

## 14.6 2024 AFL GATHER ROUND

---

**REPORT AUTHOR:** General Manager, Governance & Community Affairs  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4549  
**FILE REFERENCE:** qA110426  
**ATTACHMENTS:** A - B

---

### PURPOSE OF REPORT

The purpose of this report is to advise the Council of an invitation from the AFL to host two (2) matches at the Norwood Oval as part of the 2024 AFL Gather Round to be held from 5 April 2024 to 7 April 2024, for the Council's consideration.

### BACKGROUND

The 2023 AFL Gather Round was an outstanding success for South Australia, with all nine (9) matches sold out and more than 200,000 tickets sold, including 60,000 to interstate fans and supporters. The two (2) matches that were played at the Norwood Oval as part of the 2023 Gather Round had more than 9,000 patrons attend each match, generating significant print, television, radio and social media coverage and exposure for the City of Norwood Payneham & St Peters, Norwood Football Club and importantly, The Parade. This was confirmed by the Spendmapp data which has been provided to the Council previously.

Following the success of the 2023 Gather Round, the Premier of South Australia announced that South Australia will host Gather Round again in 2024, 2025 and 2026.

Following this announcement, at its meeting held on 1 May 2023, the Council resolved the following:

- 1. The Council advises the South Australian Government, the Australian Football League (AFL), Norwood Football Club and South Australia National Football League (SANFL), that it would like Norwood Oval to be selected as a venue for matches as part of the 2024 AFL Gather Round and beyond.*
- 2. The Council authorises the Mayor and Chief Executive Officer to engage with relevant stakeholders as required, including the South Australian Government, the Norwood Football Club, the SANFL, the AFL and AFL football clubs (ie, Hawthorn Football Club), to assist in facilitation of matches being played at the Norwood Oval as part of the 2024 AFL Gather Round.*
- 3. That \$100,000 be allocated as part of the Draft 2023-2024 Budget to meet the costs of events and activities associated with the 2024 Gather Round, should Norwood Oval be selected as a venue to host matches as part of the 2024 Gather Round.*

Since that time, the Mayor, Chief Executive Officer and Manager, Chief Executive's Office, have met with representatives of the Department of Premier and Cabinet and the AFL on a number of occasions, to negotiate and secure the Norwood Oval as a venue for matches as part of the 2024 Gather Round.

A copy of all correspondence associated with the negotiations is contained within **Attachment A**.

To this end, on 3 November 2023, a letter and Agreement was forwarded to the Council's Chief Executive Officer advising that the AFL had agreed to host two (2) matches at the Norwood Oval.

Whilst the Council has received the invitation to host two (2) games, at this stage the AFL has not advised of the 2024 Gather Round Fixture.

A copy of the letter and Agreement dated 3 November 2023, is contained within **Attachment B**.

The AFL has requested that this matter be kept strictly confidential until the announcements are made by the AFL regarding the 2024 Gather Round.

## RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Outcomes contained in *CityPlan 2030* are:

*Outcome 2: Cultural Vitality*

*Objective 2.5: Dynamic community life in public spaces and precincts.*

*Strategy 2.5.3: Host and facilitate community events and activities.*

## FINANCIAL AND BUDGET IMPLICATIONS

There is no cost to host a game/games as part of the 2024 Gather Round.

The Council has however allocated \$100,000 as part of the 2023-2024 Budget to meet the costs of events and activities associated with the 2024 Gather Round.

As part of the negotiations with the AFL, in order to secure the Norwood Oval as a venue, the Council was requested to undertake bigger and better activations at the Oval and on The Parade generally in order to showcase the Norwood Oval and The Parade as part of the Festival of Football.

At the same time only minimal upgrades to the Oval facilities were required. For example whilst the AFL and the Football Club sought to have new toilet facilities constructed at the Oval, the timing and the costs associated with these works was not achievable.

The final negotiations with the AFL will require the Council to undertake and meet the costs associated with the following:

- upgrade of the transformer at the Norwood Oval (noting that the new Oval lighting and perimeter ribbon lighting at a cost of over \$2million was secured by the Norwood Football Club through a sponsorship arrangement and at no cost to the Council);
- installation of additional desks (four (4) desks), adjacent to the Coaching boxes;
- an audit of the electrical and IT systems to ensure the systems meet the AFL requirements;
- provision of additional temporary toilets; and
- provision of a large screen to be erected in the Norwood Memorial Gardens for public viewing as previously secured by the Norwood Football Club.

In addition to the two (2) matches, the Council will host a number of events and activations within the Norwood Memorial Gardens and within The Parade precinct.

On this basis, the Council's Norwood Parade Precinct Committee (NPPC) has allocated \$25,000 as part of the NPPC Budget for the 2024 Gather Round.

The Council has also allocated \$40,000 to the Food Secrets of Glynde and Stepney Ambassador Project and as such, \$20,000 of this budget will be utilised as part of the Gather Round events as these manufacturers will be showcased at all ticketed and non-ticketed events.

Further details of the events and activations are set out within the Discussion section of this report.

## EXTERNAL ECONOMIC IMPLICATIONS

There are significant positive economic impacts on both the local and State economy as a result of the 2023 Gather Round.

In respect to the economic impact of the two (2) matches which were played at the Norwood Oval on 14 April 2023 and 16 April 2023 for the City of Norwood Payneham & St Peters, data provided by Spendmapp by Geografia indicates that the combined expenditure associated with the Gather Round matches (over the Friday, Saturday and Sunday) was in excess of over \$2 million, which represented the largest combined weekend expenditure in the 'Dining & Entertainment' sector in the suburb of Norwood.

In addition, across all of the combined categories of expenditure within the suburb of Norwood, the Gather Round weekend was the second best performing weekend of the year (besides Easter 2023).

In terms of other sectors within the City of Norwood Payneham & St Peters, the Gather Round weekend was also the second-best performing weekend in all of the combined sectors across the entire City (again besides Easter 2023).

## **SOCIAL ISSUES**

The staging of a national event such as Gather Round enables the Council to showcase the City and the Norwood Oval to thousands of visitors, both locally and nationally.

## **CULTURAL ISSUES**

Not Applicable.

## **ENVIRONMENTAL ISSUES**

Not Applicable.

## **RESOURCE ISSUES**

A Project Team, coordinated by the Manager, Chief Executive's Office and comprising staff from across the various departments has been established to coordinate the various components and events associated with the 2024 Gather Round.

## **RISK MANAGEMENT**

Not Applicable.

## **CONSULTATION**

- **Elected Members**  
Elected Members have been provided with regular updates on this matter.
- **Community**  
Not Applicable.
- **Staff**  
Not Applicable.
- **Other Agencies**  
Not Applicable.

## **DISCUSSION**

The 2023 AFL Gather Round was an outstanding success for the City of Norwood Payneham & St Peters, The Parade and the State of South Australia.

Based on the success of the 2023 Gather Round matches held on the Norwood Oval, the Council has been offered the opportunity to host two (2) games at the Norwood Oval as part of the 2024 event.

As set out previously, as part of the discussions which have been held between the Council and the AFL, the Council has agreed to undertake some works in the lead up to the games and host some associated events and activations.

In respect to the upgrade of the transformer at the Norwood Oval, as Elected Members are aware, the upgrade of the transformer is required following the upgrade of the lighting and the installation of the ribbon lighting around the perimeter of the oval.

Funding for the upgrade of the transformer was allocated as part of the 2023-2024 Budget. However, at its meeting held on 9 October 2023, the Council was advised that the cost of the upgrade exceeded the allocated Budget as adopted by the Council. Following consideration of the matter, the Council increased the 2023-2024 Budget to ensure the upgrade of the transformer can proceed.

To this end, the commitment to upgrade the transformer at the Norwood Oval has been a critical component of the discussions between the Council and the AFL.

Whilst the AFL has acknowledged that as a result of the Council's significant investment in the Norwood Oval, the facilities are at a standard to host AFL matches, the AFL have expressed concerns in terms of ensuring that the Oval can operate at full capacity without the need to hire back-up generators.

As part of the discussions, the AFL was advised that the Council had allocated funding as part of the 2023-2024 Budget for the installation of a new transformer at the Norwood Oval.

In terms of the other items (ie additional desks, an audit of the electrical and IT systems and the provision of additional toilets and a large screen), these items will be funded as part of the 2023-2024 Budget for Gather Round.

However, when the Council allocated funding to the 2024 Gather Round of \$100,000, the Council did so as a commitment to the AFL – a show of good faith – that the Council was serious in its request to be selected to host games as part of the 2024 Gather Round.

At the time, the Council was cognisant of the fact that additional funding may be required depending on the negotiated outcomes with the AFL.

In this regard, the AFL and the Council have negotiated and agreed to the following events and activations:

#### **Champions Luncheon**

The *Champions Luncheon* will be held on 4 April 2024 at the Norwood Concert Hall. The event will celebrate the 1984 Norwood versus Port Adelaide Grand Final and feature a three (3) course lunch, Football personalities and a silent auction.

This will be a ticketed event.

#### **Activations at the Norwood Memorial Gardens**

Activations at the Norwood Memorial Gardens will include a big screen, Norwood Football Club activations, AFL activations, local food and drink providers on the Friday, Saturday and Sunday of the 2024 Gather Round.

These activations will be free of charge.

#### **The Rivals Long Lunch**

The *Rivals Long Lunch* will be held on Osmond Terrace on Saturday, 6 April 2024, celebrating local food and beverage manufacturers. The lunch will include Celebrity chefs and Football personalities.

This will be a ticketed event.

#### **Footy Festival**

The Footy Festival will feature children's activations, themed interactive games, live music and local food and beverage manufacturers.

The Footy Festival will be free of charge.



Based on the cost estimates to conduct the requirements associated with the 2024 Gather Round (ie additional desks, an audit of the electrical and IT systems and the provision of additional toilets and a large screen) and the events as set out above, (including all infrastructure, entertainment and marketing), an additional \$150,000 will be required.

