



Business Paper

Shire Services Committee Meeting

Tuesday, 3 October 2017

**Commencing at the conclusion of the Shire Infrastructure
and Shire Planning Committee Meetings**

**Committee Rooms 203 and 204,
Level 2, Administration Building
4-20 Eton Street, Sutherland**

ORDER OF BUSINESS

- 1. APOLOGIES**
- 2. DISCLOSURES OF INTEREST**
- 3. CONFIRMATION OF MINUTES OF THE PREVIOUS MEETING**
- 4. PRESENTATIONS**
- 5. REPORTS FROM OFFICERS**
 - SER006-18 Southern Expansion – A-League and W-League Training and Competition Facilities Proposal
- 6. QUESTIONS**
- 7. CONSIDERATION OF BUSINESS IN CLOSED SESSION**
- 8. CONFIDENTIAL REPORTS FROM OFFICERS**
 - SER003A-18 Club Cronulla Development Proposal Including Council Car Park, 45-49 Croydon St, Cronulla
 - SER004A-18 Land Sale Proposal - 348R Kingsway, Caringbah

**SER006-18 SOUTHERN EXPANSION - A-LEAGUE AND W-LEAGUE TRAINING
AND COMPETITION FACILITIES PROPOSAL**

SER006-18

Attachments: Appendix A**EXECUTIVE SUMMARY**

- In March 2017 Council supported Southern Expansion in its bid to Football Federation of Australia (FFA) to establish a professional football club based in the Sutherland Shire as part of an expanded A-League and W-League competition.
- As part of the bid, Southern Expansion identified that the new club would require and seek to build a new home ground stadium and state of the art training facilities.
- Following the initial approach to FFA and further investigations, Southern Expansion identified two locations in the Sutherland Shire it deems suitable to develop.
- As part of its licence bid to FFA, Southern Expansion is now seeking Council's in-principle, non-binding support for a \$350 million development of a stadium and what it describes as state of the art training facilities.

REPORT RECOMMENDATION

That Council provide in-principle, non-binding support to Southern Expansion for its proposal for entry into the A-League and W-League subject to:

1. The stadium and related competition facilities being wholly located on Crown land at Rawson Avenue, Loftus.
2. All training facilities located at The Ridge Sports Complex conditional upon existing sporting and established activity groups not being disadvantaged.
3. No construction, maintenance and/or ongoing operational costs borne by Council.
4. The proposal demonstrating it would appropriately address all environmental, social and traffic/traffic/parking impacts.
5. There being community support for the bid.

PURPOSE

This report outlines Southern Expansion's request for Council's in-principle, non-binding support for its proposed development of football (soccer) training and playing fields at The Ridge Sport Complex and stadium and associated facilities at Rawson Avenue, Loftus.

BACKGROUND

Southern Expansion is a group formed with the intent to bid for a professional football club license from Football Federation Australia (FFA) to compete in the W-League, A-League and National Youth League. Its aim is to have a new professional club for the south Sydney region, taking in St George, Sutherland, and the South Coast football communities, which have over 40,000 players registered with Football NSW. Its bid is backed and supported by three local football associations, St George, Sutherland and South Coast and is financially supported by the Chinese JianYuan Group of companies. If successful, Southern Expansion plans to develop purpose built football facilities, including a new home ground stadium and state of the art training facilities.

As the geographic centre of the southern region and the strongest football community in the southern hemisphere, Southern Expansion identified the Sutherland Shire as the most preferred 'home' of the group.

In March 2017, Southern Expansion via its CEO, Chris Gardener, initiated dialogue to seek in-principle support from Council for Southern Expansion's bid. Council was unanimous in its support (MM010-17) and letters of support were provided to Southern Expansion and FFA for the establishment of a professional football club to be based in the Sutherland Shire as part of an expanded A-League and W-League competition.

DISCUSSION

In September, Southern Expansion outlined its concept proposal for training and competition facilities and its intention to submit an application to the FFA requesting licenses for A-League and W-League competitions, to operate teams within and represent the southern region. (See Appendix A)

This includes:

- state of the art training facilities at The Ridge Sports Complex, and
- a new home ground with a proposed 25,000 - 30,000 seat stadium on Crown land, where the TAFE and UOW are located, at Rawson Avenue, Loftus.

As part of the proposal, Southern Expansion has been working closely with Sutherland Shire Football Association who is supportive of the proposal in the concept stage. Wider discussion with stakeholders will occur if an A-League and W-League license is given to ensure minimal impact to the current users of the Ridge Sport Complex and Waratah Playing Fields.

Southern Expansion is seeking, non-binding, in-principle commitment for the proposal from Council without any need for capital contribution or on-going maintenance and has committed to:

- providing training and development to the youth from the southern region in its Academy programs for no fee;
- to not displacing or adversely effecting existing clubs and users; and
- to working collaboratively with coaches and other third parties who also adopt their coaching philosophies and not levy youth participating in its Academy training and development programs.

By the end of October 2017, Southern Expansion intends to make public the details of its bid for the A-League and W-League licenses. Southern Expansion views Council's in-principle support as important to its submission.

Traffic and transport

Whilst the proposal is in concept stage, it has been identified that the location of the proposed stadium at Rawson Avenue will require further consideration and detailed planning to overcome the increased activity and transport challenges. This relates to both vehicular and pedestrian access, particularly in the Sutherland CBD where transport challenges are already present.

