

# Central Coast Council Sponsorship Program 2018-19 Category 2 Round 2

## CCC Sponsorship Program - Application Form - 2018-19 - Category Round 1

Application 005SPT2R21819 From Gosford District Tennis Association  
[Central Coast Council Sponsorship Program - Application Form](#)

### What is the Sponsorship Program?

The Central Coast Council Sponsorship Program provides financial support to eligible groups and organisations to assist in the delivery of events, festivals or other initiatives that provide a measurable return on investment to the Central Coast community, such as increased economic benefit or profile for the Central Coast region, as well as Council brand recognition.

Please read the [Central Coast Council Awarding Sponsorship Program Guidelines](#) to gain a full understanding of the application process and what is required for your application.

### Contact Details

\* indicates a required field

### Organisation Details

**NOTE: If your organisation is not legally constituted not-for-profit, these details are for the auspicing organisation.**

**Eligible applicant:**

- A legally constituted, not-for-profit organisation
- A group auspiced by a not-for-profit organisation
- A business
- Individuals

**Organisation name: \***

Gosford District Tennis Association

**Organisation ABN:**

52 377 103 934

Information from the Australian Business Register	
ABN	52 377 103 934
Entity name	Gosford And District Tennis Association
ABN status	Incorporated Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Not endorsed <a href="#">More information</a>
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	2250 NSW
Information current as at 12:00am yesterday	

**Organisation postal address: \***

10 Racecourse Rd  
Gosford NSW 2250 Australia

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Application 005SPT2R21819 From Gosford District Tennis Association

Web address: [www.gosfordtennisclub.com.au](http://www.gosfordtennisclub.com.au)

**Manager of organisation: \*** Mr Tony Haworth  
(Manager or authorised delegate)

**Manager of organisation telephone contact: \*** 0417 087 187

**Manager of organisation email address: \*** [tony@gdta.com.au](mailto:tony@gdta.com.au)

**Are you auspicing this project for another group? \***  Yes  No  
If yes, the organisation is the auspicing body and the contact is the group being auspiced

### Contact for Application

**Contact name: \*** Mr Tony Haworth

**Name of organisation: \*** Gosford District Tennis Association

**Position: \*** Treasurer

**Contact number \*** 0417 087 187

**Contact email address: \*** [tony@gdta.com.au](mailto:tony@gdta.com.au)  
Must be an email address

**Are you an employee or Councillor of Central Coast Council? \***  Yes  No  
If yes, you are not eligible to apply

## Project Details and Criteria Responses

\* indicates a required field

**Project title: \*** 2019 and 2020 Tennis Tournaments

**Detailed project description: \*** Over the 2019 remaining year and to 31 January 2020, Gosford Tennis Club will be hosting 21 Tennis Australia sanctioned and Gosford District Tennis Association non-sanctioned tournaments that will attract over 2600 players and 5,200 visitors to the Central Coast. This includes the Central Coast Open, 76th Club Championships, Ken Rosewall and Lesley Bowrey 14&U State Teams titles, \$15,000 Platinum Gosford AMT in August, and the Gosford Seniors Event in October. Being the largest hard court complex in NSW outside Sydney, the Gosford Tennis Club attracts over 41,000 visitors and players every year, one

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of the largest ongoing and non-seasonal sports events on the Central Coast. The projects purposes is to support these events with Prize Money and Trophies which the Club currently pays for or seeks sponsorship to assist. The objective of the project is to increase visitor and player numbers from outside the Central Coast.

Must be between 100 and 250 words. If you wish to include a longer description, you can attach a document in Criteria 2 below.

**Project start date: \***

03/03/2019

Must be a date. If you are applying for multi year sponsorship the project start date should be the start date relating to Year 1.

**Project end date: \***

29/02/2020

Must be a date. If you are applying for multi year sponsorship the project end date should be the end date relating to the final year.