It is therefore recommended that the Council allocates an additional \$150,000 as part of the 2023-2024 Budget for the 2024 Gather Round.

## **OPTIONS**

The AFL Gather Round is considered to be of enormous economic and social benefit to the City of Norwood Payneham & St Peters and to this end, at its meeting held on 1 May 2023, the Council resolved to advise the AFL that that it would like the Norwood Oval to be selected as a venue for matches as part of the 2024 AFL Gather Round and beyond.

It therefore poses a significant risk to the Council in terms of reputational damage in the event that the Council did not now participate in the 2024 Gather Round at the Norwood Oval.

It is therefore now up to the Council to consider this event in terms of the additional costs to ensure the Council's involvement in the 2024 Gather Round meets the requirements as required by the AFL and as set out in the attached Agreement.

## **CONCLUSION**

With this Council's significant investment in new infrastructure at the Norwood Oval, the facilities are in place to host future AFL matches. The invitation to once again host two (2) games as part of the 2024 Gather Round is testament to the Council's ability to work cooperatively with the State Government and AFL to deliver a high standard of event for the community.

## **COMMENTS**

The negotiation process has been both lengthy and complex as, whilst the Norwood Oval is at a standard above all other metropolitan AFL venues (second only to Adelaide Oval), the AFL made it clear during the negotiations that there were other venues being assessed and considered and that the 2024 Gather Round had to be more community focussed as well as showcasing the State's food and produce and, in particular what the City of Norwood Payneham & St Peters has to offer.

## **RECOMMENDATION 1**

That pursuant to Section 90(2) and (3) of the *Local Government Act 1999*, the Council orders that the public, with the exception of the Council staff present, be excluded from the meeting on the basis that the Council will receive, discuss and consider:

- (g) matters that must be considered in confidence in order to ensure that the Council does not breach any duty of confidence;

and the Council is satisfied that, the principle that the meeting should be conducted in a place open to the public, has been outweighed by the need to keep the receipt/discussion/consideration of the information confidential.

## **RECOMMENDATION 2**

1. That the Council accepts the invitation to host two (2) games at the Norwood Oval as part of the 2024 AFL Gather Round and authorises the Chief Executive Officer to sign the Agreement between the AFL and the Council to this effect.
2. That an additional \$150,000 be allocated as part of the 2023-2024 Budget for the 2024 Gather Round at the Norwood Oval.
3. That the 2023-2024 Budget be amended accordingly.

### RECOMMENDATION 3

Under Section 91(7) and (9) of the *Local Government Act 1999*, the Council orders that the report, discussion and minutes be kept confidential until the official announcement has been made by the AFL regarding the 2024 Gather Round.

---

*Cr Knoblauch moved:*

*That pursuant to Section 90(2) and (3) of the Local Government Act 1999, the Council orders that the public, with the exception of the Council staff present [Acting Chief Executive Officer; General Manager, Infrastructure & Major Projects; Manager, Communications & Community Relations and Administration Assistant, Governance & Civic Affairs], be excluded from the meeting on the basis that the Council will receive, discuss and consider:*

- (g) matters that must be considered in confidence in order to ensure that the Council does not breach any duty of confidence;*

*and the Council is satisfied that, the principle that the meeting should be conducted in a place open to the public, has been outweighed by the need to keep the receipt/discussion/consideration of the information confidential.*

*Seconded by Cr Robinson and carried unanimously.*

*Cr Robinson moved:*

- 1. That the Council accepts the invitation to host two (2) games at the Norwood Oval as part of the 2024 AFL Gather Round and authorises the Chief Executive Officer to sign the Agreement between the AFL and the Council to this effect.*
- 2. That an additional \$200,000, including \$20,000 re-directed from the Food Secrets of Glynde and Stepney Ambassador Program, be allocated as part of the 2023-2024 Budget for the 2024 Gather Round at Norwood Oval.*
- 3. That the 2023-2024 Budget be amended accordingly.*

*Seconded by Cr Duke and carried.*

*Cr Duke moved:*

*Under Section 91(7) and (9) of the Local Government Act 1999, the Council orders that the report, discussion and minutes be kept confidential until the official announcement has been made by the AFL regarding the 2024 Gather Round.*

*Seconded by Cr Knoblauch and carried unanimously.*

# Attachment A

**Confidential**

**2024 AFL Gather Round**

Released

---

City of Norwood Payneham & St Peters  
175 The Parade, Norwood SA 5067

Telephone 8366 4555  
Facsimile 8332 6338  
Email [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)  
Website [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



**City of  
Norwood  
Payneham  
& St Peters**

File Number: qA120724  
Enquiries To: Robert Bria  
Direct Telephone: 0413 743 401



City of  
Norwood  
Payneham  
& St Peters

10 July 2023

Mr Andrew Dillon  
Chief Executive Officer - Elect  
AFL House

Via Email: [Andrew.Dillon@afl.com.au](mailto:Andrew.Dillon@afl.com.au)

OFFICE OF  
THE MAYOR

Dear Andrew

I write to you regarding the 2024 AFL Gather Round in South Australia. As you may recall, I have previously written to you advising of the City of Norwood Payneham & St Peters' interest in Norwood Oval again, hosting matches as part of next year's AFL Gather Round and provided Spendmapp data detailing the significant economic benefit for the hospitality sector in the suburb of Norwood as a result of those matches.

The purpose of this letter is to advise you of the preparations which are being made by the Council should Norwood Oval be selected as a venue to host matches, while acknowledging a decision regarding the venues for next year's AFL Gather Round may be several weeks away.

Firstly, the Council has recently adopted its 2023-2024 Budget, which includes \$250,000 for the purpose of installing a new generator to provide adequate redundancy for the four light towers at Norwood Oval for twilight or night games. The acquisition of this infrastructure removes the need to hire a generator in the future and in turn, reducing operating costs for the Council.

Secondly, the Council has also allocated \$100,000 for activations and events on The Parade in its 2023-2024 Budget. However, if required, this funding can be increased to ensure the Council optimises the strategic advantages, which The Parade and Norwood Oval offers to an event such as the AFL Gather Round.

Thirdly, Council staff are developing a "Festival of Footy" program of events and activities to provide memorable match-day experiences for local and interstate football fans, which includes, but is not limited to the following:

- a larger street activation on The Parade (a free event), with more food and beverage outlets, live music and football-related activities;
- 'Parade of Champions' lunch or dinner - a ticketed event for up to 300 people in the Norwood Concert Hall featuring past and present AFL players and football media personalities;
- an AFL Gather Round 'Long Lunch' on Osmond Terrace, located on a grassed median strip near Norwood Oval on match day (ticketed event with a menu which showcases food and beverage manufacturers from the City of Norwood Payneham & St Peters);
- large screens at the Memorial Gardens, located in front of the Norwood Oval showing AFL matches that are being played at other venues;
- an exclusive 'Kids Zone' at the Memorial Gardens, in front of Norwood Oval;
- AFL Gather Round' entry statements at the intersection of The Parade/ Portrush Road and The Parade/ Fullarton Road intersections, to promote the fixtures;
- a proposed football-themed digital installation, to be displayed on the eastern wall of the Norwood Town Hall complex (George Street) at night, for the duration of Gather Round;

175 The Parade  
Norwood SA 5067

PO Box 204  
Kent Town SA 5071

Telephone  
8366 4555

Facsimile  
8332 6338

Email  
[townhall@npsa.gov.au](mailto:townhall@npsa.gov.au)

Website  
[www.npsa.gov.au](http://www.npsa.gov.au)



100% Australian Made  
Recycled Paper

Community  
Well-being is...  
Social Equity  
Cultural Vitality  
Economic Prosperity  
Environmental  
Sustainability



- Hoyts Norwood Cinema Complex showing the matches on the big screen for fans who miss out on tickets to matches at Norwood Oval (similar concept to Mt Barker Wallis Cinema for the 2023 AFL Gather Round);
- increased engagements with the local food and beverage sector to provide high-quality hospitality offerings across the City during the AFL Gather Round weekend;
- book signings at Dillon's Bookshop on The Parade (owned and operated by former Melbourne and Norwood football champion, Ross Dillon); and
- engage with AFL clubs who will play at Norwood Oval to inform the development of activities to meet the specific needs and aspirations of their fans travelling to Adelaide – providing outdoor radio broadcasts on match day or during the AFL Gather Round, featuring FiveAA, Triple M, Nova and the ABC and featuring AFL players.

Following the debrief with the Norwood Football Club and the AFL (Scott Taylor and Sophie Williams), regarding this year's AFL Gather Round, the Council has been in regular contact with the Norwood Football Club to discuss ways in which we can continue to improve Norwood Oval, so that it maintains its position as the second-best football stadium in South Australia, behind Adelaide Oval.

The Council is very supportive of the Norwood Football Club's wish for patrons to have access to the Premier's Bar (situated under the Wolf Blass Community Centre) on match day, as well as allowing fans to access to the Western Stand to watch a match. The large number of empty seats in the Western Stand at both matches, prompted many calls to the Club and the Council from patrons asking why these seats were not available. The Council believes that the Western Stand offers a unique viewing experience for football matches and should be accessible to as many patrons as possible.

Given the outstanding success of the two matches that were played at Norwood Oval this year, the preparedness of the Council to invest in the facilities at Norwood Oval and the new and exciting experiences for football fans which are currently being developed, I am confident the City of Norwood Payneham & St Peters, in collaboration with the Norwood Football Club and the AFL, will again help take the 2024 AFL Gather Round to another level, if given the privilege and opportunity by the AFL.

I trust this information will assist you in your deliberations regarding the venues for matches for next year and future AFL Gather Rounds.

Should you require any further information, please do not hesitate to contact me on 0431 754 077.

