



**COOTAMUNDRA-
GUNDAGAI** REGIONAL
COUNCIL

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Attachments

**UNDER SEPARATE COVER
ORDINARY COUNCIL MEETING**

6:00PM, TUESDAY, 26 April, 2022

Table of Contents

8.3.1 Business Cootamundra - Memorandum of Understanding	
Attachment 1 2021-2022 Business Cootamundra Annual Report.....	4

BUSINESS COOTAMUNDRA

2021 - 2022 ANNUAL REPORT



Message from the Chairperson

The last two years, without a doubt, have been an enormous challenge for us all. It goes without saying that none of us could have predicted the profound and lasting impact COVID-19 would have on our business community, local economy and the way we live.

The continual and often rapid lockdowns and ever-changing restrictions made it very difficult for businesses to operate, and the government's financial support, whilst helpful, only partly assisted in addressing the real losses incurred to businesses. While there was, and still is, no "how to" guide for effectively navigating a pandemic, Business Cootamundra remains immensely proud of the collective community response to support local businesses and tenacity of business owners and operators, to adapt to the ever-changing conditions.

This annual report highlights much of the work Business Cootamundra undertook during 2021 to 2022. I hope you will review this and come away with the same sense of pride that our staff and board have after enduring such a challenging year.

Throughout the lockdowns and then the gradual reopening and rebuilding of the economy, Business Cootamundra has been front-and-centre, in direct support of all local businesses and the community, providing continual updates on government and industry information, changes in restrictions, rules and mandates. We worked hard and were very proud to stimulate community enthusiasm and business economic support through our Shop-Coota Gundy campaign. Through this campaign we were able to put \$251,000 back into our business economy at an unprecedented and uncertain time for businesses.

Our annual events program was substantially curbed but is now bouncing back strongly. We still managed to host the Annual Cootamundra Business Awards and the Party on Parker Community Christmas Party. The 2 years of limited events and fundraising opportunities has impacted greatly on our finances and this, in turn, impacts on some of the plans and ideas we have.

I am immensely grateful for the unwavering support of a dynamic Board of Directors and staff and the tireless work ethic of our small but exceptional team. We also thank the remarkable businesses that make up the membership base of Business Cootamundra. Proudly, we were able to grow our membership base by an additional 32 members during this difficult year.

We also take this opportunity to thank the Cootamundra-Gundagai Regional Council for its continued financial support and the support of its exceptional staff. We have made many requests this year, and staff have eagerly and happily assisted in many ways. We thank them for all they do.

The recent success of the Festival of Lights has secured Business Cootamundra in the minds of our community and businesses. We are excited about the future and the opportunities ahead for us all.



Jo Tomkies
Chair Business Cootamundra

Meet the board and staff

The Business Cootamundra Board Members are prominent business professionals with a passion for and commitment to the Cootamundra community. They provide their time, energy and expertise to Business Cootamundra in a completely voluntary capacity.



Jo Tomkies
Chair of the Board



Jaime Hall
Treasurer/Secretary



Melinda Chambers



Paul Deep



Tracey Ewings



Cr Leigh Bowden
CGRC Representative



Leah Sutherland
Manager



Rosie O'Neil
Admin Assistant



Donna Taylor
Admin Assistant

About Business Cootamundra

Business Cootamundra is a not-for-profit incorporated company and is registered for GST. The chamber was established in 1980 as the Cootamundra Advancement Corporation. There has been rebranding over the years including the Cootamundra Business Enterprise Centre, Cootamundra Development Corporation and, last month, Business Cootamundra.

We have a company constitution which defines how we operate.

We are governed by a Board of Directors which consists of 8 members – 7 business owners and 1 councillor representative – Cr Leigh Bowden. Directors are appointed for a term of 2 years. The board meets monthly and covers everything from event management to governance. We have 3 staff members.

Business Cootamundra events, website, newsletters and social media sharing offers opportunities for members and businesses to network and promote their business within the broader community.

Educational workshops and training provide members and guests the opportunity to learn business skills, tips and insights.

Planned regular networking events promote community resources, business best practices, current business trends, community resources and the opportunity to build relationships with other local business people.

We have an MOU with council which covers our obligations for our funding.

We are funded by Cootamundra Gundagai Regional Council, Services Australia for hosting the local Centrelink agency, our members fees, and before Covid, fundraising from events such as Business Awards, Wattle Time Fair, and networking and training events.

