

## AMENDED ITEM



**Item No:** U7/18  
**Title:** Motion of Urgency - Support for 2019 NSW  
Aboriginal Rugby League Knockout  
**Department:** Councillor

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10 December 2018 Ordinary Council Meeting

Trim Reference: F2018/00020-06 - D13411376

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### Report Purpose

To support the conduct of the 2019 Aboriginal Rugby League Knockout Tournament at Central Coast Regional Sporting and Recreation Complex.

### Reason for Urgency

Council will need to confirm its commitment with organisers of the event in January 2019 and the meeting of 10 December 2018 represents the last opportunity for Council to make this decision.

### Summary

Council has been invited to partner with the Newcastle All Blacks, winners of the 2018 NSW Aboriginal Rugby League Knockout, to host this mass participation sporting event on the Central Coast in 2019. The hosting of this event will be awarded in January 2019. Council is competing with two other competitive entries.

*Dates : Friday, 4 October 2019 – Monday, 7 October 2019*

*Venue : Central Coast Regional Sporting and Recreation Complex, Tuggerah*

### Recommendation

***That Council provides a formal response to support the conduct and hosting of the 2019 NSW Aboriginal Rugby League Knockout at Central Coast Regional Sport and Recreation Complex in October 2019 to the value of \$150,000.00 of in-kind and financial support.***

### Context

The town of Dubbo, who hosted the 2018 event, has also tendered their interest to host the 2019 event. Dubbo Mayor, Ben Shields (when interviewed prior to the event) said, "This event will inject some \$6.6 million into the local economy through accommodation, meals

and other costs incurred by visiting teams." The event was successfully delivered in Dubbo, resulting in the return invitation being extended to the organising committee.

Referenced also as 'The Koori Knockout', the event is an annual long weekend of rugby league that showcases some of the best Indigenous rugby league talent in the country. The event consists of an Open Men's and Women's competition plus Under 17's, Under 15's and Under 12's for boys. The weekend culminates with the finals for the three categories being played on the Monday which is a public holiday.

Steeped in history since the inaugural event in 1971, this highly regarded and significant event in the Indigenous calendar attracts participants and spectators from throughout the State.

### **The Benefits**

The 2019 event is expected to attract around 140 participating teams across all categories. The 2018 event, held in Dubbo, attracted in excess of 15,000 intra-state visitors and the organisers are predicting between 8,000 and 10,000 beds required for accommodation over the long weekend in October 2019.

The event has the potential to not only act as a significant economic driver for our region, but also provides an opportunity to deliver on many of the community objectives outlined in our Community Strategic Plan 2018–2028. This drug and alcohol-free event also underlines our desire to connect our community, fostering a sense of belonging and supporting reconciliation through the celebration of Aboriginal cultures.

The table below reflects the projected revenue for the Region in hosting this event.

Anticipated attendance figures are as supplied by the Organising Committee from Newcastle All Blacks and the projected spend for overnight and day visitors is sourced from the Australian Government report entitled Local Government Area Profiles, 2017. The indicators are drawn from the key tourism metrics for the Central Coast, NSW.

	<b>Anticipated Number of Visitors to Region</b>	<b>Amount of Anticipated Amount Expended by Each Visitor</b>	<b>Total Amount of Expenditure by Visitors</b>
Anticipated overnight visitors @ 8,000 per night (4 nights)	32,000	140.00	\$4,480,000.00
Anticipated day visitors @ 7,000 per day (4 days)	28,000	80.00	\$2,240,000.00

\$6,720,000.00
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**What is Required?**

The organising committee has identified the soon-to-be-completed Central Coast Regional Sporting and Recreation Complex as their venue of choice.

The proposal calls upon Council to consider a partnership, as the Host Council, with in-kind and cash sponsorship support of the following:

- Complex Hire
- Complex Utilities & Services
- Temporary Equipment Hire
- CCC Resources
- CCC Marketing & Advertising

As the value of this sponsorship would exceed \$50,000 it would be considered a Category 1 sponsorship under the Central Coast Council Sponsorship Program. This Category 1 sponsorship would require a decision from Council to allocate Category 1 sponsorship funds from the general budget. Please refer to attached spreadsheet with current cost estimates to Council. Value-in-kind (VIK) and cash values are shown. A detailed budget will be prepared if Central Coast Council is successful in being awarded the event.

**Consultation**

Meetings have been held with the organisers for the 2019 event and the host team being the Newcastle All Blacks.

Council staff have also reviewed the request and believe the event meets the objectives for the Central Coast Regional Sporting and Recreation Complex.

**Options**

1. Council supports the proposal and agrees to host the 2019 NSW Aboriginal Rugby League Knockout – Recommended for the reasons stated in this report.
2. Council declines to host the NSW Aboriginal Rugby League Knockout – Not Recommended as this could jeopardise future events of this nature being held in the Region.

**Financial Impact**

**U7/18 Motion of Urgency - Support for 2019 NSW Aboriginal Rugby League Knockout (contd)**

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An allocation of \$150,000 will be required in the 2019/ 2020 Operational Budget to provide sponsorship for the Aboriginal Rugby League Knockout Tournament

**Link to Community Strategic Plan**

Theme 1: Belonging

**Goal B: Creativity connection and local identity**

B-B2: Promote and provide more sporting, community and cultural events and festivals, day and night, throughout the year.

