

# **CAMPBELLTOWN CITY COUNCIL**

## **Agenda Summary**

**Community Services Committee Meeting to be held at 5.30pm on Tuesday, 9 September 2014.**

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### **ACKNOWLEDGEMENT OF LAND**

### **DECLARATIONS OF INTEREST**

#### **Pecuniary Interests**

#### **Non Pecuniary – Significant Interests**

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## **1. COMMUNICATIONS AND MARKETING**

### **1.1 Use of video to promote Council facilities**

#### **Reporting Officer**

Manager Communications and Marketing

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#### **Attachments**

Nil

#### **Purpose**

To update Council on the feasibility of using video to promote Council facilities.

#### **History**

Council at the meeting of 11 March 2014, Corporate Governance Committee, resolved that a report be presented outlining the feasibility of compiling short video clips to be loaded on Council's website to promote Council's high quality recreational facilities.

#### **Report**

Video is being used more frequently by many businesses and organisations as a communications and marketing tool. It is an opportunity to tell a story, share an event and promote a facility in an easy to view, engaging manner.

Keeping videos short, visual, sharp and to the point can be an effective means of communicating with a wider audience. People are more likely to engage with photos and videos than static information, so creating more interactive content is important.

Council has a number of iconic facilities and recreational areas. Creating short videos, highlighting the uses and features of each of these would provide a unique opportunity to communicate key messages in a short amount of time, while presenting a more personal profile of the organisation.

The videos can be used not only on Council's website, but can also be published via other online channels such as YouTube and Facebook, as well as the electronic welcome boards in the foyer of the Civic Centre that provide visual information to visitors.

Council staff have made initial enquiries with Campbelltown TAFE, and there may be opportunities to work with film students to create a range of videos for Council facilities as part of an assessment task at a relatively low cost. However, it is also proposed that quotes be sourced from appropriate external organisations that specialise in video production for large organisations.

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Councillors will be kept informed on the progress of developing short video clips to be loaded on Council's website to promote Council's facilities and recreational facilities.

### **Officer's Recommendation**

That the information be noted.

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## **2. COMMUNITY RESOURCES AND DEVELOPMENT**

### **2.1 2014 Community Forums**

#### **Reporting Officer**

Manager Community Resources and Development

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#### **Attachments**

Nil

#### **Purpose**

To advise Council of the remaining Community Forums that will be held in 2014.

#### **History**

Since 2010, Council's Community Resources and Development section has been holding quarterly forums that focus on young people, seniors, people with a disability and the community sector. The forums act as a community engagement and consultation activity with each forum having a specific topic, and focusing on addressing the issues that affect the Campbelltown community.

#### **Report**

The use of Community Forums has emerged as an effective means of connecting with the community and service providers. This has been achieved using skilled presenters and focusing on topics suggested by attendees and focus areas of Council's strategic documents. The forums have all been well received and attended, and they continue to provide positive feedback to Council.

Council held the third of a 4 part series, HSC and Beyond Youth Forum on 11 August 2014 at the Campbelltown Civic Hall. Guest speakers addressed the forum on managing stress and wellbeing leading into the HSC exam period. The forum was filmed by Campbelltown TAFE students and will be used to create a highlight package to disseminate information to a wider audience and to further promote Council's forums via social media.

Council held an Emergency Management Forum for seniors, people with disability, their families and carers on 20 August 2014 at the Greg Percival Community Centre, Ingleburn. Guest speakers spoke about emergency management in the home and attendees were able to access further information and resources from service information stalls.

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The forums will be held on the following dates:

**Youth**

- HSC and Beyond Forum - Tuesday 9 September - 9.30am-12.00pm, Campbelltown Civic Hall

**Seniors**

- Navigating the Aged Care System – Planning for your Future Forum - Wednesday 22 October - 10am to 12.30pm, Greg Percival Community Centre, Ingleburn

**Open Access Forum -**

- Wednesday 3 December - 10am to 12.30pm, Campbelltown Civic Hall

These forums will feature guest speakers and information stalls from relevant community providers and resources for attendees.

**Officer's Recommendation**

That the information be noted.

