

ADDITIONAL ITEM

28 November 2012
To the Ordinary Council Meeting

Director's Report
Corporate Services Department

5.9 Central Coast Mariners Bid to attract David Beckham

TRIM REFERENCE: F2011/02504 - D03199737

MANAGER: David Jack, Director Corporate Services

AUTHOR: Brett Phillips; Manager Economic and Property Development

SUMMARY

Council has been approached by the Central Coast Mariners seeking a contribution of \$100,000 to go towards their bid to recruitment David Beckham has a guest player for a 10 week period form January 2013 onwards.

RECOMMENDATION

- 1 That Council receive and note the report on Central Coast Mariners Bid to attract David Beckham.**
- 2 That Council refer this matter to the Central Coast Regional Organisation of Councils (CCROC) for discussion at its 29 November 2012 meeting to allow discussion with Gosford City Council.**

BACKGROUND

Central Coast Mariners have the opportunity to secure David Beckham for a 10 week period from mid- January, 2013. This period would cover 6 or 7 home games at Bluetongue Stadium and would create enormous interest in the Central Coast both throughout Australia and globally given his expertise and international reputation as a footballer.

Central Coast Mariners would envisage selling all tickets for these games resulting in more than 120,000 people coming into the Central Coast for these matches.

The club is looking for marketing support of \$100,000 each from both Gosford City Council and Wyong Shire Council to help contribute to being able to secure David Beckham for the Central Coast Mariners.

Gosford City Council has indicated that a similar motion will be moved on Wednesday, 28 November and is expected to be carried. The total cost to the club would be in the order of \$2 million to succeed with this project

For the contribution of \$100,000, Wyong and the Central Coast would receive the opportunity to highlight the Wyong LGA and the region to a worldwide audience, which neither would normally be able to access.

Tourism Central Coast has advised that, as a direct result of the game against Sydney FC a few weeks ago, 250 hotel rooms were booked. The 250 rooms exclude rooms booked in the surrounding areas.

Central Coast Mariners are seeking support from Gosford and Wyong councils in addition to state and federal governments.

Six A League clubs have indicated their interest in signing David Beckham and some state governments are backing their proposals, if Central Coast Mariners do not sign Beckham at least Wyong and the Central Coast region have had huge positive media locally, in NSW and Internationally, which is a nothing but a positive.

CURRENT STATUS

The bid proposal has received support from right across the Central Coast, including Regional Development Australia – Central Coast, Central Coast Tourism, the Federal Member for Robertson Deborah O’Neil and local business including John Singleton.

The Central Coast Mariners are seeking commitment from Council to join the consortium bidding to recruitment David Beckham with a pledge of \$100,000.

Council’s support of the bid proposal is conditional on Gosford Council also contributing \$100,000.

The proposal was also considered at the Employment and Economic Development Committee meeting held on the 21 November. The committee recommended that Council support the bid in line with the recommendation contained within this report.

THE PROPOSAL

Council has been approached by the Central Coast Mariners seeking \$100,000 in support of their bid to recruitment David Beckham as a guest player for a ten week period from mid January.

If Council were to support this request Councils sponsorship contribution to the Central Coast would increase to \$200,000 overall. Funding to support the bid would need to be made via savings and/or reallocation of funds in Council’s current sponsorship program.

The overall benefit provided to Wyong and the Central Coast in both participating in this bid and in if the bid were to be successful would have nothing but positive benefits all round from both a direct spend point of view and overall economic stimulus.

OPTIONS

The recommended option is the preferred option, Council supporting this option will be demonstration of a Council which is proactive in pursuing and supporting opportunities that benefit the region economically and actively promote the Central Coast. Support of this option also demonstrates that Council is focussed on regional initiatives and is of the firm view that the promotion of the Central Coast as a region is critical for the growth and prosperity of Wyong LGA.

DRAFT

Alternative options for Council would be to reduce the amount of funding support of not support the bid at all. To do however would see Council relegated to a minor player in the bid and in the case if the bid was not supported at all would see Council totally relegated to the sidelines and miss out on the significant marketing exposure pre bid and obviously the benefits if the bid were to be successful.

Budget Impact

Funding of the bid will require a new allocation of \$100,000 to Councils existing sponsorship program.

CONSULTATION

Consultation in relation to this matter has been undertaken with the Central Coast Mariners, Gosford City Council and the Employment and Economic Development Committee.

