

## 7. CANTERBURY SPORTS MANAGEMENT COLLEGE

<b>Officer responsible</b> Leisure Manager	<b>Author</b> Alan Direen, Manager, QEII, DDI 941-7112
---	---

The purpose of this report is to present to the Council, Canterbury Sport Management College's proposal for the establishment and operation of a sports tertiary training institution at Queen Elizabeth II Park.

### SUMMARY

Representatives of Canterbury Sports Management College have approached the Leisure Unit with a view to seeking approval from the Council to negotiate the lease of land suitable for the construction of classrooms, library, computer room, cafeteria, offices and a hostel.

Canterbury Sports Management College will provide foreign students with high quality sports education normally unavailable to them in their home countries. Their intention is to become renown as a leader in their field. The majority of students would be enrolled from Korea for the first three years and from Japan and China thereafter. They expect an intake of 200 students in the first year, eventually growing to a roll of approximately 400 students.

In addition to the range of economic benefits the College will bring to Christchurch, QEII Park and the Christchurch City Council, the College will be available for use by other groups and individuals for approximately 2-4 months per annum during school holiday periods.

The College aims to be operational by 29 March 2004. The Leisure Unit has identified locations for the College at QEII Park which require little or no compromise on the Council's part.

### THE PROPOSAL

Canterbury Sports Management College believe the overall quality of sports education in Korea is rather poor. Hence their decision to focus upon sports education, providing opportunities in New Zealand, otherwise unavailable in their home country. They intend to concentrate on sending out well-educated and skilled graduates ready for the workforce or continued education in their chosen field.

The College will be the first of its kind to offer foreign adult students opportunities to study and enjoy a wide range of sports programs such as golf, scuba-diving, horse-riding, swimming, fitness and aerobics, sports-rehabilitation and judo. Through research in Korea, Japan and China, the College Directors are convinced of the demand for a "one-stop school" offering a variety of courses in English and recreational sports. They believe that quality education and differentiation will overcome difficulties faced by other private education providers, including SARS, the under-performing global economy and the rising New Zealand dollar.

The College will have qualified teaching staff and will develop cooperative relationships with sporting industry leaders in Christchurch. Each course will be contracted out to be taught by professional sports-recreation providers including Harewood Golf Course, Mt Hutt Ski Field, Porter Heights Ski Field, HQ Scuba Diving, Mobydick's Scuba Diving, Sandow, Diving School, Ono-Seitai Sports Clinic and QEII Park.

Each course will be NZQA approved so that graduates will be awarded with course credits and certificates conferred by the College and off-site providers.

The College will also have a comprehensive ESOL course as part of their compulsory programme in the first and second year.

The directors of the College have chosen Christchurch for a number of reasons:

- "Excellent facilities for many different sports.
- Well established sporting infrastructure.
- Attractive and safe city.
- Friendly people.
- "Sports mad" society
- Good public transport.
- International airport."

QEII Park has been selected as an ideal location for the College for the following reasons:

- “World standard facilities.
- Provider of swimming and fitness tuition.
- Easy access to all facilities for tuition and leisure time.
- Great environment for a College campus.”

Certainly there are a number of positives for Christchurch. The directors of the College have strong educational backgrounds in Korea. The College’s founder is Dr Hong, Chairman of the Board of Directors of the Bibong Middle Comprehensive High School in KyonGi Province, Korea and is Director of four other high schools and the YeoJoo Institute of Technology. There is a clear intention to transfer this experience into the professionalism and quality of provision at the Canterbury Sports Management College.

The College will emphasise “interaction with the community”. Students will be encouraged to participate in many community activities as possible.

QEII Park would benefit from the formation of a strong partnership, cultural diversity, sporting and social events conducted by the College, use of facilities and services, student volunteers for appropriate events, holiday time accommodation and increased revenue.

Contractual negotiations have yet to be addressed in any detail but the Leisure Manager believes the agreed siting of the College, should the development proceed, does not compromise QEII operations in any way.

It is proposed that facilities be developed on two separate sites at QEII. The main building (lecture rooms, library, computer room, student lounges, cafeteria and offices) would be located in the area between the access road north of the pool complex and the No 2 Ground, and operational by 29 March 2004. The Dormitory (35 bedrooms) accommodating 60-70 persons would be located on Council-owned land on Bower Avenue, with completion by 30 September 2004 (subject to zoning requirements).

Each building is expected to cost approximately \$1 million. The College will employ nine persons in management and administration of the school. There will be 10-15 ESOL teachers with approximately 10 additional personnel employed in facility maintenance, cafeteria and student welfare. The College expects to spend \$900,000 per annum in off-site tuition, \$240,000 for school supplies (furniture, computers, text books etc).

In addition, the College estimates the disposable income spend of each student to be \$1000 per month, total of up to \$4 million per year.

In Year One, expected spending in the Christchurch community will be:

	\$
Building construction related costs	2,000,000
Employment (management personnel, teaching staff duty supervisors etc	800,000
Contracts with off-site sports education providers	900,000
Furniture and computer equipment	150,000
Teaching materials, office, school stationery supplies	90,000
Boarding (food)	320,000
Power and gas	80,000
Telephone and communication	15,000
Advertising (in NZ)	10,000
Disposable income spending by students	2,000,000
<b>Total</b>	<b>6,365,000</b>

The proposal also offers a significant revenue opportunity for QEII Park and the Council. Land lease, programmes and membership provision for up to 400 students, predominantly accessing pools, stadium and programmes during off-peak hours represents a business opportunity of worthwhile proportions, (potentially up to 23.6% of budgeted revenue for QEII in the 2003-04 financial year).

The timeframe for the project, should it proceed, is short. Construction of the main building would proceed immediately following the granting of required consents with a view to the College being operational by March 2004. Students are already enrolled and attending English pre-requisite classes in Korea.

The Leisure Unit supports this proposal in principle and seeks approval from the Council to proceed with negotiations with a view to establishment of the College at QEII Park.

**Staff**

- Recommendation:**
1. That the Council support in principle the establishment of a Canterbury Sports Management College at QEII Park as proposed.
  2. That the Leisure Manager and Property Manager work with the Canterbury Sports Management College to further develop this proposal.

**Chairman's**

- Recommendation:** That the above recommendation be adopted.