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## **2.2 Seniors Week 2015 Funding Application**

### **Reporting Officer**

Manager Community Resources and Development

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### **Attachments**

Nil

### **Purpose**

To seek Council's endorsement of an application for \$5,000 funding from the NSW Department of Family and Community Services under the Seniors Week Grants Program to assist in the development of activities and events scheduled for Seniors Week 2015.

### **Report**

Seniors Week is an annual statewide community event that celebrates the valuable contribution seniors make to our community. Contributory state grants of up to \$5,000 are available to local government and community organisations to enable them to provide relevant Seniors Week activities.

The overall theme for 2015 Seniors Week, which will be held from 14-22 March 2015, is 'Live Life'.

Preliminary discussions with local seniors groups have identified a proposed project, 'Joining the Generations' which is an intergenerational event focusing on encouraging seniors to develop skills in new digital trends with the assistance of students from local schools. Seniors would also pass on their skills to the younger participants through a range of craft activities.

The project aims to provide an opportunity for the transfer of skills between generations and for older people to be socially connected and interact more easily with the community, family and friends. It also creates opportunities for seniors to mix and socialise with new people from diverse backgrounds, a range of ages, maintain social participation to support good health and wellbeing and use technology to access information and services quickly and easily.

It is also proposed to provide sustainable tote bags with a variety of relevant information/resources collected by seniors groups. The bags would be distributed at Council run events held during Seniors Week.

A number of individual seniors and groups have indicated their interest in becoming directly involved in supporting Seniors Week activities. A meeting will be held between Council, seniors and local schools to further develop planning of the 'Joining the Generations' project.

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### **Officer's Recommendation**

1. That Council endorse the application of \$5,000 funding from the NSW Department of Family and Community Services under the Seniors Week Grants Program to assist in the development of activities and events scheduled for Seniors Week 2015.
2. That subject to notification of success, the Funding Agreement from the NSW Department of Family and Community Services be accepted and signed by the General Manager on behalf of Council.



### **3. CULTURAL SERVICES**

#### **3.1 Temporary Democracies - Campbelltown Arts Centre's 2014 Live Art Program**

##### **Reporting Officer**

Manager Cultural Services

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##### **Attachments**

Nil

##### **Purpose**

To inform Council of an art event 'Temporary Democracies' to be held in the community of Airds from 3 October – 11 October 2014 as part of the Arts Centre's 2014 Live Art Program.

##### **History**

Council at the meeting of 13 August 2013 was advised of an art event 'Temporary Democracies' a series of interdisciplinary, site based community engaged projects located in Airds to be held over two years, 2013-2014.

##### **Report**

Now in its final year, the 'Temporary Democracies' project has provided 12 Australian and New Zealand artists the opportunity to create and perform works situated in public sites in the suburb of Airds.

The project aims to engage with the local community and the history of the area to reflect on a community in transition, to make first hand experiences of a contemporary art practice more readily available, and offer a distinct opportunity for artists to produce site-based work. Local residents continue to be involved in each stage of the creative process from consultation to performance.

The project includes performances and temporary installations at Airds Shopping Centre, Ryland Park, Kevin Wheatley VC Memorial Reserve, the local football field and basketball court and the facades of residential and public buildings throughout the suburb.

Paul Gazzola, a contemporary installation artist who has a practice that explores robotics and community engagement has curated the project.

In October 2014 the project will culminate in a public event that will include performances and installations made in collaboration with local residents, artist talks, an online writing project and a community BBQ.

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3.1 Temporary Democracies - Campbelltown Arts Centre's 2014 Live Art Program

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The artists presenting artworks at the event will include Lachlan Anthony, Benjamin Forster, Darren Bell, Bindi Cole, Rebecca Conroy, David Cross, Robert Guth, Bennet Miller and Kate Mitchell.

The artists and Campbelltown Arts Centre have established key partnerships with Airds based community organisations including the Pacific Island community group, Te Kete Kahurangi, the Community Change Makers, the Bradbury Originals, and The Airds Men's Shed.

The project is informed by and operates within the frame of the Airds Bradbury Renewal Project, and continues the Arts Centre's tradition of offsite work established through past projects such as 'Site Lab' and 'Minto:Live'.

The Australia Council for the Arts has provided \$35,000 funding for the project.

**Officer's Recommendation**

That the information be noted.

