



REGIONAL PLATTERS

CONNECTING OUR REGION'S AGRICULTURAL PRODUCE WITH PEOPLE

PROSPECTUS

DUBBO | GILGANDRA | MUDGEES | NARROMINE | WARREN | WARRUMBUNGLES REGIONS





WELCOME TO THE REGIONAL PLATTERS 2018

Growing passion into better business: Growing an excellent Region.

Our regions rich fertile soil has produced a wide range of excellent quality agricultural produce which are enjoyed locally and exported globally. The strong farming background of our region has cultivated an abundance of stories and experiences to share...

Develop what makes us great. Conscious consumption is on the rise so the time is ripe for our region to embrace the paddock to plate concept and develop business to deliver to people produce with provenance. Dubbo Regional Council with five neighbouring local government areas has created a program to connect your produce with people and those people with your business – Regional Platters. In the program you will review your business and then communicate it through the Regional Platters pitch and guide to showcase your agricultural products which are sustainable, memorable and real. The guide is available in hard copy and online. Regional Platters combines a business development program with a platform for strategic marketing to group travel agencies and visitors, media, produce resellers, customers, social media and new residents.

Be a part of a dynamic regional business development program that recognises and promotes:

- Regional primary produce excellence
- Excellence in marketing, diversification and business growth

Whatever your primary produce business, whatever its size, if you are looking to develop your business and work together for effective marketing, then Regional Platters is for you.

- Business development workshops with expert guest speakers and facilitators
- Grant funding packages totalling \$25,000.00 for business development.

Regional Platters connects produce with people through:

1. Regional Performance – getting produce to people
2. Regional Passion – building better business and growing our industry
3. Regional Platform – marketing strategies and growing your clientele
4. Regional Platters Pitch – attracting investors
5. Regional Platters – listed on participating Council web pages
6. Connecting your business to campaign website list and social media as well as ways that your business can connect with your key markets through wholesale, niche sale or boutique produce markets, both near and far.



KEY DATES

BUSINESS REGISTRATION

28th March

WEDNESDAY WORKSHOPS

11th April, 9th May,
6th June 2018

BUSINESS PLAN AND REGIONAL PLATTERS PITCH ENTRY

27th June

REGIONAL PLATTERS PITCH

25th July

REGIONAL PLATTERS CONTENT

1. REGIONAL PLATTERS GUIDE

Participating businesses develop a half (½) page advertisement about you, your business specialty, when to visit and contact details for booking, sales and web page ordering. The Regional Platters Guide is posted on the Dubbo Regional Council's and web page dubbo.com.au/regional-platters and participating Council's web pages providing a constant internet link to your business for resellers, customers, wholesalers and tourists.

WEDNESDAY 28TH MARCH YOUR BUSINESS REGISTRATION CLOSSES.

2. REGIONAL PERFORMANCE

WEDNESDAY 11TH APRIL 2018
10AM – 3PM

Dubbo Regional Council, Conference Room, Corner of Darling and Church Streets, Dubbo

Stephen Hamblin – Tablelands Premier Meats – Commercial business development

David Duffy – Business DNA – Business development process – Journey, Pitch, Plan, Monitoring, Vision, outline online training resources.

3. REGIONAL PASSION

WEDNESDAY 9TH MAY 2018
9.30AM – 4.30 PM

Dubbo Regional Council, Conference Room, Corner of Darling and Church Streets, Dubbo

David Duffy – pitch template, value statement, competitors, product price position, SWOT, finance, must dos and online resources.

4. REGIONAL PLATFORM

WEDNESDAY 6TH JUNE 2018
10AM – 3PM

Dubbo Regional Council, Conference Room, Corner of Darling and Church Streets, Dubbo

Marketing strategies – Leanne O'Sullivan and Growing your clientele – Kim V Goldsmith

*** Business Development plans and pitch outline made by participants to be submitted for assessment by the expert panel by Wednesday 27th June 2018**

5. REGIONAL PLATTERS PITCH

WEDNESDAY 25TH JULY 2018
10 AM – 2 PM

Dubbo Regional Council, Conference Room, Corner of Darling and Church Streets, Dubbo

You 'Pitch' to fund the next project prize pool – \$25,000.00

6. REGIONAL PLATTERS LAUNCH

WEDNESDAY 25TH JULY 2018
2PM

Dubbo Regional Council, Conference Room, Corner of Darling and Church Streets, Dubbo

Regional Platters Guide Launch and grants awarded



THE REGIONAL PLATTERS GUIDE

Where does it go?

