



INVITATION TO TENDER

TO HOST

**2021 SA COUNTRY
FOOTBALL CHAMPIONSHIPS**

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1. Introduction and Background

BACKGROUND

South Australian National Football League Inc (“SANFL”) is the governing body for Australian Football in South Australia. SANFL’s vision is to build healthier, more connected lives through the enjoyment of footy.

We love footy, and as the peak body for Australian Football in SA, our goal is to grow and develop our great game and provide opportunities for South Australians to get involved in the game whether it be as a player, administrator, coach, umpire, volunteer or supporter.

SA COUNTRY FOOTBALL CHAMPIONSHIPS OVERVIEW

The SA Country Football Championships is an event that showcases, supports and celebrates country football, with a vision of football leaving lasting legacies in communities.

Commencing in 1994, the SA Country Football Championships brings together players and officials from 24 regional leagues across South Australia.

Following the rapid growth of women’s football, in 2018 the Championships welcomed women’s teams to compete for the first time.

250 talented community footballers from country South Australia represent six zone teams across the men's and women's carnivals

The Championships also incorporate a number functions and events that support, educate and celebrate competing players and officials, such as an official opening dinner and player welfare education sessions.



OUR PURPOSE

An event that showcases, supports and celebrates Country Football in SA

OUR VISION

Football leaving a legacy across SA through a celebrated showpiece event

OUR VALUES

AUTHENTIC, FUN, TEAM FIRST, PROGRESSIVE

WHAT WE WANT TO ACHIEVE

SHOWCASE

- The best players and officials in Country SA
- Increased presence of event across media platforms
- Increased exposure to host regions and partners

SUPPORT

- Economic boost to regions in excess of \$250k
- Educational opportunities & workshops for local clubs

CELEBRATE

- Acknowledge local volunteers and their contribution to Football
- Players and Officials to be celebrated for their achievements

LEGACY

- Education workshops
- An event to be remembered by players, officials and spectators
- An event that supports friendships and idea sharing across leagues

COMPETITION

- Even matches and a higher standard of Football
- Pathways to AFL, SANFL and State Country Representation

KEY PERFORMANCE INDICATORS

Crowds in excess of 2,500

Players returning for multiple championship events

Margins inside 4 goals

Even Win/Loss ratio

Emerging talent and ex SANFL/AFL player involvement

Positive feedback from local business

Over 80% positive survey scores from players and spectators

League compliance with Bye round

Social media presence greater than a SANFL round

Local attendance at workshops

SANFL STATEWIDE SUPER LEAGUE REGIONAL MATCH

10 SANFL Clubs participate in the SANFL Statewide Super League Competition held across 90 minor round matches between March and September annually.

In the 2019 season, SANFL matches averaged attendances of 2,357 and 26,484 viewers of its weekly television broadcast on Channel 7.

Each year, SANFL endeavour to facilitate SANFL Statewide Super League match at a regional venue.

It is recognised and acknowledged by SANFL and its clubs that the purpose of holding an SANFL Community match is to provide benefits to regional communities, including health and wellbeing, tourism exposure and financial returns.

2019 SA COUNTRY FOOTBALL CHAMPIONSHIPS EVENT SUMMARY

In 2019, a SANFL Statewide Super Regional Match was held in conjunction with the SA County Football Championship for the first time.

The 2019 edition of the event was the largest in the events history, incorporating a SANFL Statewide Super League Match between Adelaide and Port Adelaide Football Clubs.

The event attracted 4,850 attendees over the weekend (3,600 for the SANFL match on the Saturday).

All 12 matches of the Country Championships were live streamed, with over 5,000 people watching over the course of the weekend, with 3,000 people tuning in to the finals on the Sunday.

Posts on Facebook and Instagram achieved 640,000 social media impressions, with daily wrap videos on Youtube attracting a further 14,000 views.

The SANFL Statewide Super League Match was broadcast live on Channel 7 and attracted an average audience of 42,514; making it the most watched match of the 2019 season.

21 full time SANFL staff, across all departments supported a team of 250 volunteers to deliver the two-day event.

Over 450 hotel beds were utilised by teams and their support staff, as well as other visitors to the region.