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## **3.2 Creative Ageing Local Government Grants Funding Submission**

### **Reporting Officer**

Manager Cultural Services

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### **Attachments**

Nil

### **Purpose**

To seek Council's endorsement of an application for up to \$4,000 funding from the Creative Ageing Local Government Grants to assist in the delivery of appropriate visual arts programs for people with dementia.

### **History**

The Creative Ageing Local Government Grants Program is funded by the NSW Office for Ageing in Family and Community Services and is administered by Local Government NSW. The program will provide grants of up to \$4000 as a contribution to individual councils in NSW for programs or activities that increase the number of older people participating in creative activities. The objectives of the grants are to help councils:

- Establish new, or build on existing creative activities for older people.
- Develop internal cross-council collaboration with cultural activities.
- Work in partnership with local stakeholders to achieve these objectives.

Population ageing is a demographic change that brings both challenges and opportunities. The number of people living in NSW aged 65 years and over will increase from just over 1 million people (14 percent of the population) in 2012 to 2.3 million (24 percent of the population) in 2050. Local Government has a key role to play in ensuring that communities are prepared for the impact of population ageing.

### **Report**

In July 2014, Campbelltown Arts Centre began the first guided tours of art exhibitions for people with dementia, as part of ongoing public programs for appropriate visual arts exhibitions. These tours have been implemented following several training sessions with Alzheimer's Australia NSW as well as liaison with staff from Sydney South West Area Health Service's Dementia Advisory Service and people with dementia.

Following strong feedback from participants and community partners involved to date, Campbelltown Arts Centre in collaboration with Council's Community Resources and Development section are planning to provide a series of guided tours and practical workshops from November to December 2014 for people living with memory loss.

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Campbelltown Arts Centre proposes to apply to the NSW Office for Ageing in Family and Community Services for up to \$4,000 funding to increase capacity of public programs for people with dementia and enhance current approaches.

This public program would not only provide immediate access and benefits to participants living with dementia, but also build capacity of the Centre to work with people with dementia in future as well as relevant public and private services in the region.

### **Officer's Recommendation**

1. That Council endorse the application for up to \$4,000 funding from the Creative Ageing Local Government Grants to assist in the delivery of appropriate visual arts programs for people with dementia.
2. That subject to notification of success, the Funding Agreement with the NSW Office for Ageing in Family and Community Services be accepted and signed by the General Manager on behalf of Council.

## **4. CUSTOMER SERVICE**

**No reports this round**

## **5. EDUCATION AND CARE SERVICES**

### **5.1 Partners in Early Childhood Program - Update**

#### **Reporting Officer**

Manager Education and Care Services

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#### **Attachments**

Nil

#### **Purpose**

To advise Council that The Benevolent Society's Partnerships in Early Childhood (PIEC) program, currently operating in Council's Early Learning Centres, will cease on 31 December 2014.

#### **History**

PIEC is a program run by The Benevolent Society in conjunction with child care and preschool organisations in NSW and Queensland. Through staff development and support for parents, PIEC aims to improve the quality of early education and care and, in so doing, enhance children's social and emotional development. The focus is on building nurturing and supportive relationships between children and adults.

The PIEC program partnership between Campbelltown Council and The Benevolent Society began in 2005. The current Memorandum of Understanding between Council and The Benevolent Society expired on 30 June 2014.

#### **Report**

The Benevolent Society has written to Council advising that funding for the PIEC program will cease on 31 December 2014.

PIEC Child and Family workers currently attend five of Council's Early Learning Centres four days per week for two to three hours per day. The program builds on the existing strengths of child care providers in a model that blends high quality early education and care with parenting support. It aims to improve the quality of care by addressing how staff and parents interact with children.

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The program has supported staff and families to build positive relationships with children and provided important links to local support agencies for children and families who require early intervention.

The PIEC Child and Family workers have provided training and workshops to further educate and develop Council staff's knowledge in the areas of Attachment Theory and the Circle of Security which has assisted staff in developing and recognising the types of attachments that children have with their parents and centre staff.

The partnership with The Benevolent Society has also provided Council with the opportunity to evaluate a different working model of prevention and early intervention with families and expand the level of support provided to the community.

