



**Title:** Beers for Broadwater Raises more than Cash for a Community

**Category:** Emergency Services

**Club Name:** Mounties

**Entrant:** Pontida Ratanavong

- 1. Provide an outline of the program, project or cause that addresses each of the following aspects:**
  - a. The program/project/cause objectives**
  - b. The support the club provided, i.e. was it financial, in-kind, staff volunteers or use of club facilities?**
  - c. A timeline of activities/events**
  - d. Any developments made since implementation (for example: if the support spans multiple years, how has the program grown? Will the club provide support again? Will the program be enhanced in the future?)**

When a natural disaster strikes, communities come together and they help – whether that is raising funds, sending support or pitching in to get people back on their feet. Mounties did this and more for the people of Broadwater in Northern NSW after the floods in early 2022.

In April 2022, Mounties pledged to support the small town of Broadwater. But the support went beyond cash, it went further than hands-on support and even sending supplies. Mounties built and delivered an initiative that helped the entire community on their road to recovery – in spirit, in force and via funds.

Mounties Group raised a total of \$220,000 for the flood-stricken town of Broadwater through its Beers for Broadwater initiative. A team from Mounties Group travelled to Ballina in April to host a special event, headlined by Shannon Noll. It wasn't just about sending a cheque but getting people on the ground, putting on some entertainment and personally making a difference to the community.

The event was a sell out and the Mounties team of more than 20 were delighted to host the event, meet the community and personally deliver \$220,000 to the local region.

The community event was hosted at Ballina's Cherry Street Sports Club where almost 1,000 people turned out for live entertainment, food, drinks and other activities funded and serviced by Mounties Group.



Overall, this fundraising campaign included a mix of all levels of support – in-kind, financial and volunteering. The fundraising campaign ran for six weeks prior to the event on Saturday 30 April and involved all Mounties Group clubs across Sydney, the Northern Beaches and the Central Coast of NSW.

Mounties leveraged its relationships with key suppliers to fund aspects of the special event and chose to support a local business in the process. Ballina Cherry Street Sports Club has never been so excited to welcome fellow locals and residents who needed a reason to celebrate, come together and support one another.

Funds donated to the Broadwater community through the Beers for Broadwater campaign have since been used to assist locals and businesses rebuild, including the Broadwater Bowling Club which was badly damaged.

**2. Provide a brief insight into why this program, project or cause was supported by the club.**

**In your answer, summarise:**

- a. How the project, program or cause was first presented to the club. For example, did a member present it to the Board or Executive team, was it part of a ClubGRANTS submission, did it come from a local business or the community based on a need, was a survey conducted to identify areas of community need, etc.**
- b. Why it was important to the club to support this community need.**

Why Broadwater? Located just 20 Kilometres south of Ballina, Broadwater as a town was in a state of disaster with homes ruined, businesses closed, and streets completely empty after the 2022 Northern NSW flood events.

With a population of 640 people, Broadwater has long relied on its sugar mill and travellers passing through Sydney and Queensland to keep the community alive. Unfortunately, recent by-passes had already meant that Broadwater was a community in dramatic need and with the flooding, locals lost their homes and businesses too.

The event and campaign was developed after the success of a similar initiative undertaken in the regional town of Bellata who were affected by drought and fires in 2020. For the Mounties Board of Directors, it was about more than sending supplies or a cheque but gathering industry partners to really make a difference for a regional town who may be forgotten by the big national natural disaster relief campaigns.



We chose to support the region of Broadwater after 90 percent of local homes were devastated by the floods. Leaving the small knit community, businesses and streets empty and without power, support and necessities.

**3. Provide an outline of the positive impact the club's contribution had on the community.**

On the back of the Beers for Bellata fundraising campaign undertaken in 2019, Mounties Group is incredibly proud of the achievements of this fundraising drive, which highlighted the power of collaboration.

One of the more personal stories to come from the Beers for Broadwater initiative was that of local Broadwater resident Tracey Knox who had spent months painting a special artwork of an emu. Sadly, during the floods, Tracey not only lost her caravan park business, but also her treasured painting.

Mounties CEO Dale Hunt heard the story of Mrs Knox and her beloved emu painting that was destroyed, so personally asked if she would re-do the artwork at the event which the club in turn purchased for a \$20,000 donation.

The artwork is now a reminder of her story and of the resilience and compassion that has resulted from this initiative and for our fellow friends in Broadwater. This artwork hangs proudly in Mounties as a reminder of this special event and what it meant for this community to be recognised, supported and most of all provided a platform to raise spirit at a time of need.

Checking in with the community more recently, the funds raised have been used to assist locals and businesses to rebuild, including plans for the Broadwater Bowling Club which was badly damaged.

**4. Add any credits here (optional).**

**5. Supporting material:**

5 x images

[https://youtu.be/HyKKdjtnI\\_k](https://youtu.be/HyKKdjtnI_k) - YouTube Link