

FINANCIAL ASSISTANCE Application Form

SECTION 1: APPLICANT'S DETAILS – all applicants complete this section

The name of Your Project	Unique Tourist Map - Lithgow LGA
Name of the Organisation or person seeking financial assistance.	Lithgow Small Arms Factory Museum Inc
Address	69 Methven Street, LITHGOW, NSW, 2790
Postal Address	PO Box 564, Lithgow, NSW, 2790
Name and position of the contact person	Renzo Benedet President & Secretary
Telephone and Email Address	Telephone: (02) 63514452 (bh)
	Fax:
	Mobile:
	Email: rb@lithgowsafmuseum.org.au
What legal status does your organisation have? (e.g. Incorporated Association etc)	Incorporated Association under NSW law
Australian Business Number (ABN) *	20 085 221 057
Australian Company Number (if applicable)	
General Description of your Organisation	We are a not-for-profit volunteer-based Museum serving the community at large, both nationally and internationally through providing visual displays, research facilities, educational & historical information and tourism value associated with Australian manufactured and overseas supplied firearm objects, industrial machines dating from the early 1900s and an archive collection of some 35 000 documents depicting the history of the Lithgow Small Arms Factory. The Museum started in the mid-1990s and today we are the largest Museum of its kind in Australia. We are recognised worldwide for our collection and the quality of what we display is rated most highly through visitor surveys and by external bodies, such as Trip Advisor. In early 2019, the significance of our archives was added to the UNESCO World Register of Australian Memory.

<p>Is your insurance, including a minimum of \$20m for public liability insurance, current? Please state policy numbers. (Council may request a copy of certificates of currency.)</p>	<p>Please list policies, insurer and policy number. Public Liability Insurance - CGU Insurance - \$30M cover - Policy No. 10M0887660 Group Personal Accident Insurance - Chubb Insurance - \$1M cover - Policy No. 93104908</p>
<p>What is the time frame of your project?</p>	<p>Start Date: 15th July 2019 End Date: 31st March 2020</p>

- If you don't have an ABN, please attach a copy of the Australian Taxation Office form "Statement by a supplier". Applicants with an ABN DO NOT need to complete the Statement by a Supplier form.

AMOUNT OF FINANCIAL ASSISTANCE REQUESTED:

\$2000.00

Must agree with amount stated in this application's budget in section 3) (amount EXCLUSIVE of GST)

SECTION 2: APPLICATION / PROJECT DETAILS – all applicants to complete.

Briefly describe your request/project. If required, attach additional details.

The project involves the consultation, design, preparation and painting of a unique map showing key attractions and venues in the Lithgow LGA. The painting will measure 800mm by 800mm. It will be centred onto a 1400mm wide readapted c.1920 Factory employees Bundy clock board, where a Bundy clock was fitted between employee card slot sections on both sides. The slot sections will be adapted to hold tourism information brochures for each of the attractions / venues shown on the painting as well as other attractions in Lithgow. The wooden board is to be prepared by Museum volunteers, with the painting to be outsourced to a local Lithgow based artist. The painting will be featured in a prominent new visitor-serving area adjacent to the Museum Shop for visitors to view. Each of the participant attraction/venue organisations might like to also display the same mural painting in their facilities - this would involve them paying for a high-resolution colour print. It is possible that accommodation, food and other visitor-serving venues might like one as well.

Is your project new? Select one **YES** **NO** **N/A**
If you answered no, please provide some information that illustrates the new part of an existing project that you are seeking funding for.

What are the aims of the request/project?

The aims behind the project are: a) bringing together selected tourism players to co-promote each other through a unique, yet eye-catching mural which will have an industrial heritage, cultural and recreational appeal; b) spearheading an industry-based way of uniquely highlighting tourism value through key attractions and venues; c) complementing and supporting the efforts of the Lithgow Visitors Information Centre in furthering the tourism value of the region by industry players cooperating as one; and, d) Extending the stay of visitors in the Lithgow area through visiting multiple venues rather than just a single venue, or encouraging repeat visitation, thus maximising the tourism spend in the area. Each of the industry players we have in mind to showcase are key regional assets and each bring into the region an array of tourists (from day trippers, bus groups, business professionals and the many visitors going to unmanaged attractions like Hassans Walls, Glow Worm Tunnel and the Gardens of Stone)

How will your request/project assist members of the Community?

Our project assists members of the community by a) educating the community on the breadth of facilities and venues available in the region; b) enabling the Museum (and other stakeholders) to market venues of interest and provide back-up promotional material; c) creating a 'community of self-support' within the tourism industry; d) providing opportunity to market events/functions of significance to visitors; e) showing leadership in tourism through taking a keen interest in what is available beyond one's own facility and being prepared to communicate that for the benefit of Lithgow. As mentioned later in this proposal, about 10% to 15% of visitors to the Lithgow LGA visit the Information Centre - thus having the Museum and other locations promoting venues adds greater marketing effort.

What outcomes and benefits will your project have for the community?

