

## **CITY OF PALMERSTON**

### **Notice of Special Council Meeting to be held in Council Chambers, Civic Plaza, Palmerston on Thursday, 19 May 2016 at 5.00pm**

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#### **AGENDA**

##### **Audio Disclaimer**

An audio recording of this meeting will be made for minute taking purposes as authorised by City of Palmerston Policy MEE3 Recording of Meetings, available on Council's Website.

#### **1. PRESENT**

#### **2. APOLOGIES**

#### **3. DEPUTATIONS / PRESENTATIONS**

#### **4. OFFICER REPORTS**

- |            |                             |               |
|------------|-----------------------------|---------------|
| <b>4.1</b> | <b>Golf Tournament</b>      | <b>8/0889</b> |
| <b>4.2</b> | <b>Community Engagement</b> | <b>8/0890</b> |

#### **5. CONFIDENTIAL REPORTS**

- |            |   |               |
|------------|---|---------------|
| <b>5.1</b> | <b>Sale of Land – Lot 10024, Final Offers</b> | <b>8/0891</b> |
|------------|---|---------------|

#### **RECOMMENDATION**

1. THAT pursuant to Section 65 of the Local Government Act, Council orders that the public be excluded from the meeting with the exception of the Chief Executive Officer, Director of Technical Services, Director of Corporate and Community Services and the Minute Secretary on the basis that Council considers it necessary and appropriate to act in a manner closed to the public in order to receive, discuss and consider the report and associated documents in relation to confidential agenda item 5.1 Sale of Land – Lot 10024, Final Offers and that Council is satisfied that the meeting should be conducted in a place open to the public is outweighed in relation to the matter because receiving, considering and discussing the report and associated documentation involves:

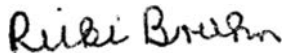
(c) information that would, if publicly disclosed, be likely to:

- (i) cause commercial prejudice to, or confer an unfair commercial advantage on, any person; or

This item is considered confidential pursuant to Regulation 8 (c)(i) of the Local Government (Administration) Regulations.

2. THAT Council orders that the minutes from the Confidential Council meeting held on 19 May 2016, in relation to confidential item number 5.1 Sale of Land – Lot 10024, Final Offers the report and associated documentation remain confidential and not available for public inspection for a period of 12 months from the date of this meeting or a lesser period as determined by the Chief Executive Officer.

## 6. CLOSURE



Ricki Bruhn  
Chief Executive Officer

**Any member of Council who may have a conflict of interest, or a possible conflict of interest in regard to any item of business to be discussed at a Council meeting or a Committee meeting should declare that conflict of interest to enable Council to manage the conflict and resolve it in accordance with its obligations under the Local Government Act and its policies regarding the same.**

**ITEM NO.** 4.1 **Golf Tournament**

**FROM:** Director of Corporate and Community Services

**REPORT NUMBER:** 8/0889

**MEETING DATE:** 19 May 2016

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**Municipal Plan:**

**1. Community & Cultural Wellbeing**

**1.4 Recreation**

1.4 We are committed to providing quality recreation and sporting facilities, parks, gardens, playgrounds and open spaces for the benefit of our community

**Summary:**

The Palmerston Golf Club and Cazaly's Community Club intend to hold the Northern Territory PGA Championship Golf Tournament on 11 August 2016 at Palmerston Golf Course. This report recommends that Council provide a sponsorship to the Tournament.

**Background:**

At the 19 April 2016 Ordinary Council Meeting, Mr Noel Fahey of the Palmerston Golf Club provided Council with a presentation detailing its plans to work with PGA Australia to hold the first Northern Territory PGA Championship Golf Tournament at Palmerston Golf Club. At this time, the Palmerston Golf Club was seeking financial support from Northern Territory Government to make the tournament viable.

Mr Fahey has since contacted Council to confirm that Northern Territory Government will be providing significant funding towards the event, and that the opportunity existed for Council to sponsor as well.

Attachment A (the presentation made by Mr Fahey to Council) outlines significant economic impacts for the Palmerston Community, as well as increased opportunities for community development in sport, and branding and recognition potential for City of Palmerston.

This report recommends Council engage with the Palmerston Golf Club to establish a suitable package of sponsorship by Council in return for funding of \$30,000, with the recommended package to be brought back to Council for approval.

**Financial Implications:**

Sufficient funds remain in the Events and Promotion budgets to cover this sponsorship.

**Policy / Legislation:**

FIN18 – Grants, Donations, Scholarships and Sponsorships.

