

# AGENDA

## 25 AUGUST 2023

Notice is hereby given, in accordance with the provisions of the Local Government Act 1993 that an EXTRAORDINARY MEETING of ORANGE CITY COUNCIL will be held in the COUNCIL CHAMBER, CIVIC CENTRE, BYNG STREET, ORANGE on Friday, 25 August 2023 commencing at 12:00PM.

David Waddell

CHIEF EXECUTIVE OFFICER

For apologies please contact Administration on 6393 8106.

## AGENDA

## **EVACUATION PROCEDURE**

In the event of an emergency, the building may be evacuated. You will be required to vacate the building by the rear entrance and gather at the breezeway between the Library and Art Gallery buildings. This is Council's designated emergency muster point.

Under no circumstances is anyone permitted to re-enter the building until the all clear has been given and the area deemed safe by authorised personnel.

In the event of an evacuation, a member of Council staff will assist any member of the public with a disability to vacate the building.

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## 1 INTRODUCTION

## 1.1 APOLOGIES AND LEAVE OF ABSENCE

## **1.2 LIVESTREAMING AND RECORDING**

This Council Meeting is being livestreamed and recorded. By speaking at the Council Meeting you agree to being livestreamed and recorded. Please ensure that if and when you speak at this Council Meeting that you ensure you are respectful to others and use appropriate language at all times. Orange City Council accepts no liability for any defamatory or offensive remarks or gestures made during the course of this Council Meeting. A recording will be made for administrative purposes and will be available to Councillors.

## **1.3 ACKNOWLEDGEMENT OF COUNTRY**

I would like to acknowledge the Traditional Custodians of the land on which we meet today, the people of the Wiradjuri Nation. I pay my respects to Elders past and present, and extend those respects to Aboriginal Peoples of Orange and surrounds, and Aboriginal people here with us today.

## 1.4 DECLARATION OF PECUNIARY INTERESTS, SIGNIFICANT NON-PECUNIARY INTERESTS AND LESS THAN SIGNIFICANT NON-PECUNIARY INTERESTS

The provisions of Chapter 14 of the Local Government Act, 1993 (the Act) regulate the way in which Councillors and designated staff of Council conduct themselves to ensure that there is no conflict between their private interests and their public role.

The Act prescribes that where a member of Council (or a Committee of Council) has a direct or indirect financial (pecuniary) interest in a matter to be considered at a meeting of the Council (or Committee), that interest must be disclosed as soon as practicable after the start of the meeting and the reasons given for declaring such interest.

As members are aware, the provisions of the Local Government Act restrict any member who has declared a pecuniary interest in any matter from participating in the discussion or voting on that matter, and requires that member to vacate the Chamber.

Council's Code of Conduct provides that if members have a non-pecuniary conflict of interest, the nature of the conflict must be disclosed. The Code of Conduct also provides for a number of ways in which a member may manage non pecuniary conflicts of interest.

### RECOMMENDATION

It is recommended that Councillors now disclose any conflicts of interest in matters under consideration by the Council at this meeting.

## 2 GENERAL REPORTS

## 2.1 EVENT SPONSORSHIP PROGRAM - CENTRAL WEST MALIYAN SPONSORSHIP REQUEST ADDITIONAL INFORMATION

RECORD NUMBER: 2023/1263 AUTHOR: Tony Boland, Business Projects Officer

## **EXECUTIVE SUMMARY**

At the Finance Policy Committee (FPC) meeting held 1 August 2023 a report on a sponsorship request for the Central West Maliyan was considered. Councillors resolved to defer the decision pending further information. Staff have contacted the applicant and sought clarification on the issues raised by Councillors in the meeting.

## LINK TO DELIVERY/OPERATIONAL PLAN

The recommendation in this report relates to the Delivery/Operational Plan strategy "12.2. Develop and attract a variety of events, festivals, venues and activities for locals and visitors, ensuring accessibility for all".

## FINANCIAL IMPLICATIONS

Funds are being sought from the Event Sponsorship budget.

