



## **PARTNERSHIP PROPOSAL**

**TO  
BERRIGAN SHIRE COUNCIL**

# **SPORTS EVENT PROGRAM**

**MARCH 2018**

## **Partnership Proposal – Berrigan Shire Council**

### **Background**

Cobram Barooga Business and Tourism Development Inc. (CBBT) is a not-for-profit incorporated association, with a vision for Cobram Barooga to continue to grow as a thriving and sustainable business community led by continued growth in the region's popularity as a premier holiday destination.

CBBT undertakes a variety of marketing initiatives each year, in an effort to increase visitation and develop regional partnerships. Cobram Barooga Business and Tourism Development also assist with the organisation of a number of events, including the Easter River Beaches Festival.

CBBT is run by a Board, which is made up of volunteer representatives from local business members.

### **The Sports Event Program**

CBBT have entered into a 3-year agreement with Sports Marketing Australia (SMA) to facilitate the development of a strategic sports event program aimed at increasing visitation to the region.

Currently SMA have relationships with over 260 different event owners and last year placed 483 state, national and international events.

The program ultimately aims to see around 10 multi-day (averaging at least 3 days) events with participant numbers of around 75 to each event.

When this is achieved it is expected the program will provide over 2,500 additional bed nights with a direct visitor spend of over \$620,000 (based on Tourism data – Sports Event Visitor Expenditure - \$257 per day) and a conservative economic impact of around \$1m per annum.

### *Status*

With \$10,000 funding support from Berrigan Shire Council (the Council) towards a total project cost of around \$35,000 CBBT and SMA have almost completed the Capability and Capacity Report for the area. This report will be used by the SMA team to identify appropriate events for our area from their portfolio of events for which they manage the placement.

SMA have already begun to forward proposals to CBBT.

An event currently being negotiated is a 3-year agreement for a 3-day event that will attract around 200 participants in the first year and an anticipated 400 by year 3, 80% of whom will be visitors to the region. In year 1 the event hosting fee is \$5,000, with the agreed \$2,500 brokering fee to be paid to SMA and another \$2,500 or so to support the event.

Over the 3 years, this event is expected to cost around \$35,000 and bring 720 visitors, generating 2,160 bed nights and a direct spend of around \$600,000 and economic impact of around \$900,000.

## **Phase 1 Program**

In year 1 (2018/19 Financial Year) CBBT aim to secure at least 5 events.

5 events are expected to deliver at least 1,125 bed nights with direct expenditure of around \$310,000 and an economic impact of around \$460,000.

Based on an average estimated cost of \$15,000 per event, which includes hosting, brokering and event support costs, CBBT will need to generate around \$85,000 to support the program.

The committee in consultation with the business and tourism community has undertaken a full review of its membership and partnerships program.

Under the new program CBBT will deliver a range of activities, including the Sports Event Program aimed at re-engaging and growing its membership base.

As a positive first step, CBBT has secured a Premier Partner in the Barooga Sporties Group which incorporates a \$10,000 cash contribution and matching in-kind contribution to support the coordination of the program. Further to this, the Sporties Group is supporting the re-development and re-launch of the membership program.

Further positive steps have included a number of presentations with the business and tourism community and meetings with the accommodation sector that have been met with enthusiasm and genuine support for the program.

In Phase 1, CBBT's proposal to the Council is for around \$10,000 per annum or 12% of total anticipated program expenditure in funding support. CBBT will generate remaining 88% of program costs.

Every \$1 of Council investment in the Program will result in \$46 of economic activity in the area.

## **Phase 2 Program**

By year 2 or 3 it is anticipated that the Program will move into phase 2 whereby around 10 events will be hosted annually.

In this phase and with the estimated hosting cost still at around \$15,000 per event, it is expected that CBBT will need to generate around \$150,000 to support the program.

10 events annually are expected to deliver at least 2,250 bed nights with direct expenditure of around \$620,000 and an economic impact of around \$1m annually.

When the program moves into phase 2, CBBT's proposal to the Council will be for around \$20,000 per annum or 13% of total anticipated program expenditure in funding support. CBBT will generate remaining 87% of program costs.

Every \$1 of Council investment in the Program will result in \$46 of economic activity in the area.

## Berrigan Shire Partnership Proposal

### CBBT Deliverables

1. Work in partnership with the Council and SMA to facilitate a program that will deliver a number of sporting events (year 1 target – at least 5) that will increase visitation and overnight stays to the region.
2. Establish a Sports Event Program sub-committee that under terms of reference will have delegated authority through CBBT to:
  - a. Receive event hosting proposals via SMA
  - b. Undertake initial negotiation of all offers
  - c. Accept or decline event proposals where the hosting fee is \$10,000 or less
  - d. Present recommendations to the full committee in relation to event proposals where the hosting fee is greater than \$10,000.

The Council will be provided with one-member place on the sub-committee.

3. As a minimum provide matching funds to Council financial commitment, unless specific events are presented that do not meet the CBBT program objectives, but that do meet Council objectives in other areas such as community development and the Council wishes to secure the event on those terms.
4. Provide the day-to-day management and coordination of the program.
5. Provision of a post event report for all individual events where the Council has provided funding support including as a minimum the confirmed number of attendees and where they were from (event owners will be required to provide this information to CBBT under the terms of individual event MOUs).
6. Provision of an Annual Report to the Council, summarising the overall program including the number of events, where participants travelled from and estimated bed nights.
7. Invitation for a representative of the Council to speak at all co-funded launches, openings and official functions (unless otherwise specified by the event owners)
8. The Council's Logo placement provided for at each launch, event and official functions as able to be negotiated with the event owners, acknowledging this may vary at each event based on overall investment and the Council's level of investment for that specific event.
9. Provision of information relating to upcoming events to the Council at agreed periods to support Council's communication program and promotion.
10. Acknowledgement of the Council as a major partner at all functions where CBBT is presenting, including logo placement on media walls, associated releases and social media posts.
11. Acknowledgement of the Council as a major partner on key CBBT communications channels such as website, media releases and social media pages.

## Berrigan Shire Council Deliverables

12. Provide one Delegated Officer to participate as a member of the program sub-committee
13. Provide a budget commitment of a minimum of \$10,000 in the 2018/19 budget to support individual event hosting submissions. The Council's contribution to each individual event proposal is to be negotiated based on both supporting the provision of the overall program as well as anticipated benefits to the Municipality.
14. Provide a process that allows for a delegation of authority to negotiate terms and commit agreed funds individually to an event within a 2-week timeframe to allow the Program Sub-Committee to proactively secure events.
15. Provide in-principle support to the Program for 3 years, including acknowledgement of the Phase 2 projections and increased request for funding support should this milestone be achieved.
16. Provide infrastructure at relevant town entries to allow for posting of temporary 'Welcome.....event participants...signage to be displayed in the immediate lead up and during events.
17. Provide in-kind staff support as available and reasonable in supporting the CBBT volunteer team in undertaking event hosting and promotion activities for co-funded events, to be determined for each specific event.
18. Provide Council owned and managed facilities free of charge to co-funded events (noting this will not include costs associated with set up or clean up, unless agreed specifically for that event under clause 17.)
19. Promotion of co-funded events through Councils social media networks and website
20. A commitment to working with the CBBT Program Team through assisting with or providing letters of support, or auspicing grant, funding and sponsorship applications to third parties such as the State Government to assist in generating additional funds to deliver the Program or support specific events within the Program.