**RECOMMENDATION**

1. THAT Council receives Report Number 8/0889.
2. THAT Council approve \$30,000 in sponsorship for the Northern Territory PGA Championship Tournament 2016, dependent on a suitable sponsorship agreement being brought to Council for approval.

**Recommending Officer:** Ben Dornier, Director of Corporate and Community Services

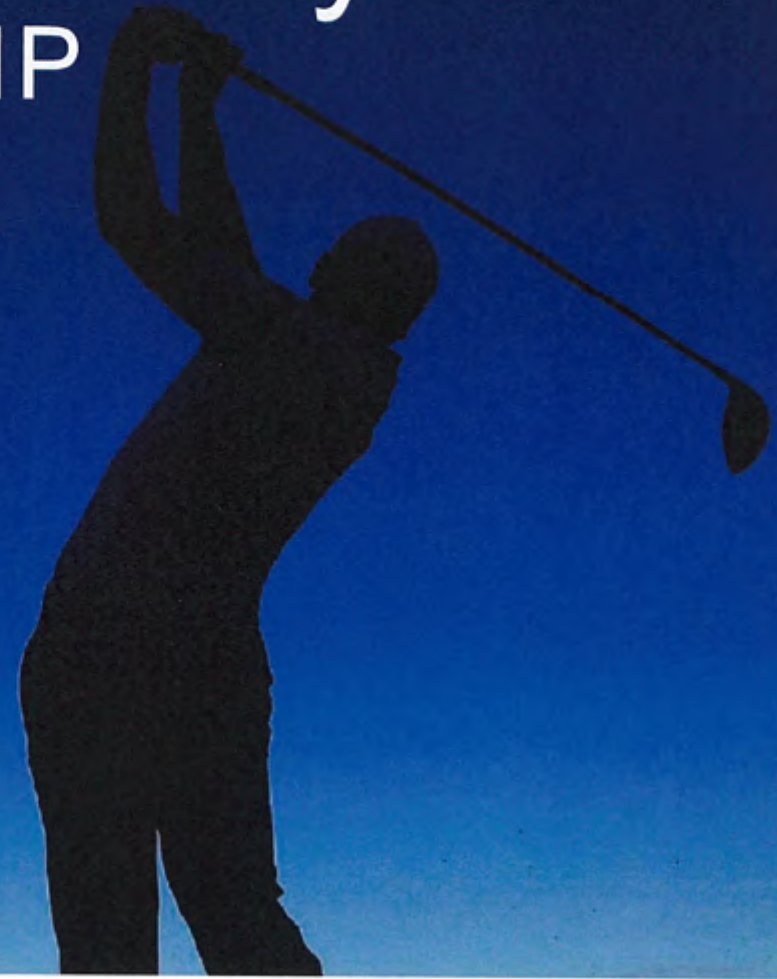
Any queries on this report may be directed to Ben Dornier, Director of Corporate and Community Services on telephone (08) 8935 9976 or email [ben.dornier@palmerston.nt.gov.au](mailto:ben.dornier@palmerston.nt.gov.au).

**Schedule of Attachments:**

Attachment A: Presentation by Palmerston Golf Club



# Northern Territory PGA CHAMPIONSHIP





# OUR SPORT ENGAGES WITH MILLIONS OF AUSTRALIANS



**1.1 MILLION**

AUSTRALIANS  
HAVE PLAYED A  
ROUND OF GOLF IN  
THE LAST 12 MONTHS



**78%**

MALE

**22%**

FEMALE

CLUB MEMBERS

**393,000**

MEMBERS OF CLUBS



**2,800**

PGA PROFESSIONALS



**2.1 MILLION**

AUSTRALIANS HAVE  
"PICKED UP A GOLF CLUB"  
IN THE LAST 12 MONTHS



**34%**

OVER AGE 50



**66%**

BELOW AGE 50



# WHO WE ARE

GOLF is a sport which touches communities across Australia.

North to South,  
East to West

**166**  
DRIVING  
RANGES

Kalgoorlie,  
Western Australia



THERE ARE  
APPROXIMATELY  
**1,500**  
GOLF COURSES  
IN AUSTRALIA



Hamilton Island,  
Queensland



**89**  
MINI GOLF  
FACILITIES



**8** VIRTUAL  
GOLF  
CENTRES

Birdport,  
Tasmania





## *The Northern Territory PGA Championship*

Dates: Thursday 11<sup>th</sup> August – Sunday 14<sup>th</sup> August 2016  
(Tournament Dates only)

Venue: Palmeston Golf Course  
(Corner University Avenue & Dwyer Circuit, Palmerston)

Prizemoney: \$150,000

Players: 120 State, National and International Professionals  
Recent competitors at similar tournaments include Peter  
Lonard, Peter Senior, Brett Rumford, Ryan Fox, Michael Long,  
Michael Sim, Scott Strange and local hope Aaron Pike,.