Yours sincerely



Robert Bria  
MAYOR

File Number: qA120724  
 Enquiries To: Robert Bria  
 Direct Telephone: 0413 743 401



City of  
 Norwood  
 Payneham  
 & St Peters

26 July 2023

Mr Andrew Dillon  
 Executive General Manager  
 Football Operations, Legal & Integrity  
 AFL House - Melbourne

Via email: [Andrew.Dillon@afl.com.au](mailto:Andrew.Dillon@afl.com.au)

OFFICE OF  
 THE MAYOR

Dear Andrew

Further to my letter dated 10 July 2023, I have much pleasure in enclosing for your information the following:

- An article about the *2023 AFL Gather Round* that is contained in the Council Newsletter, *Look East* and that is distributed to some 20,000 properties within the City of Norwood Payneham & St Peters.
- A promotional video that we have prepared highlighting Norwood Oval and The Parade during *2023 AFL Gather Round*, including details about what is being planned for the *2024 AFL Gather Round*.

As set out in my last letter, The Council is committed to ensuring that Norwood Oval and The Parade is part of *2024 AFL Gather Round* and would be extremely honoured to be given the opportunity to do so again.

I trust that the information which I have provided assists the AFL, the State Government and the SANFL, in its decision-making process. Should you however require any further information or assistance, please do not hesitate to contact me.

Yours sincerely

Robert Bria  
 MAYOR

175 The Parade,  
 Norwood SA 5067

PO Box 204  
 Kent Town SA 5071

Telephone  
 8366 4555

Email  
[townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)

Website  
[www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



Community  
 Well-being is...

Social Equity

Cultural Vitality

Economic Prosperity

Environmental  
 Sustainability



# Gather Round

*A roaring and triumphant success*

In April this year, football lovers from around Australia filled the iconic Norwood Oval to watch two nail-biting matches as part of the inaugural AFL Gather Round.

Universally considered a triumph, with all nine matches in South Australia selling out, including the Gold Coast vs Fremantle and GWS vs Hawthorn matches played at Norwood Oval on Friday 14 and Sunday 16 April, AFL Gather Round exceeded all expectations.

Hoping to capitalise on the unprecedented national exposure for The Parade, at its May meeting, the Council unanimously voted to express its interest to the AFL and the State Government to be involved in next year's Gather Round.

The Council also allocated \$100,000 as part of the 2023–2024 Budget for events and activities associated with Gather Round, should Norwood Oval again be selected to host AFL matches.

*"From the Council's perspective, the AFL Gather Round was an outstanding success for South Australia and in particular, for the City of Norwood Payneham & St Peters, the iconic Norwood Oval and South Australia's Premier Main Street, The Parade,"* Mayor Bria said.

"As with any new major event, there is room for improvement and the Council is determined to learn from this experience and identify opportunities to make the 2024 AFL Gather Round an even greater success, should Norwood Oval have the honour of again being selected to host matches."

## Word on The Parade

*"Gather Round brought a range of benefits to South Australia and we are thrilled to see the great results for Norwood that resulted into pumping \$2.2 million into the suburb."* South Australia's Minister for Tourism, Zoe Bettison MP.

*"I was talking to the Mayor of Norwood ... and what we can do with Norwood Parade...We've been talking to the Premier with what we can do there."* Former AFL Chief Executive Officer, Gillon McLachlan

*"Gather Round is about five-fold on one good SANFL game because we get 4500 for SANFL and we got over 9000 for both AFL games."* Norwood Oval Stadium Manager Patrick Allan.

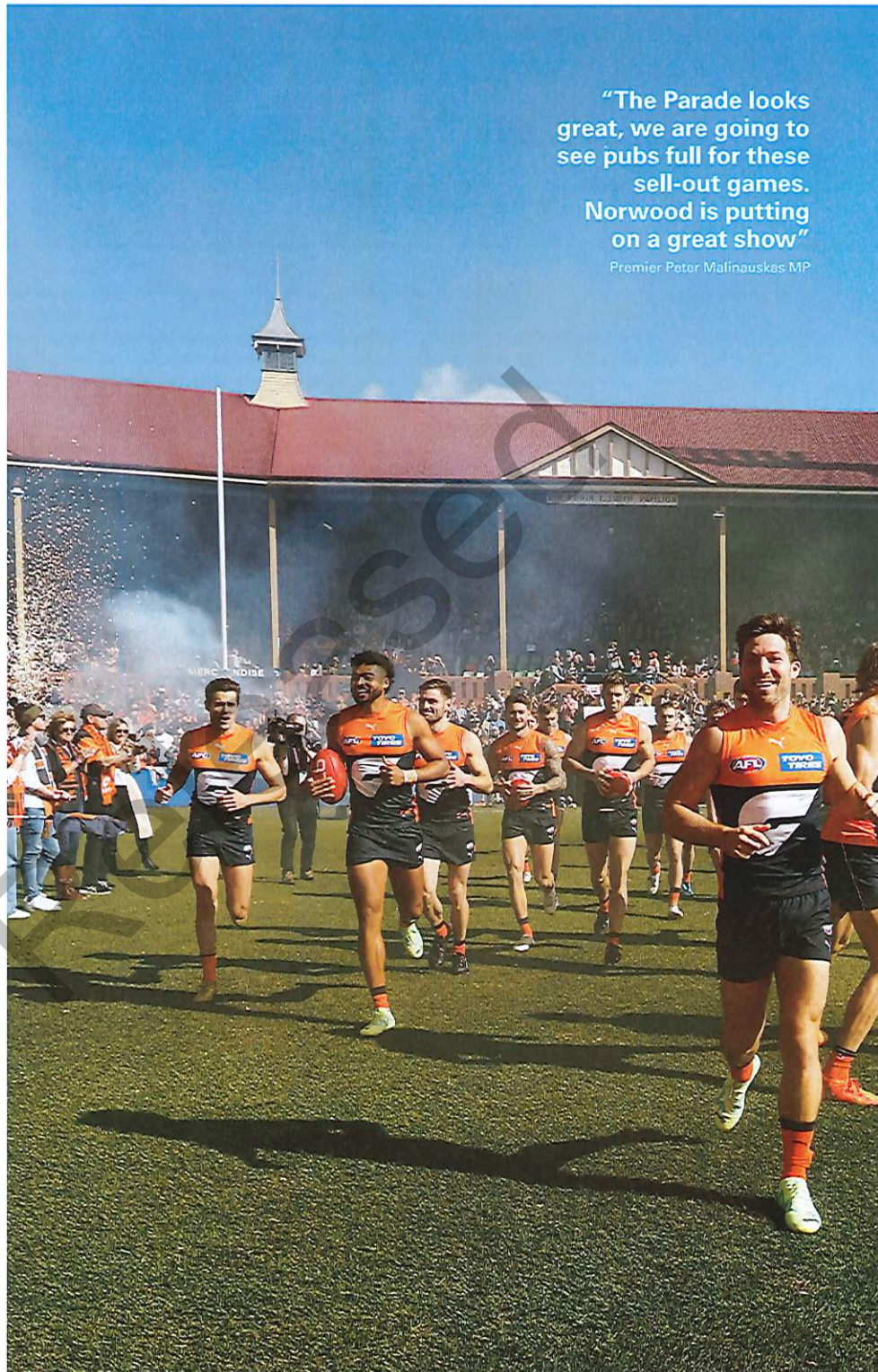
*"These numbers are incredible and shows that AFL football is very much welcomed on The Parade given the number of hotels, cafes and restaurants fans visited before and after the two matches."* Mayor of City of Norwood Payneham & St Peters, Robert Bria.

*"The atmosphere that was produced was something we haven't seen for a long time on The Parade and we really hope The Parade gets the opportunity to host again next year."* The Colonist Tavern Senior Operations Manager, Bree Stoldt.

*"I have never seen such crowds on The Parade. The place was buzzing and we turned the tables around three times on the Friday night."* 400 Gradi Venue Manager, Alessia Campagnaro. Pictured top right.

**"The Parade looks great, we are going to see pubs full for these sell-out games. Norwood is putting on a great show"**

Premier Peter Malinauskas MP



## Two million reasons to welcome back AFL to South Australia's Premier Main Street

The two AFL matches played at Norwood Oval provided a massive economic injection into the local economy with hotels, restaurants and cafes reaping the benefits during the action-packed weekend.

The combined expenditure in the hospitality and entertainment sector in Norwood across the Friday, Saturday and Sunday contributed \$2.215 million to the local economy, \$730,000 more than the average spend over those three days.

The Gold Coast versus Fremantle match under lights on Friday 13 April, saw a record \$876,000 spent, representing the single largest daily expenditure in the dining and entertainment sector since the Council starting collecting Spendmapp data in July 2018.

Spendmapp data takes into account all eftpos debit and credit card transactions and makes adjustments to account for all other transactions to ensure cash and non-card payments are included to create a comprehensive representation of the economy.



**Lisa Mara**

---

**From:** Michael Thorn <Michael.Thorn@afl.com.au>  
**Sent:** Friday, 11 August 2023 11:34 AM  
**To:** Mario Barone; Skye Grinter-Falzun; Wayne.Hunter@sa.gov.au;  
robert.lustri@sa.gov.au; Tristan Salter  
**Cc:** Trisha Squires; Sarah Sharpe; Amy Blake  
**Subject:** AFL / City of Norwood Payneham and St Peters Meeting - 2024 Gather Round

Good morning Mayor Bria and Mario,

The AFL is commencing our process on venue selection for 2024 Gather Round. We acknowledge the receipt of letter dated 10 July 2023 from Mayor Bria to AFL CEO-Elect, Andrew Dillon.

I request your availability for a phone conference next **Thursday 17 August at 9.00am** (Adelaide time).

The purpose of this meeting will be to review the details of existing offer from Mayor Bria, and provide the AFL will the opportunity to provide Council with some further aspects for your consideration as we undertake this Venue selection process.

In addition to AFL representatives, Mr Wayne Hunter and Mr Rob Lustri have both been invited to join the call to represent SA Govt/ DPC.