Annual Allocation	Committed in 2022/23	Approved in 2023/24		Requested in this report	Committed for 2024/25
\$100,000	\$11,450	\$22,500	\$77,500	\$4,000	\$21,500

## POLICY AND GOVERNANCE IMPLICATIONS

As identified in the report on 1 August 2023, neither the Events Sponsorship, Small Donations, Sports Facility or Sports Participant/Representation program cover this type of application. As the term sponsorship is used, it is considered that this is the most appropriate vehicle to present the application to Council for consideration. The sponsorship request (information attached) is a value proposition for the branding on outfits and digital media promotion.

## RECOMMENDATION

That Council determine what level of sponsorship, if any, it will provide to the Central West Maliyan.

## FURTHER CONSIDERATIONS

Consideration has been given to the recommendation's impact on Council's service delivery; image and reputation; political; environmental; health and safety; employees; stakeholders and project management; and no further implications or risks have been identified.

2.1 Event Sponsorship Program - Central West Maliyan Sponsorship Request Additional Information

## SUPPORTING INFORMATION

At the FPC meeting of 1 August 2023, Councillors requested additional information regarding the application. The applicant has responded to the following points in the request for information from Councillors:

- 1. The term "auspice via NSW Aboriginal Land Rights Association" is not 100% clear. What is the relationship to the NSWALRA and how will the funds be managed?
- 2. Under the in-kind section there is a listing for coaching. Are these coaches local? What are the in-kind costs related to?
- 3. Is the Central West Maliyan registered or affiliated with NSW Rugby League (or some other sporting body) or is it a team of representatives from the region that are playing together?
- 4. Have any other Councils been approached for support and if so, what has been the outcome of those applications

RESPONSE 1: The NSW Aboriginal Land Rights Association Incorporated (ABN 74713276135) is a registered business with charity status. The NSWALRA (<u>https://www.nswalra.org/</u>) will support the Central West Maliyan via providing financial management and invoicing services to sponsors in order to process purchase orders as Central West Maliyan do not have account set up to handle this ourselves. There will be no auspice fee for the team. This arrangement became available as the author of the sponsorship application is a director of Housing & Community engagement with NSWALRA.

RESPONSE 2: In respect to in-kind costs, the advice from the applicant is that while several coaches are locally born & raised, we are all committed to travelling to and from Orange from Dubbo, Sydney and Newcastle bases in order to support the team, provide coaching materials, and have supplied the team with coaching resources out of our own pockets. The in-kind costs are related to these expenses accumulated for travel, material & resources.

RESPONSE 3: In terms of affiliation, the Central West Maliyan are not affiliated with NSW Rugby League (NSWRL). The Koori Knockout competition is the largest annual gathering of Aboriginal people and considered a modern-day corroboree, now in its 51<sup>st</sup> year it is sanctioned by NSWRL, however teams are representative of their local tribal boundaries.

RESPONSE 4: No other Councils have been approached for funds as the girls are majority based and train out of Orange. There are 25 girls who train out of Orange. 11 of these girls are from Orange, five are living in Sydney but make the trip back out to train as they have strong family ties to Orange and the balance are from Condobolin and Cowra.

It is worth noting that the applicant has done their best to complete application forms that were not designed to gather the information relevant to this request. This is where the additional attachment is useful in gaining a clearer picture of the request.

The request is a value proposition offer to sponsor an Under 15's female rugby league side in the Koori Knockout and receive promotion through logos on uniforms and digital marketing in return for sponsorship. The event will take place over four days (29/9/23 to 2/10/23) at Tuggerah on the Central Coast.

The request to Council was for \$4,000. This figure was entered because a figure must be entered in the form to be submitted to Council. The sponsorship proposal package indicates four levels of sponsorship being:

- 2.1 Event Sponsorship Program Central West Maliyan Sponsorship Request Additional Information
  - Platinum (\$8,000)
  - Gold (\$4,000)
  - Silver (\$2,000)
  - Bronze (\$500).