**Actual dates your event or initiative is staged each year if different to the above (explain):**

A copy of the Gosford Tennis Club 2019 event calendar is attached and located on our website <http://www.gosfordtennisclub.com.au/wp-content/uploads/2013/06/GTC-Event-Calendar-2019.pdf>

**Location where your project will take place: \***

Gosford Tennis Club

If using a Council venue please contact Council's Booking Officer to obtain current fees and charges and to ensure that your preferred venue is available for your selected dates

**CRITERIA 1: Select the Sponsorship Program expected outcome(s) your project strives to achieve: \***

- 1. Deliver an initiative that is Regional or demonstrates the capacity to become Regional during the course of the sponsorship.
- 2. Deliver a series of three (3) or more initiatives within a 12 month period to activate town centres / places across the Central Coast that together add-up to a Regional initiative.
- 3. Establish or market new attractions and experiences in line with the Central Coast Destination Management Plan.
- 4. Deliver a Regional economic initiative to activate town centres or spaces and attract business to the Central Coast or support business growth.
- 5. Deliver business development initiatives that support or recognise excellence and innovation in business on the Central Coast and have an economic benefit to the Central Coast.
- 6. Deliver business conferences or initiatives from outside the region to be held on the Central Coast generating more than 200 visitors overnight to the region.
- 7. Initiatives or projects that have national, state or Greater Sydney / Newcastle recognition or business initiatives that have regional or state recognition including significant media or online / digital exposure.

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8. Initiative has secured funding from a State or Federal agency such as Destination NSW.  
At least 1 choice must be selected.

**CRITERIA 1: Based on your selection(s) in the previous question, describe how your project strives to achieve the Sponsorship Program expected outcome(s): \***

Of the 20 events that Gosford Tennis Club will be hosting over the 2019/2020 period defined in this project, 11 events are sanctioned by Tennis Australia and marketed nationally via an on-line Tennis Australia portal. In 2018 these 11 events including the prestigious Ken Rosewall & Leslie Bowrey Cups for the best boys and girls 14 & Under team in NSW, attracts in total 2105 players, and additional 4200 visitors from the Region, State and Nationally. On average the Club services 191 players and 382 visitors per day with the 11 events held over 23 days. The remaining 9 events are held over 17 days are Gosford Tennis Club initiatives to attract more players from the Greater Sydney and Newcastle regions. Sanctioned events are also played at other local tennis centres including Wyong Tennis Club due to capacity issues including insufficient tennis courts and player facilities.

between 100 and 250 words  
Sponsorship Program Categories are outlined in APPENDIX A.

**CRITERIA 2A: Describe the specific measures you will undertake to ensure your project is self-sustaining beyond the funding period: \***

The 11 Tennis Australia sanctioned events have been allocated to Gosford Tennis Club over the past 10 plus years. In 2008/09, the club was hosting 21 Tennis Australia sanctioned events, however a number of these were lost due to other Country and Sydney venues offering Prize Money and improved tennis facilities to attract players. The remaining 11 events have been self sustaining in the past by using volunteer staff to support tournament officials in managing each tournament. Support from Council is vital to ensure continued success of these events and to ward off other venue holders across the State.

Must be between 50 and 200 words.  
e.g. Describe your planning, marketing, other income sources etc.

**CRITERIA 2A: Upload your business plan here: \***

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Filename: Tender Doc\_29April 2016.pdf  
File size: 3.5 MB

**CRITERIA 2A: Upload your marketing plan here: \***

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Filename: GTC Event Planner 2019.pdf  
File size: 79.0 kB

**CRITERIA 2A: Upload other supporting documents here:**

*No files have been uploaded*

**CRITERIA 2B: Provide evidence**

Evidence of support from Tennis Australia is via the following website listing all events held nationally <https://>

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of partnerships /  
**financial support from  
other government  
agencies, businesses  
or community  
organisations you have  
secured for this project:**

\*

tournaments.tennis.com.au/home.aspx?tid=0. Note the  
dates can be corresponded to the GTC event calendar  
provided as a separate attachment. We also attach written  
support from Tennis NSW who designate Tennis Australian  
tournaments annually across the State as a reference.  
Must be between 50 and 200 words.

