

ITEM NUMBER: 18.3

CONFIDENTIAL REPORT

GLENELG FOOTBALL CLUB – NAMING RIGHTS AGREEMENT

Pursuant to Section 83(5) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:

- b. Information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and would, on balance, be contrary to the public interest.**

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

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

1. That pursuant to Section 90(2) of the *Local Government Act 1999* Council hereby orders that the public be excluded from attendance at this meeting with the exception of the Chief Executive Officer and Staff in attendance at the meeting in order to consider Report No: 70/23 Glenelg Football Club – Naming Rights Agreement in confidence.

 2. That in accordance with Section 90(3) of the *Local Government Act 1999* Council is satisfied that it is necessary that the public be excluded to consider the information contained in Report No: 70/23 Glenelg Football Club – Naming Rights Agreement on the following grounds:
 - b. pursuant to section 90(3)(b) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is information the disclosure of which would prejudice the commercial position of the Council.

 - d. pursuant to section 90(3)(d) of the Act, the information to be received, discussed or considered in relation to this Agenda Item is commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected to prejudice the commercial position of the person who supplied the information.

In addition, the disclosure of this information would, on balance, be contrary to the public interest. The public interest in public access to the meeting has been balanced against the public interest in the continued non-disclosure of the information. The benefit to the public at large resulting from withholding the information outweighs the benefit to it of disclosure of the information.

 3. The Council is satisfied, the principle that the meeting be conducted in a place open to the public, has been outweighed by the need to keep the information or discussion confidential.
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Item No: 18.3

Subject: **GLENELG FOOTBALL CLUB – NAMING RIGHTS AGREEMENT**

Date: 28 February 2023

Written By: Manager Development Services

General Manager: Strategy and Corporate, Ms P Jackson

SUMMARY

The Glenelg Football Club Incorporated has occupied its current premises at Glenelg Oval under a lease and license arrangement since 1 July 2001. Since July 2006, the Glenelg Football Club has entered into successive commercial naming rights agreements with third-party corporations that have enabled the rebranding of Glenelg Oval to occur. The Glenelg Football Club is now requesting that Council endorse a new commercial naming rights agreement that would see Glenelg Oval renamed 'Strata Rama Stadium' in return for an annual fee of \$50,000 + GST over a 10 (ten) year period. This report recommends that Council support the Glenelg Football Club's request.

RECOMMENDATION

That Council:

- 1. endorses a commercial naming rights agreement between the Glenelg Football Club and Stratarama Pty Ltd to rename Glenelg Oval 'Strata Rama Stadium' for an annual fee of \$50,000 + GST over a 10 (ten) year term;**
- 2. requires the Glenelg Football Club to obtain any necessary approvals under the Planning, Development and Infrastructure Act 2016 for signage or structures not otherwise exempt from requiring Development Approval.**

RETAIN IN CONFIDENCE - Section 91(7)

That having considered Agenda Item 18.3, Glenelg Football Club – Naming Rights Agreement in confidence under section 90(2) and (3)(b)&(d) of the Local Government Act 1999, the Council, pursuant to section 91(7) of that Act orders that the report and minutes relevant to this item be retained in confidence for a period of 12 months, and that this order be reviewed every 12 months thereafter.

STRATEGIC PLAN

Wellbeing Objectives 2020-2030 – Integrate community, recreational, and commercial services in multi-purpose spaces through the increase in utilisation rates for Council owned buildings.

COUNCIL POLICY

Sporting and Community Leasing Policy
Commercial Leasing & Licensing Policy

STATUTORY PROVISIONS

Local Government Act 1999
Retail and Commercial Lease Act 1995

BACKGROUND

At its meeting held on 25 July 2006, Council resolved to allow the Glenelg Football Club to enter into a 3 (three) year commercial naming rights agreement with Challenge Recruitment to install signage on Glenelg Oval to brand it as 'Challenge Recruitment Stadium' (Resolution Number 250706/379). At its meeting held on 28 January 2009, Council resolved to allow the Glenelg Football Club to enter into a 10 (ten) year commercial naming rights agreement with Gliderol Garage Doors to install signage on Glenelg Oval to brand it as 'Gliderol Stadium' (Resolution Number 280109/046). The Glenelg Football Club subsequently entered into a 4 (four) year naming rights agreement with the ACH Group to rebrand Glenelg Oval to 'ACH Stadium', without the need for further approvals, as the new livery simply replaced previous signage, and there was no commercial naming rights agreement requiring endorsement between the parties.