MISSIONS

To be a strong and vibrant body that promotes and develops positive business and community relationships, knowledge and opportunities within the Cootamundra area.

To develop and promote businesses and community groups and events throughout the Cootamundra-Gundagai Regional Council local area and beyond.

VISION

To be a strong and vibrant body that promotes and develops positive business and community relationships, knowledge and opportunities within the Cootamundra area

VALUES

- VISION
- INTEGRITY
- STRONG LEADERSHIP
- PERPETUAL IMPROVEMENT AND DEVELOPMENT
- EXCELLENCE AND INNOVATION
- TRANSPARENCY

Name Change - Business Cootamundra

We were very excited to launch our new name and branding in February 2022 and the next phase of our chamber.

It has been a long time coming. Our team began talks about a name change in mid-2019, when Leah Sutherland and Cr Leigh Bowden attended a NSW Business Chamber forum in Wagga. At that forum the Mark 11 Alliance program and the opportunity for a name change to Business Cootamundra was put on the table. The CDC team embraced the concept.

The original launch was to be in February 2020, but with the emergence of COVID this was pushed back to September 2020. Covid was still impacting everyone and the roll out was pushed back again to August 2021. Enter Delta, and everything was on hold again. Finally, in January 2022, things fell into place. The legalities and permissions were completed and BUSINESS COOTAMUNDRA could finally emerge.

This alliance adds to our already strong affiliations with Cootamundra-Gundagai Regional Council, Business Australia, Riverina Business and neighbouring business chambers which extends our reach and enhances the services we can offer. Together, with our partners, we can provide access to first-rate advice, services and resources.

This starts an exciting phase for us. As a strong, vibrant and committed team we have many plans and ideas to continue to build Business Cootamundra into a stronger and essential resource centre for both businesses and community groups

Our plans include:

Continuing our

- Training, workshop, and networking opportunities, recommendations and referrals.
- Providing business and community information through our newsletters and social media
- Promotion of our local area through events such as the Festival of Lights in March,
- The inaugural Fields of Gold in September – a month long celebration of Cootamundra and our stunning agricultural scenery (think Canola Fields, wheat, sunsets)
- A revamped and revitalised Wattle Time Fair,
- The successful Party on Parker Christmas Party.
- Recognition of our local businesses through the Annual Business Awards
- A business/tourism forum (postponed for the previous 2 years).
- Further Business Cootamundra Shop Local campaigns including the ever-popular raffle. (We are so proud that we were able to put \$251 000 back into our business economy at an unprecedented and uncertain time for businesses)
- Providing community access to Centrelink services.

We look forward to working with our partners, our businesses and the community to develop Cootamundra. The more support we get the more we support we can give.

BUSINESS COOTAMUNDRA

Business Cootamundra - CGRC MOU

1 DOCUMENT PURPOSE

The following memorandum represents an agreement between the Cootamundra Development Corporation Limited (CDC) and Cootamundra-Gundagai Regional Council (Council) on the services expected of the CDC in return for the financial support of the Council.

2 ROLE OF THE COOTAMUNDRA DEVELOPMENT CORPORATION

The Cootamundra Development Corporation (CDC) is a not-for-profit corporation that assists local businesses, organisations, community groups and individuals in the Cootamundra-Gundagai Regional Council area by providing promotion, support, information, and resources to all.

The CDC utilises its wide range of business contacts on a referral basis to assist with all confidential business enquiries from clients seeking information about business relocation, starting a new business to current business owners and employees wanting to build their knowledge to assist in the growing their business. Where appropriate the CDC will refer these enquiries to relevant Council staff.

3 SERVICES TO BE PROVIDED BY THE CDC UNDER THIS AGREEMENT

- Monthly training and information workshops and seminars/networking events;
- Monthly email newsletter to all local businesses with business improvement ideas, training opportunities, and advice on coming events how they can get involved with supporting them;
- Recognition of local business in the form of presenting the Cootamundra Annual Business Awards;
- Maintain a Website and Facebook pages with business improvement information;
- Christmas Street Carnival and Shop Local Christmas promotion;
- Organisation and promotion of The Wattle Time Parade and Fair community event;
- Access to NSW Business Chamber Events and Information;
- Maintaining up to date business and community group lists and contacts;
- Provide access to Centrelink Services for our residents through the provision of an office facility in Parker St (open from 9.30am to 2:30pm on Monday to Friday);
- Support of and representation on committees working towards positive outcomes for Cootamundra, including monthly representation at the Tourism Action Committee.

