

CITY OF WEST TORRENS



NOTICE IS HEREBY GIVEN in accordance with Sections 87 and 88 of the
Local Government Act 1999, that a meeting of the

CIVIC NON-PRESCRIBED GENERAL COMMITTEE

Members: Councillor S Rypp (Presiding Member), Mayor Trainer,
Councillors: G Vlahos, K McKay, G Demetriou, S Tsiaparis, G Nitschke, T Polito.

of the

CITY OF WEST TORRENS

will be held in the Mayor's Reception Room, Civic Centre
165 Sir Donald Bradman Drive, Hilton

on

TUESDAY, 25 OCTOBER 2016

at 6.00pm

Terry Buss
Chief Executive Officer

City of West Torrens Disclaimer

Please note that the contents of this Committee Agenda have yet to be considered by Council and recommendations may be altered or changed by the Council in the process of making the formal Council decision.

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1 MEETING OPENED**2 PRESENT****3 APOLOGIES****4 DISCLOSURE STATEMENTS**

Committee Members are required to:

1. Consider Section 73 and 75 of the *Local Government Act 1999* and determine whether they have a conflict of interest in any matter to be considered in this Agenda; and
2. Disclose these interests in accordance with the requirements of Sections 74 and 75A of the *Local Government Act 1999*.

5 CONFIRMATION OF MINUTES**RECOMMENDATION**

That the Minutes of the meeting of the Civic Committee held on 23 August 2016 be confirmed as a true and correct record.

6 COMMUNICATIONS BY THE CHAIRPERSON

7 REPORTS OF THE CHIEF EXECUTIVE OFFICER

7.1 Sponsorship Application from Davine Interventionz Productions

Brief

This report presents a request from Davine Interventionz Productions seeking sponsorship for the musical theatre production; *Violet* to be held in February and March 2017.

RECOMMENDATION(S)

It is recommended to the Civic Committee that it considers whether to recommend to Council that it approves the request from Davine Interventionz Productions for \$3,000 in sponsorship for the musical theatre production *Violet* to be held in February and March 2017.

Introduction

Davine Interventionz Productions has submitted a sponsorship application for \$3,000 to Council for the musical theatre production *Violet*, to be held in February and March 2017 (**Attachment 1**) in accordance with Council's Sponsorship Guidelines (**Attachment 2**).

Discussion

Davine Interventionz Productions is a not for profit community theatre company based in Woodville (City of Charles Sturt). It uses local performers, volunteers and local venues and has produced five successful shows at the Star Theatre for the Fringe and Feast Festivals since 2013.

The company is producing *Violet* for the 2017 Adelaide Fringe Festival with an estimated production cost of \$40,000. Of this, \$20,000 is sought in sponsorship from a range of agencies (\$3,000 from the City of West Torrens) and \$20,000 to be recouped from ticket sales resulting in a ticket cost of approximately \$35.

A grant application to the Fringe Festival for the 2017 production was unsuccessful and the sponsorship application has not listed any other sponsors to date. Therefore, it is unclear whether the sponsorship target will be reached.

The applicant states that the \$3,000 sponsorship would be used to hire the Star Theatre which is a private, for-profit business. However, the City of West Torrens (CWT) would get a logo on the promotional posters and flyers, an advertisement in the program and free tickets to the Adelaide season.

Although staged in a theatre within the CWT, the production is aimed at a broader Adelaide audience of 1,500 people over the 10 performances.

Conclusion

This report presents a sponsorship application from Davine Interventionz Productions for \$3,000, to hold a musical production at the Star Theatre, to the Committee for its consideration and subsequent recommendation to Council.

Attachments

- 1. Attachment 1**
- 2. Attachment 2**

Sponsorship program application form

Civic Centre
165 Sir Donald Bradman Drive
Hilton, SA 5033
Tel (08) 8416 6333
Fax (08) 8443 5709
Email csu@wtcc.sa.gov.au
Website westtorrens.sa.gov.au



Note:

1. Read the Sponsorship guidelines before completing this application.
2. Please attach any additional information and supporting statements.
3. Please type or print legibly.
4. **Applications must be completed in full or they will not be accepted.**

1. Event and organisation details

Event name: VIOLET

Event description: Musical Theatre Production

Date(s) of event: 2017; February 22, 23, 24, 25, 28, March 1, 2, 3, 4 (2 shows on the 4th)

Organisation / Group: Davine Interventionz Productions

ABN number:

7 2 0 0 9 1 2 6 9 0 4

Date submitted: August 21, 2016

2. Organiser's contact details

Name: David George Gauci

Position: Founder/ Producer/Director

Organisation: Davine Interventionz Productions

Address: 4 Angus Street, Woodville South, South Australia

P/Code: 5011

Telephone: 0416210763

Facsimile:

Email: davineint@optusnet.com.au

3. Event details

Type of event (you may select more than 1)

☐

Education

☒

Community

☐

Environment

☒

Entertainment

☐

Sports

☐

Business

☒

Arts / Culture

☐

Charity

☐

Event attendees (indicate the expected characteristics of your event attendees)

Age range

☒

Under 20

☒

31 to 40

☒

51 to 60

☒

20 to 30

☒

41 to 50

☒

60 plus

Where will the attendees be travelling from?

☒

City of West Torrens

☒

Adelaide metropolitan area

☒

Western suburbs

☒

SA generally

Estimated total attendance? 1500 people over the 10 performances

4. Level of sponsorship requested (tick)

Type:

☐

Naming rights

☐

Joint sponsor

☒

Minor support

Cash: \$ 3000

In kind support (specify):

What will the funds be used for? Paying for the the hire of the venue (Star Theatre One)

How many other sponsors are involved? At this stage only the one, have applied for a grant from Fringe

Who are they? City of West Torrens City Council

What is their level of support? N/A

5. Promotional / media benefits

Provide details of the media types to be used:

☒

Advertorials

☐

Television

☒

Public speaking

☐

Advertising - newspaper

☒

Signage

☐

Other

☒

Radio

☒

Web site

Provide details of the level of coverage anticipated: We will be printing 500 A2 full colour posters and 8000 DL flyers and having them distributed.

6. Research and evaluation of your event

Will you undertake research prior to or after the event?

☒

Yes

☐

No

If yes, how?

Utilising the information from the ticketing , we can ascertain how many people are new to Fringe

how many people are new to the venue and how many people are new to Adelaide Theatre. We will also

note any remarks on the face book pages. Information form FringeTix includes email addresses and

shortly after the event has concluded emails are sent out asking for people to rate their theatre experience.

this is done through MAIL CHIMP.

If not, why not?

How do you evaluate the effectiveness of your event?

Effectiveness is through 'bums on seats' and feedback. Audiences are canvassed after each show to

see if and how much they enjoyed the experience. Some attention is also paid to reviews of the event

posted on the Adelaide Fringe web site. There is also the return sale - each year the listing of ticket sales


is compared with previous years to see if there are many return sales. Over the past 3 years returns are

sittign at about 45% of tickets sold.

7. Declaration

I David George Gauci hereby certify that I have been authorised to prepare and submit this application on behalf of the above-mentioned group or organisation, and that the information contained in the application is true and correct to the best of my knowledge.

Signature



Date: 21 / 08 /2016

8. Where to send your completed application

Return this application together with any attachments to:

Administration Officer Community Services
City of West Torrens
165 Sir Donald Bradman Drive
Hilton SA 5033

Or email to csu@wtcc.sa.gov.au.

Sponsorship Program Guidelines

Civic Centre
165 Sir Donald Bradman Drive
Hilton, SA 5033
Tel (08) 8416 6333
Fax (08) 8443 5709
Email csu@wtcc.sa.gov.au
Website westtorrens.sa.gov.au



The City of West Torrens provides a range of 'in kind' services to community groups and businesses and is always available to assist with guidance and advice.

Council has several community funding programs, details of which may be found on Council's website www.wtcc.sa.gov.au, and operates a Donation Program and a Sponsorship Program.

As is the case with all commercial sponsorship arrangements, Council expects that defined and measurable outcomes be obtained in exchange for its investment. Requests for sponsorship, up to a maximum of \$3,000, should be submitted using the Sponsorship Application form.

Objectives

Sponsorship requests must align with Council's overall Vision and Mission:

Vision Committed to being the best place to live, work and enjoy life.

Mission To strive for excellence in serving our diverse community.

Key Considerations

Prior to submitting a sponsorship proposal, you should consider the following:

- How will your event and/or relationship with Council, provide benefits to the broad community or to specific individuals?
- What is the demographic (age range, cultural diversity etc) targeted by the event/relationship?
- Is the planned event/relationship of a local or state nature?
- How many other sponsors are involved? Who are they and what is their level of sponsorship?
- Has any other organisation, group, agency, business been approached for sponsorship for this event and what was the outcome?
- How would West Torrens benefit from the association and how would your event/organisation benefit by Council's involvement?
- How would Council's support be promoted i.e. media, signage, direct mail to a customer group etc?
- How would the sponsorship be measured and evaluated for effectiveness?
- What level of sponsorship is Council being asked to provide (e.g. naming rights, joint sponsor, minor level) up to maximum \$3,000?

Please note that:

- Council will require up to 12 weeks to process a sponsorship request, depending on the bi monthly meeting schedule for the Civic Committee which must consider the request and make recommendations to Council.
- Events or activities that may be detrimental to Council's public image or offend particular groups will not be considered.
- Sponsorship that supports a specific team or individual in the City will not be considered.

Sponsorship Application Form

If, after having read the above, you have a sponsorship opportunity that you would like to submit for Council's consideration, a Sponsorship Application form must be completed and returned to Council, addressed to the:

Administration Officer Community Services
City of West Torrens
165 Sir Donald Bradman Drive
HILTON SA 5033

7.2 Sponsorship Application from Lockleys Primary School

Brief

The Lockleys Primary School is seeking sponsorship for a Gala Day as part of its 100 year celebrations on Saturday 5 November 2016.

RECOMMENDATION(S)

It is recommended to the Civic Committee that it considers whether to recommend to Council that it approves the request from Lockleys Primary School for \$3,000 sponsorship for a Gala Day as part of its 100 years celebrations, to be held on Saturday 5 November 2016.

Introduction

Lockleys Primary School (School) has submitted an application to Council for sponsorship of their 100 years celebrations Gala Day to be held on 5 November 2016 (**Attachment 1**).

Discussion

The Gala Day celebrates the 100 year history of the School and will include displays, food and festivities. The School is seeking sponsorship of \$3,000 to assist with the cost of advertising, holding the event and making a copy of a School book. Council would be considered a minor sponsor but no other sponsorship has been secured for the event.

