



MAYDALE RESERVE COMMUNITY REPORT

January - December 2023

A sense of *belonging*

The Horsham Agricultural Society's efforts continue to improve the liveability of Horsham supporting the wellbeing, health, and service to our community by providing a space for people to connect, gather and celebrate in the heart of our city, overlooking the Wimmera River.

Elements

Details

Outcomes

56

36 public events
20 private events
including **5 major events**

Over 22,500
visitors to the
precinct

Estimated customer
spend from **5 major events** as per the
Remplan Tourism
Impact Summary
\$3,124,300.00

*at a
glance*

4

Projects funded by
Federal, State & Local
Govt and a local
business

Queens Jubilee
Tree Planting

Repurposed
Stables One and
Four

Solar Panels
Installation

Creating shade long
term

Two new venue
options to support
events

Reduced power costs
Increased
sustainability

3

A new initiative to
engage financial
partners

AXIS
Employment
The Weekly
Advertiser
101.3Mixx FM
and 1089 3WM
Yes Horsham
(Optus)

Ensuring the continual
development and
progress of the
Horsham Agricultural
Society & Maydale
Reserve



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Our people

Acknowledgements

61 Members from across Vic & SA
28 Society Councillors (committee)
50+ Volunteers
50+ Sponsors
50+ Suppliers
1.1 EFT Staff

PAGE TWO

The Horsham Ag Society employs four casual and one full time staff members – a workshop supervisor, a wedding planner, an administration officer, an after-school mentee and an Executive Officer.

We have 28 councillors including 12 life members, many of whom volunteer their time alongside more than 50 registered volunteers who donate their time across our events in particular the Horsham Agricultural Show, Wimmera Autumn Merino Sheep Show and the 150km Feast.

Our 'brand' travelled overseas in 2023 when Society President, Cr. Daryl Wallace travelled to the UK, attending the 'Golden Shears' as Australia's judge in this world shearing competition at the Edinburgh Show. As a result, inspiration for our agricultural show and our facilities, will see Daryl lead us confidently into a new year with a fresh approach to progress our organisation to another level.

We appreciate the support of an additional 61 members who subscribe to an annual membership of the Horsham Ag Society, the major benefits being free and discount entry to our major events. Many of these members have also become participants like 'Friends of' lending a hand throughout the year at events, seeing how things work behind the scenes. Opportunity to join us at a governance level is also available at our Annual General Meeting.

As an organisation which is registered with Centrelink, we provide a workplace for 55 to 67-year-old job seekers to complete their mutual obligations and currently engage three wonderful volunteers for 40 hours per week.

A new community volunteer who loves to garden, helps to manage the Maydale Social Garden in his retirement, after relocating to Horsham. The concept of providing 'a sense of belonging' to new residents to Horsham, presents as a fabulous opportunity to grow our support base but more importantly, gives purpose and value to participants.

We also have an MoU with Community Correctional Services which provides an environment for offenders to assist them in meeting their obligations, which we supervise and manage. This program increases our labour workforce up to 60 hours per week which supports the maintenance of the 4.5 hectares of land which we own on the east side of the showgrounds.



After winning the 2022 Community Service Impact Award at the ACE Radio Wimmera Business Awards, our Executive Officer has delivered public presentations to a Rural Women's Day event in Dunkeld, to the Hamilton Showgrounds Advisory Committee, Coleraine Showgrounds and was a guest podcaster for the first episode of the InnovationAg series through Deakin University of Geelong, as well as local clubs; Horsham East Rotary Club and the U3A in 2023.

In August we were invited by Grampians Tourism to present the story of the 150km Feast to the Victorian Regional Tourism Board in Collins Street.

After establishing the 150km Feast in 2021, it developed into a three-day festival in 2023 and it was identified that local food and wine produced within 150km of Horsham was a sought after commodity. As a result, new partnerships were formed and we decided to host an event on the Kings Birthday long weekend, featuring indoor food trucks and showcasing wineries within 150km of Horsham. Smoke on the Water will now become an annual winter event, providing a destination event for visitors and a social opportunity for our local community. It has great capacity to grow into a larger event, with planning underway for 2024.

As a result of the InnovationAg podcast, the profile of the 150km Feast has gathered interest across the South Western Victorian region and Mildura, with Strathalbyn and Kangaroo Island SA also showing similar interest as we see a trend in the food industry, promoting local produce in cafes and restaurants. This is an area we can support through the Wimmera region as we continue to uncover a growing food bowl footprint.