REPORT

The Glenelg Football Club has requested that Council provide support to a new commercial naming rights agreement with Stratarama Pty Ltd, being a property management firm, to rename Glenelg Oval to 'Strata Rama Stadium'. The agreement would be over 10 (ten) years and yield \$50,000 + GST per annum to the Glenelg Football Club. The specifics of the proposed livery and location of the proposed signs are provided in the attachments to this report.

Refer Attachments 1 and 2

Under the terms of the lease and license for the Glenelg Football Club, commercial arrangements between the tenant and third parties shall receive the prior approval of the Council. In addition, there is a clause in the lease that requires Council's consent for any 'incongruous' messaging displayed on the premises. Whilst 'Strata Rama Stadium' has no unusual connotation, a reasonable person would assume that Council would have considered the name prior to any decision to rebrand an iconic community asset such as Glenelg Oval.

Council has provided its support to previous commercial naming rights arrangements between the Glenelg Football Club and third-party sponsors on the basis that such arrangements provide

a steady source of invaluable income to the Glenelg Football Club, without compromising the community's existing access to the facility. It is therefore recommended that given the longstanding practice of branding Glenelg Oval with third-party livery, that Council provide support for the current request to name Glenelg Oval 'Strata Rama Stadium' for a 10 (ten) year period.

As with past naming rights arrangements for Gleneg Oval, Council has not sought to take portion of the income negotiated between the Glenelg Football Club and its sponsors, allowing the Club to keep the entire annual fee. Given the current financial circumstances of the Club, coupled with the fact that there is no impost on the community from this naming rights arrangement (unlike a leasing arrangement where land or floor space becomes inaccessible to the community), it is recommended that Council provide support to the proposal without seeking to financially benefit from the arrangement. The indirect financial benefit to Council would be that the Club is better placed financially as a result of this naming rights agreement when it comes time to negotiate the terms of a new lease later in 2023.

BUDGET

As no naming rights fees are currently paid direct to the City of Holdfast Bay, this naming rights arrangement will have no effect on Council's operating budget from 2023/24.

LIFE CYCLE COSTS

There are no life cycle costs associated with providing Council's support to the naming rights agreement.

From: Justin Scripps
Sent: Tuesday, 21 February 2023 2:16 PM
To: Roberto Bria <rbria@holdfast.sa.gov.au>
Subject: Courtesy email: Glenelg Oval naming rights

Hi Roberto,

Just a courtesy email. As you may, or may not be aware, ACH Group completed their 4 year partnership agreement as naming rights partner with us last year. We have been searching for a new naming rights partner for several months and the Board are in the process of approving Strata Rama to take over the naming rights.

In a nutshell:

1. Discussion had taken place between Nick Chigwidden and Director of Strata Rama, Michael Dobbin, also owns Magain Real Estate regarding his appetite to consider the naming rights offer.
2. Michael was interested in the offer for which suited his Strata Rama business as opposed to Magain's
3. A proposal was forwarded and accepted with Michael requesting a 10 year term, with a base of \$50,000 + GST per annum
4. Further details about the business can be found here for your review:
<https://www.stratarama.com.au/about-us/>
5. Strata Rama are looking to increase their brand exposure, particularly in our local community
6. The business has won the Annual SA/NT Strata Community Association Awards for Excellence in 2021 & 2022 (Strata Community Management Small Business).
7. They are also a member of the peak industry body for Body Corporate Management in Australia & NZ, the Strata Community Association
8. They see our offer as exceptionally good value for what they are trying to achieve with their brand awareness
9. It is important that any partner at this level shares alignment with our values. Strata Rama's values are:
 1. We are honest and ethical in all our dealings
 2. We strive for best practice in our systems, procedures and dealings
 3. We provide regular and detailed communication with our Clients
 4. We are solely focused on Strata and Community titled living
 5. We strive to be reliable in all dealings, "what we say, is what we do"
 6. We provide a value for money service, rather than undercutting the Competition
10. Given the significant dollar value and length of the agreement, discussion took place as to any reputational risk to our brand for which no significant risks were foreseen.

