

**SUPPLEMENTARY ITEMS**

**COUNCIL MEETING ON 21 OCTOBER 2021**

- 15. **OFFICER’S REPORT:**
- 15.5 Event Sponsorship - A-League Friendly Football Match ..... 2

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*This matter has been determined to be of a significant nature and approval has been given to refer this report to the Council as a late item.*

ITEM: 15.5

SUBJECT: EVENT SPONSORSHIP - A-LEAGUE FRIENDLY FOOTBALL MATCH

AUTHOR: COORDINATOR - MAJOR PROJECTS AND ADVOCACY

DATE: 14 OCTOBER 2021

### **EXECUTIVE SUMMARY**

This is a report concerning an event sponsorship opportunity to host an A-League friendly football match between Brisbane Roar and Adelaide United at the North Ipswich Reserve on 31 October 2021.

### **RECOMMENDATION/S**

- A. That Council support hosting an A-League friendly football match between the Brisbane Roar and Adelaide United teams, including:**
- 1. A sponsorship funding envelope of \$25,000**
  - 2. Waiving of the North Ipswich Reserve venue hire fee**
  - 3. Support of event through Council's marketing channels.**

### **RELATED PARTIES**

Brisbane Roar Football Club

Adelaide United Football Club

Western Pride Football Club

### **IFUTURE THEME**

Vibrant and Growing

### **PURPOSE OF REPORT/BACKGROUND**

An opportunity has been generated for Ipswich to host an A-League football friendly match between the Brisbane Roar and Adelaide United at the North Ipswich Reserve on 31 October 2021.

In addition to providing a national quality sporting event and engagement for the Ipswich community, the attraction of such events can assist Council to highlight the need for better social infrastructure in the city. The football match also provides the opportunity to strengthen relationships and highlight our capability while also elevating Council's aspiration to obtaining funding to progress the North Ipswich Sport and Entertainment Precinct project.

The Roar have not played a match in Ipswich in five years, so this is also an excellent opportunity for the Brisbane Roar and the A-League to strengthen its profile and engagement with the Ipswich community.

The North Ipswich Sport and Entertainment Precinct is a declared regionally significant project of Council that seeks to address the following problem statements:

- 1) **Events and experiences:** Local residents have limited access to high quality events and experiences across the region. This results in residents leaving the Council region to consume these events and experiences elsewhere, representing a leakage to the local economy.
- 2) **Brand:** Awareness of the 'destination brand' of City of Ipswich is limited.
- 3) **Capacity:** There is limited capacity to host major sporting and entertainment events in the region. This limits the region's ability to attract one-off content, and to support a bid for a national sporting franchise.

To ensure the messaging is clear and consistent about our City's need for the North Ipswich Sport and Entertainment Precinct, Council will be seeking to identify more opportunities for A-League, NRL and other national standard sporting event opportunities for our community.

The opportunity to host an A-League friendly football match at this time is also driven by the impact COVID-19 has had on large scale events attraction. Ipswich has seen events such as the Winternationals, the 2021 Australian Supercross Championship and CMC Rocks cancel or postpone resulting in our local community missing out.

The proposed football match would take place at the North Ipswich Reserve on the afternoon of 31 October 2021. The Adelaide United football team was identified due to the nature of the COVID-19 restrictions in place in South Australia and (at the time of writing) there being no Queensland Government quarantine restrictions on people from South Australia coming to Queensland.

Council officers have been in discussions with both teams who are happy to proceed with the game on a cost recovery basis only. Both teams have provided a breakdown of costs which constitute air fares, accommodation, transfers and meals. The total projected cost for both teams is \$24,721 and, on this basis, officers are requesting approval for a funding envelope of up to \$25,000. As it is being funded on a cost-recovery basis, approval for a funding envelope is considered appropriate.

This event has been assessed as being on the lower scale for return on investment; mostly due to the short lead time for the event and its impact on intrastate attraction and benefits to Council, and our inability to attract interstate visitors at the current time. This event still delivers reasonable benefit to the city and has been endorsed by an assessment panel.

As part of hosting this event, the Western Pride Football Club will be invited to provide game day activation and will have opportunities to promote their club, its players and the local football competition.

It is expected that this game will attract a strong attendance.

### LEGAL/POLICY BASIS

This report and its recommendations are consistent with the following legislative provisions:  
*Local Government Act 2009*

Section 109 of the *Local Government Act 2009* provides local governments with the ability to use discretionary funds in accordance with the requirements prescribed under the *Local Government Regulation 2012*.

Section 202 of the *Local Government Regulation 2012* prescribes a number of requirements for a local government making discretionary funds available.

### RISK MANAGEMENT IMPLICATIONS

In the current COVID-19 setting, there is a risk that the event may be postponed or cancelled in the event of a snap lockdown by the Queensland or South Australian Governments.

The event will not proceed if council does not provide funding support.

### HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	Recommendation A seeks approval for a Council funding contribution and for marketing support to an event opportunity.
(b) What human rights are affected?	No human rights are affected by the Council decision as it only relates to the funding and support for an event.
(c) How are the human rights limited?	Not applicable
(d) Is there a good reason for limiting the relevant rights? Is the limitation fair and reasonable?	Not applicable.
(e) Conclusion	The decision is consistent with human rights.

### FINANCIAL/RESOURCE IMPLICATIONS

This event will be funded through dedicated event sponsorship funding within the FY20-21 City Events budget.

## **COMMUNITY AND OTHER CONSULTATION**

Meetings with the Chief Executive Officers of the Brisbane Roar Football Club and Adelaide United Football clubs have taken place. Separate discussions have also taken place with the General Manager of the Western Pride.

There is strong support from all parties for the proposed friendly football match. Brisbane Roar and Adelaide United have outlined that this game will provide the clubs with invaluable playing time ahead of the A-League season that they have not been able to access due to COVID-19 restrictions in New South Wales and Victoria.

This event provides Western Pride with the opportunity to raise funds through the management of the precinct canteen and bar.

## **CONCLUSION**

This football friendly will provide the Ipswich community with a national quality sporting event and one which will also be used to highlight the strong need for investment in social infrastructure such as the proposed North Ipswich Sport and Entertainment Precinct.

The Council funding is being provided on a cost recovery basis only to the clubs and as such is considered to represent good value for money.

Dan Heenan

### **COORDINATOR - MAJOR PROJECTS AND ADVOCACY**

I concur with the recommendations contained in this report.

Carly Gregory

### **MANAGER, MARKETING AND PROMOTION**

I concur with the recommendations contained in this report.

Ben Pole

### **GENERAL MANAGER - COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT**

*“Together, we proudly enhance the quality of life for our community”*