

## 8.6 Events Assistance - NSW Police Rugby League

REPORT BY THE MANAGER ECONOMIC DEVELOPMENT  
TO 16 JUNE 2021 ORDINARY MEETING  
GOV400088, ECO800009

### RECOMMENDATION

#### That Council:

1. **receive the report by the Manager Economic Development on the Events Assistance - NSW Police Rugby League; and**
2. **provide in-kind Events Assistance to NSW Police Rugby League of \$1800.**

### Executive summary

This report considers a late application for Events Assistance under Council's Events Assistance Policy. It relates to period 2 of 2020/21, between 1 January and 30 June 2021. The application is in regards to waiving field hire costs of Glen Willow Regional Sports Complex in relation to hosting the NSW Police Rugby League training camp and City versus Country match held from 24-26 May 2021.

### Disclosure of Interest

Nil

### Detailed report

This application for Events Assistance relates to field and facility hire of Glen Willow Regional Sports Complex for NSW Police Rugby League to hold a two-day training camp, followed by a City versus Country match. Representative Police teams from City and Country arrived in town on 23 May and played the final representative match on 26 May 2021. The event included 160 players, along with their families and was promoted through a range of marketing channels and live streamed to 10,000 viewers.

If Council wishes to support the event in 2021, the recommended amount of funding based on the scoring scale is \$1800 of in-kind support.

The Events Assistance scoring system below was used to score applications against set criteria.

### LOCAL COMMUNITY/VOLUNTEER PARTICIPATION IN EVENT

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	Unsatisfactory	No or limited local community/volunteer participation or impact (<500 residents)
1	Poor	Community/volunteer participation or local benefits impacting (500 to 1,000 residents)
2	Satisfactory	Community/volunteer participation or local benefits impacting between (1,000 to 2,000 residents)
3	Good	Direct community/volunteer involvement or local benefits impacting (>2,000 residents)

### CAPACITY TO ENSURE EVENT CONTINUES AND DEVELOPS IN THE FUTURE

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	Unsatisfactory	First time event being held, no plans outlined in application, unclear capacity to deliver event
1	Poor	Limited event history (year one), limited plans outlined in application
2	Satisfactory	Event is at least two years old, appropriate planning
3	Good	Well-established event with detailed planning for the future outlined

### ECONOMIC ACTIVITY GENERATED FROM EVENT

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	\$0-\$25K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
2	\$25K-\$50K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
4	\$50K-\$100K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
6	\$100K-\$150K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
8	\$150k-\$200K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
10	\$200K-\$250K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
12	\$250K-\$300K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
14	\$300K+	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)

### ADDITIONAL POINTS IN-KIND REQUESTS

**SCORE VALUE JUDGEMENT**

10	All events requesting 100% in-kind assistance receive 10 bonus points. Noting only up to cost of in-kind services will be funded
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## Community Plan implications

<b>Theme</b>	<b>Building a Strong Local Economy</b>
Goal	An attractive business and economic environment
Strategy	Promote the Region as a great place to live, work, invest and visit

## Strategic implications

### Council Strategies

Applications for Events Assistance are required to have clear linkages to the Community Plan Towards 2030 outcomes. This includes promoting the region as a great place to live, work, invest and visit. By supporting events that provide opportunities for local and visitor attendance, this increases visitation to the region and provides social and economic benefits to the region.

### Council Policies

Events Assistance Policy – applicants are required to meet the eligibility criteria of the policy including attracting visitors the region.

### Legislation

The Local Government Act 1993, Section 356, states: (1) a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions

## Financial implications

Funding of \$46,922 was budgeted for the 2020/21 year for Events Assistance. Based on the scoring system, the recommendation of staff is to provide \$1800 in Events Assistance to NSW Police Rugby League.

A budget of \$29,344 remains under the Events Assistance program for 2020/21.

## Associated Risks

It is important for Council to provide support to these type of planned events in order to help encourage visitors back to the region and help stimulate the tourism economy following the recent challenging times of the COVID-19 pandemic. If Council does not support events such as these, there is a risk that they may not go ahead in the future or that they are held at another location and therefore, there is the potential of further lost economic benefits to the Mid-Western Region.

There is also a risk that an applicant provides false or fraudulent information in order to benefit from the program. This risk is minimised by the clear and transparent policy, process for approval, and feedback requirements of the program.

ALINA AZAR  
MANAGER ECONOMIC DEVELOPMENT

JULIE ROBERTSON  
DIRECTOR DEVELOPMENT

31 May 2021

*Attachments:* 1. NSW Police Rugby League Application for Events Assistance.

APPROVED FOR SUBMISSION:

BRAD CAM  
GENERAL MANAGER

Events Assistance Funding Application 2021 / 2022

# #12

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, May 31, 2021 11:12:58 PM  
**Last Modified:** Monday, May 31, 2021 11:42:54 PM  
**Time Spent:** 00:29:55  
**IP Address:** 1.129.18.211

## Page 2: CONTACT DETAILS

### Q1

Period 1 - Events held between July 1 2021 - Dec 31 2021

Which period of Events Assistance are you applying for?

