



Sponsor Proposal

Our Visions:

Enhanced quality of life, economy and beauty

Healthy stream flows

Billabongs and constructed wetlands

Recreation, leisure and reflection

Carefully planned



Visions for Armidale Creeklands Inc invites the support of Armidale businesses and organisations to assist us in achieving our aim:



Image: Terry Cooke

To assist in the careful planning, design and development of beautiful, healthy and safe public spaces featuring wetlands, lagoons and billabongs, connected by flowing water along the Armidale Creeklands.

We support the creation of safe, user-friendly infrastructure: attractive bridges, paths and cycle ways, play and recreation areas, exercise stations, historical interpretation, performance and creative spaces, sculptures, throughout the city's creeklands. Improving the habitat for wildlife is also central to our Visions including the establishment and maintenance of magnificent trees, both native and introduced.



Image: Terry Cooke

Our not-for-profit association is developing imaginative ideas for our city and region and now is reaching out to the broader community to help us refine Visions that will be accepted by as many as possible.

Getting broad support for community-approved Visions along the entire length of the creeklands continues to be a prime focus for our not-for-profit association.

What have we achieved to date?

Since we formed, we have been the catalyst for two important creeklands plans!

1. In June 2017, following our presentation to Armidale Regional Council, they funded a consultancy to develop a Master Plan for the central part of the creeklands! That plan was approved by Council in October 2020. In June 2021, Council was awarded **\$3m of funding support from the NSW State Government for Stage 1**. This stage is currently being planned by Council.
2. We were awarded funds under the NSW Government's bushfire recovery funds to help plan for improved water flows and other improvements along Black Gully Creek (behind NERAM and the Aboriginal Cultural Centre and Keeping Place). We did this by supporting Stringybark Ecological stringybarkecological.com.au to produce their Stage 3 Plan for Black Gully with a detailed Review of Environmental Factors. This plan, when funded, will see more billabongs, a bush tucker walk, pathways, footbridges, improved parking, lighting, removal of weeds and the planting of native species. We see this as a 'proof-of-concept' for even more improvements across all of Armidale's creeklands.

The approved Master Plan is a great start in planning for about 20% of the creeklands but there is so much more to plan and do. What should happen to the 80% of the creeklands precinct which is outside the scope of the Master Plan?

Visions for Armidale Creeklands Inc has worked hard to seek visions from the whole community including the Aboriginal community, sporting associations, recreational users, the business community and residents who want to see environmental protection, stream health, wildlife corridors, native vegetation, deciduous colour, retention of heritage and better facilities.

Here are some comments we got from a recent Facebook post about proposed 'nature play areas':



Love it

Looks absolutely fantastic

So excited to see this post

Great

Oh yes please!

What a fabulous idea!

Why is sponsorship needed?

Generations of Armidale's residents have wanted to improve our city's creeklands.

- More visible water in our beautiful city – billabongs, lagoons, ponds and wetlands – will greatly improve recreation and the enjoyment of all residents.
- A more beautiful and healthier waterway along the centre of our city will encourage tourism and grow the economy.
- An enhanced creeklands environment with restored environmental flows will support a healthier city from the west (University of New England) to the east (Cookes Rd and beyond).

Water features are central to our vision; they will enhance the quality of life, economy and beauty of Armidale.

We have made good progress in developing community supported Visions. Your sponsorship support will enable us to achieve even more and sooner!

How will your sponsorship make a difference?

Money raised through sponsorship will allow us to engage the interest and participation of the next generations, to further develop Visions and create detailed plans which will be more likely to attract funding and support.



PLC students visiting Black Gully Creek 2021

Provide attractive prizes for a competition for school students

To attract the interest of students, teachers and parents. Students will be invited to prepare imaginative proposals within topic areas aligned to the curriculum such as: water (health, flow, capture, storage, etc.), bridges (attractive designs, layout, etc.), recreation, nature play areas, entertainment and sport (facilities, events, etc.) or energy (e.g. hydroelectricity, solar pumping, etc.).

This competition will encourage intergenerational participation to improve the entire creeklands as a vital artery of our city and region - both now and into the future.