The school expects in excess of 1,000 people to attend the event from all over the metropolitan area representing old scholars and their families.

Council's sponsorship guidelines (**Attachment 2**) do not preclude schools from applying for sponsorship, unlike the community grants criteria which state that community grants will not be provided when the responsibility for funding lies with another tier of government. Consequently, the sponsorship application is presented to the Committee for its consideration and subsequent recommendation to Council.

Conclusion

This report presents a sponsorship request from Lockleys Primary School for \$3,000 to hold a Gala Day on Saturday 5 November as part of its 100 years celebrations.

Attachments

1. Attachment 1
2. Attachment 2



Government of South Australia
Department for Education and
Child Development

Received

18 AUG 2016

West Torrens
in Management Unit

29 Elston Street
Brooklyn Park SA 5032
Ph: 08 8443 6103 Fax: 08 8234 2446
E: gl0231.adm@schools.sa.edu.au
Web: www.lockeysps.sa.edu.au

Principal: Fione Love
Governing Council Chairperson: Jenny Dickson

*Looking forward to hearing your response in sponsoring
our Gala Day and celebration of 100 years of learning.*

Kindst Regards, Fione Love

Sponsorship program application form

Civic Centre
165 Sir Donald Bradman Drive
Hilton, SA 5033
Tel (08) 8416 6333
Fax (08) 8443 5709
Email csu@wtcc.sa.gov.au
Website westtorrens.sa.gov.au

**Note:**

1. Read the Sponsorship guidelines before completing this application.
2. Please attach any additional information and supporting statements.
3. Please type or print legibly.
4. Applications must be completed in full or they will not be accepted.

1. Event and organisation detailsEvent name: Lockleys Primary School Gala Day.Event description: 100 year celebration.Date(s) of event: 5 November 2016.Organisation / Group: Lockleys Primary School.

ABN number:

81438758672

Date submitted:

12/8/16.**2. Organiser's contact details**Name: Fiona LovePosition: PrincipalOrganisation: Lockleys Primary School.Address: 29 Elston StBrooklyn ParkP/Code: 5032

Telephone:

Facsimile:

Email:

088443610308-8234 2448dl.0231.info@schools.sa.edu.au**3. Event details**

Type of event (you may select more than 1)



Education



Community



Environment



Entertainment



Sports



Business



Arts / Culture



Charity



Event attendees (indicate the expected characteristics of your event attendees)

Age range



Under 20



31 to 40



51 to 60



20 to 30



41 to 50



60 plus

Where will the attendees be travelling from?



City of West Torrens



Adelaide metropolitan area



Western suburbs



SA generally

Estimated total attendance?

1000+

4. Level of sponsorship requested (tick)

Type:

☐

Naming rights

☐

Joint sponsor

☒

Minor support

Cash: \$ 3000

In kind support (specify):

What will the funds be used for? to assist with cost of advertising & holding the event including traffic control costs.

How many other sponsors are involved? Nil

Who are they? N/A

What is their level of support? N/A

and newspaper advertising -
and making a copy of a
school book.**5. Promotional / media benefits**

Provide details of the media types to be used:

☐

Advertorials

☐

Television

☐

Public speaking

☒

Advertising - newspaper

☒

Signage

☒

Other

☐

Radio

☒

Web site

Provide details of the level of coverage anticipated:

Display of Banners on Council locations. Promotion via
free family websites accessed by the public and newspapers.**6. Research and evaluation of your event**

Will you undertake research prior to or after the event?

☒

Yes

☐

No

If yes, how?

A full review of attendance numbers, funds raised,
what worked well & what we would need to amend
if we were to hold a similar event. To be conducted
by the 100 year committee with teacher and governing council
input & financial control.

If not, why not?

How do you evaluate the effectiveness of your event?

No OHS incidents

Feedback from attendees - did they enjoy it,
Financial results.

Future enrolments or queries about the school.

It's a wonderful opportunity for old scholars to catch up.

Our Aim is to put Lockleys Primary School on the
map! We are a multi-cultural school that embraces

the community.

Date last modified 16.05.2016

7. Declaration

I Fione Love hereby certify that I have been authorised to prepare and submit this application on behalf of the above-mentioned group or organisation, and that the information contained in the application is true and correct to the best of my knowledge.

Signature

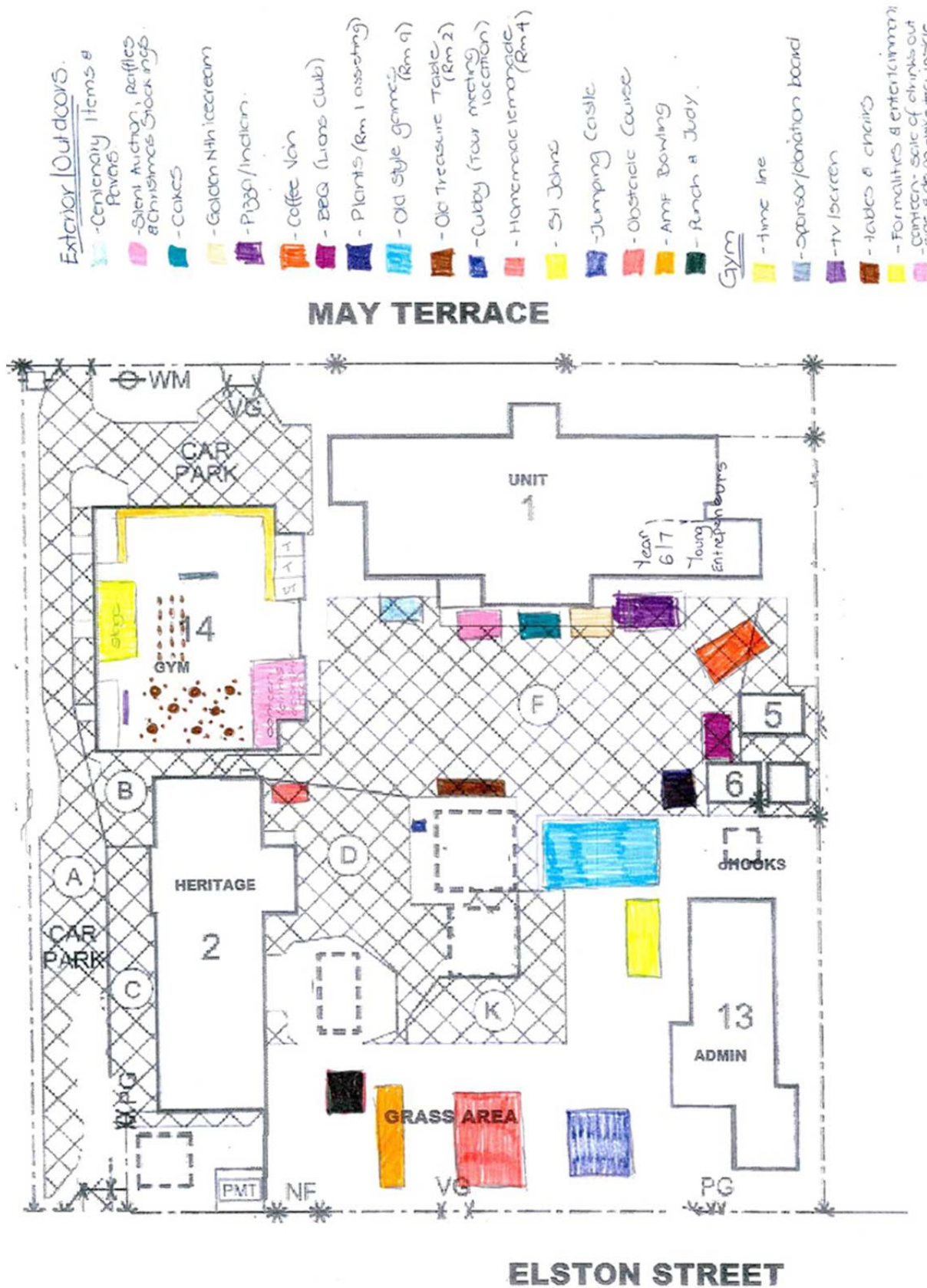
Date: 12/8/16**8. Where to send your completed application**

Return this application together with any attachments to:

Administration Officer Community Services
City of West Torrens
165 Sir Donald Bradman Drive
Hilton SA 5033

Or email to csu@wtcc.sa.gov.au.





Sponsorship Program Guidelines

Civic Centre
 165 Sir Donald Bradman Drive
 Hilton, SA 5033
Tel (08) 8416 6333
Fax (08) 8443 5709
Email csu@wtcc.sa.gov.au
Website westtorrens.sa.gov.au



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Objectives

Sponsorship requests must align with Council's overall Vision and Mission:

Vision Committed to being the best place to live, work and enjoy life.

Mission To strive for excellence in serving our diverse community.

Key Considerations

Prior to submitting a sponsorship proposal, you should consider the following:

- How will your event and/or relationship with Council, provide benefits to the broad community or to specific individuals?
- What is the demographic (age range, cultural diversity etc) targeted by the event/relationship?
- Is the planned event/relationship of a local or state nature?
- How many other sponsors are involved? Who are they and what is their level of sponsorship?
- Has any other organisation, group, agency, business been approached for sponsorship for this event and what was the outcome?
- How would West Torrens benefit from the association and how would your event/organisation benefit by Council's involvement?
- How would Council's support be promoted i.e. media, signage, direct mail to a customer group etc?
- How would the sponsorship be measured and evaluated for effectiveness?
- What level of sponsorship is Council being asked to provide (e.g. naming rights, joint sponsor, minor level) up to maximum \$3,000?

Please note that:

- Council will require up to 12 weeks to process a sponsorship request, depending on the bi monthly meeting schedule for the Civic Committee which must consider the request and make recommendations to Council.
- Events or activities that may be detrimental to Council's public image or offend particular groups will not be considered.
- Sponsorship that supports a specific team or individual in the City will not be considered.

Sponsorship Application Form

If, after having read the above, you have a sponsorship opportunity that you would like to submit for Council's consideration, a Sponsorship Application form must be completed and returned to Council, addressed to the:

Administration Officer Community Services
 City of West Torrens
 165 Sir Donald Bradman Drive
 HILTON SA 5033

7.3 Sponsorship Application for Back to Bethlehem

Brief

This report presents a request from the Cooperating Churches of West Adelaide Inc. seeking sponsorship for the Back to Bethlehem Community Event to be held on Saturday 26 November 2016.

RECOMMENDATION(S)

The Civic Committee recommends to Council that it provides up to \$3,000 sponsorship for the Cooperating Churches of West Adelaide Inc. to hold its 2016 Back to Bethlehem Community Event.