Three of the local football clubs received a share of the gate takings, as well as all income from food/beverage sales, with an estimated benefit of \$45,000 for the clubs to re-invest back into their football programs.

The Port Pirie Regional Council estimated the local economic impact to be approximately \$500,000. The total event budget was \$130,000.

The incorporation of a SANFL Statewide Super League Regional match in the SA Country Football Championships is not guaranteed due to fixture and scheduling constraints, however SANFL maintain the importance of linking the two events and will endeavour to facilitate SANFL Statewide Super League match in conjunction with the event.

Due to COVID-19 the SA Country Football Championships were not held in 2020.

2019 SA COUNTRY FOOTBALL CHAMPIONSHIPS ATTENDANCE & ENGAGEMENT



PORT PIRIE

SOUTH AUSTRALIA



ESTIMATED* ECONOMIC IMPACT OF

\$500,000

The 2019 SA Country Championships featured the best 250 Men and Women Country Footballers competing from around the state

SOCIAL MEDIA ENGAGEMENT

f 640,000 **v** 19,100
SOCIAL MEDIA IMPRESSIONS TOTAL VIDEO VIEWS



4,850
WEEKEND ATTENDEES
3,600 Saturday | 1,250 Sunday

450+
ACCOMMODATION BEDS USED

32.6%
SHARE OF FREE TO AIR TV
ADELAIDE V PORT SANFL SHOWDOWN

Average audience of 42,514, making this the most watched match of season 2019 to date.

2. Purpose and Scope

- 2.1. This tender seeks offers from Organisations for the right to host the 2021 SA Country Football Championships & SANFL Statewide Super League Regional Match (tentative) in accordance with the terms and conditions herein.
- 2.2. The purpose and scope of this Invitation To Tender (ITT) and supporting documents is to:
 - 2.2.1. explain to Tendering Organisations the timetable and process for the remaining stages of the procurement;
 - 2.2.2. set out the requirements and provide detail of the commercial, technical and legal provisions required by SANFL and to elicit a Response outlining Tendering Organisations' proposals to meet those provisions;
 - 2.2.3. provide Tendering Organisations with sufficient information to enable them to respond fully to this ITT with an offer capable of acceptance;
 - 2.2.4. explain the information required in Responses to this ITT;
 - 2.2.5. explain the administrative arrangements for the receipt of Responses; and
 - 2.2.6. set out the evaluation criteria that will be used to evaluate the Responses,

3. The Procurement Process

- 3.1. This procurement process is subject to the conditions of tender set out at section 5 of this ITT.
- 3.2. The key dates for the remainder of the procurement procedure are set out in the table below (although SANFL may vary key dates by notice to all Tendering Organisations).
- 3.3. Tender Timeframe;

Event	Date
Parties invited to Tender.	Week commencing 17 August 2020
Communication period – Tender Organisations able to contact SANFL to discuss ITT	Week commencing 17 August 2020 – 6 October 2020
Deadline for response to ITT	6 October 2020 (2:00pm ACST)
SANFL review process period of Response to ITT documents	6 October 2020 – 16 October 2020
All Tenderers advised of initial outcome of Assessment	16 October 2020
Stage 2 Assessment - Shortlisted Tenderers Site Visits	19 October 2020 – 6 November 2020
All Shortlisted Tenderers advised of outcome and successful tender	Friday 13 November 2020
Project commencement & completion dates	Subject to finalised agreement

- 3.4. You must submit your Response to this ITT by 2:00pm on **6 October 2020** (the “Deadline”) in accordance with the provisions of this ITT. SANFL may extend the Deadline. Any extension granted will apply to all Tendering Organisations. SANFL may reject any Responses received after the Deadline.

- 3.5. Responses must be submitted electronically via email using the response form (or similar) to:
 - 3.5.1. Mr Scott Patching
Country Football Operations Manager
SANFL
Scott.patching@sanfl.com.au
- 3.6. On receipt of the Responses, SANFL will perform an evaluation of Responses against criteria outlined in Appendix A & Appendix B
- 3.7. The SANFL may require that you attend a meeting to discuss any aspect of your Response, or any other matter related to this ITT
- 3.8. SANFL may shortlist one or more Tenderers to participate in Stage 2 – Site Visits.
- 3.9. SANFL may coordinate site visits with shortlisted Tenderers between 12 October and 6 November 2020.
- 3.10. The engagement of the successful Tendering Organisations is subject to the formal approval process of SANFL. No contract will be entered into until all necessary approvals are obtained. Also refer to clause 5.4.

