



Mildura Rural City Council

# **SUPPLEMENTARY AGENDA**

## **Ordinary Meeting of Council**

---

**5:30pm Wednesday 22 December 2021**

### **VENUE:**

**Committee & Council Room  
76 Deakin Ave, Mildura**

**NEXT ORDINARY MEETING OF COUNCIL  
TBA January 2022**

Copies of Mildura Rural City Council's Agendas & Minutes  
can be obtained online at [www.mildura.vic.gov.au](http://www.mildura.vic.gov.au)

INDEX

14    MANAGEMENT REPORTS..... 3

14.10   2022 VICTORIAN COUNTRY LONG COURSE SWIMMING  
         CHAMPIONSHIPS - ADDITIONAL FUNDING..... 3

\_\_\_\_\_

MARTIN HAWSON

ACTING CHIEF EXECUTIVE OFFICER

## **14    MANAGEMENT REPORTS**

### **14.10 2022 VICTORIAN COUNTRY LONG COURSE SWIMMING CHAMPIONSHIPS - ADDITIONAL FUNDING**

**File Number:**                16/05/02  
**Officer:**                    Acting General Manager Community

#### **1.     Summary**

The purpose of this report is to seek approval to provide additional event funding support to the Mildura Swimming Club for the 2022 Victorian Country Long Course Championships.

#### **2.     Recommendation**

**That Council endorse an additional \$10,000 excluding GST in event sponsorship funding to Mildura Swimming Club for the 2022 Victorian Country Long Course Championships.**

#### **3.     Background**

Mildura Swimming Club originally applied for new event sponsorship in June 2020 through the Events Funding and Support Policy CP010 (the policy) for the 2021 Victorian Country Long Course Swimming Championships, scheduled for 23 January to 25 January 2021. This event was rescheduled due to COVID and is now being held in Mildura on 22 to 24 January 2022.

The policy has been reviewed since the original assessment in 2020. These changes have meant that Tourism Research Australia data is now used more consistently according to the event type rather than the broader average holiday figures. This means the economic calculation now utilises sporting participation tourism rates which are separately calculated.

During this extended time from application to hosting the event, the Events and Projects team have been working with the Mildura Swimming Club to deliver this event. It has been during these meetings where additional costs have been identified and Mildura Swimming Club have asked whether there is any possibility of additional funding to assist with event costs.

#### **4.     Consultation Proposed/Undertaken**

The Events and Projects team have met with two committee members of the Mildura Swimming Club on multiple occasions to discuss and support the club's application bid to host and plan this event.

#### **5.     Discussion**

The Victoria Country Long Course Championships are held once a year, over three days and are held in a 50 metre pool. Swimmers are only eligible to compete if they meet the time criteria for each stroke they wish to compete in. This event will attract swimmers from across Victoria and Australia to compete along with Victorian state officials, their families and numerous volunteers.

The Victorian Country Long Course Championships is the pinnacle swimming event for many competitive country swimmers aged 13 and above and the event will promote swimming throughout the local community and showcase Mildura to the rest of Victoria.

After completion of an assessment in 2020, Mildura Swimming Club were awarded \$20,000 at August 2020 Ordinary Council meeting. The financial assessment to award this figure was based on conservative numbers of 1,404 attendees staying for four nights in our region based on the Tourism Research Australia average nightly spend of \$172 per night. This equated to economic return of \$965,952. The maximum this event was therefore eligible for in terms of funding was \$20,000.

Mildura Swimming Club have since reviewed the event and now estimate more competitors and families will attend and a revised assessment has been undertaken.

The new financial assessment has been based on 1,600 attendees staying for four nights in our region based on the Tourism Research Australia sporting participation average nightly spend of \$272 per night. This equates to an estimated economic return of \$1.74 million and an eligibility of funding between \$25,001 and \$37,500 under the Policy.

Based on this new request and subsequent assessment against the updated Policy, Mildura Swimming Club are eligible and recommended for an additional \$10,000 in funding to assist with event costs.

Based on this new request and subsequent assessment against the updated Policy, Mildura Swimming Club are eligible and recommended for an additional \$10,000 in funding to assist with event costs. This would bring Mildura Rural City Council's support to \$30,000, in line with the current policy.

The cost to deliver this event is budgeted to be in excess of \$100,000, including over \$55,000 for infrastructure to be hired, including \$25,000 for grandstands to be freighted to Mildura and \$4,500 in pool hire fees. Speaking with Mildura Swimming Club, they have also just had confirmation of a \$3,500 first aid quote where they had only budgeted for \$1,200. The budget provided to the events team indicates that the Mildura Swimming Club will only be breaking even by delivering this major event for our region and greatly appreciate any additional assistance MRCC can provide.

This additional funding will be used to cover costs of the grandstand seating, first aid services and a portion of the venue hire.

The Events and Project team will continue to work with the Mildura Swimming Club and their governing body, Swimming Victoria to assist with the planning of this major event to ensure a safe, compliant & quality event for our region.

## **6. Time Frame**

Applications for New Event Sponsorship are open year round.

The event will proceed at Mildura Waves on 21 – 24 January 2022.

**7. Strategic Plan Links**

This report relates to the Council Plan 2021-2025 in the Strategic Direction:

Economy

Outcome to be achieved:

- A valued and vibrant tourism industry and recognised visitor destination.

Our 4-year priority:

- Attract and support major events and conferences.

**8. Asset Management Policy/Plan Alignment**

All approved events on Council owned or managed land will need to be conducted in accordance with the respective Asset Management plans and policies for that facility.

**9. Implications**

**Policy**

This report is supported by the Events Funding and Support Policy CP010.

**Legal/Statutory**

There are no legal/statutory impacts associated with this report.

**Financial**

New Events Sponsorship funding is allocated under the Events Funding and Support Policy CP010 and budgeted for in the Leisure and Cultural Services Branch.

**Environmental**

There are no environmental impacts associated with this report.

**Social**

There are no social impacts associated with this report.

**Economic**

The Events Strategy 2025 and Events Funding and Support Policy CP010 provided that the priority of available resources and funding are focused on events delivering major economic and tourism outcomes. Funding of up to \$30,000 plus applicable GST is to be committed to this event, in return expecting to generate at least \$1.74 million for our region.

**10. Risk Assessment**

By adopting the recommendation, Council will be exposed to the following risks:

<b>Risks</b>	<b>Controls</b>	<b>Residual Risk</b>
Event does not proceed.	Clause in the agreement that the funding is conditional to event proceeding within COVID-19 Government restrictions.	Low

**11.    Conflicts of Interest**

No conflicts of interest were declared during the preparation of this report.

**Attachments**

There are no attachments for this report.