

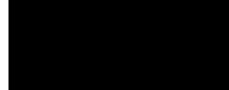
Central Coast Poultry Club Inc



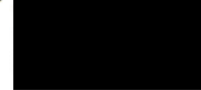
President: Warwick Saunders



Secretary: Cliff Virtue



Show secretary: David Gaggin



Treasurer: Dylan Summerell

SUBMISSION IN SUPPORT OF THE WALLARAH 2 COAL PROJECT FROM THE CENTRAL COAST POULTRY CLUB WHOSE MEMBERSHIP REPRESENTS 145 PEOPLE AND THEIR FAMILIES

Our Club thanks the P.A.C. for the opportunity to illustrate reasons why this project is a worthwhile project with a positive effect on the community of the Central Coast.

Our submission will focus on the indirect benefits that are under reported; which have and will continue to flow in the event that this project is allowed to proceed.

The tangible figures on direct benefits are well documented in Wallarah 2 submissions. We believe the figures to be creditable.

Our previous 2 submissions and presentation at the last P.A.C. public meeting addressed our position on the project overall and therefore we will only be elaborating on the indirect and under reported benefits associated with this project.

Our club has been supported by Wallarah 2 for the last five years, they have enabled our Club to continue in our activities of education to schools and our monthly poultry and bird auctions at the Wallarah 2 premises at Tuggerah; this is known as The Central Coast Poultry Education Exhibition for poultry and farming and further education and Auction Centre.

These activities would have been lost to the community of the Central Coast and the wider community of NSW without Wallarah 2 support and sponsorship. All will be lost if this project does not receive approval. This would have been a loss of approximately \$500,000 per year to the local economy and the loss of an education resource to approximately 2,000 school students annually. These figures are independently supported by the Central Coast Tourism Association and The Central Coast Agricultural Teachers Association. Please see attached Supporting Letters.

Our Club is one example of an indirect benefit to the Community of the Central Coast which Wallarah 2 supports. Our association with Wallarah 2 has allowed us to acquire a better understanding on how much they have assisted other organisations like ourselves and therefore the community of the Central Coast.

The figures are quite surprising. In just 3 years Community organisations, in total 55, have received nearly \$200,000 in grants from Wallarah 2. These offers of grants are ongoing with 2017 grants now available. The figure of 55 does not include organisations such as us and other organisations supported prior to 2013 so the actual number of organisations is hard to define.

This support enables these organisations to better serve their local community. Yes some of these organisations were reported by local media on their receiving their grants but others just received theirs quietly without any fan fare e.g. a Women's Crisis organisation received support without any reporting but their support of women in crisis is immeasurable. This expels the opponent's claim of buying the community favour. We believe it is a case of Wallarah 2 intentions to exhibit to the community their strong commitment to the Central Coast. In the words of Kenny Barry Project Manager "We do this now without any incoming capital wait till we start earning".

Other projects involve the investment in the human resources of the Central Coast. One such project is their sponsorship of 24 apprentices including indigenous positions which form part of their agreement under the Wyong Coal Guringai Aboriginal Agreement. The total cost is currently \$430,000 and will continue hopefully for the life of the project if approved. But no accurate estimation can be given to the benefits arising from the people. This could provide a lifetime benefits of gainful employment.

The projects creation of employment financially and other effects is well documented in Wallarah 2 submission however, the other intangible benefits are less well documented things like reduced traffic on the M1 with workers not having to travel to Sydney for a good paying job. Less time spent travelling results in more quality time for families up to 3 hours extra a day.

Currently the unemployment rate of 8.5% in Wyong is above the national average so the need for projects such as this is essential.

Just a general reduction in the unemployed rate on the coast would be achieved as part of Wallarah 2 proposal for 70% local employee rate for its project; this includes commitment to employ indigenous workers.

The above alone already represents \$630,000 spent by Wallarah 2 the indirect value on their investment in the community is hard to calculate but we believe it is substantial and is an important factor requiring consideration in the determination of this project.

Remember the statement by Kenny Barry "We do this now without any incoming capital wait till we start earning", and with the project life of 28 years the Community of the Central Coast will benefit greatly by its approval.



Dear David,

Central Coast Tourism (CCT) is pleased to provide this letter of support to the Central Coast Poultry Club for the infrastructure funding application/s you are currently undertaking to expedite the relocation of your clubs headquarters and exhibition space.

CCT is committed to assisting/partnering progressive organisations in funding applications for the creation of new or expansion of current much needed sporting, event and business tourism infrastructure vital to secure new sporting and business events to the Central Coast.

