

SUPPLEMENTARY BUSINESS PAPER

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#U4M

**JOIN OUR A-LEAGUE
BID AND BE UNITED
FOR MACARTHUR.**

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CAMPBELLTOWN CITY COUNCIL

8 MAY



Supplementary Council Meeting Agenda

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12. URGENT GENERAL BUSINESS

12.1 United for Macarthur: Update on the preparation of the A-League Bid

Reporting Officer

Director City Lifestyles
City Lifestyles

Community Strategic Plan

Objective	Strategy
1 Outcome One: A Vibrant, Liveable City	1.5 - Host and promote major sporting events, showcasing our city's sporting facilities and encouraging community participation in sport and recreation

Officer's Recommendation

1. That Council note the progress of work associated with the United for Macarthur A-League Bid ahead of submission of an Expression of Interest to the Football Federation Australia on 24 May 2018.
2. That Council endorses the appointment of Mr Chris Redman, as an interim Director and Chairperson to the Distributing Cooperative under the Cooperatives National Law.
3. That Council sign the Memorandum of Understanding in relation to the A-League Team bid.

Purpose

To provide Council with an update on the preparation of the United for Macarthur A-League bid.

History

Council at its meeting held 27 June 2017, considered a report relating to the Campbelltown Sports Stadium. This report included consideration of the preparation of a bid for submission to the Football Federation of Australia (FFA) for an A-League team to be based at the Campbelltown Sports Stadium and to represent South Western Sydney, predominantly the Macarthur Region.

Council subsequently endorsed the preparation of an application to the FFA with the view to securing an A-League team to be based at Campbelltown Sports Stadium to represent the region.

Acclimate Solutions Pty Ltd were engaged by Council to prepare the bid presentation. The key elements of the bid presentation included ownership model; business plan and organisational structure as well as stadia/training and administration venue model.

Report

FFA Timeline

Since this time, significant preliminary work was undertaken in anticipation of the formal announcement by the FFA of the expansion criteria and timeframe.

The FFA formally announced the A-League expansion on Thursday 29 March 2018. Set out below is a summary of the FFA's expansion timeline:

Stage 1 - Expression of Interest (EOI):

- 29 March invitation for EOI issued
- 24 May EOI due

Stage 2 FFA assessment and shortlisting

Stage 3 Proposal:

- 11 June intended process to start request for proposal phase
- 31 August proposals due
- September FFA confirm preferred bidders
- September - October negotiation with FFA

Stage 4 - Announcement:

- 31 October completion and announcement.

Why develop an A-League bid?

There is a unique opportunity for a professional sports team to establish in Macarthur, with the opportunity for a new A-League team as part of the FFA's expansion program being well positioned to take up this opportunity.

There are a number of reasons why the Macarthur and surrounding region is an ideal location for a new professional sports team to establish, in particular an A-League Team.

Growth

The region is one of the fastest growing in Sydney, projected to reach close to one million people by 2036, with over 600,000 people within the Macarthur area alone. The median age of the Macarthur region is 34 years, compared to 36 years for Greater Sydney and 38 years for New South Wales. This age profile is projected to remain stable over the next 20 years as the region's population becomes home to many more families.

Football (soccer) participation within the region is strong and growing. The Macarthur Football Association is experiencing growth on average of six per cent per annum in football registration, with just over 11,000 registrations and projected to grow to 19,000 by 2036. The ability to have a professional team based locally enables a clear pathway for the many talented local young players.

Strategic position in NSW Greater Sydney Commission Region Plan 2018: A Metropolis of Three Cities

Campbelltown - Macarthur is part of the Western Parkland City, one of the three cities defined in the recently released NSW Greater Sydney Commission Region Plan 2018: A Metropolis of Three Cities – connecting people.

The Western Parkland City will be established on the strength of the new international Western Sydney Airport and Badgerys Creek Aerotropolis. It will be a polycentric city capitalising on the established centres of Liverpool, Greater Penrith and Campbelltown-Macarthur.

