimate Elvis Tribute Artist Contest | 6 | 4 | 4 | 2 | ● | ● | ● |
| | Sponsors Reception | 12 | 8 | 6 | 4 | 4 | 4 | 2 |

Become a Sponsor



Trundle ABBA Festival

Since 2012, the charming town of Trundle in Central West NSW has become a vibrant hub for ABBA enthusiasts from around the globe.

Located 420km west of Sydney and 55km north-west of Parkes, Trundle transforms into a dazzling celebration of all things ABBA each year.

In 2021, Parkes Shire Council took over the delivery of the Festival, hoping to continue its legacy and provide a much-needed economic boost to the small town.

In 2023, the festival attracted 2,100 attendees, all eager to don their platforms, sparkles, and flares. This event is more than just a tribute; it's a joyous homage to ABBA's timeless music.

By partnering with Trundle ABBA Festival, your business will have the opportunity to connect with an iconic regional event that brings over 2,100 visitors to our small town of Trundle.

With over 9 hours of family-friendly entertainment, the Festival is the perfect day out for all.

Digital Reach



6.23 million
Global media reach



12,000+
Combined social media followers



1.6k/month
Website visitors



1,480+
Newsletter subscribers



Demographics



40-65 yrs



Female



ABBA Fans

Become a Sponsor

| | | Your investment ex GST | | | |
|---|--|---|--------------------------|----------------------|------------------------|
| | | Waterloo \$10,000 | Super Trouper \$7,500 | Mamma Mia \$5,000 | Voulez-Vous \$2,500 |
| DIGITAL | Your logo on our festival website | ● | ● | ● | ● |
| | A banner on our festival website | ● | ● | ● | ● |
| | 200-word advertorial on our festival website | ● | ● | ● | ● |
| | Your logo on relevant media releases | ● | ● | ● | ● |
| | Your logo on relevant EDMs | ● | ● | ● | ● |
| | Content in our monthly EDMs | ● | ● | ● | ● |
| | Your logo on relevant social media posts | ● | ● | ● | ● |
| | Facebook Post | 3 | 2 | 1 | ● |
| | Instagram Story | 3 | 2 | 1 | ● |
| | Instagram Grid Post | 2 | 1 | 1 | ● |
| | Festival to like and follow sponsor | ● | ● | ● | ● |
| | PROMOTIONAL & SIGNAGE | Your logo on our television advertisement | ● | ● | ● |
| Naming on relevant radio ads/plugs | | ● | ● | ● | ● |
| Your logo on our main stage banners | | ● | ● | ● | ● |
| Verbal acknowledgement on the Festival's main stage | | ● | ● | ● | ● |
| Promotional video on our main stage screen | | ● | ● | ● | ● |
| Your logo on Information Pillars | | ● | ● | ● | ● |
| Venue and precinct signage placement | | ● | ● | ● | ● |
| Naming rights to a festival activation | | ● | ● | ● | ● |
| A market site and marquee to promote your brand | | ● | ● | ● | ● |
| Opportunity to include promotional material | ● | ● | ● | ● | |
| TIX | VIP tickets to the festival | 4 | 4 | 2 | 2 |

Become a Sponsor

Sounds at the Pavilion

Council is excited to present Sounds at the Pavilion, a series of free community events drawing visitors from all over the country.

These family-friendly gatherings showcase a diverse array of musical themes, from lively country and groovy disco to sultry Latin and nostalgic throwback hits.

By sponsoring these events, your brand will gain exposure to a wide audience, connecting with families and music lovers in a vibrant, welcoming atmosphere. Join us in celebrating music and community, and let's create unforgettable experiences together!

