

**CCS038: WESTERN AUSTRALIAN FOOTBALL LEAGUE (WAFL)
EVENT**

Business Entity Name : City of Albany, WAFL.
Report Prepared By : Executive Director Community Services (S Kay)
Responsible Officers: : Executive Director Community Services (S Kay)

STRATEGIC IMPLICATIONS

1. This item relates to the following elements of the City of Albany (COA) Strategic Community Plan:
 - **Theme: 4.** Community Health and Participation
 - **Objectives:**
 - **4.2** To create interesting places, spaces and events that reflect our community's identity
 - **4.3** To develop and support a healthy inclusive and accessible community
 - **Community Priorities:**
 - **4.2.2** Maintain infrastructure and deliver programs that promote Albany's unique heritage, engender civic pride and leave a lasting memory
 - **4.3.1** Develop a range of activities and facilities that connect people, promote a healthy community and are appropriate for all ages

In Brief:

- The Centennial Sports Stadium was constructed in 2016 - 2017 as part of the \$27 million Centennial Park Precinct Stage 1 Project.
- The current occupants Centennial Stadium Incorporated have leased the stadium from the COA for a period of up to 15 years and is the joint home of the Royals and Albany Football Clubs.
- Negotiations with WAFL have secured an away home fixture between Claremont and South Fremantle for 28 April 2018 at the Centennial Stadium.
- This event is being branded as part of the Anzac 2018 program.
- Councillors have been provided with a separate memorandum outlining the financial cost and sponsorship arrangement associated with the event.

RECOMMENDATION

CCS038: RESPONSIBLE OFFICER RECOMMENDATION

THAT Council NOTE and ENDORSE the proposed programming of a Western Australian Football League game in Albany on 28 April 2018 supported by the City of Albany.

BACKGROUND

2. The football community in the Lower Great Southern has strong representation with over 2,500 community members involved in the sport through playing, administration and community support.
3. In October 2017 the COA presented a proposal to the Claremont Football Club to host a home game in Albany during the 2018 season. The council was briefed on this proposal. The fixture provided an opportunity to showcase the newly built Centennial Stadium and sporting precinct and allow community members to view and enjoy the new community facility. The football stadium has all the requirements for hosting a WAFL or Australian Football League (AFL) football game.

DISCUSSION

4. The new constructed facilities at Centennial Stadium include a 442 seat grandstand, full kitchen and bar, broadcast facilities, coaching and official boxes, full disability access amenities, external fencing to manage crowds and gate takings and full sized AFL field.
5. The COA proposal was submitted to the Claremont Football Club with a view to strengthening links with based on the number of Great Southern players who are members of the current and past league teams. The collaboration is also aimed at developing talent pathways for future aspiring athletes. This proposal was developed to coincide with a range of activities such as coaching development and clinics for young players as well as a viewing of the National Anzac Centre.
6. This proposal was accepted and endorsed by the Claremont Football Club Board in November 2017 and officially a fixture by the WAFL in late December 2017.

Activities

7. The draft program for the WAFL event includes:

Thursday 26th April 2018

- Coaches Seminars
- Leadership and Development Seminar

Friday 27th April 2018

- Proudlove Junior Clinic
- Welcome Function at the National Anzac Centre for players, guests and sponsors

Saturday 28th April 2018

- AFL Auskick Games at half time of all fixtures
- Great Southern Storm u15s v Upper Great Southern u15's
- Great Southern Storm v Claremont Development Squad
- Claremont FC v South Fremantle FC (WAFL Game)
- Award Presentations

GOVERNMENT & PUBLIC CONSULTATION

8. N/A

STATUTORY IMPLICATIONS

9. N/A

POLICY IMPLICATIONS

10. The COA Sponsorship Guidelines establishes the principles for sponsorship agreements entered into between the COA and other parties.

RISK IDENTIFICATION & MITIGATION

11. The risk identification and categorisation relies on the City's Enterprise Risk and Opportunity Management Framework.

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
Business Operation, Reputation & Financial. Risk: Potential loss of revenue.	<i>Possible</i>	<i>Moderate</i>	<i>Medium</i>	<i>Comprehensive marketing, promotion and sponsorship program</i>
Opportunity: <i>To successfully host a WAFL game as a precursor to an annual or biannual event.</i>				

FINANCIAL IMPLICATIONS

12. The WAFL game and activities will be funded through various sources such as gate takings, possible WAFL Commission support, COA Sports and Recreation and Events Programs and Sponsorship. Possible sponsors are currently being canvassed.

LEGAL IMPLICATIONS

13. Nil

ENVIRONMENTAL CONSIDERATIONS

14. The events will occur at the newly constructed stadium built to accommodate WAFL or AFL games and conducted as per the usual football activities.

ALTERNATE OPTIONS

15. N/A

CONCLUSION

16. The WAFL fixture will provide an opportunity to host a high profile football game and showcase the new football stadium in 2018 to coincide with the conclusion of the Anzac Centenary Commemorations. This will facilitate further programming of State or Interstate football games into the future years.

Consulted References	:	Nil
File Number (Name of Ward)	:	All Wards
Previous Reference	:	Not applicable.