Within this framework Campbelltown has a key role as a metropolitan centre. Under the metropolis of three cities, metropolitan centres are the economic focus of Greater Sydney, fundamental to growing its global competitiveness and where government actions and investment, including transport, will be focused.

The intent of these centres is to deliver very high levels of development and amenity.

Aligned to the State Government planning, Council is undertaking the Re-imaging Campbelltown Project, which includes the Leumeah precinct.

Leumeah precinct is described by the State Government Corridor Strategy and Council as a 'regionally significant sporting, recreation and entertainment precinct for South West Sydney'. As part of this future the stadium and surrounding precinct will be transformed.

No resident professional sports team

There is no resident professional sports team within the Macarthur.

Whilst Wests Tigers have a presence at the Campbelltown Sports Stadium and will continue to play at the stadium, they are currently based at Concord Oval with commitments to play across three venues.

A community focused club

The club structure and associated programs on which the United for Macarthur bid are based, is all about community. The structure is based on a distributing cooperative that is widely used in successful overseas sporting clubs, however new to Australia.

This structure enables community members to be involved in and be true members of the club, with one member – one vote.

A range of regional benefits

The United for Macarthur bid to secure a professional sports team to compete at a national level will deliver a range of benefits for the region. This includes:

- raising regional awareness: every city has a major sports team
- deliver community program initiatives that support broader social outcomes
- create economic benefit in both a strengthened local economy as well as the prevention of economic leakage. Rather than the Macarthur community needing to travel long distances to venues in the city to watch professional sport, it will be delivered at the Campbelltown Sports Stadium
- provide channels of aspiration. Our region is home to a range of talented sports people, a professional football team provides a channel of aspiration for young people playing with

the ultimate aim that the team will become a net exporter of talent to other teams in the competition

- build community pride.

Community engagement

A key part of the EOI is to engage with the Macarthur community to raise awareness and encourage support for the United for Macarthur A-League Bid.

To that end, a series of pop up events have been scheduled and held at football matches, training sessions and local events. In addition to this, promotion of the bid has been implemented via social media, print and digital media. This has received strong support from local print media.

Work is also being undertaken to identify and further develop community programs and football youth development opportunities as part of the bid.

Governance model

Council is leading the preparation of the A-League Bid, on behalf of the region.

In this role Council has engaged the services of Mattila Advisory to prepare a Distributing Cooperative Structure. This form of structure has been widely used in a number of successful overseas sporting clubs, including the Real Madrid, Barcelona and Bayern Munich football clubs.

Under this structure it is proposed that there will be two co-operatives working together to support the proposed new A-League Club. The Football Club will operate on a commercial basis and the Community Supporters' Co-operative (Community Supporters' Club) will operate as a not for profit sports club.

The Co-operative structure is a democratic entity incorporated under the Co-operatives National Law (NSW) 2012 (CNL). The CNL is specialist legislation for member owned and operated organisations focused on member benefits and are focused on running its business for the benefits of its members.

The disclosure statement for the Distributing Cooperative under the Cooperatives National Law (NSW) has been lodged with the NSW Registry, to commence the registration process.

Campbelltown City Council is a foundation member of the Football Club and has nominated Mr Christopher (Chris) Redman to be a foundation director. Chris has also accepted the interim Directors nomination as Bid Chairperson, with Campbelltown City Council support.

Three proposed member directors have acted as foundation directors for the purposes of establishing the football club. The Board anticipates there will be an election of on-going directors at the formation meeting or shortly afterwards.

It is proposed that Council undergo a formal process for the appointment of the ongoing Director to represent its interest. This will be the subject of a further report.

The governance model is a foundation for the A-League club bid, as it is based on a united and regional platform with the club being owned by the community through a dual co-operative corporate structure involving founding and community member co-operatives.

Memorandum of Understanding

A Memorandum of Understanding (MoU) has been developed in association with the bid. The purpose of this MoU is to establish a clear understanding between the parties concerning the bid for an A-League team to represent the Macarthur region within the Football Federation of Australia's national football competition.