The Benevolent Society will operate the PIEC program until the end of the year and work with Council services to develop an exit strategy to ensure that the capacity building efforts made during the past eight years can be embedded and carried forward.

Education and Care staff will maintain components of the program within Council's services based on knowledge of the program and the training received to date.

### **Officer's Recommendation**

That the information be noted.

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## **6. HEALTHY LIFESTYLES**

### **6.1 2014 Australian University Cricket Championships**

#### **Reporting Officer**

Manager Healthy Lifestyles

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#### **Attachments**

Nil

#### **Purpose**

To inform Council that Raby Sports Complex has been selected to host the cricket component of the 2014 Australian University Games.

#### **Report**

Since its inception in 1993, the Australian University Games has grown to be Australia's largest annual multi-sport event. Held each September/October, the Games are renowned for providing a friendly but competitive environment for Australian university athletes and is the flagship event on the national university sporting calendar. Each year the Games sporting schedule is made up of more than 30 individual and team sports with an expected 6,000 competitors.

In 2014, the Australian University Games will be held in Sydney from 28 September to 3 October at venues all over the metropolitan area including Sydney Olympic Park, Blacktown International Sports Park, and the Sydney International Regatta Centre at Penrith. Cricket is included and will be played as a T20 competition. Last year's Australian University Games cricket champions, the University of New South Wales have just returned from London after competing in the World Cricket Championships for the best six university teams in the world.

Raby Sports Complex with four adjacent turf wickets will host the majority of the competition, including all semi-final and final games. Jackson Park at Woodbine will also be used. The other venues will be the Village Green at the University of New South Wales and David Phillips Field at Daceyville.

Council is responsible for preparing the venue for play each day and the Campbelltown Camden District Cricket Club is supplying the Competition Coordinator as well as running the canteen and catering for the week.

The selection of Raby Sports Complex to host a majority of the cricket competition will allow spectators and competitors from all over Australia to experience the impressive facilities that Council provides and reinforce the positive image of the Campbelltown Local Government Area.

#### **Officer's Recommendation**

That the information be noted.

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## **6.2 Proposed Learn to Swim Program for Indigenous Children**

### **Reporting Officer**

Manager Healthy Lifestyles

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### **Attachments**

Nil

### **Purpose**

To advise Council that a trial Learn to Swim program for Indigenous children will be held at Council's Leisure Centres.

### **Report**

Swimming NSW in connection with the NSW Office of Communities, Sport and Recreation have undertaken a trial program of integrating Indigenous children into learn to swim programs in Northern NSW. There are currently eighty children enrolled in the local swim school program. The initiative aims to reduce the number of drowning deaths among the Indigenous local population.

Discussions have been held with representatives of Swimming NSW, Sport and Recreation and Council's Leisure Services to trial a model, similar to that in operation in Northern NSW, for the Macarthur Region.

Council's Learn to Swim program operates seven days a week for students aged six months of age to adults and are available both morning and afternoon Monday-Friday as well as Saturday and Sunday morning during school term dates.

Campbelltown Local Government Area has a large Indigenous population, and assisting families into mainstream services would be beneficial to the community.

As part of the broader program, Council Officers and Swimming NSW are also planning to run Austswim courses with a focus on assisting participants from the local Indigenous community to become qualified swim instructors.

The cost of the Learn to Swim program would be funded by Swimming NSW and the parents of the children attending the lessons.

There would be no additional cost to Council, as the intent of the program is to utilise Council's facilities and successful Learn to Swim program to integrate families into these classes.

The NSW Office of Communities, Sport and Recreation Aboriginal Project Officer will promote the program utilising local networks and community groups.

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It is proposed that the trial program would commence in Term 4, October 2014 or Term 1, January 2015.

### **Officer's Recommendation**

That the information be noted.

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## **6.3 2014-2015 Roads and Maritime Services Grant Application - Campbelltown Bicycle Education Centre**

### **Reporting Officer**

Manager Healthy Lifestyles

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### **Attachments**

Nil

### **Purpose**

To seek Council's endorsement of a submission to the Roads and Maritime Services through the Community and Road Safety Education Scheme (CARES) requesting up to \$3,000 to purchase a range of youth size helmets and bicycles to assist in the delivery of education programs at Campbelltown Bicycle Education Centre.

