

#### 4. 2004 NEW ZEALAND PGA CHAMPIONSHIP - CHRISTCHURCH (FORMERLY THE CLEARWATER CLASSIC)

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The purpose of this report is to update the Council on the 2004 New Zealand PGA Championship - Christchurch (formerly the Clearwater Classic), and seek approval of the underwriting provision.

##### **BACKGROUND**

The Council at its Annual Plan 2003/04 meeting on 15 July 2003 adopted the following resolutions:

1. *That a grant of \$300,000 be allocated to the event for 2003/04 only, plus an underwriting provision of up to \$100,000 to be drafted for the Council's approval.*
2. *That there be no commitment to funding and underwriting beyond 2003/04.*
3. *That the above be conditional on free public access to the event, or a gold coin donation to a charity.*
4. *That the Council request that the event contain the name "The City of Christchurch Clearwater Classic".*
5. *That the organisers work closely with the City Council Leisure Unit to assist the continuing viability of the event.*
6. *That the organisers apply for funding to the Canterbury Economic Development Fund for this and future years.*

##### **UNDERWRITING PROVISION**

Details of this are included in a separate report in the public excluded section of this agenda.

##### **NAME OF THE TOURNAMENT**

The name of the 2004 event is the "New Zealand PGA Championship - Christchurch". There was much discussion over the name and the organisers felt that the abbreviation "PGA" (Professional Golfers' Association) in the title would assist in elevating the event in the rest of New Zealand and internationally. The "New Zealand PGA Championship" is also a prestigious national title that will be contested at this tournament.

The word "Christchurch" is part of the event logo along with the wording "Clearwater Golf Club" (refer below). The inclusion of "Christchurch" has been negotiated to comply with recommendation 4 at the beginning of this report.



All of the major sponsors had input into the name of the tournament and they all agreed that "PGA" in the title would create greater national and international interest.

## **CONCLUSION**

Leisure Unit staff are working very closely with the organisers to ensure that the event is a success in 2004 and future years. The negotiation has taken several weeks to arrive at the satisfactory conclusion now reached.

The organisers are happy with other funding support but are still pursuing potential national and international sponsors.

The staff recommendation is contained in the public excluded section of this agenda.