As a means of developing a united and compelling bid for an A-League club which will include men's, women's and youth teams to represent the Macarthur region, Campbelltown, Camden and Wollondilly Councils, together with the Macarthur Football Association have joined the bid to provide support and advice.

A copy of the MoU is attached.

It is also noted that ambassadors have been appointed to provide overall and specialist support to the parties in the various work activities that are necessary to be undertaken in order to prepare a bid. The ambassadors will also provide their expertise in the following disciplines:

- business
- football.

United for Macarthur Bid preparation

As part of the EOI process, the FFA requires the following to be provided as part of the EOI:

1. Vision

- compelling vision for the proposed club, including the ability to contribute positively to the growth of the A-League and football in Australia
- understanding of the football landscape in Australia
- the attitudes, ethics and mindset to underpin a successful long-term collaborative relationship with football stakeholders, incl. fans, member federation, clubs, government and local communities in the Territory.

2. History and Culture

- understanding and appreciation of the history and culture of football including clubs and players, national team representation and any participation or connection with that history and culture.

3. Financial Capacity

- existing financial strength or demonstration of the ability to raise finance sufficient to acquire the right to participate in the A-League and ensure the sustainable participation that contributes to the growth of the A-League.

4. Capability and Experience

- capability and experience to operate a professional football club.

5. Other

- such additional criteria as FFA may determine are in the best interests of football in Australia.

Work is progressing well on these elements, with key activities undertaken over the past few weeks include:

- announcement of Brett Emerton as the Bid Sports Ambassador
- announcement of Lang Walker as the Bid Business Ambassador
- launch of the official bid Website www.unitedformacarthur.com.au and associated social media #U4M
- MoUs with Macarthur Football Association.

Conclusion

The Macarthur region provides a unique opportunity for a professional sports team, with the Campbelltown Sports Stadium ideally placed.

The Macarthur and broader region provide an ideal avenue for the FFA to expand the A-League into a community that has a strong football base and growing population.

The United for Macarthur bid has received bipartisan support from the three local councils, all State Members and Federal Members of Macarthur and Werriwa as well as significant support from the local media. The football and broader community have expressed significant interest since the commencement of the activations at local football training sessions and game venues as well as the broader community for which the level of support has been significant.

The United for Macarthur bid is a truly community bid. The proposed A-League Football team will be genuinely owned by the community, through a Co-Operative structure, well proven by many very successful overseas Clubs, in particular in Europe.

The Campbelltown-Macarthur community is already proud of the area, through an A-League team there is an opportunity to further increase civic pride and unify our fast growing community.

Attachments

1. Memorandum of Understanding (contained within this report)



UNITED FOR MACARTHUR

MEMORANDUM OF UNDERSTANDING

BETWEEN

**CAMPBELLTOWN CITY COUNCIL
CAMDEN COUNCIL
WOLLONDILLY SHIRE COUNCIL
MACARTHUR FOOTBALL ASSOCIATION**

MAY 2018

**UNITED FOR
MACARTHUR.**

**JOIN OUR A-LEAGUE TEAM BID
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1.0 AGREEMENT

This agreement is made on the _____ 2018, between the parties outlined within this Memorandum of Understanding (MoU).

2.0 PARTIES

Campbelltown City Council (CCC), ABN 31 459 914 087 of Civic Centre, 91 Queen Street, Campbelltown, NSW 2500

And

Camden Municipal Council (CMC), ABN 117 341 764 of 70 Central Avenue, Oran Park, NSW 2570

And

Wollondilly Shire Council (WSC), ABN 93 723 245 808 of 62-64 Menangle Street, Picton, 2571

And

Macarthur Football Association Inc (MFA), ABN 82 138 352 399, of St Helens Park, NSW 2560.

3.0 PURPOSE

The purpose of this MoU is to establish a clear understanding between the parties concerning the bid for an A-League team to represent the Macarthur region within the Football Federation of Australia's national football competition.