Your investment ex GST

| | Diamond \$7,500 | Gold \$5,000 | Silver \$2,500 |
|---|-------------------------------------|-------------------------------------|-------------------------------------|
| Your logo on relevant social media posts | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Social media post announcing you as a sponsor on Visit Parkes | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Verbal acknowledgement on stage throughout the event | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Your logo on all printed promotional material | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Your logo on 123tix ticketing platform | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity to provide branded signage to display at the event | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Naming rights to a festival activation | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity to distribute promotional material at the event | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Acknowledgement in post-event social media post | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Acknowledgement in Parkes Shire Council Business EDMs | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity to meet artists backstage for a photo | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Opportunity to provide content in 1 x Parkes Shire Council Business EDM | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1 x 30-second reel provided to you to use on your own platforms | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |



3,000+ ATTENDEES
18 November 2023



3,300+ ATTENDEES
3 February 2024



CONTACT

Kassidy Martin

Event Attraction and Sponsorship Coordinator

E Kassidy.Martin@parkes.nsw.gov.au

P 02 6861 2333 **M** 0417 278 890

Parkes Shire Council
T 02 6861 2333

2 Cecile Street (PO Box 337)
Parkes NSW 2870

council@parkes.nsw.gov.au
parkes.nsw.gov.au





Easy COME
Easy GO
2025 ADVERTISING GUIDE



ABOUT THE FESTIVAL

The iconic Parkes Elvis Festival is a celebration of Elvis Presley's life and music, held annually in Parkes, NSW. Now in its 32nd year, the Festival is held during the second week of January, coinciding with the birthday of The King, and sees the town come to life in an extravagant week-long celebration.

The Parkes Elvis Festival is proud to be officially endorsed by the estate of Elvis Presley, Elvis Presley Enterprises Inc. It is recognised as Australia's original, biggest and best celebration of the music and life of The King of Rock 'n' Roll™, Elvis Presley.

Known as one of the top three Festivals and Events in Australia, the Parkes Elvis Festival continues to grow, with more than 24,000 national and international visitors making the trip to Central West NSW to partake in the festivities each year. The 2024 Festival had an international media reach of 1.874 billion.

The bucket-list Festival has something for everyone - diehard Elvis fans, rock'n'roll fanatics, rock-a-billy and retro fashionistas, and car enthusiasts alike - with more than 200 events programmed across five fabulous, fun-filled days.

Easy COME
Easy GO
8-12 JANUARY 2025

Each year, the Festival celebrates with a theme. In 2025, Parkes will celebrate Elvis' classic 1967 musical comedy, **Easy Come, Easy Go**.

Program highlights will include 100+ free events on the Cooke Park Main Stage, the adored headline Feature Concert series, the much-anticipated Ultimate Elvis Tribute Artist Contest, the ever-popular Elvis Express arrival, Gospel Service and Street Parade, the crowning of the 2025 Miss Priscilla, the look-a-like and rock 'n' roll dancing competitions, and the plethora of musical entertainment provided by buskers along the Festival Boulevard.

ADVERTISE WITH THE PARKES ELVIS FESTIVAL

The Parkes Elvis Festival team have developed a range of tailored packages to help your business leverage our highly engaged festival-goers and online audience.

Whether you are a local cafe, motel or mechanic, you're an artist performing during the 2025 Festival, or you simply want to show off a service or product you're proud of, the Parkes Elvis Festival can help get your ad in front of the right people.