As you're aware, generating long term commitments from potential major sponsors is critical to provide us long term financial stability. This proposal achieves that.

Please keep this confidential until we are in a position to finalise the deal and resale the information publicly.

Please also be advised that, at last night's AGM, David Whelan has replaced Peter Carey as President of the Club.

If you would like any further clarification, please feel free to call. Thanks

Regards,

Justin Scripps
Chief Executive Officer
Glenelg Football Club
Mobile: 0417 898 733

GLENELG FOOTBALL CLUB & SPORTING COMPLEX, BRIGHTON ROAD

STRATARAMA STADIUM NAMING RIGHTS PROPOSAL



STRATA RAMA

WHO WE ARE

OUR ENDURING PURPOSE - To win premierships, drive exceptional standards and positively connect with our community

The Glenelg Football Club was formed in 1920 and is one of the most iconic football clubs in Australia playing one of the best boutique ovals in the country. The Club has one of the largest and most passionate supporter bases in the SANFL built on the values from our local community. The Glenelg area is our heartland and the Holdfast Bay community is the very fabric of our Club.

We exist to provide our community with a Club that is all embracing and instils a sense of pride through its work both on and off the field. Football operations are supported through membership, sponsorship, fundraising and licensed club operations. The Club is defined by having strong values and leadership, a great culture and a great depth of committed, hard working and humble people who drive a legacy of professionalism with everything we strive to achieve.

OUR CORE VALUES: RESPECT, UNITY, RESILIENCE AND CONVICTION



INSIGHTS – GLENELG OVAL SPORTING COMPLEX



GLENELG FOOTBALL CLUB



THE GLENELG CLUB



Good Lives for
Older People

ACH GROUP



GLENELG PRIMARY SCHOOL



HOLDFAST TENNIS CLUB



GLENELG DISTRICT CRICKET CLUB

INSIGHTS – OVAL EXPOSURE

GFC – PROGRAM OF EVENTS

- **10** league & reserves games, **nine** U18 and U16 games, **three** Women's games, and selected finals
- SANFL Junior Development Leagues
- **3,000** average attendance - 1st & 2nd highest across SANFL
- **110** children + parents involved in Auskick every Friday night during middle two school terms
- Masters Cricket Blast Friday nights during terms 1 & 4



THE GLENELG CLUB

- 'The Bay's Biggest Backyard'
- **364 days** a year (closed on Christmas)
- Lunch and dinner
- Functions and events
- Gaming open 9am – late
- **23,000+** database



SPORTING & COMMUNITY EVENTS

- **State and national sporting events:** Sheffield Shield, Women's Big Bash League, AFLW, Bay Sheffield, and community football
- **Televised** nationally and/or internationally
- **1000 – 5000+** attendance
- **Glenelg Primary School** utilizes oval for community events, sports days, daily school activities, annual music nights and more



INSIGHTS – BROADCAST EXPOSURE

CHANNEL 7 TELEVISED MATCHES

- **Three** minor round games televised in 2022, including two home games.
- Average of **16k** viewers, **38.9k** reach and **28k** peak numbers.
- Finals matches over past four years gained an average of **68.5k** viewers, **154.9k** reach and **86.2k** peak numbers.



1629 SEN SA

- **Eight** matches broadcasted live
- **2.7k** Facebook followers
- **8.3k** Twitter followers



ANDREW COSTELLO – SOUTH AUSSIE WITH COSI

- Number 1 Ticket Holder
- Promotes GFC and SANFL Football on his show, personal page and SAFM
- **177k** Facebook followers (TV show page)
- **155k** Facebook followers (Personal Page)
- Brings families to the football and increases our reach



THE ADVERTISER KOMMUNITYTV

- Live stream selected U18 and U16 games
- Live stream and promote SANFL junior development league games (boys and girls)



ADELAIDENOW.COM.AU
Live stream: 'Exciting' Tigers eye spot at carnival
An exciting class of talented Glenelg female footballers are set to audition for a spot at one of ...