**CRITERIA 2B: Upload  
supporting documents  
here:**

*No files have been uploaded*

**CRITERIA 3: Describe the  
capacity and ability that  
you as an applicant have  
to deliver all aspects of  
the proposed project: \***

The events that require financial support have been  
previously delivered by the Gosford Tennis Club over the  
past 10 years, and this is as a result of the club having 23  
tennis courts, one of the largest centres nationally and  
designated as a top 15 Regional site by Tennis Australia.  
Must be between 50 and 200 words.  
e.g. staffing and operations, demonstrated experience running  
similar projects etc.

**CRITERIA 3: Upload  
supporting documents  
here:**

*No files have been uploaded*

**CRITERIA 4: Select the  
Central Coast Council  
Community Strategic  
Plan objective(s) your  
project supports: \***

- Smart objective: C1 Target economic development in growth areas and major centres and provide incentives to attract businesses to the Central Coast.
  - Smart objective: C3 Facilitate economic development to increase local employment opportunities and provide a range of jobs for all residents.
  - Smart objective: C4 Promote and grow tourism that celebrates the natural and cultural assets of the Central Coast in a way that is accessible, sustainable and eco-friendly.
  - Smart objective: D1 Foster innovation and partnerships to develop local entrepreneurs and support start-ups.
  - Belonging objective: B2 Promote and provide more sporting, community and cultural events and festivals, day and night, throughout the year.
  - B4 Activate spaces and places to complement activity around town centres, foreshores, lakes and green spaces for families, community and visitors.
- At least 1 choice must be selected.

**CRITERIA 4: Based on  
your selection(s) in  
the previous question,  
describe how your  
project supports the  
objective(s): \***

In 2008, Gosford Tennis Club received email correspondence from Central Coast Tourism that the 21 events held at the time generated some \$8m in tourism dollars. Based on 20 events averaging 573 players and visitors per day, with the average daily spend of \$86 per day, this generates over \$2.07m in tourism dollars spent annual. Average daily spend does not include accommodation which is a daily spend of \$133

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according to Destination NSW statistics attached with this submission.

**To the best of your knowledge, what type of approvals, permits, licences will your organisation need to obtain: \***

- Development Consent
- Mobile Food Vending Permit
- Traffic Committee/Road Closures
- Asset owner's approval
- Other: Tennis Australia approval

Please note: If you are successful in receiving support from Council, this support does not replace any of the necessary paperwork and requirements of your project. You are still required to complete and submit all necessary documentation.

**If you selected any of the above, please provide evidence and include current status:**

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Filename: travel-to-central-coast-snapshot-sept-2018.pdf  
File size: 240.9 kB

**Have you been dealing with a Central Coast Council staff member regarding this project? \***

Yes  No

Please note: if you are successful in receiving support from council, this support does not replace any of the necessary paperwork or approvals required for your project. You are still required to complete and submit all necessary Council documentation.

**If yes, who?**

**Please attach confirmation from Council's booking officer if using a Council venue:**

*No files have been uploaded*

## Project Budget - Please note this section is MANDATORY

\* indicates a required field

### Budget Details

It is important to provide an accurate budget. The budget shows the applicant organisation's contribution in cash and/or in-kind and identifies the cash contribution support requested from Council for the project.

You can apply for funding for 1, 2 or 3 years and your budget in this section must reflect this.

Funding received from Council as part of a sponsorship can be no greater than 50% of any applicant's total project budget. For multi-year sponsorship, allocation of funds will reduce each year:

Year 1: Allocation, as approved by Council, can be up to 50% of the total project budget, with a maximum of \$50,000.

Year 2: 50% of the Year 1 allocation.

Year 3: 50% of the Year 2 allocation.