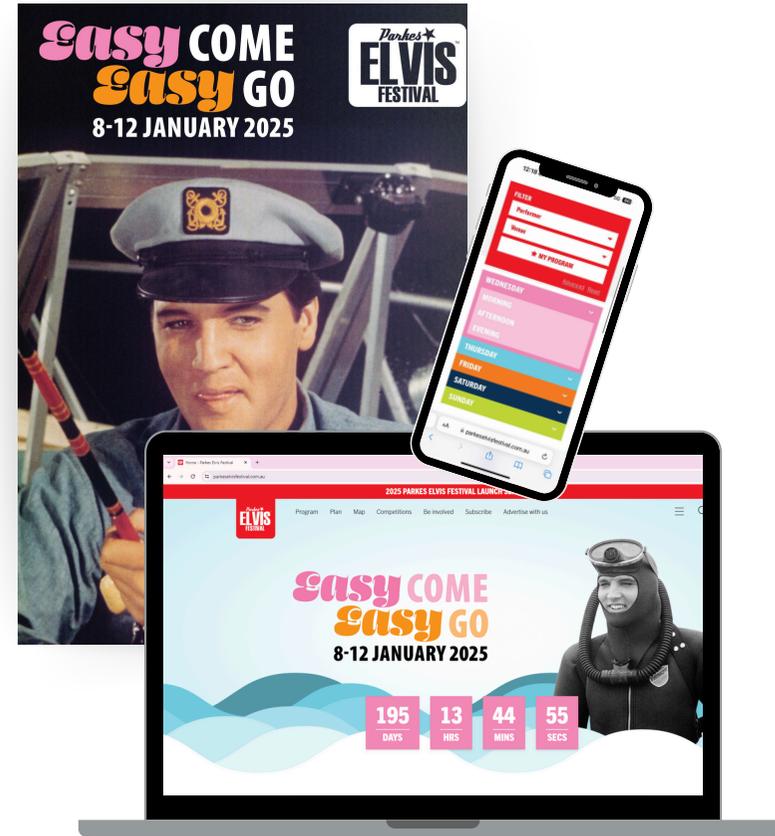
OFFICIAL SOUVENIR PROGRAM

The Parkes Elvis Festival Souvenir Program is an 84-page glossy publication. It's the go-to guide to what's on during the 2025 Festival, where to eat, shop, and stay, and includes artist biographies, shuttle bus timetables and town maps. 3,000 copies of this publication are available to purchase from November to January and are highly sought after by all festival-goers.

OFFICIAL WEBSITE

Our Official Website is the ultimate destination for those planning their Festival experience. Have your event listed in our digital program, or your business featured in our 'Where to Eat', 'Where to Shop', or 'Where to Stay' sections.

Advertise with the 2025 Parkes Elvis Festival and be exposed to our 24,000+ festival-goers, more than 147,000+ website visitors and our 28,000+ social media followers.



EVENT LISTING

OFFICIAL SOUVENIR PROGRAM + WEBSITE



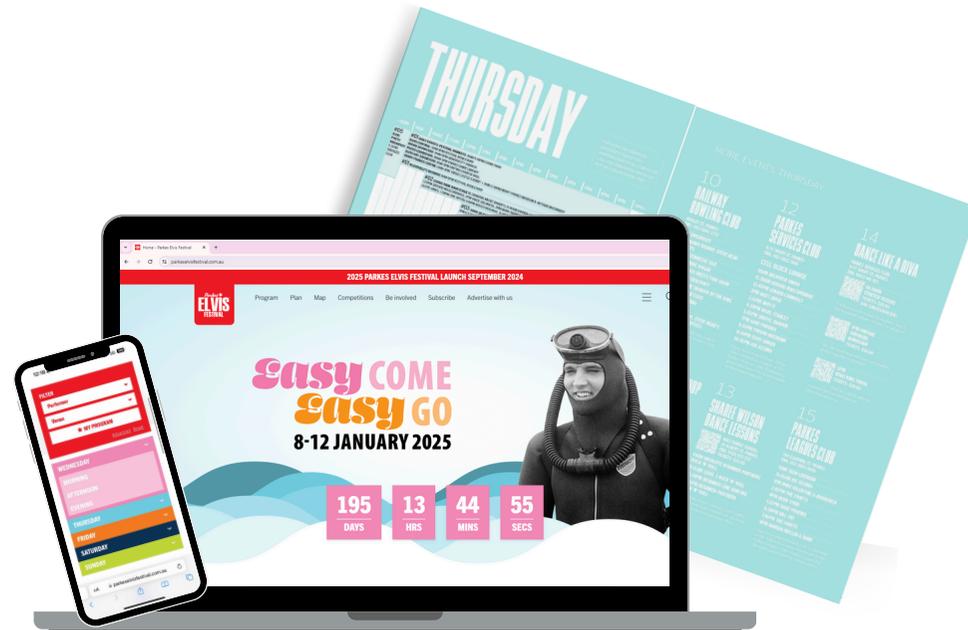
Hosting an event during the Parkes Elvis Festival?

