

CONFIDENTIAL MEMORANDUM

TO: Play, Recreation & Sport Committee

MEETING DATE: 21 October 2020

TITLE: Proposal from Sport Manawatū to repurpose carried-forward 2019/20 Sports Event Partnership Funds for its bid to host a national tournament

PRESENTED BY: Julie Macdonald, Strategy & Policy Manager

APPROVED BY: David Murphy, Acting General Manager - Strategy and Planning

It is recommended that this report be considered with the public excluded, as permitted by the Local Government Official Information and Meetings Act 1987 under clause:

s7(2)(b)(ii) Third Party Commercial - The withholding of the information is necessary to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information

RECOMMENDATION FOR PUBLIC RELEASE

That the information is released to Part I once Sport Manawatū have been advised of the outcome of the successful hosting rights applicant by Touch New Zealand.

RECOMMENDATION(S) TO COUNCIL

- 1. That the Council approve \$4,000 of the carried-forward Sports Event Partnership Fund from 2019/20 for Sport Manawatū's hosting rights bid for Touch New Zealand to host the 2022 Bunnings National Touch Championships.**

1. ISSUE

- 1.1 During the 2020/21 Annual Budget process it was identified that \$95,902 of the 2019/20 allocation of \$217,100 annual Sports Event Partnership Fund budget was unspent. It was agreed that Sport Manawatū return \$20,000 of unspent funds to the Council. At that time, Council and Sport Manawatū reached an agreement that any other remaining funds would be carried forward to the 2020/21 funding year to be available for distribution to applicants to the SEPF. Sport Manawatū and Council also

agreed that any repurposing of unspent funds would be brought to Council for consideration.

- 1.2 In addition to the request for \$31,000 of the carried-forward funds from 2019/20 to be allocated towards a retention plan for North Island and National secondary school sports events, Sport Manawatū also proposes that a further \$4,000 of the carried-forward funds be allocated towards supporting its hosting rights bid document for Touch New Zealand to host the 2022 Bunnings National Touch Championships.
- 1.3 As this is a competitive process, with other regions bidding for hosting rights, there is some commercial sensitivity about divulging these details at this time.
- 1.4 Sport Manawatū considers that this work will provide a template for future similar bids and will assist in better coordination across relevant stakeholders. The bid document work has been carried out by a consultant.
- 1.5 The proposal to use \$31,000 of the carried-forward funds from 2019/20 for a retention plan is covered in the Part I report titled: 'Sport Manawatū Annual report 2019/20 and proposal to use carried-forward unspent Sports Event Partnership Fund'.

2. BACKGROUND

- 2.1 The Sports Event Partnership Fund comprises 10-year plan programme #799 Events - Major School Sports Events funding (a budget of \$88,312 in the 2019/20 year) and an additional budget of \$128,859 (some of which is specifically targeted to the retention of secondary school sports events).
- 2.2 COVID-19 gathering restrictions meant the cancellation or postponement of some planned sports events that were to receive support through the Sports Event Partnership Fund. There is, therefore, \$95,902 of the 2019/20 allocation of \$217,171 annual fund budget currently unspent.
- 2.3 The bid is to host the 2022 Bunnings National Touch Championships. This tournament will host the open, masters and U21 grades over four days with between 75 – 85 teams participating. The estimated economic impact of this event to the city is \$1.37m (value-added calculation). Palmerston North last hosted the touch nationals in 2012.

3. ANALYSIS OF PROPOSAL FOR EVENT HOSTING RIGHTS BID

- 3.1 Expertise for the preparation of sports events hosting rights bids sits both with Council (particularly with Venues and Events teams) and Sport Manawatū. Although bid preparation is not specifically identified as a priority area in the funding agreement with Council, Sport Manawatū's role is to 'facilitate a collaborative approach to ensure that the City continues to attract and retain sports events'.

- 3.2 Council’s Events and Festivals Plan actions are to ‘provide Sports Events Partnership Fund and fund Sport Manawatū support for events’ and to ‘maintain capacity to take up events opportunities that arise’. Since this Plan was developed, Council has increased its capacity in event management and is more involved in sports events due to increased involvement in the administration of the Sports Event Partnership Fund.
- 3.3 Sport Manawatū currently provides Council with specialist sports event advice. The expectation placed on Sport Manawatū for the outcome related to sports events is largely for the administration of the Sports Event Partnership Fund, with a focus on North Island and national secondary schools events.
- 3.4 The proposal from Sport Manawatū has highlighted the need to clarify roles and responsibilities for sports events. It is recommended that Sport Manawatū is funded to prepare this particular bid, however, future consideration of a collaborative approach to proactively attract sports events to the City is required. Clarification of roles and responsibilities will be discussed by staff from the respective organisations to reach a shared understanding prior to 30 June 2021 (by the end of year two of the funding agreement).
- 3.5 If the bid is not successful, then the City would lose the opportunity to be in contention for the event and recognise any flow-on social and economic benefits. It is anticipated that the bid under consideration will also assist in similar hosting rights bids so will have an added benefit for future events.

4. NEXT STEPS

- 4.1 The funding agreement will be updated for year two to reflect any changes agreed by Council as a result of Sport Manawatū’s proposal.

5. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide? If Yes quote relevant clause(s) from Delegations Manual	No
Are the decisions significant?	No
If they are significant do they affect land or a body of water?	No
Can this decision only be made through a 10 Year Plan?	No
Does this decision require consultation through the Special Consultative procedure?	No
Is there funding in the current Annual Plan for these actions?	Yes
Are the recommendations inconsistent with any of Council’s policies or plans?	No

The recommendations contribute to Goal 2: A Creative and Exciting City	
The recommendations contribute to the outcomes of the Creative and Liveable Strategy	
The recommendations contribute to the achievement of action/actions in the Events and Festivals Plan The action is: provide Sports Events Partnership Fund and fund Sport Manawatū support for events	
Contribution to strategic direction and to social, economic, environmental and cultural well-being	The attraction and retention of sports events that derive a significant economic impact to the City, and wider region, is an important strategic consideration worthy of a proactive approach

ATTACHMENTS

Nil