Applicant	Central West Maliyan	
Policy Category	Incubator Event Fund - Provides seed funding to events in their first or second year of activity to assist in getting the event up and running. (see <u>guidelines</u> )	
Amount requested	\$4,000.	
Category Maximum	\$5,000. Neither the Events Sponsorship, Small Donations, Sports Facility or Sports Participant/Representation program cover this type of application. As the term sponsorship is used, it is considered that this is the most appropriate vehicle to present the application to Council for consideration. The sponsorship request (information attached) is a value proposition for the branding on outfits and digital media promotion. Council could consider this proposal under the reasons outlined on page 3 of this report.	
Complies With Policy		
	Paying an alternate party (ie auspicing) is permitted.	
Previously funded by Council?	<ul> <li>2022-23 - \$0</li> <li>2021-22 - \$0</li> <li>2020-21 - \$0</li> <li>2019-20 - \$0</li> <li>2018-19 - \$0</li> <li>2017-18 - \$0</li> </ul>	
Other reported sponsorship	The application lists 4 other sponsors (all private) for a combined total of \$10,500.	
Additional information	<ul> <li>The Central West Maliyan is an Under 15's Indigenous female rugby league team formed to compete in the Koori Knockout.</li> </ul>	
	• The girls have come together to represent the communities of Orange, Cowra, Condobolin, and are excited to lay the foundations for future generations to come.	
	• A historical first opportunity for the girls from the central west to excel in Rugby League while fostering values such as teamwork, dedication and leadership along with promoting pride in culture and their connection to country.	
Visitation based on applicants' data	<ul> <li>Locals –0</li> <li>Day visitors – 0</li> </ul>	

2.1 Event Sponsorship Program - Central West Maliyan Sponsorship Request Additional Information

	• Overnight visitors – 0
OCC \$ per participant ratio (lower ratio = less spend per person)	<ul> <li>Total participants – 0</li> <li>Total visitors – 0</li> <li>Overnight visitors only – 0</li> </ul>
Income generated (DNSW)	• \$0

## ATTACHMENTS

- 1 Central West Maliyan Cover Application Redacted, D23/51819
- 2 Central West Maliyan Incubator Fund Application



#### **APPLICANT'S DETAILS**

Name of organisation:	Central West Maliyan	(Auspice available via NSW Aboriginal Land Rights Association)
Postal address:		

Contact name:			
Position:			
Phone:	BH:	AH:	
Mobile:			
Email:			
	of your organisation? (eg Incorporated	l, Association, etc.)	

If not-for-profit please attach evidence - such as charter/constitution showing no personal gain will be available to members, charitable status advice or a statutory declaration

Please select:	Profit or X Not-for-Profit	
If not-for-profit:	$\fbox$ Constitution, tax ruling or other document	confirming not-for-profit status is attached
Is your group/organisation registered for GST?	Ves X No	
If applicable, please provide:	ABN: 74 713 276 135	ACN:

#### **EVENT DETAILS**

Name of event: NSW Koori Knockout			
Location of event: tuggerah, NSW			
Proposed date/s of event: Sept 28 - Oct 2nd 2023			
If the event is on Council land/ premises, have you booked this space with Council? Yes X No			
How many people will be involved in your event? (Estimate) 35			
How many people will come from outside Orange for the day? (Estimate) N/A			
How many people will stay overnight? (Estimate) N/A			
Please provide an outline of the event, including a summary of proposed activities and schedule:			

The NSW Koori Knockout is a highly anticipated event in our state bringing together talented young and old athletes, their families and rugby league enthusiasts from various communities. This year the 2023 NSW Koori Knockout will take place from September 29th - October 2nd on the NSW Coastal suburb of Tuggerah.

#### **EVENT BUDGET**

Please outline the proposed income and expenditure budget for the event

Income Source (cash)	\$
eg: Organisation X	\$ 1000.00
Khelgars Group	\$ 5,000.00
Yurung PTY LTD	\$ 1,000.00
Evo Mining	\$ 4,000.00
Milly Moo	\$ 500.00
	\$
Orange City Council Event Sponsorship request	\$ 4,000.00
Total Income	\$ 14,500.00
Expenditure Items (cash)	\$
eg: Marketing - 8 x TV adverts	\$ 2000.00
Uniforms, including on and off field	\$ 8,785.00
Accommodation	\$ 2,350.00
Team meals	\$ 1,865.00
Medical & First aid fee	\$ 1,000.00
Strapper & physio fee	\$ 500.00
	\$
	\$
Total Expenditure	\$ 14,500.00
Total Income and Total Expenditure must equal	<sup>\$</sup> 14,500.00
In-kind Contributions (People's time/ value: Based on May 2017 to May 2018 Australian Bureau of Statistics (ABS) figures, volunteers are now worth \$41.72 per hour)	\$ Value of In-kind Contributions
eg: letter drop/ street walk - 1 hour, 1 person	\$ 41.72
Coach 2 x 2 hour sessions weekly x 8 weeks	\$ <b>1,335.04</b>
pre-event management admin 30 hours in total	\$ 1,252.50
4 day event management	\$ 1,501.92
	\$
	\$
	\$
Total In-kind Contribution Value	\$ 4,089.46