Introduction

The Cooperating Churches of West Adelaide has submitted an application to Council for sponsorship of its Back to Bethlehem community event to be held on Saturday 26 November 2016 (**Attachment 1**).

Discussion

Back to Bethlehem is a Community Family Fun Day organised by the Cooperating Churches of West Adelaide and held at Mellor Park, Lockleys.

Back to Bethlehem is a free Christmas event and is suitable for all ages and cultures and continues to increase in attendance each year.

The application meets Council's Sponsorship Guidelines (**Attachment 2**) with Council sponsoring this event since 2009 for amounts varying from \$1,500 to \$1,900. Council has also provided in-kind support and while the Cooperating Churches of West Adelaide is only seeking \$2,000 in sponsorship support for this event, the Committee may wish to consider an amount up to the maximum sponsorship available, \$3,000, given the success of this event in previous years and the benefit it provides to the West Torrens community.

The sponsorship funds will be spent on tents and an animal nursery and the event will be advertised in newspapers, on radio, through signage and on the web site. Council's sponsorship will be noted on all the associated publicity for the event.

Conclusion

The Committee recommends to Council that it considers providing up to \$3,000 sponsorship of the 2016 'Back to Bethlehem' Christmas community event to be held in Mellor Park on Saturday 26 November 2016.

Attachments

- 1. Attachment 1**
- 2. Attachment 2**

Sponsorship program application form

Received

19 AUG 2016

City of West Torrens
Civic Centre
Information Management Unit
165 Sir Donald Bradman Drive
Hilton, SA 5033
Tel 08 8416 6333
Fax 08 8443 5709
Email csu@wtcc.sa.gov.au
Website www.wtcc.sa.gov.au

**Note:**

1. Read the Sponsorship guidelines before completing this application.
2. Please attach any additional information and supporting statements.
3. Please type or print legibly.
4. Applications must be completed in full or they will not be accepted.

1. Event and organisation details

Event name: **BACK TO BETHLEHEM**
 Event description: **FREE OF CHARGE FAMILY DAY**
 Date(s) of event: **SATURDAY 26TH NOVEMBER 2016**
 Organisation / Group: **COOPERATING CHURCHES OF WEST ADELAIDE INC.**
 ABN number: **84213927**
 Date submitted: **16/8/2016**

2. Organiser's contact details

Name: **MISS MARY LINN**
 Position: **SECRETARY**
 Organisation: **COOPERATING CHURCHES OF WEST ADELAIDE INC.**
 Address: **36 WAINHOUSE STREET, TORRENSVILLE, S.A**
 P/Code: **5031**
 Telephone: **8443 6018** Facsimile: Email:
8443 6018

3. Event details

Type of event (you may select more than 1)

- | | | |
|--|---|--------------------------------------|
| <input checked="" type="checkbox"/> Education | <input checked="" type="checkbox"/> Community | <input type="checkbox"/> Environment |
| <input checked="" type="checkbox"/> Entertainment | <input type="checkbox"/> Sports | <input type="checkbox"/> Business |
| <input checked="" type="checkbox"/> Arts / Culture | <input checked="" type="checkbox"/> Charity | <input type="checkbox"/> |

Event attendees (indicate the expected characteristics of your event attendees)

Age range

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Under 20 | <input checked="" type="checkbox"/> 31 to 40 | <input checked="" type="checkbox"/> 51 to 60 |
| <input checked="" type="checkbox"/> 20 to 30 | <input checked="" type="checkbox"/> 41 to 50 | <input checked="" type="checkbox"/> 60 plus |

Where will the attendees be travelling from?

- | | |
|--|--|
| <input checked="" type="checkbox"/> City of West Torrens | <input checked="" type="checkbox"/> Adelaide metropolitan area |
| <input checked="" type="checkbox"/> Western suburbs | <input checked="" type="checkbox"/> SA generally |

Estimated total attendance? **600-800**

4. Level of sponsorship requested (tick)

Type:

☐

Naming rights

☒

Joint sponsor

☐

Minor support

Cash: \$ 1,900 or \$2000

In kind support (specify): VOLUNTEERS

What will the funds be used for? TENTS & ANIMAL NURSERY

How many other sponsors are involved? —

Who are they? —

What is their level of support? .

5. Promotional / media benefits

Provide details of the media types to be used:

☐

Advertorials

☐

Television

☒

Public speaking

☒

Advertising - newspaper

☒

Signage

☐

Other

☒

Radio

☒

Web site

Provide details of the level of coverage anticipated:

6. Research and evaluation of your event

Will you undertake research prior to or after the event?

☒

Yes

☐

No

If yes, how?

FEED BACK FROM ATTENDERS & VOLUNTEERS

If not, why not?

How do you evaluate the effectiveness of your event?

EVALUATION VIA ATTENDERS
& PARTICIPANT FEEDBACK, VOLUNTEER DEBRIEF &
COORDINATORS TEAM REFLECTION.

7. Declaration

I MARY LINN hereby certify that I have been authorised to prepare and submit this application on behalf of the above-mentioned group or organisation, and that the information contained in the application is true and correct to the best of my knowledge.

Signature *M. L. Linn*

Date: *16/08/2016*

8. Where to send your completed application

Return this application together with any attachments to:

Manager Community Services
City of West Torrens
165 Sir Donald Bradman Drive
Hilton SA 5033

Or email to csu@wtcc.sa.gov.au.

ABOUT BACK TO BETHLEHEM:

Back to Bethlehem is a **free of charge family day** where people of all ages may enjoy hands on experience at the Potters, Bakers, Weavers, Carpenters, Printers, card making, crafts, Synagogue School (own personal scroll), Aboriginal Dot Painters, floral art, Craft stalls etc. and come away with samples they have helped to make themselves. There will also be puppets, bell ringers and some new activities. People may visit the Manger with live animals, Wise Men, and Story Teller.

Animals at Back to Bethlehem: Children may pat the animals free of charge at Grandpa's Animal Nursery. Anti-Bacterial hand-wash is available for hand washing as people exit the animal nursery and white doves will be released in honour of the Prince of Peace.

Food: Cheap yummy food will be served at the Inn (scones, jam, and cream, cakes, biscuits, tea and coffee, there will be Middle Eastern Food and Hot Food BBQ where icecream and drinks are also available. Cake decorators provide iced Christmas biscuits for children to take and eat.

City of West Torrens support will be promoted in the Advertiser, Messenger, on Radio Stations and council logo will appear on banners, and flyers.

Sponsorship Program Guidelines

Civic Centre
165 Sir Donald Bradman Drive
Hilton, SA 5033
Tel (08) 8416 6333
Fax (08) 8443 5709
Email csu@wtcc.sa.gov.au
Website westtorrens.sa.gov.au



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Mission To strive for excellence in serving our diverse community.

Key Considerations

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- What is the demographic (age range, cultural diversity etc) targeted by the event/relationship?
- Is the planned event/relationship of a local or state nature?
- How many other sponsors are involved? Who are they and what is their level of sponsorship?
- Has any other organisation, group, agency, business been approached for sponsorship for this event and what was the outcome?
- How would West Torrens benefit from the association and how would your event/organisation benefit by Council's involvement?
- How would Council's support be promoted i.e. media, signage, direct mail to a customer group etc?
- How would the sponsorship be measured and evaluated for effectiveness?
- What level of sponsorship is Council being asked to provide (e.g. naming rights, joint sponsor, minor level) up to maximum \$3,000?

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- Sponsorship that supports a specific team or individual in the City will not be considered.

Sponsorship Application Form

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Administration Officer Community Services
City of West Torrens
165 Sir Donald Bradman Drive
HILTON SA 5033

7.4 Sponsorship Application for Christmas Carols Festival

Brief

This report presents a further request from the Cooperating Churches of West Adelaide Inc. seeking sponsorship for its annual Christmas Carols Festival to be held on Wednesday 21 December 2016.

RECOMMENDATION(S)

The Civic Committee recommends to Council that it approves the \$3,000 sponsorship request from the Cooperating Churches of West Adelaide Inc. for its 2016 Christmas Carols Festival.

Introduction

The Cooperating Churches of West Adelaide has submitted an application to Council for \$3,000 sponsorship and in kind support for its Christmas Carols Festival to be held on Wednesday 21 December 2016 at Mellor Park (**Attachment 1**).

Discussion

This is the eighth year this event has been held with previous years' attendance estimated to be between 1,000-1,500 people. Similar numbers are expected by the organisers for this year's event.

The funds requested are intended to cover sound equipment, staging, lighting and related items. In-kind support sought from Council is in line with that of previous years. The application appears to indicate that volunteers are also sought from Council but this is not the case.

The event which will be advertised in newspapers, on radio, through signage and on the web site and Council will be acknowledged on all promotional material for the event.

Given the event meets Council's Sponsorship Guidelines (**Attachment 2**), it is recommended to the Civic Committee that it considers providing the requested sponsorship of \$3,000.

Conclusion

The Committee recommends to Council that it provides \$3,000 sponsorship of the Cooperating Churches of West Adelaide Inc.'s, 2016 Christmas Carols Festival to be held on Wednesday 21 December 2016.

Attachments

- 1. Attachment 1**
- 2. Attachment 2**

Sponsorship program application form



Note:

1. Read the Sponsorship guidelines before completing this application.
2. Please attach any additional information and supporting statements.
3. Please type or print legibly.
4. Applications must be completed in full or they will not be accepted.

1. Event and organisation details

Event name: CHRISTMAS CAROLS FESTIVAL

Event description: COMMUNITY EVENT

Date(s) of event: WEDNESDAY 21ST DECEMBER 2016.

Organisation / Group: COOPERATING CHURCHES OF WEST ADELAIDE

ABN number: 84213927

Date submitted: 16/8/2016

2. Organiser's contact details

Name: MISS MARY LINN

Position: SECRETARY

Organisation: COOPERATING CHURCHES OF WEST ADELAIDE INC.

Address: 36 WAINHOUSE STREET, TORRENSVILLE, SA

P/Code: 5031

Telephone:

8443 6018

Facsimile:

Email:

gouger@copyfaxstationers.com.au

3. Event details

Type of event (you may select more than 1)

☐ Education

☐ Community

☐ Environment

☒ Entertainment

☐ Sports

☐ Business

☒ Arts / Culture

☒ Charity

☐

Event attendees (indicate the expected characteristics of your event attendees)

Age range

☒ Under 20

☒ 31 to 40

☒ 51 to 60

☒ 20 to 30

☒ 41 to 50

☒ 60 plus

Where will the attendees be travelling from?

☒ City of West Torrens

☒ Adelaide metropolitan area

☒ Western suburbs

☒ SA generally

Estimated total attendance?