4 COUNCIL'S FINANCIAL INVESTMENT

Council provides an annual financial contribution to the CDC. In the 2021/22 financial year this amount will be \$31,500 plus GST. The CDC shall acknowledge the Council's financial contribution on all correspondence.

5 CDC REPORTING OBLIGATIONS

CDC staff will meet with Council staff monthly in order for communication on activities to take place. Council's Mayor and General Manager will meet quarterly with the CDC Chair and Board Members to ensure ongoing co-operation between the two organisations, and to receive a report on CDC activities.

6 INVOICING REQUIREMENTS

The CDC shall invoice the Council monthly in an arears basis for the provision of services for the month.

Events

CGRC MOU Point 1 Monthly training and information workshops and seminars/networking events

The holding of events, workshops and training during 2021 was severely impacted by the continual pandemic restrictions on capacity numbers, travelling and holding events in general. Many planned events had to be cancelled. BEC Wagga pushed all training events online and businesses were able to access these freely.

- 16th June 2021:** Xero Workshop for business owners and staff.
- 30th July 2021:** Cootamundra Annual Business Awards Gala Night
- 28th August - 11th September -** Shop Coota-Gundy Lockdown Raffle Campaign
- November:** Christmas Tree Fundraiser Raffles
- 8th November 2022 -** Meet the Candidates - councillor nominees
- 1st - 14th November:** Shop Coota-Gundy Christmas Raffles
- 17th December:** Party On Parker Community Christmas Party
- 18th February 2022:** Business Cootamundra - name and rebranding launch
- 18th March 2022:** Festival of Lights
- 29th March 2022:** NSW Small Business Month - Maintaining Mentally Healthy Workplaces information Session

Upcoming:

- 3rd May:** Cootamundra Business Forum (details being finalised)
- 10th May:** Xero Workshop for business owners and staff.
- 31st May:** Capable Coota - workshop aimed at providing community groups skills and advice in governance, event planning, grant writing.

Cancelled due to Covid restrictions and rules

- Welcome to Cootamundra Morning Tea
- Wattle Time Fair and Parade
- Fields of Gold Festival



Newsletters

CGRC MOU Point 3.2: Monthly email newsletters to all local business with business improvement ideas, training opportunities and advice on upcoming events and how they can get involved in them.

Business newsletters are sent out to 330 local businesses. These newsletters include introductions to new Business Cootamundra members, introductions to new businesses established in town, training opportunities, information on changes to legislations ie. casual workers, WHS; grants available, helpful links and the everchanging COVID rules and restrictions.

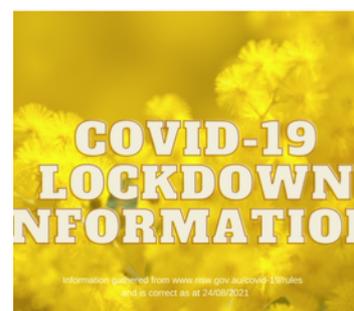
During the pandemic, newsletters with the most up to date information on regulations and changes were sent when necessary.

Cootamundra What's On Community Calendar newsletters are now sent out weekly to 648 individuals and businesses. These newsletters are a weekly report of all community group meetings, happenings and events in the Cootamundra community for the week.

All local events are also entered into the Community Calendar on our website. The CGRC Visit Cootamundra website links back to this calendar.

In addition, we maintain a up to date community calendar with all events dates and 'save the dates'. This calendar is a great resource to group planning events

- Whats On Community Calendar - 34 sent (up to March 2022)
- Business Newsletter - 24 sent (up to March 2022)
- Covid Information Updates - 21 sent (up to March 2022)



ent regulations for face masks and s
me orders.

id regulations are changing everyday and sometimes very quick

i a snap shot of the current rules in relation to the wearing
nd the current stay at home orders which are in place until S
just at this stage.

2021 Annual Business Awards

CRGC MOU 3.3 Recognition of local businesses in the form of presenting the Cootamundra Annual Business Awards.