INSIGHTS – BROADCAST EXPOSURE

SANFL NOW

- **Fastest** growing platform
- Online viewing hours growing across **all age groups**
- Streams live and on-demand **every Glenelg match** across all grades (U16s, U18s, Reserves, Womens, League)
- **6000+** subscribers
- **Logo to appear** on border during games



INSIGHTS – GFC DIGITAL EXPOSURE



- **14.8k** likes
- **5.2M** page reach
- **7.2M** post reach
- **42%** < 45 years old



- **300+** followers
- **Sports** Top industry
- **Senior/Entry** Top seniorities
- **11- 200** Top company size (employees)



- **4k** followers
- **50k – 105k** monthly impressions



- **1.6k** followers
- **23.6k** likes



- **8k** followers
- **61.1%** > 35 years old

INSIGHTS – GFC WEBSITE

GLENELG FOOTBALL CLUB WEBSITE

- **96,308** users
- **94,883** new users
- **168,256** sessions
- **735,631** page views
- **4.37** pages per session
- **1 minute 24 seconds** session duration



INSIGHTS – SANFL EXPOSURE

SANFL PROGRAM REACH - PARTICIPANTS

- **13k** SANFL Juniors
- **7k** Women
- **48k** Community Football
- **7.2k** School Comp & Programs
- **16.7k** Multicultural
- **9k** Indigenous
- **17.2k** Registered volunteers
- **5.4k** Coaches & Umpires

SANFL OFFICIAL PAGES

- **60k** Facebook followers
- **14.4k** Twitter followers
- **32.5k** Instagram followers
- **4.2k** LinkedIn followers
- **6.7k** TikTok followers
- **7.8M** Website page views



INSIGHTS – NIELSON REPORT (provided upon request)

The annual Nielson Report combines sponsorship and fan data with consumer behaviour and media consumption to measure media values in sport sponsorship

Value is measured using “QI Media Value”:

- “Global currency” for sponsorship media value
- Consistent global industry standard
- Comparable between countries, events & sports
- Tracks: Live TV, Peripheral TV news programs, print media & online media



INSIGHTS – GFC SPONSORS & BUSINESSES

GLENELG FOOTBALL CLUB HAS **OVER 200 SPONSORS**

- 8 major sponsors
- 7 major women's sponsors
- 2 major sponsors of the past player & officials association
- 40 male player sponsors
- 52 women's player sponsors
- 38 junior player sponsors
- 93 Captain's Club



INSIGHTS – CITY OF HOLDFAST BAY

EXPOSURE

- Glenelg Oval is located on one of the busiest main arterial roads in Adelaide
- **30,200 - 43,800 cars** per day utilising respective section of Brighton Rd
- **37,868** population covering 14 square kilometres
- **1.3 million** people made day trips to Holdfast Bay and **140,000** people made over-night visits in 2019.
- **Almost 80%** of all visitors to Adelaide spend time in Holdfast Bay (Holdfast Bay Tourism Plan 2020)
- **300+** public events and festivals each year, attracting more than **500,000** event-specific visitors.

DEMOGRAPHICS (CENSUS 2021)

- Total population: **37,868** (52% F, 48% M)
- Median population age: **48**
- Most common household income: **\$2,000 - \$2,499**
- Most common household size: **two people**

BUSINESSES

- **900+** businesses in Holdfast Bay





PROPOSAL

SIGNAGE POINT 1

MAJOR STADIUM SIGNAGE

Illuminated sign
Current signage approx. 15M X 1.8M



SIGNAGE POINT 2

GLENELG CRICKET CLUB SIGNAGE

Illuminated sign
Current signage approx. 4.5M X 0.75M



SIGNAGE POINT 3

RUGLESS TERRACE HERITAGE GATES

Current signage approx.
1.2M X 0.8M PER SIGN



SIGNAGE POINT 4

MARGARET MESSENGER RESERVE ENTRANCE



SIGNAGE POINT 5

NEW LED SCOREBOARD SIGNAGE



LED SCREEN

12 months of the year
24/7 rotation



TEAM SELECTIONS

BROUGHT TO YOU BY STRATARAMA

- Official sponsor of the GFC team selections
- Includes senior men, women, and juniors (U18/U16)
- Team selections are one of the top digital assets which receive the greatest exposure in-seasons
- Team selections are published on social media platforms, the GFC website and emailed to members
- **63,000** website views in 2022
- Reach of **20,000+** on Facebook in 2021 with a **6.5%** engagement rate



MARKETING OPPORTUNITIES

LOGO TO APPEAR ON THE:

- Footer of all Glenelg Football Club eDMs sent out
- Glenelg Football Club website as the official Stadium Partner & on the sponsor footer
- Major announcement of your signing across all digital platforms
- Bi-monthly access to GFC database and sponsor groups
- Ability to post promotions on social media platforms
- Promo flyer to be included in membership packs and merchandise packages – delivered to over **3000** people each year.
- Promo poster to be displayed at club reception

Partners

The Glenelg Football Club acknowledges the support from our sponsors and partners and encourages all members to show their support for the companies who help support us.