The Maydale Reserve has been selected as the venue host for the February 2024 Grampians Tourism Industry Forum. Andrea will also be a keynote speaker, sharing the story of our development over the past eight years. The Horsham Agricultural Society recently became a bronze member of Grampians Tourism as we work together towards uncovering opportunities in agritourism. We are also members of West Vic Business. This collaborative approach across sectors increases our responsibility to be part of developing Horsham into a more liveable city.



While being Victoria's first Virtual Agricultural Show in 2020, we can also proudly claim to be Australia's first agricultural society to utilise the Flicket (NZ) platform, working closely with them to provide our own custom ticketing website to manage our major events and collect essential data for event development and improvement.

Additional website pages we manage include:

- Horsham Show
- Maydale Reserve
- 150km Feast
- The Cattle Shed (WIP)

We have a strong online presence managing several social media pages:

- Facebook pages for Horsham Ag Society, Horsham Show, Horsham Horse Show, 150km Feast, The Cattle Shed, Maydale Social Garden
- Instagram pages for Horsham Ag Society, Horsham Show, 150km Feast and The Cattle Shed
- X (Twitter) pages for Horsham Ag Society, Horsham Show, 150km Feast.



Through our Facebook page, we've captured our past and our present through images like these.

Events

summary



PAGE FIVE

From 1 January to 31 December 2023, the Horsham Ag Society has hosted or hired out our facilities for 56 events, which is a vast contrast to just five events back in 2015, the major one then being the Horsham Show.

Visitors to the 27 public events, 20 private events and nine public events hosted by the Horsham Agricultural Society amounted to more than 22,500, another significant increase by comparison to 2015.

• **PUBLIC EVENTS – 27**

- (6) Voddy & Vacay Cocktail van – 500 local patrons
- (1) Pro-Wrestling Event – 100 patrons and competitors from SA to Melbourne
- (3) Fishing & Orchid Expos and Goat Show – 3,600 exhibitors and patrons from across Australia
- (1) Fishing Competition – 210 campers across Victoria
- (1) Outback Adventure Event – 200 patrons
- (1) Swap Meet – 800 patrons and exhibitors across SA, NSW & Vic
- (2) Music Events – 500 patrons Vic & SA
- (3) Poultry Auction & Shows – 250 people from across Victoria
- (1) Community Fundraiser – 200 people Victoria wide
- (1) First Nations Careers Expo – 100 regional students and local businesses from Wimmera/Mallee
- (2) Dance/Performing Arts Concerts – 200 local people
- (1) Kannamaroo Festival – 3000 patrons and 40 stall holders/entertainment from across the Victoria
- (4) Crochet Club classes – 4 local people totalling 16 visits

PUBLIC EVENTS FOR THE COMMUNITY BY THE HORSHAM AG SOCIETY – 9

- 150km Feast Launch Brunch – 60 Wimmera/Mallee/Western District patrons
- 150km Feast Dinner – 150 people from across Victoria
- 150km Feast Food Truck & Wine Festival – 1000 patrons from across Victoria
- Wimmera Merino Sheep Show & Yard Dog Trials – 400 people from SA, NSW & Vic
- Smoke on the Water – 1000 people from across Victoria
- Horsham Agricultural Show – 6000 patrons, 100 exhibitors/competitors from across Victoria & SA
- Horsham Horse Show – 150 competitors and supporters from across Victoria
- Shades of Troopers Creek music event – 250 people from across Victoria
- Pop Up Bar – 12 local people

PRIVATE EVENTS - 20

- (6) Weddings and one elopement – approx. 700 people attending from across Australia
- (8) Private birthday parties – Eight parties approx. 700 people across Victoria
- (1) Football Club Black Tie Ball – 120 local people
- (2) Corporate Christmas Parties – 200 local people
- (2) Private Meetings – 50 participants from the Wimmera/Mallee region
- (1) Club Equestrian Rally - 10 riders and support people

Partners &

sponsors



PAGE SIX

ORGANISATION PARTNERS

AXIS Employment became our first official partner, which highlighted a strong working relationship beginning six years ago. Together, we have and will continue to deliver positive outcomes for job seekers through a variety of programs they offer us. This collaboration underpins so much of what has been achieved on site at the Maydale Reserve.

ACE Radio and The Weekly Advertiser were quick to accept a long-term partnership after hosting several corporate events at the Maydale Reserve over recent years and placing a high value on the precinct and its potential. Their intent is to continue to support the work we do as we collaborate on marketing and promotional opportunities which mutually supports the partnership.

