

### 14.3 NORWOOD OVAL – 2023 AFL “MAGIC ROUND”

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**REPORT AUTHOR:** Chief Executive Officer  
**GENERAL MANAGER:** Not Applicable  
**CONTACT NUMBER:** 83664539  
**FILE REFERENCE:** qA108871  
**ATTACHMENTS:** A - G

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#### PURPOSE OF REPORT

The purpose of this report is to advise the Council of the discussions which have been held with the Norwood Football Club regarding the recently announced AFL “Magic Round”.

#### BACKGROUND

As Elected Members may be aware, the State Government has secured the rights to host the inaugural AFL “Magic Round” from 13 to 16 April 2023.

Following this announcement and the media discussion which occurred regarding where the respective nine (9) AFL matches would be played, at its meeting held on 7 November 2022, the Council resolved the following:

*That the Norwood Football Club and SANFL be advised, that the Council will consider any reasonable request by the Club to help facilitate the playing of AFL matches at Norwood Oval, should it be selected as a venue as part of the AFL “Magic Round” in Adelaide.*

Subsequent to the Council meeting, Mayor Bria and the Chief Executive Officer met with the President and Chief Executive Officer of the Norwood Football Club on 15 November 2022.

At that meeting, the Club representatives advised that they had held initial meetings with the AFL and during those discussions, two main concerns were raised regarding the facilities at the Norwood Oval in respect to the playing of AFL matches at the Oval.

The first concern related to the number of toilets and the second concern related to the capacity of the food outlet at the eastern end of the Sir ET Smith Stand.

In respect to toilet facilities, given the time frame, the Club representatives were advised that the construction of new toilets would not be feasible and that the only solution at this stage is the use of temporary toilet facilities. As such, it was agreed that installation of an improved/contemporary food outlet/kiosk would be pursued.

The existing food outlet/kiosk which is proposed to be renovated is located at the eastern end of the Sir ET Smith Stand. This existing facility is also a main entrance/thoroughfare to the Oval and is often referred to as the main entrance.

At the meeting with the Club representatives held on 15 November 2022, it was agreed that Council staff would commission the preparation of schematic drawings and prepare preliminary ‘first order’ cost estimates for the food outlet/kiosk.

Subsequent to this, the Mayor and Chief Executive Officer were invited to attend a meeting with the Chief Executive Officer of the SANFL on Tuesday 29 November 2022 to discuss the AFL requirements should Norwood Oval be selected to host AFL games as part of the 2023 AFL “Magic Round”.

At this meeting, the proposed renovations to the existing food outlet/kiosk were discussed, as well as other infrastructure requirements associated with hosting AFL games at the Norwood Oval.

#### RELEVANT STRATEGIC DIRECTIONS & POLICIES

Nil

## FINANCIAL AND BUDGET IMPLICATIONS

The financial and budgetary implications for the Council are in the order of \$635,000. As the work involved capital and building infrastructure, the project will be funded through loan borrowings.

## EXTERNAL ECONOMIC IMPLICATIONS

There are significant positive economic impacts on both the local and State economy. From a State perspective, there will be an influx of supporters which at the local level, if managed correctly, could lead to significant impacts for the local economy.

## SOCIAL ISSUES

Irrespective of one's views on sport and in particular the AFL, hosting the inaugural AFL "Magic Round" will have significant community benefits through improved facilities.

## CULTURAL ISSUES

Not Applicable.

## ENVIRONMENTAL ISSUES

Not Applicable.

## RESOURCE ISSUES

Whilst this is a significant undertaking by the Council and will have resource impacts, staff are committed to "making this work", should the Council endorse its involvement.

## RISK MANAGEMENT

Given the complexity of this project and the tight time frames within which to deliver the project, staff have assessed the risks associated with this project and these are set out in the table below:

Risk ID #	Risk Event	Impact Category	Risk Rating	Primary Mitigation	Impact Category	Residual Rating
1	Lack of project design and deliverable definition	Financial	Medium 17		Financial	Medium 17
		Services / Programs	Medium 17		Services / Programs	Medium 17
		Reputation	High 6		Reputation	High 6
2	Potential Cost overrun due to tight timeframe	Financial	High 8	Tender to 3 builders in Jan 2023	Financial	High 9
		Reputation	High 10		Reputation	Substantial 14
6	No control over staff / contractor priorities, extant projects and Christmas closedown	People	Substantial 14		People	Substantial 14
		Services / Programs	High 9		Services / Programs	High 9
		Reputation	Substantial 14		Reputation	Substantial 14

