

Confidential Item

For Council meeting to be held on

Tuesday 19 August 2025 at 7:00 pm

Refer Item 11.3

Confidential Item**11.3 Proposal for Naming Rights at Athelstone Recreation Reserve (ARR)**

Economic Development Officer, Ankica Elder's Report

Purpose of Report

To consider a proposal submitted by the Athelstone Sports Club to allow the commercial naming rights of Athelstone Recreation Reserve (ARR).

Strategic Plan Link

- | | |
|------------------|--|
| Focus Area 1.2.1 | Work with Community to build capacity and promote participation in meaningful activities |
| Focus Area 1.4.1 | Attract businesses to grow our local economy focusing on future demands |
| Focus Area 1.4.2 | Support and promote local businesses to remain sustainable and foster business growth |

Previous Council/Committee Resolution

Nil.

Background

The Athelstone Sports Club have submitted a proposal seeking approval from Council to secure a Community aligned sponsor, Refined Real Estate, for a 4 year naming rights agreement that would generate funds to support local Sports and Community initiatives.

On 15 July 2025, the Athelstone Sports Club, represented by Mr Steven Sgoutas, formally submitted a proposal to Council (attached). The proposal outlines a proposed plan to offer naming rights to ARR, currently utilised by local Clubs, Athelstone Soccer Club (ASC) and the Eastern United Football Club (EUFC), with the intention of improving financial sustainability, Community engagement and facility development.

Discussion

The proposal outlines a partnership with Refined Real Estate as the intended sponsor. Refined Real Estate meets the ethical and Community standards set by Council, with no affiliations to industries such as alcohol, gambling or tobacco.

Key Terms of the Proposal Include:

- Proposed Facility Name: Refined Park (pending Council approval)
- Duration: 4 years with a potential review or renewal option
- Estimated Sponsorship Value: \$20,000 total (\$5,000 annually)
- Cost Responsibility: All costs for signage, marketing and administrative changes to be fully covered by the sponsor.

Use of Funds:

Revenue will be equally divided between ASC and EUFC and allocated to:

- Junior coaching and development programs
- Facility maintenance
- Equipment procurement
- Broader Community sports initiatives.

Signage and Implementation:

Signage will be installed at prominent locations within ARR, including entry points, Club buildings, fences, and digital platforms. All signage will comply with Council standards and be pre-approved by Staff.

The Athelstone Sports Club's naming rights proposal for ARR reflects a Community centric and financially responsible approach to supporting local sport. It aligns with Council's values and offers clear social, economic, and operational benefits. The Club is requesting that Council approve the proposal, subject to any regulatory and planning conditions.

Social Implications

The naming rights initiative is expected to have several positive social outcomes:

- Increased Community engagement through local business involvement in grassroots sport
- Strengthened identity and sustainability of local Sports Clubs
- Enhanced Community pride and shared investment in the maintenance and development of ARR.

Importantly, the intended sponsor is aligned with the Council's social and ethical values, ensuring that Community interests remain central to the initiative.

Environmental / Climate Change Implications

There are no environmental / climate change implications in relation to this report.

Asset Management Implications

The proposal has minimal direct impact on the management or physical infrastructure of ARR:

- All naming, branding, and signage costs are to be borne by the Athelstone Sports Club or Sponsors, not Council.
- Implementation will follow Council guidelines, preserving the integrity of the reserve's assets.
- The initiative may lead to increased facility use and interest, reinforcing the strategic value of ARR within the Community's asset portfolio.

Governance / Risk Management

Council is able to change the name of a public place as detailed in Section 219 of the *Local Government Act 1999*. Whilst this report only seeks to provide naming rights on a short-term basis, rather than permanently; it should be noted that naming of the reserve after a sponsor aligns to Clause 6.2.2 of Council's [Street and Place Naming Policy](#), with 6.2.3 specifically referring to sponsorship of a Council facility.

In addition to Club signage and promotion of the name change, Staff would undertake the administrative tasks required to implement the change to ensure that Emergency Services and other relevant organisations are aware of the short-term name change.

Council may wish to consider whether providing naming rights for this facility may set a precedent for other Sports Clubs to consider, and whether it may be appropriate to establish model Policy requirements for this activity prior to considering any further naming requests.