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To calculate the value of any in-kind community contributions your project is receiving from the community, use the cost price of the supplies, materials or services that are being contributed as a guide. To calculate the volunteer time or labour your group contributes to the project, use the fee of **\$30** per hour. For professional services or contractor fees, use **\$75** per hour. List all in-kind contributions like volunteer labour in the '*Applicant Contribution: In-Kind*' column.

**Some examples of services that Council can assist with include; Council fees, venue hire and event services such as road closures and waste and recycling services.** Please refer to Council's Fees and Charges to determine the cost of services: [Central Coast Council 2018-19 Schedule of Fees and Charges](#). This should be shown in the **Requested Council contribution: Cash** column.

Please refer to the Sponsorship Guidelines to understand what is eligible to be funded. For example, staff expenses are ineligible. Please include as much specific detail as possible when completing the budget e.g: Catering: 50 people @ \$15 per head = \$750

### Budget details - Year 1

<b>Project item</b>	<b>Applicant contribution: Cash</b>	<b>Applicant contribution: In-kind</b>	<b>Requested Council contribution: Cash</b>
March JDS 2019	\$100.00	\$0.00	\$200.00
May 2019 Rosewall & Bowrey Cups	\$0.00	\$1,000.00	\$1,500.00
May 2019 Gosford Seniors Event	\$1,000.00	\$0.00	\$1,000.00
July 2019 Gosford Tennis Australia AMT	\$3,000.00	\$0.00	\$3,000.00
July 2019 JDS Champion of Champions	\$500.00	\$500.00	\$500.00
August 2019 Gosford AMT	\$15,000.00	\$0.00	\$15,000.00
Sept 2019 Club Championships	\$1,500.00	\$1,500.00	\$3,000.00
Oct 2019 Gosford Seniors	\$1,000.00	\$0.00	\$1,000.00
Nov 2019 Endeavour Series Event	\$100.00	\$0.00	\$200.00
Nov 2019 Central Coast Open	\$5,000.00	\$500.00	\$5,000.00
Dec 2019 Junior Gold	\$250.00	\$0.00	\$500.00
Jan 2020 AMT	\$3,000.00	\$0.00	\$3,000.00
Feb 2020 JDS	\$100.00	\$0.00	\$200.00

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	Must be a dollar amount.	Must be a dollar amount.	Must be a dollar amount.

Total - Year 1

**Applicant contribution: cash - Year 1 \***

\$30,550.00

This number/amount is calculated.

**Applicant contribution: In-kind - Year 1 \***

\$3,500.00

This number/amount is calculated.

**Council funding requested - Year 1 \***

\$34,100.00

This number/amount is calculated.

**Total project cost - Year 1 \***

\$68,150.00

This number/amount is calculated.

Total amount of Council and organisation contributions

Budget details - Year 2 (if applicable)

Project item	Applicant contribution: Cash	Applicant contribution: In-kind	Requested Council contribution: Cash
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	<small>Must be a dollar amount.</small>	<small>Must be a dollar amount.</small>	<small>Must be a dollar amount.</small>
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Total - Year 2 (if applicable)

**Applicant contribution: Cash - Year 2 (if applicable)**

\$0.00  
This number/amount is calculated.

**Applicant contribution: In-kind - Year 2 (if applicable)**

\$0.00  
This number/amount is calculated.

**Council funding requested - Year 2 (if applicable)**

\$0.00  
This number/amount is calculated.

**Total project cost - Year 2 (if applicable)**

\$0.00  
This number/amount is calculated.  
Total amount of Council and organisation contributions

Budget details - Year 3 (if applicable)

Project item	Applicant contribution: Cash	Applicant contribution: In-kind	Requested Council contribution: Cash
	<small>Must be a dollar amount.</small>	<small>Must be a dollar amount.</small>	<small>Must be a dollar amount.</small>

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Total - Year 3 (if applicable)

**Applicant contribution: Cash - Year 3 (if applicable)**

\$0.00  
This number/amount is calculated.

**Applicant contribution: In-kind - Year 3 (if applicable)**

\$0.00  
This number/amount is calculated.

