



Policy Title	Stadium Content Attraction and Retention Policy
Related Documentation	Corporate Sponsorship of Council Activities policy Community Strategic Plan Code of Conduct
Relevant Legislation	<i>Local Government Act 1993</i>
Responsible Officer	Director – City Lifestyles

UNCONTROLLED WHEN PRINTED

1. Objective

Council is committed to building strong and resilient communities within the Campbelltown Local Government Area (LGA) and to maximising social wellbeing for all residents. One way of achieving these goals is to attract events and entertainment content to the LGA that drives both economic uplift and the opportunity for the community to participate, enjoy and socialise.

2. Policy Statement

Council funding can be provided to private or public entities and community based organisations and services that promote and deliver events, attractions and entertainment content at the Campbelltown Sports Stadium (CSS) for the benefit of Campbelltown residents.

- 2.1. Council provides financial support through contractual agreements. Contracts executed between Campbelltown City Council (CCC) and a proponent may be entered into at any time.
- 2.2. Criteria that would be applied to use this fund would include:
 - level of City wide exposure
 - quantified local economic benefit
 - event attendance and community participation
 - attraction of out of area visitors
 - nature and profile of the event
 - attracting, renewing, promoting or securing ongoing content for the CSS
- 2.3. It would be expected that content and events to be considered under this strategy should demonstrate a minimum of 3:1 return on the investment, applying the Profile.id economic forecast tool.
- 2.4. Under this strategy, media value would be created providing Council with further opportunities to explore sponsorship as well as promote Campbelltown as a city of destination.
- 2.5. Council seeks to optimise the use of public funds through effective and efficient processes, and clear program objectives linked to the organisation’s strategic goals.

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- 2.6. This policy applies to all contracts attracting funding and value-in-kind provisions to enhance social, cultural, and economic outcomes.
- 2.7. Council may approve funding or enter into contracts outside this policy as it sees fit.

3. Financial Considerations

- 3.1 The Stadium Content and Attraction fund is managed through Council's budget allocation process and identified as a specific item to provide rigor and assessment of the economic benefit of the major events and content being attracted to Campbelltown.
- 3.2 It is important to note that whilst it is unlikely that Council could recoup all costs attributed to a hosting, attraction, promotion or retention fee, some measures can be explored that include third party agreements and sponsorship to generate income to be returned to Council.
- 3.3 It is widely acknowledged that a larger proportion of the return on the funds spent is through the broader economic benefit and social cohesion across the Campbelltown Community. These benefits may include the promotion of the City as a destination through TV broadcast, visitor attendance, City branding as well as spectator participation / attendance. In addition, the nature of the event, promotion or content may result in extended (for example overnight) stays in the City or the broader region.
- 3.4 The ongoing establishment of a reserve provides future opportunities and flexibility to negotiate larger and more diverse events and facilitate a longer term content and events schedule. As funds are utilised the reserve is topped up to ensure a healthy and ongoing financial reserve to support opportunities as they may arise.
- 3.5 All applications are subject to a venue hire fee.

4. General eligibility and exclusions

- 4.1 General eligibility - to be eligible for funding an applicant must: -
 - 4.1.1 Be principally providing services to the residents of Campbelltown; and
 - 4.1.2 Acquit any previous Council grants, contracts, sponsorships or donations; and
 - 4.1.3 Include all required supporting documentation with their application; and
 - 4.1.4 Demonstrate a positive social outcome for Campbelltown.

4.2 Applications that are ineligible for funding are:

- 4.2.1 Projects that duplicate existing Council services or programs
- 4.2.2 Projects that directly contravene existing Council policy
- 4.2.3 Projects that do not meet the identified priority needs of the Campbelltown LGA as set out in Council's Community Strategic Plan
- 4.2.4 From government organisations or political parties
- 4.2.5 For general administrative operational expenditure (e.g. administration, insurance), shortfalls in funding by government departments or completed/ retrospective projects.

4.3 Further conditions Council will not:

- 4.3.1 Support political activities or activities that could be perceived as benefiting a political party or political campaign
- 4.3.2 Support activities that could be perceived as divisive within the community.

4.4 Ethics Framework - Council will not support any activities or entities that:

- 4.4.1 Pollute land, air or water
- 4.4.2 Destroy or waste non-recurring resources
- 4.4.3 Market or promote products/services in a misleading or deceitful manner
- 4.4.4 Acquire land or commodities primarily for the purpose of speculative gain
- 4.4.5 Entice people into financial over-commitment
- 4.4.6 Exploit people through the payment of below award wages or poor working conditions
- 4.4.7 Discriminate by way of race, religion, or gender in employment, marketing or advertising practices
- 4.4.8 Contribute to the inhibition of human rights generally.

4.5 Conflicts of Interest

- 4.5.1 Council staff or Councillors assessing and determining applications for funding and/or when negotiating contracts should identify and manage any potential conflicts of interest in accordance with Council's Code of Conduct and Conflicts of Interest Policy.
- 4.5.2 In particular, members of Council staff and Councillors need to ensure that any affiliation between them and the applicant is appropriately managed when assessing and determining applications for funding and/or when negotiating contracts.

5. Application Management Process

5.1 Applications

- 5.1.1 All applications must be submitted in writing using the approved application form relevant to the program and associated documentation on Council's website. Council will not accept any applications and/or submissions after any applicable closing date or time.