### **Report**

The Bicycle Education and Road Safety Centre caters for a variety of educational programs and uses a range of bike sizes to accommodate children aged from Kindergarten through to Year Six and adults. The Centre also conducts programs for students with special needs. These programs are reviewed annually to complement changing school and student educational needs. Programs are designed to educate students in safe road behaviour and bicycle skills appropriate to their age and ability. In 2013-2014 a total of 2,360 students from 94 school groups participated in the Centre's programs.

The Roads and Maritime Services is an important partner in the development and ongoing provision of the Bicycle Education Centre and has supported other community and CARES facilities by supplying and maintaining traffic lights, signs and line marking.

It is proposed to submit an application to the Roads and Maritime Services through CARES requesting \$3,000 to purchase a range of youth size helmets, update and renew the Centre's 110 bicycles and provide resources to meet the increase in both preschool and primary school groups participation in education programs.

If successful, the grant is required to be spent and acquitted by the end of the 2014-2015 financial year.

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### **Officer's Recommendation**

1. That Council endorse a submission to the Roads and Maritime Services through the Community and Road Safety Education Scheme requesting \$3,000 to purchase a range of youth size helmets and bicycles to assist in the delivery of education programs at Campbelltown Bicycle Education Centre.
2. That subject to notification of success, the funding agreement from the Roads and Maritime Services be accepted and signed on behalf of the General Manager.

6.4 Request For Exclusive Use Of The Gordon Fetterplace Aquatic Centre And Macquarie Fields Leisure Centre

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## **6.4 Request for Exclusive Use of The Gordon Fetterplace Aquatic Centre and Macquarie Fields Leisure Centre**

### **Reporting Officer**

Manager Healthy Lifestyles

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### **Attachments**

Nil

### **Purpose**

To seek Council's approval for exclusive use of The Gordon Fetterplace Aquatic Centre and Macquarie Fields Leisure Centre for a maximum of four proposed major swimming carnivals at each facility scheduled by local swimming and sporting clubs over the next twelve months.

### **Report**

Council has received notification from Campbelltown Amateur Swimming Club, Campbelltown Collegians Aussi Masters Swimming Club, Macquarie Fields Swimming Club and Macarthur Triathlon Club that they plan to host a number of larger carnivals, similar to those held in previous years.

The regional governing body, Swimming Metro Southwest and the state governing body New South Wales Swimming Association have approved the carnivals in principle however specific dates may change due to state programming.

Clubs generally request exclusive use of a swimming pool for major carnivals due to the number of participants and spectators and the ability to adequately officiate the event. To share the pool space would prove impractical and cause major disruption to the event and/or general public.

#### **The Gordon Fetterplace Aquatic Centre**

Campbelltown Collegians Aussi Masters Swimming Club would require exclusive use of the outdoor 50m swimming pool on 17 January 2015. This event will commence at 8.00am and finish at 5.00pm and is expected to attract approximately 300 participants and 100 spectators.

Campbelltown Amateur Swimming Club has identified two proposed carnivals that would require exclusive use of the indoor swimming centre. The proposed dates are 7 June 2015 and 23 August 2015. These events will commence at 8.00am and are expected to finish at 4.00pm. The events are expected to attract approximately 450 participants and 500 spectators.

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## 6.4 Request For Exclusive Use Of The Gordon Fetterplace Aquatic Centre And Macquarie Fields Leisure Centre

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### **Macquarie Fields Leisure Centre**

Macarthur Triathlon Club have identified the 22 November 2014 for a triathlon competition which requires exclusive use of Macquarie Fields Leisure Centres outdoor 50m pool. This event will commence at 8.00am and finish at 5.00pm and is expected to attract approximately 150 participants and 150 spectators.

Macquarie Fields Swimming Club is not able to submit carnival dates at this time however; they will submit dates separately if the need arises.

It is anticipated that there would be minimum disruption to the general public as past practice indicates that few customers attend the centre on competition days. The facility would still be open to the public who wish to use the ancillary pools and services including the toddler and program pools and splash park at the centres.