4. Instructions to Tenderers

- 4.1. Any Organisation that seeks to be appointed as the host or hosts must provide a response to this ITT (“**Response**”). Your Response should consider each of the matters set out in the evaluation criteria detailed in Appendix A, Appendix B and any other information relevant to SANFL considering your Response. The Response should be clear and concise. The Response should be completed using the form provided, or in a similar format.
- 4.2. You may submit, by no later than **6 October 2020** any queries that you have relating to this ITT. Please submit such queries by email to scott.patching@sanfl.com.au. As far as is reasonably possible, SANFL will respond to all reasonable requests for clarification of any aspect of this ITT and supporting documents, if made before the above deadline.
- 4.3. You must inform SANFL in writing if there is any change in control, composition or membership of your organisation or your consortium members subsequent to your Response being submitted.
- 4.4. You must state if you will be using any third party contractors to deliver any of the services contemplated in this ITT and ensure that all relevant terms and conditions are applied within any relevant sub-contract. You will be fully responsible as the prime contractor for all third party sub-contractors.
- 4.5. You must state whether the awarding of the tender will give rise to any relationships, direct or indirect, that would amount to a conflict of interest and require disclosure.
- 4.6. Response should be submitted in writing, in English.

5. Conditions of Tender

- 5.1. In submitting a Response to this ITT it will be implied that you accept all the provisions of this ITT including these conditions.
- 5.2. SANFL may issue its response to any clarification request made by you to all Tendering Organisations unless you expressly require it to be kept confidential at the time the request is made.
- 5.3. The information contained in this ITT, any supporting documents and in any related written or oral communication is believed to be correct at the time of issue but SANFL does not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such.
- 5.4. By issuing this ITT, SANFL is not bound in any way to enter into any contractual or other arrangement with you or any other party.

- 5.5. It is intended that the remainder of this procurement will take place in accordance with the provisions of this ITT but SANFL reserves the right to terminate, amend or vary the procurement process by notice to all tendering organisations in writing. SANFL will accept no liability for any losses caused to you as a result of this.
- 5.6. You will not be entitled to claim from SANFL any cost or expenses that you may incur in preparing your Response irrespective of whether or not your tender is successful.
- 5.7. All information supplied to you by SANFL, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers) unless the information is already in the public domain.
- 5.8. There must be no publicity by you regarding the future award of any contract unless SANFL has given express written consent to the relevant communication.
- 5.9. Any attempt by you or your appointed advisers to inappropriately influence the Contract award process in any way will result in your Response being disqualified. Any direct or indirect canvassing by you or your appointed advisers in relation to this procurement or any attempt to obtain information from any of the employees or agents of SANFL concerning another tendering organisation may result in disqualification at the discretion of SANFL.
- 5.10. It is your responsibility to ensure that any consortium member, sub-contractor and adviser abide by these Conditions of Tender.
- 5.11. Your Response should remain valid for acceptance for a minimum of 90 days from the date it is submitted.

Appendix A | Evaluation Criteria

The panel will review each Response from Tendering Organisations on the following criteria.

1. Project Lead & Partners

Hosting the event should be of benefit to multiple stakeholders, including local council, local football/sporting clubs, and any other relevant community groups (such as Lions, RSL etc). The tendering organisation should nominate a project lead to be the direct contact with SANFL and other partnering organisations/stakeholders.

- 1.1. Details and contact information of the project lead/head contact, and their experience in event delivery
- 1.2. Details and contact information for project partners, including a brief summary of how these community groups will benefit, and what their involvement may be in hosting of the event.

2. Event Host Commercial Expectations

It is expected that the SA Country Championships attract commercial investment from the Event Host. This commercial investment should be provided to a minimum of \$50,000 with preferred investment option being direct financial support. However, other investment options will be considered by SANFL such as negotiated in kind support, the provision of equipment and materials or a combination of all. Refer to Appendix B for potential in kind support, equipment and materials that could be considered.