4. Level of sponsorship requested (tick)

Type:

☐

Naming rights

☒

Joint sponsor

☐

Minor support

Cash: \$ 3000 - IN KIND SUPPORT

In kind support (specify): VOLUNTEERS

What will the funds be used for? SOUND EQUIPMENT, STAGE, LIGHTING, ETC.

How many other sponsors are involved? - THERE ARE NO OTHER SPONSORS

Who are they?

What is their level of support?

5. Promotional / media benefits

Provide details of the media types to be used:

☒

Advertorials

☐

Television

☐

Public speaking

☒

Advertising - newspaper

☒

Signage

☐

Other

☒

Radio

☒

Web site

Provide details of the level of coverage anticipated:

6. Research and evaluation of your event

Will you undertake research prior to or after the event?

☒

Yes

☐

No

If yes, how?

FEED BACK FROM ATTENDERS

If not, why not?

How do you evaluate the effectiveness of your event?

EVALUATION VIA ATTENDERS,
PARTICIPANT FEEDBACK, VOLUNTEERS DEBRIEF &
CO-ORDINATOR TEAMS REFLECTION.

7. Declaration

I MARY LINN hereby certify that I have been authorised to prepare and submit this application on behalf of the above-mentioned group or organisation, and that the information contained in the application is true and correct to the best of my knowledge.

Signature *M. L. Linn*

Date: 1 / 12 / 2016

8. Where to send your completed application

Return this application together with any attachments to:

Manager Community Services
City of West Torrens
165 Sir Donald Bradman Drive
Hilton SA 5033

Or email to csu@wtcc.sa.gov.au.

CHRISTMAS CAROLS FESTIVAL

The Christmas Carols Festival Event to be held at **Mellor Park Lockleys, Corner of White Avenue & Henley Beach Road, Lockleys, Wednesday 21st December 2016, 6.00 p.m. – 9.45 p.m.** is affordable for families. It is people coming together to celebrate the Spirit of Christmas with Carol Singing. Included in the Programme will be items by David Vicentin tenor, Soprano Lilly Phitzner, Monteverdi Singers choirs, Henley and Grange Concert Band and a Violinist, and harpist. **Father Christmas will arrive in a sleigh drawn by white Samoyed dogs from the Samoyed Dog Club of South Australia.** Food will be available from the food stalls and BBQ at 6.00 p.m. and the entertainment commences at 7.30 p.m. Prizes are to be won from lucky Programme numbers. Food is available from 6.00pm onward and at interval. The Programme commences at 7.30pm. MC is Richard Berry and Mayor Trainer is being invited to bring Christmas Greetings on the evening.

City of West Torrens support will be promoted in the advertiser, messenger, on radio stations, and council logo will appear on the programmes and signs.

Sponsorship Program Guidelines

Civic Centre
 165 Sir Donald Bradman Drive
 Hilton, SA 5033
Tel (08) 8416 6333
Fax (08) 8443 5709
Email csu@wtcc.sa.gov.au
Website westtorrens.sa.gov.au



The City of West Torrens provides a range of 'in kind' services to community groups and businesses and is always available to assist with guidance and advice.

Council has several community funding programs, details of which may be found on Council's website www.wtcc.sa.gov.au, and operates a Donation Program and a Sponsorship Program.

As is the case with all commercial sponsorship arrangements, Council expects that defined and measurable outcomes be obtained in exchange for its investment. Requests for sponsorship, up to a maximum of \$3,000, should be submitted using the Sponsorship Application form.

Objectives

Sponsorship requests must align with Council's overall Vision and Mission:

Vision Committed to being the best place to live, work and enjoy life.

Mission To strive for excellence in serving our diverse community.

Key Considerations

Prior to submitting a sponsorship proposal, you should consider the following:

- How will your event and/or relationship with Council, provide benefits to the broad community or to specific individuals?
- What is the demographic (age range, cultural diversity etc) targeted by the event/relationship?
- Is the planned event/relationship of a local or state nature?
- How many other sponsors are involved? Who are they and what is their level of sponsorship?
- Has any other organisation, group, agency, business been approached for sponsorship for this event and what was the outcome?
- How would West Torrens benefit from the association and how would your event/organisation benefit by Council's involvement?
- How would Council's support be promoted i.e. media, signage, direct mail to a customer group etc?
- How would the sponsorship be measured and evaluated for effectiveness?
- What level of sponsorship is Council being asked to provide (e.g. naming rights, joint sponsor, minor level) up to maximum \$3,000?

Please note that:

- Council will require up to 12 weeks to process a sponsorship request, depending on the bi monthly meeting schedule for the Civic Committee which must consider the request and make recommendations to Council.
- Events or activities that may be detrimental to Council's public image or offend particular groups will not be considered.
- Sponsorship that supports a specific team or individual in the City will not be considered.

Sponsorship Application Form

If, after having read the above, you have a sponsorship opportunity that you would like to submit for Council's consideration, a Sponsorship Application form must be completed and returned to Council, addressed to the:

Administration Officer Community Services
 City of West Torrens
 165 Sir Donald Bradman Drive
 HILTON SA 5033

7.5 Sponsorship Application from the Camden Athletic Club

Brief

The Camden Athletic Club is seeking \$5,000 sponsorship for its 2017 Camden Classic Carnival.

RECOMMENDATION(S)

The Civic Committee recommends to Council that it approves the \$5000 sponsorship request from the Camden Athletic Club for its 2017 Camden Classic.

Introduction

Conducted by the SA Athletic League and hosted by the Camden Athletic Club (Club), the annual Camden Classic Carnival (Camden Classic) is being held on Sunday 5 February 2017. As in previous years, the Club is seeking sponsorship of \$5,000 which will be used for prizemoney and other event costs along with the usual in-kind support provided by Council.

Discussion

Council has sponsored and provided in-kind support to this, now prestigious, event for the past 13 years with the past three sponsorships amounts being:

- 2016 - \$4,500
- 2015 - \$4,000
- 2014 - \$4,000

These amounts have been over the maximum sponsorship per event contained in the Sponsorship Guidelines approved by Council (currently set at \$3,000). However, the Camden Classic is a prestigious and significant event in the SA athletics calendar that has warranted additional sponsorship over and above the maximum sponsorship available to each applicant.

The in-kind support from Council has included a feature in 'Talking Points', provision of marquees, ground preparation etc. The Club is again seeking that support.

While it is unusual for the Administration to recommend to the Committee that a sponsorship application over the maximum \$3,000 be approved by Council, given Council has previously provided annual sponsorship to this event over and above the maximum and the prestigious nature of the event, it is proposed that the Committee recommends the approval of the request to Council.

Conclusion

This report presents a request for \$5,000 sponsorship from the Camden Athletic Club for its Camden Classic Carnival.

Attachments

1. Attachment 1



18 October 2016

Terry Buss
Chief Executive Officer
City of West Torrens
165 Sir Donald Bradman Drive
Hilton SA 5033

Dear Terry,

For the past 13 years, the City of West Torrens has been the event sponsor of the annual Camden Classic Carnival, held at Camden Oval on the first Sunday of February each year. This event, conducted by the SA Athletic League and hosted by the Camden Athletic Club, has become a highlight on the athletics program, with its feature races over the testing distance of 400 metres.

With the support of the council and other sponsors, the event has grown in stature and the main races are now considered the most prestigious footraces over 400 metres in South Australia, attracting the top local runners as well as athletes from interstate.

Our club is extremely grateful for this assistance and is continuing to look at ways to grow the Carnival. With the recent announcement of the Bay Sheffield women's sprint having equal prizemoney to that of the men's race in 2016, we would like to see if we can do something similar with the 400 metre women's race at Camden in 2017.

Therefore in recognition of women's involvement in the sport, we are asking for a contribution of \$5000 for the 2017 Camden Classic Carnival (up from the usual \$4000 sponsorship).

An official sponsorship program application form is attached to this letter.

If you would like to discuss this further with me, feel free to contact me via email at barbcolin@myacn.net.au or on the phone via 0434 547 904.

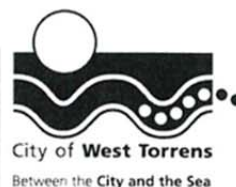
Yours sincerely

A handwritten signature in black ink, appearing to read "Colin Rowston".

Colin Rowston
City of West Torrens Camden Classic Carnival Event Coordinator

Sponsorship program application form

Civic Centre
165 Sir Donald Bradman Drive
Hilton, SA 5033
Tel (08) 8416 6333
Fax (08) 8443 5709
Email csu@wtcc.sa.gov.au
Website westtorrens.sa.gov.au



Note:

1. Read the Sponsorship guidelines before completing this application.
2. Please attach any additional information and supporting statements.
3. Please type or print legibly.
4. Applications must be completed in full or they will not be accepted.

1. Event and organisation details

Event name: CITY OF WEST TORRENS CAMDEN CLASSIC CARNIVAL
 Event description: 38th annual athletics event with feature races over 400 metres
 Date(s) of event: First Sunday in February (Sunday 5 February 2017)
 Organisation / Group: Camden Athletic Club
 ABN number:

--	--	--	--	--	--	--	--	--	--

NA
 Date submitted: 18/6/2016

2. Organiser's contact details

Name: Colin Rowston
 Position: Event Coordinator
 Organisation: Camden Athletic Club
 Address: 1 Copper Way, Sheidaw Park, SA, 5158
 P/Code: 5158
 Telephone: 0434 547 904 Facsimile: Email: barbcolin@myacn.net.au

3. Event details

Type of event (you may select more than 1)

- | | | |
|---|---|--------------------------------------|
| <input type="checkbox"/> Education | <input checked="" type="checkbox"/> Community | <input type="checkbox"/> Environment |
| <input type="checkbox"/> Entertainment | <input checked="" type="checkbox"/> Sports | <input type="checkbox"/> Business |
| <input type="checkbox"/> Arts / Culture | <input type="checkbox"/> Charity | <input type="checkbox"/> |

Event attendees (indicate the expected characteristics of your event attendees)

Age range

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Under 20 | <input checked="" type="checkbox"/> 31 to 40 | <input checked="" type="checkbox"/> 51 to 60 |
| <input checked="" type="checkbox"/> 20 to 30 | <input checked="" type="checkbox"/> 41 to 50 | <input checked="" type="checkbox"/> 60 plus |

Where will the attendees be travelling from?

