



Advertising Prospectus

MUDGEE REGIONAL SALEYARDS





Mid-Western Regional Council (Council) is pleased to provide the opportunity for businesses, community groups and organisations to purchase advertising space at the Mudgee Regional Saleyards; a regional livestock auction facility for buyers and sellers.

LOCATION AND REGION

The Mudgee Regional Saleyards is located at 61 Abattoirs Road, just off the Castlereagh Highway at Menah, a seven minute drive from the Mudgee CBD. Mudgee is located in the Mid-Western Region which is within the Central Tablelands of NSW. The Mid-Western Region is prosperous and progressive, with a median house price of \$680,000 and Gross Regional Product of \$3.16 billion. The region has a 'Per Worker' Gross Regional Product of \$236,405 and a 'Per Hectare' Gross Regional Product of over \$3,616. One of the region's major industries is agriculture which has beef cattle and sheep farming businesses.

AGRICULTURAL INDUSTRY AND BEEF/SHEEP SECTOR

The region's agriculture industry:

- ➔ Contributes 5.5% (\$324 million) of the region's annual output
- ➔ Contributes 4.1% (\$124 million) of the region's annual value add
- ➔ Produces over \$59.4 million of annual sales
- ➔ Produces \$257.4 million of regional exports annually
- ➔ Produces \$84 million of local annual expenditure
- ➔ Produces a productivity rate of \$137,000 per worker

The sheep, grains, beef and dairy cattle sectors contribute 696 jobs (6.9%) to total employment in the region.

OVERVIEW OF MUDGEE REGIONAL SALEYARDS

The Mudgee Regional Saleyards has been operating at its current undercover site after moving in 1994. The Saleyards is owned, managed and maintained by Council who employs a dedicated Saleyards Supervisor to look after the facility. Council is committed to the livestock industry, animal welfare, a safe working environment, and improved efficiency and capacity at the Mudgee Regional Saleyards.

Multiple stock and station agents operate at Mudgee Regional Saleyards. The sale days are supported by meat companies, butchers, farmers and feedlot operators.



SALE DAYS

Sale days are held each Wednesday commencing at 8.30am for cattle and 11.30am for sheep. Sale of stock through store sales occurs on the last Thursday of every month, commencing at 11am. The sale days attract many agents, farmers and members of the general public. A number of special sales are also held throughout the year.

SERVICES AND FEATURES

The Mudgee Regional Saleyards provide the following services:

- Sale of stock
- Canteen facilities on sale days
- Private kill sales
- Avdata key operated truck wash facility
- Stock impounding
- Stock stopovers for long haul carriers

Council built the saleyards facility in 2003 and has been committed to its maintenance and upgrades since. The undercover facility features:

- Administration building/office space
- Covered stock (cattle) sale pavilion with pens
- Lamb sale pens

- Stock holding/resting pens
- Soft floors for stock comfort
- Amphitheatre with a capacity of 55 people
- Canteen facility
- Cattle scale
- Elevated seating
- Large sealed truck and public parking areas
- Great views over the Cudgegong Valley
- Truck wash facilities

THROUGHPUT

This highly successful facility is one of the largest livestock exchange facilities in New South Wales, and achieves an annual throughput of approximately 20,000 cattle and 8,000 sheep and lamb sales, per year.

MARKETING ACTIVITIES

To grow the Saleyards capacity and increase the amount of stock sales, Council is committed to delivering effective marketing initiatives which will focus on advertising, media announcements, direct marketing, and community relations.

The revenue raised from selling advertising space at the facility will be directly used to fund ongoing marketing initiatives to effectively promote the Mudgee Regional Saleyards.

THE OPPORTUNITY

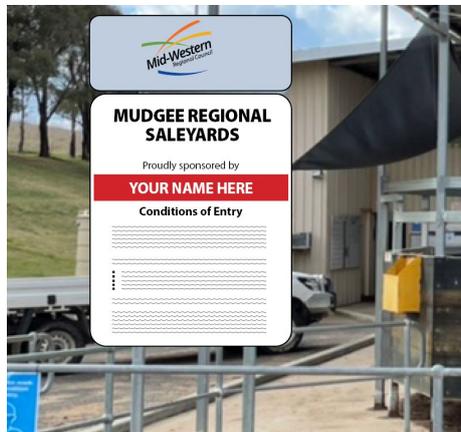
Council is seeking Expressions of Interest from interested businesses, community groups and organisations to enter in to a sponsorship agreement to purchase advertising signage space at the Mudgee Regional Saleyards for a minimum period of three years. The venue is a premium sale facility in the Mid-Western Region LGA.

SIGNAGE OPTIONS (ANNUAL FEE INCLUDING GST)

The following advertising spaces are available.