9	Contractor fails to deliver on contractual obligations due to capacity or delays in supply chain	Services / Program	High 9	Reinstate / Make good entrance area for pedestrian and football operations are safe. Note: works in kiosk are contained and isolated from entry access	Services / Programs	Substantial 14
		Reputation	Extreme 2		Reputation	Extreme 2
10	Sequencing and coordination of works in compressed construction timeframe increases the risk of errors or extends program beyond the deadline	Services / Programs	High 8	Obtain construction advice from builder to determine realistic program for work	Services / Programs	Substantial 13
		Reputation	Extreme 1		Reputation	Extreme 3
12	Delay to obtain planning approvals required to start work	Services / Programs	Substantial 13	Engage independent certifier after documentation is completed (Jan 9 - Jan 20) concurrent with tender	Services / Programs	Medium 17
		Reputation	Extreme 3		Reputation	High 6
15	Inability to meet electricity demand required for venue operations	Financial	High 8	Obtain generators for AFL games and potentially ongoing operations by the Club. Note: subsequent power upgrades are necessary to meet current demand for ongoing operations and return of AFL to Norwood Oval	Financial	Medium 17
		Services / Program	Extreme 1		Services / Program	High 6
		Reputation	High 10		Reputation	Low 21

Staff have put in place controls to manage the risks and reduce the risks.

### COVID-19 IMPLICATIONS

As Elected Members are aware, COVID-19 has caused a number of logistical issues within the construction sector – particularly in respect to labour and materials and the associated price pressures which could impact on any building work which is undertaken by the Council.

It is difficult to estimate what these impacts will be on this project, however, the preliminary “first order” estimates are based on current rates and staff will need to manage and negotiate any price escalation.

### CONSULTATION

- **Elected Members**  
Mayor Bria has been involved in the various discussions which have been held with the SANFL and the Norwood Football Club.
- **Community**  
Not Applicable.
- **Staff**  
Not Applicable.
- **Other Agencies**  
Not Applicable.

## DISCUSSION

As resolved by the Council at its meeting held on 7 November 2022, the Council will now need to consider whether what has been proposed in respect to improvements at the Norwood Oval is a “*reasonable request*”.

In respect to the proposed renovations to the existing food outlet/kiosk, the Norwood Football Club have endorsed the schematic layout as shown in the drawing contained in **Attachment A**.

The proposed renovation seeks to modify the existing layout to achieve a similar layout to food outlets at the Adelaide Oval. It incorporates a new kitchen and ‘self-serve’ food arrangement to eliminate (as much as possible) queuing of patrons who are purchasing food.

Preliminary ‘first order’ cost estimates which include all the equipment required for a new contemporary kitchen is \$570,000. This includes all of the electrical and plumbing infrastructure, new tiled floor, etc.

Notwithstanding the fact that this work is proposed to be undertaken to meet the standards required by the AFL and indeed patrons attending AFL games, it is a permanent fixture and will continue to be used by the Club for all of the games and events which are held at the Norwood Oval in the future. In short, it is an asset and not a temporary fixture and is owned by the Council. Notwithstanding this, subject to Council approval this evening, whilst the Council is being requested to fund in total the cost of the proposed renovation, it is proposed to enter into an agreement between the Council and the Club, which will require the Club to be responsible for the ‘fixture and fittings’ with the Council being responsible for the structural and infrastructure components of the asset.

This means that the Club will be responsible for the ongoing maintenance and replacement of kitchen items, cabinetry, etc.

The proposed renovations will also ensure that this entrance will be made more ‘*inviting*’, as it currently is of poor quality and has not been maintained for some time.

In respect to the other infrastructure items required by the AFL and the media, the SANFL have advised that the cost of these items is in the order of \$225,000. These items include both temporary/removable items as well as items which, if designed properly and constructed well, would remain as permanent fixtures at the Oval. A list of those items is contained in **Attachment B**.

During discussions with the SANFL at the meeting held on Tuesday 29 November 2022, it was generally agreed that the Council would not fund the temporary items as these are not fixed infrastructure items and that there should be some cost sharing arrangements between the State Government, the Council, the AFL and the Club.

On this basis, upon reviewing the list of items and on the basis that a final cost sharing arrangement has yet to be finalised between the parties, it is proposed and recommended that the Council contribute \$65,000 towards the cost of the items contained in **Attachment B** – noting that the Council’s interest is in the construction of permanent fixtures at the Oval and not temporary fixture and infrastructure which can be removed once the AFL “Magic Round” is completed.

Given that the AFL “Magic Round” is scheduled for 13-16 April 2023, discussions and negotiations have to proceed at a very fast pace since the November 2022 Council meeting.

To this end, there have been a number of discussions regarding which venues will be used to host three (3) of the matches, given our understanding that six (6) of the nine (9) matches will be played at the Adelaide Oval.

From the Council’s understanding, the Norwood Oval will host at least one (1) match while there is a strong possibility that it could host two (2) and potentially three (3) matches.

