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David Gaggin
Show Secretary
Central Coast Poultry Club
16 Darlingup Rd
WYEE NSW 2259

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.

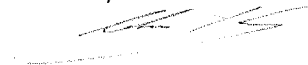
This activity is ongoing as new students (about 2,500) become involved in agricultural studies annually.

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