



**AGENDA FOR A MEETING OF THE COMMUNITY SPORT FUND ALLOCATION  
SUBCOMMITTEE TO BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE,  
LINCOLN, WAITAKERE CITY, ON WEDNESDAY 21 JUNE 2006,  
COMMENCING AT 6.00 PM.**

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**1 APOLOGIES**



**2 URGENT BUSINESS**

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 provides that where an item of business is not on the agenda, it may only be dealt with at the meeting if:

- (i) the Committee by resolution so decides; and
- (ii) the Chairperson has explained at the beginning of the meeting (when open to the public) that the item will be raised for discussion and decision, why the item is not on the agenda, and why it cannot be delayed until a subsequent meeting.

The Committee may make a decision on a matter determined to be urgent.

**NOTE:** Urgent Business need not be dealt with now and may be delayed until later in the meeting.



**3 CONFIRMATION OF MINUTES**

Meeting Minutes - Thursday, 15 December 2005

**RECOMMENDATION**

That the minutes of the Meeting of the Community Sport Fund Allocation Subcommittee held on Thursday, 15 December 2005, as circulated, be taken as read and now be confirmed.



#### 4 **COMMUNITY SPORT CLUB DEVELOPMENT AND LOANS FUND ALLOCATION 2006**

##### **PURPOSE OF THE REPORT**

The purpose of this report is to provide the Community Sport Allocation Subcommittee with the information they require to allocate funding from the Community Sport Club Development Fund.

##### **BACKGROUND**

The Community Sport Fund was set up as a partnership between the Hillary Commission and local authorities. In 2002, as a result of Central Government initiatives, the Hillary Commission, NZ Sports Foundation and the policy arm of the Office for Tourism and Sport were replaced with Sport and Recreation New Zealand (SPARC). A decision was then made by Sport and Recreation New Zealand to cease the Community Sport Fund as of June 2002.

When Sport and Recreation New Zealand ceased the Community Sport Fund they informed Councils that any loans and unallocated funds received from the Hillary Commission did not need to be returned and could continue to be loaned or used for other purposes consistent with those for which they were received.

In late 2003 it was decided to use the remaining funds that Council holds by continuing to provide loans to sports clubs but with a much tighter strategic focus and an amount of \$800,000 was set aside to provide these loans.

The balance of the fund plus the interest of the loans fund was then set aside to support sports and recreation groups by way of grants in the area of club development.

In December 2005 the Community Sport Allocation Subcommittee met to discuss the sustainability of the Club Development Fund as concern was expressed that allocating the full amount of the balance of the loans fund together with the interest from loans on an annual basis would in the long term be unsustainable. It was resolved:

*“That the estimated interest to be received from the Community Sport Loans Fund (estimated at \$40,000) be available for 2006/2007 to community groups.”*

2512/2005

It was also resolved that the framework and criteria for distribution of the Community Sport Club Development Fund be reviewed on an annual basis.

*“That the Community Sport Fund Allocation Subcommittee review the framework and criteria for distribution of the Community Sport Club Development Fund on an annual basis.”*

2513/2005

This report is to provide information on the allocation of funding for the Community Sport Club Development Fund and Loans Fund. The report also makes recommendations for minor alterations to the policy and reports on the number of applicants to the fund.

##### **STRATEGIC CONTEXT**

Through the adoption of the Strong Communities strategic platform, Council outlines its commitment to undertaking initiatives that will contribute to making Waitakere City a safe, healthy place to live and to improving local leisure and recreation opportunities and choices. Through adoption of First Call for Children, Council has also stated its commitment to proactively supporting children, young people and their families in Waitakere City. Direct financial assistance to organisations providing facilities and activities to get people more active, assists Council's commitment to these policies.

## ISSUES

### Community Sport Loans Fund

There were no applications to the Community Sport Loans Fund this time round. This is not seen as unusual as there are never many loans sought, although those organisations who have in the past received loans from this fund have found it valuable.

It is recommended that the Community Sport Loans Fund be monitored over the next two years and if the trend from clubs is not to take advantage of these loans to re-consider other uses of the Fund.

### Community Sport Club Development Fund

The purpose of the Community Sport Club Development Fund is to provide flexibility to support the development of sports clubs in Waitakere City. The intention is that a small number of strategic grants will be made, rather than a more scattered approach. This will allow greater levels of support to clubs and regional organisations looking to improve the sustainability of their sports in Waitakere City into the future.

### Criteria for Allocating Funding

The baseline criteria that applications must meet to qualify for a grant from the Club Development Fund are as follows:

The club development fund is to be allocated towards projects that focus on:

- The development of regional sport, fitness or physical leisure strategies that identify future facility and programme needs for a sport or number of sports in Waitakere City;
- Development of volunteer infrastructure, such as training in governance, management, administrative processes, marketing and strategic planning;
- Feasibility studies for clubs looking to amalgamate;
- Costs associated with the establishment of multi-sport clubs;
- Actual club amalgamation; and
- Improving the services a regional sport organisation provides to club sport.

### Applications Received

Applications to the fund closed on 5 May 2006. Two applications were received.

A1-A2

In the 2006 funding round there are two eligible applications totalling an amount of \$13,130. The applications include strategic planning and governance/management training. They have then been summarised and appear in order as attached at pages A1 to A2 to this report. Original applications are available for the Subcommittee's perusal at any time by contacting the Community Assistance Facilitator.