As in previous years, it is recommended that Council approve exclusive use of The Gordon Fetterplace Aquatic Centre and Macquarie Fields Leisure Centre for a maximum of four proposed major swimming carnivals scheduled by local swimming clubs and sporting clubs over the next twelve months.

### **Officer's Recommendation**

1. That Council approve exclusive use of The Gordon Fetterplace Aquatic Centre and Macquarie Fields Leisure Centre for a maximum of four proposed major swimming carnivals scheduled by local swimming clubs and sporting clubs over the next twelve months, as outlined in the report.
  2. That the swimming carnival dates be advertised by way of
    - (i) A large notice displayed in a prominent position at the entrance of each Council Leisure Centre.
    - (ii) Provision of leaflets at the Swimming Centres' Reception Desks.
    - (iii) Notification by Council's website and Leisure social media pages including Facebook.
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## **6.5 GWS Giants Club Night at Bob Prenter Reserve**

### **Reporting Officer**

Manager Healthy Lifestyles

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### **Attachments**

Nil

### **Purpose**

To advise Council of the GWS Giants AFL Club event held at Bob Prenter Reserve on Tuesday 15 July 2014.

### **Report**

AFL NSW/ACT with the assistance of Campbelltown AFL Club hosted junior clubs from across the Greater Western Sydney region to participate in a fun, social evening of AFL skills, education and games.

A similar event was held recently by the GWS Giants at their Blacktown base and both events were used to develop the game, build fans and supporters and generate brand awareness.

Key outcomes from the Campbelltown event included:

- Over 700 participants
- 50 coaches were addressed by former Sydney Swans premiership winner Amon Buchanan and current Swans player Sam Reid
- 45 parents participated in a Level 0 coaching course
- 120 youth participants participated in a Giants Academy training session.

Giants players met and ran around with over 600 Auskick, junior and youth participants before posing for photos and signing autographs. Council staff attended to provide access and oversee and assist with the setup.

The night was described by AFL NSW/ACT as being very successful in providing a lasting impact with the community in Greater Western Sydney.

Council officers have met with Campbelltown AFL Club and GWS representatives to discuss further opportunities for the GWS Giants to engage with the local community.

### **Officer's Recommendation**

That the information be noted.

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## **6.6 Upgrade to Floodlighting at Council's Sporting Grounds - Update**

### **Reporting Officer**

Manager Healthy Lifestyles

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### **Attachments**

Nil

### **Purpose**

To update the Council on the audit currently being undertaken on the floodlighting at all Council's sporting fields.

### **History**

At its meeting of 26 March 2013, Council resolved that a detailed report be presented outlining the quality of and possible need for an upgrade on the current lighting (including current environmental lighting) of all sporting fields in the Campbelltown Local Government Area and that the report include total costing.

### **Report**

Council staff undertook an audit and site inspection of all playing fields within the Campbelltown Local Government Area. This included all playing fields that are currently being used, historically been used and may have the potential to be reactivated.

The detailed analysis provided the specifications required for Council to advertise for public quotations for a suitable company to provide Council a report on current infrastructure, lux levels (illumination calculation as specified in Australian Standards), and required upgrades to meet standards, lighting design and costs estimates.

Council undertook a public quotation process which was completed in April 2014. Musco Lighting was awarded the contract in May 2014 to provide Council with the report detailing the required information.

Musco Lighting have completed the auditing phase of the process including current lighting and lux levels for every field, condition of poles and infrastructure. Musco Lighting are now completing the last two stages of the project that includes the final lighting design for every playing field, cost estimation for all the proposed works to meet Australian Standards, as well as a briefing document on options that will provide cost efficiencies for Council.

The final report is expected to be submitted to Council in October 2014, where appropriate staff from Council's Operations, Assets, and Healthy Lifestyles sections will develop a strategy document for Council's consideration.

### **Officer's Recommendation**

That the information be noted.

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## **6.7 Campbelltown Sports Stadium - Naming Rights Sponsorship**

### **Reporting Officer**

Manager Healthy Lifestyles

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### **Attachments**

Nil

### **Purpose**

To provide Council with information related to naming rights sponsorship of Campbelltown Sports Stadium.

