

24. FIBA U19 WORLD CHAMPIONSHIPS FOR MEN 2009

General Manager responsible:	General Manager Community Services, DDI 941-8534
Officer responsible:	Recreation and Sports Manager
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PURPOSE OF REPORT

1. The purpose of this report is to seek Council approval to provide financial support to the value of \$250,000 for the hosting of the FIBA Under 19 Men's World Basketball Championships in Christchurch in July 2009.

EXECUTIVE SUMMARY

2. FIBA is the world governing body for Basketball. One of FIBA's flagship international events is the FIBA Under 19 Men's World Basketball Championships. Basketball New Zealand intend to submit a bid to host this event in New Zealand.
3. The U19 Men's World Basketball Championships is scheduled for July 2009. It will take place over 11 days and involve 16 teams of 20 people per team. Most teams will be in the country for approximately 14 days.
4. The U19 Men's World Basketball Championships are seen as a major springboard for young players to negotiate contracts with professional teams and franchises around the world. There will be a large contingent of "scouts" who will also travel to identify potential talent.
5. Basketball New Zealand will be the organisation which presents the event bid and will ultimately have responsibility for the event delivery. Two cities are identified by Basketball New Zealand as potential hosts for this event – Christchurch and Auckland.
6. In order for Basketball New Zealand to be able to make a bid to host this event they need to have confirmed financial support from the territorial local authority and central government. A funding application is currently before Major Events New Zealand. The deadline for all bid information to be with FIBA is mid April 2008. A final decision will be made on the host country and host city in May 2008.
7. A preliminary site visit by FIBA and Basketball New Zealand in late February indicated that Christchurch has the majority of facility requirements to host the event. There is a requirement to have at least two venues, these would be Westpac Stadium and QEII Stadium. QEII would require some temporary modifications to seating and court layout for the event which would be a cost to be met by the event.
8. Initial feedback from the site visit and subsequent correspondence is that Christchurch is in a very strong position to host this event if the necessary support is able to be guaranteed.
9. The total budget for the event is expected to be around \$1.8 million which will come from a contribution from the international body, sponsorship, central government, ticket sales, charitable trusts and contra or in-kind support.
10. Basketball is the largest indoor participation sport in Canterbury. It is played from junior to international level and through two professional franchised teams. Major international events strengthen the player base, improve sports administration infrastructure and motivate many thousands to participate.
11. In order to bring the event to New Zealand and host it in Christchurch, Basketball New Zealand requests that the Council contribute a sum of \$250,000. Any Council funding would be conditional upon securing the event in Christchurch.

Media Exposure and Economic Benefit to the City

12. The 2007 U19 Men's World Basketball Championships were held in Serbia and broadcast across 59 territories and via 160 dedicated programmes. The total broadcast time exceeded 225 hours of coverage and the event was watched by a cumulative audience of 7.6 million viewers.
13. It is expected that the 2009 event would return similar or better figures and this would provide great opportunity for international exposure for the city. It will also reinforce the image of Christchurch as a world class city with a sporting event heritage in line with the Council's Events Strategy.
14. An initial analysis of the economic impact of the event for the city considering the expected spend from visitors and the additional money coming into the city for the event itself is approximately \$4.85 million. This does not include the value of the international exposure the event will provide through overseas media coverage. There will be approximately five full time equivalent staff working on the event at its peak.
15. An additional major benefit from hosting this event in winter is the fact that it is in the low season for accommodation providers and visitor industry. At its peak it is anticipated there will be nearly 1,500 participants, event officials, supporters and visitors in the city for the event. Local accommodation, visitor and accommodation industries will benefit from an estimated additional 19,000 bed nights during the low season for bookings.
16. There are no other major sporting events on the winter 2009 calendar so hosting the U19 Men's World Basketball Championships will fill an existing gap.

FINANCIAL IMPLICATIONS

Do the Recommendations of this Report Align with 2006-16 LTCCP budgets?

17. On 11 June 2007, during the 2007-2008 Annual Plan process, the Council set aside proceeds from the community portion of the Capital Endowment Fund to create a fund to support major events. The balance of this fund is now approximately \$1,000,000. The size and nature of the U19 Men's World Basketball Championships falls within the definition of a major event under the Council's Event Strategy. It also meets the criteria to be funded from the Capital Endowment Fund.

LEGAL CONSIDERATIONS

18. There are no legal considerations.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

19. The recommendations of this report support levels of service in respect to *sports support and promotion* and *events and festivals*, on pages 131 to 133 of the LTCCP. The Council is committed to providing sporting programmes and events of a national and international nature fostering participation and delivering a quality experience and economic benefit.

Do the recommendations of this report support a level of service or project in the 2006-16 LTCCP?

20. The recommendations support the level of service of attracting \$20 million in economic benefit from attracting major international events. At present there are insufficient international events in the 2009 calendar to be confident of generating \$20 million in economic benefit. It becomes increasingly difficult to secure international events for 2009 as time progresses.

ALIGNMENT WITH STRATEGIES

Do the recommendations align with the Council's strategies?

21. The recommendations align with:

- Goal six of the Strengthening Communities Strategy by increasing participation in sports programmes and events.
- Goals three, four and six of the Event Strategy by providing multiple benefits to the city, increasing Christchurch's capability to produce top quality events and developing strong partnerships driving increasing investment in Christchurch's events.
- Goals one, three, four and five of the Physical Recreation and Sport Strategy by encouraging participation, motivating the community, effective partnering with providers and encouraging talented performers.

CONSULTATION FULFILMENT

22. There is no need to consult as the recommendations of this report align to levels of service and are within current budgets in the LTCCP.

STAFF RECOMMENDATION

It is recommended that the Council:

- (a) Approve a maximum contribution of up to \$250,000 to host FIBA Under 19 Men's World Basketball Championships in Christchurch in 2009 on the condition that:
 - (i) The Council's contribution is only applied to the operation of the event in Christchurch.
 - (ii) Christchurch is recognised as a sponsor with Christchurch branding displayed at all times and broadcast with the tournament footage.
- (b) Note that the funding will be sourced from the Capital Endowment Fund set aside for major events.
- (c) Note that the \$250,000 contribution is the maximum amount available and officers will negotiate the best value package within this limit subject to the agreement of the General Manager Community Services.