Include it in our Official Souvenir Program and allow our 24,000+ attendees to include it in their itinerary.

Your event listing will also be published in our virtual program on the Parkes Elvis Festival website.

An Event Listing includes your venue name and address, whether the event is free or ticketed, a 50-word description of your event, and an optional image or QR code.

| | |
|---------------------|--------------------|
| 1-5 Events | \$100 + GST |
| 6-10 Events | \$150 + GST |
| 11-30 Events | \$300 + GST |
| 31-50 Events | \$500 + GST |
| 50+ Events | \$600 + GST |



BUSINESS LISTING

OFFICIAL SOUVENIR PROGRAM + WEBSITE

Are you a local business and want everyone to know where to find you during the 2025 Festival?

List your business in our Official Souvenir Program and on our website!

Our Official Website is the ultimate destination for those planning their Festival experience. Have your business featured in our 'Where to Eat', 'Where to Shop', or 'Where to Stay' sections.

Your listing includes a 50-word description, your contact details, including your address, and a high-resolution image or logo.

| | |
|----------------------|--------------------|
| Where to Eat | \$100 + GST |
| Where to Shop | \$100 + GST |
| Where to Stay | \$100 + GST |



ARTIST LISTING

OFFICIAL SOUVENIR PROGRAM + WEBSITE



Are you performing during the Parkes Elvis Festival?

Include a listing in our Official Souvenir Program and allow our 24,000+ attendees to get to know you a little better.

Your artist listing will also be published on the Parkes Elvis Festival website, allowing you to include any links to your shows, website or socials.

Choose your customised Artist Listing from the options below.

| | |
|--|--------------------|
| Name + 20-word Bio | FREE |
| Name + 100-word Bio | \$100 + GST |
| Name + 100-word Bio + Image | \$200 + GST |
| Full Page: 200-word Bio + Image | \$750 + GST |



TOUR GROUP LISTING

OFFICIAL WEBSITE



Are you hosting a group at the 2025 Parkes Elvis Festival?

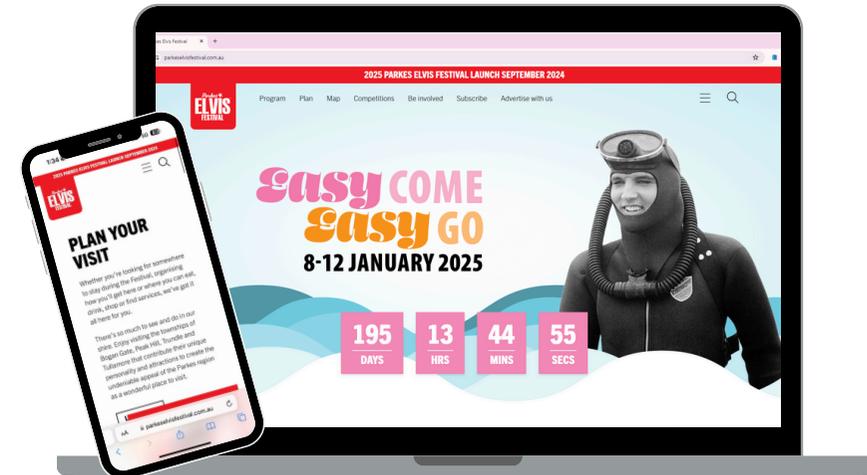
Have your tour included on our website and generate invaluable leads.

Our Official Website is the ultimate destination for those planning their Festival experience. Have your business featured in our 'Tour Groups' section and get full exposure to our plethora of keen website visitors.

Your listing includes a 100-word description, your contact details, a high-resolution image or logo, and a link to your website and socials.