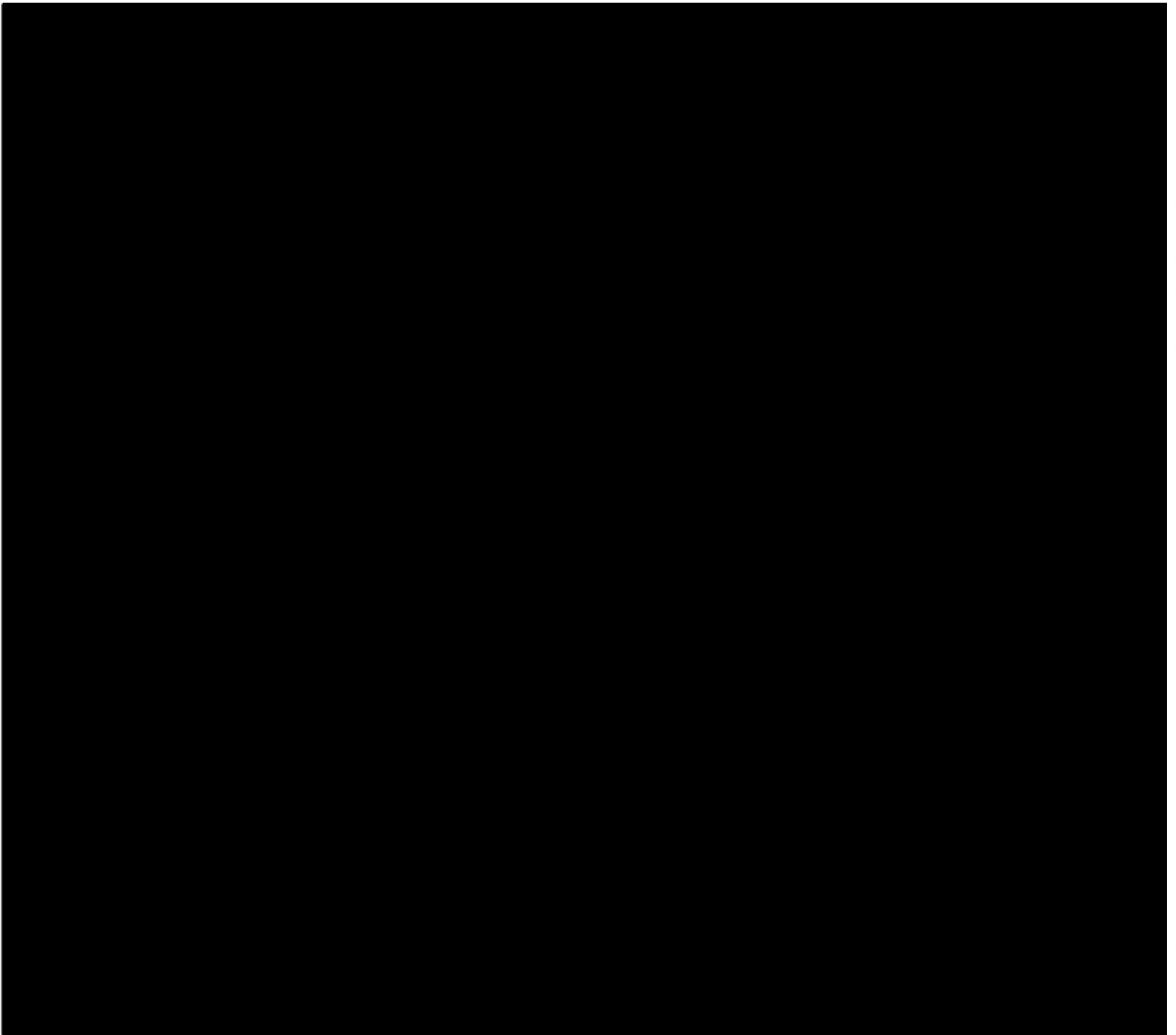
CONCLUSION

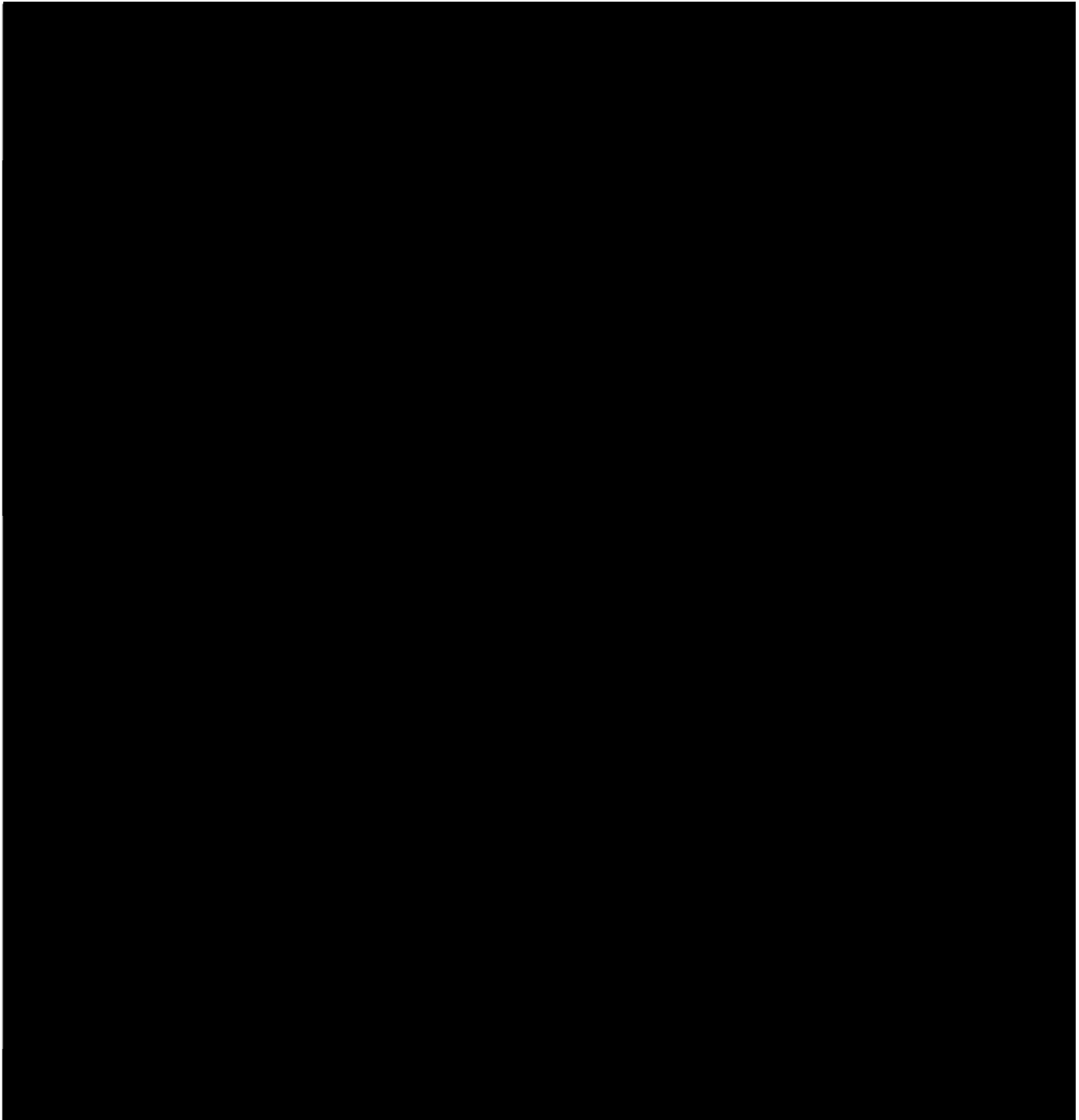
The approach by the Central Coast Mariners to support their bid to recruit David Beckham for a guest A league appearance from January 2013 onwards provides Council with an opportunity to demonstrate their commitment to the Central Coast and support of initiatives that benefit the Central Coast and Wyong economically.

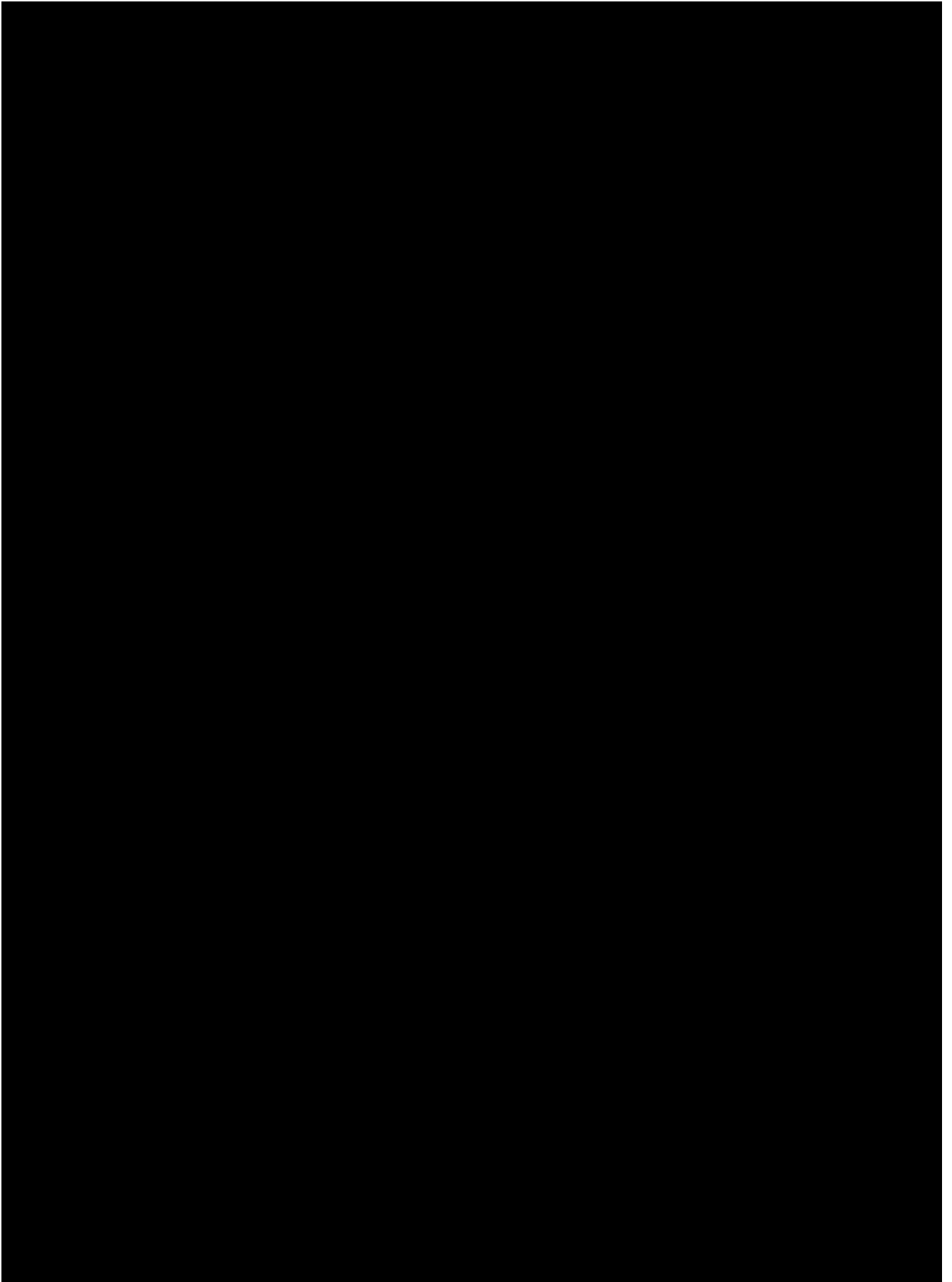
It is strongly recommended that support this proposal on the basis Gosford Council also contributes an amount similar to Wyong and that successful agreement can be reached with the Mariners ensuring Wyong receive maximum, both direct and indirect, benefit from this proposal.