The Cootamundra Annual Business Awards have been described as 'one of the most anticipated events in the calendar year". Launched in April with 12 categories, this year's awards attracted 153 nominations

All nominees are invited to put in a submission to support their nominations. The Award categories are then judged by an independent judging panel. Judges commented "The quality of this year's submissions is remarkable. Cootamundra is lucky to have such a diverse and energetic business community and the awards process has again showcased the incredible depth of passion that thrives in our local businesses and community groups.". Due to COVID restrictions at the time, the Gala Dinner was initially postponed and then rescheduled with limited numbers to Friday 30th July.

Business Cootamundra was thrilled to have 7 winners selected to proceed through to the Murray-Riverina Regional Business Awards held online in October. Rod Faulks from South West Fuels was named Riverina Murray Regional Area Outstanding Business Leader and progresses through to the NSW Business Awards held in November.

Giraffe Award for Customer Service

Winner: SG Chambers Garage

Highly Commended: Meraki Hair

Highly Commended: Cootamundra Veterinary Clinic
(Murray St)

Individual Dedication to Customer Service

Winner: Yvette Cameron-Cook – Cootamundra
Veterinary Clinic

Highly commended: Cathy Manwaring - CW Jewell
Highly Commended: Jorja Holder – Tasco

Excellence in Business

Joint winners: Maliyan Horizon and Twomeys

Highly Commended: South West Fuel

(Both proceeded to Murray- Riverina Regional Awards)

Outstanding Community Organization

Winner: Meals on Wheels

Highly Commended: CanAssist

(Proceeded to Murray- Riverina Regional Awards)

Employee of the Year

Winner: Karlie Johnston – Cooper Street Vets

Highly Commended: Alec Betts –

New Soil Cootamundra

Excellence in Innovation

Winner: New Soil Cootamundra

(Proceeded to Murray- Riverina Regional Awards)

Apprentice of the Year

Winner: Chelsie Manwaring – SG Chambers/NRMA

Highly Commended: Chelsea Finnigan – Meraki Hair

Outstanding Tourism/Agritourism Venture/Business

Winner: RB Carriage and Coach Hire

Employer of the Year

Winner: Weed masters Rail & Civil

(Proceeded to Murray- Riverina Regional Awards)

Outstanding Start-up

Winner: Coota Times

(Proceeded to Murray- Riverina Regional Awards)

Outstanding Business Leader

Winner: Rod Faulks

(Proceeded to Murray- Riverina Regional Awards)

Highly Commended: Michaela Schmidt – JMA Legal

Highly Commended: Brigid Holder – Weedmasters

Peoples Choice Award (public vote)

Hibernia 44

Website and Facebook Pages

CGRC MOU Point 3.4: Maintain a website and Facebook pages with business improvement information.

Business Cootamundra Website

With the launch of Business Cootamundra we also launched a new website.

www.businesscootamundra.com.au

The new website includes link to Our Team; What's On Calendar; Community Groups; Current Member Listings and Job Openings

In the near future links will be available to the Coota Local Webpage and BC Newsletters and social media sites.

Social Media

Business Cootamundra

1609 followers.

Posts typically include business promotions, training opportunities, interesting articles.

What's On Community Cootamundra Calendar

598 followers.

Post are typically of events and happenings in the Cootamundra local government area.

Business Cootamundra Shop Local

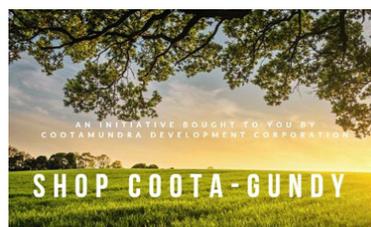
Formerly Shop Coota- Gundy and Shop Coota - Gundy Christmas

2700 followers

This page has been used for our Shop Coota- Gundy lockdown and Christmas campaigns. It will continue to be used for similar raffle campaigns and specialised promotions such as Mothers Day, Fathers Day a

With in the 2021-2023 Strategic Plan, a Social Media Policy/strategy was endorsed.

- The Business Cootamundra page will be used primarily for promoting local businesses, encouraging readers to visit local business websites and Facebook pages, and relevant and interesting business articles, and opportunities available.
- The Business Cootamundra Shop Local page will be used for specific promotional campaigns.
- The What's On Community Cootamundra Calendar will continue to promote and share events and happenings in Cootamundra and surrounding villages.



Party on Parker (Christmas Party)

CGRC MOU Point 3.5: Organise the Christmas Street Party and Shop Local Campaign

This year we were again given permission to close Parker Street off to moving traffic for the annual Christmas Party - Party on Parker.

