

COMMUNITY SERVICES COMMITTEE 14 NOVEMBER 2012	5
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SUPPORT FOR HIGH PERFORMANCE TRAINING CAMP – RICHMOND FOOTBALL CLUB

Tim Dendle: 10/2/1-30: #3778305

RECOMMENDATION:

It is recommended that Council:

- a) **supports the partnership proposal to secure the Richmond Football Club (RFC) High Performance Training Camp within the region during November 2012;**
- b) **allocates emergent funding of \$10,000 from the Economic Development unit's Operational Budget to meet its financial commitment to the partnership;**
- c) **collects nominated contributions from AFL Cairns (\$9,500) and James Cook University (\$3,000) prior to directing a combined payment of \$22,500 to Tropical Tourism North Queensland who will finalise the arrangement with the RFC; and**
- d) **delegates authority to the Chief Executive Officer under Section 257 of the *Local Government Act 2009* to finalise any and all matters in relation to the above.**

EXECUTIVE SUMMARY:

Following the AFL Premiership Game held at Cazaly's Stadium in July, the Richmond AFL Football Club (the Club) expressed a desire to hold their 2012 High Performance Training Camp in Tropical North Queensland during the month of November. In order to cover their requirements, the Club would require a financial contribution from the region of \$30,000 (ex GST).

Tropical Tourism North Queensland (TTNQ) has taken the lead in progressing this opportunity and have proposed a regional partnership to meet the required financial contribution. The partnership shall include TTNQ, Council, AFL Cairns and James Cook University (JCU). To this end, discussions have settled around splitting financial responsibility for the funding as follows:

- TTNQ: \$7,500
- Cairns Regional Council: \$10,000
- AFL Cairns: \$9,500
- JCU: \$3,000

It is proposed that TTNQ facilitate the end transaction of \$30,000 to the Club with Council providing to them a lump sum payment of \$22,500 after collecting the respective contributions from AFL Cairns and JCU. This is a “once off” arrangement with no ongoing responsibilities or commitments.

With the exception of Council, all parties have confirmed their financial commitment to this initiative in writing. Formal resolution is required to endorse the partnership and finalise the matter with the Club. Subject to Council’s consideration, an exchange of letters will occur between the parties detailing the nature, extent and terms of the funding arrangement.

INTRODUCTION:

This report aims to provide background, commentary and recommendation regarding the proposal for a High Performance AFL Training Camp within the region.

BACKGROUND:

The notion of supporting pre and post season training camps, with a specific focus on heat and humidity training, is consistent with the diversification strategies detailed in the TTNQ Strategic Plan, the TNQ Regional Economic Plan and the TNQ Regional Events Strategy. TTNQ has taken a lead role (in partnership with Council and Events Queensland) in seeking opportunities that achieve this ideal. The proposed Richmond initiative has been identified as a good fit given the Club’s three (3) year commitment to play a regular season fixture in Cairns which began in 2011.

The training camp will be held between the 26 November and 1 December followed by two days of relaxation and sight-seeing in Port Douglas. Approximately 100 people will attend including players, coaching staff, media and corporate sponsors. The arrangement will be project managed by Quest, a locally based company that provides tailored elite training camps to suit elite sporting franchises and meet the performance objectives of their playing group. The benefits of this arrangement will include:

- An opportunity to launch the capability of the region to host training camps and to use Richmond as a case study to future initiatives;
- Economic benefit of \$300,000 to the region during a shoulder period;
- Profiling of the region through national media, including Channel 7 and HeraldSun who will be following the activities of the players;
- Opportunity to target other football training camps (including NRL and ARU) on the success of this event
- Strengthen the region’s ambition to become a venue for future AFL fixtures beyond 2013;
- Further position the region’s submission for the establishment of an AIS partnership; and
- Support business opportunities in the Cairns region for elite sporting services.

TTNQ’s initial approach to Council, as well as evidence of the financial commitments from the other parties (AFL Cairns and JCU), are provided in Attachment 1, 2 and 3 respectively.

COMMENT:

There is considerable value in supporting strategies to diversify the region's dependence on tourism particularly through the vehicle of sport.

Since July 2011, Cazaly's Stadium (owned and managed by AFL Cairns) has hosted a regular season AFL Premiership game which attracts approximately 3,000 interstate visitors and brings an economic benefit to the region of around \$3m. Queensland Events have committed \$1.8m (\$620,000 per year for three years) as part of this initiative. It is noted that AFL Cairns Ltd have not sought funding from Council to assist with costs or hosting fees associated with the event.

Council normally aids the development of events that enrich the economic and social wellbeing of the region through its grant funding streams. The timing and opportunistic nature of this proposal has led to difficulties with matching it to a relevant funding programme at this time. Given its broad support and significant benefit however, it is recommended that Council respond to the groundswell of local cooperation and allocate emergent funding to meet the request.

CONSIDERATIONS:**Corporate and Operational Plans:**

Supporting this proposal will contribute to the achievement of Council's stated Corporate Plan goals around economic development and community wellbeing.

Statutory:

There are no statutory obligations here that would prohibit entering into such an agreement.

Policy:

Council's Grants Policy provides provision for Council to consider requests for support for sports tourism and event proposals as cases arise.

Financial and Risk:

It is proposed that \$10,000 be allocated from the Economic Development Unit Operational Budget to meet Council's financial commitments under the recommendation.

Sustainability:

- The arrangement will generate higher travel activity that consumes higher levels of resources;
- The arrangement will generate improved economic and community benefit;
- The arrangement is currently unbudgeted and will require the allocation of funding from existing provisions.