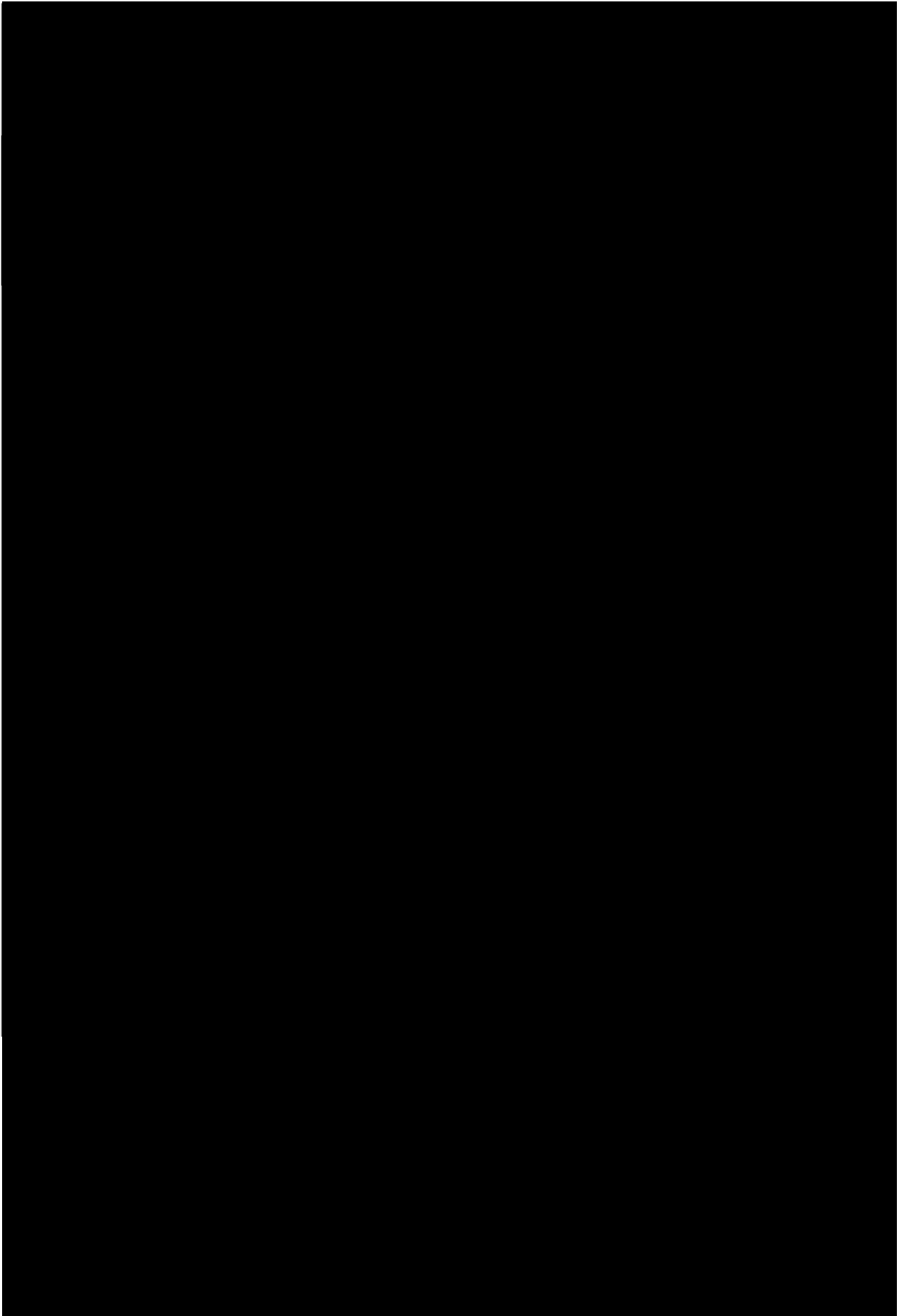
ATTACHMENTS

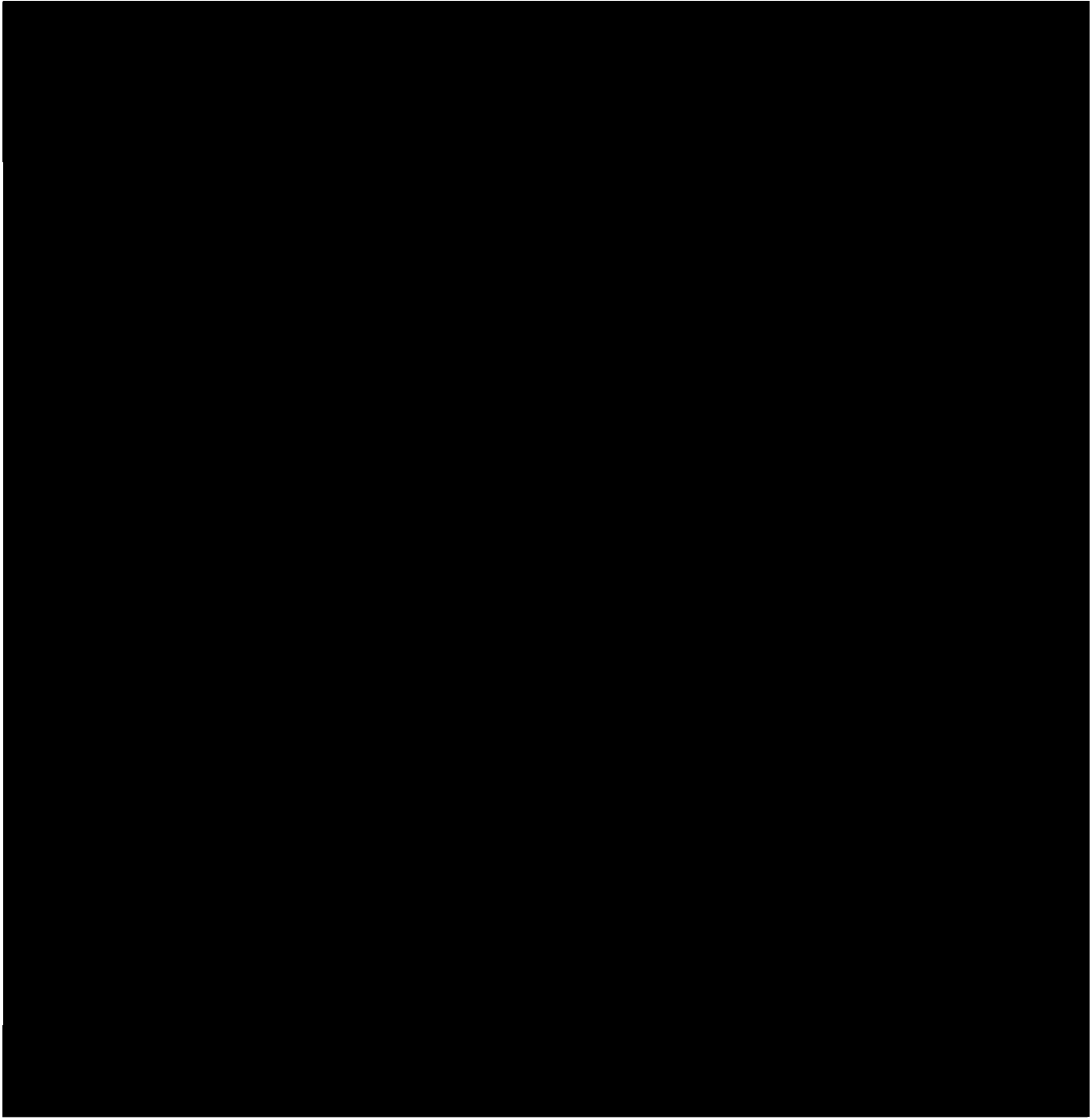
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|---|---|-----------|
| 1 | Newspaper Clippings David Beckham | D03199744 |
| 2 | RDA Letter of Support | D03199743 |
| 3 | Deborah O'Neill Letter of Support | D03199742 |
| 4 | Central Coast Tourism Letter of Support | D03199740 |