- | | |
|---|---|
| <input type="checkbox"/> City of West Torrens | <input type="checkbox"/> Adelaide metropolitan area |
| <input type="checkbox"/> Western suburbs | <input checked="" type="checkbox"/> SA generally + interstate |

Estimated total attendance? 2000

4. Level of sponsorship requested (tick)

Type:



Naming rights



Joint sponsor



Minor support

Cash: \$ 5000

In kind support (specify): Talking points article, banner space

What will the funds be used for? Prizemoney and other event costs

How many other sponsors are involved? 10

Who are they? Solo Resource Recovery, Coopers, Highway Hotel + several other minor

What is their level of support? Major \$1000-\$4000, Minor \$400-\$500

5. Promotional / media benefits

Provide details of the media types to be used:



Advertorials



Television



Public speaking



Advertising - newspaper



Signage



Other



Radio



Web site

Provide details of the level of coverage anticipated: Messenger / Advertiser newspaper articles

SA Athletic League website, Facebook, Banner advertising

6. Research and evaluation of your event

Will you undertake research prior to or after the event?



Yes



No

If yes, how?

Seek feedback from participants, spectators and sponsors

If not, why not?

How do you evaluate the effectiveness of your event?

Level of participation (↑ numbers)

Level of satisfaction of those involved

Crowd numbers on day

7. Declaration

I Colin Rowston hereby certify that I have been authorised to prepare and submit this application on behalf of the above-mentioned group or organisation, and that the information contained in the application is true and correct to the best of my knowledge.

Signature

Date: 18 / 10 / 2016**8. Where to send your completed application**

Return this application together with any attachments to:

Administration Officer Community Services
City of West Torrens
165 Sir Donald Bradman Drive
Hilton SA 5033

Or email to csu@wtcc.sa.gov.au.

7.6 Use of Community Grant Funds by the Peake Gardens Riverside Tennis Club

Brief

This report presents a request from the Peake Gardens Riverside Tennis Club for clarification on an alternative use of the \$2,000 community grant they received from Council last financial year.

RECOMMENDATION(S)

It is recommended to the Civic Committee that it determines and makes a recommendation to Council on the reuse of the \$2,000 community grant provided by Council to the Peake Gardens Tennis Club to host the 2016 Australian Money Tournament at Memorial Drive rather than at Peake Gardens Riverside Tennis Club.

Introduction

At its 3 May 2016 meeting, Council adopted the following recommendation of the Committee, in relation to a sponsorship application from the Peake Gardens Riverside Tennis Club (Club) for the hosting of the Australian Money Tournament (**Attachment 2**):

"that a \$2,000 community grant be provided to the Peake Gardens Riverside Tennis Club to host the Australian Money Tournament from 30 November to 3 December 2016, on the basis that it recognises the City of West Torrens in its promotional material."

This grant was provided to the Club in May 2016.

Discussion

As a result of the recent storms and subsequent blackouts, the lights at the Peake Gardens Riverside Tennis Club sustained damage. This means that the Club cannot hold night games which precludes it from hosting the 2016 Australian Money Tournament (Tournament) during November and December 2016. Consequently, it has been necessary to relocate the event to Memorial Drive, Adelaide and it will be hosted by Tennis SA rather than Peake Gardens Tennis Club. All other aspects of the tournament remain the same.

As a result of this, the Club has contacted Council seeking approval to reallocate this community grant fund to the Tournament even though it is no longer being held in the Council area. It is still intended that promotional materials will contain the City of West Torrens logo and acknowledge the Council's support.

As detailed in the report presenting the original sponsorship request of between \$3,000 and \$5,000 to the Committee (**Attachment 2**) in April 2016, the Tournament is expected to attract 100-130 entrants from around the country and the world. As such, the event does not specifically target members of the West Torrens community and, therefore, did not meet the Sponsorship Guidelines criteria. Regardless of this, the Committee recommended, and Council subsequently approved, the provision of \$2,000 to the Peake Gardens Tennis Club for the event as per above.

Relocation of the event to Memorial Drive, while necessary will likely diminish attendance by members of the West Torrens community and, as such, there appears to be little benefit to Council in approving the reallocation of the use of the community grant as per the Club's request.

Unfortunately, the Sponsorship Guidelines (**Attachment 1**) do not assist this decision as they do not provide direction on dealing with the cancellation of an event or project or its relocation to a venue outside of the Council area. Consequently this request is presented to the Committee for its consideration and recommendation to Council.

Conclusion

This report presents a request from the Peake Gardens Riverside Tennis Club for the reallocation of the community grant it received for the hosting of the 2016 City of West Torrens Australian Money Tournament.

Attachments

1. **Attachment 1**
2. **Attachment 2**

Sponsorship Program Guidelines

Civic Centre
165 Sir Donald Bradman Drive
Hilton, SA 5033
Tel (08) 8416 6333
Fax (08) 8443 5709
Email csu@wtcc.sa.gov.au
Website westtorrens.sa.gov.au



The City of West Torrens provides a range of 'in kind' services to community groups and businesses and is always available to assist with guidance and advice.

Council has several community funding programs, details of which may be found on Council's website www.wtcc.sa.gov.au, and operates a Donation Program and a Sponsorship Program.

As is the case with all commercial sponsorship arrangements, Council expects that defined and measurable outcomes be obtained in exchange for its investment. Requests for sponsorship, up to a maximum of \$3,000, should be submitted using the Sponsorship Application form.

Objectives

Sponsorship requests must align with Council's overall Vision and Mission:

Vision Committed to being the best place to live, work and enjoy life.

Mission To strive for excellence in serving our diverse community.

Key Considerations

Prior to submitting a sponsorship proposal, you should consider the following:

- How will your event and/or relationship with Council, provide benefits to the broad community or to specific individuals?
- What is the demographic (age range, cultural diversity etc) targeted by the event/relationship?
- Is the planned event/relationship of a local or state nature?
- How many other sponsors are involved? Who are they and what is their level of sponsorship?
- Has any other organisation, group, agency, business been approached for sponsorship for this event and what was the outcome?
- How would West Torrens benefit from the association and how would your event/organisation benefit by Council's involvement?
- How would Council's support be promoted i.e. media, signage, direct mail to a customer group etc?
- How would the sponsorship be measured and evaluated for effectiveness?
- What level of sponsorship is Council being asked to provide (e.g. naming rights, joint sponsor, minor level) up to maximum \$3,000?

Please note that:

- Council will require up to 12 weeks to process a sponsorship request, depending on the bi monthly meeting schedule for the Civic Committee which must consider the request and make recommendations to Council.
- Events or activities that may be detrimental to Council's public image or offend particular groups will not be considered.
- Sponsorship that supports a specific team or individual in the City will not be considered.

Sponsorship Application Form

If, after having read the above, you have a sponsorship opportunity that you would like to submit for Council's consideration, a Sponsorship Application form must be completed and returned to Council, addressed to the:

Administration Officer Community Services
City of West Torrens
165 Sir Donald Bradman Drive
HILTON SA 5033

7.5 Peake Gardens Riverside Tennis Club Sponsorship Application

Brief

This report presents a sponsorship application from the Peake Gardens Riverside Tennis Club for a tournament to be held on 30 November to 3 December 2016.

RECOMMENDATION(S)

It is recommended to the Committee that it considers whether to recommend that Council approves the request from Peake Gardens Riverside Tennis Club for between \$3,000 and \$5,000 sponsorship to host an Australian Money Tournament from 30 November to 3 December 2016.

Introduction

The Peake Gardens Riverside Tennis Club is seeking sponsorship of between \$3,000 and \$5,000 to host an Australian Money Tournament at the club from 30 November to 3 December 2016.

Discussion

The Australian Money Tournaments are the level of tennis below Australian Pro Tour events and attract South Australia's leading players along with 10-15% of interstate and international participants. The tournament is expected to attract approximately 100-130 entrants.

The request is for between \$3,000 and \$5,000, as determined by Council, for the City of West Torrens to be the naming rights sponsor with the funds to be used for prizemoney.

This event does not specifically target members of the West Torrens community and, as such, the application does not meet Council's criteria. Consequently, it is recommended that the Committee determines whether to recommend approval of the application to Council and, if so, on what basis.

Conclusion

This report presents a sponsorship request from the Peake Gardens Riverside Tennis Club for between \$3,000 and \$5,000.

ATTACHMENT 1

**Note:**

1. Read the Sponsorship guidelines before completing this application.
2. Please attach any additional information and supporting statements.
3. Please type or print legibly.
4. Applications must be completed in full or they will not be accepted.

1. Event and organisation details		
Event name: 2016 CITY OF WEST TORRENS AMT GOLD TOURNAMENT		
Event description: AUSTRALIAN MONEY TOURNAMENT - GOLD LEVEL - TENNIS.		
Date(s) of event: NOVEMBER 30 th - DECEMBER 3 rd 2016		
Organisation / Group: PEAKE GARDENS RIVERSIDE TENNIS CLUB		
ABN number: <input type="text"/>		
Date submitted:		
2. Organiser's contact details		
Name: MARCUS WAGSTAFF		
Position: TOURNAMENT DIRECTOR		
Organisation: PEAKE GARDENS RIVERSIDE TENNIS CLUB		
Address: BICE STREET, MARLESTON		
		P/Code: 5033
Telephone:	Facsimile:	Email:
0407 833 850	N/A	peakperformanceSA@gmail.com
3. Event details		
Type of event (you may select more than 1)		
<input type="checkbox"/> Education	<input checked="" type="checkbox"/> Community	<input type="checkbox"/> Environment
<input checked="" type="checkbox"/> Entertainment	<input checked="" type="checkbox"/> Sports	<input type="checkbox"/> Business
<input type="checkbox"/> Arts / Culture	<input type="checkbox"/> Charity	<input type="checkbox"/>
Event attendees (indicate the expected characteristics of your event attendees)		
Age range		
<input checked="" type="checkbox"/> Under 20	<input type="checkbox"/> 31 to 40	<input type="checkbox"/> 51 to 60
<input checked="" type="checkbox"/> 20 to 30	<input type="checkbox"/> 41 to 50	<input type="checkbox"/> 60 plus
Where will the attendees be travelling from?		
<input type="checkbox"/> City of West Torrens	<input type="checkbox"/> Adelaide metropolitan area	
<input type="checkbox"/> Western suburbs	<input checked="" type="checkbox"/> SA generally	<input checked="" type="checkbox"/> Interstate & International
Estimated total attendance? (100 - 130 Tournament Entrants) + (family / friends / spectators ~150)		

CIVIC COMMITTEE
26 April 2016

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4. Level of sponsorship requested (tick)

Type:



Naming rights



Joint sponsor



Minor support

Cash: \$ 3000 (\$5000 if possible)

In kind support (specify):

What will the funds be used for? Prizemoney

How many other sponsors are involved? Tennis S.A

Who are they? The governing body of Tennis in South Australia

What is their level of support? \$2500

5. Promotional / media benefits

Provide details of the media types to be used:



Advertorials



Television



Public speaking



Advertising - newspaper



Signage



Other



Radio



Web site

Provide details of the level of coverage anticipated:

6. Research and evaluation of your event

Will you undertake research prior to or after the event?