In addition, the CGRC lifted the Alcohol-Free Zone from 6pm - 9.00pm allowing patrons to purchase alcohol from The Central Hotel to consume at the tables provided while enjoying a meal and the fantastic live band.

Business Cootamundra liaises with all main street business to ensure they stay open for the late night shopping event and this was greatly supported by both businesses and the community.

As well as showcasing local businesses, Party on Parker provides a valuable opportunity for local community groups to fundraise and showcase their groups.



Wattle Time Fair and Street Parade

CGRC MOU 3.6 Organisation and promotion of the Wattle Time Fair and Parade

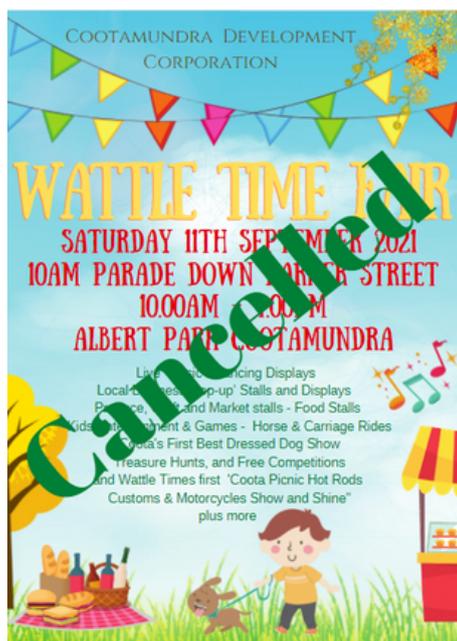
Key direction: TED Strategy 1.1a A range of programs, activities and events are delivered and promoted across the region to create opportunities for all members of our community to come together and strengthen community cohesion.

Unfortunately, for a second year due to the COVID restrictions preventing community gatherings and the uncertainty of when lockdown would end, the 2021 Wattle Time Fair and Parade planned for Saturday 11th September had to be cancelled again. The month-long inaugural Fields Of Gold Festival was also cancelled. Many hours of planning and work had already gone into Wattle Time and the cancellation was disappointing but necessary.

Planning and much work has already gone into the 2022 Wattle Time Fair and Parade scheduled for Saturday 17th September 2022.

A true Australian country fair is planned, with local business promotions, the iconic parade down Parker Street, live music, food stalls, kids rides and entertainment, games and competitions and local curated market stalls.

The inaugural Fields of Gold Festival planned for September will be a month-long celebration full of events including an art show and craft morning, sports activities, photography competition, scarecrow building competition, late night shopping, informative walks, history presentations and more events to be confirmed. Planning is well under way and interest and excitement is building.



Community Groups & Business Listings

CGRC MOU Point 3.7 Maintain up to date business and community group lists and contacts.

Key Direction: TED Strategy 1.1c Local groups, clubs and volunteer organisations are recognised, promoted and supported.

Business Listings

Databases with all current local businesses, contact numbers and emails are available and are regularly audited and updated.

Business Cootamundra also maintains and regularly updates the business listing on the CGRC Coota Local webpage.

Community Group Listings

Databases with all current local community groups, contact numbers and emails are available and are regularly audited and updated.

Community Calendar

The Business Cootamundra website calendar is updated daily with all Cootamundra events and happenings, community group meetings and save the dates. A link to this calendar is also provided on the CGRC Visit Coota website.

Cootamundra Community Calendar Newsletter is sent out weekly, every Tuesday .

‘Through the Streets’ 2lf radio segment of events for the upcoming week is prepared weekly for airing on a Monday morning.

A community calendar of all upcoming events and save the dates is maintained and serves as a resource for groups planning future events to check availability of dates.



COMMUNITY GROUP MEETINGS

Centrelink

CGRC MOU 3.9 Provide access to Centrelink services for our residents through the provision of an office facility in Parker Street (Hours 9.30am - 2.30pm)

The Centrelink Agency is extremely beneficial to our local community and provides an invaluable resource for residents, especially those who are without access to computers and the internet and to those with limited technology skills.

With the emergence of COVID-19 restrictions, the benefit of this agency in town was significant and remains to be as we adapt to living with the pandemic.

From July 2021 to March 2022, 2,236 clients have been assisted. With the government mandate in September 2021 regarding the presenting of double vaccination certificates to gain entry into many places, 1102 people accessed our office services over 6 week period.

