

## REPORTS THROUGH THE GENERAL MANAGER

### a01 [GM-OC] World Rally Championships

#### ORIGIN:

**General Manager**

#### SUMMARY OF REPORT:

As Councillors would be aware World Rally Australia will be held in the region in September 2009 and every alternate year through to 2017. Headquarters of the rally will be the Marine Parade foreshore at Kingscliff. The event attracts a world viewing audience of 50 million people in 180 countries. The broadcast valuation alone is in excess of \$22million. Events NSW are holding a stakeholders briefing in Sydney on Friday 24 October 2008. The General Manager and Tweed Tourism represented by Phil Villiers will be attending. This report recommends that the Mayor also attends.

The Confederation of Australian Motor Sport (CAMS) is conducting the event and has undertaken to brief all Councillors at a time to be arranged.

#### RECOMMENDATION:

**That the Mayor attends the World Rally Stakeholder briefing in Sydney on Friday 24 October 2008.**

**REPORT:**

Council has previously resolved to give delegated authority to the General Manager to negotiate a level of support to World Rally Australia as detailed below.

1. Provide a contribution up to \$120,000 per event.
2. Make Council's mechanical workshops available for scrutineering pre and post event.
3. Provide office accommodation for up to 4 full time staff for a period up to 18 months, acknowledging that Rally Australia will be responsible for all operating costs.
4. The provision of other in-kind support as may be considered appropriate and as identified over time.

Following is a media release issued at the time of the announcement that provides more details of the event.



## **Repco Rally Australia 2009 Information for Residents**

### **WHAT THE EVENT IS:**

The FIA World Rally Championship is one of the most diverse, thrilling and challenging motor sports in the world.

It is one of the three FIA World Championships - the FIA Formula One World Championship and the newly-founded FIA World Touring Car Championships being the other two.

The event, Repco Rally Australia 2009 is a round of the FIA (Federation Internationale de l'Automobile) World Rally Championship. It has already been secured for Australia for 2009 and every second year following. This is not a bid.

The Confederation of Australian Motor Sport (CAMS), which holds the delegated authority for Australia from the world's governing motor sport body, the FIA, proposes to conduct the event through its wholly-owned subsidiary Rally Australia Pty Ltd.

The deal with Events NSW is for an initial five events taking it through to 2017 with an option to extend that arrangement for a further five events.

### **HOW DOES THE RALLY WORK?**

The rally typically has between 15 and 25 special stages. The driver and co-driver drive as fast as possible to achieve the quickest time. The stages take place on private or public roads, which are closed to the public while the rally is in progress.

WRC cars don't race directly against each other - they race against the clock.

Each rally must allow two days for the reconnaissance, one day for the final testing of cars and media conference and three days for competition.

### **WHO IS INVOLVED:**

The event will be conducted by a highly-experienced team, Rally Australia, including many personnel previously involved in the organisation of the event when it was held from 1988 until 2006 in Perth, Western Australia.

Rally Australia has earned the coveted Rally of the Year Award, voted by WRC teams, on three occasions in 1995, 1999 and 2000.

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### **BENEFITS FOR THE TWEED:**

A significant future flow-on economic benefit can be anticipated from tourism resulting from the national and international exposure NSW and the northern NSW region will receive from media coverage of the rally. To pay for the television coverage would cost in excess of \$20m.

Independent research conducted for Rally Australia between 1989 and 2004 consistently reported an economic impact averaging \$20 million per annum. Given that the Western Australian event was held in a remote location, it is considered that the economic impact for the East Coast event would exceed \$40 million in 2009 dollars.

It is anticipated Rally Australia will provide a positive focus point for the Tweed community and members of the community will enjoy being part of the event. Members of the community, of all ages, feel great pride in their region hosting a World Championship event, and being part of it. Not only do they experience the excitement of seeing the 'world's best' in action, but of seeing coverage of that action being transmitted to the rest of the world.

CAMS has advised Council they will manage the recruitment and training of local community members as officials for the event. CAMS has recognised training programs which are endorsed by the Australian Sports Commission.

Council will work with CAMS to ensure its schools and youth programs are implemented in the community, to capitalise on the event in promoting road safety, teamwork, discipline and socially responsible conduct of sport.

The event is also an excellent opportunity for local groups and organisations to establish activities to support local fundraising initiatives.

### **HOW IT MAY AFFECT YOU:**

There may be some disruption to access to your property and there will be loss of public reserve during the event.

CAMS has a Rally Environment Statement that addresses the following actions: accepting environmental responsibility for actions, strengthening relationships with the community, considering the effect on the environment, zero net harm to the environment, ensuring energy use and waste generation are minimised, and being creative in finding new ways to improve their environmental performance. Rally Australia will follow these principles.

Accommodation of competitors is proposed for SALT and for spectators at all surrounding accommodation venues including Murwillumbah and camping at Kyogle.

**For more information go to the website [www.rally.com.au](http://www.rally.com.au) or call Tweed Shire Council General Manager Mike Rayner on (02) 6670 2415.**

**LEGAL/RESOURCE/FINANCIAL IMPLICATIONS:**

Nil.

**POLICY IMPLICATIONS:**

Nil.

**UNDER SEPARATE COVER:**

Nil.

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