Yes



No

If yes, how?

Liaising with Tennis SA regarding previous AMT Tournaments.

Noting trends, specifically with regard participant numbers, percentage of interstate/international competitors, what number of S.A's leading tennis players ~~will~~ entered.

Inviting all players to complete a Tournament Feedback Survey.

If not, why not?

N/A

How do you evaluate the effectiveness of your event?

- Comparing our Tournament demographics to 'norms' observed at previous AMT's.
- Noting the results of the Tournament feedback Survey.
- Observe any New Member Enquiries generated by the Tournament.
- Any funds raised through raffle sales at the Club.

7. Declaration

I _____ hereby certify that I have been authorised to prepare and submit this application on behalf of the above-mentioned group or organisation, and that the information contained in the application is true and correct to the best of my knowledge.

Signature

Date: / /

8. Where to send your completed application

Return this application together with any attachments to:

Manager Community Services
City of West Torrens
165 Sir Donald Bradman Drive
Hilton SA 5033

Or email to csu@wtcc.sa.gov.au.

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26 April 2016

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From: Marcus Wagstaff [peakperformancesa@gmail.com]
Sent: Friday, 1 April 2016 4:35:24 PM
To: Steve Watson
Subject: Re:

Hi Steve,

Great to chat earlier, and thank you for your assistance.

As mentioned, please find attached a scan of the Sponsorship Program Application Form. It is a first draft, and we hope that with further help, we will maximise our chance of a successful application to be submitted at the next Council Meeting.

Please see below some of the key points that we would like the Council to consider - I am not sure how best to write them into our Final Application.

Furthermore, I note that the application form limits the level of funding to \$3000. We are actually requesting \$5000 if possible to fit the Tennis Australia Funding Model for Australian Money Tournaments.

>>>

Gold Series Australian Money Tournaments (AMT) Key Information:

- Next level of tennis tournaments below Australian Pro Tour Events (part of the international tennis calendar)
- Prestigious events attracting South Australia's leading players along with 10-15% interstate and international participants
- A semi-professional tournament, providing a great opportunity for the transition of post-junior athletes
- Players compete for Australian Rankings Points, the highest amount of points available outside the AMT Platinum series and a share in \$7,500 total prize money
- Expected number of participants: 100-130
- Tournament played over four days

Key benefits to hosting a Gold Series Australian Money Tournament (AMT);

- Increasing the profile for the Peake Gardens Riverside Tennis Club (PGRTC) in the local community and within the State and National Tennis landscape
- Creates an aspirational pathway for local junior players through providing high level tennis at PGRTC, helping to drive participation and retention
- Brings economic benefit to the local council area with participants from rural and country areas of the state, as well as interstate and overseas
- Fundraising opportunity for the club through canteen, raffle ticket sales and racquet restrings

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19/04/2016

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26 April 2016

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- Successful hosting of the Gold Level AMT will provide the club the opportunity to host additional AMT tournaments and perhaps even Pro Tour Events (International level) in the future
- Use of existing council recreational facility, PGRTC, Adelaide's second largest hard court complex in Adelaide. Key opportunity to expose the club and its facilities not only to wider tennis community, but also to community at large
- Promotes stronger community development through widespread involvement of the local community (club members, local participants, their families and friends, and volunteers). Hosting the tournament can also provide the community with a sense of local identity, social inclusion and active citizenship

<<<

I look forward to hearing from you and greatly appreciate your help in this matter.

Kind regards,

Marcus Wagstaff

7.7 Community Grants Round One 2016-17

Brief

This report seeks endorsement for the distribution of the first round of the 2016-2017 Community Grants and Community Equipment Grants.

RECOMMENDATION(S)

The Civic Committee recommends to Council that the distribution of round one of the 2016-2017 Community Grants and Community Equipment Grants, as detailed in the report and attachments, be approved.

Introduction

This report seeks endorsement for the distribution of the first round of the 2016-2017 Community and Equipment Grants.

Discussion

The aim of the Program is to assist any individual, organisation or group to contribute to the well-being of the residents of West Torrens. An amount of \$50,000 is budgeted for the 2016-17 financial year.

This round of grants has been undertaken while a review of the community grants program has been underway, on the basis that delaying round 1 of the 2016-17 community grants program may cause undue hardship to community groups seeking a community grants and result in a budget underspend. A report detailing the outcomes of the review is included in this agenda for the Committee's consideration.

Sixteen (16) applications totalling \$27,299 for Community Grants and Community Equipment Grants were received by the due date (1 September 2016). However, only eight (8) have been assessed as meeting the eligibility criteria and are recommended for full funding to a total of \$10,699 as follows:

Community Grants

Recipient	Purpose	Amount
West Torrens Baseball Club	T-ball equipment for primary school aged competition	\$3,000
Western Jets Netball Club	Purchase of equipment and advertising to promote netball in schools in the Western suburbs and offer the opportunity to be involved in the NetSetGo program and to offer training clinics for older players	\$1,000
Lockleys Bowling Club	Purchase of 10 sets of junior bowls for a Primary Schools Bowls Initiative to encourage primary school students and their families to try lawn bowls	\$3,000
Sparkling Diamonds Netball Club	Cleaning and re-sanding of artificial courts	\$700
Total		\$7,700

Equipment Grants

Recipient	Purpose	Amount
Brooklyn Park Hub Mens Shed	Room air filter to improve air quality for members	\$999
Adelaide Bangladeshi Cultural Club	Laptop	\$1,000
Western Jets Netball Club	Equipment bags for volunteer coaches	\$1,000
Total		\$2,999

Attachment 1 summarises all of the applications received.

Conclusion

The Committee recommends to Council that the distribution of round one of the 2016 -2017 Community Grants, as detailed in the report and attachments, be endorsed.

Attachments**1. Attachment 1**

ATTACHMENT 1
COMMUNITY GRANT APPLICATIONS AND RECOMMENDATIONS

NO.	ORGANISATION	PURPOSE	AMOUNT	RECOMMENDED	REASON
1	Amy Farndale sponsored by the Kurralta Park Community Kindergarten	Learning English through dance, drama, stories and song - a program to assist children 3-6 years with ESL	\$3,000	No	Only 20 children can attend for 6 hours each - significant outlay for equipment for 6 weeks each year
2	West Torrens Baseball Club	T-ball equipment for primary school aged competition	\$3,000	Yes	Equipment grant for similar equipment not recommended
3	Lockleys Bowling Club	Purchase of 10 sets of junior bowls for a Primary Schools Bowls Initiative to encourage primary school students and their families to try lawn bowls	\$3,000	Yes	
4	Australian Skateboarding Federation	State level skateboard contest at West Beach Skate Park for national ranking points	\$3,000	No	
5	Western Jets Netball Club	Purchase of equipment and advertising to promote netball in schools in the Western suburbs and offer the opportunity to be involved in the NetSetGo program and to offer training clinics for older players	\$1,000	Yes	

NO.	ORGANISATION	PURPOSE	AMOUNT	RECOMMENDED	REASON
6	Adelaide Bangladeshi Cultural Club	Laptop and projector	\$3,000	No	Equipment request only for existing programs Equipment grant application for laptop as well \$3,000 sponsorship approved in August 2016
7	Therapeutic Dog Services	Equipment and staff to launch the therapeutic assistance dog program to the broader West Torrens Community	\$3,000	No	Costing includes approximately \$6,000 for volunteers - could not clarify in timeframe required Requires \$12,600 of organisational funds
8	Sparkling Diamonds Netball Club	Cleaning and re-sanding of artificial courts	\$700	Yes	Was an equipment grant application, transferred to community grant

EQUIPMENT GRANT APPLICATIONS AND RECOMMENDATIONS

NO.	ORGANISATION	PURPOSE	AMOUNT	RECOMMENDED	REASON
1	Brooklyn Park Hub Mens Shed	Room air filter to improve air quality for members - WHS issue	\$999	Yes	
2	West Torrens Baseball Club	Interschool T-ball kit and shirts	\$1,000	No	Community grant approved for similar equipment
3	Lockleys Bowling Club	Flag poles for 2017 National Sides Championships	\$1,000	No	No community benefit
4	Adelaide Bangladeshi Cultural Club	Laptop	\$1,000	Yes	
5	Pakistan Australia Literary Forum	Microphone and video camera	\$1,000	No	Not located in the City of West Torrens
6	Western Jets Netball Club	Equipment bags for volunteer coaches	\$1,000	Yes	
7	South Australian Bangladeshi Community Association	Laptop	\$900	Yes	
8	Sparkling Diamonds Netball Club	Cleaning and re-sanding of artificial courts	\$700	No	Not equipment but recommended for community grant

7.8 Review of Council Grants, Sponsorships, Donations and Ex-gratia Payments

Brief

This report presents the outcomes of a review of the Council's grants, sponsorship, donations and ex-gratia programs.

RECOMMENDATION(S)

It is recommended to the Civic Committee that:

1. It recommends to Council that the proposed changes to the City of West Torrens Grants and Sponsorship Programs contained in this report be approved.
2. A report be brought back to the Committee detailing proposed documentation as detailed in this report, including reviewed criteria and eligibility.

Introduction

At its 23 February 2016 meeting, the Civic Committee recommended to Council that:

1. *The community grants program be amended in accordance with the information contained in this report.*
2. *A biannual community equipment grants program be established in accordance with the information contained in this report, to be run simultaneously with Council's community grants program.*
3. *The maximum community grant available be increased from \$2,000 to \$3,000 and the maximum community equipment grant available be set at \$1,000, effective from the first round of grants in the 2016/17 financial year.*

That report proposed a number of changes including separating the community grants from the environment grants, including a community equipment grants category, simplifying the documentation and holding an ideas day to assist potential applicants.

Since that time, the Administration has undertaken a more comprehensive review (Review) resulting from a number of issues identified across the different grants and sponsorship programs. This report summarises the issues and proposed solutions.

Discussion

A working group was established including staff from City Strategy and Community Development to review the following grants and sponsorships programs (Programs) offered by Council:

- Community grants
- Environmental grants
- Equipment grants
- Junior development grants
- Sponsorships

Grants programs operating in other councils informed this review.

Review Findings

The findings of the Review are detailed below. For ease of reference, grants refers to grants, sponsorships, donations and ex-gratia payments.