Sponsorship is an integral part of the Glenelg Football Club. If you would like to join us, please contact our Commercial Manager: **Kristin Jeffery**

Glenelg Football Club
ACH Group Stadium, Brighton Road, Glenelg East SA 5045
ph: 08 8294 5333
e: kjeffery@glenelgfc.com.au

FEATURED RESOURCES VIEW ALL

- POSTED 8 MONTHS AGO
2022 GFC Women's Sponsor Directory
2 MB
- POSTED 7 MONTHS AGO
2022 GFC Men's Sponsor Directory
5 MB

Stadium Partner

ALL IN
GLENELG FOOTBALL CLUB

ACH Group Stadium
Brighton Road
Glenelg East
SA 5045

PO Box 72
Glenelg SA 5045
(08) 8294 5333
reception@glenelgfc.com.au

WWW.GLENELGFC.COM.AU

STADIUM PARTNER

MAJOR PARTNERS

CORPORATE PARTNERS

FOLLOW US

oneills

THANK YOU TO OUR MAJOR PARTNERS FOR BEING ALL IN

GAME DAY ACTIVATIONS & EXPOSURE

- Interview with Andrew Costello at a home game, to be featured on episode of South Aussie with Cosi
- Opportunity to speak at the Captain's Club event



EMPLOYEE REWARDS

- Employee of the month to receive a \$50 bistro voucher for The Glenelg Club



PARTNERSHIP BENEFITS

- 4 x Home & Away memberships
- 4 x tickets to club's Major Event
- 4 x Best & Fairest tickets
- 2 x Captain's Club + Associates memberships
- 1 x table of 10 at a Tiger Lunch (event to be determined)
- Use of the Gleghorn Room – situated at northern end of bistro
- Ability to access President's Room for events
- *all items can be negotiated*



PROPOSED INVESTMENT

GFC are pleased to offer this exciting opportunity to Stratarama for the following investment and term:

- **Partnership Term:** 10-year period from 2023 season
- **Total Annual Cash Investment:** \$50,000 + GST (CPI increases after 5 years)
- **Payment terms:** Negotiable, monthly/quarterly



TERMS & CONDITIONS

- GFC will provide Stratarama with opportunities to use the relationship GFC has with media outlets, SANFL, the Council and other community groups in South Australia to help build brand awareness.
- Stratarama shall have the right, subject to Glenelg Football Club approval, to use club intellectual property to promote its association with GFC including logos, team and player images and other such representations of the club in any advertising or promotional activity. Rights to player images may incur an additional cost.
- Opportunity to use the relationship Glenelg Football Club has with media outlets in South Australia to help build brand awareness of your brand and involvement in the club.
- Signage at Glenelg Oval @ Glenelg; production and maintenance costs to be borne by Stratarama. *(From time to time Glenelg Oval may be sold for a private event, some of these events require that all signage on the boundary be available for the proposed event this will require some signage to sometimes be covered by other signage for that specific event).*

GLENELG FOOTBALL CLUB BENEFITS

- Glenelg Football Club to receive \$50,000 + GST per season for a 10-year period.

INVOICING

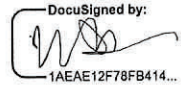
- Glenelg Football Club to invoice Stratarama \$50,000 + GST per season for the 10-year period, payment to be received 30 days from signing of the agreement (unless agreed otherwise).

VALIDITY

- The contract is valid 30 days from the date of agreement. The agreement will not be valid unless the document has been signed and returned to Glenelg Football Club.

SIGNED


Peter Carey *DAVID WITELAN* 21/2/23
President DATE
Glenelg Football Club


Mike Dobin 20-Feb-23
Stratarama DATE