

Item 2

Ad Hoc Festivals and Events Sponsorship - Rabbitohs Grand Final Live Site and Fan Days

File No: S117676

Summary

Souths Cares PBI Ltd ("Souths Cares") is an independent not-for-profit public benevolent institution affiliated with the South Sydney District Rugby League Football Club - The Rabbitohs. It was established to support the local community and address social needs across the South Sydney region. Its charter is to support disadvantaged, marginalised and indigenous youth and their families with a specific focus on education, training, health and employment.

The local community support and popularity of the Rabbitohs is strong, and the club has a long-standing relationship with the Aboriginal and Torres Strait Islander community in Redfern. The Rabbitohs' emblem and the red and green colours on the club's jersey are symbolic to the Aboriginal and Torres Strait Islander community and widely recognised throughout Australia. In 2008, the club was given recognition as a National Trust Community Icon for their historical, sporting, social and cultural significance.

The Rabbitohs are preparing to qualify for the National Rugby League (NRL) Grand Final on 6 October 2019 and play on Friday night, 27 September 2019 against the Canberra Raiders in order to do so.

Souths Cares understands the importance of providing fans an opportunity to be involved in the 2019 NRL Grand Final, should the Rabbitohs qualify. They have requested support from the City for a series of activities to showcase the Grand Final itself if the Rabbitohs are successful in qualifying and to celebrate their success with the local community if they are crowned champions.

The following events have been proposed in the event that the Rabbitohs are successful in making and winning the NRL Grand Final in 2019:

- Live site activations - Sunday 6 October 2019.
- Trophy presentation - Monday 7 October 2019.
- Parade in Redfern - Tuesday 8 or Wednesday 9 October 2019.

These events will be free for members of the community to attend and participate in.

Given the unique nature of the events and the short confirmed notice period for organising the community activities, Souths Cares have requested the City approve funding and support for similar activities for three years (2019, 2020 and 2021), subject to Grand Final qualification in each year. This will also allow the Club the opportunity to raise funding from their sponsorship network for future years.

Recommendation

It is resolved that:

- (A) Council approve cash sponsorship of \$60,000 (excluding GST) per year for three years and community venue hire fee waiver of \$1,000 per year for three years to Souths Cares PBI Ltd for Grand Final qualification and celebratory activities in 2019, 2020 and 2021, subject to the Rabbitohs qualifying for the Grand Final in the relevant year;
- (B) Council note that the 2019/20 funds, if required, will be drawn from the General Contingency budget, and should funds be required for future financial years, they will be drawn from the General Contingency in the relevant year; and
- (C) authority be delegated to the Chief Executive Officer to enter into a funding agreement with Souths Cares PBI Ltd.

Attachments

Nil.

Background

1. The South Sydney District Rugby League Football Club was formed at a meeting on 17 January 1908 at Redfern Town Hall.
2. The local community support and popularity of the Rabbitohs is strong, and the Club has a long-standing relationship with the Aboriginal and Torres Strait Islander community in Redfern. The Rabbitohs' emblem and the red and green colours on the club's jersey are symbolic to the Aboriginal and Torres Strait Islander community and widely recognised throughout Australia.
3. Souths Cares continues to support the local community with programs such as a Deadly Youth Mentoring Program, Indigenous oral health program, and other projects supporting local students and young people in health, wellbeing, and employment skills training.
4. The Club also provides important sports opportunities for young people from the local area and surrounds, with the Pathways team and Women's team developing junior and women players to compete in rugby league across Sydney.
5. On 12 November 2000, an estimated 80,000 people marched from Redfern to Sydney Town Hall to protest against the Club's expulsion from the NRL. Re-admission to the NRL was granted in 2002.
6. In 2008, the Club was given recognition as a National Trust Community Icon for their historical, sporting, social and cultural significance.
7. In 2014, South Sydney Football Club organised a Grand Final live site at Redfern Oval, however, the live site was for Rabbitohs Members only and cost \$10 to enter. This meant that members of the public who supported the Rabbitohs but who were not club members could not enter, and as such, members of the community went to surrounding pubs to watch the match.
8. These 2019 events will be free for members of the community to attend and participate in. This will help mitigate unexpected disruptions caused by crowds gathering in the streets of Redfern as experienced in 2014.
9. Risk management plans submitted for the events include plans for crowd management and addressing anti-social behaviour, particularly around licensed areas, entries and exits. The budget includes costs for security services, barricades, and police presence.