Objectives

- The objectives of the various programs are not linked to the Community Plan or other plans e.g. Disability Action and Inclusion Plan or Water Management Plan
- One-off grants, while important, do not necessarily contribute to longer term community capacity building
- Grants categories are administered by different departments resulting in inconsistency
- The grant categories do not cover all requests for funding and the criteria may limit the ability to fund the request i.e. minor works?
- Equipment grants have been allocated only when community grants are not fully allocated which may not be the best use of Council resources nor meet the needs of the community given the many requests for equipment grants (and minor works grants)
- Lack of a database of past allocations may result in duplication of funding for projects and programs which may preclude new and innovative projects not being undertaken

Criteria and Eligibility

- Criteria are not clear for both applicants and assessors, nor does the application form specifically ask applicants to address the criteria which can make it difficult to assess applications if other information is limited
- Criteria and eligibility are inconsistent between different types of grants/sponsorships e.g. community grants are not available when funding is the responsibility of another level of government, i.e. schools, while environment grants **are** available to schools
- Criteria for junior development grants limit applications to sporting based events only given arts and cultures do not generally fit the requirement for an event
- No criteria around how often applicants can apply for grants i.e. once per annum or each round
- The criteria is unclear about whether applicants can apply for multiple grants for the same project
- Grant history is not readily available to ensure fair and equitable distribution of funds
- No criteria is documented to determine priority if there are more applications than funds available

Timing of Grants Rounds

- Timing of grant rounds does not necessarily align with community project timing which may be a factor in, generally, poor take up of the grants
- Community, equipment and environmental grants are in specific rounds whereas junior development grants and sponsorships are open all year round. This may cause timing problems for applicants meaning Council misses opportunities to fund new and innovative projects or funds remain unspent
- The time taken from advertising of grants to distribution of funds is lengthy and may not fit an applicant's timeframes

Grant Amounts

- The current 'one size fits all' approach does not allow more significant projects or programs to be funded
- One-off grants do not allow for the development and running of programs over a number of years

Application Process

- The application process is paper based and requires significant effort on the part of applicants and staff
- The manual processing of applications does not allow for easy collection of information which can be used to inform current and future grant programs
- The quality of applications varies considerably and some require follow-up for further information
- There is a lack of information sessions and help for applicants to improve chances of a successful application

- Application forms are too complex for small grant amounts
- Funds are approved even if an application does not contain all relevant information or meet the criteria which can be confusing to applicants and difficulty in justifying the approval

Evaluation of Grant Applications

- Each category of grant is evaluated by a different group or individual resulting in a lack of consistency, potential duplication of funding
- Junior development grants are reported to the Civic Committee after the event while all other applications are presented to the Committee for its consideration and recommendation to Council.

Follow-up and Review

- The requirements following an event or program vary depending on the grant type, i.e. only junior development grants require event feedback. This means there is no information provided to Council on how and what were the benefits achieved by the provision of the community grant or sponsorship
- There is a lack of feedback to inform future decisions
- There is no promotion of success stories to provide ideas and inspiration to others
- There is no requirement or process for recouping funds if project/event is cancelled or relocated
- There is no requirement for applicants to report on stated event or project outcomes so Council has no indication of how effective its funding has been which could mean that this funding is directed by applicants to uses other than that stated in the application

As a consequence of the Review it is proposed that:

1. The community grants, sponsorship, donations, ex-gratia payments and environmental grants funding be amalgamated into one pool to be used across the various categories (with the exception of junior development grants) which will be administered by a team comprised of staff from Community Development and City Strategy. This would result in a consistent application of the criteria and avoid duplication of grants to the same applicant when not intended. The budget would total \$90,000 (comprising the following amounts in the current budget: \$50,000 community grants, \$10,000 environmental grants \$30,000 sponsorship, \$5,000 ex-gratia and \$5,000 donations).
2. The following Program categories be approved (new categories proposed are identified by an *):
 - Community Grants
 - *Community Equipment Grants - this is not a permanent feature currently
 - *Minor Works Grants
 - Environment Grants
 - Junior Development Grants
 - Sponsorship
 - Ex-gratia payments
 - Donations
3. Grants be tied to the achievement of the Community Plan or other strategic plans with a theme specified by the Committee for each year. This may be considered for larger or multi-year community grants.
4. Grants be made available all year round instead of the current two round system. This could assist applicants with project or program timing and maximise the take up of grants.
5. The maximum community and environment grants amounts be increased from \$3,000 to \$5,000.

6. The criteria for each category of funding be reviewed for consistency and clarity across the Program categories. This will include, but not limited to:
 - Eligibility of applicants
 - How many times an applicant can apply
 - How applications will be prioritised if there are more applications than funding available
 - Whether applicants can apply for more than one grant for the same project or program
 - How multi-year grants will work
7. An approach, for the Committee's consideration and approval at its next meeting, be developed for the provision of multi-year grants (maximum grant per annum for up to three years), subject to budget approval, to allow programs or projects to be developed over time. The aim of this approach is to improve community capacity building and increase the momentum of successful projects and programs. Second and third year funding would be contingent on the success of the first year.
8. The grants' guidelines be combined with the application form to ensure grants applicants have read the criteria and ask questions in the application which address the criteria to ensure the merits of each proposal can be easily determined.
9. The Programs be better promoted. This promotion to include session on how to write applications with examples to be placed on Council's internet site. It is expected that this would improve the quality of and information contained on grant applications, reduce the requirement for follow up and improve the success rates of applications. This will include using past success stories to encourage applicants and to share ideas.
10. The application form be web based allowing for easier submission and data capture. This will ensure equitable distribution of grants based on historical data.
11. Terms and conditions for applicants be developed and include a provision for the return of monies in the event a project/event doesn't occur or is relocated to a venue outside of the Council area. These terms and conditions to place greater emphasis on the achievement of the targets of the project detailed in the applicant's submission. The current application requires applicants to state how they will measure the effectiveness of their program or event but there is no requirement for them to provide Council with that feedback.
12. The junior development grants criteria be reviewed to support applicants from arts and culture as well as sport.
13. All relevant documentation to be reviewed for consistency, taking into account the findings of this Review.

Conclusion

This report presents the outcomes of a review into the City of West Torrens grants and sponsorship, donations and ex-gratia payment schemes for the Committee's consideration and recommendation to Council.

Attachments

Nil

7.9 Additional Community Grant Funding Proposals

Brief

This report presents three options for the use of the additional \$200,000 community grant funding provided in the 2016-2017 budget by Council resulting from increased parking expiations revenue.

RECOMMENDATION(S)

It is recommended to the Civic Committee that it recommends Option 3 to Council as its preferred option for the use of the additional community grant funding resulting from increased parking expiations revenue.

Or

It is recommended to the Civic Committee that it determines and recommends to Council its preferred option for the use of the additional community grant funding resulting from increased parking expiation revenue.

Introduction

At its 15 March 2016 meeting, Council adopted the following recommendation resulting from the 8 March 2016 meeting of the Corporate Planning, Policy and Performance Prescribed Committee:

'An additional \$200,000 be included in the 2015/16 budget in support of Council's community grants program.'

This report proposes three options for the Committee to consider for the use of the additional community grants funding resulting from increased parking expiation revenue.

Discussion

It is acknowledged that the above resolution provided the additional funding in the 2015-2016 but due to the timing of this decision, the funding was carried forward into the 2016-17 budget.

A workshop has been held canvassing possible options for the use of the additional community grants budget. In developing these options, and recommending a preferred option, the following has been taken into consideration:

- The funding is one-off funding so it is important that it does not create expectations of on-going funding.
- The importance of not 'eating up' the funding with increasing internal resources to administer the additional grants.
- The benefits of the additional funding being allocated to those projects that have a significant and sustainable impact on the community.
- The use of the funding to achieve outcomes other than business as usual, i.e. increasing current grant maximum vs new projects
- The internal resources required to administer the additional funding dependent on how the money is allocated and how often.

Elected Members have offered suggestions for the use of the additional community grant funding. Below are the 3 options that have been canvassed:

Option 1 Increasing the maximum community grant maximum available to applicants i.e. from \$3,000 to 5,000 across community grants generally.

Option 2 Allocating \$65,000 to three service providers for twelve months to address three projects specified by Council

- Option 3** Making available three grants x \$20,000 each year over a three year period, with the approved grants being directed to three service providers operating within the City of West Torrens via an expression of interest process requiring them identify and evidence unmet needs within the City of West Torrens and detail how the funding would be used to address these unmet needs.

The relative merits of each option are discussed below:

Option 1

Increasing the maximum community grant available to applicants i.e. from \$3,000 to \$5,000

The option proposes that the additional grant funding be combined with the \$50,000 currently in the budget for community to make a total of \$250,000 available to applicants.

If this occurred and the maximum made available to applicants was \$5,000, then Council could provide a minimum of 50 community grants in this financial year. Given the current maximum grant is \$3,000 and there is \$50,000 in the current budget, Council is currently able to allocate a minimum of 16.5 grants. Similarly, if the maximum was increased to \$10,000 this financial year then Council could provide a minimum of 25 community grants as a result of this additional funding.

This is the simplest option to implement as it does not change the process for applying or administering the grants. It would only require a small amendment to the guidelines and application form but given there has been difficulty expending the current level of grant funding, it is unlikely that this option would provide the best outcome for the community or impact that Council is hoping to achieve. In addition, increasing the maximum grant for only twelve months has the potential to create an on-going expectation by community groups of increased funding which could lead to negative community and media criticism of Council when the funding is no longer available.

While this option is available for Council to consider, it is not recommended for the above reasons.

Option 2

Making a smaller number of larger grants for specific issues over a three year period

This option proposes that a 3 x \$65,000 grants be offered to three service providers within the West Torrens area over a twelve (12) month period only to specifically assist with supporting the needs of:

- young children of migrants who are not, other than school, regularly exposed to Australian culture;
- people dealing with mental health issues
- victims of domestic violence to set up a new home;

Servicing these needs is not traditionally the responsibility of Council therefore, it is unclear whether or not these are areas of unmet need within the West Torrens areas and if not the intended benefits of the funding could be lost or not achieved, particularly if service providers do not consider these to be priorities.

Providing one-off grants to three providers for only twelve months is also unlikely to create sustainable services and have little on-going impact on the community. In addition, determining up-front what services on which to focus the funding may result in a risk that areas of greatest need within the community are not identified or addressed. There is also a risk that both could result in negative community and media criticism of Council in terms of 'wasting' money.

This option requires a higher level resourcing than option 1 as it requires sourcing and collaborating with external agencies offering services in the area, determining project content and KPIs etc. However, as the funding is one off, would only be allocated to three providers and monitoring would not be too onerous, the remaining \$5,000 of the total funding available would be considered sufficient to administer these additional grants.