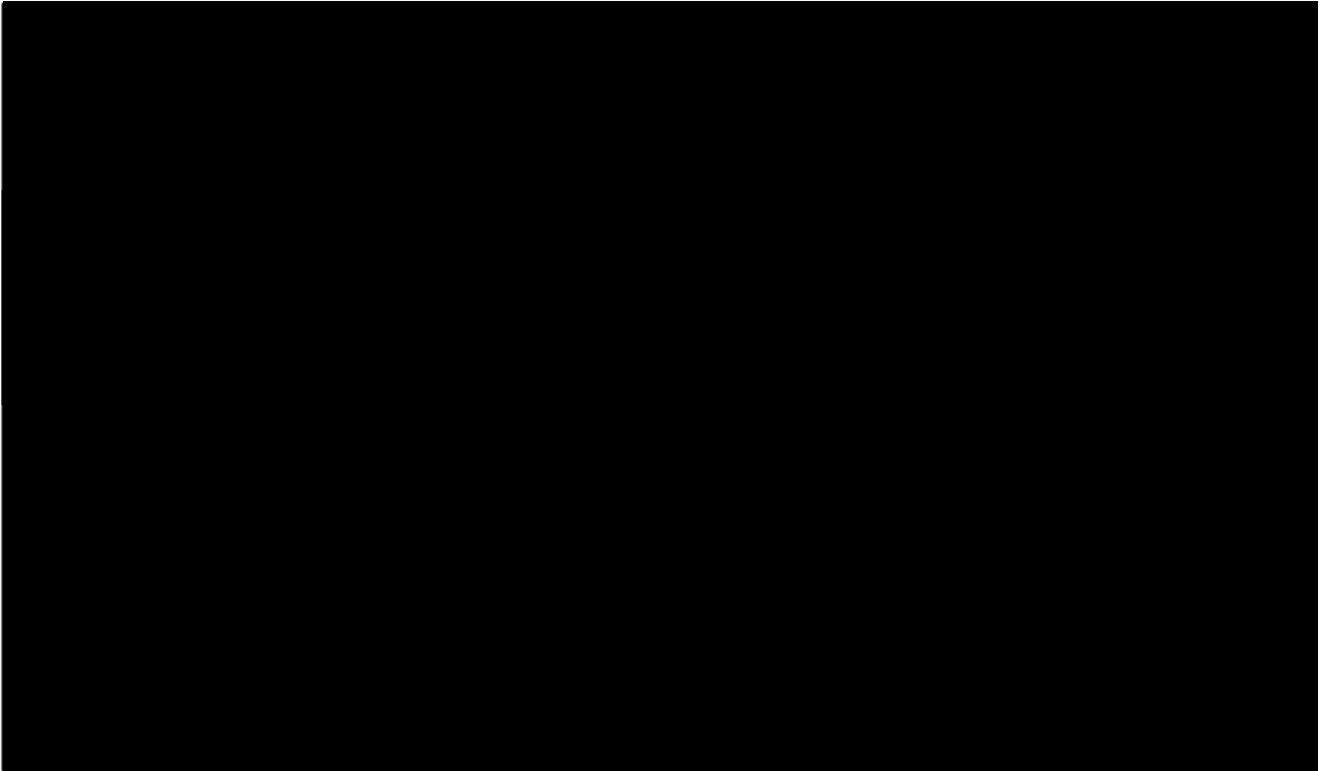


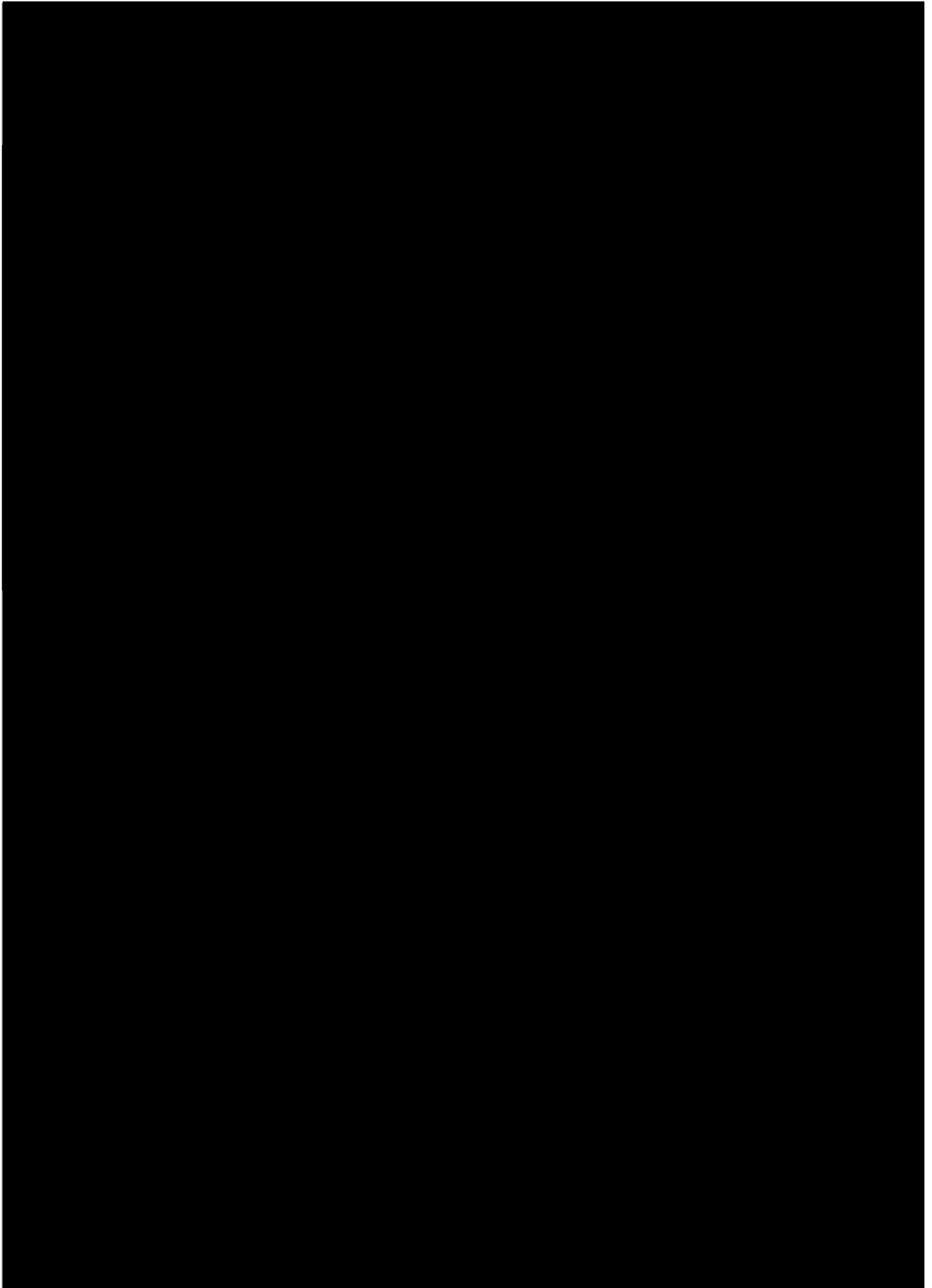


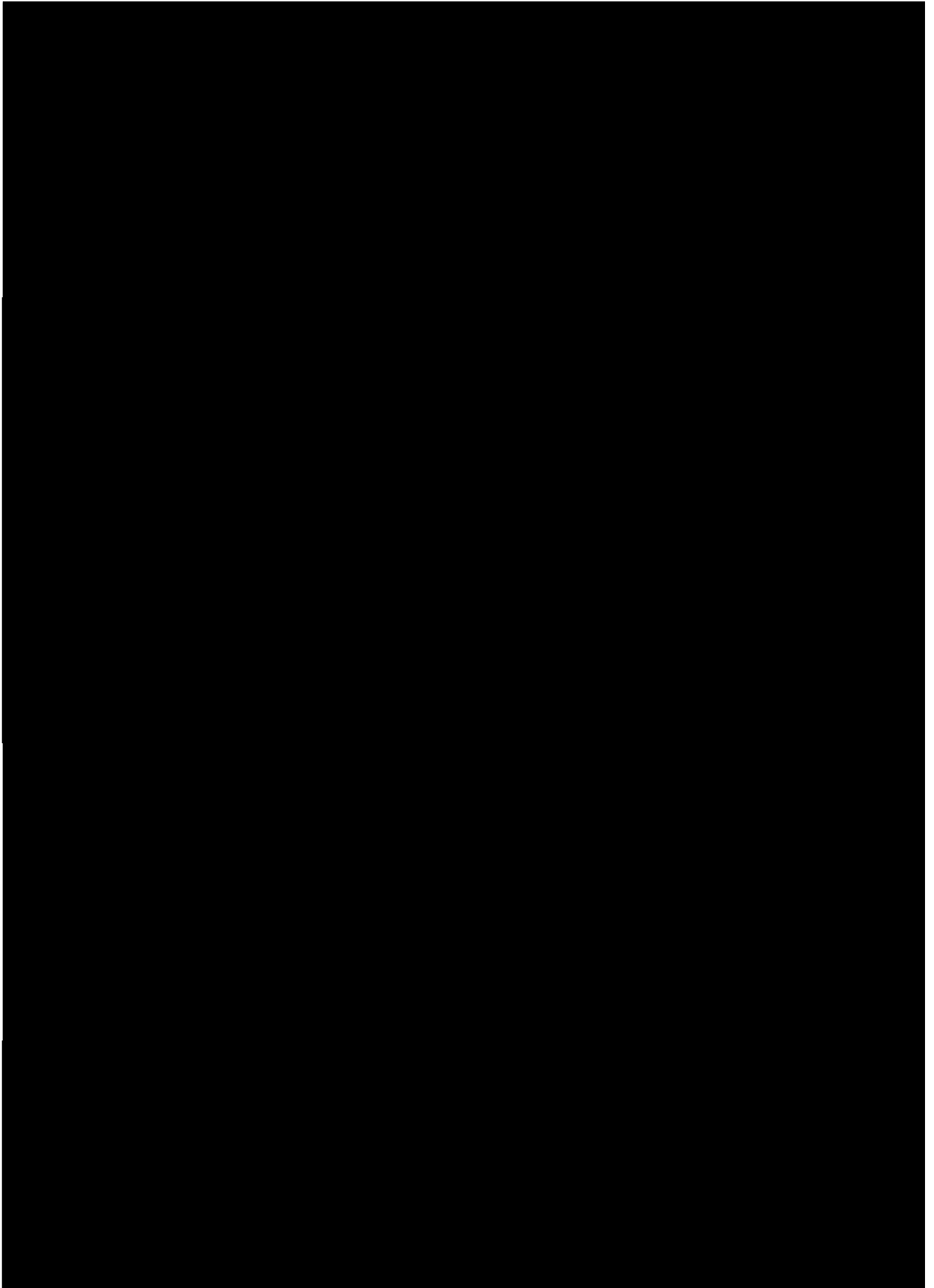


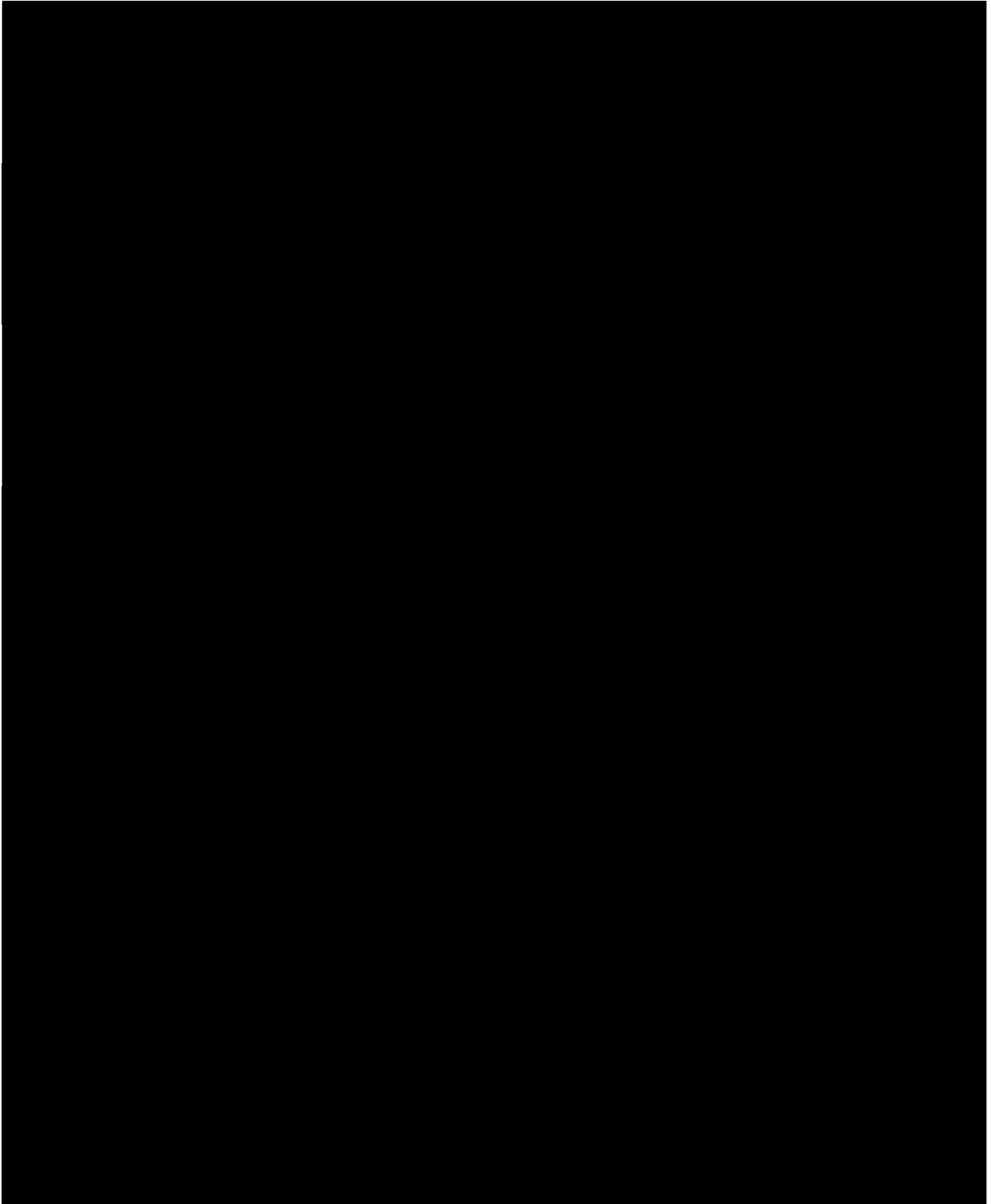


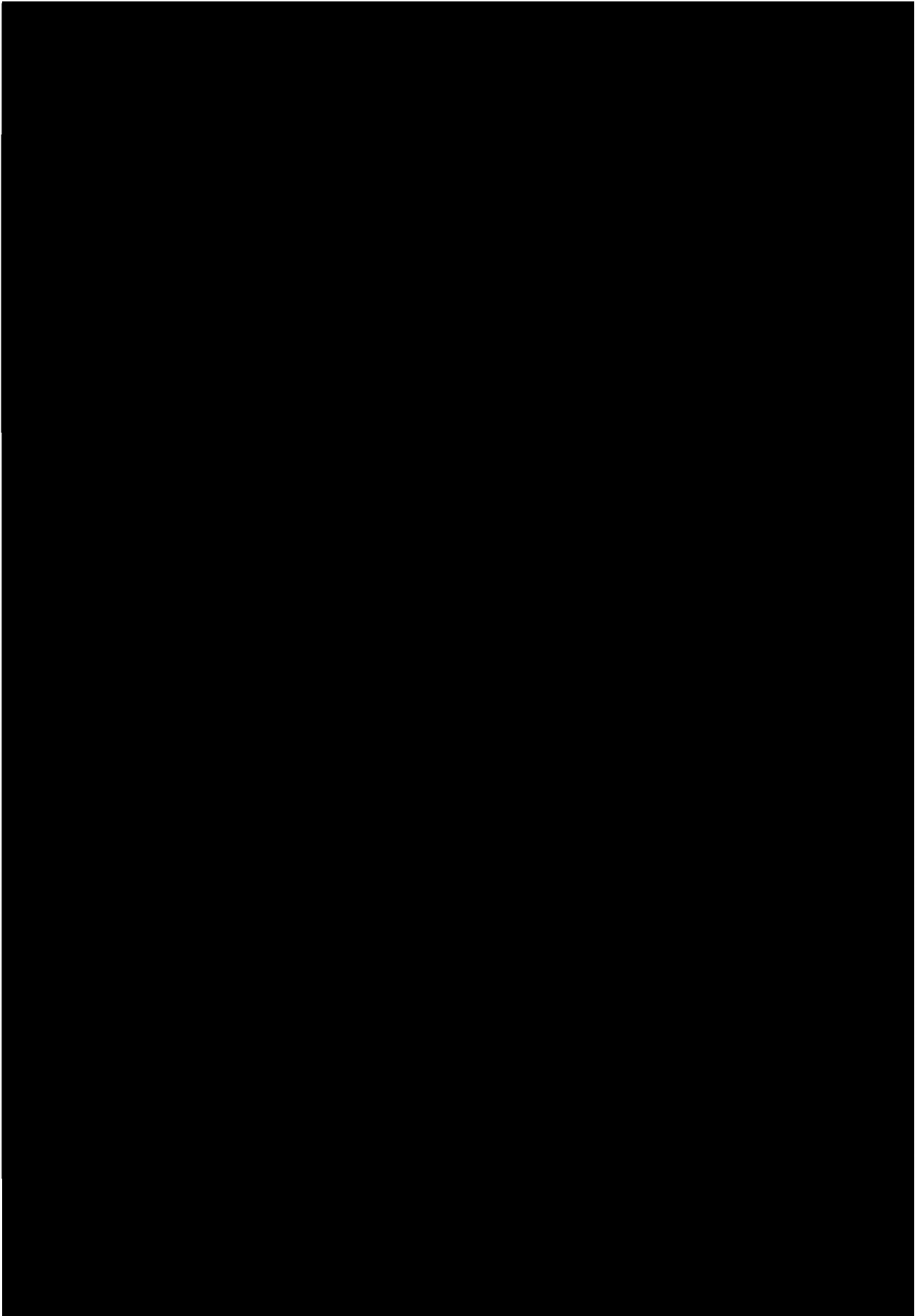


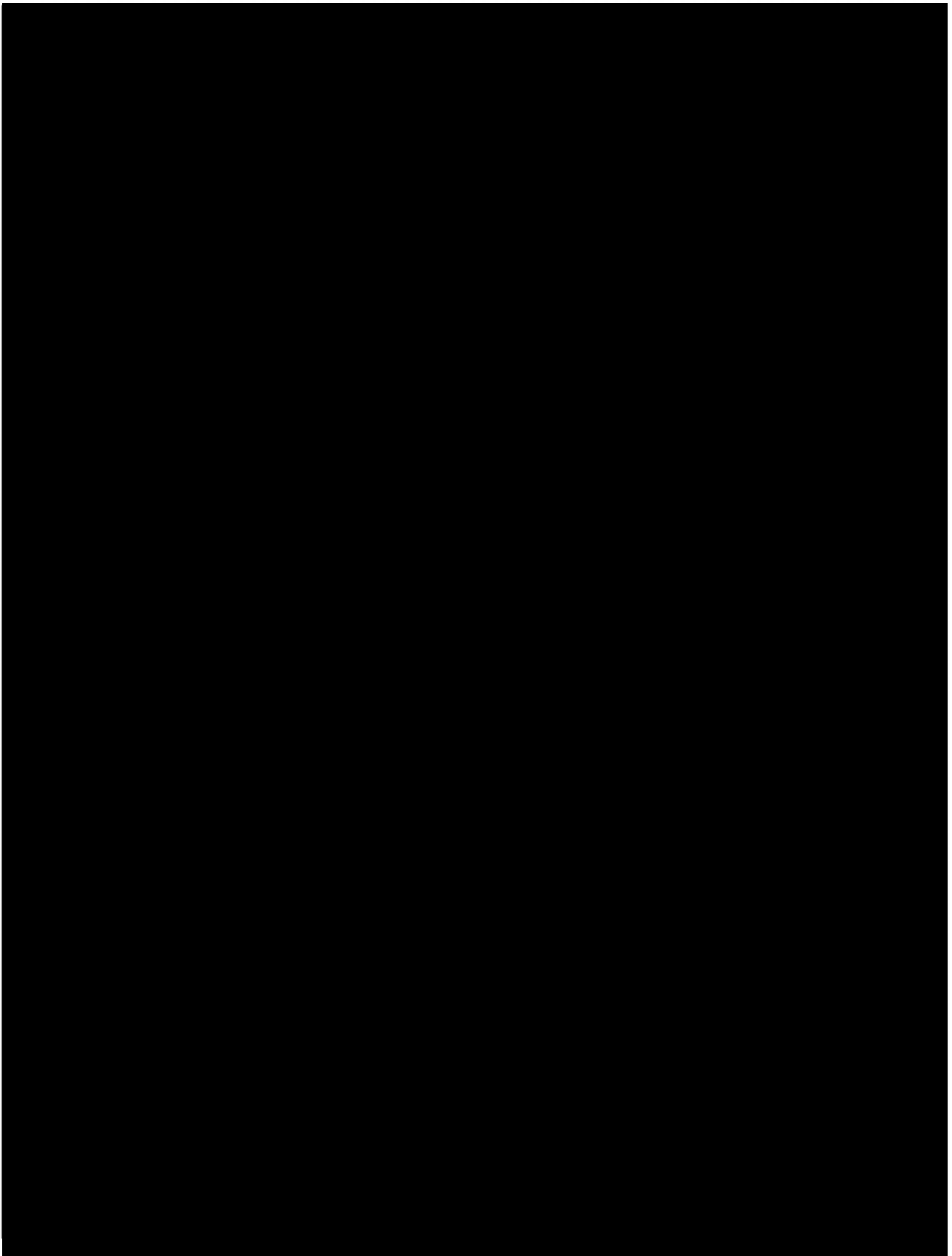


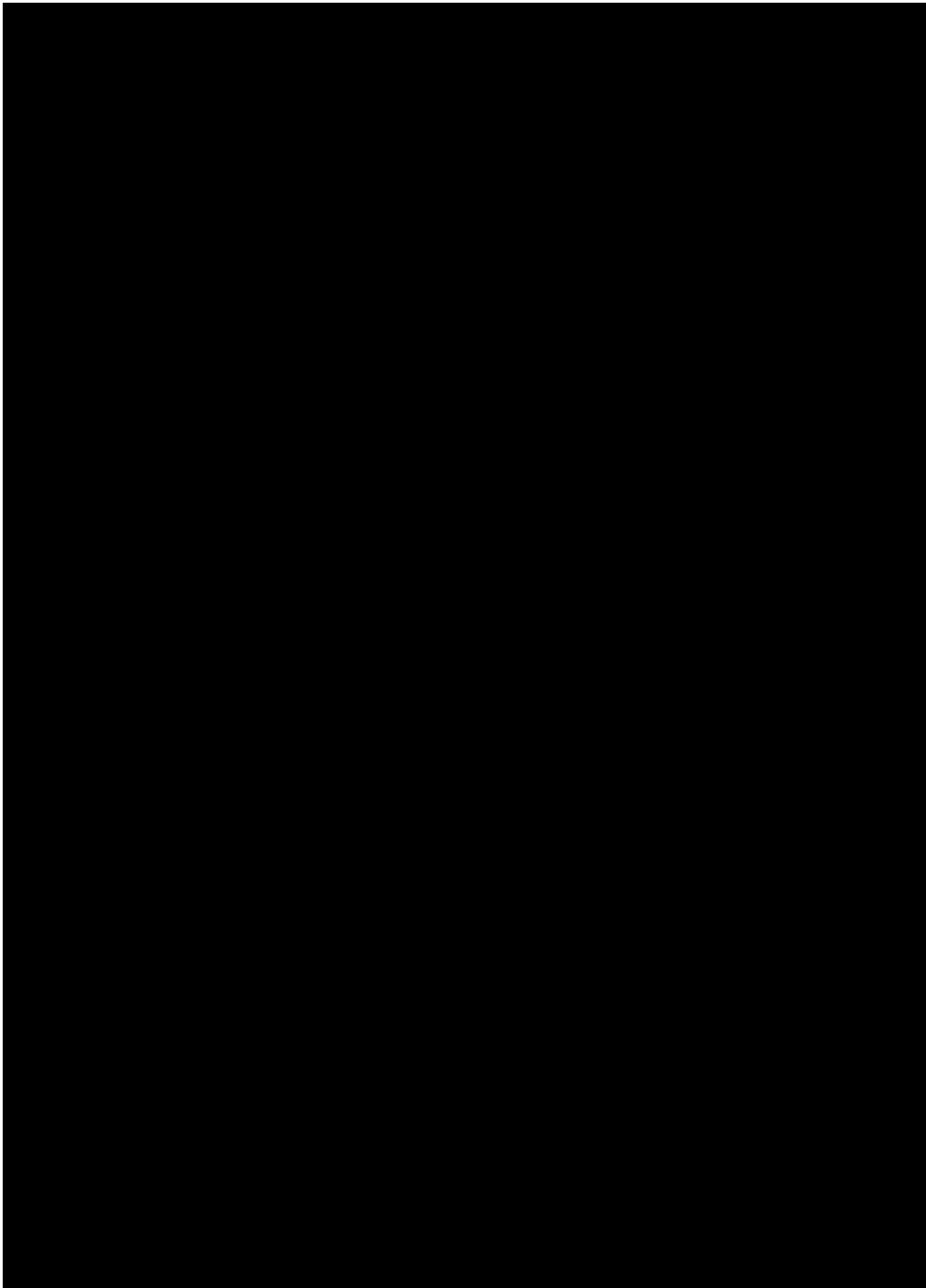


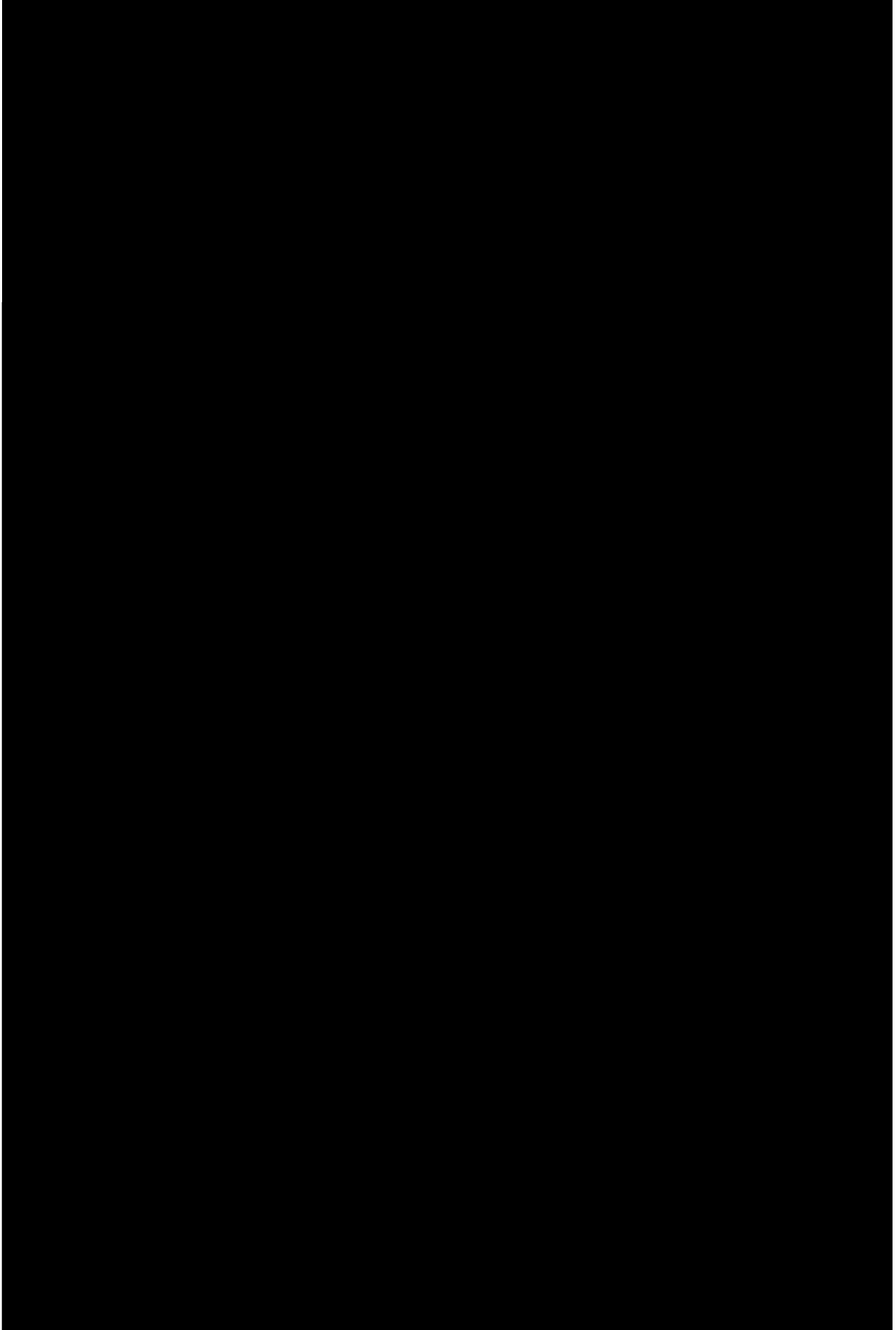


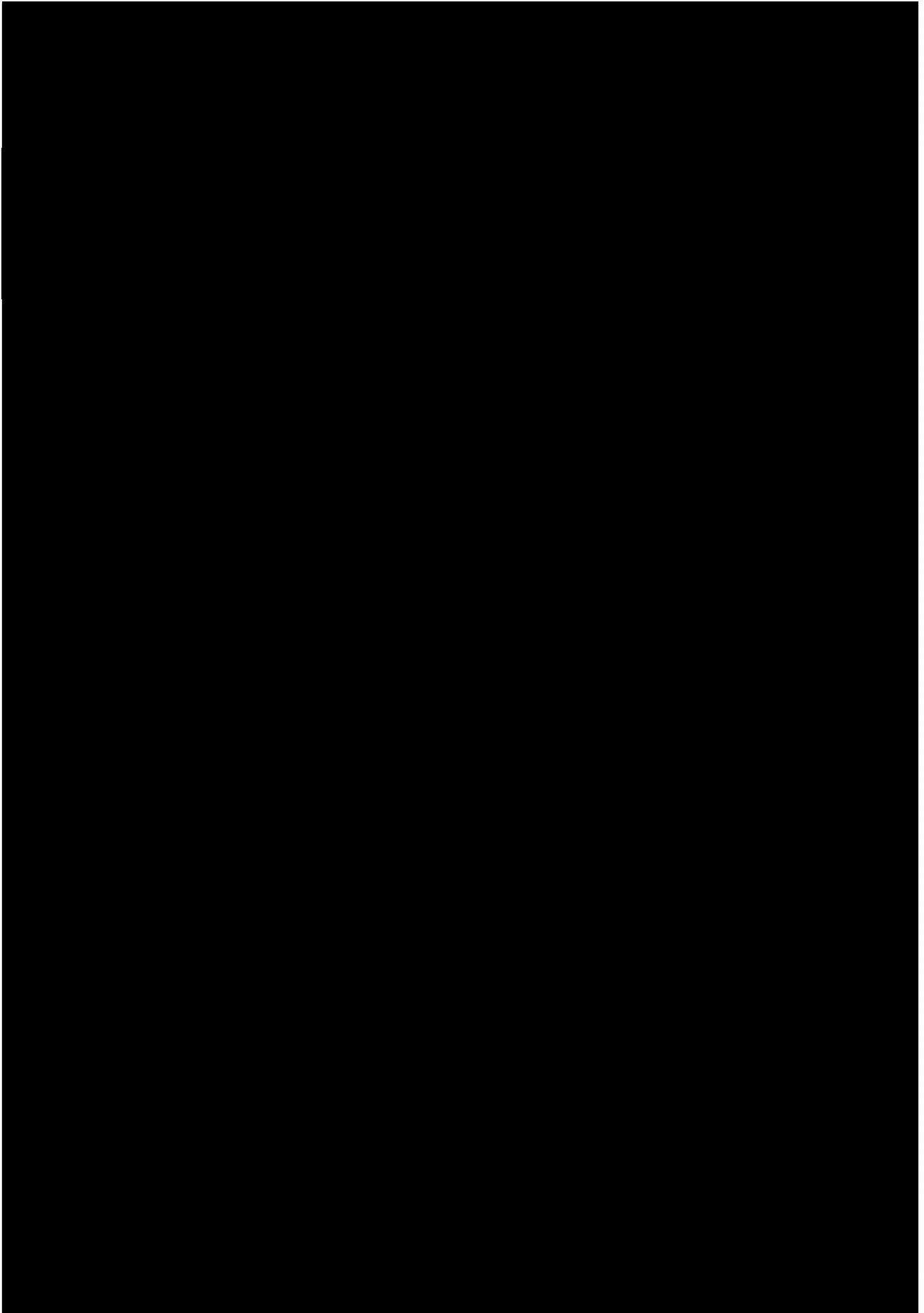


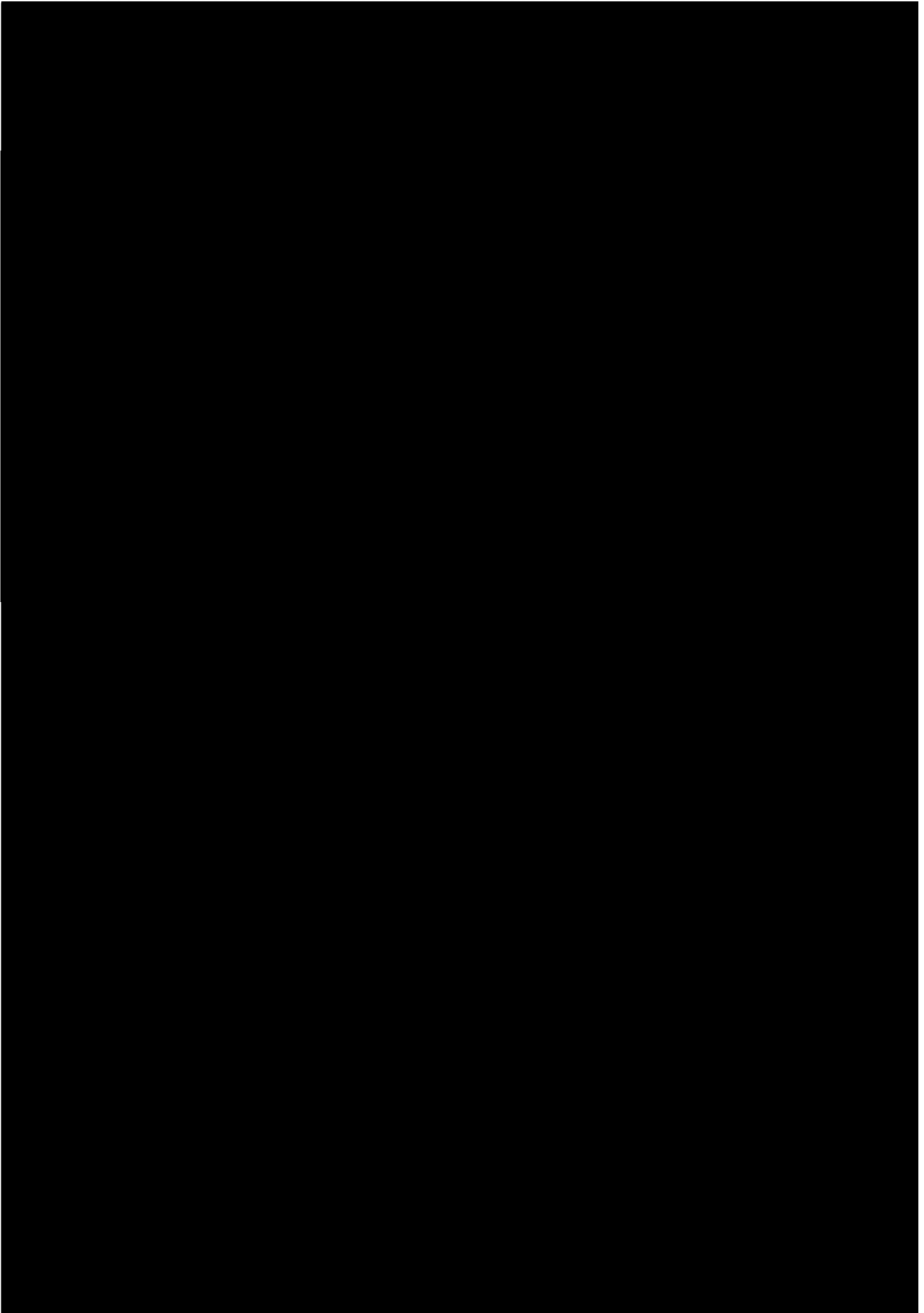


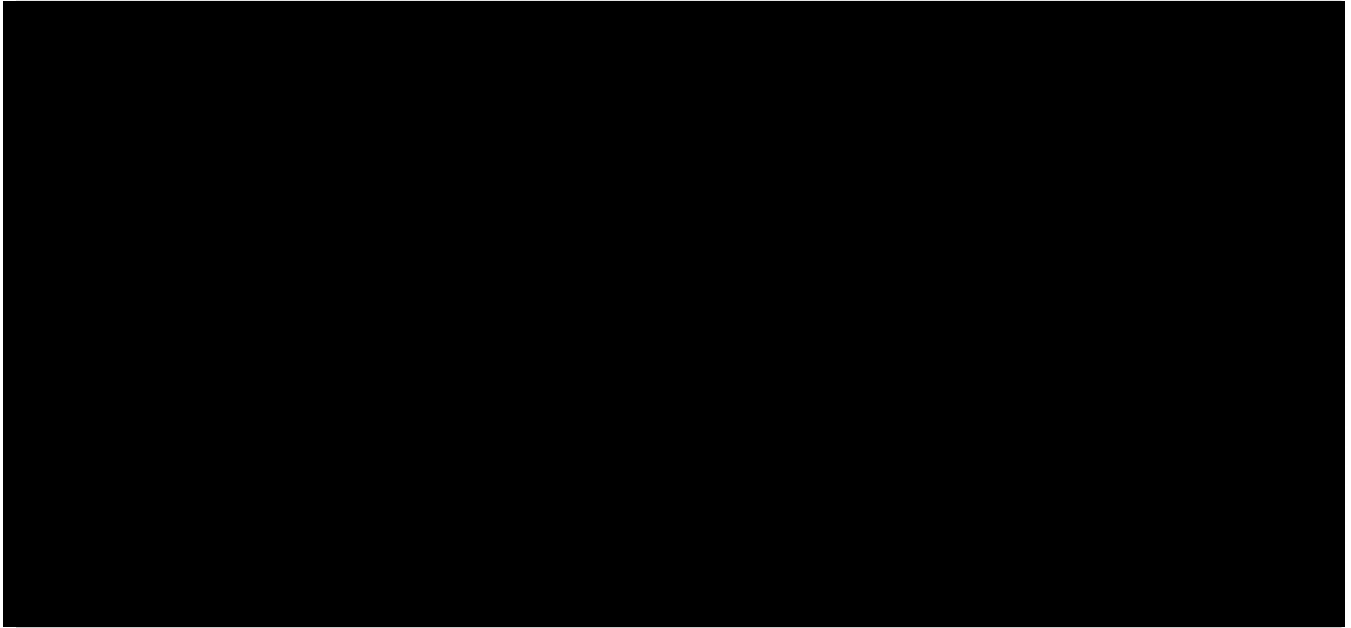














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Our Ref: AR/Mariners

November 22, 2012

The General Manager
Gosford City Council
PO Box 21
GOSFORD NSW 2250

Dear Sir/Madam,

RE: RDA Central Coast Support for Mariners bid to host David Beckham

I write in relation to recent discussion in relation to the Central Coast Mariners making a bid to host David Beckham.

As you may be aware, RDA Central Coast (with our regional partners) plays a key role in managing a number of key strategic areas focussed on increasing economic growth and driving inward investment to the region. A significant component of this work includes a range of activities to build the unique identity of the Central Coast and to market the region as a location of investment.