I hope that this time is suitable, and we look forward to a productive discussion next week.

Kind regards

**Michael Thorn**  
Head of Procurement  
AFL House - Melbourne, Victoria  
M: 0458 603 755



*We acknowledge the Traditional Owners of the land across Australia and acknowledge we play our great game on this land and respect the cultures of all First Peoples, their contribution to our nation and contribution to the game of Australian Football.*

 *Please consider the environment before printing this email.*



File Number: qA120724  
Enquiries To: Robert Bria  
Direct Telephone: 0431 754 077



City of  
Norwood  
Payneham  
& St Peters

16 August 2023

Hon Peter Malinauskas  
Premier of South Australia  
PO Box 2343  
ADELAIDE SA 5001

Email: [premier@sa.gov.au](mailto:premier@sa.gov.au)

Dear Premier

### FUTURE PLANS FOR NORWOOD OVAL

As you are aware, for a number of years the Council and Norwood Football Club have worked collaboratively towards a shared goal of establishing Norwood Oval as the second-best stadium for football in South Australia, behind Adelaide Oval. To achieve this goal, the Council and the Club are in regular contact to identify opportunities to work together and with other stakeholders, including Federal and State Governments, to secure funding and other forms of support.

In June 2023, the Council's Chief Executive Officer, Mr Mario Barone PSM and I, met with the Norwood Football Club's Chief Executive Officer, Mr James Fantasia and President Mr Paul Di Iulio, to discuss the Club's short, medium and long-term plans for facility upgrades at Norwood Oval.

This meeting was held against the backdrop of the recently successful 2023 AFL *Gather Round* matches that were played at Norwood Oval and the desire to improve the match-day experience for football fans and players, by improving facilities at the Oval for all levels of football, from school football, through to AFL.

At that meeting, it was agreed that the Club would document its plans, while the Council would review works at the Oval which fall within its responsibility as part of its Long-term *Asset Management Plan*.

One of the high priorities for the Club, is an upgrade to the change room facilities that are located at the eastern end of the Sir Edwin T. Smith Stand. A schematic drawing of the proposed upgrade is attached to this letter. Implementation of this proposal will ensure that the facility meets the requisite standards for women's participation in AFL.

Currently, the existing change room facilities do not meet contemporary standards for female players, even though the facilities are currently being used by Norwood's female players.

I am advised by Mr Di Iulio, that the number of female players at the Norwood Football Club is approximately 120, comprised of the following:

- 60 players involved in the Norwood SANFLW team and development squad;
- 30 players involved in the Under 15 squad; and
- 30 players involved in the Under 13 squad.

I am sure you will agree that with so many girls and women playing for the Norwood Football Club, the need for appropriate change rooms is vital to their dignity and sense of inclusion at the Club. As you are aware and have recognised, contemporary facilities are

### OFFICE OF THE MAYOR

175 The Parade  
Norwood SA 5067

PO Box 204  
Kent Town SA 5071

Telephone  
8366 4555

Facsimile  
8332 6338

Email  
[townhall@npsa.gov.au](mailto:townhall@npsa.gov.au)

Website  
[www.npsa.gov.au](http://www.npsa.gov.au)



100% Australian Made  
Recycled Paper

Community  
Well-being is...

Social Equity

Cultural Vitality

Economic Prosperity

Environmental  
Sustainability

an important component of attracting talent to the Club and also provide a sense of comfort for parents of junior players in particular, that their daughter's privacy and wellbeing is being respected.

As such, the Council and the Norwood Football Club are seeking the assistance of the South Australian Government to meet the costs of this important upgrade.

The provision of appropriate female change room facilities is an important project for the Norwood Football Club, which the Council fully endorses and will be a positive step in promoting participation in State-level and AFL football.

As a demonstration of the Council and the Club working together and with other stakeholders, the \$11 million upgrade to change rooms and facilities at Norwood Oval, which were completed in 2020, the total government funding comprised of \$750,000 with the State Government contributing \$500,000 and the Federal Government contributing \$250,000.

The Council can provide additional details to your Office regarding any aspect of the proposed change room facilities.

I look forward to your favourable consideration of progressing discussions with the State Government regarding this proposal.

Yours sincerely



Robert Bria  
MAYOR

Released





File Number: qA120724  
Enquiries To: Mario Barone  
Direct Telephone: 8366 4520



**City of  
Norwood  
Payneham  
& St Peters**

25 August 2023

Mr Michael Thorn  
Head of Procurement  
AFL House, Melbourne, Victoria

Via email: [Michael.Thorn@afl.com.au](mailto:Michael.Thorn@afl.com.au)

**CHIEF  
EXECUTIVE'S  
OFFICE**

175 The Parade,  
Norwood SA 5067

PO Box 204  
Kent Town SA 5071

**Telephone**  
8366 4555

**Email**  
[townhall@npsa.gov.au](mailto:townhall@npsa.gov.au)

**Website**  
[www.npsa.gov.au](http://www.npsa.gov.au)

Dear Michael

## **2024 AFL GATHER ROUND – NORWOOD OVAL**

Thank you for your email dated, 17 August 2023.

The Manager, Chief Executive's Office, Skye Grinter-Falzun and I also wish to thank you on behalf of Mayor Bria and the Council, for the opportunity to meet with you to discuss the scheduling of games at the Norwood Oval as part of *2024 Gather Round*.

As we discussed, our planning and proposals which have been previously communicated to the AFL Chief Executive Officer-Elect, Andrew Dillon and the Premier of South Australia, are based on the two (2) games being scheduled at Norwood Oval. To this end, as we also discussed, whilst acknowledging that a final decision is yet to be confirmed, the Council will continue to advocate for this scheduling and will again work collaboratively with the AFL and the State government to achieve this.

In response to the issues which have been raised in your email, I wish to advise as follows:

### **Installation of Transformer**

As previously advised, the Council has allocated \$250,000 in its *2023-2024 Budget* to fund the installation of a new transformer at the Norwood Oval. All of the costs associated with this work will be funded by the Council.

Design work and discussions with SA Power Networks are ongoing and at this stage, this work is progressing well.

Installation of the new transformer will ensure that there is sufficient redundancy in respect to the power supply at the Oval.

### **Activations, Events and Festival of Football**

As we discussed during our meeting, the Council, the Norwood Football Club and the AFL took away a number of learnings from this year's *Gather Round* and in the mantra of '*2024 being bigger & better*' and on the basis that two (2) games will again be scheduled at the Norwood Oval, Council staff, through the Chief Executive's Office, commenced planning and scoping the activations and associated activities some time ago.

In line with the vision of increasing activations and events, as previously advised, the Council has allocated \$100,000 in its *2023-2024 Budget*. Once the final details are agreed to, as well as confirming the number of games which will be played at the Norwood Oval, a decision on additional funds will be made. The Council accepts and acknowledges that additional funds may be required and is willing to address this matter once the final scope is known and agreed to.



Community  
Well-being is...

Social Equity

Cultural Vitality

Economic Prosperity

Environmental  
Sustainability



100% Australian Made  
Recycled Paper



In line with the general theme of a 'Festival of Footy', the following concepts are being discussed and planned:

- Closure of The Parade, immediately in front of Norwood Oval (from Osmond Terrace to Woods Street) and extension of the activities that took place on the Memorial Gardens (located in front of Norwood Oval) onto The Parade. Once closed, this area is proposed to be transformed into a festival atmosphere with food and beverage stalls, screens and various other activities aimed at generating a 'street event' with a football theme aimed at families.

It will be essentially an extended version of the activities which took place in the Memorial Gardens located in front of Norwood Oval. The Memorial Garden activations were very successful this year and with some careful curation and planning, the street activation will also be very popular for *next year's Gather Round*.

This will be in addition to engaging with local restaurants, cafes and bars to participate, as occurred this year.

- In keeping with the 'Festival & Football' theme, we are planning to hold a ticketed Long Lunch / Long Breakfast event on the Osmond Terrace Median Lawns. Osmond Terrace is one of South Australia's premier inner-city boulevards and an event of this type will attract significant interest both from football followers (both local and interstate) seeking to 'soak up' the footy atmosphere and should also attract significant media interest.

The concept involves the installation of two (2) marquees either side of the intersection of Osmond Terrace and The Parade, with seating for around 200 patrons per marquee. Each marquee would be themed on the two Clubs that are playing at Norwood Oval (on say the Sunday afternoon time slot), so that the supporters of either Club can participate. As part of showcasing the City of Norwood Payneham & St Peters, beverage will be sourced from our famous and well recognised food and beverage manufacturers and the meals will be prepared by well-known chefs.

This is proposed to be a ticketed event for up to 200 per marquee. At this stage, in the absence of understanding how many games will be held at Norwood Oval and the scheduling of the games, these details are still a work in progress. In terms of the commercial model, the Council is seeking to promote its extensive food and beverage manufacturing base and will use this event and the *AFL Gather Round* generally to promote these manufacturers. This approach fits in with the Council's economic development priorities in terms of promoting local businesses.

In terms of how this event will be ticketed, the cost of running the event and whether it will be a 'cost neutral' event or a profit-making event, is yet to be determined. Involvement with the two Football Clubs will also be part of this event.

As discussed, the Council is prepared to work collaboratively with the AFL to again scope the event and determine suitable arrangements.

- AFL matches being shown live at the Hoyts Norwood Cinemas (similar to what the Council understands occurred in Mt Barker this year).

This will be scoped as a family themed event.

- Champions on Parade. As discussed, the concepts involve either a high profile Grand Final re-union dinner potentially involving the Norwood Football Club and the Port Adelaide Football Club (celebrating the 40 Year Anniversary of the 1984 Grand Final), or a dinner at which high profile Norwood past players (both SANFL and AFL) would attend and be interviewed. This would again be a ticketed dinner or lunch event and would allow football supporters to 'get close' to past champions.

The Council believes that this event, together with the Osmond Terrace event, will generate a significant media interest.

