

11.7 WAFL GRAND FINAL 2022 AT LEEDERVILLE OVAL

Attachments: 1. 2022 WAFL Grand Final Host Venue Agreement DRAFT - Confidential

RECOMMENDATION:**That Council**

1. **APPROVES** the CEO to negotiate an agreement with the West Australian Football Commission to host the 2022 WAFL Grand Final at Leederville Oval, including the sponsorship fees itemised in clause (d) of Attachment 1 'Confidential 2022 WAFL Grand Final Host Venue Agreement'; and
2. **NOTES** the Annual Budget 2022-2023 will be updated in the first quarter budget review to reflect budget re-allocations and budget increases arising from (1).

PURPOSE OF REPORT:

To provide an update to Council on the City of Vincent's proposal to host the 2022 WAFL Grand Final at Leederville Oval, and to seek reallocation of budget to support Leederville Town Centre activation.

BACKGROUND:

Between 21 July and 10 August 2022, the West Australian Football Commission (**WAFC**) undertook an expression of interest process that enabled stakeholders from West Australian Football League (**WAFL**) Clubs and Local Government Authorities to put forward their proposal to host the 2022 WAFL Grand Final at their facility.

On 11 August 2022 the West Australian Football Commission announced that Leederville Oval had been selected to host the 2022 WAFL Grand Final on Saturday, 1 October 2022.

The City of Vincent partnered with Leederville Connect, Subiaco Football Club and East Perth Football Club to present the winning bid. Vincent is now working with all parties to deliver a successful event under tight timeframes.

DETAILS:

Leederville Oval was chosen as the host venue for the WAFL Grand Final against a selection criterion that included fan experience, game day atmosphere, the capacity of spectatorship, accessibility, and ground conditions.

Subject to Council approval, the City of Vincent will commit to a Confidential Host Venue Agreement that delivers:

- 14,000 capacity limits
- A turf replacement and enhancement schedule
- Closing of streets to make public access safe and easy
- Activations within the adjacent retail precinct.

A summary of in-kind and financial contributions is provided in Confidential Attachment 1.

Leederville Oval

14,000 people will be provided with tickets to attend three games, occurring at 8.50am, 11.30am and 3.20pm. A welcome to country will be conducted by Ingrid Cummins.

Much of the logistics of hosting the event within Leederville Oval is being managed by the WAFC, including selling tickets and setting food and beverage packages.

The City of Vincent has responsibility for preparing the physical assets (e.g. building and turf repairs). The City's Health and Building Officers are closely involved in ensuring regulatory requirements are met and a wide range of licences and approvals are issued. This includes risk management and crowd management, public building permits, electrical permits, and liquor licensing.

City of Vincent will also turn the Soccer Pitch at Loftus Recreation Centre into a kids activity zone.

TV coverage extends from 11.30am to 6pm, and a number of broadcasting venues have been set up around the ground.

Mayor Cole has been invited to award the premiership trophy to the winning WAFL team.

Patrons depart the venue from 5.45pm.

Road Closures, Transport and Parking

Ticket holders will be provided with free public transport to/from the event, and marketing will encourage patrons to arrive by bus and train.

Roads will be closed from 6am to midnight. Oxford Street will be closed from Leederville Parade through to Vincent Street, and the Leederville Square section of Newcastle Street will also be closed.

Vincent Street will be closed east bound from Oxford Street through to the DLGSC Building, allowing pedestrians to spill into the road reserve. A barricade will be constructed down the centre of the road for pedestrian safety.

Ride share pick up and drop off points will be created and advertised. Rangers will provide visible safety presence and ensure

Leederville Town Centre Activation

Leederville Connect and Upbeat Events are supporting the City of Vincent to provide a festival atmosphere in the Leederville Town Centre. Local businesses will be provided with team colours to decorate the town centre.

Live entertainment and family activities will be available from 11.30am, and two screens will allow the public to watch the games during the day. A stage, live music and DJs will create a party atmosphere after the game.

The WAFC expects the Leederville Town Centre may reach a patron capacity of 5000.

The City's normal event management requirements will apply, including accessibility, public health, and waste management.

Loftus Recreation Precinct

The City intends to close the Library on Saturday morning due to limited parking.

We are in discussion with Gymnastics WA and Belgravia (Loftus Recreation Centre) about providing limited parking for their customers, and advanced communications about likely interruptions.

Marketing & Communications

A joint marketing and communications committee has been formed with the WAFC and promotions are being pushed out. A detailed communications plan has been prepared.

The main objectives of the communications plan are to:

- To generate a sense of excitement around the WAFL GF
- To inform the community and wider Perth area of the plans to activate Leederville and traffic changes
- To inform local residents and businesses of traffic and parking changes around the oval
- To advise residents of alternative traffic and parking arrangements

Local residents impacted by road closures will be provided with complementary tickets to the game and/or vouchers to swim at Beatty Park.

Example of branding (subject to change):

**CONSULTATION/ADVERTISING:**

Local businesses impacted by the WAFL Grand Final have been identified and have, or will be, informed of the event and how it might impact them.

Leederville Connect are contacting businesses in the Leederville Town Centre.

Further communications are planned.

LEGAL/POLICY:

Not applicable

RISK MANAGEMENT IMPLICATIONS

Low: It is low risk for Council to host the WAFL Grand Final event. Detailed planning has been completed that includes Risk Management Planning, Crowd Safety Plans and relevant Insurance Cover.

STRATEGIC IMPLICATIONS:

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Connected Community

We have enhanced opportunities for our community to build relationships and connections with each other and the City.

Thriving Places

We are recognised as a City that supports local and small business.

Innovative and Accountable

Our community is aware of what we are doing and how we are meeting our goals.

SUSTAINABILITY IMPLICATIONS:

This is in keeping with the following key sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*.

Waste Reduction

This event has a focus on recycling and demonstrates Vincent's approach to sustainability.

PUBLIC HEALTH IMPLICATIONS:

This is in keeping with the following priority health outcomes of the *City's Public Health Plan 2020-2025*:

Increased mental health and wellbeingIncreased healthy eating

This event celebrates physical activity and community connection in a family-friendly manner. Healthy food options will be available.

FINANCIAL/BUDGET IMPLICATIONS:

Expenditure and fee waivers are itemised in **Attachment 1**, in clause (d).

In the first quarter budget review Administration will identify opportunities to reallocate funds from existing budgets to offset part of these expenses, including:

- (a) Community Grants and Town Team Grants
- (b) Turf Maintenance (existing)
- (c) Road Closures for Events
- (d) Youth Programs

COMMENTS:

Hosting the WAFL Grand Final 2022 has been well received in the Leederville Town Centre given the economic conditions experienced during COVID.

This also provides an opportunity to showcase Leederville Oval's potential as a top tier football venue and will assist in future advocacy for funding investment at the location.

While the City will be making a financial outlay, revenue will be generated through parking and infringements.