Specifically in relation to the activities of the Central Coast Mariners (and the bid for David Beckham) there are a number of key areas where we see this as having benefit for the Central Coast. The following provides relevant information for your consideration:

RDA Central Coast (with partners) plays a key role in the management of the *Regional Economic Development & Employment Strategy (REDES)* for the Central Coast. One of the key actions under the *REDES* Strategy is to 'market the region as a business location' – this includes actions to promote the regional identity of the Central Coast and to build 'brand awareness' of the region, its competitive advantages and potential. The eventual goal is to grow the regional economy and attract investment.

RDA Central Coast, through its *Regional Plan 2012-2017* has built upon the goals from *REDES* in marketing the Central Coast region as a location for business. Specifically, within the *Regional*



An Australian Government Initiative



A NSW Government Initiative

Plan RDA Central Coast have identified, as a key objective, a task of *'Building the Identity of the Central Coast'* in order promote the area as a unique, successful and diverse region.

A particular key action from this plan includes partnering with existing stakeholders which offer benefits in providing a unique identity to the Central Coast – under this activity the key sporting groups, including the Central Coast Mariners, are identified as distinctly 'Central Coast' organisations who can make a significant contribution to the process of establishing a unique regional identity and a role in marketing the region.

From the perspective of RDA Central Coast, there are clear synergies with building the Central Coast Mariners brand and the 'brand' of the Central Coast region.

Given the above, a bid by the Central Coast Mariners for David Beckham (or other key players) can be seen as consistent with the strategic direction and goals of RDA Central Coast, and can specifically play a role in building the 'brand' and identity of the region, as a mechanism of assisting in the attraction of investment.

For this reason RDA Central Coast are supportive of the bid.

Yours faithfully,



David Abrahams
Chair, RDA Central Coast



Re: McKay,121123pm Doc

Lawrie McKinna
 Mayor
 Gosford City Council
 PO Box 21
 GOSFORD NSW 2250

Dear Lawrie,

I refer to an email received from Mr John Moulard regarding Federal Government assistance to recruit footballer David Beckham as a guest player for the Central Coast Mariners.

