



SPECIAL MEETING

MINUTES

16 JULY 2021

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**REPORT OF THE SPECIAL MEETING
HELD AT COUNCIL CHAMBERS, 232 BOLSOVER STREET, ROCKHAMPTON
ON FRIDAY, 16 JULY 2021 COMMENCING AT 11:30AM**

1 OPENING

1.1 Acknowledgement of Country

2 PRESENT

Members Present:

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

In Attendance:

Mr E Pardon – Chief Executive Officer
Mr R Cheesman – Deputy Chief Executive Officer
Mr G Bowden – Executive Manager Advance Rockhampton
Ms L Leeder – Senior Committee Support Officer

Via Webex:

Ms A Cutler – General Manager Community Services
Ms T Sweeney – Executive Manager Workforce and Governance
Mr M Mansfield – Coordinator Media and Communications
Ms C Steinberger – Senior Communications Officer

3 APOLOGIES AND LEAVE OF ABSENCE

Councillor Neil Fisher previously granted leave of absence
Councillor Drew Wickerson tendered his apology

**4 DECLARATIONS OF INTEREST IN MATTERS ON THE
AGENDA**

5 OFFICERS' REPORTS

5.1 POTENTIAL SPORTING OPPORTUNITY

File No: 6097
Attachment: Additional Report - Sponsorship of a Major Sporting Event
Authorising Officer: Evan Pardon - Chief Executive Officer
Author: Evan Pardon - Chief Executive Officer

SUMMARY

This report is seeking Council direction on the level of support it wishes to provide to secure a significant sporting event for the Rockhampton Region.

COUNCIL RESOLUTION

THAT Rockhampton Regional Council approve a sponsorship of \$50,000 plus in-kind ticketing services towards a bid for an NRL match to be held in Rockhampton in July or August 2021.

Moved by: Mayor Williams
Seconded by: Councillor Mathers

MOTION CARRIED UNANIMOUSLY

ADDITIONAL REPORT: SPONSORSHIP OF A MAJOR SPORTING EVENT

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

SUMMARY

An opportunity has arisen to attract an NRL match to the Rockhampton Region in July or August 2021. Rockhampton Regional Council has been approached to sponsor the event and assist with ticket management. The bid will be managed by The Rockhampton Leagues Club, The Browne Park Trust and the Central Queensland Capras.

OFFICER'S RECOMMENDATION

THAT Rockhampton Regional Council approve a sponsorship of \$50,000 plus in-kind ticketing services towards a bid for an NRL match to be held in Rockhampton in July or August 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 an NRL match to the Rockhampton Region in July or August 2021.

Rockhampton Regional Council has been approached to sponsor the event and assist with ticket management.

The bid will be managed by The Rockhampton Leagues Club, The Browne Park Trust and the Central Queensland Capras.

Rob Crow, Region Manager, QRL Central has been in early negotiations with Cassandra Lawry, General Manager – Government Partnerships at the NRL and has been given information that multiple regional cities are bidding to attract games over coming weeks.

An early commitment from sponsors is required to ensure a suitable bid can be submitted at very 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.

The NRL has indicated that the event would cost \$200,000 to provide TV broadcasting and associated logistics.

Rockhampton are in a good position to attract one of these matches. 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 \$50,000 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.

In-kind ticketing will be funded from the current Community Facilities budget.

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.

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 utilization of player/team brands in regional marketing material. The final terms of the sponsorship agreement would then be approved by the Chief Executive Officer.

6 CLOSURE OF MEETING

There being no further business the meeting closed at 11:51am.

SIGNATURE

CHAIRPERSON

DATE