



ORDINARY MEETING OF COUNCIL SUPPLEMENTARY ITEMS

To be held at 5pm on

Tuesday 18 July 2017

Council Chambers

11 Manning Street, KIAMA NSW 2533

Members

His Worship the Mayor
Councillor M Honey
Councillor K Rice
Deputy Mayor
Councillor M Brown
Councillor N Reilly
Councillor A Sloan
Councillor W Steel
Councillor D Watson
Councillor M Way
Councillor M Westhoff

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16 ADDENDUM TO REPORTS

15.1 FootGolf Australia - Request for Sponsorship

CSP Objective: 1 A Healthy, Safe and Inclusive Community

CSP Strategy: 1.2 Promote and support a range of social, cultural and artistic activities, practices and programs for creating sustainable health and well being

Delivery Program: 1.2.4 Implement and support community, cultural and artistic activities and development programs

Summary

This report seeks Council's endorsement to provide sponsorship to FootGolf Australia and the Jamberoo Golf Club for three of the Federation for International FootGolf World Tour competitions which will be held at Jamberoo Golf Club.

Finance

Sponsorship of \$9000 is being sought and would be funded from the Contributions and Donations (Events & Festivals) budget.

Policy

This request falls outside Council's Donations Policy.

Attachments

- 1 FootGolf Australia letter [↓](#)
- 2 Jamberoo Golf Club letter [↓](#)

Enclosures

Nil

RECOMMENDATION

That Council become the major sponsor of the three Federation of International FootGolf World Tour competitions being held at Jamberoo Golf Club in 2017 and provide \$9000 sponsorship to FootGolf Australia and the Jamberoo Golf Club.

BACKGROUND

FootGolf is the result of combining the popular sports of football (soccer) and golf. This relatively new sport is rapidly expanding across the globe with deep roots in many countries, including UK (100+ courses) and USA (400+ courses). In 2016, together with players from 26 countries, Australian players participated in the second World Cup in Argentina and the first Asia Cup in China.

FootGolf Australia is a non-profit Organisation developing the sport of FootGolf nationally and is the exclusive member of the Federation for International FootGolf in Australia.

Report of the General Manager

15.1 FootGolf Australia - Request for Sponsorship (cont)

Jamberoo Golf Club initially implemented a 9-hole course in early 2016 and in May 2016 hosted the inaugural Australian Open FootGolf competition for which Council provided \$2500 sponsorship. The event proved very successful and FootGolf at Jamberoo has become a popular sport attracting new members and casual players to the Club. This in turn has been a major contributor to the Club's financial viability with the Golf Club recouping their initial setup costs within six months and the Board deciding to continue to offer FootGolf and extend the course to 18 holes.

FootGolf is a unique tourist and sporting attraction in the Illawarra and South Coast areas.

Jamberoo Golf Club has again been selected to hold the Australian Open this November as well as two preliminary events in July and September.

Jamberoo Golf Club advise that there has been an increase in overnight and day visitors to Jamberoo for footgolf and FootGolf Australia estimate that with minimum event numbers of 24, 36 and 72 players for each of the three events that direct benefits to the Jamberoo economy for the three events would be in the vicinity of \$40,000.

FootGolf Australia has secured the participation in the Open of two of the top 20 players in the world, Matias Perrone and Sebastian Pelliccioni, who are major draw cards for the event and following last year's event have ranked Jamberoo Golf Club as one of the top 5 in the world. Both players provide indirect benefits through attracting media exposure.

Costs associated with being part of the World Tour include player facilities, signage and promotion and the costs associated with bringing the two international players to Australia have increased since 2016 and for these reasons FootGolf Australia are requesting

FootGolf Australia have advised that in return for becoming a major sponsor of the three events, Kiama Council in return will receive:

- Council logo on the main competition media wall
- All media coverage to mention Kiama Council as main sponsor
- Kiama Council listed as main sponsor on website and in social media
- Council logo to be included in Australian Open FootGolf Series promotional video and official video of the competition
- A footgolf corporate day for Kiama Council

Tourism forecasts for this event would see an economic impact to the area of:

- Direct increase in output (purchase of goods and services) of approx. \$0.126M over the three events
- Increase in value-add up to approx. \$0.061M

This is a significant boost to the local economy and particularly that of Jamberoo and will provide a positive benefit.

Given the benefits associated with the three events, it is recommended that Council support the request for a \$9000 sponsorship from FootGolf Australia and Jamberoo

Report of the General Manager

15.1 FootGolf Australia - Request for Sponsorship (cont)

Golf Club for the three events and further advise FootGolf Australia and Jamberoo Gold Club that this is not to be considered ongoing sponsorship.

Item 15.1

FootGolf Australia

Member of the Federation for International FootGolf



Australian Open FootGolf Series | Kiama Council Sponsorship

Background of the event

After co-organising the first Australian Open FootGolf with Jamberoo Golf Club and having Kiama Municipal Council as the main sponsor, FootGolf Australia and Jamberoo Golf Club are organising three of the Federation for International FootGolf World Tour competitions in Australia:

- FIFG 50 – July 2017
- FIFG 100 – October 2017
- FIFG 500 – November 2017 (this is the most important event in the Open Series in Australia in 2017)



The first two competitions will be played by Australian players, while the FIFG 500 will have participants from three continents: the Americas, Asia and Europe.

