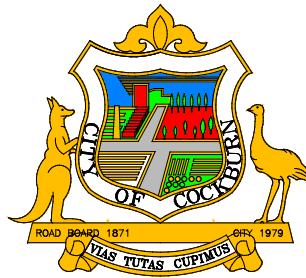


CITY OF COCKBURN



SPECIAL COUNCIL MEETING

AGENDA PAPER

FOR

THURSDAY, 28 APRIL 2016

CITY OF COCKBURN

SUMMARY OF AGENDA TO BE PRESENTED TO THE SPECIAL COUNCIL MEETING TO BE HELD ON THURSDAY, 28 APRIL 2016 AT 7:00 PM

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CITY OF COCKBURN

AGENDA TO BE PRESENTED TO THE SPECIAL COUNCIL MEETING TO BE HELD ON THURSDAY, 28 APRIL 2016 AT 7:00 PM

1. DECLARATION OF MEETING

2. APPOINTMENT OF PRESIDING MEMBER (If required)

3. DISCLAIMER (To be read aloud by Presiding Member)

Members of the public, who attend Council Meetings, should not act immediately on anything they hear at the Meetings, without first seeking clarification of Council's position. Persons are advised to wait for written advice from the Council prior to taking action on any matter that they may have before Council.

4. ACKNOWLEDGEMENT OF RECEIPT OF WRITTEN DECLARATIONS OF FINANCIAL INTERESTS AND CONFLICT OF INTEREST (by Presiding Member)

5. APOLOGIES & LEAVE OF ABSENCE

6. PUBLIC QUESTION TIME

7. DECLARATION BY COUNCILLORS WHO HAVE NOT GIVEN DUE CONSIDERATION TO MATTERS CONTAINED IN THE BUSINESS

8 (SCM20160428) - PURPOSE OF MEETING

The purpose of the meeting is to consider the “Naming of Recreation & Aquatic Facility Cockburn Central West”.

9. COUNCIL MATTERS

9.1 (SCM20160428) - NAMING OF RECREATION & AQUATIC FACILITY COCKBURN CENTRAL WEST (154/006) (S SEYMOUR-EYLES) (ATTACH)

RECOMMENDATION

That Council

- (1) apply the name Cockburn ARC to the recreation and aquatic facility at Cockburn Central West, based on the results of the community poll, and
- (2) approve funds of \$32,300 from the 2015/16 Municipal Budget Surplus for the development of the style guide, and the final trademarking of the proposed name.

TO BE CARRIED BY AN ABSOLUTE MAJORITY OF COUNCIL

COUNCIL DECISION

Background

Following an extensive internal process to develop a name for the new recreation and aquatic facility at Cockburn Central West a shortlist of four names were presented to December 2015 ordinary Council meeting.

In accordance with Council’s December 2015 decision, three focus groups around the four shortlisted names were run by The Brand Agency in December 2015. The objective was to obtain a view from the group. These results formed the basis of a report to Council.

The report cited that there were two clear favourites: Cockburn ARC and Requa COCKBURN. Aviva Cockburn and Stadium Central didn't resonate. Cockburn ARC was favourite with the 40+ groups and Requa Cockburn was favoured by the 18-40s.

Council at its Ordinary Council Meeting in February 2016 resolved that the naming of the new recreation and aquatic centre be deferred and that a four week community naming competition between the four shortlisted names be undertaken.

The four shortlisted names were: AVIVA Cockburn, Stadium Central, Requa Cockburn and Cockburn ARC.

2163 people voted online and in hard copy. The most popular name with 36% of the votes was Cockburn ARC. Officers recommended that the name Cockburn ARC be adopted by Council at its Ordinary Council meeting in April 2016.

Council resolved that the naming of the new recreation and aquatic centre be deferred and that a poll of a minimum of 400 residents be conducted using two names, those being Cockburn ARC and STAR Centre Cockburn (Sports, Training, Aquatic and Recreation) and the result be brought back to Council for a decision.

Submission

N/A

Report

Reachtel were contracted to conduct an automated poll of residents on which of the following names they preferred for the new recreation and aquatic facility.

- STAR Centre Cockburn
- Cockburn ARC

The script was as follows:

Introduction

We are conducting this survey on behalf of the City of Cockburn. In April 2017, the City's new \$109M recreation and aquatic facility will be opening at Cockburn Central West, one of the largest of its type in Australia. We would like to ask you what your preference is in relation to its name. There are two options being presented.