During the 2021 lockdown the Centrelink office, at the advice of Services Australia, remained open but on reduced hours - Tuesday, Wednesday, Thursday from 10am - 2.00pm for emergency services only. People were advised to make sure their reason to leave home to attend the office met with restriction rules at the time.

Our most regular clients are senior residents and disability pensioners without access and ability for online tasks.

- The Cootamundra Centrelink Agency provides residents with access to Service Australia – Centrelink, Medicare, Veteran Affairs services.
- Services available include
- Access to free Centrelink computers, phones and free Wi-Fi, and
- assistance in using the computers
- the provisions to access and lodge forms
- assistance in completing forms assistance
- to set up and access digital services
- assistance with general questions about payments and services
- register for a Centrelink Reference Number
- verify identity and identity documents
- set up MyGov accounts
- referrals to specialist services and general advice and assistance



Parker Street Mural

Mwang Ngangaanha-gu Ngurambung-gu - Together Caring for Country.

A collaboration between the Cootamundra Development Corporation (CDC) and the Cootamundra Aboriginal Working Party- CAWP and funded by Eastern Riverina Arts, this mural demonstrates the journey on Country around Cootamundra with both Aboriginal and non-Aboriginal people. Gudhamanghuray and Wiradjuri symbols depict the connections made between people and Country and how our custodianship continues for the areas of cultural significance in our community.

The mural was beautifully painted by the Cootamundra Aboriginal Working Party and community members including Peter Beath, Leigh Bowden, Anissa Jones, Pauline Hancock, Kieran Hearne, Peter Hearne, Joy Horton, Murray Izzard, Amanda Levett, the Magrath Family, the Sannazaro Family, Jason Manning and Colina Meadows.

Paul Deep, Kevin Deeps Clothing, provided the space for the work and the project would not have been possible without the help of Leah Sutherland (Manager CDC), Coota Signs, Cootamundra Mitre 10, the Cootamundra Paint Centre, Tegra Australia, Steven Lowe, Wayne Bennett and the Planning staff from Cootamundra-Gundagai Regional Council, Luke & Austin Piotrowicz.

Business Cootamundra (then Cootamundra Development Corporation) also thanks Nina Piotrowicz for her tireless work on this project. Nina was the driver and has made this happen.

It is a wonderful addition to our Main Street and an example of true community collaboration. Visit Cootamundra Cootamundra Development Corporation Cootamundra-Gundagai Regional Council Eastern Riverina Arts



Shop-Coota Gundy Campaign

The Shop Coota-Gundy was based on a similar campaign being run in Hay NSW. We again acknowledge and thank the women from Hay Lockdown Fun, who willingly allowed us to set up our own campaign and offered assistance and support along the way. Not only have these women helped their own town, but they have also helped our communities.

The regional lock down was hard, and during the first 2 weeks some businesses wondered whether they would make it back. The Shop Coota-Gundy campaign was launched and was a great success. While there still will still be challenges ahead, the businesses now have a bit of reserve to pay their rent, insurances, electricity, phone, get the stock already ordered. The bills don't stop because the shop is not opened. These businesses now have hope, and that was our aim – to assist those with no income or diminished income because of the lockdown.

The campaign basically involved a business offering a product/voucher for raffle. They offered a set number of tickets at a set price. i.e., the seller offers a product worth \$50. 10 tickets at \$5.00 per ticket were offered. When the tickets were sold and money received, the business then sent the raffle details of allocated numbers and names to the CDC for drawing. Daily draws were conducted live on the Facebook page at 4.00pm every weekday.

The campaign was launched on Saturday 28th August with the first draw on Monday 31st August and concluded on Saturday 11th August with Super Saturday. During this time:

***\$155 130 was injected back into our business economy.
\$146 430 in Cootamundra and \$8700 in Gundagai.***

Additionally \$6280 was raised for Cootamundra charities, CanAssist and FoodBank Cootamundra when a last-minute raffle was organised by a couple of dedicated Cootamundra locals.

57 business took part in the campaign. 400 draws were held, and the Facebook page now has 2614 members.

The support from the community and businesses has been phenomenal. As a community we all came together. There was a great feeling in the town considering the predicament we were all in with COVID. As a community we were able to ensure our much-valued retail businesses would be able to re-open their doors when the lockdown ended.

