



COFFS HARBOUR CITY COUNCIL
SUPPLEMENTARY BUSINESS PAPER
(CORPORATE BUSINESS COMMITTEE)
COUNCIL CHAMBERS
COUNCIL ADMINISTRATION BUILDING
COFF AND CASTLE STREETS, COFFS HARBOUR
14 DECEMBER 2006

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(CORPORATE BUSINESS COMMITTEE)

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Mayor and Councillors

CORPORATE BUSINESS DEPARTMENT REPORT

C101 NAMING RIGHTS - INTERNATIONAL SPORTS STADIUM

Purpose:

To seek Council endorsement to name the International Stadium as part of a sponsorship proposal.

Description of Item:

Council has previously considered the matter of naming rights for the International Stadium as a portion of a sponsorship proposal.

A prospectus has been circulated to commerce and industry for some considerable time and again more recently.

Negotiations have occurred with interested parties.

A firm proposal has now been negotiated.

Sustainability Assessment:

- **Environment**

There are no environmental impacts of note with this proposal.

C101 Naming Rights - International Sports Stadium ...(Cont'd)

- **Social**

It is appropriate that the sponsor is a recognised local business that has community support.

- **Economic**

Broader Economic Implications

The sponsor was attracted to the sponsorship particularly because of its importance in generating wealth for the region.

Management Plan Implications

No provision has been made in the 2006/07 budget for this sponsorship.

Consultation:

There has been continuous consultation with interested businesses with regards to this sponsorship.

Related Policy and / or Precedents:

Council has precedence for naming of sports venues, ie. Advocate Park.

Council's policy for naming Roads, Bridges & Public Places has been used to name the Coffs Coast Sport & Leisure Park of which the stadium is part.

Statutory Requirements:

The Local Government Act 1993 provides for Council to name its property.

Issues:

The final agreement of terms for the sponsorship are commercial in confidence and included on the confidential attachment.

However, the agreement is for a fixed period with a optional renewal period and funds paid in consideration of the sponsorship be used for capital improvements at the stadium.

Implementation Date / Priority:

The agreement with the sponsor will be completed subject to Council's resolution.

Recommendation:

That Council adopt the name BCU International Stadium for the stadium complex.