

**ITEM 5. SPONSORSHIP – QUEEN’S BATON RELAY – GOLD COAST COMMONWEALTH GAMES 2018****FILE NO: S117676****SUMMARY**

The Commonwealth Games is due to be held on the Gold Coast in 2018. The Queen’s Baton Relay is the traditional curtain raiser to the Commonwealth Games and generates positive media coverage, community awareness, pride and support for the Games.

The relay is due to visit Sydney on Saturday 3 February 2018. While the route is still being finalised, it is expected to take place around the Harbour foreshore, finishing in Pirrama Park, Pyrmont, where a shared community celebration will take place.

City staff have been working closely with the organiser and the State Government on the logistics to maintain community involvement, and a safe and secure event. The Department of Premier and Cabinet is supporting the event and has prescribed commemorative status to the event.

The Gold Coast 2018 Commonwealth Games Corporation which is responsible for the Queen’s Baton Relay has approached the City seeking cash support of \$128,000 in cash to hold the event on City-controlled land, including the shared community celebration. They have engaged an event management organisation to undertake this work.

All requests have been reviewed and costed. All figures in this report exclude GST.

**RECOMMENDATION**

It is resolved that:

- (A) Council approve a cash sponsorship of \$128,000 to the Gold Coast 2018 Commonwealth Games Corporation for costs incurred in delivering the 2018 Queen’s Baton Relay in Sydney, including a Sydney CBD relay route and a shared community celebration at Pirrama Park, on Saturday 3 February 2018;
- (B) authority be delegated to the Chief Executive Officer to enter into an agreement with the Gold Coast 2018 Commonwealth Games Corporation for the Queen’s Baton Relay event in Sydney;
- (C) authority be delegated to the Chief Executive Officer to negotiate a variation to the agreement at any time to include an additional amount of up to \$20,000 cash for unforeseen safety and security-related costs, subject to requests from the NSW Police;
- (D) Council approve funding of up to \$148,000 from the 2017/18 general contingency budget; and
- (E) Council note that all sponsorship amounts are exclusive of GST, and all value-in-kind offered is subject to availability.

**ATTACHMENTS**

Nil.

**BACKGROUND**

1. The Commonwealth Games will be hosted on the Gold Coast, Queensland, from 4 – 15 April 2018.
2. The Queen's Baton Relay is the traditional curtain raiser to the Commonwealth Games that generates positive media coverage, community awareness, pride and support for the Games. The Queen's Baton Relay in support of the 2018 Gold Coast Commonwealth Games has an international sector and a domestic sector.
3. The international sector will visit all other 70 Commonwealth nations and territories. Once the Queen's Baton Relay arrives in Australia, the domestic sector will commence with the Queen's Baton Relay travelling through each state and territory.
4. The domestic sector will commence in December 2017 and proceed through to the opening ceremony on 4 April 2018. The domestic sector aims to be a uniquely Australian journey, showcasing our nation's history, people and diverse geography.
5. The Queen's Baton Relay will travel from Gosford to Sydney on 3 February 2018, and the Gold Coast Commonwealth Games Corporation has invited Sydney to be part of the celebrations.
6. While the relay route is still being finalised, it is expected to take place around the Harbour foreshore, finishing in Pirrama Park, Pyrmont, where a free shared community celebration will take place. This celebration will draw attendance from the local community and beyond.
7. The Queen's Baton Relay will encourage whole-of-community participation in the relay including athletes, businesses, youth and community achievers from the 71 Commonwealth nations and territories. The Gold Coast 2018 Commonwealth Games Corporation will deliver engaging content that entices communities across the Commonwealth to follow and share the Baton's journey via social and digital media. It is expected that both the relay and the shared community celebration will receive international television coverage.
8. City staff have liaised with the Department of Premier and Cabinet which is supporting the event including allocating the Queen's Baton Relay commemorative status.
9. This report has been assessed outside of the grants and sponsorship policy.
10. The City's support will fund operational and administrative costs associated with the event including pre-event, event day and post-event services, emergency services, traffic management, crowd management, waste services, cleaning and venue services and logistics.
11. In light of current worldwide concerns about safety and security at major gatherings and events, it is recommended that the City make provision of \$20,000 for the possible unforeseen additional costs. Should the police request additional security, it is proposed that the City vary the agreement with the Gold Coast 2018 Commonwealth Games Corporation for the Queen's Baton Relay to cover these additional costs.

## KEY IMPLICATIONS

### Strategic Alignment - Sustainable Sydney 2030 Vision

12. *Sustainable Sydney 2030* is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This grant is aligned with the following *Sustainable Sydney 2030* strategic directions and objectives:
  - (a) Direction 1 - A Globally Competitive and Innovative City – The event is an opportunity to showcase Sydney throughout the Commonwealth, as part of the Gold Coast 2018 Commonwealth Games Queen's Baton Relay event. This will enhance Sydney's reputation as a global city.
  - (b) Direction 5 - A Lively and Engaging City Centre - The event will attract domestic and potentially international media coverage with the relay route showcasing the Sydney Harbour and the City of Sydney.
  - (c) Direction 6 - Vibrant Local Communities and Economies - It is expected that the Queen's Baton Relay and shared community celebration will attract the local community and potentially an interstate audience.
  - (d) Direction 10 - Implementation through Effective Governance and Partnerships – The Queen's Baton Relay Shared Celebration event will provide a platform for continued collaboration and partnership between local and state government.

## BUDGET IMPLICATIONS

13. The cash funding of \$128,000 and an additional \$20,000 contingency is to be provided in the general contingency budget for the 2017/18 financial year.

## RELEVANT LEGISLATION

14. Local Government Act 1993.

## CRITICAL DATES / TIME FRAMES

15. The Council's decision is critical in finalising the level of the City's support of the Gold Coast 2018 Commonwealth Games Queen's Baton Relay, with time to allow for planning and the announcement of the shared community celebration and support from the City.

## PUBLIC CONSULTATION

16. City staff have participated in numerous planning/stakeholder meetings, including with the Queen's Baton Relay, State Government, and Emergency Services.
17. The Gold Coast 2018 Commonwealth Games Queen's Baton Relay will be required to apply for relevant consents, and undertake the usual notifications associated with them.

## ANN HOBAN

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