We also thank the Gundagai businesses and community members who came onboard. The campaign provided great exposure of local businesses in both towns, and it was amazing to see Gundagai people buying tickets in Cootamundra raffles and vice versa. We hope to be able to build on this experience.

The small committee of CDC Board members Jo Tomkies, Tracey Ewings, Jaime Hall, Melinda Chambers and CDC Manager Leah Sutherland were humbled by the messages received and the support offered. We can't thank our communities enough. To see our communities work together, our business owners smiling and our community members supporting our businesses while having fun and winning a few bargains was the most exceptional experience.

Feedback received from Shop Coota- Gundy Lockdown Campaign.

- Congratulations team. I can see the success of the raffles meant a lot of work for each of you and I'd like to extend my thanks for all that you did to run Shop Coota-Gundy so successfully for our towns.
- This was an awesome idea. It was great to see the community come on board and support our local businesses.... I'll be watching at 4pm... thankyou to the CDC team who looked after this.
- Coota- Gundy is full of giving people. Great initiative.
- Love a country town... great to have conversations other than COVID. This has certainly bought a smile and a bit of excitement.... thankyou
- Great thing you have done ladies, I don't live in either of my home towns anymore, but it was a pleasure to support them from afar.
- Congratulations to all involved, what a wonderful achievement and what a great community effort.
- Congratulations guys, you have done an amazing job. I'm sad its over. Great concept.
- Well done ladies. Thank you for some fun during lockdown.
- Incredible business women. you have done an amazing job to unit a community, drive such fun and support local businesses in lockdown, Well done! Simply amazing.

Shop Coota - Gundy Christmas Campaign

After a tough year of restrictions and lockdown our local businesses still needed help. The effects of the month long lockdown was still rippling through and will continue to do so for months.

To provide assistance, and at the request of many, we again launched to Shop Coota)Gundy Christmas Campaign. This campaign ran for two weeks and provided a much need pre-Christmas boost for local businesses. Both Cootamundra and Gundagai business joined in.

Again we were proud to put another \$74 377 back into our business economy.

The campaign also bought info focus the diversity and uniqueness of our local businesses,

These businesses are the heart and soul of our communities, they support local sporting groups, raffles and charities, schools and local events. The owners become our friends and their shops are places we want to go.



Cootamundra Community Christmas Tree

In November the Cootamundra Development Corporation(CDC) launched a community Christmas Tree Fundraiser to raise much needed decorations for our Christmas Tree. The tree owned by the CDC was in serious need of a revamp.

Visits to all local business were made, and the business was invited to either donate \$100 to the cost of the decorations or \$100 voucher to be part of the community raffle planned.

Our generous local business came on board with sponsorship, even after a hard year of lock down and restrictions. They were still are willing to provide help for our community, to help it grow and bring smiles to peoples faces.

Countless hours went into the planning and culmination of this project. Our small but dedicated team pushed to make this happen.

And of course, our loyal community supported us by purchasing tickets.

All of this was made possible by the support of The Decorative And Visual Experts - The DAVE who have given our town so much. They spent 22 hours building this magnificent 6 metre tree. This included installing:

- 75 individual branches
- 1425 baubles. Gold, Matt Gold, Champagne Gold
- 18 large gold individual baubles) Lights:
- over 2000 fairy lights used which are static and twinkle
- Tree Top Star: this is the federation star with twinkle lights

In total with both business donation and the proceeds of the raffle, \$8536 was raised. The total cost of the refurbishment was \$8358

It is always amazing and heart-warming when our community comes together to achieve something – in this case our spectacular tree.



COOTAMUNDRA DEVELOPMENT CORPORATION
COMMUNITY CHRISTMAS TREE FUNDRAISER

Win \$3100
worth of \$100
shopping
vouchers.

Tickets
\$10

COMMENT BELOW FOR A TICKET
TICKETS ARE ALSO AVAILABLE
AT THE CDC OFFICE

Proudly sponsored by:

- Palmer Ford
- Planted
- South West Fuel
- Come Alive
- Nipawan Chamberlain Thai Massage
- Deeps Clothing & Footwear
- Jak + Jill
- CW Jewellers
- Nxt Journey
- Des's Blinds & Awnings
- Pazzaz
- Coota Ex Service
- Parker St Antiques
- Smart Fix Auto
- Bush Chemist
- Dusty Road Coffee Roasters
- Wrapped
- Southern Cross Mobile Mechanics
- Camera Art Photo and imaging
- KRMS Studio Cootamundra
- SG Chambers
- Tegra Cootamundra
- Sportspower Toyworld
- The Arts Centre Cootamundra
- Hair Design
- Frans Beauty Therapy
- Cootamundra Dental
- Elizabeth Anne Florist
- Furniture One
- Stockingpiggie Free Range Pastured P
- Southern Cross Mobile Mechanics

Festival of Lights

The Festival of Lights event was planned and executed by Business Cootamundra. It was a huge success and the feedback around the community has been fabulous.