The Loftus site being located between two train stations, Sutherland and Loftus, provides an opportunity for visitors arrive at the intended stadium via public transport.

Economic investment and benefits

If successful in the bid for an A-League and W-League license, Southern Expansion is planning to invest approximately \$350 million in new infrastructure in the Sutherland Shire.

This investment in infrastructure would provide local employment opportunities, see an increase in visitation to Loftus and its surrounds as well as Barden Ridge and its surrounds, and increase tourist expenditure benefiting local businesses and surrounding facilities including the Sutherland basketball stadium and the Sutherland Leisure Centre.

Approval process

Southern Expansion will seek permission from the NSW Government for rights over the two proposed sites discussed in this report at Loftus and Barden Ridge. This will form part of Southern Expansion's submission to FFA along with Council's consideration.

If Southern Expansion were to gain approval from FFA for an A League and W League license, all planning approvals for what has been proposed at a concept level, will be the responsibility of the State Government.

RESOURCING STRATEGY CONSIDERATIONS

The proposed Southern Expansion training and competition facilities will be the financial responsibility of Southern Expansion with no budget or resourcing required from Council. It is anticipated that Southern Expansion will invest approximately \$350 million into the proposed facilities should they be successful in achieving an A-League and W-League license from FFA.

COMMUNITY ENGAGEMENT

The need for community engagement to clearly communicate the options, benefits and shortfalls and potential outcomes, is seen as a critical component to the success of Southern Expansion's overall proposal. Should the proposal proceed beyond the concept stage, extensive community consultation will take place.

STRATEGIC ALIGNMENT

The proposal by Southern Expansion, aligns with Council's adopted Community Strategic Plan by promoting a prosperous community (Outcome 5) and creating a liveable place with a high quality of life (Outcome 6).

The proposal meets the strategies in Council's adopted Delivery Program of:

- Collaborating with our business community to support thriving local business (5.1);
- Increasing access to local employment and training opportunities (5.2);
- Providing welcoming, safe and accessible places and spaces that encourage active lifestyles (6.3);

and helps us meet specific deliverables by:

- sourcing investment opportunities for local business initiatives (5A.2);
- delivering on planned capital works program for open space infrastructure (6F.6); and
- developing integrated sports services management planning in collaboration with key stakeholders (6G.1).

POLICY AND LEGISLATIVE REQUIREMENTS

Whilst Council is being asked to provide in-principle support for the proposed training and competition facilities at The Ridge Sport Complex and Rawson Avenue, Loftus, progression of any such proposal will be subject to:

- State government planning requirements, policies, legislation and processes;
- land owners consent; and
- any Aboriginal land claims that may exist.

CONCLUSION

Southern Expansion is looking to provide greater connection for the southern region to what it identifies as 'the World Game'. As the centre of the region, Sutherland Shire has been identified as the potential home of the club with a new 25,000 - 30,000 seats home ground stadium at Rawson Avenue, Loftus and state of the art training facilities at The Barden Ridge Sport Complex.

If successful in the bid for an A-League and W-League license, Southern Expansion will invest approximately \$350 million in new infrastructure the Sutherland Shire, which will increase employment opportunities and provide a boost to the local economy and tourism.

Provision of in-principle, non-binding support to Southern Expansion's bid is recommended, subject to the proposal demonstrating it would address all environmental, social and transport impacts and have the community's support.

RESPONSIBLE OFFICER

The officer responsible for the preparation of this Report is the Sport Services Manager, Kellie Hayes, who can be contacted on 9710 0469.

File Number: 2015/86923

CONFIDENTIAL REPORTS FROM OFFICERS

In accordance with Section 10A(1) of Local Government Act 1993, the following matters will be considered in the Closed Session:

SER003A-18 CLUB CRONULLA DEVELOPMENT PROPOSAL INCLUDING COUNCIL CAR PARK, 45-49 CROYDON ST, CRONULLA

Section 10A(2)(c) Information that would, if Disclosed, Confer a Commercial Advantage on a Person with Whom the Council is Conducting (or Proposes to Conduct) Business:

This matter is being considered in Closed session as it relates to a proposal for the sale or purchase of land where prior knowledge of this proposal could confer an unfair financial advantage on any person. On balance, the public interest in preserving the confidentiality of information about the reserve price outweighs the public interest in maintaining openness and transparency in council decision-making because the disclosure of this information would put the Council at a competitive disadvantage in its negotiations with a prospective purchaser, preventing it from achieving a 'best value for money' outcome for the community.

SER004A-18 LAND SALE PROPOSAL - 348R KINGSWAY, CARINGBAH

Section 10A(2)(c) Information that would, if Disclosed, Confer a Commercial Advantage on a Person with Whom the Council is Conducting (or Proposes to Conduct) Business:

This matter is being considered in Closed session as it relates to a proposal for the sale or purchase of land where prior knowledge of this proposal could confer an unfair financial advantage on any person. On balance, the public interest in preserving the confidentiality of information about the reserve price outweighs the public interest in maintaining openness and transparency in council decision-making because the disclosure of this information would put the Council at a competitive disadvantage in its negotiations with a prospective purchaser, preventing it from achieving a 'best value for money' outcome for the community.