3. Minimum Venue Requirements

The table below sets out the key facility and other requirements that will need to be met by the host venue. Appendix B contains a checklist of all other requirements for tenderers to respond to.

MINIMUM REQUIREMENTS	
DISTANCE	Venue must be no more than 3 hours drive from Adelaide CBD and/or be accessible by flight
EXCLUSIVITY	SANFL will require exclusive access to the venue from 8:00am Friday 9 July 2020 to 7:00pm Sunday 11 July 2021.
OVAL	Two football ovals required, ideally adjoining or within the same sports precinct
CHANGEROOMS	Seven (7) unisex change rooms in venue precinct (at least two with direct oval access)
TIMECLOCK & SCOREBOARD	Must be provided for each oval
FIRST AID & DEFIB	Must be provided
BROADCAST	Scaffold or filming area required on centre-wing
COACHES BOX	Needs to be elevated coaches box (back of truck is generally used), enough seats for 8-10 (one oval only, hosting SANFL Statewide Super League Match)
OVAL CONDITION	Ovals must meet minimum turf standards (grass coverage and hardness). <i>Successful tenderer will be required to undertake any recommendations as a result of a turf inspection.</i>

CRICKET PITCH	No hard wicket pitch. Consultation required if there is any form of cricket wicket.
LIQUOR LICENCE	Liquor Licence compliance required
PA SYSTEM	Must be provided
PERMIETER FENCING	Must ensure all patrons enter through main gates via designated ticket sales and entry points
SECURITY	SANFL Contracted Security Service must be engaged

4. Regional Amenities

Ability to clearly demonstrate the regions capability to provide sufficient and quality amenities for participants, officials and SANFL staff, meeting the minimum standards as follows:

- 4.1. Access to at least 450 beds (within 50km radius of venue)
- 4.2. Access to venues to serve meals for group bookings (80 guests in any single sitting – breakfast and dinner, for 6 groups)
- 4.3. Local key emergency services (such as Hospital)

5. Functions & Events

Appropriate venues to host key events associated with SA Country Football Championships. All events must be held at the oval/venue/sport precinct.

- 5.1. SANFL Statewide Super League Post Match Awards | Saturday 10 July
 - 5.1.1. Approx. 150 attendees, cocktail
 - 5.1.2. Audio Visual (video screens/tv/projector, microphones)
 - 5.1.3. Meal format TBA
- 5.2. SA Country Championships Presentation | Sunday 11 July
 - 5.2.1. Approx. 150 attendees, cocktail
 - 5.2.2. Audio Visual (video screens/tv/projector, microphones)
 - 5.2.3. Food Platters/Cocktail Style
- 5.3. Player Education Seminar | Saturday 10 July
 - 5.3.1. Approx. 50 attendees, lecture style seating
 - 5.3.2. Audio visual (video screens/tv/projector)
- 5.4. SA Community Football League Forum | Sunday 11 July
 - 5.4.1. Approx. 50 attendees, lecture style seating
 - 5.4.2. Audio visual (video screens/tv/projector)

(cont. overleaf)

6. SANFL Commercial & Sponsorship Obligations

While the event is held in conjunction with the tenderer and its partner organisations, SANFL maintains control over supply (goods) and signage arrangements at the venue. There can be no sponsorship or supply from companies who are in direct competition with the following sponsors:

- West End (Lion Nathan)
- Coca Cola

NB; both Lion Nathan and Coke have exclusive pourage

- Burley Sekem
- Ch7
- Statewide Super

Any oval or boundary signage that is in conflict with SANFL commercial partners must be covered or removed

When any event promotion is undertaken the following entities must be acknowledged:

- SANFL
- Statewide Super
- Match Day Sponsor (TBD) and/or Broadcast Sponsor

7. General

Additional criteria in the evaluation of tenders will include the following:

- 7.1. Demonstrated ability to operate in accordance with SANFL values;
- 7.2. Financial Position and financial stability of the tendering organisation; and
- 7.3. Various other commercial considerations.