### Number of Applications

There is a concern over the low numbers applying to the Community Sport Club Development Fund. This is despite the substantial marketing which has been done in the form of:

- Providing closing dates and brief information in Funding Calendar that went to 1,000 groups or individuals on the Community Assistance database;
- Informing of closing date and funding criteria at four funding workshops (including one especially for sports clubs, of which over 40 people attended);

- Advertising in the Western Leader;
- Mail out to all sports and recreation clubs in Waitakere City, informing of criteria and closing date;
- Email of criteria and closing date to all summer and winter codes that have email addresses on the Parks Operations Manager - Special Projects database;
- Reminder email to above database one week before closing;
- Information on Waitakere City Council Website; and
- Application forms available at all Council reception areas.

A survey was conducted by the Community Assistance Facilitator of a small random sample of sports clubs (ten) to find out why so few clubs made application to the fund. The responses clearly identified that clubs generally were not clear on the criteria for funding.

- Eight of the ten clubs were aware of the fund and the closing date;
- Four out of the ten clubs thought that the Club Development Fund was a loans fund rather than a grant;
- Six out of the ten clubs who were aware of the fund did not realise the full benefits it could bring to their organisation;
- Eight clubs have expressed an interest in applying next time;
- All clubs spoken to said they saw a need for support in areas of strategic planning, marketing, governance, management and training of members of their committees.

As a result of this survey it has been decided that the wording used to market the fund needs to be amended to make it clearer to the community the intent of the fund. Also the Community Assistance Facilitator will attend a meeting arranged by the Parks Department when they meet with Sports Clubs in June to promote the fund and its criteria as widely as possible.

In the meantime it is recommended that a second round is run in September 2006 so that clubs have a further opportunity to apply.

It is also recommended that some minor amendments to the wording of the policy be made to reflect the needs of groups for strategic planning assistance and feasibility studies in relation to building sport and recreation facilities. The current wording is:

The club development fund is to be allocated towards projects that focus on:

- The development of regional sport, fitness or physical leisure strategies that identify future facility and programme needs for a sport or number of sports in Waitakere City;
- Development of volunteer infrastructure, such as training in governance, management, administrative processes, marketing and strategic planning;
- Feasibility studies for clubs looking to amalgamate;
- Costs associated with the establishment of multi-sport clubs;
- Actual club amalgamation; and
- Improving the services a regional sport organisation provides to club sport.

**The Suggested Wording is:**

The club development fund is to be allocated towards projects that focus on:

- Support for sport and recreation groups to manage clubs successfully by providing funding for strategic planning, governance, management, marketing and financial planning that assist clubs to grow and meet the needs of their communities;

- Training for governance and management groups in areas such as administrative processes, marketing, financial planning and strategic planning;
- The development of regional sport, fitness or physical leisure strategies that identify future facility and programme needs for a sport or number of sports in Waitakere City;
- Feasibility studies for organisations looking to provide sport and recreation facilities for community use;
- Feasibility studies for clubs looking to amalgamate;
- Costs associated with the establishment of multi-sport clubs;
- Actual club amalgamation; and
- Improving the services a regional sport organisation provides to club sport.

It is hoped that with these changes and an amended marketing strategy to sports clubs, then the intention of the Community Sport Allocation Subcommittee, which was to allow greater levels of support to clubs and regional organisations looking to improve the sustainability of their sports in Waitakere City into the future will be realised.

### Current Status of Account

As at 30 April 2006 the Community Sport Fund account stood at:	\$901,780
Less amount out on loan	\$214,144
<b>Current balance</b>	<b>\$687,636</b>

There is \$40,000 set aside for distribution this round to applicants of the Community Sport Club Development Fund.

### RESOURCES

There are no additional financial or staffing requirements to allocate this fund. The Community Assistance Facilitator administers the process.

### CONCLUSION

The closing date for applications to both the Loans Fund and the Club Development Fund was 5 May 2006.

There were no applications received for loans from the Community Sport Loans Fund.

A1-A2

The Community Sport Club Development Fund 2006 funding round has two eligible applications with a total amount of \$13,130 applied for. The applications were for strategic planning and governance/management training. They have then been summarised and appear in order as an attachment at pages A1 to A2 to this report. Original applications are available for the Subcommittee's perusal at any time by contacting the Community Assistance Facilitator.

As a result of the low number of applications a small random survey of clubs was undertaken and a number of issues were highlighted in relation to clubs not fully understanding the criteria of the fund and the benefits that the fund could bring to their organisations. To rectify this, it is recommended that amendments be made to make the policy clearer. Also changes made to the marketing of the fund will be carried out to provide clarity of the intention of the fund so that community groups will be in a better position to apply for funding to support their growth and development.

It is also recommended that a further funding round be scheduled for 8 September 2006.

## RECOMMENDATIONS

1. That the Community Sport Club Development Fund Allocation 2006 report be received.
2. That the Community Sport Club Development Fund Allocation Subcommittee consider grants in accordance with the guidelines, and make its recommendations for allocation of funding to the Finance and Operational Performance Committee on 10 July 2006.
3. That the Community Sport Club Development Fund be amended to make the criteria clearer and read:

The Club Development fund is to be allocated towards projects that focus on:

- Support for sport and recreation groups to manage clubs successfully by providing funding for strategic planning, governance, management, marketing and financial planning that assist clubs to grow and meet the needs of their communities;
- Training for governance and management groups in areas such as administrative processes, marketing, financial planning and strategic planning;
- The development of regional sport, fitness or physical leisure strategies that identify future facility and programme needs for a sport or number of sports in Waitakere City;
- Feasibility studies for organisations looking to provide sport and recreation facilities for community use;
- Feasibility studies for clubs looking to amalgamate;
- Costs associated with the establishment of multi-sport clubs;
- Actual club amalgamation; and
- Improving the services a regional sport organisation provides to club sport.

Report prepared by: Jan Brown, Community Assistance Facilitator.