Again, in respect to the commercial aspects of this event, the Council is prepared to work collaboratively with the AFL and any of the participating Clubs (ie. Norwood and Port Adelaide).



## Media

In addition to the above components, the Council was able to generate sufficient local media coverage of this year's Gather Round. Building upon the networks which have been established, the Council is scoping an extensive media and communications strategy to ensure that AFL football is embraced by the local, State and interstate community. In short, it will work towards bringing media focus to Norwood Oval and highlight both the venue and the Clubs who will be playing at Norwood Oval.

## Turf Management

The Council and Club gratefully acknowledge the work that was undertaken by the AFL this year to ensure that the playing surface at Norwood Oval met the standard required for AFL football.

The Council understands the importance of this issue and discussions regarding the implications of what occurred this year with the Oval surface due to scheduling of events were held with representatives from the Club, to ensure that this situation does not occur again.

Ultimately, the *AFL Gather Round* must take priority and this will be again reinforced with the Club. The Club is responsible for the management of the Oval surface and the Council is committed to ensuring that all costs are met by the Club, with assistance from the Council, if necessary.

## Western Stand and Premier's Bar

As indicated in your email, the Council is also willing to work collaboratively with the AFL in respect to access to the Western Stand and the Premier's Bar. The Council understands the commercial aspects of the arrangements; however, we are confident that a suitable solution can be found.

## Facilities Investment

In respect to the audit of the electrical and internet systems at the Oval, I can confirm that this will be undertaken and will be scoped out over the next couple of weeks.

To ascertain the issues which have been raised by the AFL IT Team, I believe that a meeting/discussion between them and our IT staff, would be of benefit to ensure that in addition to the findings of the audit, we are able to also address any particular concerns/issues which have been identified by the AFL IT Team.

In respect to a 'new structure', as set out in your email, the Council is willing to work collaboratively with the AFL to scope out new requirements to ensure that the facility meets the required standard.

## Additional Facilities

In respect to your direct discussions with representatives from the Norwood Football Club, as discussed on Friday, I can confirm that a couple of discussions have taken place between the Council and the Club regarding facility upgrades at the Oval.

As the owner of the Oval, the Council is responsible for ensuring that certain components of the facility meet the required standards as a football/sports venue. At the same time, the Club is responsible for other components which are specific to its use as a tenant of the Oval.

As discussed with you on Friday, the Council will schedule further discussions with the Club to scope out and settle on what items can be realistically completed prior to the *2024 Gather Round*. In this respect, the Council's focus will be on toilet facilities as these are a priority. Items such as the proposed decking and bar upgrades, whilst considered by the Club as important permanent facilities, will not impact on the venue in terms of playing AFL games.

Mayor Bria and I are anticipating meeting with Club representatives shortly and will keep you updated as to the outcome of those discussions and the timing of any works.

You can rest assured that the Council is cognisant of the need to ensure that facilities at the Norwood Oval are at the required standard. This commitment was illustrated for the *2023 AFL Gather Round* and will continue to ensure that the Norwood Oval is again selected to be part of the *AFL Gather Round* into the future.

Finally, as you are aware, the Council worked collaboratively with the AFL, the State Government and the Norwood Football Club, to deliver this year's *AFL Gather Round*. These efforts resulted in Norwood Oval being described as the second-best AFL facility in South Australia – second to Adelaide Oval.

The Council and the Club have shown that they can deliver what is expected to make *AFL Gather Round* a great success for the local community and indeed interstate supporters and visitors and it is eager to again be involved.

Mayor Bria, Skye and I look forward to meeting with you again and to working with you on this tremendous initiative.

In the interim, should you require any further assistance or information, please do not hesitate to contact either me or Skye on 8366 4539 or email [SGrinter-Falzun@npsp.sa.gov.au](mailto:SGrinter-Falzun@npsp.sa.gov.au) or [MBarone@npsp.sa.gov.au](mailto:MBarone@npsp.sa.gov.au).

Yours sincerely

A handwritten signature in black ink, appearing to be 'Mario Barone', with a stylized flourish at the end.

Mario Barone PSM  
CHIEF EXECUTIVE OFFICER

Released





THE HON PETER MALINAUSKAS MP

PREMIER OF SOUTH AUSTRALIA

Mr Robert Bria  
Mayor  
City of Norwood, Payneham & St Peters  
PO BOX 204  
KENT TOWN SA 5071

fb364654

Dear Mayor

Thank you for your letter of 16 August 2023 regarding plans for the Norwood Oval.

I appreciate you updating me about the collaborative work between the City of Norwood, Payneham & St Peters and the Norwood Football Club, in working together to upgrade Norwood Oval.

I note the priorities of the Club in upgrading the change room facilities to meet the requisite standards for women's participation in AFL.

My Government recently committed to an \$18 million grant program over the next three years for dedicated female sporting facilities and improvements that grow female participation.

While \$10 million of the money will be quarantined for soccer, \$8 million will be made available for all sports. More details about how that program will operate will be announced in the near future.

Furthermore, the Minister for Recreation, Sport and Racing, the Hon Katrine Hildyard MP, has advised me that the Office for Recreation, Sport and Racing has the Community Recreation and Sport Facilities Program currently open and is accepting applications. I would encourage the Club to seek more information about the CRSFP, at [www.orsr.sa.gov.au/grants/infrastructure-projects](http://www.orsr.sa.gov.au/grants/infrastructure-projects).

Once again, thank you for writing to me. I trust that this letter is of some assistance.

Yours sincerely

  
Peter Malinauskas  
PREMIER

29/8/2023

File Number: qA120724  
 Enquiries To: Skye Ginter-Falzun  
 Direct Telephone: 8366 4539



City of  
 Norwood  
 Payneham  
 & St Peters

15 September 2023

Mr Michael Thorn  
 Head of Procurement  
 AFL House, Melbourne, Victoria

Via email: [Michael.Thorn@afl.com.au](mailto:Michael.Thorn@afl.com.au)

Dear Michael

## 2024 AFL GATHER ROUND

Thank you for your email dated, 7 September 2023, requesting further details of the Council's proposals for the *2024 AFL Gather Round*.

Please follow the link to view a brief visual presentation of the City of Norwood Payneham & St Peters Proposed *2024 AFL Gather Round* Activations:

<https://indd.adobe.com/view/154cbf52-cef9-40e7-b563-6d7cf38a4876>

Further information is outlined below.

In this context, as you are aware, the Council's proposal is set out in the Chief Executive Officer, Mario Barone's, letter dated 25 August 2023.

The Chief Executive Officer and I have discussed the additional information that you have requested and I have provided these details below. The proposals are based on Norwood Oval being chosen to host two games – Friday night and Saturday afternoon.

## Parking & Access

In respect to the additional details that you have requested regarding parking and access, I have attached, for your information, a plan which sets out the following (Refer to Plan B):

- *Arrangements for the Team buses (both arrival and departure).*

In respect to this item, the arrangements are similar to those that were put in place for *2023 AFL Gather Round*, albeit that based on our debrief earlier this year with the AFL, the arrangements will be communicated better with the respective AFL Teams to ensure that the arrangements are followed through.

As shown on the attached plan, buses will be able to be parked in a designated area on The Parade. Once players and officials have alighted from the buses, they can proceed down Woods Street to the Oval. This is a small travel distance. When leaving the Oval after the game, the buses will be parked in the same location.

- *Access for Team property trucks and suitable parking for those vehicles.*

Parking for Team property trucks will be available on Woods Street as shown on the attached plan.

- *Access details for Emergency Service Vehicles.*

It should be noted that as part of the closure arrangements for The Parade, arrangements will be entered into with the Emergency Service providers to access the closed portion of The Parade. This is standard practice for all similar road closures which the Council puts in place for road closures during events.

CHIEF  
 EXECUTIVE'S  
 OFFICE

175 The Parade,  
 Norwood SA 5067

PO Box 204  
 Kent Town SA 5071

Telephone  
 8366 4555

Email  
[townhall@npsa.gov.au](mailto:townhall@npsa.gov.au)

Website  
[www.npsa.gov.au](http://www.npsa.gov.au)



Community  
 Well-being is...  
 Social Equity  
 Cultural Vitality  
 Economic Prosperity  
 Environmental  
 Sustainability



Marquees, tables / chairs and other infrastructure, will be positioned within the road closure to ensure that emergency vehicles can travel unfettered within the road closure area.

- *Proposed locations, traffic flow / route for buses and parking areas.*

In respect to this issue, a final decision involving the South Australian Public Transport Authority, has yet to be made, however, the arrangements are flexible and the layout will accommodate any specific requirements which the Authority may have.

- *VIP Parking Plan for key people.*

VIP Parking will be allocated along Woods Street as shown on the attached plan.

## Activation

In respect to the proposed activations as part of the *2024 AFL Gather Round*, as discussed, the section of The Parade that will be activated, is shown on the attached plan (Refer to Plan A).

The section of The Parade that will be closed and the Memorial Gardens in front of Norwood Oval, will ostensibly form one seamless area. You may recall that for the *2023 AFL Gather Round*, whilst this section of The Parade was closed, it was not activated. The attached visual presentation contains images of other similar events which the Council holds which provide an illustration of the type of atmosphere we are proposing to create within this area.

The activations in the Memorial Gardens will commence from Friday and extend through to Sunday. The Parade road closure and associated activation will take place on Sunday, 7 April 2024.

In respect to the vendors / traders that will be involved in the street activation, these arrangements are still a work-in-progress. However, generally speaking, as we recently discussed, the Council will be accessing the City's vast array of food producers (ranging from pasta, cheese, yoghurt, confectionary, deserts, cakes, etc) from our *Food Secrets of Glynde & Stepney Program*, as well as local cafes and restaurants. Additionally, beverage producers that form part of the Council's *Eastside Wine & Ale Trail* will also be involved.