5.2 Assessment and recommendations

- 5.2.1 All applications received by Council will be assessed by appropriate Council staff. Depending on the type of application, appropriate Council staff may be an individual delegated officer, an internal working party comprising of Council staff members or independent assessors as required.
- 5.2.2 Unsuccessful applicants are encouraged to seek feedback from relevant Council staff on their application. Some programs are highly competitive and even though an application may meet the program criteria it may not be competitive against other applications.
- 5.2.3 Complaints with regard to the application assessment process may be made in writing to council@campbelltown.nsw.gov.au. Complaints will be handled in accordance with Council's Complaints Management Policy.

6. Approval

- 6.1 The elected Council has authority to approve funding. Recommendations for funding and financial assistance outside the limits defined in the policy will be made by a report to Council.
- 6.2 Approval of an application does not imply that Council has given any other consent. Applicants should note that events or any capital works (infrastructure) require approvals and consents from Council, NSW Police and other government agencies.

7. Funding agreements

- 7.1 Where applicable, all successful applicants are required to enter into a funding agreement (or contract) before funds are released and before a project can commence. The agreement is negotiated with the applicant and details may include, but are not limited to:
- The description of the project/activity for which funding is being provided and timeframe for the expected completion
 - The amount of funding to be received and details of any value-in-kind support
 - Specific performance criteria for each project - these should be provided when applying and can be negotiated when finalising the agreement
 - A payment schedule
 - The deadline for submission of the project acquittal.
- 7.2 Applicant financial or in-kind contribution
- 7.2.1 Council values and recognises the importance of an applicant's financial and in-kind contributions. Applicants that demonstrate a commitment to the project through either financial or volunteer support are considered favourably. Such contributions could include:
- In-kind contributions such as donated supplies, materials or services.
 - Volunteering time such as labour, set up and pack down, and meeting time to identify, plan and implement projects.
 - Direct cash input to the project through donations or income generated.
 - Funds raised through crowd funding platforms.

8. Funding Tiers (Guideline only)

Structure of funding envelope	Concept descriptor	Broad Criteria <i>Indicative only</i> <i>Refer Section 2 for detail</i>	CCC Support	Assessment / approval <i>Indicative only</i> <i>Refer Section 6 for detail</i>
New events	New emerging opportunities to engage with the local community	<ul style="list-style-type: none"> • > 10,000 participants (one off) • Positive, definable economic uplift • Marketing support to CCC • Media impact / coverage • One-off 	<ul style="list-style-type: none"> • Funding ❖ >\$TBC as per commercial discussions 	<ul style="list-style-type: none"> • Proposed: Executive Manager Community Business • Endorsed: CCC Exec team • Approved: GM (as per delegation), and Mayor and Council as required
Enhanced content	Securing ongoing content with existing tenants	<ul style="list-style-type: none"> • > 5,000 participants per event • Commitment to multiple events (minimum of 5 per year) • Marketing support to CCC • Media impact / coverage • Repeatable 	<ul style="list-style-type: none"> • Funding ❖ >\$TBC as per commercial discussions • Dedicated stadium management support 	<ul style="list-style-type: none"> • Proposed: Executive Manager Community Business • Endorsed: CCC Exec team • Approved: GM (as per delegation), and Mayor and Council as required

9. Scope

This policy applies to all funding applications and value-in-kind provisions to enhance social, cultural and economic outcomes. The policy is focused on the attraction of events and entertainment content to the LGA that drives both economic uplift and the opportunity for the community to participate, enjoy and socialise.

10. Definitions

Term	Definition
Acquittal	Reporting on the activities of a project as set out in the funding agreement. This could take the form of providing financial reports, written reports, evidence of activity performance such as photographs and videos, and where funding was spent.
Auspice	An agreement where an incorporated organisation agrees to apply for funding or resources on behalf of an applicant that is not incorporated. If the application is successful, the auspicing organisation then administers the resources on behalf of the applicant, and is legally responsible for ensuring that the terms of the agreement are met.
Charity	Listed on the Australian Charities and Not-for-profit Commission (ACNC) website as a registered charity.
Community Capacity Building	Aims to strengthen communities through building the capacity of and providing opportunities for people to actively engage with their community. Community capacity building involves the provision of community activities that contribute to people developing their own capacity and resilience to maintain and build on their own resources and to manage future challenges.
Council	Campbelltown City Council
Hire agreement or Commercial agreement	The agreement is the formal document that outlines the terms, conditions and obligations of funding, service delivery, and accountability for both the Council and the funded organisation.
Governance	A clear process by which decisions can be made
Grant	Funding for a specified purpose directed at achieving goals and objectives consistent with government policy.

In-kind	Support provided a non-monetary form, such as goods or services or commodities.
Not for Profit	An organisation that does not operate for the profit, personal gain or other benefit of particular people.
Project	A Project is defined as an event, a promotion, or content attraction, renewal or retention that supports the objectives of the Campbelltown Sports Stadium (CSS)

11. Effectiveness of this Policy

11.1 Evaluation and review - This policy will be reviewed every four years. It will be evaluated to assess:

- 11.1.1 The cost effectiveness of implementing and managing the funding programs;
- 11.1.2 The sustainability of resources to manage the funding programs;
- 11.1.3 Mechanisms to collect feedback from applicants on program improvements;
- 11.1.4 Supported applications / programs and their eligibility and assessment criteria being consistent with Council's identified priorities and strategic directions;
- 11.1.5 The manner in which Council evaluates and prioritises applications is to ensure a professional, transparent and accountable process;
- 11.1.6 Conflicts of interest and ensure they are identified and agreements terminated should a conflict of interest arise during the term of the agreement that cannot be resolved;
- 11.1.7 Dispute resolution and complaints.

END OF POLICY STATEMENT