The prospect of being able attract David Beckham into a Mariners jersey is very exciting, and I have already received correspondence from Mr John McKay, CEO of the Mariners, seeking Federal Government support.

The bid to bring David Beckham to the Central Coast has my personal support. I have also written to the Hon Martin Ferguson, Minister for Tourism, and the Hon Kate Lundy, Minister for Sport, seeking assistance from the Federal Government for this bid

I am conscious of the fact, that to my knowledge, there is no Federal Government precedent to offer cash inducements to attract sporting identities to Australia. However, I understand there is precedent from State Governments in NSW, Victoria and South Australia attracting high-profile sportspeople such as Tiger Woods and Lance Armstrong.

Being able to recruit David Beckham to the Mariners would provide huge benefit to our region, extending across the state and the country. I wish the Mariners well with their bid and will endeavour to update Gosford Council once I have received a response from the Ministers.

Yours sincerely,

Deborah O'Neill MP
MEMBER FOR ROBERTSON



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23 November 2012

Mr John Moulard
Executive Officer
Office of the General Manager
Gosford City Council
49 Mann Street
GOSFORD NSW 2250

Dear John

RE: BID FOR DAVID BECKHAM

Central Coast Tourism is pleased to offer support to Gosford City Council and the Central Coast Mariners FC in their bid to attract David Beckham to the Central Coast.

Central Coast Mariners have established themselves as a consistent and successful team in the A-League. In the seven seasons the league has been in operation they have won two premierships and qualified for a staggering three grand finals.

From a tourism perspective Central Coast Tourism has already identified the 'Mariners' as a key visitor experience on the Central Coast and has secured \$100,000 in funding from Destination NSW through their Regional Tourism Partnership Program. The objective of this funding is to market the destination utilising the team's appeal to drive visitation to the Central Coast. That appeal also extends to the international market through their participation in the Asian Champions League showcasing the lifestyle and culture of the region in emerging markets including Korea, Japan and China. Tourism Australia has identified the Asian Market as having the most visitor potential.

Securing David Beckham for the Central Coast Mariners FC will no doubt have a positive impact on the visitor economy of the region and has our full support.

Yours sincerely

Robyne Abernethy
Chief Executive Officer
Central Coast Tourism