Appendix B | Extensive Venue Requirements

REQUIREMENT	
Changerooms	Provision for 7 unisex changerrooms (within walking distance of ovals, in sporting precinct) SANFL to coordinate fixturing for access for teams/officials/umpires, including SANFL clubs. Cleaning may be required overnight or between matches where changerrooms are required to be shared
Rehabilitation	Ice Baths and Ice to be provided at request of Clubs <i>8 Wheelie Bins to be ordered (4 per SANFL Club)</i> <i>Ice – 4 x 10kg bags per club (total 56 x 10kg bags)</i>
Race Entrance (Both Teams)	To be fenced/roped off with security to be positioned in the area for SANFL Match only <i>Bunting (flags to lift up) to provide a temporary race for players at the start, half-time and conclusion of match</i>
Scoreboard	Host to provide scoreboard attendants for both days of competition on both ovals <i>Host to provide scoreboard team names:</i> - SANFL team x 2, Eyre Peninsula, Eastern, Murray South East, Northern, Southern Districts, Central
Time Clock	Digital clock must be provided on oval used for SANFL match
St Johns / First Aid/Ambulance	Host to contact St Johns or other patron care provider Host to book SAS for SANFL Match day
Defibrillator	Venue to be equipped with a Defibrillator SAS, Patron Care provider to be equipped with Defibrillator
Emergency Entrance	Vehicle entrance to oval for emergency service vehicles Emergency entrance/exit to venue for emergency service vehicles
Toilets	Suitable number of toilet amenities based on approximate crowd of 3,500
Broadcasting Area	Suitable elevated platform for SANFL Match broadcast and Country Championship live streaming. Where required: McGuire Media to visit and provide measurements for scaffold – ideal if can be built locally – to be positioned centre wing <i>Host to ensure scaffolding meets requirements – local scaffolder to install if suitable</i> <i>1 scaffold, it should be 6m long x 3.6m deep with the camera platform at 6m high. Also a commentary platform at 2m high, ie the commentary platform is under the camera platform. We would like the camera platform to be covered in ply or similar to act as a roof for the commentary area. (TBC)</i>

REQUIREMENT	
Coaches Box / Club Stats	An elevated platform with unobstructed view of the oval is required for each SANFL club coaching group preferably located on the wing with clubs separated. Seating required for 8-10 people with tables and 240v power supply for laptops <i>Previous hosts have used flatbed semi-trailers on either side of the bench where no permanent provisions are provided.</i>
Media / SANFL Stats / Umpires Coaches	An elevated platform with unobstructed view of the oval is required for Champion Data and media Seating required for up to 15 people with tables and 240v power supply for laptops <i>Previous hosts have used flatbed semi-trailers between the benches where no permanent provisions are provided.</i>
VIP Area (if required)	An undercover seated area for invited guests and non-playing or injured players
Goal Posts (Both Ovals)	Wraps to be provided by SANFL
Interchange Benches (Both Ovals)	Enough seats for 10-12 – plastic seats ok. Must be undercover. Temporary 3m x 3m Marquee's are suitable for extending benches
Interchange Steward / Reserve Umpires	Seating and cover in between both interchange benches – three persons and power access
Oval Condition	SANFL to contact Daryl Sellar to complete an Oval Inspection and provide written report (to be completed after successful application). SANFL to conduct oval inspection pre match with JLT checklist as per normal practice
Cricket Pitch	Preferably Turf wicket in suitable condition approved by Darryl Sellar during turf inspection.
Line Marking/Oval painting	Conducted by Host under provisions provided by SANFL and AFL Laws of the game. SANFL to provide artwork for partner logo, host to provide artwork for broadcast/event partner
Entrance to Ground	SANFL to provide staff member to coordinate gate and ticket sales. Host to provide support (volunteers) for gate duties and ticket sales.
Car Parking	Designated area for Team Buses and/or Cars – Car Park passes to be allocated. Host to provide traffic management plan and volunteers to manage the movement of vehicles into the venue
Family Friendly Area	Designated area for a family friendly zone away from alcohol vendors. SANFL to provide activations – inflatables, face painting Area to be branded with SANFL partner Statewide Super and staffed by SANFL