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## Brief

**Subject:** North Melbourne Football Club Community Engagement partnership 12-month report (2018)

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### Purpose

To provide Hobart City Council with a 12-month progress report for community engagement initiatives undertaken during the period between January to December 2018.

### Background

1. On 23 January 2017, Hobart City Council approved \$50,000 in funding plus \$5,000 in-kind per annum from 2017-2019 in support of a partnership with the North Melbourne Football Club (NMFC) to (see Appendix A for further information):
  - a. Undertake the annual Community Camp in Hobart, including civic reception and player/coach engagement with schools, community groups and organisations, amongst other initiatives;
  - b. Deliver the Next Generation in Schools program;
  - c. Scope and facilitate partnerships to support the planning of e-Huddle;
  - a. Marketing and promotions to support Community Camp and match day, specifically:
    - Provide access to the Regatta Grounds for match day parking for three games<sup>1</sup> each year;
    - Co-design, produce and install Civic Banners and illuminate Council assets to promote Community Camp and match day; and
    - Provide access and use of sporting ovals and facilities for mass participation events and programs including 'super clinics'.
2. Representatives from Council and NMFC have developed Key Performance Indicators to maximise the outcomes for community, see Appendix B for further information.
3. In addition to the information detailed in this brief, NMFC created and disseminated e-newsletters highlighting the breadth and depth of activities taking place across Tasmania. Copies were distributed in December 2017, March and October 2018 and are available upon request.

### Community Camp Achievements

4. Below is a sample of achievements undertaken via the 2018 Community Camp.
  - Over two days, players travelled almost 3,000km's across the state, engaging over 6,200 Tasmanian students and community participants in the process.
  - To launch the camp NMFC players, coaches and staff participated in Next Generation Academy Gala Days held in Hobart, Launceston and Devonport.
  - NMFC engaged 58 schools across the State of Tasmania through in-bound visits and superclinics (up 12 schools on 2017's Community Camp). 41% of schools engaged where in the south of Tasmania; Hobart, Greater Hobart and beyond.
  - Hobart City Council hosted Civic Reception for local dignitaries & key community stakeholders.
  - Superclinics hosted at North Hobart Oval for over 200 local participants from five Hobart schools.
  - NMFC players visited 16 community groups including, but not limited to, Physical disABILITY Tasmania, Tassie Mariners State Academy, Tasmanian Aboriginal Council & Hobart Youth Arts & Recreation Centre
  - NMFC players helped primary schools across the Hobart region with their road crossing safety campaigns.
  - Launched GOAL! (formerly known as e-Huddle), a new sports themed curriculum and teacher's resource for Tasmanian schools.

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<sup>1</sup> In 2019, four games have been scheduled by the Australian Football League at Blundstone Arena.

## APPENDIX A

### 1 Community Camp

- (a) North Melbourne agrees to schedule its annual Community Camp in Hobart from 2017 – 2019. Selected players, coaches and staff will visit a minimum of 30 Community Centres in Hobart & surrounding regions including but not limited to:
  - Primary and secondary schools:
  - Sporting clubs
  - Youth precincts
  - Charity organisations and;
  - Businesses
- (b) An annual civic reception with players, coaches and distinguished guests, will take place at the Town Hall to launch the Community Camp.
- (c) North Melbourne Football Club players will engage with the community and promote activities aligned to the Hobart City Council's 2025 Strategic Framework.

### 2 Next Generation in Schools program

- (a) North Melbourne will deliver its Next Generation in Schools program to 25 schools across the Hobart region, reaching up to 3,500 students from grades three to year nine. Priority will be given to engaging schools located in lower socio-economic communities.
- (b) As part of the Next Generation in Schools program, for each of the three years of the agreement, the Club will provide a minimum of 500 free memberships to Prep students and their families and offer three-game family memberships at a reduced cost to students in grades one to six.
- (c) The Club will donate fifty percent of monies raised through the grade one to six membership offer back to Hobart schools to support their fundraising efforts.

### 3 GOAL! (formerly e-Huddle)

North Melbourne will develop the GOAL! curriculum across Tasmania from 2017. From 2018, 100 Primary and Secondary Schools across Tasmania will pilot this initiative. Up to 35 Primary and Secondary schools will be engaged in the City of Hobart region each year.

### 4 Marketing & Promotions

- (a) Hobart City Council will be recognised and publicised by the Club as a partner of all community programs across Hobart including GOAL!
  - (i) Where applicable, the Club will promote the Council's support for community through media releases, joint-media opportunities and social media.
- (b) Hobart City Council will supply in-kind support for:
  - (i) Provision of the Regatta Ground for match parking for three games per year;
  - (ii) Provision and installation of Civic banners at the Railway Fountain, trees in Elizabeth Street Mall and Kennedy Lane leading up to and during Community Camp and match days;

- (iii) Use of North Hobart Oval and sports Pavilion facilities for 'super clinics' at selected times during the year; and
- (iv) Scope and facilitate partnerships to support the planning of GOAL!

**APPENDIX B**

Program	2017		2018		2019	
	Target	Actual	Target	Actual	Target	Actual
<b>COMMUNITY CAMP</b>						
Community centres visited (state-wide)	30	60	30	66	30	
Hobart Community centres visited	30	35	30	32	30	
<b>NEXT GENERATION IN SCHOOLS</b>						
Schools registered (state-wide)	90	133	120	139	150	
School visited in the Hobart region	25	41	40	72	40	
Total students engaged (state-wide)	3,500	6,675	6,000	11,795	9,000	
Total students engaged in the Hobart region	3,500	4,900	5,000	7,150	5,500	
Number of free Prep memberships	500	1,560	800	612	1000	
Monies raised through fundraising membership offer	\$1,000	\$1,675	\$2,000	\$250 <sup>2</sup>	\$5,000	
<b>GOAL!</b>						
Total school registrations (state-wide)	0	0	50	25 <sup>3</sup>	100	
Total schools registered in the Hobart region	0	0	35	6	35	

<sup>2</sup> Monies raised through fundraising membership offer did not meet the KPIs during this reporting period. In 2018, NMFC released more than 1,500 free 'Huddle Bay' tickets across the three Hobart games via Primary schools limiting the number of family memberships being purchased.

<sup>3</sup> The Tasmanian Community Fund has allocated funds to establish GOAL! from 2018-2020. The Huddle is seeking Hobart City Council's support to align annual KPIs with the TCF. In 2018, the target is 33 schools (2019, 66 schools;2020;100 schools) registering to use GOAL! The total schools registered in the Hobart region aims to be 25% of the state-wide registrations.