The Regional Platters Guide is distributed from all participating council visitor information centres; posted on council web pages and social media providing a link to your business. You will also get your own copies to send to potential new clients, suppliers and for business promotion opportunities. Your local Council will receive copies for its own distribution channels, make sure you keep in regular contact with your local economic development teams.

How many?

10,000 copies will be printed and distributed.

What is in it for you?

A better business, a business network to support your development, more clients and customers and a chance to fund your next project, along with becoming part of a positive business network of like-minded business people built through the Regional Platters Program.

REGIONAL PLATTERS PITCH

The Regional Platters Pitch is your opportunity to access funding for your next business project. A proposal pitch can be used to access funding from business partners, banks, research and development corporations, government and indeed Regional Platters.

The top ten business plans and pitch outlines will be assessed by an independent panel of business experts with the best having the opportunity to pitch for a share of the \$25,000.00 for funds towards their business project.

Three winners will be selected including a people's prize, voted in by the Regional Platters Network, each to have a share of the \$25,000.00.

The prize money will be awarded at the Regional Platters Guide Launch by local dignitaries with the media in attendance to broadcast news of the winners and their projects.

REGIONAL PLATTERS 2018 – TERMS AND CONDITIONS

By registering your business to participate in the Regional Platters Program, you agree to the following:

1. The Regional Platters Program

The Regional Platters Program is an initiative of Dubbo Regional Council, in cooperation with Gilgandra Shire Council, Mid-Western Regional Council, Narromine Shire Council, Warren Shire Council and Warrumbungle Shire Council;

The administrator of the Program is Dubbo Regional Council, Civic Administration Building, Church Street Dubbo, phone 6801 4000;

Instructions on how to enter the Program form part of the conditions of entry;

By entering this Program, businesses agree to be bound by these terms and conditions (and by any other requirements set out in the promotional material) which may be amended or varied at any time by the administrator;

By entering this Program you agree to have your details published;

This Program will be handled in accordance with the Dubbo Regional Council Privacy Management Plan.

The Regional Platters Guide will have 10,000 copies printed and will be in market for 18 months, Jul 2018 – Dec 2019.





2. Eligibility

Businesses operating in the aforementioned LGAs are eligible to participate in the Regional Platters Program. Participating LGA Councils may also, at their discretion, accept advertising and participation from other LGAs.

Minimum age of entrants is 18 years of age;

Aforementioned LGA Council operated businesses may enter as participating businesses in the Regional Platters Program but they are not eligible to win a share of \$25,000 in prize money as part of Regional Platters Pitch. Aforementioned LGA Council's employees are encouraged to participate in the Workshops and Web Listing components of the Program, however are not eligible to enter Regional Platters Pitch or win a share of \$25,000 in prize money.

Businesses must complete the registration form in full and submit to their Council Economic Development Officer contact by mail, email or delivery in person as per the details below;

Dubbo Regional Council – Edward Joshua

Carrington Avenue, PO Box 81, Dubbo NSW 2830

T: 02 6801 4125 20 | **E:** edward.joshua@dubbo.nsw.gov.au

Gilgandra Shire Council – Randell Medd

15 Warren Road, PO Box 23, Gilgandra NSW 2827

T: 02 6817 8800 | **E:** rmedd@gilgandra.nsw.gov.au

Mid-Western Regional Council – Alina Azar

86 Market Street, PO Box 156, Mudgee NSW 2850

T: 0412 203 180 | **E:** Alina.Azar@midwestern.nsw.gov.au

Narromine Shire Council – Kelly McCutcheon

124 Dandaloo Street, PO Box 115, Narromine NSW 2821

T: 02 6889 9932 | **E:** kmccutcheon@narromine.nsw.gov.au

Warren Shire Council – Alison Ruskin-Rowe / Emma Welsh

115 Dubbo Street, PO Box 6 Warren NSW 2824

T: 02 6847 6600 | **E:** aer@warren.nsw.gov.au or emma.welsh@warren.nsw.gov.au

Warrumbungle Shire Council – Aileen Bell

14-22 John Street, PO Box 191, Coonabarabran NSW 2357

T: 02 6849 2000 | **E:** aileen.bell@warrumbungle.nsw.gov.au

Payment of \$250 (GST inclusive) must be made upon receipt of invoice;

Registrations must be received by 5pm, Wednesday 28 March 2018.

To be eligible to enter the Regional Platters Pitch component of the Program, participating businesses must register and send a minimum of one staff member to all three of the Regional Platters Program Workshops.

3. Regional Platters Guide Print Advertisements and Web Listings

Each advertisement will be created individually using the template designs. No pre-prepared artwork or page position requests will be accepted.