In addition, Council staff have met with representatives of the Norwood Football Club and have proposed to source food products from the Eyre Peninsula of South Australia (the Eyre Peninsula is part of the Norwood Football Club's Recruiting Zone).

The proposal set out above, aligns with the theme which has been identified by the AFL – namely, authentic products from South Australia and promoting both South Australia and local products.

In respect to the *Rivals Long Lunch*, it is proposed to undertake this activity on Osmond Terrace (subject to weather). This is proposed to be held on Saturday, 6 April 2024 and two marquees will be erected in the location as shown on the attached plan (Refer to Plan A) and will host supporters from the two (2) teams that are playing at the Sunday game. Each marquee will be themed in Club colours and collateral.

The food will be prepared by local chefs (yet to be confirmed) using *Food Secrets of Glynde & Stepney* outlets and *Eastside Wine & Ale Trail* and Eyre Peninsula products (as identified above).

As part of the theme, the Council will liaise with the two Clubs regarding promotion of the functions to their members and identifying a high-profile guest from each Club who will either MC the function, or act as a guest speaker.

Seating will be limited (to say 150 people) and will be a ticketed event. The Council is not proposing this event as a commercial venture however, it would seek to recover its costs through ticket sales. The Council considers that this function will be very attractive to supporters from both Clubs who have travelled from interstate.



## Champions on Parade

It is proposed to hold this event in the Norwood Concert Hall as a lunch event on Thursday 4 April 2024.

Whilst details of this event are still in the early stages of development, it is likely to be the 40 Year reunion of the *1984 Port Adelaide Versus Norwood Grand Final* or a similar themed event. As you are aware, generally Clubs have individual special reunions, however this concept is perhaps a 'first' in terms of having both Clubs celebrate this significant event. This would attract significant media and local interest, particularly during *Gather Round*, as the function involves two of South Australia's most iconic and well-known Clubs.

Again, this will be a ticketed event for around 300-320 patrons and will be catered using local chefs and produce. The Council is not proposing this function as a commercial event, but rather ticket prices will be based on cost recovery.

## Additional Facilities

As set out in our previous letter and based on our various discussions, the Council will commission an audit of the IT infrastructure at the Norwood Oval, to address the issues that have been raised with the AFL.

In terms of additional infrastructure, we are currently holding discussions with the Norwood Football Club regarding the potential construction of new toilet facilities at the Oval – noting, that as per the 2023 *AFL Gather Round*, if required, additional temporary toilets will be provided.

As you are aware, as part of the Council's commitments for 2023 *AFL Gather Round*, significant investment was made to construct new coaches' box's, media centre and a new kitchen / kiosk (built to Adelaide Oval standard). These facilities are now permanent and can be used for the 2024 *AFL Gather Round*. It is not proposed to construct any other additional facilities other than to ensure that the Club plans for additional bar staff during the games.

In respect to the Oval's surface, the Council has reiterated to the Club that scheduling of other non-football activities is not to occur prior to the *Gather Round* weekend and that any issues associated with the playing surface will need to be carefully managed by the Club.

As you are aware, the Council has committed to the installation of a new transformer at the Oval and this cost will be met in its entirety by the Council. In terms of operations, the Council and the Norwood Football Club have debriefed what occurred at this year's *Gather Round* to ensure that all of the issues that have been identified, are resolved.

## Costs

As previously advised the Council has allocated a nominal budget of \$100,000 for 2024 *AFL Gather Round*. This allocation was made without knowledge of whether Norwood Oval would again be selected and if selected, whether one or two games would be scheduled.

The Council understands that additional funds may be required and on the basis of the advice in your email dated 7 September 2023, new costings based on two games being played at Norwood Oval and the associated activations, is currently being prepared and will be considered by the Council at its meeting on 3 October 2023. As requested, the Council understands that the costs outlined in this proposal, will be the responsibility of the Council and the Norwood Football Club.

On behalf of the Council, I wish to thank you for the opportunity to provide further information regarding the Council's request for the City of Norwood Payneham & St Peters and the Norwood Football Club and the community, to be part of 2024 *AFL Gather Round*. The Norwood Oval is South Australia's iconic suburban football venue that is rich in history and together with South Australia's premier main street, The Parade and the *Food Secrets of Glynde & Stepney*, the *Eastside Wine & Ale Trail* and primary aquaculture producers from the Eyre Peninsula, these elements will ensure that 2024 *AFL Gather Round* is again a great success.

On behalf of our community, the City of Norwood Payneham & St Peters looks forward to an even better and bigger *'Festival of Football'* in South Australia and to working in collaboration with the AFL and the State Government.

With kind regards



Skye Grinter-Falzun  
**MANAGER**  
**CHIEF EXECUTIVE'S OFFICE**

Released



File Number: qA120724  
 Enquiries To: Skye Grinter-Falzun  
 Direct Telephone: 8366 4539



City of  
 Norwood  
 Payneham  
 & St Peters

25 September 2023

Mr Michael Thorn  
 Head of Procurement  
 AFL House, Melbourne, Victoria

Via email: [Michael.Thorn@afl.com.au](mailto:Michael.Thorn@afl.com.au)

Dear Michael

## 2024 AFL GATHER ROUND

I refer to your telephone discussion with the Council's Chief Executive Officer, Mario Barone on 20 September 2023.

As discussed, to progress the various activations, functions and events as set out in my letter dated, 15 September 2023, we have assembled a Project Team that will coordinate the various components and activations. The Project Team is coordinated through the Chief Executive's Office and managed through my role as Manager, Chief Executive's Office.

As discussed, I confirm that the AFL are engaging an organisation to ensure consistent theming, etc. of all *AFL Gather Round* venues and that you have requested that the Council also liaises and coordinates with the selected organisation.

In this respect, as requested, I confirm that the Council staff will liaise with the selected organisation to ensure consistent theming of the Council's activations, functions and events.

Please do not hesitate to contact me directly if you require any further information or clarification.

With kind regards

Skye Grinter-Falzun  
**MANAGER**  
**CHIEF EXECUTIVE'S OFFICE**

**CHIEF  
 EXECUTIVE'S  
 OFFICE**

175 The Parade,  
 Norwood SA 5067

PO Box 204  
 Kent Town SA 5071

Telephone  
 8366 4555

Email  
[townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)

Website  
[www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



Community  
 Well-being is...

Social Equity

Cultural Vitality

Economic Prosperity

Environmental  
 Sustainability



File Number: qA120724  
Enquiries To: Skye Grinter-Falzun  
Direct Telephone: 8366 4539



City of  
Norwood  
Payneham  
& St Peters

26 September 2023

Mr Michael Thorn  
Head of Procurement  
AFL House, Melbourne, Victoria

Via email: [Michael.Thorn@afl.com.au](mailto:Michael.Thorn@afl.com.au)

Dear Michael

## 2024 AFL GATHER ROUND

I refer to your telephone discussion with the Council's Chief Executive Officer, Mario Barone on 26 September 2023.

As discussed, I confirm that the Council will engage with the agency that is appointed by the AFL for the *2024 AFL Gather Round* activations.

In this respect, as previously advised, the Council will coordinate all of the activations which are set out in the respective submissions which have been provided to the AFL. The activations will be undertaken in collaboration with the Norwood Football Club.

As discussed, Council staff worked with the AFL's appointed consultants to coordinate activations for the *2023 AFL Gather Round*. As such, the Council is again prepared to work with the AFL's appointed consultants for the purposes of ensuring consistency of theming.

As discussed, the Council will consult with the AFL's appointed consultant to ensure that the AFL's requirements are met and on this basis, the Council will commit to payment of the consultant up to a maximum value of \$20,000.

As also discussed, given that there is no scope in respect to what this component of the work involved, once an announcement on venues is made and the Norwood Oval is selected for one or two games, then Council staff will discuss this matter further with the AFL and the consultant to determine and agree on a scope.

I trust the contents of this letter is sufficient for you to progress the successful consideration of the Council's submission to host AFL games as part of the *2024 AFL Gather Round* at Norwood Oval.

Should you require any further information, please contact me at 8366 4539 or Mario on 0413 743 401.

With kind regards

Skye Grinter-Falzun  
**MANAGER**  
**CHIEF EXECUTIVE'S OFFICE**

**CHIEF  
EXECUTIVE'S  
OFFICE**

175 The Parade,  
Norwood SA 5067

PO Box 204  
Kent Town SA 5071

Telephone  
8366 4555

Email  
[townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)

Website  
[www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



Community  
Well-being is...

Social Equity

Cultural Vitality

Economic Prosperity

Environmental  
Sustainability

# 2024 Proposal - AFL Gather Round

Skye Grinter-Falzun

Manager, Chief Executive's Office



City of  
Norwood  
Payneham  
& St Peters



# Presentation Agenda

1. Activation Summary
2. Plan A - Activations
3. Plan B - Road Closures
4. Proposal Video




# Activation Summary



**Thursday 4 April**  
Champions Luncheon  
Norwood Concert Hall

Celebrating the 1984 Norwood vs Port Adelaide Grand Final.  
Featuring a 3-Course lunch, Football personalities and Silent auction.



**Friday 5 April**  
Activations  
Norwood  
Memorial Gardens

Big screen, NFC activations, AFL activations, local food and drink providers.  
(Running from Friday, Saturday and Sunday)

City of Norwood Payneham & St Peters  
175 The Parade, Norwood SA 5067

Telephone 8366 4555  
Email [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)  
Website [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)  
Socials [f /cityofnpsp](https://www.facebook.com/cityofnpsp) [@cityofnpsp](https://www.instagram.com/cityofnpsp)



City of  
Norwood  
Payneham  
& St Peters



# Activation Summary



**Saturday 6 April**

The Rivals  
Long Lunch  
*Osmond Tce*

Celebrating local food and drink manufacturers.  
Featuring a 3-Course Lunch, Celebrity chefs and Football personalities.



**Sunday 7 April**

Footy Festival  
*The Parade*

Kids activations, Football themed interactive games, Live music, local food and drink manufacturers.