As a means of developing a united and compelling bid for an A-League club which will include men's, women's and youth teams to represent the Macarthur region, Campbelltown, Camden and Wollondilly Councils, together with the Macarthur Football Association have joined the bid to provide support and advice.

It is also noted that ambassadors have been appointed to provide overall and specialist support to the parties in the various work activities that are necessary to be undertaken in order to prepare a bid. The ambassadors will also provide their expertise in the following disciplines:

- Business
- Football

A foundation for the A-League club bid is based on a united and regional platform with the club being owned by the community through a dual co-operative corporate structure involving Founding and Community member co-operatives.

4.0 Background

The parties have agreed to secure a professional sporting club based within the Macarthur region to play a significant role in the growth of the region; particularly over the next 15 years which will see the region reach a population base of approximately 1 million.

5.0 OBJECTIVE

In order to successfully bid for an A-League licence, it will be necessary for the following objectives to be met:

- Establish the Dual Co-operative structure which will own the Club.
- Secure commitments to enable the following capital works to be undertaken:
 - a) Upgrade of Campbelltown Sports Stadium to support the financial projections of the bid document and meet the operational requirements and minimum FFA standards
 - b) Develop Elite Training Facilities or Elite Training and Administration Centre as the home of the club and the vehicle to support the development of football throughout the Macarthur region.
- Prepare and submit Expression of Interest (EOI) by 24 May 2018 in response to the FFA requirements.
- Secure tangible public support for the club, including formal registrations.

6.0 DURATION

This MoU applies until the conclusion of the allocation of the two A-League licences.

7.0 RESPONSIBILITIES

- Parties nominate a representative to work with the Project Control Group's coordinator.
- Ensure clear, effective and frequent communications across the parties
- Parties agree to support the bid through in-kind and /or financial support
- Parties agree to promote and engage the bid through a range of mechanisms including: formal and social media; events; service areas and council employees.

8.0 REVIEW AND TERMINATION

The parties agree that the MoU agreement will be reviewed upon the completion of each stage of the project or at an alternate time agreed to by all parties to enable each of the parties to consider their position.

It is a condition that any party may terminate their position within the MoU by way of written notice to each of the other parties at any time.

9.0 CONFIDENTIALITY

The parties agree that the any information that could be deemed commercial is to be treated as confidential and that a party shall not disclose any information unless all parties agree to disclose information to a third party.

Any approval to be in writing.

EXECUTION AS AN AGREEMENT

Signed for and on behalf of the
Campbelltown City Council (ABN 31 459 914 087)
by it authorised officer in the presence of:

NAME (printed) _____

DATE _____

WITNESS _____

NAME (printed) _____

DATE _____

Signed for and on behalf of the
Camden Council (ABN 117 341 764)
by it authorised officer in the presence of:

NAME (printed) _____

DATE _____

WITNESS _____

NAME (printed) _____

DATE _____

Signed for and on behalf of the
Wollondilly Shire Council (ABN 93 723 245 808)
by it authorised officer in the presence of:

NAME (printed) _____

DATE _____

WITNESS _____

NAME (printed) _____

DATE _____

Signed for and on behalf of the
Macarthur Football Association (ABN 82 138 352 399)
by it authorised officer in the presence of:

NAME (printed) _____

DATE _____

WITNESS _____

NAME (printed) _____

DATE _____

13. CONFIDENTIAL REPORTS FROM OFFICERS

14.2 Campbelltown Sports Stadium: A-League Bid

Reason for Confidentiality

This report is **CONFIDENTIAL** in accordance with Section 10A(2)((d)(ii)) of the *Local Government Act 1993*, which permits the meeting to be closed to the public for business relating to the following: -

information that would, if disclosed, confer a commercial advantage on a competitor of the council.

14.3 Sale of Council Property

Reason for Confidentiality

This report is **CONFIDENTIAL** in accordance with Section 10A(2)((c)) of the *Local Government Act 1993*, which permits the meeting to be closed to the public for business relating to the following: -

information that would, if disclosed, confer a commercial advantage on a person with whom the Council is conducting (or proposes to conduct) business.