Conditions of Entry

Quantity	2
Type	Full colour sign
Dimensions	950 x 810mm
Location	Cattle Pavilion
Price per sign	\$550



Saleyards Entry

Quantity	1
Type	Full colour sign
Dimensions	1900 x 810mm
Location	Saleyards Entry
Price per sign	\$2000



Cattle Pavilion

Quantity	2
Type	Full colour sign
Dimensions	3500 x 400mm 950 x 810mm
Location	Outer railing
Price per sign	\$2000 (both) or \$1500 / \$1000



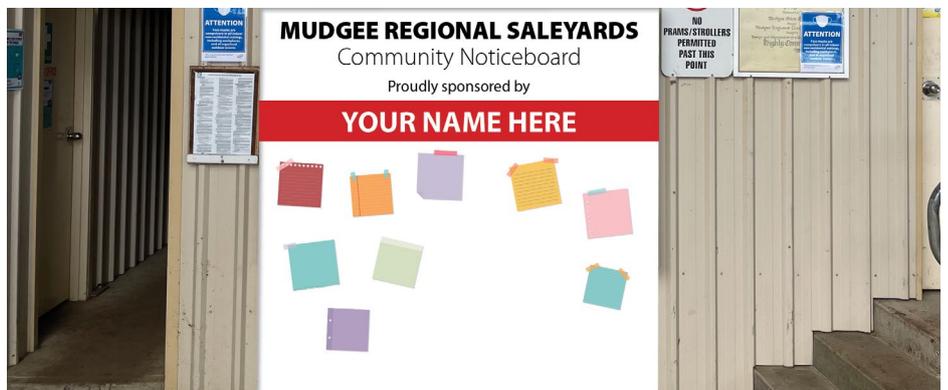
Truck Wash Control Building

Quantity	1
Type	Full colour sign
Dimensions	950 x 810mm
Location	Control Building
Price per sign	\$550



Community Noticeboard

Quantity	1
Type	Full colour sign
Dimensions	950 x 810mm
Location	Control Building
Price per sign	\$550



Conditions of Entry

Quantity	1
Type	Full colour sign
Dimensions	950 x 810mm
Location	Sheep Pens
Price per sign	\$550



ADDITIONAL INFORMATION

CORPORATE ADVERTISING PACKAGE (ANNUAL FEE INCLUDING GST)

Corporate advertising package is \$4000 which includes:

- Entry sign
- 1 x Condition of Entry sign
- 1x Cattle Pavilion Outer Rail sign
- 1x Sheep Pen sign

WHY ADVERTISE AT THE MUDGEER REGIONAL SALEYARDS?

The Mudgee Regional Saleyards has experienced consistent market growth over the last fifteen years, at a time when the industry has faced a number of challenges including the impact of long term drought.

The facility, its accessibility, location and strong management by Council ensures the Mudgee Regional Saleyards are well utilised by the immediate and surrounding communities.

The advertising opportunities available at the facility will allow you to build key marketing activities and create strong and targeted awareness of your brand. The advertising opportunities will directly position your brand front of mind in potential consumers.

Increased marketing activities implemented by Council will ensure the facility continues to grow in capacity, providing further value to advertising spend.

FURTHER INFORMATION

Council looks forward to working with you to ensure your business or organisation receives the most value from the opportunities available at Mudgee Regional Saleyards.

For further information, to discuss this opportunity in more detail or to arrange an on-site meeting, please contact Council's Business Development Coordinator Andrew Banks on 0457 566 838 or email andrew.banks@midwestern.nsw.gov.au

TERMS AND CONDITIONS

- Signage production and installation is to be arranged and paid for by each business, group or organisation. Council can provide signage specifications and details of preferred suppliers on request. All contractors must meet Council's Work Health and Safety requirements
- Advertising of alcohol, tobacco or gambling will not be permitted
- Council reserves the right to review and approve artwork prior to signage manufacture and installation
- Minimum one year commitment
- Applications to advertise products or services that are in direct competition with the facility or deemed generally inappropriate will not be accepted at the sole discretion of the Business Development Coordinator
- Positioning of signs will be on a 'first in' basis
- Signage fees outlined in this prospectus are for a 12 month period from the installation date of the sign, at which point a new invoice will be issued. Should payment not be received within 14 days, Council has the right to remove the sign and sell the advertising space. Please note signs will remain the property of the business, group or organisation
- Signs must at all times remain visually appealing and safe. Signage maintenance is the responsibility of the business, group or organisation and must be addressed in a timely manner if and when directed by Council's Business Development Coordinator
- Council does not accept liability for damage to any advertising signage, however, the Mudgee Regional Saleyards does have surveillance security systems in place



www.midwestern.nsw.gov.au

Ph: 1300 765 002 or (02) 6378 2850
Fax: (02) 6378 2815
email: council@midwestern.nsw.gov.au

86 Market Street MUDGEE
109 Herbert Street GULGONG
77 Louee Street RYLSTONE

MID-WESTERN REGIONAL COUNCIL
PO Box 156, Mudgee NSW 2850