City of Norwood Payneham & St Peters  
175 The Parade, Norwood SA 5067

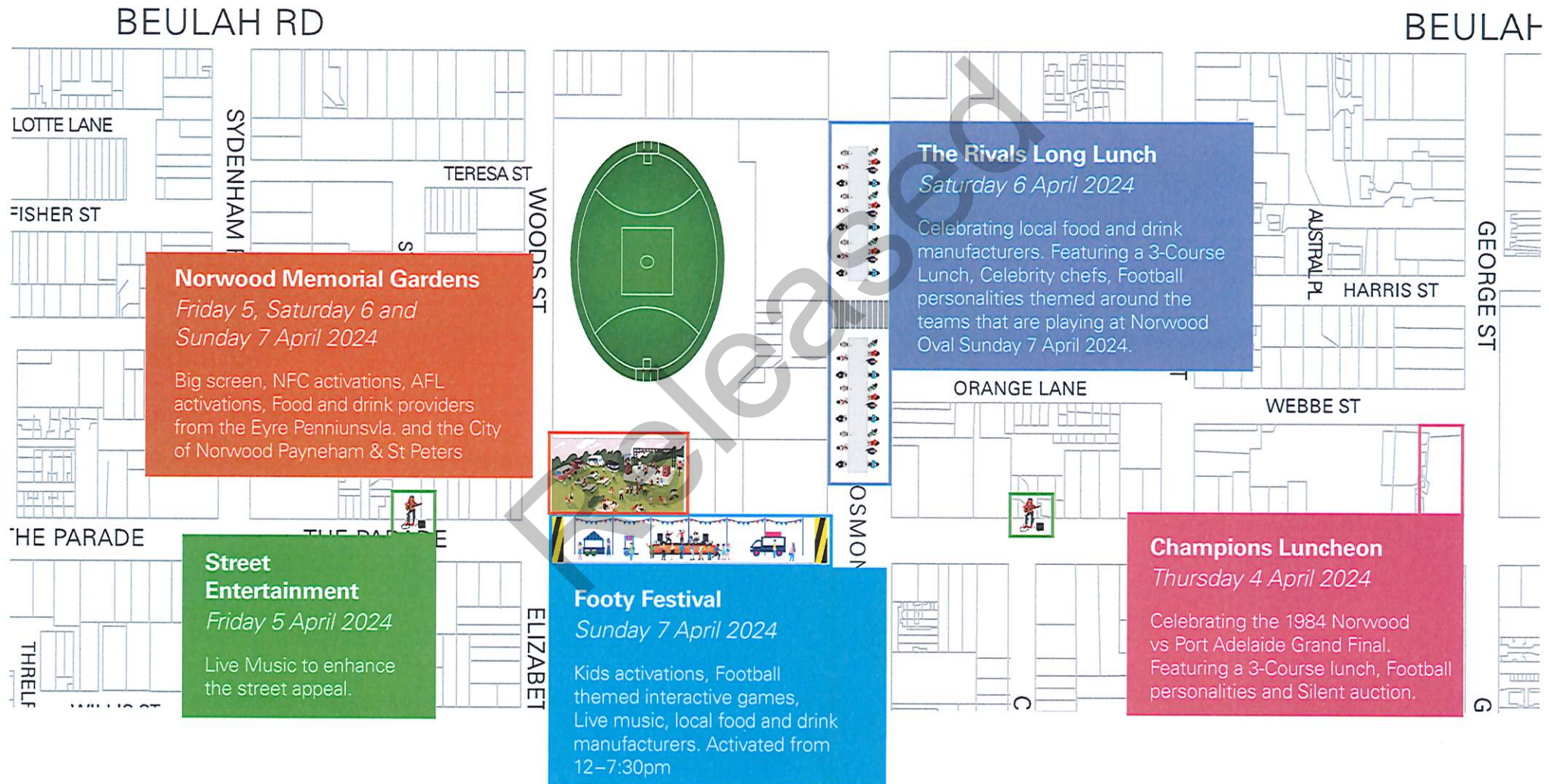
Telephone 8366 4555  
Email [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)  
Website [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)  
Socials [f /cityofnpsp](https://www.facebook.com/cityofnpsp) [@cityofnpsp](https://www.instagram.com/cityofnpsp)