All reasonable attempts will be made to accommodate all advertising bookings. However, if advertising exceeds space available in the publication, advertising space will be allocated to customers based on order of booking (as determined by date and time of confirmed bookings, with preference given to businesses in the aforementioned LGAs).

Dubbo Regional Council and cooperating LGA Councils reserve the right to refuse advertising and determine placement of advertising based on the design requirements of the publication.



4. Advertising and Web Listing Copy

It is the advertiser's responsibility to provide accurate copy, this includes all grammar, spelling and contact details. Only one revision will be accepted (charges apply for further revisions).

Truth in advertising principal will apply to all businesses participating in the Program.

Copy in each advertisement will be reviewed. Copy may be tailored to tighten the message to the target market, for grammar or sentence structure, or to adhere with the publication's style guide. Eg: all plurals of streets is lower case – Cnr Smith and Jones streets, cafe – not café, and Wi-Fi – not WiFi. A copy of the style guide is available upon request.

Keep copy to a minimum, remember less is more – your images should do most of the talking. Make your message about the experience – focus on your best selling points and distinguishing characteristics. Tailor your message to your key markets – visitors/produce/new customers.

5. Images and Logos

Each print advertisement will feature 3 images + 1 logo, with a maximum of 170 words of copy. Business logos are not to be used in place of images. Limit of one logo per advertisement. Images containing logos (or have been super-imposed) will not be accepted under any circumstances.

If advertisers wish to submit existing photography, it must be high resolution JPG's 300 dpi, at actual size. Logos are to be supplied as EPS or PDF format. GIF / PNG files for photography and/or logos will not be accepted.

For assistance with sizing requirements, contact 02 6801 4125.

Aforementioned LGA Council's may, at their discretion, provide images or artworks for inclusion in a customer's print advertisement or web listing. Customers will have an opportunity to review / approve the placement of any photographic images or artwork provided by Council before publication.

Copyright and intellectual property rights for any images or artwork provided by LGA Council's for advertorial, advertising or general use in the Guide or web listing means that they cannot be reproduced without permission from the LGA Council's.

6. Bookings

Advertisers must sign off on a final copy of their advertisement for the Regional Platters Guide and participating Council's web listings.

All material must be received by the deadline. Aforementioned LGA Council's may exercise the right to cancel a customer's booking if the customer does not supply material by the due date or if arranged payment has not been received.

Advertising orders cancelled after acceptance deadlines (Wednesday 23 May 2018) may be subject to a cancellation fee of 100%. Any cancellations must be provided in writing.

Bookings for workshop sessions must be made 5 business days prior to the session date. Late bookings for workshop sessions may not be able to be accommodated for and will be managed at the discretion of Dubbo Regional Council.

7. Approvals

It is the responsibility of the customer to respond and approve all ad proofs within five days of receipt.

All rates include artwork and one revision. A fee of \$88 (inc. GST) will be charged per additional revision.

Dubbo Regional Council will not take any responsibility for errors of information once the advertisement has been approved.

Wednesday 23 May 2018 – is the final date for sign-off on all advertisements, if not approved prior to this date. No changes will be made after this date.





8. Regional Platters Pitch

A share of \$25,000 is available through Regional Platters Pitch as a component of the Regional Platters Program. Applicants must create a business plan and pitch outline for submission by 5pm Wednesday, 27 June 2018. Submissions should be made to Dubbo Regional Council by mail, email or in person as per the details below;

Dubbo Regional Council – Edward Joshua, PO Box 81, Dubbo NSW 2830

T: 02 6801 4125 | **Mob:** 0448 374 817 | **E:** edward.joshua@dubbo.nsw.gov.au

Dubbo Civic Administration Building, Church Street Dubbo

Funding is provided as a grant and successful applicants will each receive a cheque, posted by registered mail or delivered in person. In order to be eligible applicant businesses must register and send a minimum of one staff member to all three of the Regional Platters Workshops.

9. Regional Platters Grants

The condition of the grant money is that it will be acquitted with evidence of it being spent 'in or on' the registered business. Aforementioned LGA Council businesses, employees and their families are not eligible to win the funding.

All registered businesses will receive details outlining what is required for the Regional Platters Pitch Application as part of the workshops sessions and through the online resource library.

Applications will be reviewed separately by an independent panel of business experts, with the ten best business plans and pitch outlines having the opportunity to pitch for a share of \$25,000 in prize money. With the two panel selected prize winner's being awarded \$10,000 and the Regional Platters Network People's Choice Award of \$5,000.

The business improvement/expansion ideas from the successful applicants will be made public. Applications will not be made public.