### Q2

Please enter your contact details below:

Name: Rodney Sheraton  
Organisation: NSW Police Rugby League  
ABN: 52497961987  
Address: 14 Alexandra Crescent  
Suburb: Harrington Park  
State: NSW  
Post Code: 2567  
Email Address: [REDACTED]@pansw.org.au  
Phone Number: [REDACTED]

### Q3

Bank Details for cash component of grant

Account Name: NSW Police Rugby League  
BSB: [REDACTED]  
Account Number: [REDACTED]

### Q4

Which of the below apply to your organisation?

Are you registered for GST? No  
Is your organisation incorporated? Yes  
Is your organisation not-for-profit? Yes

**Q5**

Events MUST have insurance current at time of the event, to be eligible to receive funding. Please upload a copy of your current Certificate of Currency. If this will expire before your event date, an updated version will be required before funding is released.

**Certificate\_of\_Currency\_-\_Public\_Liability\_-\_Special\_Events\_2020-21.pdf (782.3KB)**

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**Q6**

Please upload high resolution images in relation to your event (Maximum file size 16MB)

**BCD29529-7BFA-4B21-B6D7-86BEC79AA4B8.jpeg (129.1KB)**

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**Q7**

Please provide website details and social media handles

Facebook Page: **NSW Police Rugby League**

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Page 3: EVENT INFORMATION

**Q8**

Name of event:

NSWPRL City v Country representative games

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**Q9**

Date / Time

**24/05/2021 13:00**

What is the event start date?

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**Q10**

Number of days event is held:

3

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**Q11**

Event location:

Glen Willow Sports Ovals

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**Q12**

**Yes**

Is the event being held on Council land or venue?

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**Q13** **Yes**

Has a booking form been completed or a request to book been made?

**Q14** **Yes**

Does the booking relate to Glen Willow?

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**Q15** **Main stadium (inclusive of all facilities),  
Field 2,  
Field 1 (no other stadium facilities)**

Please select all areas of the facility you wish to use in your booking?

**Q16** **Date** **26/05/1982**

What year was the event established?

**Q17** **Annual**

How often is the event held?

**Q18** **Yes**

Has your event previously received funding from Council?

**Q19** **No**

Do you wish to apply for multi-year funding?

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**Q20** **Respondent skipped this question**

Please select the years you are applying for funding for -

**Q21**

Event description:

Representative games and training camps for NSW Police men's and womens City & Country representative teams

**Q22**

Event aims and objectives:

Provide a quality facility for NSW Police Men & Women to attend & train for a representative Police Rugby League match. Show case the facility and town by advertising the event on our Facebook site and live stream this event with 10000 views

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**Q23**

Desired outcomes of event:

Provide an event which is safe and enjoyable for our participants. Showcase the Mudgee Region to our competitors and viewers on our Facebook account. Encourage police to look at working at Mudgee in the future

**Q24**

**Less than 500 residents**

Local Community members or Volunteers participating in the event

**Q25**

Number of visitors to the region for this event?

Single day visitors	<b>160</b>
Overnight visitors	<b>160</b>

**Q26**

What methods do you use to collect data on attendance and visitor numbers?

**Gut-feel,**  
Other (please specify):  
Accommodation bookings

**Q27**

How do you plan to promote or market the event?

**PR,**  
**Social media,**  
**Radio Advertising**

Page 7: PROJECT BUDGET AND FINANCIAL DETAILS

**Q28**

Please provide details of your event income:

Events Assistance Funding Requested:	<b>Funding to assist with ground hire costs</b>
Expected Sales Revenue (including entry/ticket sales):	<b>Nil</b>
Contribution from your Organisation/Club:	<b>\$25000</b>

**Q29**

Please provide details of your event expenditure:

Venue Hire:	<b>1800</b>
Other 1:	<b>\$25000 accommodation &amp; meals for competitors over 3 days</b>



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**Q30**

Total Surplus/Deficit:

\$ **\$26800 deficit**

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**Q31**

If positive or surplus budget, please provide further details/explanation what this surplus will be used for:

No surplus

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**Q32**

How do you plan to ensure the event will be sustainable in the future and not reliant on Council funding?

Sponsorship

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Page 8: FUNDING REQUESTED - MUST NOT EXCEED \$2,500

**Q33**

Please provide details of IN-KIND support requested AND value of support (dollar amounts): All events requesting 100% in-kind assistance receive 10 bonus points. Towards scoring of application(e.g. Council venue hire fee, preparation of Traffic Control Plan, Traffic Control Personnel, Waste Management). Refer to Council's Fees and Charges (click here) for amounts.

Venue Hire Fee	<b>\$1800</b>
Total:	<b>\$1800</b>

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**Q34**

Please provide details of CASH support requested AND dollar amounts:For any cash funding received, copies of invoices may be required as evidence along with an invoice.

Other	<b>Ground hire</b>
Total:	<b>\$1800</b>

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Page 9: AUTHORISATION OF APPLICANT

**Q35**

Authorisation of Applicant:

Name:	<b>Rodney Sheraton</b>
Position	<b>Vice President</b>
Date:	<b>31/5/21</b>

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**Q36**

I confirm:

**that the information contained in the application form and within the attachments are true and correct.**

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**that this application has been submitted with the full knowledge and support of the applicant.**

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**a copy of the event COVIDSafe plan will be provided before funding is received**

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**a copy of current insurance in relation to the event date, will be provided before funding is received**

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