

Item 5: Mayoral Minute

5.1 Mayoral Minute: Mudgee Classic 2023

MAYORAL MINUTE

TO 15 FEBRUARY 2023 ORDINARY MEETING
GOV400087, FIN300202, GOV400103

RECOMMENDATION

That Council:

1. **approve \$5,322 support requested for the Mudgee Classic 2023 cycling event;**
 2. **place its intention to provide support for the Mudgee Classic 2023 event on public exhibition for a period of 28 days;**
 3. **if no public submissions received, provide support of \$5,322 from unrestricted cash; and**
 4. **receive a further report, if any public submissions are received.**
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The inaugural Mudgee Classic cycling event is to be held on the 29th and 30th April 2023. It is expected that approximately 2,500 cyclists and their families, partners and supporters will visit the region. All in all, we envisage visitation of 3,500 individuals to the region directly in relation to the event.

DNSW has recently advised they will be supporting this regional event for a further 3 years - 2023, 2024 and 2025. Currently, Mudgee Classic will incur Council fees in excess of \$5,322 per event which relate to:

- Daily hire of Glen Willow Field 7
- 4 x change rooms to be used for storage and access to stadium public toilets from Thursday, 27 April to Monday, 1 May 2023 (5 days)

Mudgee Classic are seeking financial support from Council by the way of fee relief to assist with the costs associated with staging the event. I therefore propose that Council support this request for in-kind support and that it be funded from unrestricted cash.



CR DES KENNEDY
MAYOR

23 January 2023

Attachments: 1. MEDIA RELEASE Mudgee Classic Announced.



MEDIA RELEASE

For immediate release: 18th Jan 2023

2023 Mudgee Classic Announced Plus Debut ‘Dirty Mudgee’ Gravel Event

The NSW regional centre of Mudgee will morph into road and gravel cycling central for the 2023 Mudgee Classic Gran Fondo and debut ‘Dirty Mudgee’ gravel cycling event.

Bicycling Australia’s 16th major Gran Fondo cycling event and the third for Mudgee, riders from Sydney, greater New South Wales, and around Australia will be making their way to the Mid West for the April 29-30 event.

With gravel cycling booming in popularity, and the Mudgee region offering endless kilometres of sensational mixed-surface cycling, the 2023 Mudgee Classic becomes a weekend-long event with the Dirty Mudgee being held on Saturday, April 29.

Why Mudgee and the Mid-West? Other than the 55km gravel fondo plus the 175km Maxi, 125km Challenge, 65km Rouleurs and 35km Social Classic, the region’s wineries, boutique brewers, cafes, restaurants, hotels and tourism hot spots are absolutely world-class.

James Yaffa, Publisher of Bicycling Australia and Founder of The Classics, said organisers and riders were thrilled to be heading back in Mudgee and the NSW Mid-West and particularly excited to be tackling the region's gravel.

“After the previous popularity and success of the Mudgee Classics, we are thrilled to be expanding the event to include the Dirty Mudgee Gravel Fondo on the Saturday, plus showcase the best of the Mid-West with the Maxi, Challenge, Rouleur & Social Classic courses,” he said.

“Participants from previous Mudgee Classics have reinforced just how special the region is and how it offers some of the State’s best all-round cycling,” he continued. “Not just a road cycling destination, Mudgee offers phenomenal gravel opportunities and we’re sure the debut Dirty Mudgee will be a huge hit for riders wanting more.”

“On behalf of Vanessa Burges and the wider Classics team we are grateful for the ongoing support of funding partner Destination NSW. We thank them for helping open up the Mid-Western area to so many cycling enthusiasts through the Classics.”

James Yaffa, Vanessa Burges and the whole team thank Destination NSW and the Mid Western Regional Council for welcoming us back to the greater Mudgee Region. Along with all volunteers, riders, sponsors, and partners, we are thrilled to be heading to Mudgee.



MEDIA RELEASE

A special thank you to Destination NSW, the Mid Western Regional Council, Mudgee Tourism, the NSW Department of Transport & Main Roads, and NSW Police for their ongoing support and assistance.

About The Classics

The Mudgee Classic is part of media brand Bicycling Australia's The Classics. Bicycling Australia is the nation's longest-established and most highly-respected road cycling media platform. The title has been in print for over 25 years and 239 issues. There are five national events that form The Classics series - the Snowy Classic, Bowral Classic, Clare Classic, Mudgee Classic, Noosa Classic - making the brand the number one provider of Gran Fondo cycling events in Australia.

For further details visit www.mudgeeclassic.com.au or contact:

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The Mudgee Classic is proudly supported by the NSW Government through its tourism and major events agency, Destination NSW.