Successful applicants will be asked to provide a follow-up to aforementioned LGA Councils regarding the expenditure of funds and impact on the business.



10. Selection and notification of winners

The winning businesses will be determined by an independent panel of judges. The panel's decision is final and no correspondence will be entered into;

Each Regional Platters Pitch application will be judged against a set criteria outlined in the workshop sessions and the online resource library.

There is a share of \$25,000 available for participating businesses in the Regional Platters Pitch as a component of the Regional Platters Program. The Grants must be used on the winners' businesses;

Winners will be announced at the Regional Platters Guide Launch by local dignitaries on Wednesday 25 July 2018;

If the winner is not in attendance, they will be notified by phone and mail within two days of the announcement;

The winning businesses will be announced publicly through the Dubbo Regional Council and cooperating LGA Councils social networks, websites www.dubbo.nsw.gov.au/regional-platters www.gilgandra.nsw.gov.au/ www.narromine.nsw.gov.au/ www.bogan.nsw.gov.au/ www.midwestern.nsw.gov.au/ www.warren.nsw.gov.au/ www.warrumbungle.nsw.gov.au/ and in any publicity relating to the program at the discretion of Dubbo Regional Council and the cooperating LGA Councils.





11. Deadlines

Advertisers must adhere to the following deadlines, failure to do so may risk removal of your advertisement from the printed guide and web listing.

BOOKINGS CLOSE: Wednesday 28 March 2018 Material deadline: Wednesday 4 April 2018

AD APPROVAL: Wednesday 2 May 2018

PAYMENT DEADLINE: Wednesday 23 May 2018

REGIONAL PLATTERS PITCH ENTRY DUE: Wednesday, 27 June 2018

GUIDE IN MARKET: Wednesday 25 July 2018

NB: Payment must be received on or before Wednesday 23 May 2018.

Aforementioned LGA Councils reserves their rights to remove an advertisement if payment is not made on or before Wednesday 23 May 2018.

WHAT YOU GET

- The Regional Platters Guide
- Facilitated workshops
- Online business development resources
- Take away resources and a business network
- A chance to pitch your business for funding your next project
- Build a business network
- Promotional support for your business
- Take away business plan and pitch practice for additional funding for your proposal

YOUR INVESTMENT \$250.00

Registration and RSVP:

Due 28th March 2018 to your Council Economic Development Officer contact:

Dubbo	Edward Joshua	02 6801 4125
Gilgandra	Randell Medd	02 6817 8800
Narromine	Kelly McCutcheon	02 6889 9932
Mid-Western Regional	Alina Azar	0412 203 180
Warren	Alison Ruskin-Rowe / Emma Welsh	02 6847 6600
Warrumbungles	Aileen Bell	02 6849 2000



TEMPLATE DESIGN

Dubbo Regional Livestock Markets

ABOUT US

The Dubbo Regional Livestock Markets (DRLM) is the largest saleyards facility in the nation in terms of combined sheep and cattle throughput with more than 1.3 million sheep and 200,000 cattle sold each year.

Operating for more than 65 years the Dubbo Regional Livestock Markets is the best way to buy and sell your stock. Animal Welfare is central to managing operations at the Dubbo Regional Livestock Markets. The facility is owned by Dubbo Regional Council.

WHAT WE SPECIALISE IN

- 12 licensed stock and station agents operate at DRLM
- Sales are supported by meat companies, butchers, farmers and feedlot operators.
- Almost all cattle sold by auction by the live weight method, weighing taking place following the sale
- Sheep and lamb sales – Mondays
- Prime cattle sales – Thursdays
- Store cattle sales – Fridays as required
- Goat sales are also held as required
- DRLM is an Accredited Saleyard eligible to transact EU eligible cattle
- Pre Booked Tour Groups welcome

Boothenba Road 5km north of Dubbo

- p** (02) 6801 4541
e council@dubbo.nsw.gov.au
w dubbosaleyards.com.au
f [FB.com/DubboSaleyards](https://www.facebook.com/DubboSaleyards)



**DUBBO
REGIONAL
LIVESTOCK
MARKETS**



ACTUAL SIZE
193mm (w) x 139mm (h)

ADVERTISING STYLE AND LAYOUT

- Each advertisement will be created individually using the template designs.
- No pre-prepared artwork or page position requests will be accepted.

ADVERTISING COPY

- It is the advertiser's responsibility to provide accurate copy, this includes all grammar, spelling and contact details. Only one revision will be accepted.

IMAGES AND LOGOS

- Logos are to be supplied as EPS or PDF format.
- GIF / PNG files from your website are not suitable for print.