### **History**

Council at its meeting of 3 April 2007 resolved:

- That Council adopt as Policy make a commitment not to privatise the name of Campbelltown Sports Stadium.
- That Council firmly believes that there are strong Community and City image advantages by ensuring our Stadium proudly bears the name of our City and not the name of a corporation.

Council at its meeting of 10 December 2013 resolved that a report be prepared regarding the possibility of a naming rights sponsorship for Campbelltown Sports Stadium.

### **Report**

#### **Background**

Naming rights sponsorship is very common in Australia's sporting and entertainment venues, providing opportunities for private companies to purchase the sole rights to the name of a venue for a defined period of time.

Naming rights sponsorship provides sole naming rights, signage opportunities and other benefits to the company that purchases these rights. By selling the naming rights of a venue, reference to the original name ceases in all forms of media, communication, promotional material and correspondence, with the exception of ABC radio and television who would continue to refer to the venue as its original name. The ABC will continue to use the original name of a venue due to advertising restrictions that the ABC has in place.

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### **Current situation**

The following sporting and entertainment venues located in Sydney have current naming rights sponsors:

- Olympic Stadium – ANZ Stadium (formally Telstra Stadium)
- Sydney Football Stadium – Allianz Stadium (formally Aussie Stadium)
- Shark Park – Remondis Stadium (formally Toyota Park)
- Jubilee Park – WIN Jubilee Park
- Parramatta Stadium – Pirtek Stadium
- Penrith Stadium – SportingBet Stadium (formally Centrebet Stadium and CUA Stadium)
- Sydney Entertainment Centre – Qantas Credit Union Arena
- Superdome – Allphones Arena (formally Acer Arena)
- Sydney Showground – Spotless Stadium (formally Skoda Stadium).

Stadiums that do not have naming rights sponsors are:

- Campbelltown Sports Stadium
- Brookvale Oval
- Leichhardt Oval.

### **Sponsors' Opportunities**

The motivation of companies to purchase naming rights sponsorship is usually to generate new business, increase brand loyalty, improve brand awareness and/or to reward the organisation's staff through possible incentives they may be able to offer.

It is critical to ensure that any marketing rights and opportunities the venue may be able to offer are accurately assessed and any operational resources required to service such a sponsorship are available.

When offering opportunities, it is imperative that these can be realistically provided by the venue, taking into consideration current hire arrangements, contractual agreements, possible conflicts with existing users sponsors, corporate policies and relevant legislations. Adequate operational resources to service and maintain the sponsorship throughout the term also needs to be considered. The impact that the NSW Government Stadia Strategy and a guarantee number of National Rugby League or other significant events is also a factor.

Benefits to sponsors can be through multiple platforms, including:

- internal and external signage, including aisles, entries, ticket booths
  - identification on staff uniforms
  - identification on ticketing
  - identification on venue website
  - identification on stationary and collateral
  - precinct activations
  - digital media profile
  - corporate suite and hospitality
  - corporate car park passes
  - premium reserved seating tickets
  - access to venue function facilities.
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### **Value of naming rights sponsorship**

The value of naming rights sponsorship is determined by a number of key factors - media presence, radio and television audience, number of televised matches/events, visitation and passing traffic.

In most circumstances, naming rights sponsorship is sought through an Expression of Interest process and has recently been undertaken for Canberra, Hunter and Gosford Stadiums. Brand compatibility and reputation are significant considerations when assessing possible partnerships. The brand needs to align with the expectations of the community and the reputation of Council, and share similar corporate and community values. Council would need to consider what brand and service type would be appropriate to associate with a significant community-owned asset.

### **Considerations for venues**

The benefits to the stadium with naming rights include the venue and sports are aligned with national and international brands which increase the venue's exposure. There are a number of cross marketing opportunities and exposure to the sponsor's clients and customers. It also provides a guaranteed revenue base for the term of the contract which can either be used to offset operational costs or be used to buy or purchase new events that provide further exposure to the sponsor and the venue.

The Sydney Cricket Ground, Melbourne Cricket Ground and the new Perth Arena are examples where naming rights sponsorship is not a consideration for the operators. There are a number of reasons for this, including the loss of identity of the venue, loss of fan identity and engagement, and the tourism and branding value of the name of the venue, particularly the international exposure that these facilities receive. In the case of the Perth Arena, despite the significant economic benefits that a naming rights sponsorship would bring to the venue, the Western Australian Government deemed that it is inappropriate to have private naming rights for a significant piece of State-owned infrastructure.