Yes Horsham (Optus) has been a regular sponsor of the Horsham Show for many years but in 2022, they did not expect to be fully responsible for establishing the first sensory space for agricultural shows in Victoria by physically creating one at the Horsham Show. This concept has since been popular at many country Shows as well as the Melbourne Royal. A formal partnership with the Horsham Ag Society in 2023 was a natural progression as we continue to support each other.



EVENT SPONSORS

Existing and returning event partners require our expert attention in providing them with tangible benefits to support their businesses through our promotional pathways. While sponsorship for the Horsham Show has seen a steep drop in support by local retail and agribusinesses, it is pleasing to see local farmers step up and support us financially, to maintain the integrity of our agricultural event.

The Wimmera Autumn Merino Sheep Show received major sponsorship from a NSW company in addition to a major corporate national sponsor, which supports the yard dog trials at this autumn event.

GJ Gardner Homes Ararat, Horsham & Hamilton has returned as a major sponsor of the next 150km Feast, as they look to us to support their brand at a local level.

THE RESULTS ARE IN....

The massive increase in events held at the Maydale Reserve has a strong impact on our community, supporting Horsham to become a more liveable city. Based on the information provided by REMPLAN for five major events held at the Maydale Reserve in 2023, there is a customer spend of over \$3.1 million in the municipality.

Projects & sustainability



PAGE SEVEN

This past year the following projects were completed:



- Planting 30 trees as a deliverable project of the Queen's Jubilee Tree Planting program. (Federal Government)
- A new concrete floor in Stable Four to create a new animal nursery for the Horsham Show. This space could also be adapted to market stalls to coincide with other events, as it's undercover. (State Government)
- Repurposed Stable One as a new indoor/outdoor function facility
- Installation of solar panels by Laser Plumbing & Electrical Horsham and parent group O'Brien.

Successful grants included:

- Horsham Sports & Community Club - \$2,500 for portable gas heaters
- HRCC Community Grant Events - \$1,700 towards Horsham Show's entertainment budget
- HRCC Tourism/Hospitality - \$3,000 for the supply and installation of granite sand to the floor of Stable One

Grant Pending

- Volunteers Grant - \$5,000 to purchase a side-by-side vehicle for volunteers to be transported around the grounds at events.

SUSTAINABILITY

The Horsham Ag Society participated in the Tourism Collective's Regenerative Tourism program in 2023, focusing on event sustainability in particular, the 150km Feast in the following ways:

- Reusing crockery, cutlery, glassware, uniforms
- Replacing biodegradable glasses for vintage repurposed for the feast
- Repurposing furniture and event accessories from timber pallets
- Swapping bottled water for tap water around the precinct
- The Maydale Social Garden to grow some of the produce for the 150km Feast and tracking the outcome

Our next goal is to procure rainwater tanks to provide additional drinking water for visitors as well as providing a water supply for a new landscaping project to beautify the perimeter of the former cattle arena. A collaborative project with Bunnings Horsham, we aim to plant 4 olive trees and approximately 40 plants each of rosemary, lavender, borage and sage. Nasturtiums will also be planted as great companion plants providing colour, edibility and attracting bees for pollination to the olive trees.

The future *precinct goals*



PAGE EIGHT

The development of a Masterplan for the future of the historic Maydale Reserve precinct includes these goals:

- Provide camping for fully self-contained vehicles to address the need for accommodation for visitors to the region due to the increased tourism brought about by the Silo Art Trail (studies underway).
- Inclusion of a brewery pending a power upgrade by Powercor (current WIP)
- Become a satellite Visitor Information Centre.
- Conduct tours of the Maydale Reserve historic precinct for visitors and locals (we are currently available to undertake tours but have yet to market the opportunity).
- Repurpose the Kennel Clubrooms.
- Repurpose the Poultry Shed.
- Extend the Maydale Pavilion with a view to developing it into a larger double storey pavilion, opening opportunities for business growth.
- Create a retail shopping village.
- Build a café or buy a mobile coffee/food van.
- Build a maze for visitors to the precinct.
- Build a pontoon for a water taxi stop.
- Incorporate a petting zoo of farm animals for visitors and locals.

These goals lean into incorporating the navigation of a pathway towards the Maydale Reserve potentially developing further as a social enterprise.

Ultimately our collective goal is to create more employment opportunities supported by a variety of revenue streams to ensure the future of the Horsham Agricultural Society at Maydale Reserve.