10. The following three events have been proposed in the event that the Rabbitohs are successful in making the NRL Grand Final in 2019:

Live site (pending qualification for the Grand Final)	Redfern Oval	Sunday 6 October 2019 1:15pm to 10:00pm
Trophy presentation day (pending winning the Grand Final)	Redfern Oval	Monday 7 October 2019 11:30am to 2:20pm
Parade (pending winning the Grand Final)	Redfern local area	Tuesday 8 October or Wednesday 9 October 2019 (TBA)

11. Souths Cares has estimated the cost for all activities as \$97,925. A high proportion of these costs are associated with the Live Site activities on Grand Final Day and the infrastructure provided for this would then also be used in situ for the Trophy Presentation pending the outcome of the Final. The organisation is working closely with the event management company The Music and Booze Co to organise and conduct the proposed activities.
12. Souths Cares plan to provide free entry to the live site and other events, giving fans and the local community an accessible opportunity to enjoy the game in the local area. The live site will include a large screen for viewing the game, on site food and beverage offerings including a licensed area and drill and skill clinics. Attendance at the live site is forecast by Souths Cares to be 4,000 people, with half estimated to come from outside the local area. Monday 7 October is a public holiday and the following days when the parade is planned are school holidays, allowing young people from the community the opportunity to attend.
13. The Club has also requested the City provide in-kind support for a Parade in Redfern in the event of a Rabbitohs victory, support for Street Banners and the painting of key zebra crossings red and green in the Redfern area. Whilst the City will work with the Club on potential parade route, the ultimate decision lies with the NSW Government's Transport Management Centre. Support for Street Banners is not possible due to manufacturing timeframe limitations and the painting of zebra crossings would require coordination with the Roads and Maritime Services.
14. Souths Cares and the Rabbitohs management team are ready to initiate communications for the Grand Final events from full time on this Friday's final qualification game, in the event that the Rabbitohs are successful in qualifying for the Grand Final. Planning has already started with local police and outdoor venue hire team.

15. The assessment panel for the ad hoc sponsorship proposal was comprised of the Area Manager - South, Community Engagement Coordinator, and Filming and Outdoor Events Manager. The Outdoor Events and Sportsfields Coordinator and Manager Protocol were also involved in discussion about the proposed events
16. A three-year in principle sponsorship, contingent each year on the Rabbitohs making the Grand Final in any specific year, would allow the City and Souths Cares to better plan and budget for potential Grand Final events in 2020 and 2021.
17. The Festivals and Events Sponsorship Program aims to support festivals and events that celebrate, develop and engage the City's communities. The City provides support for festivals and events under two categories: Artform or Village and Community.
18. Village and Community festivals and events celebrate the spirit of a community and build opportunities to share its cultural characteristics with a wider public. Events may nurture and amplify the unique characteristics of the city and village precincts, meet the City's broader place-making objectives and/or showcase a local community, including local business.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

19. This report complies with the Grants and Sponsorship Policy adopted by Council on 12 December 2017. The provision of grants and sponsorships is a mechanism for the City to further the aims identified in its social, economic, environmental and cultural policies. The City of Sydney's Grants and Sponsorship Program is a key element in the delivery of Sustainable Sydney 2030. All applications are considered against the 10 strategic directions and how they can directly deliver, or encourage the further development of the aims and objectives identified in Sustainable Sydney 2030.

Organisational Impact

20. The grants and sponsorships contract management process will involve key staff across the City of Sydney. Identified staff set contract conditions and performance measures for each approved project and review project acquittals, which include both narrative and financial reports.

Social / Cultural / Community

21. The City's Grants and Sponsorship Program provides the City with a platform to support cultural, economic, environmental and social initiatives from the communities, and community organisations, within the local area.

Budget Implications

22. A total of \$60,000 in cash and \$1,000 in community venue hire fee waiver value-in-kind is recommended for allocation from the 2019/20 General Contingency Budget.
23. Commitments of \$60,000 cash and \$1,000 value-in-kind will, if required, be drawn from the General Contingency for the 2020/21 and 2021/22 financial years.

Relevant Legislation

24. Section 356 of the Local Government Act 1993. Section 356 of the Local Government Act 1993 provides that 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.

Critical Dates / Time Frames

25. The NRL Grand Final will be held on the evening of Sunday, 6 October 2019. The proposed Rabbitohs Grand Final event dates are:
 - (a) Live Site - Sunday, 6 October 2019;
 - (b) Trophy presentation day - Monday 7 October 2019;
 - (c) Parade in Redfern - Tuesday 8 or Wednesday 9 October 2019.
26. Souths Cares would seek to begin communications about the events from Friday night, 27 September 2019, pending the outcome of their final qualifying game against the Canberra Raiders.

ANN HOBAN

Director City Life

Claire Ridgewell, Grants Officer