Outcomes envisaged a) a more collaborative working relationship across major players and venues in tourism; b) act as a useful tool for new volunteers to train and encourage them to become ambassadors for other Lithgow attractions; c) a promotional map which can be tailored and adapted for hand-out to visitors, schools, sports clubs and clubs; d) a greater appreciation of the diversity of facilities and venues existing in the region; e) opportunity for tourism to be promoted through multiple vantage points rather than just through a Visitors Centre; and, f) setting a novel trend in local tourism players promoting one another. *Benefit envisaged* a) increased tourism trade leading to greater overnight / longer stays and greater local spend; b) integrated industry-Council push to promote tourism; c) better informed volunteers and staff across the region as the facilities and features available; and, d) improving Lithgow's standing as a tourist destination.

Demonstrate how your project promotes community development and participation by connecting people, increased opportunity and building community capacity.

Our project promotes the opportunity for the wider community to explore facilities and venues which they may not have fully known prior to their arrival in the area.

Community development is promoted through collaborative engagement across the variety of players in the tourism sector. Community development is in many ways 'tourism community development and connection' which enables each of the parties to have a better understanding of one another's products / services and be in a position to promote the area's attractions through multiple sources. *Increased opportunity* comes through higher tourism numbers and greater number of visitors staying in the region overnight or longer. Having tourists spend their time visiting multiple venues leads to greater spending in the local community with flow-on benefits. Further, as more tourists witness what the region offers, this will lead to return visits and 'word of mouth promotion'. *Building community capacity* is enhanced as higher visitation will lead to the need for tourism industry players to invest, especially in the accommodation services and, provide additional services which may not be commercially feasible at this current stage. Further, given the significance of volunteering, the project may inspire others to become volunteers based on greater information dissemination about the various venues.

What community consultation has confirmed the need for this program?

The Museum has over 9000 visitors through its doors a year. Only a small proportion of our visitors (less than 7%) come to the Museum after visiting the Lithgow Visitors Information Centre. Hence, our visitors come to us largely through word of mouth. We also get bus groups visiting the Museum in large numbers. What we've noticed is that many of our visitors are day trippers in the main and many enquire of our Volunteers about other attractions in the regions. We do have some basic information about some other venues but not in any structured fashion. In our view, there is a significant missed opportunity in not marketing to visitors about other tourist venues. Equally, there is a missed opportunity in not having some of those visitors staying overnight. And there is a missed opportunity in tourism venues in not collaborating.

There is indeed a solid demand for visitors to see as much as is possible but also to give visitors a well-rounded view of the region from industrial heritage facilities, to recreational places, to cultural places, to eco-based sites and to restaurants/cafés. As a Museum we collect visitor data on a daily basis and collate this quarterly. Our reports show the high number of intra-state and inter-state visitors, along with few visitors staying in the region for overnight or

longer stay. It is this target group which our project is endeavouring to change in an effort to educate and market the other facilities as best we can.

Our project complements the work of the Lithgow Visitors Information Centre by targeting the many visitors who do not visit the Centre and having an industry to industry collaboration in promoting tourist venues and facilities is quite novel in the region. The Visitors Centre has around 40 000 to 45 000 annual visitors through its doors and this represents perhaps 15% of all tourism traffic through the area. Our Museum experience shows clearly this and we know that other facilities and venues experience a similar position. So, having a directions map, prominently displayed (preferably with a rack of brochures) and with volunteers encouraging visitors to visit other places while in the area is, in our view, a needed thing.

List the organisations actively involved in the project / program.

We have informally approached some of the stakeholder organisations to gauge interest, which has met with a positive response - those organisations are listed in the table below. For each of the main tourist sites, as below, these will have painted small images. The list of facilities and venues proposed for inclusion in the mural map are:

- Lithgow Small Arms Factory Museum
- Eskbank House & Museum
- Blast Furnace Park
- State Mine Heritage Park
- Lake Pillans Wetlands
- Gun Emplacements, Bowenfels and Clarence
- Secret Creek Sanctuary
- Zig Zag Station and Railway Arches
- Glow Worm Tunnel Newnes
- Pagoda Rocks Newnes
- Newnes Hotel Cabins and Recreational Area
- Maiyingu Marragu (Black Fellows Hands) Lidsdale
- The Foundations & Silo Art Portland
- Signs of Yesteryear (shop signs Portland)
- Hassan's Walls Lookout
- Bracey's Lookout
- Evans Crown
- Lake Lyell
- Hoskins Memorial Church & Gardens
- Bottle Kilns, Portland
- POW memorial, Clarence
- The Pottery
- Hyde Park Swimming Hole, Hartley
- Hartley Historic Village & Collitt's Inn Hartley
- Jenolan Caves
- Gang Gang Gallery

For other facilities, as below, we propose to use symbols and other indicators:

- Lake Wallace Caravan & Camping, Wallerawang
- QEII park
- Endeavour Park and Adventure Park
- Shopping Centre
- Main Street cafe areas
- Workies Club
- Motels
- Petrol Stations
- Train Station
- Lithgow Visitors Information Centre

We believe the Visitors Information Centre would support our concept as it will provide multiple avenues for promoting venues and facilities in the Lithgow LGA.

