

Late Addendum Report

REPORTS THROUGH THE GENERAL MANAGER

REPORTS FROM THE GENERAL MANAGER

c9 [GM-CM] Expression of Interest to Host 2016 and 2017 NSW Surf Life Saving Country Championships

SUBMITTED BY: Holiday Parks and Economic Development

Valid



Strengthening the Economy

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK:

- 3 Strengthening the Economy
 - 3.1 Expand employment, tourism and education opportunities
 - 3.1.2 Attract major events to the Tweed
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SUMMARY OF REPORT:

Council has been approached by Cudgen Headland Surf Life Saving Club with a view to obtaining support for the hosting of the 2016 and 2017 NSW Surf Life Saving Country Championships (2018 option).

The urgency of this matter is that Council was first approached on 13 October 2014 and notes that the expression of interest from potential host clubs and councils closes with Surf Life Saving New South Wales on 2 November 2014.

Attached is the documentation for the Expression of Interest to Host which details the facets of the event, timeframe and financial consideration.

RECOMMENDATION:

That Council determines its support and funding for the Expression of Interest to Host 2016 and 2017 NSW Surf Life Saving Country Championships.

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REPORT:

Council has been approached by Cudgen Headland Surf Life Saving Club with a view to obtaining support for the hosting of the NSW Surf Life Saving Country Championships in 2016 and 2017.

Attached is the documentation for the Expression of Interest to Host which details the facets of the event, timeframe and financial consideration.

With respect to financial consideration, Surf Life Saving New South Wales (SLS NSW) specifies a minimum hosting fee of \$25,000 plus GST and CPI as a requirement from Council of the Hosting Club together with in-kind support. SLS NSW suggest a minimum in-kind support value of \$35,000, however, advice from Cudgen Headland Surf Life Saving Club is that following the hosting of the Australian IRB championships earlier this year some/much of this work has already been provided and the Club estimates the actual contribution would be in the order of \$15,000. Other savings to Council's in kind includes the possibility of Solo Waste sponsorship by providing additional bins and skips.

The NSW Country Surf Life Saving Championships is generally conducted across three (3) days in January and attracts more than 4,000 visitors to the host venue each day. With 1,700 competitors between the ages of 7 and 70+, the NSW Country Surf Life Saving Championships is one of the largest surf lifesaving sports events in NSW. The event grows in size and stature each year and requires a venue capable of hosting this iconic event.

Competitors compete in individual and team events including ironperson, surf swims, surf ski paddling, board paddling, surf boat races, beach sprints and flags.

The event provides significant economic benefit and exposure for the host local region as well as providing the region with a unique action packed sporting spectacle. Visitor spend to the area is estimated to be \$5 million based on statistics from Tourism Australia.

Issues to be considered

This is a large commitment, requiring funding in the order of \$40,000, from Council's Major Attraction budget for two consecutive years, being 2016 and 2017.

The NSW Surf Life Saving Country Championships are to be held for 3 days in a busy peak school holiday period in mid January of each year. Due to this timing the incremental economic benefit to Kingscliff and more broadly the Tweed Shire is marginal.

Another consideration is the Kingscliff foreshore redevelopment work, currently in planning, may be approved by this time and works underway. It would be impractical to halt these works due to the Championships.

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A history of previous applications to host major Surf Life Saving events follows:

Event	Cost	Outcome
Expression of Interest NSW Surf Life Saving Country Championships 2014, 2015 (option 2016)	For \$22,500 plus GST and \$17,500 in kind budget per event	Unsuccessful
Expression of Interest NSW Surf Life Saving State Championships 2013, 2014 (option 2015)	For \$65,000 plus GST and \$25,000 in kind budget per event	Unsuccessful
NSW Surf Life Saving State Championships 2011, 2012	For \$60,000 plus GST \$20,000 in kind budget per event (Addition of \$30,000 in kind funding added in 2012 due to Kingscliff beach erosion)	Successful
Australian Surf Life Saving IRB Championships 2014	For \$15,000 plus GST including in kind budget for this event	Successful
Australian Surf Life Saving IRB Championships 2015	For \$15,000 plus GST including in kind budget for this event	Pending waiting outcome

Funding for this Expression of Interest would come from Council's Major Events Attraction budget which is currently \$60,000 per annum. This funding is available for major festivals and events with significant economic and social benefits to the Shire that meet the objective of the Events Strategy 2011-2016 - To attract major events to the Tweed. There are currently no approved allocations from this fund for 2016 and 2017; however there are a number of existing Council supported events that may seek future assistance.

OPTIONS:

That Council:

1. Supports the submission of the Expression of Interest by Cudgen Headland Surf Lifesaving Club to host the NSW Surf Lifesaving Country Championships in 2016 and 2017 and provides the necessary funding.
2. Does not support the submission of the Expression of Interest by Cudgen Headland Surf Lifesaving Club to host the NSW Surf Lifesaving Country Championships in 2016 and 2017 including providing the necessary funding.

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CONCLUSION:

That Council determines its support and funding for the Expression of Interest to Host the 2016 and 2017 NSW Surf Life Saving Country Championships.

COUNCIL IMPLICATIONS:

a. Policy:

Festival and Events Version 1.1

b. Budget/Long Term Financial Plan:

As detailed in the report.

c. Legal:

Not Applicable.

d. Communication/Engagement:

Inform - We will keep you informed.

UNDER SEPARATE COVER/FURTHER INFORMATION:

Attachment 1.

NSW Surf Life Saving Country Championships - Expression of Interest to Host 2016 & 2017 (2018 option) (ECM 3488095)