Tour Group Listing

\$250 + GST



DIGITAL ADVERT

OFFICIAL WEBSITE

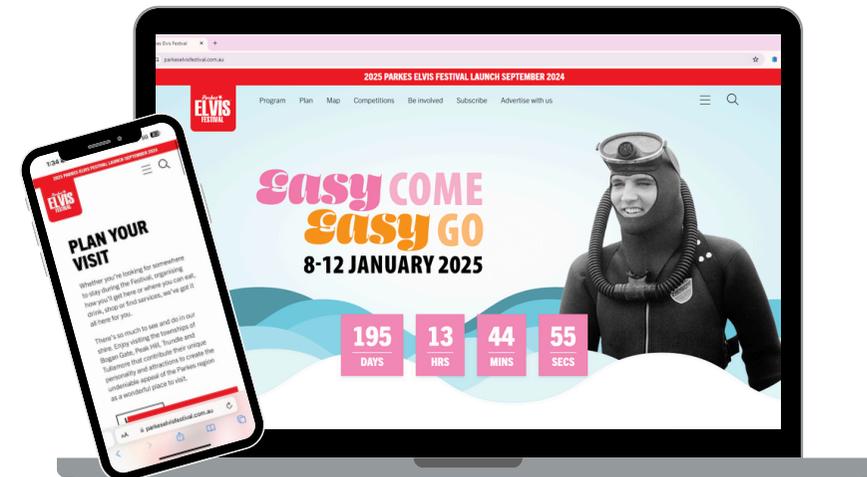
Want exposure to our 147,000+ website visitors?

Place an ad on the official Parkes Elvis Festival website, and drive traffic to your own site or socials.

Our Official Website is the ultimate destination for those planning their Festival experience. You can choose to have your ad placed on either our 'Plan Your Visit' or Home Page as a rotating image.

Your advertisement will include a 700 x 700px image and a link to the site of your choice.

| | |
|--------------------------------------|----------------------|
| 3 Months on 'Plan Your Visit' | \$500 + GST |
| 6 Months on 'Plan Your Visit' | \$800 + GST |
| 9 Months on 'Plan Your Visit' | \$1,000 + GST |
| 6 Months on Home Page | \$1,000 + GST |



SOCIAL MEDIA

OFFICIAL FACEBOOK + INSTAGRAM

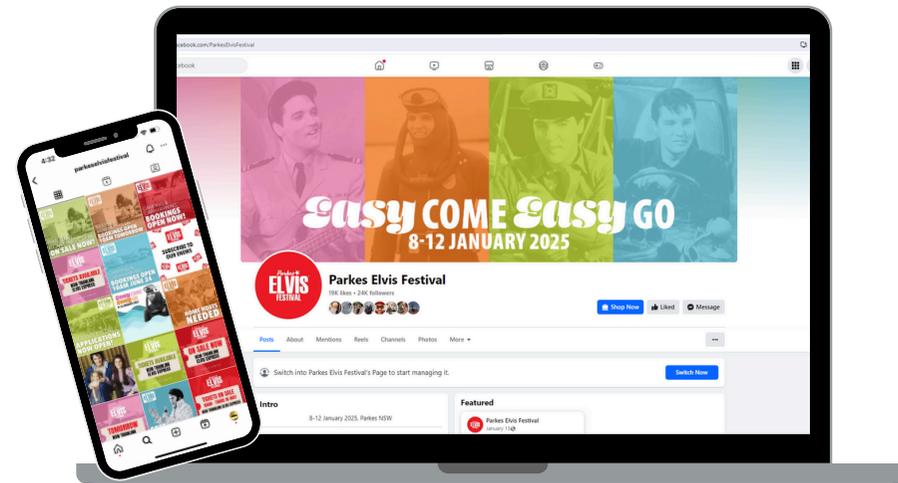
Want access to our 28,000+ social media followers?

Partner with the Parkes Elvis Festival to share an ad on the news feeds of our keen fans.

Share an image, a 50-word caption, and a link to your website or socials with our highly-engaged audience, and boost your sales leads.