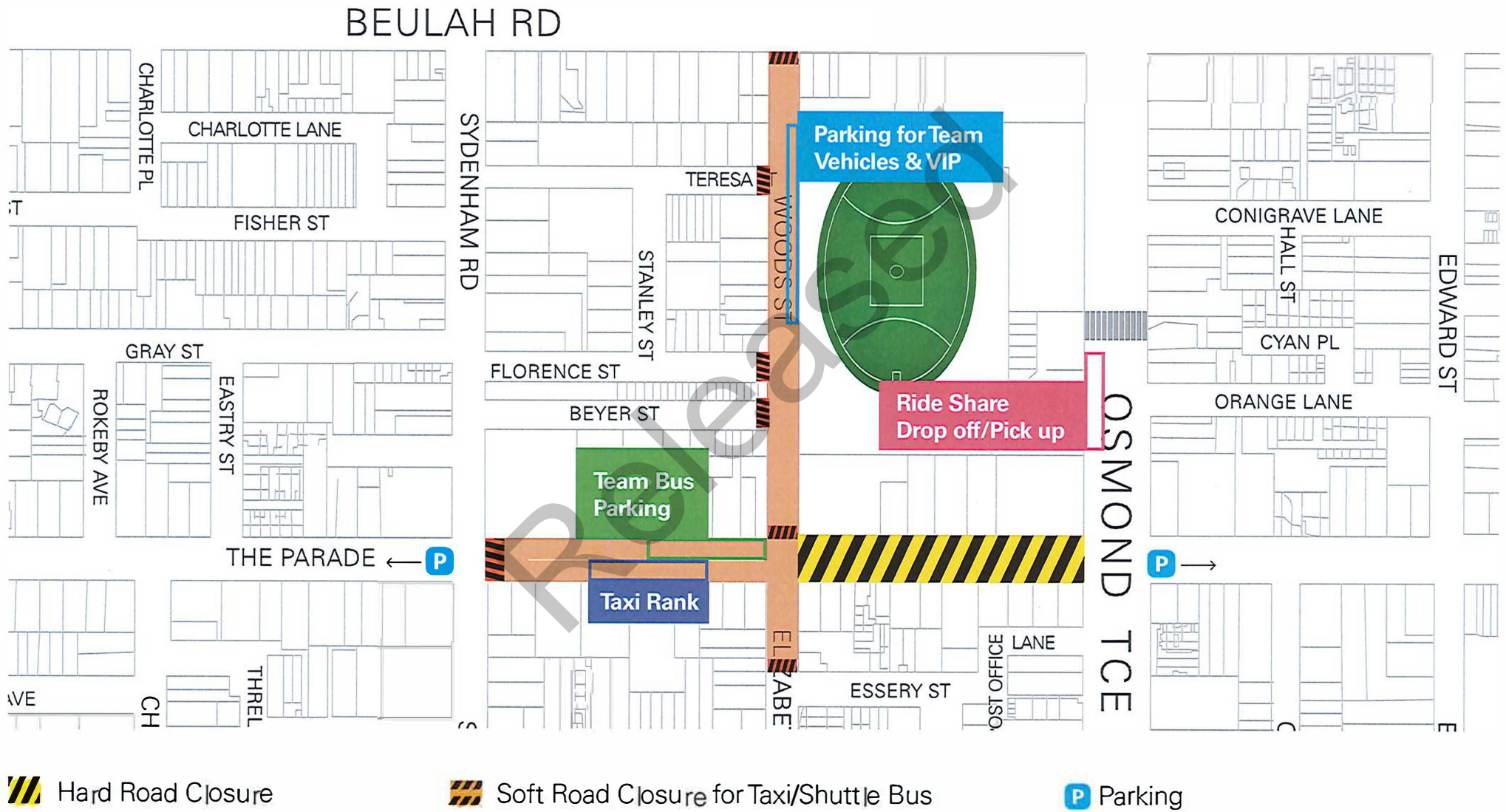


City of  
Norwood  
Payneham  
& St Peters



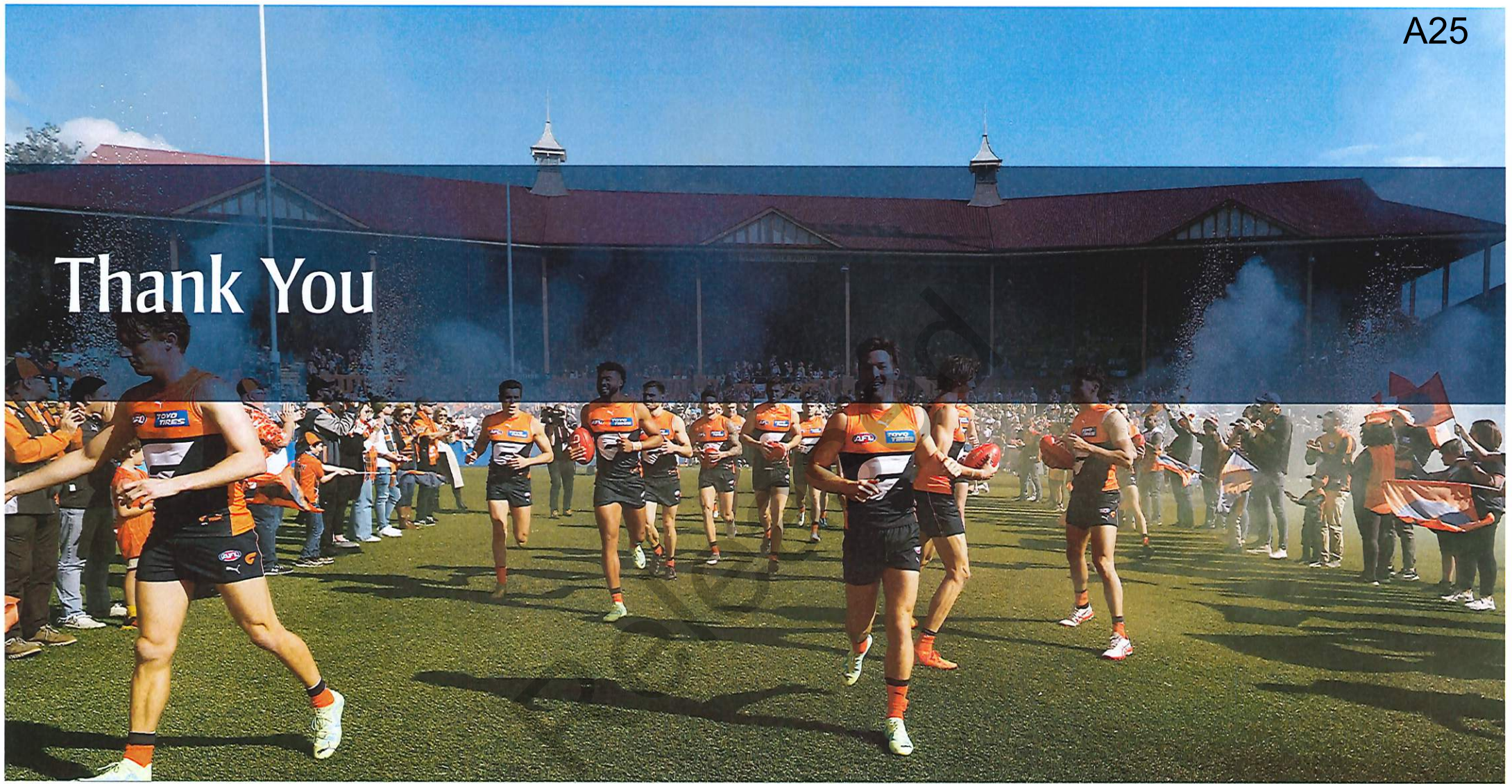
# Plan A - Activations







# Thank You



GATHER ROUND 2023 SUMMARY

[www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



City of  
Norwood  
Payneham  
& St Peters



# Attachment B

**Confidential**

**2024 AFL Gather Round**

Released

---

City of Norwood Payneham & St Peters  
175 The Parade, Norwood SA 5067

Telephone 8366 4555  
Facsimile 8332 6338  
Email [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)  
Website [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



**City of  
Norwood  
Payneham  
& St Peters**

3 November 2023

Mario Barone  
Chief Executive Officer  
City of Norwood, Payneham & St. Peters  
175 The Parade  
Norwood SA 5067

By Email: [MBarone@npsp.sa.gov.au](mailto:MBarone@npsp.sa.gov.au)

Dear Mario

**Letter Agreement – 2024 Toyota AFL Premiership Season “Gather Round” Arrangements – Norwood Oval (Agreement)**

The Australian Football League (ACN 004 155 211) (**AFL**) has agreed to grant hosting rights in connection with staging of AFL ‘Gather Round’ in 2024 to the South Australian Government, pursuant to which, all 9 matches of round 4 of the Toyota AFL Premiership Season shall be staged in South Australia (**Gather Round**), including two (2) matches (**Matches**) to be staged at Norwood Oval (**Venue**) on the weekend of 5 – 7 April 2024.

City of Norwood, Payneham & St. Peters (**NPSP**) owns the Venue and has granted occupancy rights to the Venue to Norwood Football Club ABN 66 129 168 283 (**NFC**), pursuant to a lease of the Venue between those parties, and the AFL will shortly enter a venue hire agreement with NFC for conduct by the AFL of the Matches at the Venue (**VHA**). NPSP has agreed to perform certain infrastructure and maintenance works at and around the Venue in cooperation with NFC to prepare the Venue for the Matches, and to conduct certain activations in the precinct surrounding the Venue in connection with the Matches on the terms set out below.

The AFL and NPSP (together, the **Parties**) agree as follows:

**1. Venue Infrastructure works**

NPSP agrees to complete, or procure that NFC completes (as applicable), the following maintenance and infrastructure works at the Venue prior to the first Match to be played at the Venue during Gather Round:

- (a) NPSP shall, at its cost, complete or procure completion of upgrades to the transformer substation power source for the Venue lighting and perimeter fence LED signage (or where permanent infrastructure upgrades cannot be completed prior to the Matches, installation of a temporary power source for the Matches), in accordance with specifications to be mutually agreed between the AFL and NPSP;
- (b) NPSP shall, in consultation with the AFL and NFC undertake an audit of electrical and IT systems at the Venue to ensure those systems are adequate for staging of the Matches in accordance with the AFL’s prescribed standards for venues hosting AFL matches (**AFL Venue Guidelines**);

- (c) NPSP shall, at its cost, complete installation of additional desks in the backrow of the Venue grandstand next to the Venue coaching boxes for use by police and Venue security personnel during the Matches;
- (d) NPSP shall cooperate with NFC to ensure adequate toilet facilities are provided at the Venue for each Match; and
- (e) NPSP shall procure that NFC, at NFC's cost, conducts all necessary turf maintenance works required to prepare the playing surface at the Venue for conduct of the Matches in accordance with the standards prescribed by the AFL Venue Guidelines and in accordance with NFC's obligations under the VHA.

NPSP shall cooperate with NFC to the extent required in order to conduct and complete the above works at the Venue, and otherwise provide reasonable assistance to NFC to ensure NFC delivers the Venue to the AFL for conduct of the Matches in accordance with its obligations under the VHA, including the AFL Venue Guidelines.

## **2. Match Day Access to NPSP areas**

NPSP agrees that it shall make the following public areas near the Venue and within its control available to the AFL for conduct of each Match:

- (a) Norwood Primary School, for installation and use of temporary broadcasting and related infrastructure (including but not limited to installation of 'reverse camera position' broadcasting and scaffolding equipment and infrastructure) by the AFL's authorised broadcasters for the Matches;
- (b) The Mayor's Reception Room, located within the Norwood Town Hall, 175 The Parade, Norwood SA 5067, for use on Match day by the coaching staff of the participating AFL Club in each match which is the designated 'away' team for that Match; and
- (c) Allocated areas on The Parade and Woods Street near the Venue for parking of buses carrying AFL Club personnel and equipment and AFL match officials on Match day.

## **3. Parade Precinct Activation**

In addition to the rights and access granted to the AFL under paragraph 2, NPSP shall make available areas of 'The Parade' in front of the Venue from Osmond Terrace to Woods Street, Memorial Gardens adjacent to the Venue, and such other NPSP controlled areas near the Venue as the parties may reasonably agree (together, the **Precinct**) at times mutually agreed between Thursday 4 April - Sunday 7 April 2024 (inclusive) for conduct by NPSP of activations in connection with Gather Round and the Matches (including Pre-Match and Post-Match) (**Precinct Activations**). Precinct Activations shall include food and beverage activations and sampling, ticketed hospitality and dining events and other activations by NPSP, the AFL/AFL Clubs and other partners nominated by NPSP in consultation with the AFL, subject to the terms

of this paragraph 3 (**Precinct Activations**). In relation to the Precinct Activations, the AFL and NPSP agree:

- (a) NPSP shall commit a minimum of \$100,000 (excluding GST) toward the Precinct Activations;
- (b) in order to ensure that the Precinct Activations meet standards and quality expected by the AFL in connection with promotion of Gather Round, the AFL shall appoint its nominated marketing consultant to assist NPSP in preparation of all Precinct Activation elements (**Consultant**), and NPSP shall contribute up to \$20,000 (excluding GST) to help fund the Consultant's costs in collaboration with the AFL;
- (c) NPSP shall cooperate with the Consultant in preparing all Precinct Activation elements;
- (d) Precinct Activations shall showcase local South Australian brands and products, provided that:
  - (i) any Precinct Activations involving use of, affiliation or association with the AFL, AFL Clubs or 'AFL Gather Round' logos or branding (**AFL Marks**) shall be subject to AFL approval;
  - (ii) the AFL shall retain the right for its nominated food and beverage partners to activate in the Precinct in respect of all activations utilising AFL Marks; and
  - (iii) competitors of AFL food and beverage partners shall not be permitted to conduct Precinct Activations using AFL Marks, except with AFL approval.
- (e) NPSP shall arrange a large video screen to be installed in the Precinct for public viewing of broadcast of Gather Round Matches; and
- (f) NPSP shall be responsible for execution of all Precinct Activations, collaborate with NFC to the extent required for those purposes, and shall ensure all Precinct Activations are conducted in accordance with all applicable laws.

#### **4. Confidentiality**

The Parties agree that the contents of this Agreement and any commercial negotiations and further contracting in connection with the subject matter of this Agreement, the Matches or Gather Round are confidential and each Party shall keep the terms of this Agreement confidential and not disclose them to any other individual or organisation.

#### **5. Entire Agreement**

This Agreement contains the entire agreement between the Parties, and supersedes all previous negotiations, understandings, representations and arrangements in relation to the matters contemplated by it, which cannot be amended except in writing signed by all Parties.



**6. Governing law**

This Letter Agreement is governed by the laws of Victoria and the Parties submit to the nonexclusive jurisdiction of its courts.

Please indicate agreement to the above terms and conditions by signing below where indicated and returning a copy of this letter to AFL by email to Michael.Thorn@afl.com.au.

We look forward to partnering with NPSP in relation to Gather Round 2024

Yours sincerely

**Matthew Chun**  
**Executive General Manager, Finance, Clubs & Broadcast**

Released

**Signed** for and on behalf of **City of Norwood,** )  
**Payneham & St. Peters ABN 11 390 194 824** )  
by its authorised representative in the presence )  
of: )

.....  
Signature of witness

.....  
Signature of Authorised Representative

.....  
Name of witness  
(please print)

Released