This commitment is outlined in various sections of the 2010-2013 CCT Destination Management Plan (DMP) (I draw attention to pages 20 and 24 for particular significance). The DMP demonstrates immense relevance to the **Regional Economic Development and Employment Strategy (REDES)**. Regional Development Australia Central Coast is the lead in implementing REDES.

The great need for the development of progressive infrastructure is further identified in the Events Strategy Survey (an outcome of the DMP) document undertaken in 2010 by CCT and forwarded to your organisation recently along with DMP.

The Events Strategy identifies the need for modern infrastructure initiatives that no doubt will contribute significantly to the region's economy, community, social, educational and sporting life.

These documents provide credible resources when undertaking the relevant funding applications.

Further, the creation of my role as Business and Tourism Events Manager initiated by CCT and funded by the NSW State Government through the Department of Trade and Investment provides further evidence of CCT's commitment (in a tangible sense) and access of various resources assisting organisations such as the Central Coast Poultry Club to engage with CCT and confidently attract/conduct events that will enable real growth for many sectors of our region.

The economic benefits to the region are quantified in the following examples, based on the information for possible future events Central Coast Poultry Club can host (highlighted below) given the implementation/acquisition of particular infrastructure you require.

Central Coast Poultry Club events attract about 4,000 to 5,000 people per show from the coast and from around Australia, normally on the day of the show. The clubs main show in May is second only to the Sydney Royal.

Each show uses 6 judges, all coming from various places both within Australia and from overseas. They are accommodated as part of their judging package. The events themselves attract a number of overseas visitors who view these shows. All five shows have a formal pre-show dinner using local dining facilities, and each dinner attracts up to 100+ people.

Five poultry shows staged during the months of May, June and July (the coast's off season) attract 300 to 400 exhibitors each. 200+ staying a full weekend per show: \$98,000 per show x 5 shows per year = **\$490,000.**

The clubs monthly auctions transact between \$10,000 to \$12,000 worth of produce and host approximately 3,000 patrons per auction. Patrons come from a wide area including Sydney, Hunter, western NSW, the coast and even further afield. Wives and families of participants use the opportunity to shop at local retail outlets. Local produce companies also benefit during these periods, as newly bought birds require feed on the day.

The proposed education part of the development will attract lecturers from universities, industries and some celebrities such as Dr Harry Cooper all staying overnight in local accommodation.

The centre will be a place where the 15 high schools on the Coast and schools further afield who teach agriculture can attend lectures about commercial poultry production, animal husbandry, bio-security, and animal genetics. This would be run by the agriculture teachers of the Coast. Being centralised at one location, speakers would only need to present once, and not in 15 different venues thus increasing the likelihood of them being willing to make presentations. In addition, students would undertake work experience with local poultry producers.


This activity is ongoing as new students (about 2,500) become involved in agricultural studies annually.

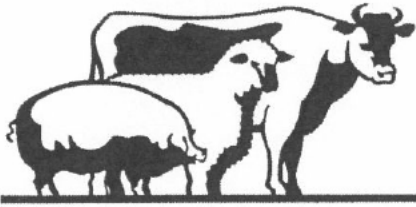
There has been interest shown from schools from Sydney and the Hunter in attending the education programs, although tangible numbers at this point are unknown.

I have been conservative in my estimations, but I am confident with the activity highlighted above (given the numbers you have given me are correct), that the Central Coast Poultry Club can confidently make the case for the total possible benefit from all of the tournaments you have outlined to be worth close to **\$550,000-\$600,000** annually.

I trust this is sufficient information for you to successfully proceed with your application, of which CCT is fully supportive. Please do not hesitate to contact me if I can be of further assistance.

Sincerely


Chris King
Business and Tourism Events Manager
Central Coast Tourism



Central Coast Agriculture Teachers Association

President:



Vice President:



Secretary/Treasurer:



To Whom It May Concern,

As the President of an association representing nearly 15 schools that offer Agriculture as a subject to students on the Central Coast I wholeheartedly offer my support towards the very valid concept of a "Poultry Education Centre".

For teachers and students to have access to the latest information, support and trends in the Poultry Industry "at their fingertips" would be of great educational benefit to all concerned.

A centralised poultry learning centre would mean that we, as teachers could access the most up-to-date information on not only the meat and layer production areas of poultry but also that of rare breeds and historical information.

To be able to visit the centre with students and to gain first-hand knowledge and information from industry leaders would be invaluable.

Members of our Association can be found from Morisset High School in the North, to Umina and Kincumber High Schools in the South. Each school that offers Agriculture as a subject would have somewhere in their programs units on Poultry Production, offered to students ranging in age from 12 to 18 years. These students are possible future employees or at the very least consumers of poultry products.

I look forward to hearing more about the further development of this centre and again offer my support to this project.

Yours sincerely,



Grant Jackson
(President CCATA)