

Attachment 1

TABLE 1: Application Summary

Applicant Name	Project Details	Total Cost of Project	Itemised Cost of Project	City Contribution \$	Club Contribution \$	Eligible / Not Eligible Y/N	Supported / Not Supported Y/N
Joondalup Brothers Rugby Union Football Club	The objective of this program is to build skills, transfer knowledge and create sustainability through the development of specific coaching modules, which can be reused.	\$25,300	Master Coaches \$22,500 Coaching Courses \$2,200 Sports Medicine Courses \$600	\$20,000	\$5,300	Yes	No
ECU Joondalup Lakers Hockey Club	The program aims to develop hockey pathways to achieve the highest possible level of competition through maintaining a safe and encouraging hockey environment for all junior players.	\$17,840	Hockey Dev Manager \$14,000 Coaching Courses \$1,180 Shirts, Logo Fitting \$660 Ground Hire \$2,000	\$15,080	\$2,760	Yes	No
Joondalup Districts Cricket Club	The program focuses on the development of a coaching structure for both Junior and senior players within the club and will provide the necessary equipment and facilities to enable the development of cricket within the City of Joondalup.	\$29,000	Directors of Coaching Senior - \$10,000 Junior - \$6,000 Bowling Machine \$5,000 Sight Screens \$6,050 Clay/Grass - Prac Wickets \$1,950	\$20,000	\$9,000	Yes	No
Sorrento Tennis Club	The project proposed would conduct research to ascertain why young people leave the sport of tennis at the age of 16 years and what the tennis fraternity can do to retain them.	\$23,000	Consultant \$10,000 Administration \$5,000 Computerisation \$2,000 Setting Goals/Targets \$6,000	\$12,000	\$9,000 \$2,000 from Tennis West	Yes	No

TOTALS**\$95,100****\$67,080****\$26,060**

Applicant 1

Joondalup Brothers Rugby Union Football Club

Funding Sought: \$20,000.00

Program Objective:

To build skills, transfer knowledge and create sustainability through the development of specific modules by coaching consultants from New Zealand, which could be reused by the club.

Key Strategies:

- The development of coaching modules designed by specialised coaching consultants from New Zealand,
- To conduct coaching courses and sports medicine courses.

Panel Assessment:

Strategic Direction

The application was not supported by the sports governing body - Rugby WA, either through partnership assistance or in the form of a financial contribution. Support from Rugby WA would have provided the panel with some confidence that the club were undertaking a project that was beneficial to the sport and therefore sustainable through what it is offering the sport.

Sustainability

The assessment panel questioned the use of international rugby specialists from New Zealand to deliver the program outcomes. The panel had the following concerns with this approach:

- Additional costs associated with bringing in overseas coaches,
- The programme did not foster the development of local expertise within the sport,
- The development of local coaches would potentially offer more to the sustained development of the sport in the Joondalup region.

Program Budget

- The application did not provide a breakdown of the costs associated with the project and if there are costs levied for people to attend the coaching sessions,
- It was not clear as to how the program is to be promoted and no funds were allocated in the budget for advertising or promotion,
- The application did not state the number of people attending the sessions or when and where they would be run.

Development of Partnerships

- The application alluded to working with local schools, however the number of schools to be included is unclear and it is not stated how these schools might become involved,

- The application mentions that the expertise of the specialist coaches would be offered to other clubs of various sporting codes. The panel did not feel that this element of the programme was fully developed with the application not clearly outlining the interest of other sporting codes in this particular coaching information.

Opportunities for the City

- There is potential for the City of Joondalup to receive media exposure from the profile of the coaches being targeted, however the application did not detail the benefits available or how the City would be recognised for its contribution.

Summary

Overall, the assessment panel agreed that the application did not provide detailed information to support the project objectives. In analysing the risks associated with the project, the panel believed that for a significant investment of \$20,000, there was a strong possibility that the target audience may not receive the outcomes desired.