Works proposed by Stringybark Ecological for Black Gully parklands

Develop visual concept plans

For the entire network of creeks that make up Armidale's creeklands. We will identify the areas best suited for the construction of wetlands, ponds, billabongs, walkways, viewing areas, recreational facilities, Aboriginal interpretation sites and historical sites of interest. We will create detailed maps and images of our proposals for water as well as infrastructure and landscape architecture. With sufficient funds, we will engage professionals to carry out water modelling to plan for off-stream water storages and place our Visions and innovative designs within our creeklands landscape.

Levels of sponsorship (cash and/or in-kind)

Depending on your level of sponsorship, your business/organisation will be promoted in all of our communications and events. By sponsoring us, you will raise the community profile of your business or organisation.



What is in it for you?

- Your sponsorship will spread positive messages and stimulate the next generations to develop their ideas for improving our creeklands.
- Community involvement will support the desire for sustainability within our community.
- People will have more reasons to support your business/organisation if you have demonstrated your commitment to your local community.
- Your support will yield a substantial economic return to the entire city - through increased visitation and attractiveness to both residents and people wanting to move to Armidale to experience the multiple benefits of this beautiful city.
- More economic activity will increase the vibrancy of the whole city, benefiting all residents, including your employees.
- We will leave an important legacy for our city by ensuring that the Visions we develop for Armidale's creeklands will live on for the benefit of this and future generations - through our web pages, our finalised plans and successfully funded projects.

We will provide:

Sponsorship levels	Gold (\$5,000)	Silver (\$2,500)	Bronze (\$1,000)
Financial memberships of Visions for Armidale Creeklands Inc (V4ACL)	3	2	1
Logo on V4ACL home web page	✓		
Invitation to assist judging of School competition entries	✓		
Invitation to present prizes for School competition	✓	✓	
Positive messages per year about your sponsorship through regular Facebook, Instagram and LinkedIn posts	6	4	2
Opportunity to display your promotional material at events organised by V4ACL (walks, tours, public meetings, presentations, etc.)	✓	✓	
Acknowledgement of sponsorship in all direct emails to members and friendly followers (ordered by level)	✓	✓	✓
Logo on V4ACL sponsor page (ordered by level)	✓	✓	✓
Link from V4ACL website to sponsor's website	✓	✓	✓

How will we publicise the school competition?

Targeted emails will be sent to schools and teachers showing how the competition can fit with their syllabus. In addition, advertisements, posters, direct mailing, website and social media posts on Facebook, Instagram and LinkedIn will promote the competition.



Image: Terry Cooke

What media will we use?

- Our website
- Newspapers (Armidale Express & New England Times)
- TV
- Radio
- Social media (Facebook, Instagram and LinkedIn)
- Cinema advertising
- A stall at Markets in the Mall and similar events.

Related groups in the region

Visions for Armidale Creeklands Inc aims to act in a complementary fashion to other community groups concerned with our creeklands and the environment. These include:

- Armidale Urban Rivercare Group
- Sustainable Living Armidale
- Southern New England Landcare
- Armidale Tree Group



Sale Common Boardwalk

Some towns/cities in Australia where water is a feature

Adelaide	Melbourne
Albury	Newcastle
Benalla	Perth
Bombala	Pinnaroo
Brisbane	Stanthorpe
Canberra	Sydney
Cowra	Toowoomba
Darwin	Urunga



Stanthorpe in spring



Cowra Japanese Gardens



Bombala River



Sydney Park, Sydney



River Torrens, Adelaide



Lake Burley Griffin, Canberra



Parramatta River Bridge



Benalla Art Gallery, Lake Benalla

Becoming a sponsor

Please visit our Sponsorship page on our website to express interest in becoming a sponsor:

www.armidalecreeklands.org.au/sponsorship


We thank you for considering this opportunity to invest in the future of Armidale by improving the beauty and health of our creeklands.

Note: Our terms and conditions are also available at this website.



