

# Ordinary Council Meeting – 18 March 2024 – 9.3 – Byford BMX Club sponsorship (SJ4374)

## 9.3 - Notice of Motion – Byford BMX Club sponsorship (SJ4374)

<b>Elected Member</b>	President Coales
<b>Disclosure of Officers Interest:</b>	No Officer involved in the preparation of this report has an interest to declare in accordance with the provisions of the <i>Local Government Act 1995</i> .

### Notice of Motion

A Notice of Motion was received from President Coales via email on 11 March 2024.

The Notice of Motion is “In accordance with Council Policy 5.1.14 - Community Contributions, APPROVES a sponsorship of \$1,500 ex GST to the Byford BMX Club to support the delivery of the 2024 AusCycling BMX Racing State Series – WA Round 4 event to be held at the Byford BMX track on Sunday 7 April 2024.”

### Officer Comment

On 7 April 2024, the Byford BMX Club (Club) will be hosting Round 4 of the eight BMX race rounds for Auscycling WA - State Series.

The Club has advised that last year, this event attracted 600 riders ranging in age from 2 to 70+ years, costing about \$10,000 to host and involving a lot of volunteer hours to prepare the track and grounds for the event. The Club uses this event to introduce new club riders to racing against other clubs, being a big event on the annual BMX racing calendar.

The event not only attracts visitors to the club on the day, but sees an increase in riders for the four weeks prior to the event on the regular Friday night race nights, helping to showcase the Club and the Shire. The Club have already submitted their public event application, indicating approximately 2,000 attendees for the event.

Typically, the Club leverages sponsorship from the local community to help fund the event, with a race subsequently being named after the sponsor. Sponsorship this year is proposed to support:

- temporary fencing and other requirements for this scale of event (including medics and marquees); and
- maintenance materials for the track (berms).

Officers would ordinarily encourage the Club to apply for a grant for these items, with the most recent round closing 11 March 2024. However, given the outcomes of the Major Event Grants will not be known until after their event, and operational/maintenance items are not eligible for General Grants, consideration of a financial contribution via Sponsorship (*Council Policy 5.1.14 - Community Contributions*) is most appropriate in this instance.

### Contact Us

#### Enquiries

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#### In Person

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Open Monday to Friday 8.30am-5pm (closed public holidays)



[www.sjshire.wa.gov.au](http://www.sjshire.wa.gov.au)



Officers have considered the details of the request and support its eligibility on the following basis:

<b>Key Policy Conditions (Extracts)</b>	<b>Response</b>
<p>Acknowledgement/recognition to Shire:</p> <ul style="list-style-type: none"><li>• Sponsorship is not philanthropic. Sponsors can expect to receive a reciprocal benefit beyond a modest acknowledgement. Appropriate branding and profile raising opportunities.</li><li>• Ability to leverage support through community attendance or staging of display/complementary event where appropriate.</li><li>• Achieve greater community awareness or public profile for the Shire, or for a particular service, program or product, than may otherwise have been possible</li></ul>	<p>Yes. It is expected a race will be named after the Shire of Serpentine Jarrahdale and opportunities to display branding material and receive acknowledgments will be discussed with the Club if this Notice of Motion is supported by Council.</p>
<p>Ability to reach traditional and non-traditional audiences</p>	<p>Yes. The event attracts riders from all over WA, over a number of weeks. Many who would not otherwise ordinarily attend events or visit the Shire.</p>
<p>Is seen to be supporting a worthwhile cause or activity within the community.</p>	<p>Yes. This is a significant event on the Auscycling WA calendar.</p>
<p>Connection with a reputable sponsor to enhance the Shire's image and reputation, enhancing the Shire's ability to undertake beneficial non-core activities that could not otherwise be delivered or undertaken to the same extent.</p>	<p>Yes. The Byford BMX Club have hosted this event on previous occasions and are proactively working through the Public Event Application process.</p> <p>Council is requested to note that as a result of the expected attendance numbers, this is rated a High Risk event. An assessment fee may be applicable if all required information is not provided by the Club within two weeks of the event.</p>
<p>Reduce the cost of a particular event or activity, or enable it, to be expanded or enhanced to the overall benefit of the local community.</p>	<p>Yes. This sponsorship will reduce the cost of maintenance and event infrastructure for the Club, which allows the user and attendee experience to be enhanced.</p>
<p>Sponsorship arrangements may require the acquittal of funds. In these circumstances, a satisfactory acquittal must be submitted within six months of the completion of the event, project or activity demonstrating how the</p>	<p>Officers would request an acquittal from the Club at the conclusion of the event, as this would assist in understanding how we may</p>



<b>Key Policy Conditions (Extracts)</b>	<b>Response</b>
funding was spent to achieve the agreed outcomes	support this initiative/event through all available Shire channels in the future.

In 2023/24, \$11,000 was allocated for GL 4300-15430-6276 (Community Development – Advertising and Marketing). The following sponsorships and donations have been endorsed by Council this financial year:

- Byford Baptist Church Community Food Market - \$2,000
- Sport Aircraft Builders Club Inc - Annual Fly-In 50th Anniversary event - \$10,797

There are no funds that remain available in the current 2023/2024 budget and the account will be overspent but this impact is immaterial in respect to the Shire's overall budget position (4300-15430-6276).

#### **Attachments (available under separate cover)**

Nil.

**Voting Requirements:** Simple Majority

#### **Elected Member Recommendation**

**In accordance with Council Policy 5.1.14 - Community Contributions, APPROVES a sponsorship of \$1,500 ex GST to the Byford BMX Club to support the delivery of the 2024 AusCycling BMX Racing State Series – WA Round 4 event to be held at the Byford BMX track on Sunday 7 April 2024.**