The application from the Joondalup Brothers Rugby Union Football Club did include an identifiable component involving the conduct of coaching courses and sports medicine courses (project cost - \$2,800). This project would provide valuable skills to volunteers and club officials and is worthy and deserving of the City of Joondalup's support. Applications for such a project are best suited to the Sport & Recreation Development Fund of the City's Community Funding Program.

The club would not know the assessment results of the Sports Development Program in time for them to make an application to the Community Funding Program (applications closed on 17 March 2005). It is therefore recommended that this component of the project be transferred and assessed as part of the Sport and Recreation Development Fund of the City's Community Funding Program.

Recommendation:

- Not Supported.
- Coaching and Sports Medicine Courses component of the application to be transferred and assessed as part of the Community Funding Program.

Applicant 2

ECU Joondalup Lakers Hockey Club

Funding Sought: \$15,080.00

Programme Objective:

To develop hockey pathways for participation at the highest possible level of competition, through maintaining a safe and encouraging hockey environment for all junior players.

Key Strategies:

- The implementation of a new coaching structure involving the employment of a Hockey Development Manager,
- To conduct coaching education courses.

Panel Assessment:

Strategic Direction

- It is not stated as to whether the application is supported by the sport's state governing body - Hockey WA,
- The benefits to the sport of Hockey that would be achieved in the Joondalup region are unclear.

Sustainability

- The assessment panel questioned how the Hockey Development Manager position would be funded after the City's financial support had expired.
- The application included a copy of the club's management committee structure however; it did not state whether this represented the existing coaching structure or the proposed future coaching structure.

Program Budget

- The estimated cost for the Hockey Development Manager position is \$14,000 over two (2) years. The funding guidelines state that coaching positions can only be for (1) one year,
- The application is inclusive of costs for ground hire and training at Arena Joondalup. These are operational expenses and ineligible for consideration under the guidelines for this funding programme.

Development of Partnerships

- The assessment panel agreed that the project did not facilitate opportunities for the development of partnerships, either within the local community or with the sport's state governing body Hockey WA.

Opportunities for the City

- The application offered the City promotional opportunities inline with the club's existing sponsorship package. This included name and logo's displayed on playing shorts/skirts, ground signage and website links.

Summary

The application from the ECU Lakers Hockey Club did not meet the guidelines of the funding programme. The club has a coaching structure in place and what is proposed through this application is not dissimilar to that currently in place.

The panel questioned whether the application was asking for Council to support ongoing operational costs as opposed to new initiatives. The application did not provide information that was deemed to be an essential component of their submission.

The application from the ECU Lakers Hockey Club did include an identifiable component involving the provision of the club's junior coaches with Level '0' and Level '1' accreditations (project cost - \$1,080). This project would provide valuable skills to volunteers and club officials and is worthy and deserving of the City of Joondalup's support. Applications for such a project are best suited to the Sport & Recreation Development Fund of the City's Community Funding Program.

The club would not know the assessment results of the Sports Development Program in time for them to make an application to the Community Funding Program (applications closed on 17 March 2005). It is therefore recommended that this component of the project be transferred and assessed as part of the Sport and Recreation Development Fund of the City's Community Funding Program.

Recommendation:

- Not Supported
- Coaching Courses component of the application to be transferred and assessed as part of the Community Funding Program.

Applicant 3

Joondalup & Districts Cricket Club

Funding Sought: \$20,000.00

Program Objective:

The development of a coaching structure for both junior and senior players within the club and the provision of equipment and facilities to assist in the development of cricket within the Joondalup region.

Key Strategies:

- The employment of a Junior and Senior Director of Coaching,
- The development of additional turf cricket practice facilities,
- The purchase of cricket equipment (bowling machine and two (2) new sight screens).

Panel Assessment:

Strategic Direction

- The application did not provide information to support the project in line with the governing body's (WACA) strategic directions for the development of cricket in the Joondalup region,
- Financial support from the WACA confirming need for the club's strategy has not been provided.

Sustainability

- How the Junior & Senior Directors of Coaching positions would be funded after the City's grant had expired is unclear. A sum of \$16,000 was included in the club's 2006 expenditure budget, but how these funds would be raised is not documented.