Question

Which of the following two names for the new aquatic facility do you prefer most?

- *Cockburn ARC (ARC = Aquatic and Recreation Centre)*
- *STAR Centre Cockburn (STAR = Sports, Training, Aquatic and Recreation)*

Both names were rotated each time so that one name is first 50% of the time. The acronyms STAR (Sports, Training, Aquatic and Recreation) and ARC (Aquatic and Recreation Centre) were explained up front.

The poll could not exclude Elected Members, staff who live in Cockburn or their families.

1194 residents were surveyed on 19 April 2016 and the results of the poll were as follows:

- Cockburn ARC - 52.1% of the vote
- STAR Centre Cockburn - 47.9% of the vote

The breakdown is as follows:

	Total	Female	Male	18-34	35-50	51-65	65+
<i>Cockburn ARC (ARC = aquatic and recreation centre)</i>	52.1%	48.9%	55.3%	63.2%	48.3%	45.8%	43.3%
<i>STAR Centre Cockburn (STAR = sports, training, aquatic and recreation)</i>	47.9%	51.1%	44.7%	36.8%	51.7%	54.2%	56.7%

While close, the results identify Cockburn ARC as being the preferred option with a margin of 4.2%; but noting that the younger demographic groups had a stronger preference for this. As the Aquatic Centre will rely on a high proportion of younger persons for its patronage, it's important that the name appeal to this age group.

It is also worthy to note that on the three occasions the public have been consulted – focus group (December 2015); survey of the four shortlisted names (February/March 2016); poll (April 2016), Cockburn ARC has been the preferred name.

Development of Brand and Brand Style Guide

Website:

The new facility will require a dedicated and branded website to ensure that attendance / memberships meet targets. This will include details of hours, prices, employment, childcare, birthday parties, what's on, swim school, membership, café, personal training, ability to book online etc. This will be developed once the new centre Manager is employed and will be a priority together with developing the budget for the centre. The website requires detailed scoping but is likely to cost around \$100K.

Once a name is approved, six logo concepts need to be developed and the preferred logo agreed by the reference group. A brand style guide (approximately \$30,000) needs to be developed to inform all future

marketing material – digital and printed, signage, uniforms etc. Final trademark registration will also then be required (indicatively \$300 for 10 years). There is currently no budget allocated for these items in the 2015/16 budget, hence the recommendation for Council to allocate funds from the 2015/16 surplus.

Strategic Plan/Policy Implications

Infrastructure

- Facilities that promote the identity of Cockburn and its communities.

Leading & Listening

- Effective and constructive dialogue with all City stakeholders.

Budget/Financial Implications

- Develop three further concepts for the final Cockburn ARC logo - \$2,000 (\$4000 if STAR Centre is chosen)
- Develop Brand Style Guide - \$30,000
- Final trademark registration per name (10 years) - \$300

Legal Implications

N/A

Community Consultation

Three focus groups (December 2015)
Community Survey (February/March 2016)
Phone poll (April 2016)

Risk Management Implications

The naming of the facility is the first step in the process of developing the style guide which determines the logo, colours, font and all the other 'style matters' that gives the new facility its unique identity as the premier facility in the region. Once this has been resolved, a concerted marketing of the facility can be started in earnest. A marketing program that in the first instance culminates in a grand opening and leads to ongoing name recognition is an essential ingredient to long term financial success of the facility. Minimising the facilities operating deficit is a key objective is dependent on producing a solid marketing plan.

Through focus groups and the recently completed surveys, the City has achieved a considerable amount of community involvement in the naming process. Quick resolution of the naming will consolidate the interest that has been generated through this process. It will also overcome perceptions (by some) that this is a Fremantle Football Club facility.

Attachment(s)

N/A

Advice to Proponent(s)/Submissioners

N/A

Implications of Section 3.18(3) Local Government Act, 1995

Nil.

10. RESOLUTION OF COMPLIANCE (Section 3.18(3), Local Government Act 1995)

RECOMMENDATION

That Council is satisfied that resolutions carried at this Meeting and applicable to items concerning Council provided services and facilities, are:-

- (1) integrated and co-ordinated, so far as practicable, with any provided by the Commonwealth, the State or any public body;
- (2) not duplicated, to an extent Council considers inappropriate, services or facilities as provided by the Commonwealth, the State or any other body or person, whether public or private; and
- (3) managed efficiently and effectively.

COUNCIL DECISION

11. CLOSURE OF MEETING

Meeting closed at: _____