**Council funding requested - Year 3 (if applicable)**

\$0.00  
This number/amount is calculated.

**Total project cost - Year 3 (if applicable)**

\$0.00  
This number/amount is calculated.  
Total amount of Council and organisation contributions

### Application totals

**Total project cost**

\$68,150.00  
This number/amount is calculated.  
Total project cost for the number of years applying

**Total Council funding requested**

\$34,100.00  
This number/amount is calculated.  
Total Council funding requested for the number of years applying

### Other budget details

**Cost to participants (if any): \***

\$0  
Must be a dollar amount, e.g. cost for adults, children, seniors, pension card holders etc. If no cost to participants, enter \$0.

**If you make a profit, what will the profits be used for?**

Profits are used to fund the day to day operations of the club and to assist with Repairs and Maintenance of Tennis Courts

### Please attach relevant quotations

Two quotes **MUST** be supplied for **each capital work or equipment** item valued at **\$1000** or more.

**Quotation 1:** *No files have been uploaded*

**Quotation 2:** *No files have been uploaded*

### Your priorities for funding

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If Council elects to part-fund your proposal, list the priority items in order of importance you request Council to fund?

Project Item	\$
July 2019 AMT	\$3,000.00
January 2020 AMT	\$3,000.00

#### **If Council only part-funds your request, how will your project be delivered? \***

We have previously delivered on both projects without financial support in the past by funding these through tournament fees and retail sales generated during the tournament. Whilst these events have been delivered successfully, the prize money takes away valuable profits used to go back into funding the day to day operations of the club, and repairs and maintenance of tennis courts, fencing and lighting to ensure sustainability for future tennis events.

### Documentation Check List - These documents are MANDATORY.

\* indicates a required field

**Attach a copy of your most recent Annual Report or a web address/link to your most recent Annual Report online: \***

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Filename: Audited 2018 GDTA Financial Accounts.pdf  
File size: 102.0 kB  
Annual report can be a copy of your Form A12, sent annually to NSW Fair Trading

**Annual Report website link:**

**Attach a copy of the most recent statement of financial position (balance sheet) and statement of financial performance (profit & loss, income statement) of your organisation signed by your Accountant/Finance Manager/Treasurer: \***

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Filename: Gosford District Tennis Association Incorporated 2018 Financial Statements.pdf  
File size: 275.1 kB

**If you don't have an ABN - attach a copy of your current Certificate of Incorporation or evidence of being a**

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Filename: Certificate of Incorporation.pdf  
File size: 489.4 kB

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legally constituted not  
**for-profit organisation or  
Authority to Fundraise  
from NSW Office of  
Liquor, Gaming and  
Racing:**

**Attach a copy of Public  
Liability Insurance  
Certificate of Currency,  
or a written quote,  
for this project, for a  
minimum \$20 million \***

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Filename: MAI\_Tennis\_3017.pdf  
File size: 137.4 kB

Support Material: please ensure all documents are aptly titled for identification

If applicable, please attach any support material.

**Attach Files:**

*No files have been uploaded*

**Please note: If your funding submission is incomplete, that is, if any of the required documents are missing without explanation, your application will be withdrawn from consideration and you will be notified accordingly.**

## Declaration and Privacy Statement

\* indicates a required field

Declaration and Privacy Statement:

I certify that all details supplied in this application and in any attached documents are true and correct to the best of my knowledge, and that the application has been submitted with the full knowledge and agreement of the management of my organisation/group.

I have read the accompanying guidelines for applicants provided with this application form.

I agree that I will contact Central Coast Council immediately if any information provided in this application changes or is incorrect.

I understand that the information above will be used in accordance with relevant legislation and declare that this information is correct to the best of my knowledge.

**I am authorised  
to complete this  
application and have  
read and understood the  
declaration and privacy  
statement \***

Yes

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**Authorised Person's  
Name \*** Mr Tony Haworth

**Position held \*** Treasurer

**Date of declaration \*** 18/02/2019