Program Budget

- The purchase of a bowling machine and two (2) new sight screens was classified as an operational expense and hence the responsibility of the club to fund.
- The project also sought funding for clay and grass to install new turf practice wickets. Currently, sixteen (16) turf practice wickets and four (4) synthetic practice wickets exist at the Iluka District Open Space and this is considered more than adequate for the provision of cricket training facilities.

Development of Partnerships

- No financial contributions from the WACA, or from any other organisations towards the project were detailed. One of the priorities stipulated in the program guidelines involves the development of partnerships. The assessment panel could not identify any advantageous relationships for this project within the community.

Opportunities for the City

- The application proposed recognition of the City's support through opportunities for ground signage and logos on club clothing and promotional material.

Summary

The application submitted by the Joondalup Districts Cricket Club included project components that were outside of the funding guidelines. The application did not address community partnerships, increasing participation levels or promoting the profile of cricket. The panel agreed that the application looked to offset operational costs and sought opportunities to replace existing club equipment.

The assessment panel concluded that the application required further information to be supported. It did not detail the club's existing coaching structure or future coaching structure, therefore how the funding for Junior and Senior Directors of Coaching would transpire. In addition the submission did not explain the key objectives behind the proposal.

Recommendation:

- Not Supported.

Applicant 4

Sorrento Tennis Club

Funding Sought: \$12,000.00

Programme Objective:

To conduct research to ascertain why young people leave the sport of tennis at the age of 16 years and what the tennis fraternity can do to retain them.

Key Strategies:

- Conduct research into the retention rates of 16 year old tennis players,
- Develop strategies in line with the research results to address the decline in club membership.

Panel Assessment:

Strategic Direction

- The assessment panel agreed that Tennis West should take a leading role in this project. Research on a state or metropolitan wide basis would be required for the study to have strategic significance. The panel questioned the benefits that the club would gain by undertaking such a project,
- The application did not provide information on the process being employed to select the consultant or the qualifications that the person(s) would require,

Sustainability

- The application did not illustrate how the completed research would be used, i.e. how the findings would help increase participation levels and raise the sports profile particularly at the club level.

Program Budget

- The budget that was submitted as part of the application did not include detailed figures,
- Tennis West provided a commitment to the project of \$2,000.00 towards computerisation, however the panel was unsure as to what this referred to,
- The application did not include quotations from proposed consultants who would conduct the research, suggesting that the club may have already engaged a person to do the study,
- No breakdown of the administration costs or expenditures relating to the project were provided,
- The assessment panel did not consider a \$12,000 contribution from the City of Joondalup as value for money, given that the research may not be conducted by a known qualified consultant.

Development of Partnerships

- The issue of membership retention in young people from the age of 16 years is a problem that is faced by all sports. It is recognised that this is a difficult situation confronting tennis, however it was seen as a subject too large for one individual club to undertake. The panel

believed that research into this issue is the role and responsibility of organisations such as the Department of Sport & Recreation, Tennis Australia and Tennis West. The question was raised as to whether or not research that is conducted at a community level, could deliver strong outcomes.

Opportunities for the City

- The assessment panel expressed concern as to whether there would be any clear benefits to the City of Joondalup in providing funding for the conduct of the research. The panel was uncertain if a study that was conducted by a local sporting group would be widely adopted.

Summary

The Sorrento Tennis Club is proposing to undertake a project at a total cost of \$23,000. A project of this nature would be a major undertaking for a local level club. In evaluating the proposal, the assessment panel questioned what value the club would get from such a project. Subsequently, it was apparent that the benefits to the City of Joondalup of the project would be limited.

The assessment panel did not feel that the research proposal contained clear objectives that could be achieved from the project. There was concern that a known qualified consultant may not conduct the research. The absence of appropriate involvement by the governing body for the sport, Tennis West merely enhanced this viewpoint. This led the panel to a position whereby they were not able to be supportive of the project. Significantly more information would need to be provided for there to be a feeling of comfort with such a project.

Recommendation:

- Not Supported