

## 6. WHARENUI SPORTS CENTRE – NAMING RIGHTS FOR STADIUM ONLY

<b>Officer responsible</b> Leisure Manager	<b>Author</b> Lyll Matchett, DDI 941-8293
---	--

The purpose of this report is to submit a request for approval from the Wharenuui Swimming Club, lessee of the Wharenuui Sports Centre, to change the name of the stadium only to the “Southern Trust Stadium” at Wharenuui Sports Centre.

The Wharenuui Swimming Pool and Recreation Centre – now named the Wharenuui Sports Centre - has been leased to the Wharenuui Swimming Club under the current lease since November 1994. In recent times the club has struggled financially to meet the operating and maintenance costs of this facility. The Council agreed to reduce the rent and make a contribution to the maintenance of the facility. To enable the facility to better present and market itself the management has secured funding for repainting the interior of the stadium and for providing some internal seating and a new pool cleaner from the Southern Trust.

### NAMING RIGHTS POLICY

The Council has a naming rights policy for facilities which enables naming right applications to be approved subject to the following conditions:

- The approval excludes companies involved in the alcohol and tobacco industry.
- The details to be agreed with the lessee and prospective commercial organisation interested in name association and be advised to the Council prior to final confirmation.
- That the Council advise the next of kin of the person whom the facility is named after of the naming rights association.

It is proposed to paint the name of the Southern Trust Stadium on the inside only. The exterior name of the facility will be the “Wharenuui Sports Centre”.

- Recommendation:**
1. That the Wharenuui Swimming Club be granted permission to rename the stadium of the Wharenuui Sports Centre the “Southern Trust Stadium” for a period of three years from 1 May 2003.
  2. That the Club be required to re-apply for a continuation of these naming rights at the end of the foregoing period, failing which the naming right approval will expire. At that point any signage on the facility representing the Southern trust must be removed at the lessee’s cost.