Option 3

Making available three grants x \$20,000 each year over a three year period, with the approved grants being directed to three service providers operating within the City of West Torrens via an expression of interest process requiring them identify and evidence unmet needs within the City of West Torrens and detail how the funding would be used to address these unmet needs.

A third option proposed by Elected Members is that Council offers either \$20,000 per year over a three year period to three (3) organisations to provide services that address identified need specifically within the West Torrens community that may or may not be currently addressed by Council, i.e. homelessness (not housing), drug and alcohol services, health and well-being services etc. The total provided to each agency would be \$60,000 over the three year period.

As Council doesn't deal with all aspects of service provision within the community, and there are generally better placed and expert agencies that do so, this option proposes that Expressions of Interest be sought from external service providers operating in the area but, rather than Council defining specific target groups or projects, the external service providers will be asked to identify and evidence unmet need/gaps in West Torrens and how they plan to use the three year funding to address these.

The basis of this proposal is to provide a mechanism by which the additional funding could have greater impact on the community, in much needed areas, over a greater period of time than would be the case with either Options 1 or 2.

While this is the preferred option, managing this process would be more time consuming and complex than Options 1 or 2 as:

- the scope for the expressions of interest would need to be created taking into account and linking projects to Council's Community Plan;
- the criteria, terms and conditions, performance targets and relevant contractual documentation would need to be established;
- the assessment process would require more rigour; and
- on-going monitoring would be required to ensure the selected service providers are achieving performance targets.

Consequently, given the total grant allocation to three external agencies would be \$180,000, it is proposed \$20,000 of the \$200,000 budgeted over the life of the three years be allocated to the administration of this approach.

Summary of Options and Next Steps

All options have merit but while Option 1 is the easiest to administer and manage and Option 2 provides a short term impact and may not result in sustainable services, Option 3 has the potential to achieve a greater impact over a longer period of time, is aimed at meeting unmet needs in the community and potentially create a platform for sustainable and on-going services. However, the Committee may have some additional ideas which it would prefer to explore at this meeting.

Whatever option is recommended by the Committee, and approved by Council, it is likely that the funding will be opened in early 2017 allowing time to prepare the package of information with application details and for the communications strategy along with the evaluation methodology.

As this is the last meeting of the Civic Committee for 2016, it is not possible to finalise the criteria and terms and condition for the preferred option then seek the Committee's approval before the funding round is opened. Consequently, these will be submitted to a Council meeting in either November or December 2016 for approval instead.

It is proposed that an initial evaluation team be established comprising the Presiding Member of the Civic Committee, Mayor Trainer, General Manager Business and Community Services and Manager Community Services. Following internal review by the evaluation team, a recommendation will be presented to the Civic Committee for review and recommendation to Council.

Conclusion

This report presents three options for the use of the additional community grant funding resulting from Council's increased expiation revenue for the Committee's consideration and recommendation to Council.

Attachments

Nil

7.10 Additional Aged Care Funding Proposals

Brief

This report presents options for the use of the additional aged care funding resulting from investment interest from the sale of St Martins.

RECOMMENDATION(S)

It is recommended to the Civic Committee that it recommends to Council that Option 5, as detailed in this report, be approved as its preferred option for the allocation of the additional aged care funding resulting from investment interest from the sale of St Martins.

Or

It is recommended to the Civic Committee that it determines and recommends to Council its preferred option for the allocation of the additional aged care funding resulting from investment interest from the sale of St Martins

Introduction

At its 15 March 2016 meeting, Council considered a report entitled, 'Use of St Martins' Sale Proceeds' and resolved the following:

'Investment interest from the proceeds of the sale of St Martins for 2015/16 be allocated for services for senior citizens in the 2015/16 budget.

The Administration provide a recommendation on how the interest could best be used for senior citizen services in West Torrens.'

The investment interest available is **\$356,000** and, in accordance with the above resolution, this report proposes options for the Committee to consider and subsequently recommend its preferred option(s) to Council for the use of this interest.

Discussion

It is acknowledged that the above resolution required that the interest be included in the 2015/16 budget but Council recognised that the interest would not be actualised until the end of the financial year so the amount could not be clarified until that time. As such, it was intended that when the amount was known, it would be carried forward into the 2016-2017 budget as has occurred.

A workshop was held canvassing possible uses for this additional funding which has resulted in a number of options contained in this report being presented to the Committee for its consideration. In developing these options, the following has been considered:

- The funding is one-off and significant so it is important that it does not create an expectation of ongoing funding at that level
- The need to ensure that the additional funding has a significant benefit to clients
- The need to maximise the funding by doing something other than business as usual
- The internal resources required to implement expenditure of the additional funds
- The need to ensure that the funding is not 'eaten up' by increased internal resources to maximise the direct funding made available to clients.
- The withdrawal of CHSP funding to Council's aged care services and the subsequent likelihood that clients will source their services from larger aged care service providers in both the for profit and not for profit sectors with aged care pathways available to clients (i.e. a service provider offering a pathway from in-home support to residential then nursing home care which Council is not able to offer) rather than Council being considered as their first option.

In relation to the use of this additional funding, Elected Members have suggested the following options:

1. Extending the current services to provide additional home support services not currently provided under the CHSP.
2. Extension of services at Plympton Community Centre
3. Extension of Council's transport services
4. Subsidies for the purchase of aged care aids and equipment
5. Provision of a smaller number of large grants to organisations that can identify and evidence gaps in programs or projects and provide services to address these gaps to improve the health and wellbeing of aged persons in the community.

The relative merit of each of these options is discussed below:

Option 1

Additional services to those already provided as part of the CHSP funding.

These would include lawn mowing and other gardening services, laundry services, shopping for clothing and household items, squalor and spring cleaning, services which are often requested by clients. While considered valuable services for the community, this option would require an increase in internal resourcing to manage the additional service requests. Given the current Commonwealth funding expires in June 2018, increasing services and internal resources for twelve months may not offer the best outcome for the community and give rise to a perception, when the CHSP funding expires, that Council has cut more than CHSP services and result in unwarranted negative community and media criticism of Council.

Option 2

Increasing the services provided by Plympton Community Centre

This option would include expanding community meals, introducing more information sessions relevant to an older demographic, cooking classes for single older people with subsidised or free produce baskets and computer classes etc. at the Centre.

The Centre is somewhat underutilised so this option would maximise the use of the facility and enhance its vibrancy but it may become known as an 'over 50's centre rather than a community centre because of the focus on programs for older people. This may be detrimental to the long term use of the Centre by the wider community particularly given the funding is one off.

As is the case with Option 1, this option would require significant resources which would be required to develop content and implement and manage the programs. Dependent on scale, the Centre may need to be staffed on an ongoing basis which is currently not the case. This option would also require on-going publicity and promotion to ensure programs were successful, again this is resource intensive. Consequently, a significant proportion of funding will need to be allocated to internal costs which may not provide the best outcome for clients or be the best use of the funding. As is the case for Option 1, this option may create an expectation of ongoing services which when no longer available may result in negative community and media criticism of Council.

Option 3

Extension of transport services

This option would include providing transport for nursing home or hospital visits for partners, taxi vouchers for medical appointments and transport for vet appointments etc. As with Options 1 and 2, providing these services will require additional internal resources and may create an expectation of ongoing services which when withdrawn may result in negative community and media criticism of Council.

***Options 1 to 3 could be provided over a three year period in lieu of expending all of the funds in one financial year to allow lower level of service provision over a longer period but this may not result in sustainable service provision and is more likely to create ongoing expectations of funding which when it ceases may result in negative community and media criticism of Council.*

Option 4

Providing subsidies for aged care aids and other equipment

Aged care aids would include personal alarms and security items, raised garden beds, waste and energy saving items, subsidised food baskets and toilet chair and similar equipment. These are the items requested occasionally by clients. However, this option would lend itself more readily to the one-off funding or form part of a specific aged care equipment grant as part of the community grants program. This option could also be implemented over an extended period of three years, however, it may be difficult to expend all of the generous funds made available by Council while not providing the best outcomes for the community.

Option 5

Offering three large grants of \$114,000, over a two year period (\$57,000 per annum), via an expression of interest, to service providers operating within the West Torrens area that can provide a service that addresses identified and evidenced gaps in current services or programs or projects which will make a significant impact on the health and wellbeing of older West Torrens residents.

The basis of this proposal is to provide a mechanism by which the additional funding could provide the greatest benefit to older people within West Torrens, via the provision of much needed services, over a greater period of time. This may result in sustainable service delivery to Council's older residents in the long term while addressing short term unmet needs.

This option does not require significant internal resources, has the potential to maximise the use of the funding to older people within West Torrens, removes expectations on Council for ongoing provision of services and allows Council to leverage innovative ideas and services of the broader aged services providers' marketplace resulting in enhanced service delivery to older clients.

Managing this process would be more time consuming and complex than the other options as:

- the scope for the expressions of interest would need to be developed taking into account Council's Community Plan;
- the criteria, terms and conditions, performance targets and relevant contractual documentation would need to be established;
- the assessment process would require more rigour; and
- on-going monitoring would be required to ensure the selected service providers are achieving performance targets.

The proposed three large grants of \$114,000 would be split over two years (\$57,000 per annum) with \$14,000 allocated to the development and administration of the grants (\$7,000 per annum).

As this option allows a broader range of ideas to be proposed by service providers who are experts in the provision of services to older people and may result in more innovative solutions which cater to the identified needs of Council's older residents, it is the preferred option. Expressions of Interest would be sought from aged care service providers operating within the West Torrens area.

Next Steps

Once the preferred option is determined by the Committee, and approved by Council, it is expected that the funding will be opened in early 2017 allowing time to prepare the package of information with application details and for the communications strategy to be developed along with the evaluation methodology.

As this is the last meeting of the Civic Committee for 2016, it is not possible to finalise the documentation and seek the Committee's approval before the funding round is opened. Consequently, the relevant documentation will be submitted to a Council meeting in either November or December 2016 for approval instead.

It is proposed that an initial evaluation team be established comprising the Presiding Member of the Civic Committee, Mayor Trainer, General Manager Business and Community Services and Manager Community Services. Following internal review of the expressions of interest by the evaluation team, a recommendation will be presented to the Civic Committee for review and recommendation to Council.

Conclusion

This report presents options for use of the additional funding provided by Council to its aged care program resulting from investment interest from the sale of St Martins for the Committee's consideration and recommendation to Council.

Attachments

Nil

8 OUTSTANDING REPORTS / ACTIONS

Nil

9 OTHER BUSINESS

Nil

10 NEXT MEETING

28 February 2017, 6.00pm in the Mayor's Reception Room.

11 MEETING CLOSE