#### DECLARATION

On behalf of: (name of organisation if applicable)	
Central West Maliyan & NSW Aboriginal Land Rig	hts Association
I certify to the best of my knowledge that the statements r	made in this application and any supporting documentation are true.
I understand that should this application be approved by C Invoices, plans or reports and will be required to enter into	Drange City Council, I may be required to submit any requested Tax an Event Agreement with Council.
I declare that the Organisation will provide all required pap (to a minimum of \$10 million) with Orange City Council not	perwork, including a Certificate of Currency of Public Liability Insurance ted as an interested party.
Signe	Date 20.07.2023
Print	
Position in organisation Coach	

The information you provide will be handled in accordance with the Privacy and Personal Information Protection Act 1998. The supply of information by you is voluntary. If you cannot provide or do not wish to provide the information sought, your application may be unable to be processed. Any personal information collected from you will be in order to process your application.

EVENT SPONSORSHIP COVER APPLICATION FORM Updated May 2020



#### **EVENT DETAILS**

What is the purpose of this event and why do you think it will work in Orange?

On behalf of the Central West Maliyan I am writing to request your support as a sponsor of our U15 Central West Maliyan Girls Rugby League team. We are excited to embark on our debut into the NSW Koori Knockout competition. A history first opportunity for our girls from the central wes including Orange, Canowindra, Cowra, Condobolin and Dubbo t to excel in Rugby League while fostering values such as teamwork, dedication and leadership along with promoting pride in culture and their connection to country.

How will the event attract visitors to the Orange 360 region? Please discuss which demographics you intend to target and how your event services this group

N/A

page 1 of 2

#### **EVENT DETAILS (CONTINUED)**

Will your event involve and engage local businesses, sporting groups, artists, community groups or interested individuals? Does the event assist in building the reputation of Orange by associating with positive and inclusive activities in the Orange Community? Please give details of involvement of others.

Central West Maliyan is committed to developing youth in our communities. Through our rugby league team, we aim to empower young girls by providing them with a positive and supportive environment to grow both athletically and personally. However, achieving our goals requires financial assistance and we believe that partnering with esteemed organisations like council can make significant impact. The establishment of Central West Maliayn also provides the opportunity to host future gala days in our region boosting sporting participation, promoting healthy and active lifestyle and creating positive outlets to descress anti social behaviour.

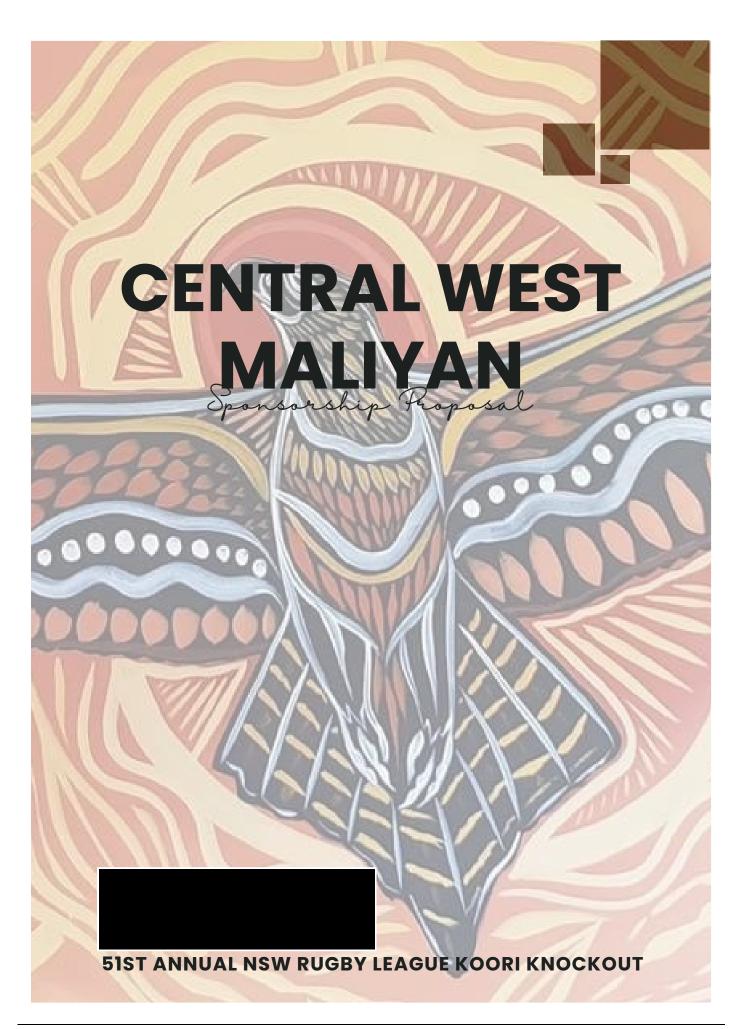
Please outline the management structure of your event organisation, including the key roles and responsibilities, and the use of paid or unpaid staff?

