



SPECIAL MEETING

AGENDA

3 SEPTEMBER 2021

Your attendance is required at a Special meeting of Council to be held in the Council Chambers, 232 Bolsover Street, Rockhampton on 3 September 2021 commencing at 9:00 am for transaction of the enclosed business.

In line with section 277E of the Local Government Regulation 2012, it has been determined that it is not practicable for the public to attend Council meetings in person at the current time. Until further notice, Council meetings will instead be livestreamed online.

A handwritten signature in black ink, appearing to be "C. P.", is positioned above the printed name of the Chief Executive Officer.

CHIEF EXECUTIVE OFFICER
1 September 2021

Please note:

In accordance with the *Local Government Regulation 2012*, please be advised that all discussion held during the meeting is recorded for the purpose of verifying the minutes. This will include any discussion involving a Councillor, staff member or a member of the public.

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1 OPENING

2 PRESENT

Members Present:

The Mayor, Councillor A P Williams (Chairperson)
Councillor S Latcham
Councillor C E Smith
Councillor C R Rutherford
Councillor M D Wickerson
Councillor D Kirkland
Councillor G D Mathers

In Attendance:

Mr R Cheesman – Acting Chief Executive Officer
Mr G Bowden – Executive Manager Advance Rockhampton

3 APOLOGIES AND LEAVE OF ABSENCE

Councillor Neil Fisher - Leave of Absence from 26 July 2021 to 27 September 2021

4 DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

5 OFFICERS' REPORTS

5.1 SPONSORSHIP OF A MAJOR SPORTING EVENT

File No: 6097
Attachments: Nil
Authorising Officer: Evan Pardon - Chief Executive Officer
Author: Greg Bowden - Executive Manager Advance Rockhampton

SUMMARY

An opportunity has arisen to attract an NRL match during the final series to the Rockhampton Region during September 2021. Rockhampton Regional Council has been approached to sponsor the event and manage the ticket sales process. The bid will be managed by the Central Queensland Capras.

OFFICER'S RECOMMENDATION

THAT Rockhampton Regional Council approve a sponsorship of \$25,000 and provide ticketing services (at cost) towards a bid for an NRL match to be held in Rockhampton during September 2021.

COMMENTARY

Due to the current Sydney Covid-19 lockdown and all NRL teams now being hosted in Queensland, an opportunity has arisen to attract another NRL match to the Rockhampton Region during the final series in September 2021.

Rockhampton Regional Council has been approached to sponsor the event and manage the ticket sales process.

As happened previously, the bid will be managed by the Central Queensland Capras in conjunction with The Rockhampton Leagues Club and The Browne Park Trust.

An early commitment from sponsors is required to ensure a suitable bid can be submitted at short notice to secure a match.

The match would target 5,000 patrons and will attract local sponsors and support from hospitality venues to deliver an all-round experience for residents and visitors. A number of these patrons will be made up of ticket allocations to other stakeholders and sponsors as decided by the event owner.

Rockhampton has already hosted two NRL matches and is in a very good position to attract another match following the success of the previous two events. The event will be attractive to residents, visitors in the intrastate drive market along with other intrastate fans of the clubs involved.

BUDGET IMPLICATIONS

While not specifically funded in budget, the \$25,000 sponsorship would be costed to Advance Rockhampton's events budget and then revised in the first budget review. At this stage of the financial year it is not expected to have any material impact on the 21-22 financial result.

Marketing costs will be funded from the current Advance Rockhampton budget.

Ticketing costs will be recovered from the event owner at cost.

LEGISLATIVE CONTEXT

Not Applicable

LEGAL IMPLICATIONS

Not Applicable

STAFFING IMPLICATIONS

Current internal staff resources will be utilised in provision of in-kind marketing and ticketing services. As per previous events, a working group, a marketing team and ticketing task force will be assigned to the project.

CORPORATE/OPERATIONAL PLAN

2.1.3 Develop, deliver and support a calendar of events for the region.

CONCLUSION

The economic and social benefits of hosting a high profile event in the region will be significant including but not limited to:

- A significant event for residents and visitors enhancing quality of life opportunities
- National marketing coverage and brand exposure
- Visitor hotel room nights
- Hospitality venues
- Increased general retail and business activity
- Community/City pride

If this sponsorship is approved, Rockhampton Regional Council through the Executive Manager of Advance Rockhampton will proceed to negotiate the full terms and benefits of the sponsorship which may include NRL promotional integration, ground signage, regional brand exposure, broadcast advertising and the potential for utilisation of player/team brands in regional marketing material.

6 CLOSURE OF MEETING