

## 10.13.North Sydney Oval Venue Hire Agreement

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<b>ATTACHMENTS</b>	1. CONFIDENTIAL - NSO - financial comparison of F&B services - Swans and Bears (30 & 31 August 2024) [ <b>10.13.1</b> - 1 page]
<b>CSP LINK</b>	1. Our Living Environment 1.4 Well utilised open space and recreational facilities

### PURPOSE:

The purpose of this report is to outline a proposal from the Sydney Swans and the Australian Football League (AFL) to hold a match at North Sydney Oval on Friday 30 August 2024.

### EXECUTIVE SUMMARY:

- The Sydney Swans have approached Council to host an AFL Women's (AFLW) match at North Sydney Oval on 30 August 2024 that would generate a 'double-header' weekend.
- The AFL have proposed the use of a licenced third-party contractor to operate the food and beverage at the Oval for this match. It would be prohibitive for Council to enter into this arrangement if a similar arrangement could not be agreed with the Bears who are scheduled to play at the Oval on 31 August 2024.
- Entering into Venue Hire Agreements with the Sydney Swans AFLW and the Bears for the 30 and 31 August 2024 will increase Council's revenue from the venue for the weekend, reduce Council's onsite operational resourcing requirements, and improve the food and beverage offerings at these games.

### RECOMMENDATION:

**1. THAT** Council resolves that the identified attachment to this report is to be treated as confidential in accordance with section 11(3) of the Local Government Act for the following reasons under section 10A(2) of the Local Government Act:

*(c) information that would, if disclosed, confer a commercial advantage on a person with whom the Council is conducting (or proposes to conduct) business*

*(g) advice concerning litigation, or advice that would otherwise be privileged from production in legal proceedings on the ground of legal professional privilege*

**2. THAT** Council note the approach from the AFLW to bring a Sydney Swans match to North Sydney Oval on Friday 30 August 2024; and their request that a third-party provider operate the food and beverage services for this fixture.

**3. THAT** Council note, that for the AFL's approach to be viable to Council, the same food and beverage contractor will need to operate the food and beverage service for the Bears' fixtures on Saturday 31 August 2024 at North Sydney Oval.

**4. THAT** Council note that to facilitate the double-header arrangement, the AFLW and the Bears have agreed to utilise the same contractor for both events.

**5. THAT** Council note the financial arrangements proposed within the Venue Hire Agreements for the weekend, which requires a departure from Council's advertised Fees and Charges.

**6. THAT** the Council authorise the CEO to finalise negotiations and enter into a formal agreement with the Sydney Swans, AFL, and the Bears for hiring North Sydney Oval on Friday 30 August 2024 and Saturday 31 August 2024.

## **Background**

The Sydney Swans entered the AFLW competition in 2022 with their inaugural match at North Sydney Oval, welcoming 8500 fans, friends, and members of the greater-Sydney community to North Sydney. In 2023, North Sydney the Swans returned to North Sydney Oval for two matches attracting 6,100 fans.

North Sydney Oval now also hosts AFLW training sessions for up-and-coming Swans players, which provides young women with an opportunity to train at a tier 2 venue. The Oval is also a training venue for AFLW umpires.

## **Report**

The Sydney Swans and Australia Football League (AFL) have proposed holding an AFLW match at North Sydney Oval on Friday 30 August 2024.

The AFL have approached Council in relation to the engagement of a third-party contractor to operate the food and beverage services at this match, an arrangement that provides a greater range of food and beverage options and less operational resources from Council. The recent Beer, Food, and Footy Festival held at the North Sydney Oval operated successfully on this arrangement, which is commonly known as a 'dry hire'.

The North Sydney District Rugby League (the Bears) are hosting a match at North Sydney Oval on Saturday 31 August 2024. The AFL proposal, if accepted, effectively creates a 'double-header' weekend; there are multiple NSW Cup rugby league games on the Saturday following on from the AFLW fixture on the Friday night.

Logistical issues make it prohibitive for Council to switch from the third-party contractor operating the food and beverage for the AFL on the Friday night, to Council managing the food and beverage operations on the Saturday. Accommodation of the AFL fixture requires the same contractor to operate the food and beverage across both events.

An alternative option would be for Council to decline the AFLW's approach and continue with the single booking for the weekend.

To facilitate the double-header arrangement, the AFLW and the Bears have agreed to utilise the same contractor for both events, and have proposed financial compensation within the Venue Hire Agreements (VHAs) for the weekend to appropriately offset the revenue lost from Council's management of the food and beverage operations, which requires a departure from Council's advertised Fees and Charges.

## **Consultation requirements**

There is no community consultation required in relation to this report.

## **Financial/Resource Implications**

In addition to bringing a game of women's AFL to North Sydney Oval, entering into VHAs with the Sydney Swans AFLW and the Bears for the 30 and 31 August 2024 will increase Council's revenue from the venue for the weekend. A comparison has been included within the confidential attachment to this report.

The proposed use of third-party food and beverage operations will significantly reduce the amount of Council resources dedicated to hosting the Swans and Bears fixtures as this arrangement will only requiring turf management staff onsite during these fixtures.

## **Legislation**

1. Local Government Act 1993 (NSW)
2. Liquor Act 2007 (NSW)
3. Food Act 2003 (NSW)
4. Environmental Protection and Biodiversity Conservation Act 1999
5. Work Health and Safety Act 2011 (NSW)