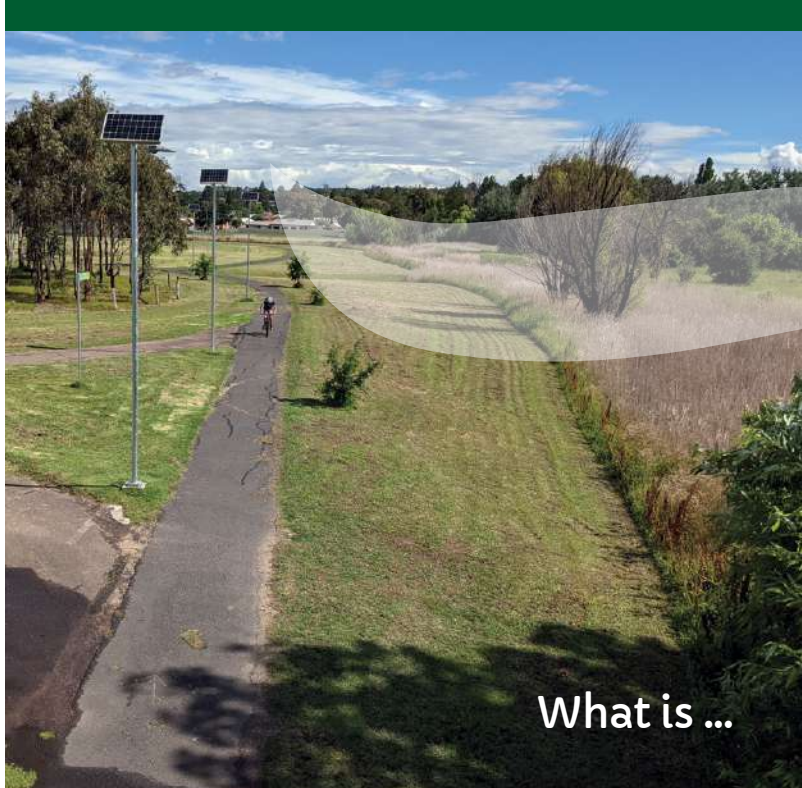
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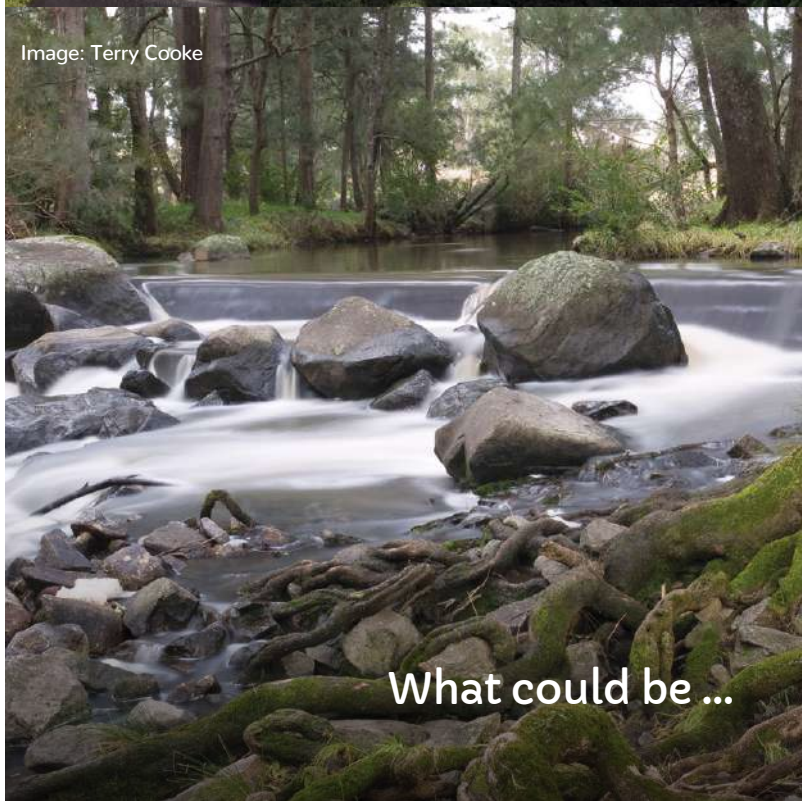
 /instagram.com/creekvisions/

 /linkedin.com/company/visions-for-armidale-creeklands-inc



What is ...

Image: Terry Cooke



What could be ...