

ITEM NUMBER: 18.2

CONFIDENTIAL REPORT

BAY SHEFFIELD EVENT (Report No: 335/20)

Pursuant to Section 90(2) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:

- d. **commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and would, on balance, be contrary to the public interest.**

CONFIDENTIAL

Recommendation – Exclusion of the Public – Section 90(3)(d) Order

1. That pursuant to Section 90(2) of the *Local Government Act 1999* Council hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Report No: 335/20, Bay Sheffield Event in confidence.
 2. That in accordance with Section 90(3) of the *Local Government Act 1999* Council is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 335/20, Bay Sheffield Event on the following grounds:
 - d. pursuant to Section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.
 3. The Council is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.
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CONFIDENTIAL

Item No: **18.2**

Subject: **BAY SHEFFIELD EVENT**

Date: 27 October 2020

Written By: Manager, City Activation

General Manager: Community Services, Ms M Lock

SUMMARY

In August 2018 the South Australian Athletics League (SAAL) was verbally informed that Council would not be accepting the option to renew the current agreement, which has been in place since 2004, for the Bay Sheffield event.

The event currently receives significant support from Council including cash and in-kind support, making it the biggest investment by Council into an external run event. Acknowledging that the Bay Sheffield event has a long and successful history with Glenelg and that the event should be retained in the area, this report provides the recommendation that the level of cash support given to the event should be reduced to a more appropriate level commensurate with the size and scope of the event.

RECOMMENDATION

That Council endorses:

1. **the following proposed funding structure for a 5 year agreement, with a stepped reduction every two years to allow SAAL adequate time to supplement the reductions with sponsorship:**
 - 2020: \$48,000 cash
 - 2021: \$40,000 cash
 - 2022: \$40,000 cash
 - 2023: \$32,000 cash
 - 2024: \$32,000 cash;
2. **a maximum in kind depot support of \$18,000 per annum, with any amounts above this to be invoiced to SAAL; and**

RETAIN IN CONFIDENCE - Section 91(7) Order

3. **that having considered Agenda Item No: 18.2, Report no 335/20 Bay Sheffield Event in confidence under Section 90(2) and (3)(1 and 2d) of the *Local Government Act 1999*,**

the Council, pursuant to section 91(7) of that Act orders that the report be retained in confidence for a period of 18 months and that this order be reviewed every 12 months.

COMMUNITY PLAN

Community: Building a healthy, active and resilient community
Community: Celebrating culture and diversity
Community: Providing welcoming and accessible facilities
Community: Fostering an engaged and contributing community
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

In August 2018 the South Australian Athletics League (SAAL) was verbally informed that Council would not be accepting the option to renew the current agreement, which has been in place since 2004, for the Bay Sheffield event.

The event currently receives significant support from Council including cash and in-kind support, making it the biggest investment by Council into an external run event.

REPORT

The Bay Sheffield, first run 131 years ago to celebrate 50 years of the Proclamation of South Australia, it is a three day athletics carnival held every year on 26, 27 and 28 December.

The Bay Sheffield has been held in Glenelg every year apart from 2001 – 2003 when it moved to Adelaide Oval after a dispute with the City of Holdfast Bay. The event returned to Glenelg in 2004 with a contract that included the right to renew for 6 years at the conclusion of each contract period.

The 2019 event had 450 athletes nominate to run over the 3 days of competition (down from 502 in 2018). Of this 121 competitors were from interstate and 2 international athletes competed. No formal crowd estimates were done by SAAL or a third party however they are estimating crowds of 2,000 day 1, 6,000 day 2 and 7,000 day 3.

The event also attracts external food and alcohol vendors, in which anecdotal feedback from Jetty Road traders is that the event brings minimal benefit to trade, in what is already a busy time for traders.

In 2020, the event will be held at Glenelg Oval due to COVID-19 requirements, however SAAL have been adamant that this is for 2020 only and they want to return to Colley Reserve for 2021.

As mentioned the Bay Sheffield continues to be the biggest investment by Council into an external run event. Current levels of financial investment for the last 2 years are:

2019 Actuals		2018 Actuals	
Events		Events	
Sponsorship	\$48,790	Sponsorship	\$44,484
Wages (depot)	\$1,030	Wages (depot)	\$817
Wages Overtime (depot)	\$2,531	Wages Overtime (depot)	\$2,531
<i>Subtotal</i>	<i>\$51,962</i>	<i>Subtotal</i>	<i>\$47,832</i>
Depot		Depot	
Turfspeak contract mowing	\$5,520	Turfspeak contract mowing	\$5,520
Topdressing Wigley and Colley	\$10,560	Topdressing Wigley and Colley	\$10,560
Liquid fertilizer	\$1,724.80	Liquid fertilizer	\$1,724.80
Misc	\$250	Misc	\$250
<i>Subtotal</i>	<i>\$18,055</i>	<i>Subtotal</i>	<i>\$18,055</i>
Total CHB Spend	\$70,017	Total CHB Spend	\$65,887

In addition to the above cash and in-kind support Council also stores at the depot 3 pallets of fencing owned by SAAL that is not only used at the event, but on other SAAL events throughout the year, requiring depot staff to load, unload and store.

This support is even more significant in comparison to other externally managed events that receive cash and in-kind support from Council such as:

- Brighton Jetty Classic: \$20,000 acquisition, \$5,000 cash and \$2,200 in kind – total \$27,700
- City to Bay: \$3,000 cash and \$8,182 in kind – total \$11,182
- ANZAC Day: \$4,400 cash and \$2,843 in kind – total \$7,243
- Beach Volleyball: \$5,000 cash and \$534 in kind – total \$5,534

The requirements that Council fulfils for Colley Reserve to have a world-class running track on its site is significant, and as such restricts Council from holding and supporting other events in this space in December to ensure a pristine surface.

Acknowledging that the Bay Sheffield has a long and successful history with Glenelg and that the event should be retained in the area, however it is recommended that the level of cash support given to the event should be reduced to a more appropriate level commensurate with the size