This is a considerable growth from the first year of the competition, showing the development of the sport as well as the increasing recognition of Kiama and Jamberoo Golf Club as a must-go in the world of FootGolf.

Benefits for the local economy

Direct

The direct economic impact of these events is players' expenditure in green fees, accommodation, meals and local attractions. The minimum number of players required for each of the competitions are: 24 players in a FIFG 50, 36 players in a FIFG 100 and 72 players in a FIFG 500. The FIFG 500 is a 3-day event, guaranteeing a minimum of three nights stay for all players. We estimate a direct economic benefit in excess of \$40,000 for the local economy.

Indirect

In 2016, FootGolf Australia sponsored Matias Perrone and Sebastián Pelliccioni, two of the top 20 players in the world to participate in the Australian Open. Both players became loud advocates of Jamberoo Golf Club. Matias mentions Jamberoo Golf Club FootGolf Course as one of the top 5 in the world. It is worth mentioning Matias, is the most travelled and one of the most influential FootGolf players in the world.

- Matias Perrone interview in Miami (<https://goo.gl/HBo6Rw>)
- Sebastián and Matias on Marketing Registrado in Argentina. Report on the Australian Open at Jamberoo Golf Club (<https://goo.gl/WGsr17>)
- Matias Perrone in an Q&A with FootGolf International in Europe (<https://goo.gl/aVYHRz>)

FootGolf Australia has already secured the participation of both Matias and Sebastián in the 2017 Australian Open FootGolf by covering their travelling expenses.

Another indirect benefit comes from media exposure related to FootGolf in general. The most recent media coverage was a 3-minute piece on FootGolf at Jamberoo Golf Club on a Getaway episode (<https://goo.gl/Exo4Qu>).

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+61 425 806 917

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FootGolf Australia

Member of the Federation for International FootGolf



Kiama Council Sponsorship

FootGolf Australia is inviting Kiama Council to become the Main Sponsor of the three World Tour competitions at Jamberoo Golf Club in 2017.

In order to meet the requirements to be part of the World Tour, the expenditure in player facilities, signage and promotion is considerably higher than in 2016. These costs add to the investment made to bring the two marquee players from Argentina for the second year in a row.

For these reasons, we are asking Kiama Council for \$9,000 in exchange for the Main Sponsorship of the three World Tour competitions. FootGolf Australia and Jamberoo Golf Club offer in return:

- Including Kiama Council logo in main competition Media wall
- Mentioning Kiama Council as the Main Sponsor of the Australian FootGolf Open in all media coverage
- Mentioning Kiama Council as the Main Sponsor of the Australian FootGolf Open and FootGolf Australia in FootGolf Australia's website and social media
- Including Kiama Council logo in the Australian Open FootGolf Series promotional videos
- Including Kiama Council logo in the Australian Open FootGolf Series official video of the competition
- A FootGolf corporate day for Kiama Council employees

Please don't hesitate to contact me with questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Leonardo Fernandez', written over a set of horizontal lines.

Leonardo Fernandez
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Item 15.1

Attachment 1



JAMBEROO GOLF CLUB LTD

ABN 82 671 107 652
ACN 002 116 430

2nd Australian Open Footgolf Series November 10,11,12 2017.

We are delighted that Jamberoo Golf Course has been selected to once again hold the Australian Open Footgolf Series this November.

BENEFITS TO JAMBEROO GOLF CLUB and KIAMA TOURISM

- Footgolf has been a major contributor to the clubs financial viability.
- We are seeing an increase in overnight stays in Jamberoo just for Footgolf. Visitors are so impressed by our "hidden gem".
- As a tourist attraction it is **unique** in the Illawarra South Coast area.
- Increased free exposure for Kiama and surrounding areas.
- Last years Inaugural Australian Footgolf Open saw coverage on WINTV Australia Wide, Getaway and numerous print media.
- JGC Facebook page, website and Instagram are followed regularly by overseas and interstate travellers looking for things to do. Thousands follow the Argentineans who are looking forward to participating again.

We thank Kiama Council for its assistance and guidance in holding the Inaugural Footgolf Australian Open, last year in May 2016. Your support was greatly appreciated.

We are planning a bigger event this year, in conjunction with Footgolf Australia. Monetary assistance to market and run this International Event, would be beneficial to all. Don't hesitate to contact me with questions.

Sincerely

Sue Paul (JGC Board Member and FootGolf Organiser)

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Web site: www.jamberoogolf.com.au Email: golf@jamberoogolf.com.au

15.2 Passing of George W (Tony) Matterson**Attachments**

Nil

Enclosures

Nil

RECOMMENDED

That Council acknowledge the passing of former Town Clerk, Tony Matterson, with a minute's silence.

REPORT

On Thursday last week it was my sad duty to attend the funeral of the former Town Clerk, George W (Tony) Matterson. Tony died earlier that week after suffering a fall and being hospitalized; he was 89.

Tony served as Town Clerk (General Manager) of Kiama Municipal Council from November 1973 to January 1987 and during this period he significantly improved the financial position of the Council and oversaw the development of major community infrastructure including a new Council Administration Centre, Leisure Centre and the Blue Haven Retirement Village comprising a 52 bed aged care facility and 51 independent living units.

Not only was Tony a well-respected and fair General Manager but also a well-respected member of the community. Following his retirement in 1987 he took on a volunteer role on the Board of Blue Haven on which he served until 2006.

Our thoughts and prayers go to Tony's family at this sad time.