ORGANISATION	CONTACT PERSON	Contact telephone number
Eskbank House (industrial heritage)		
Newnes Hotel Cabins (eco-tourism)	Thomas Ebersoll	
Gang Gang Gallery (cultural)	Sharon Howard	



TIP

You can submit supporting documentation with your application to show how other organisations support your project.

SECTION 3 : BUDGET – IMPORTANT – all applicants must complete this section.

You should include estimates of the cash and in-kind contributions you are making to the project and any other income you are applying for/expecting to receive from other grant sources. You may submit your budget as a separate attachment if you prefer.

<p>Proposed Income:</p> <p>There will be no direct income contributions from other sources. There will be an in-kind contribution by Museum volunteers:</p> <ul style="list-style-type: none"> a) Readapting the wooden bundy clock board' s three compartments into a brochure rack - middle section featuring the mural map and repurposing the employee attendance card slots running down either side of the map to hold brochures. We' ve costed the in-kind works at \$25/hour - it will take 25 hours to build, clean, varnish and install. b) Briefing and gaining agreement from the other parties to feature on the map - 15 hours @ \$25/hr 	<p>Amount</p> <p>\$1000.00</p>
<p>Proposed Expenses:</p> <p>The cost of designing, preparing and painting the mural map is costed at \$2000.00. A copy of the quote from local artist, Mary Skelton-Muss is attached to this application (<i>Attachment A</i>)</p>	<p>Amount</p> <p>\$2000.00</p>
<p>TOTAL COST OF PROJECT</p>	<p>\$3000.00</p>
<p>TOTAL COST OF FUNDING SOUGHT</p>	<p>\$2000.00</p>

If you are purchasing equipment or are planning a capital improvement to an asset, 2 quotations for the goods/ services need to be attached to your application.

SECTION 4: IMPLEMENTATION SCHEDULE

Detail your plan for project development, implementation and project management.

Below is an indicative timeline for carrying out our project. The project will be managed by a Museum Working Team comprising Donna White (Custodian), Kerry Guerin (Treasurer) and Renzo Benedet (President). Donna will lead the Team initially in concept design and all three will have key roles in the liaison role with other parties, as well as during implementation.

KEY MILESTONE	TIME FRAME
1. Develop the concept, inclusive of sketch outline	15 th - 19 th July, 2019
2. Liaise with key tourism operators to explain, show concept, secure their approval to be included on the mural map, gain their agreement to have a high-resolution colour copy of the mural map displayed prominently in their facilities, and gather promotional material	29 th July - 23 rd August, 2019
3. Design, prepare and paint the map and scenes of key local attractions, inclusive of reviewing the final artwork	1 st - 30 th September, 2019
4. Install onto wooden frame and place the structure onto a wall in the Museum's visitor services area for visitors to view, discuss with staff and take promotional materials, as required	4 th October, 2019
5. Provide each of the attractions with a colour copy version of the mural map (paid for by the recipient) for display	October 2019
6. Update the Museum's website and social media as part of a general announcement of the mural, with reciprocal arrangements by the other players	October - December 2019
7. Contact each recipient to gauge the impact of the map on tourist numbers inspired by the mural	February-March 2020

SECTION 5: DECLARATION – ALL applicants to complete this section.

On behalf of: Lithgow Small Arms Factory Museum Inc.

(name of the organisation, if applicable)

I declare that the information provided above is complete and correct.



Signed:

Print Name: Renzo Benedet

Position in organisation: President and Secretary

Address: 69 Methven Street, Lithgow, NSW 2790

Contact telephone numbers: Mobile -

Email address: rb@lithgowsafmuseum.org.au

Date: 30 May 2019

MARY SKELTON-MUSS ARTIST

VALLEY ART STUDIO LITHGOW

INVOICE. 203

ABN 97882622032
no_reply@example.com

41 Methven Street
LITHGOW NSW 2790

valleyartstudio@gmail.com

Attention: KERRY GEURIN & DONNA WHITE

LITHGOW SMALL ARMS FACTORY MUSEUM

PO Box 564 Lithgow

Date: 10 May 2019

Project Title: Tourist Map

Project Description: Oil painting on panel

Invoice Number: 203



Detail: Travel#1: Pacific Adventures, 2019. Mary Skelton-Muss

Description	Quantity	Unit Price	Cost
MDF Panel 800mm x 800mm supply and preparation for painting	1	\$ 100	\$ 100
Painting of map and scenes of local attractions, in oil, finished with varnish.	1	\$ 1,800	\$ 1,800
materials; gesso, paint, varnish, consumables.	1	\$ 100	\$ 100
		Subtotal	\$ 2,000
	Tax	0.00%	\$ 0
		Total	\$ 2,000

Thank you for your business, as always it is a pleasure to work with you.

Sincerely yours,

MARY MUSS

