

5. CANTERBURY SOFTBALL ASSOCIATION – NAMING RIGHTS APPLICATION

Officer responsible Leisure Manager	Author Lyall Matchett
Corporate Plan Output: Leased Facilities – Cuthberts Green Softball Centre	

The purpose of this report is to make application on behalf of the Canterbury Softball Association to rename its Headquarters facility at Cuthberts Green.

In accordance with the lease agreement, Council approval is required for applying or changing naming rights. The Council, in August 1995, adopted a Naming Rights – Council Stadia Policy which identified the necessary criteria to gain approvals in these instances and provided delegated authority to the Leisure Manager under certain circumstances.

Conditions of that policy are:

- (a) That companies involved in the alcohol and tobacco industries be excluded from eligibility for naming rights.
- (b) That the Council advise the next-of-kin of the person after whom the facility is named of the naming rights association.

The Canterbury Softball Association seeks approval to name both the diamond and the administration building as the “Smokefree Ball Park”. The Health Sponsorship Council is assisting with junior development programming and the Canterbury Softball Association is advocating “Smokefree” as an environment policy at its headquarters.

The total park is currently referred to as Cuthberts Green and is named after the late Edwin Cuthbert, a former Engineer and Secretary of the Christchurch Drainage Board. A plaque was placed on the softball complex building when it was opened in 1988, referring to the park and buildings (including Cowles Stadium) as the “Christchurch City Council Cuthberts Green Sports Centre”. The Softball headquarters building has not previously had any direct naming and no separate signage exists on the building. The name Cuthberts Green has been used by Canterbury Softball Association for identifying the location of their sports administration headquarters and their artificial diamonds.

The proposal is to use “Smokefree Ball Park” to define its headquarters building and diamonds for signage purposes. The Association would continue to use Cuthberts Green as their location or address, e.g. Smokefree Ball Park at Cuthberts Green.

- Recommendation:**
1. That the application by Canterbury Softball to rename its headquarters facility and diamonds the “Smokefree Ball Park” be approved, subject to the reference to Cuthberts Green remaining when location of the Park is referred to.
 2. That the Council advise next-of-kin of the late Edwin Cuthbert of the Canterbury Softball Association’s naming rights association with Smokefree and the Health Sponsorship Council.

Chairman’s

Recommendation: That the above recommendation be adopted.