CONSULTATION:

Extensive consultation has occurred in the formulation of the recommendation with:

- TTNQ
- AFL Cairns
- JCU

OPTIONS:

That Council:

1. Supports the proposed arrangements as per the requested contribution for the reasons detailed in this report; or
2. Supports the arrangement on different terms, as determined by Council; or
3. Does not support the arrangement as requested.

CONCLUSION:

It is recommended that Council supports the arrangement as requested to take advantage of the expected increased regional exposure, economic return and community benefit it will generate.

ATTACHMENTS:

Attachment 1: Initial Approach from TTNQ

Attachment 2: Confirmation of Financial Support from AFL Cairns

Attachment 3: Confirmation of Financial Support from JCU

Tim Dendle

Team Leader Sport and Recreation

Brett Spencer

Manager Parks and Leisure

Ian Lowth

General Manager, Community, Sport and Cultural Services

Attachment 1: Initial Approach from TTNQ

TRAINING CAMPS

BACKGROUND INFORMATION

The diversification of tourism has been widely documented over the past 3 years and a number of strategies have been identified and implemented. Diversification through sporting events is one such strategy that has been clearly identified through the TNQ Regional Economic Plan, with an emphasis on attracting events that can be held during the shoulder and low season.

TTNQ has been charged with leading this diversification in partnership with a number of key stakeholders including the Cairns Regional Council and Events Queensland. Pre and Post Season Training Camps for winter football codes is one area that has been identified as offering great opportunity for the region. This is due to a number of reasons including:

- Training camps are held from November - March which is the region's low season
- The natural assets of our region offers a range of activities that can be tailor made to individual sporting clubs in a cost effective manner
- The recognition that heat and humidity training offers greater opportunity to enhance performance than altitude training.
- The diverse range accommodation, touring and leisure products that are available in our region that can be included in training camps
- Availability of experienced performance coaches that are located in Cairns

AFL was identified as offering the greatest opportunity due to the 3 year commitment from Richmond to play one home game in Cairns for 3 years (commencing 2011).

RICHMOND FOOTBALL CLUB HIGH PERFORMANCE TRAINING CAMP –

NOVEMBER 2012

Following the match in July, Richmond Football Club confirmed their desire to hold their 2012 High Performance Training Camp in Tropical North Queensland in late November 2012. The training camp will be held from 26 November - 01 December in the Cairns region followed by two days of relaxation in Port Douglas. Approximately 100 people will attend including players, coaching staff, media and corporate sponsors. The event will be project managed by Quest, a locally based company that provides tailored elite training camps to suits team needs and deliver performance objectives of their playing group.

Benefits

The benefits this event will bring to the region will be:

- An opportunity to launch the capability of the region to host training camps and to use Richmond as a case study for future camps.
- Economic benefit of \$300,000 to the region during a shoulder period.
- Profiling of the region through national media, including Channel 7 and Herald Sun, who will be following the activities of the players.
- Opportunity to target other football training camps (including NRL and ARU) on the success of this event.
- Strengthen our position to become a venue for future AFL fixtures beyond 2013.
- Further positions the regions submission for the establishment of an AIS
- Opens new business opportunities in the Cairns region for professional support services.

INVESTMENT

TTNQ will be assisting Richmond Football Club with marketing and public relations activities that will surround the training camp.

AFL CAIRNS - \$5,000 in-kind contribution through use of Cazaly's stadium for the duration of the training camp, and provision of office and secretarial support

Quest - \$10,000 through in kind contribution of project management fees and associated travel costs to develop the training program.

Request to Cairns Regional Council

Richmond Football club are seeking a financial contribution from the region of \$30,000 to support the initiative. This will represent a \$1 to \$10 ROI. Cairns Regional council will be recognized as a major sponsor of the training camp.

Attachment 2: Confirmation of Financial Support from AFL Cairns

From: Gary Young [mailto:gary@cafl.com.au]
Sent: Tuesday, 30 October 2012 11:43 AM
To: Lowth Ian; Rob.Giason@ttnq.org.au; Stephen Weller
Cc: O'Halloran Max; Tarrant Helen
Subject: RE: Richmond Training Camp

Dear Ian

This email confirms AFL Cairns commitment of \$9,500 to the \$30,000 pledge made to the Richmond Football Club to enable them to conduct a summer training camp in our region.

This contribution is seen as a one-off form of 'seed funding' to ensure the initiative works well and that we can attract many other sporting teams or codes in the future. Elite sports training is a real opportunity for TNQ to develop another aspect of its tourism offer. It is one which can also engage new community businesses and involve them directly in the tourism industry.

Regards
Gary

Gary Young
President



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Attachment 3: Confirmation of Financial Support from JCU

From: Weller, Stephen [<mailto:stephen.weller@jcu.edu.au>]

Sent: Friday, November 02, 2012 05:16 AM

To: Lowth Ian; Gary Young (gary@cafl.com.au) <gary@cafl.com.au>; 'Rob Giason' (Rob.Giason@ttnq.org.au) <Rob.Giason@ttnq.org.au>

Cc: O'Halloran Max; Tarrant Helen; Edwards, Andrew <andrew.edwards@jcu.edu.au>; Duignan-George, Jodie <jodie.duignan@jcu.edu.au>

Subject: RE: Richmond Training Camp

Dear Ian,

I confirm that JCU is prepared to contribute \$3,000 to support the 2012 visit to Cairns by the Richmond AFL Team.

Our support is aligned with promoting Cairns as a venue for elite athletes and in particular for JCU is designed to raise awareness and support for our JCU/AIS Tropical Institute of Sport. JCU would welcome the visit by the Richmond AFL Team to the Cairns Campus and interaction with our School of Exercise and Sport Science.

Regards, Stephen

Dr Stephen Weller
DEPUTY VICE-CHANCELLOR
James Cook University