The event exceeded all expectations with 2000+ people attending. There was not a spare seat, lots of people were standing and people were spilling out of hotels and restaurants. It was good to see that the event hit the mark for all age groups and was inclusive. The community was so happy, people were happy, laughing, dancing and the feedback has been incredible.

Leah Sutherland - Business Cootamundra, approached CGRC in November 2021 with a proposal for CGRC to support a new event the "Festival of Lights" and apply for a grant to fund the event via NSW Government Grant program the Festival of Place Summer Night Fund Program. The aim of the Summer Night Fund Program was to bring communities together after the isolation caused by COVID.

Kate Sharman, CGRC Cootamundra TED officer, worked with Leah to write the grant application. We were successful applicants and were granted the maximum \$15K grant from the department of NSW Government Planning Industry & Environment. The event was 100% funded by the NSW Government Planning Industry & Environment. We are incredibly grateful to the NSW Government for granting the funds to run the event and creating an opportunity for Cootamundra to host an annual event. It absolutely achieved the objectives of the Summer Night Fund Grant.

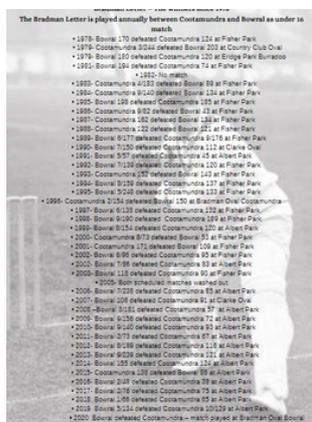
The community wants more of this type of event and we have had feedback from people from surrounding towns that they will come next year! The biggest challenge will be funding subsequent events. Business Cootamundra will seek sponsorship opportunities to ensure this event can become an annual happening.



Collaborations

Key Direction CGRC TED strategy – 2.1F Develop and strengthen affective partnerships with, and between, locally-based organisation and business operation to enhance connectivity and working together.

- Confidential advice, information and referrals for approximately 26 businesses. These issues included staffing changes and dismissals, rental concerns, COVID-19 rules and regulations, COVID-19 funding, training, new business set-up, grants and grant eligibility, business planning and specialist advice.
- Cootamundra Tourism Action Group (CTAG) 355 Committee. Manager Leah Sutherland is the current Secretary of the CTAG. (CGRC MOU Point 3.10 Support of and representation on committees working towards positive outcomes for Cootamundra including monthly representation at the Tourism Action Committee.
- Providing the Wallendbeen Community Association and The Arts Centre Cootamundra with Letters of Support to support grant applications.
- Co-ordination of donations to local community groups by Coota 400 Street Muscle Car Battle
- The Coota District Co-Op - Business Cootamundra acts as a base for volunteers to pick up and drop off the Co-op office key daily. We will continue to support the establishment of this new business.
- BEC Connect Program and ASBAS program introductions to local businesses.
- Working with BEC Business Advice South & West NSW Enterprise Centre to present relevant training and workshops for local businesses and community groups. *Key direction CGRC Tourism and Economic Development Strategy – strategy 2.1a Develop and deliver strategies which support the economic sustainability of the Cootamundra- Gundagai region.*
- Cootamundra Junior Cricket were supplied with 50 information posters to be given to Bowral and Cootamundra players participating in The Bradman Letter.
- Red Cross Food Bank - providing continual printing and photocopy support.
- Distribution of specific grant information to businesses.
- Support to community groups sending out information via our email groups, social media, community newsletters and radio segments.
- Presentations to U3A and Probus Cootamundra community groups.
- Presentation at Gundagai business community expression of interest in establishing a business chamber.
- Representation at the recent Cootamundra Community Services meeting and a commitment to assist in planning a Volunteers Expo.



COOTAMUNDRA COMMUNITY DIRECTORY