All staff are unpaid and volunteer their time to the girls Kira Dargin (chairperson/coach) Kisha Mohomed (Team Manager) Taishara stewart (delegate) Latoya Brown (delegate)

How do you intend to measure attendance at the event, the experiences of event attendees and the level of visitation from outside the region. How will you report his back to Council?

(Note: Business Development Staff can provide suggestions on how to achieve this but please do not leave it until the last minute to request input as staff may not necessarily be available in the closing days)

N/A







Dear Sponsor,

I hope this letter finds you in good health and high spirits. On behalf of the Central West Maliyan I am writing to request your support as a sponsor of our U15 Central West Maliyan Girls Rugby League team. We are excited to embark on our debut into the NSW Koori Knockout competition. A history first opportunity for our girls from the central west to excel in Rugby League while fostering values such as teamwork, dedication and leadership along with promoting pride in culture and their connection to country.

The NSW Koori Knockout is a highly anticipated event in our state bringing together talented young and old athletes, their families and rugby league enthusiasts from various communities. This year the 2023 NSW Koori Knockout will take place from September 29th - October 2nd on the NSW Coastal suburb of Tuggerah.

Central West Maliyan is committed to developing youth in our communities. Through our rugby league team, we aim to empower young girls by providing them with a positive and supportive environment to grow both athletically and personally. However, achieving our goals requires financial assistance and we believe that partnering with esteemed organisations like yours can make significant impact.

To accommodate different levels of sponsorship we have created four sponsorship packages with limited opportunities available: Platinum, Gold, Silver & Bronze. Each package offers unique benefits and marketing opportunities for your organisation. Please find attached an overview of the sponsorship levels and the suggested returns. These suggested returns are flexible, and we are open to discussing any specific needs or preferences your organisation may have.

In return for your generous sponsorship, we will work diligently to maximize exposure and promote your brand to our community. Your partnership will be widely recognized and we will acknowledge your support in all relevant marketing materials. Additionally we can explore other collaborative opportunities to create a mutually beneficial relationship.

We believe your support will not only impact our young athletes but also demonstrate your commitment to fostering youth development in our community. We sincerely hope that you will consider partnership with us on this meaningful journey.

Please note in partnership with NSW Aboriginal Land Rights Association all sponsorship & donations over \$2 are tax deductible.











PLAYERS & COACHES representing your brand on a national scale.



#### **SOCIAL MEDIA**

19,500 engaged users on combined social media channels of players, coaches & team.



#### LIVE BROADCAST 163,000 viewers reached during the live stream and free to air broad cast.

Through sponsorship, your business brand will be in front of the female sports market, rugby league teams, program organizers, event planners, players and fans nationally.

Creating a relationship through athlete support provides an ongoing loyal fanbase for your business.

Over previous years the NSW Koori Knockout has experienced significant growth in viewership's numbers locally, via NITV and through digital platforms. Womens Rugby league experiences social engagement numbers of over 90,000 during key competition dates and gala events.



## SPONSORSHIP PACKAGES

We believe that partnering with Central West Maliyan for the NSW Koori Knockout will provide numerous benefits to your company, including:

**Branding Visibility:** Your company logo will be prominently displayed on our event banners, marquee, promotional materials, official playing uniform and training uniform. This exposure will allow you to reach a large and diverse audience, including players, parents, spectators and local media coverage.