**Risk Management**

If Council does not enter into a contract with the organisers of this event in January 2019, Council could fail to hold the event causing loss of revenue to the Region, reputational risk and the opportunity to host future events of a similar nature.

**Critical Dates or Timeframes**

Council will need to confirm its commitment with organisers of the event in January 2019.

2019 NSW Aboriginal Rugby League Knockout

Projected Financial Support

Projected Cost

SCHEDULE OF SUPPORT REQUESTED

		Quan	Unit Cost	
CCRSRC Complex Hire	<i>Based on 5d weekly hire as per 2018 Fees &amp; Charges</i>			
	Rectangular Sports Fields (excl. SF 9)	8	748.00	\$ 5,984.00
	Oval Sports Field (SF 9)	1	1,105.00	\$ 1,105.00
	Central Park	1	255.00	\$ 255.00
	Amenities Block (includes kiosk, dressing sheds, etc)	1	425.00	\$ 425.00
	No charge for Parking areas P1 - P4, nor for Boulevard	0	n/c	\$ -
	Application Fee	1	80.00	\$ 80.00
CCRSRC Utilities	<i>Incl. Electrical, Floodlighting, Field Marking, Cleaning &amp; Waste Mngt</i>			
	Floodlighting (provision for hospitality purposes only - not matches)	9	105.00	\$ 945.00
	Power & Water supply to Mobile Units & Operators : est @ 30 units x 4 days	120	25.00	\$ 3,000.00
	Temp. Electrical requirements including installation & inspections - est.	1	4,000.00	\$ 4,000.00
	Field Line Markings (prov for 2 x appl x 9 SF's)	18	68.00	\$ 1,224.00
	Cleaning (estimate only - unquoted) : \$450pd	4	450.00	\$ 1,800.00
	Waste Management (Based on high-level consumption & quote from Dept)	1	14,000.00	\$ 14,000.00
	Management Plans - Traffic, Environment, Risk Management (TCP only)	1	750.00	\$ 750.00
	Public Address System (excludes operator / announcer)	0	n/c	\$ -
EQUIPMENT Hire	<i>Infrastructure required to support the delivery of the event</i>			
	Grandstands (high level quote rec. @ per head cost + \$6500	1000	60.00	\$ 60,000.00
	Portable Toilets (applied 200:1 ratio incl disability units)	75	125.00	\$ 9,375.00
	Portable Toilets (delivery / collection) - est @ \$22pu x each way	150	22.00	\$ 3,300.00
	Portable Toilets (daily servicing @ \$20ea and consumables @ \$4 prov)	300	24.00	\$ 7,200.00
	Marquees (estimated sizes / quantities - to be confirmed - provision only)	1	8,000.00	\$ 8,000.00
	TV Platform Scaffolding (provision only)	1	1,000.00	\$ 1,000.00
	Temporary Dressing Sheds (\$676 ea plus \$600 del/coll each way per u)	4	1,276.00	\$ 5,104.00
	Temporary Fencing (high level quote rec. at \$7.50 ave p/m)	565	7.50	\$ 4,237.50
	Temporary Ticket Booth	1	1,276.00	\$ 1,276.00
	Temporary Office	1	1,276.00	\$ 1,276.00
	Provision for 1.8m rect tables, plastic chairs, player benches, etc.	1	4,000.00	\$ 4,000.00
	Variable messaging boards - 7 day hire (Small plant hire)	4	350.00	\$ 1,400.00
		0	-	\$ -
		0	-	\$ -

2019 NSW Aboriginal Rugby League Knockout

Projected Financial Support

Projected Cost

CCC Resources	<i>Staffing to deliver the event including CC Event Manager &amp; Outdoor staff</i>				
	Events Officer (est value during events period - 4 days - only. Nil in Lead.)	4	800.00	\$	3,200.00
	Standby Staff - Outdoor (est. 8 hrs per event day x d/time)	32	70.00	\$	2,240.00
	Standby Staff - Electrician (est. 8 hrs per event day x d/time)	32	70.00	\$	2,240.00
	Installation and Breakdown Staffing (4 x outdoor staff x 6 hrs x 2d x d/time)	48	70.00	\$	3,360.00
		0	-	\$	-
		0	-	\$	-
MARKETING & Advertising	<i>CC procured and placed media - focus on 'Host' status &amp; Destination</i>				
	Digital Media (webpage, social media, shared platforms)	1	2,000.00	\$	2,000.00
	Print Media (posters, flyers, programs, distribution)	1	7,500.00	\$	7,500.00
	Branding (flags, bunting, banners)	1	6,000.00	\$	6,000.00
	Print Advertising (EOI's, Adverts, Community Newspapers incl)	1	5,500.00	\$	5,500.00
	Radio : propose EOI for media partner	0	n/c	\$	-
	Directional Signage to Complex (should be installed on roads by then)	0	n/c	\$	-
	Wayfinding Signage to Complex (should be installed by then)	0	n/c	\$	-
		0	-	\$	-
		0	-	\$	-
		0	-	\$	-
		0	-	\$	-
		0	-	\$	-
		0	-	\$	-
		0	-	\$	-

**Notes :** *Estimates exclude GST.  
Some costs are based on 2017/2018 actuals / approved fees.  
A detailed budget will be prepared for final consideration.*

**\$ 171,776.50**