

Policy

Sports Tourism Program

Responsible Manager (Title)	Manager Cultural, Community and Industry		
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Community Plan Linkage	Economy - We will have an attractive and diverse environment for business, tourism and industry		

1 Purpose

To ensure sports tourism is a continual component of the local economy and society, Council will make provision in its budget each year to provide hosting fees to selected sporting organisations to attract participatory sporting events to the Clarence Valley.

2 Definitions

Sports tourism: Is a niche market which can be broadly described as a tourism activity generated by participation in sporting activity. That activity can be a sporting event or competition, a tour of a sporting facility, or a training camp.

The sports tourism market can be divided into four segments:

- *Spectator Sports Tourism:* The highest profile of the four market segments due to the media coverage its top tier properties attract. However, cost-benefit analysis is beginning to suggest that hosting major events is increasingly difficult to justify as a strategy for sports tourism alone. The main benefit is through marketing exposure and the indirect benefits it brings.
- *Participation sports tourism:* Numerically the largest market segment and the most varied in its composition, spanning individual 'lifestyle' sports participation, competition for all ages, team travel, and training for professional athletes, clubs, school groups. Commonly seen as the 'bread and butter' of sports tourism, a participation strategy is considered easier to maintain than for spectator sports tourism.
- *Incidental sports tourism:* Characterised more as 'tourism sport' than 'sports tourism', i.e., participation or spectating that is not the main purpose of the trip. Direct economic impacts are typically low; however, indirect impacts can be significant, through adding value to the overall destination package, for example.

- *Nostalgia sports tourism*: Centres on museums, stadia and ‘fantasy camps’, cuts across all three other sectors, and has a domestic tourism day-trip market. It also has indirect benefits such as brand building and raising facility utilisation rates.

The best-fit sports tourism market for the Clarence Valley is the participation segment. This is based on current infrastructure, financial considerations and human resources.

Hosting fees: An amount of funding sought by sporting organisations to secure placement of their event in a particular region, which offsets expenditure on items such as sporting officials, referees, administrators, and venue costs.

Sporting organisations: Not-for-profit organisations or private companies that organise sporting events. Sometimes this is for their members, or the event can be open to the general public.

Participatory sporting events: Covers a wide range of organised activities with the main intention as high numbers of competitors or participants rather than spectators

3 Background/legislative requirements

Sports tourism provides a significant boost to the local economy through the visitor economy and aligns with current Clarence Valley tourism strategic plans, such as *The Clarence–River Way Masterplan* and the *Tourism Dispersal Strategy*.

Council commenced its Sports Tourism Program in 2013, with the engagement of Sports Marketing Australia Pty Ltd (SMA) to deliver the Decentralisation Program. The ongoing purpose of the program is to leverage economic benefits for the community and maximise the potential of the niche industry of sports tourism. In May 2021 Council resolved to cease the engagement of Sports Marketing Australia at the end of the current contract and continue with the Sports Tourism Program in-house.

The development of the Sports Decentralisation Program in Australia has led to an increase in national and state sporting events being held in regional centres. The program identifies events that can be beneficially relocated from metropolitan centres into regional centres and identifies regional centres suitable for this relocation. The increasing appeal of non-metropolitan and regional areas as tourism destinations and destinations for people to tree-change and sea-change adds momentum to sports tourism.

Looking ahead, events such as the 2035 Brisbane Olympics also present an opportunity for the Clarence Valley to host teams looking for facilities to train in an environment similar to Brisbane.

4 Policy statement

Council hosts participatory sporting events in return for:

- Promotional exposure of the Clarence Valley in line with the visitor dispersal model
- Economic benefit through increased tourist visitation and spending, including business market stimulation
- Enhancing the Clarence Valley’s image and profile and capitalising on the assets of the Clarence Valley

- Enhancing the 'liveability' qualities for residents and prospective residents of the Clarence Valley

Council commits itself to the principle of accountability and transparency. The policy provides a framework for transparent and merit-based awarding of sponsorships and a system of accountability for the recipient

5 Implementation

The Sports Tourism program will continue by building on the knowledge staff have gained about sports tourism between 2012 and 2021.

Council's Event Development Officer will develop and maintain relationships with sporting organisations for key events for the Clarence Valley. As such, these organisations will work directly with Clarence Valley Council rather than through a third party.

5.1 Criteria

5.1.1 To be eligible for the Sports Tourism Program and receive hosting fees, applicants must demonstrate that:

- a) the event is consistent with Council's values and objectives, especially regarding current tourism and environmental harm minimisation strategies
- b) the event provides a significant economic benefit to the Clarence Valley
- c) the event meets an identified gap within the Sports Tourism calendar (Attachment 1)
- d) the event organisers provide public acknowledgement of Council through publications, broadcasts or social media
- e) a suitably qualified team to manage the event is in place
- f) any previous Council funding has been appropriately acquitted
- g) the event is financially viable

5.1.2 This policy does not apply to funding requests from or for:

- a) the Clarence Valley Sport and Cultural Trust Fund (this is a separately funded Trust of Council with its own policy and funding criteria)
- b) the Clarence Valley Sports Council
- c) the Clarence Cultural Committee
- d) s355 Committees of Council
- e) individuals or organisations raising funds on behalf of another community group/organisation
- f) capital expenditure, purchasing of equipment, contributions to charities
- g) Community initiatives program

5.1.3 Overview of Application Process

Applications must be lodged online using Council's standard Sports Tourism Application form, prepared in accordance with any published guidelines.

5.1.4 Overview of Assessment Process

Applications will be assessed against the criteria provided in section 5.1.1 initially by the Community and Industry Engagement team with recommendations made to, and a final determination made by, a Sports Tourism Decision Making Panel comprising one councillor nominated by the elected body and Council's Director Corporate and Governance, the Coordinator Community and Industry Engagement, or their delegate.

5.1.5 Reporting

Hosted participatory events will be identified in Council's Operational Plan and reported against the Integrated Planning and Reporting Framework.

6 Related Documents

CVC Events Sponsorship Policy

CVC Sports Management Policy

Attachment 1: Sports Tourism Calendar – subject to change

Attachment 1

Sports Tourism Calendar

Sports Tourism Calendar		
Time of year	Type of event	Location
June/July	<i>State Hockey Champs</i>	Grafton
Aug/Sept	<i>Cricket NSW</i>	Grafton/South Grafton
May/June/July	Adventure race*	Yamba/Iluka
Perennial	Adventure race*	Grafton Hinterland
June	<i>Tennis</i>	Grafton
June	<i>Longboard Surfing</i>	Yamba
Perennial	River event**	Grafton/Maclean/Ulmarra

*Possible adventure races include: Adventurethon, Geoquest, 100 Hour Rogaine, Mountain Bike event, Trail Run, and Kayak event.

** River events include kayak/canoe, sailing, and fishing.