The Club will potentially need to seek planning approval for signage depending on the size and location of intended signage.

Community Engagement

There are no Community engagement implications in relation to this report.

Regional Implications

There are no regional implications in relation to this report.

Economic Development Implications

This initiative supports local economic development by:

- Encouraging partnerships between Community Sports Clubs and local businesses
- Demonstrating a model for sustainable funding that reduces dependence on public funds
- Stimulating local investment and visibility for businesses aligned with Community values.

By partnering with sponsors such as Refined Real Estate, the proposal creates a platform for ethical corporate involvement in civic spaces.

Financial Implications

From a Council perspective, the proposal is cost neutral:

- All costs associated with the naming rights initiative, including but not limited to the signage, branding, promotion and making good once the signage is removed will be funded by the Athelstone Sports Club or sponsor

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- The projected Club income of \$5,000 annually over 4 years (totalling \$20,000) will directly support local sporting and Community programs.

This represents a cost-effective strategy for strengthening the financial base of Community Sports without any additional burden on Council resources.

Recommendation

That Council support the request from the Athelstone Sports Club to enter into a commercial arrangement with Refined Real Estate for naming rights to Athelstone Recreation Reserve for a four year period subject to there being no cost to Council (including making good once the signage is removed), and all related signage be approved by Staff prior to installation.

Attachments

1. Email with attached Proposal for Naming Rights from Mr Steven Sgoutas.

From: Steven Sgoutas

Sent: Tuesday, 15 July 2025 7:51 AM

To: Paul Di Iulio < **Subject:** Naming rights to ARR

Hi Paul,

Please see attached formal proposal.
Thank you again for your continued support and help.

Kind Regards,

Steven Sgoutas

Team Leader Project Delivery (Buildings & Recreation)

Proposal for Naming Rights at Athelstone Recreation Reserve (ARR)

Submitted by: Athelstone Sports Committee

Date: 15th July 2025

Contact: Steven Sgoutas (Representing the Athelstone Sports Committee)

1. Proposal Overview

The Athelstone Sports Committee are seeking formal approval from Campbelltown City Council to commercially offer the naming rights to Athelstone Recreation Reserve (ARR). This initiative aims to raise revenue to support local grassroots sport and enhance community engagement.

2. Objectives

Generate up to \$5,000 annually over 4 years to fund club operations, facility improvements, and youth development.

Establish a mutually beneficial partnership with a community-aligned sponsor.

Strengthen the identity and sustainability of clubs using ARR.

3. Proposed Sponsor

- Refined Real Estate

We understand Council's position that any sponsor must align with its values. We will ensure:

- No association with alcohol, gambling, tobacco, or controversial industries.
- Sponsors will demonstrate community support, ethical business practices, and positive social impact.

4. Naming Rights Terms (Proposed)

- Facility Name: Refined Park (subject to approval).
- Duration: 4 years (with an optional review or renewal clause).
- Estimated Value: \$20,000 total (\$5,000 annually).
- Cost Responsibility: All costs related to signage and name changes will be covered by sponsorship, not the Council.

5. Use of Funds

Funds will be equally split (50/50) between ASC and EUFC.

The revenue will support:

- Coaching and junior development
- Club facility upkeep
- Equipment purchase
- Community sports initiatives

6. Community Benefits

- Encourages local sponsorship and investment in grassroots sport.
- Enhances community pride and engagement with ARR.
- Improves financial sustainability and reduces reliance on Council funding.

7. Signage & Implementation Plan

Signage location:

- Entrance on to the reserve
- Building, internal and external
- Fences around the ground
- Social media presence incl but not limited to Google

Size, design, and installation method will comply with Council standards and be pre-approved before installation.

Costs: All signage and administrative changes will be funded by the sponsorship

8. Acknowledgment of Council Conditions

We acknowledge and accept that Council approval may come with additional conditions. We will work closely with Council staff to meet all regulatory, planning, and ethical guidelines.

9. Conclusion

This proposal represents a balanced, community-first initiative that supports local sport while respecting the values of the Campbelltown City Council.

We respectfully request formal consideration of our naming rights application.

Best Regards,
Steven Sgoutas

Athelstone Sports Club Representative

14/7/2025