Initiatives: Local **Community Engagement** Program throughout NT  
'Road to the PGA' initiatives developing **year round benefits**  
International invitees through **Asia** to drive tourism  
Junior activations to **harness local talent**  
Compliment **participation programs** with Golf NT





# *Tournament Schedule*

## **Indicative schedule for a tournament week on the PGA Tour of Australasia:**

**Monday:** Tournament Pre-Qualifying  
Player Registration  
Official Practice Round  
Volunteer Briefing and Welcome

**Tuesday:** Player Registration  
Official Practice Round  
Community Activations  
Junior Pro-Am and Clinic

**Wednesday:** Tournament Pro-Am (Morning and Afternoon)  
Ladies Clinic

**Thursday:** Round 1  
(Morning and Afternoon times)  
Community Activations

**Friday:** Round 2  
(Morning and Afternoon times)  
Cut to leading 50 professionals plus ties  
Community Activations

**Saturday:** Round 3  
PGA Sponsor Clinic

**Sunday:** Round 4  
Official Presentations

**Monday:** Play the course the Professionals played

## *The PGA Tour of Australasia*

Owned and operated by the PGA of Australia, The PGA Tour of Australasia is the elite tournament home for Professional golf in Australasia. Encompassing events in Australia, New Zealand and the South Pacific with a total prizepool of over AU\$9 million, all tournaments on the PGA Tour of Australasia carry Official World Golf Ranking points.

Throughout the course of the season Professionals playing on the PGA Tour of Australasia compete for the title of Order of Merit Champion. Awarded the prestigious Norman Von Nida Medal, past Order of Merit winners include Greg Norman, Peter Senior, Robert Allenby, Aaron Baddeley, Adam Scott, Geoff Ogilvy and Greg Chalmers.

As one of the leading Professional golf Tours the world over, the PGA Tour of Australasia is a founding member of the International Federation of PGA Tours. The International Federation has taken on the responsibility of generating funds for the worldwide development and expansion of the game and the management and sanctioning of prestigious tournaments including the World Golf Championships and the World Cup.







## *The PGA Sanction*

- The PGA Tour of Australasia's sanction is the official authorisation and endorsement from The PGA of Australia allowing you, the host region, the opportunity to stage a professional golf tournament that will be included in our international schedule.
- Our **Seal of Approval** enables the tournament hosts to market their respective territory to further extend the events calendar in the region, whilst offering an opportunity to have a significant economic impact to match that of the strategic direction of the region
- The tournament will benefit from the considerable experience and expertise of the dedicated PGA of Australia staff building on many years of administering professional golf tournaments at the highest level.
- The tournament will receive **Official World Golf Ranking points**.



# *PGA Tour of Australasia Schedule*

## Indicative 2016 PGA Tour of Australasia Schedule:

|  |                  |
|--|------------------|
| Victorian Open Championship                | \$300,000        |
| Victorian PGA Championship                 | \$110,000        |
| Perth International                        | \$1,750,000      |
| New Zealand PGA Championship               | NZ\$125,000      |
| New Zealand Open Championship              | NZ\$1,050,000    |
| Queensland PGA Championship                | \$125,000        |
| Papua New Guinea Open                      | \$150,000        |
| Western Australia Open Championship        | \$100,000        |
| Western Australia PGA Championship         | \$110,000        |
| <b>NORTHERN TERRITORY PGA CHAMPIONSHIP</b> | <b>\$150,000</b> |
| South Pacific Golf Open Championship       | \$150,000        |
| Queensland Open Championship               | \$120,000        |
| Fiji International                         | \$1,125,000      |
| NSW Open Championship                      | \$120,000        |
| NSW PGA Championship                       | \$120,000        |
| Australian Open Championship               | \$1,250,000      |
| World Cup of Golf                          | US \$8,000,000   |
| Australian PGA Championship                | \$1,750,000      |



## *Community & Game Development Opportunities*

The PGA prides itself on involving the local community at each of its tournaments and events. Initiatives such as free entry for spectators and school visits by professionals are regular activities conducted each week.