**Online Presence**: We will promote your company through our social media channels, website and event-specific hashtags, ensuring maximum online visibility and engagement. This will include dedicated posts, mentions and gratitude for your sponsorship support.

**Public Acknowledgement:** Your company will receive public recognition during the event with highlighting sponsorship contributions. We will also provide opportunities for your company to address attendees and present jerseys at our official Jersey presentation dinner.

**Exclusive Sponsorship Categories**: As our official sponsor, you will receive exclusivity within your industry, ensuring that your brand stands out and receives maximum attention from our audience.

**Community Impact:** By support our girls you will contribute to the growth of youth sports, female engagement and community development. Your company will be recognized as a champion of these values, generating positive brand association among our audience



## PLATINUM SPONSORSHIP PACKAGE \$8,000. (1 available)

#### Event

- Invitation to NSW Koori Knockout draw held on Saturday 23rd September at Club Macquarie
- Invitation to Team jersey presentation Thursday 28th September
- Opportunity for company representatives to attend the NSW koori knockout with 4 weekend passes,

#### **Team Uniform & Apparel**

- Exclusive Logo with prime position on top back playing jersey
- Exclusive Logo with prime position on top back training shirt
- Logo with prime position on all supporter apparel.
- Logo on team displayed materials (Banner & Marquee).
- Signed & framed support jersey.

#### Digital

- Team Major Sponsorship Promotional Rights and recognition as our major sponsor for the duration of the event.
- Acknowledgement in media, team announcements and other relevant materials
- Daily Promotion across all Social media platforms
- Pre-Game Promotion across all Social media platforms
- Listing and direct linking on team Website
- Live stream marketing opportunities
- Post-Game Player of the game interview acknowledgement



# SPONSORSHIP PACKAGES



## GOLD SPONSORSHIP PACKAGE \$4,000. (2 Available)

#### Event

- Invitation to Team jersey presentation Thursday 28th
   September
- Opportunity for company representatives to attend the NSW koori knockout with 2 weekend passes,

#### **Team Uniform & Apparel**

- Exclusive Logo with sleeve position on playing jersey
- Exclusive Logo with sleeve position on training shirt
- Logo with secondary position on all supporter apparel.
- Logo on team displayed materials (Banner & Marquee).

#### Digital

- Team sponsorship promotional rights and recognition as our gold sponsor for the duration of the event.
- Acknowledgement in team announcements and other relevant materials
- Daily Promotion across all Social media platforms
- Listing and direct linking on team Website
- Live stream marketing opportunities



## SILVER SPONSORSHIP PACKAGE \$2000. (4 Available)

#### Team Uniform & Apparel

- Logo on playing shorts.
- Logo on training shirt
- Logo on training shorts.
- Logo with 3rd level position on all supporter apparel..

#### Digital

- Team sponsorship promotional rights and recognition as our silver sponsor for the duration of the event.
- Acknowledgement in team announcements and other relevant materials
- Promotion across all social media platforms
- Listing and direct linking on team Website

BRONZE PLAYER SPONSORSHIP PACKAGE

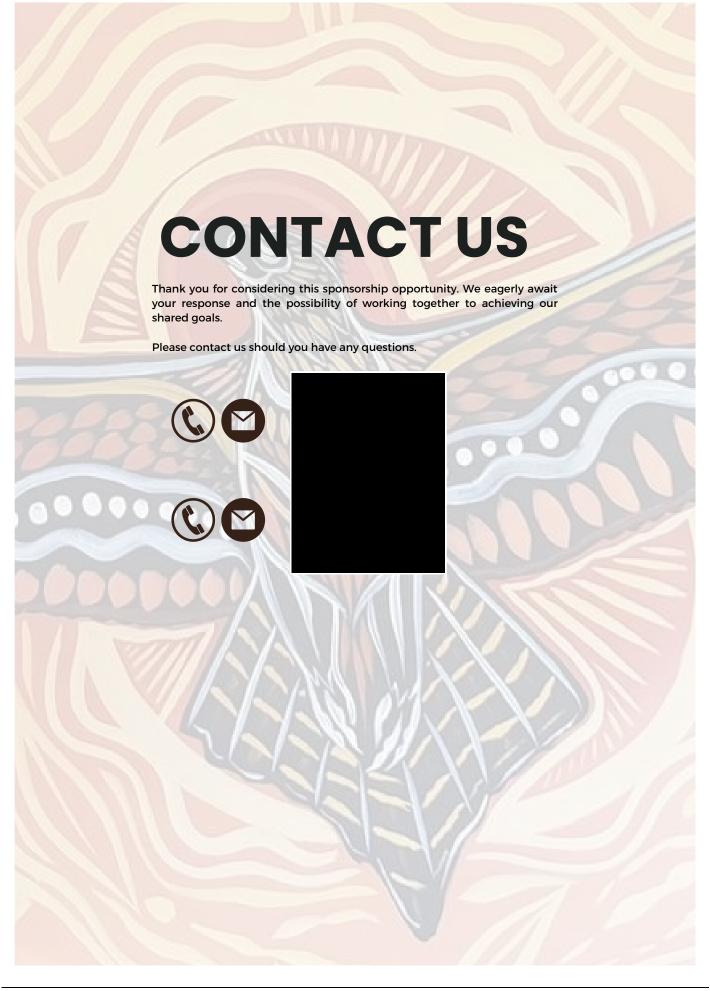
\$500. (25 Available - numbers sold on a first served basis).