This includes a post on the official Parkes Elvis Festival Facebook page and an accompanying Instagram story.

| | |
|-----------------------|----------------------|
| 1 Social Post | \$500 + GST |
| 2 Social Posts | \$800 + GST |
| 3 Social Posts | \$1,000 + GST |



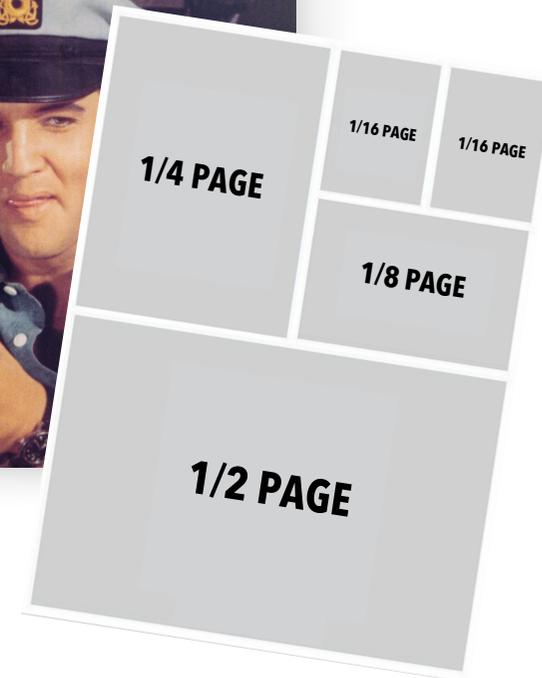
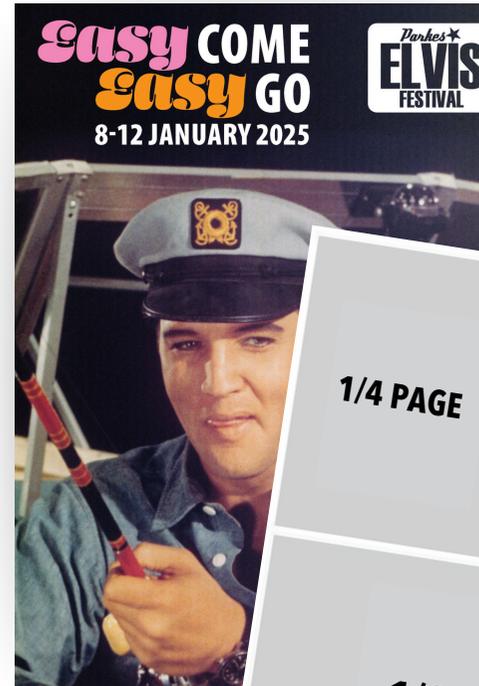
AD BY SIZE

OFFICIAL SOUVENIR PROGRAM

Embrace the power of print and elevate your brand with a creative ad in our Official Souvenir Program.

The Parkes Elvis Festival Official Souvenir Program is an 84-page glossy publication. It's the go-to guide to what's on, where to eat, shop, and stay, and includes shuttle bus timetables and a town map. 3,000 copies of this publication are available to purchase from November through to the end of the Festival and are the ultimate source of truth for all festival-goers. Available in a range of sizes, this is your opportunity to get creative. We can even assist with design for an additional \$100. Get in quick, as ad space is limited!

| | | |
|------------------|---------------------------|--------------------|
| 1/16 Page | 64mm H x 46.25mm W | \$200 + GST |
| 1/8 Page | 64mm H x 97.5mm W | \$250 + GST |
| 1/4 Page | 133mm H x 97.5mm W | \$300 + GST |
| 1/2 Page | 133mm H x 200mm W | \$450 + GST |
| Full Page | 297mm H x 210mm W | \$750 + GST |



parkeselfestival.com.au

CONTACT

Kassidy Martin
Event Attraction and Sponsorship Coordinator

E Kassidy.Martin@parkes.nsw.gov.au
P 02 6861 2333 **M** 0417 278 890



8 REPORT OF CONFIDENTIAL RESOLUTIONS

In accordance with clauses 14.22 and 14.23 of Council's Code of Meeting Practice, resolutions passed during a meeting, or a part of a meeting that is closed to the public must be made public by the Chairperson as soon as practicable. Such resolutions must be recorded in the publicly available minutes of the meeting.