The economic benefits of naming rights need to outweigh the possible negative aspects that changing the name of such a significant community-owned venue may have.

Campbelltown Sports Stadium is Campbelltown's, and the Macarthur regions, most prominent and visited venue, which gains local, regional and national exposure. In December/ January, the Stadium will be exposed to many millions of viewers throughout Asia when it hosts China PA in their pre Asian Cup training camp. This exposure of Campbelltown Sports Stadium in turn provides positive publicity for the area, simply by having Campbelltown in its name. There is significant regional identification aligned with Campbelltown Sports Stadium and the history the venue has within the community.

In January this year it was reported in the media that GIO bought the naming rights to Canberra Stadium for \$300,000 - \$350,000 for at least a four year period. Canberra Stadium was able to guarantee a minimum of 12 National Rugby League Canberra Raiders matches and eight Super Rugby Brumbies matches per year, all of which are televised. Due to the commercial and confidential nature of sponsorship deals, it is difficult to gather information regarding specific value of sponsorships.

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The limited number of televised games that Campbelltown Sports Stadium has and that these are not guaranteed significantly lowers the value of the rights opposed to those venues that can offer a minimum of 12 televised events, such as Penrith's Sportingbet Stadium and Cronulla's Remondis Stadium. Council may need to consider if there would be greater value working in partnership with Wests Tigers regarding naming rights sponsorship. This ensures there is no conflict with the NRL and may be mutually beneficial to Wests Tigers to increase their presence in the area and strengthen their partnership with Council.

### **Conclusion**

In order for Council to determine if the economic benefits that naming rights sponsorship would provide would outweigh the loss of regional identity that the stadium evokes, a professional valuation by a reputable company would need to be undertaken.

It is recommended that engaging a company to independently assess Campbelltown Sports Stadium's sponsorship value, would provide Council with the appropriate detail and options in order to make an informed decision to whether or not proceed to with expression of interests.

### **Officer's Recommendation**

1. That a professional valuation of the naming rights to Campbelltown Sports Stadium be undertaken by a reputable company.
  2. That the outcomes of the valuation and the feasibility of naming rights to Campbelltown Sports Stadium be present to Council for consideration.
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## **7. LIBRARY SERVICES**

### **7.1 IT and Biscuits Workshops - Campbelltown Library Services**

#### **Reporting Officer**

Manager Library Services

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#### **Attachments**

Nil

#### **Purpose**

To advise Council of the Campbelltown Library Services 'IT and Biscuits' interactive technology workshops developed to provide information and assistance to the local community in the use of new technologies.

#### **Report**

In 2013, Campbelltown City Library began a series of workshops aimed at providing information and assistance to people about new technologies and media. Based on an Expressions of Interest Survey system, the library developed a program covering topics such as basic internet, emailing, Skype, mobile phones, eReaders and tablets, social media and accessing the library online. These sessions were well attended and the feedback from participants was very positive.

As part of Seniors Week 2014, the Library in conjunction with Council's Community Resources and Development section, ran a series of these programs specifically tailored to suit the needs of seniors attending. The interactive technology workshops were held across all of the libraries and were once again very successful. As places for these sessions were limited, the library has been taking waiting lists of people who missed out on these sessions but wished to be kept in mind for future sessions.

Due to the success of these programs and the current level of ongoing demand, the Library is again planning another series of the workshops to cover mobile phones, eReaders and tablets and also Windows 8. The specific programs are developed based on the demand and the requests received from customers of the library. People are encouraged to bring their mobile devices with them to the various sessions however, the library's resources of PC's, tablets, ipads and eReaders are available for people who do not have access to these devices.

With the growing demand for this type of information and assistance with new technology and media, it is anticipated that the 'IT and Biscuits' workshops will develop into an ongoing program.

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The workshops will be widely publicised to the community and bookings for the sessions and further information can be made through the Library Services.

### **Officer's Recommendation**

That the information be noted.

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**8. GENERAL BUSINESS**

Nil.

**20. CONFIDENTIAL ITEMS**

**No reports this round**

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