
Brief

Subject: North Melbourne Football Club Community Engagement partnership 12-month report (2017)

Date: 4 December 2017

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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 2017.

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 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 a bi-annual e-newsletter highlighting the breadth and depth of activities taking place across Tasmania. A copy of the first edition is available on request with the second edition scheduled for release in early January 2018.

Community Camp Achievements

4. Below is a sample of achievements undertaken via the 2017 Community Camp.
 - NMFC visited 46 schools across the State of Tasmania (Almost 20% of the schools in the entire state) and engaged more than 2,000 students in the process. 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.
 - Superclinic hosted at North Hobart Oval for 200 local participants from four Hobart schools
 - 25 local community coaches attended North Hobart Oval for our community coaching seminar with Senior Assistant NMFC Coaches.
 - NMFC Players and coaches took training for players in the Under 16 & 18 Tasmania State Academy across three locations (North Hobart, Ulverstone and Launceston).
 - NMFC players participated in the all-abilities Wheelchair Football launch in Hobart.
 - NMFC participated in Healthy Hobart Campaign, which included a group fitness session on Parliament Lawns
 - NMFC players helped promote Tasmania's Ride2School bike program at three schools across the south of Tasmania
 - NMFC players and staff were involved in an Elizabeth street Mall promotion.

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 E-Huddle

North Melbourne will develop the e-Huddle across Tasmania in 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 the e-Huddle.
 - (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 e-Huddle.

APPENDIX B

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