#### Team Uniform & Apparel

- Logo on playing shorts & jersey sleeve for selected number.
- Logo on training shorts.
- Logo with bottom position on all supporter apparel..
- Team spon
- Team sponsorship promotional rights and recognition as our silver sponsor for the duration of the event.
- Acknowledgement in team announcements and other relevant materials







## **3 CLOSED MEETING - SEE CLOSED AGENDA**

The Chief Executive Officer will advise the Council if any written submissions have been received relating to any item advertised for consideration by a closed meeting of Orange City Council.

The Mayor will extend an invitation to any member of the public present at the meeting to make a representation to Council as to whether the meeting should be closed for a particular item. In accordance with the Local Government Act 1993, and the Local Government (General) Regulation 2021, in the opinion of the Chief Executive Officer, the following business is of a kind as referred to in Section 10A(2) of the Act, and should be dealt with in a Confidential Session of the Council meeting closed to the press and public.

## RECOMMENDATION

That Council adjourn into a Closed Meeting and members of the press and public be excluded from the Closed Meeting, and access to the correspondence and reports relating to the items considered during the course of the Closed Meeting be withheld unless declassified by separate resolution. This action is taken in accordance with Section 10A(2) of the Local Government Act, 1993 as the items listed come within the following provisions:

## **3.1** Tenders for Provision of Traffic Management Services

This item is classified CONFIDENTIAL under the provisions of Section 10A(2) of the Local Government Act 1993, which permits the meeting to be closed to the public for business relating to (c) information that would, if disclosed, confer a commercial advantage on a person with whom the Council is conducting (or proposes to conduct) business.

## 3.2 Tenders for the Bloomfield Health Precinct Business Case

This item is classified CONFIDENTIAL under the provisions of Section 10A(2) of the Local Government Act 1993, which permits the meeting to be closed to the public for business relating to (c) information that would, if disclosed, confer a commercial advantage on a person with whom the Council is conducting (or proposes to conduct) business.

## 3.1 TENDERS FOR PROVISION OF TRAFFIC MANAGEMENT SERVICES

RECORD NUMBER:2023/1270AUTHOR:Mark Frecklington, Assistant Works Manager

## REASON FOR CONFIDENTIALITY

This item is classified CONFIDENTIAL under the provisions of Section 10A(2) of the Local Government Act 1993, which permits the meeting to be closed to the public for business relating to (c) information that would, if disclosed, confer a commercial advantage on a person with whom the Council is conducting (or proposes to conduct) business.

## 3.2 TENDERS FOR THE BLOOMFIELD HEALTH PRECINCT BUSINESS CASE

RECORD NUMBER:2023/1327AUTHOR:Georgia Slack-Smith, Executive Officer

## REASON FOR CONFIDENTIALITY

This item is classified CONFIDENTIAL under the provisions of Section 10A(2) of the Local Government Act 1993, which permits the meeting to be closed to the public for business relating to (c) information that would, if disclosed, confer a commercial advantage on a person with whom the Council is conducting (or proposes to conduct) business.

## 4 RESOLUTIONS FROM CLOSED MEETING