As part of its ongoing commitment to promoting golf participation at all levels of the game, the PGA will drive a number of activities around the tournament including:

- Junior Clinics
- Hospital Visits
- Shopping Centre Visits
- Women's Clinics
- Sponsors meet and greets
- School appearances and clinics
- Local experiences and initiatives
- Promotional activities relating to sponsors and tourism products



## *Economic Impact*

The PGA of Australia understands the substantial impact the game of golf has at a local level though the economic impact which a tournament such as the Northern Territory PGA Championship can have, should not be undervalued.

### **What we know.....**

- ✓ Average spend per competitor - \$234pp per night
- ✓ Average competitor is likely to bring 1.1 guests
- ✓ Average spend per domestic golf tourist - \$302pp per night
- ✓ Average golf tourist stay is 5.3 days
- ✓ 70% of tourists play up to 2 golf courses per trip
- ✓ 17% of all golf tourists come from China
- ✓ 53% of golf tourists book within 12 weeks of departure

The tournament organising committee have modest expectations of both crowd and economic impact in it's first year of the NT PGA Championship though the likely economic impact the tournament will have is estimated to be in excess of \$1.2 million.







## *PGA Tournament Promotion*

### Facts and figures for similar sized PGA Tour of Australasia Tournaments:

**PGA live scoring feed** - 45,000 users and greater than 350,000 page impressions for the week

**PGA Website** – 400,000 page impressions

**PGA Tour of Australasia App** - 62,000 downloads of which 40% - 80% will be active during the tournament week

**PGA Online Consumer Newsletter** – 45,000 readership

**PGA Social Media Platforms** – 72,000 users of which will achieve a reach of greater than 50,000 users and more than 250,000 page impressions on Twitter

### **Additional Promotion via PGA channels including:**

- PGA Connect - member EDM
- PGA Online Consumer Newsletter (45K readership)
- PGA Magazine
- Editorial relationships with consumer golf publications (Inside Golf, NZ Golf Magazine, Golf Australia Magazine etc.)

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**ITEM NO. 4.2 Community Engagement**

**FROM:** Director of Corporate and Community Services

**REPORT NUMBER:** 8/0890

**MEETING DATE:** 19 May 2016

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**Municipal Plan:**

**4. Governance & Organisation**

**4.2 Service**

4.2 We value and encourage participation in Council activities by the community, and are committed to delivering the highest possible levels of service and community engagement

**Summary:**

In order to better communicate and engage with residents and ratepayers of Palmerston regarding the proposed 2016/17 Draft Annual Budget and Municipal Plan 2016-2021, this report proposes to hold two community engagement exercises offering the public the opportunity to personally engage with Elected Members regarding Council plans and initiatives.

**General:**

With the release of the draft Municipal Plan 2016-2021 and Annual Budget 2016/17, officers propose to carry out two engagement exercises at the Community Room of the Palmerston Library on Friday 3 and 10 of June during the Palmerston Markets:

- Media collateral including corflute signage, printed materials and video will be displayed detailing significant aspects of the draft Municipal Plan 2016-2021 and Annual Budget 2016/17.
- Elected Members and senior staff will be available to answer questions.
- The Goyder Square TV, Facebook, the NT News and Council's website will be used to advertise and inform the public regarding these two events.
- Members of the public will be provided the facilitated opportunity to provide written submissions on the night with their views and suggestions for any improvements to the plan.
- The events fall inside the legislated 21 days of public consultation required for adoption of the Municipal Plan.
- All submissions gathered during the two events will be collated with suggested responses and added to any other submissions received by Council, and presented to Council when it considers the adoption of the Municipal Plan following the 21 days consultation period.

**Financial Implications:**

Existing budget is sufficient to cover all media collateral, advertising and materials required for these events.



**Policy / Legislation:**

Sections 22,23 and 24 of the Local Government Act set out the requirements concerning public consultation during the annual review of the Municipal Plan.

**RECOMMENDATION**

1. THAT Council receives Report Number 8/0890.
2. THAT Council approve the holding of community consultation exercises as detailed in this report on 3 and 10 June.

**Recommending Officer:** Ben Dornier, Director of Corporate and Community Services

Any queries on this report may be directed to Ben Dornier, Director of Corporate and Community Services on telephone (08) 8935 9976 or email [ben.dornier@palmerston.nt.gov.au](mailto:ben.dornier@palmerston.nt.gov.au).

**Schedule of Attachments:**

Nil