- Photos must be high resolution JPGs 300dpi, at actual size (2Mb in file size).

APPROVAL

- All rates include artwork and one revision.
- 2 May 2018 is the final date for sign-off on all advertisements, if not approved prior to this date. No changes will be made after this date.

TEMPLATE DESIGN PAGE EXAMPLE

Murrungundy Pistachios

ABOUT US

Murrungundy Pistachios is a family farm run by Richard, Diana and Lucy Barton. The Barton family wanted to diversify from running cattle and cropping to increase the farm income, so back in 1978 they conducted extensive research into growing Pistachio Nuts. 12 years later and after much trial and error, the 4,000 trees delivered their first commercial harvest. Today Murrungundy Pistachios Orchard is going from strength to strength.

WHAT WE SPECIALISE IN

Murrungundy Kernels have found their way into some of Sydney's top restaurants.

Products include: Natural, Salted, Salt & Pepper, Salt & Vinegar, Curried and Chilli Pistachios, Pistachio Dukkah, Fig & Pistachio Jam and Red Tomato & Pistachio Relish.



**Dunedoo Road, (Golden Highway)
Elong Elong (43km east of Dubbo)**

p (02) 6886 6135
e info@pistachionut.com.au
w pistachionut.com.au



Gundooee Organic Wagyu Beef

ABOUT US

Since 1998 Gundooee has been providing Australians with a premium Organic Wagyu beef product.

Gundooee Organics is a thriving, innovative family farming business whose goal is to regenerate the ecological health of the land, and produce a unique healthy and quality product to be enjoyed by all Australians. Gundooee is driven by creating an environment that encourages healthy soils, healthy plants and clean produce.

WHAT WE SPECIALISE IN

Our beef is high in flavour and tenderness and soft mouth-feel, without excessive fat. Our healthy soils allow us to produce outstanding feed for our cattle. Our pasture-fed Wagyu has a healthy balance of Omega 3 and 6 fatty acids (similar to fish) and a high proportion of mono and un-saturated fats, all-important for good health.

Our Wagyu is:

- Australian Certified Organic
- Rotationally pasture raised and finished
- Expression of the cattle's natural behaviours is encouraged in a low stress environment.



**Gundooee Organics
995 Wardens Road, Leadville NSW 2844**

p 0429 750 350
e rob@gundooeeorganics.com.au
w gundooeeorganics.com.au



ABOUT US
80 words

SPECIALITY
80 words /
bullet points

CONTACT
DETAILS
Address
Phone
email
website
social

Flexible horizontal space for logo

Fixed vertical space for images (max. 3 images)



BUSINESS REGISTRATION FORM

Regional Platters Development Program Registration form

Business Name _____

Contact Name _____

Postal address _____

Telephone _____ Email _____

ABN _____

Line Subject # 01.7211.5490.600 Regional Platters Program Registration. A \$250.00 invoice will be sent to your business for payment.

Repeat advertisers

Repeat my advertisement without any changes

Repeat my advertisement with changes

Please send your advertisement changes to edward.joshua@dubbo.nsw.gov.au

NB: A proof of your advertisement/s will be sent to you for approval prior to print.

New advertisers

If your business is advertising in the Regional Platters Guide for the first time, please contact edward.joshua@dubbo.nsw.gov.au

NB: A proof of your advertisement/s will be sent to you for approval prior to print.

PLEASE DO NOT SEND PAYMENT WITH THIS BOOKING -YOUR BUSINESS WILL BE INVOICED AFTER BOOKING IS RECEIVED.

I have read and understood the guidelines and terms and conditions outlined in the prospectus



CONTACT



Dubbo Regional Council
Edward Joshua

T: 02 6801 4125 20

E: edward.joshua@dubbo.nsw.gov.au



Narromine Shire Council
Kelly McCutcheon

T: 02 6889 9932

E: kmccutcheon@narromine.nsw.gov.au



Business DNA Pty Ltd
David Duffy

T: 02 6884 5888

E: dduffy@businessdna.digital



Warren Shire Council
Alison Ruskin-Rowe

T: 02 6847 6600

E: aer@warren.nsw.gov.au

Emma Welsh

T: 02 6847 6600

E: emma.welsh@warren.nsw.gov.au



Gilgandra Shire Council
Randell Medd

T: 02 6817 8800

E: rmedd@gilgandra.nsw.gov.au



Warrumbungle Shire Council
Aileen Bell

T: 02 6849 2000

E: aileen.bell@warrumbungle.nsw.gov.au



Mid-Western Regional Council
Alina Azar

T: 0412 203 180

E: Alina.Azar@midwestern.nsw.gov.au