Whilst a number of Councils and Clubs have expressed an interest and the Premier has stated that the Government would like to see a match played in the Barossa Valley, all of these venues are not adequately set up in terms of capacity and infrastructure, including lighting. In this respect, with the recent upgrade to lighting and additional infrastructure (including ribbon lighting around the perimeter of the Oval new Clubroom and Members' facilities), Norwood Oval is, subject to some modifications and new infrastructure, well placed to host AFL matches.

To this end, following the meeting with the SANFL on 29 November 2022, in order to assist the SANFL in its discussions and negotiations with the State Government and the AFL with the objective of Norwood Oval hosting AFL matches, the SANFL requested a letter from the Council outlining its commitment, noting that any commitment would need to be approved by the Council at its meeting tonight.

A copy of the letter from the SANFL requesting this commitment is contained in **Attachment C** and a copy of the response from the Chief Executive Officer is contained in **Attachment D**.

Also included in the attachments are the letters which were sent to the Premier of South Australia, the President of the Norwood Football Club and the Chief Executive Officer of the SANFL (Refer to **Attachments E, F and G**).

In respect to determining whether the request from the Norwood Football Club is a "*reasonable request*" to help facilitate the playing of AFL matches at Norwood Oval, should it be selected as a venue as part of the AFL "Magic Round", negotiations regarding the potential for the Norwood Oval to be selected as a venue to host the matches, has required discussion and negotiations to take place before any decision is made as to whether the Norwood Oval is selected and before any formal commitment is made by the Council. Notwithstanding this, all discussions have been entered into on the basis that any comments and proposals put forward, are all subject to the Council's final approval at tonight's meeting.

In respect to the proposals which have been discussed with the parties, it is clear that in addition to the economic, social and cultural benefits which we will accrue from South Australia hosting the 2023 AFL "Magic Round", events such as the "Magic Round" are also designed to leave lasting "legacies" in terms of infrastructure and assets in local communities. For example, if improvements are made to the facilities at the Norwood Oval, then these improvements will also provide ongoing facilities for junior football and the community generally, as football and sport generally is not just about the players participating in the sport, but facilities also benefit patrons, the local economy, junior sports and the development of young people.

As such, whilst the cost of improving the facilities could be judged as not being a "*reasonable request*" given the cost, it is considered that the investment in the facilities at the Norwood Oval will result in significant improvements at the Oval, which in turn will assist the Club and will attract more spectators, improve the local economy and finally improve an ageing and iconic asset which is owned by the Council.

In addition to the upgrades at the Norwood Oval, the AFL and the State Government are also interested in ensuring that there is "buy in" from the local community, as well as the business sector. Given that The Parade is located on Adelaide's premium mainstreet, there are significant opportunities to involve local traders including hotels, street activation and so on.

These components however, are yet to be discussed or scoped and will be subject to further discussions.

To progress these discussions, the Chief Executive Officer has established a staff working group which, subject to the Council's endorsement of the recommendations at this meeting, will scope out these components, including how these can be funded and a report, if required, will be presented to the Council in early 2023.

## OPTIONS

The Council can either resolve to endorse the recommendations or it can choose to not endorse the recommendations.

Alternatively, the Council can choose to endorse the recommendations but reduce its financial contribution. This is not the recommended option as it could result in the Norwood Oval not being selected to host the games as part of the 2023 AFL "Magic Round".

## CONCLUSION

Nil

## COMMENTS

It is the Council's understanding that the AFL and the State Government will be making announcements about the fixture and the venues, next Tuesday 6 December 2022.

## 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:

- (d) commercial information of a confidential nature (not being a trade secret) the disclosure of which—
  - (i) could reasonably be expected to confer a commercial advantage on a third party; and
  - (ii) would, on balance, be contrary to the public interest;

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

- a. That the actions which have been taken by the Mayor and Chief Executive Officer in respect to facilitating the playing of matches at the Norwood Oval as part of the 2023 AFL "Magic Round", be endorsed.
- b. That the Council endorses the construction of the new food outlet/kiosk at the Norwood Oval as shown on schematic Drawing Option 4 (as contained in Attachment A) and notes the preliminary first order cost estimate of \$570,000 and approves the allocation of \$570,000 towards this project.
- c. The Council notes that there will be ongoing discussions between the SANFL, AFL, the State Government and the Norwood Football Club and endorses the Mayor and Chief Executive Officer to continue to participate in those discussions and negotiations with the objective of securing Norwood Oval as a venue to host matches as part of the 2023 AFL "Magic Round" within the parameters set by the Council and notes that Elected Members will be apprised of those discussions and the outcomes, as required.
- d. That the Council endorses the expenditure of \$65,000 to assist with the provision of additional game day infrastructure on the basis that its contribution will be directed towards the installation/construction of permanent fixtures at the Norwood Oval.

## RECOMMENDATION 3

Under Section 91(7) and (9) of the *Local Government Act 1999* the Council orders that the report and discussion be kept confidential for a period not exceeding 12 months, after which time the order will be reviewed.

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Cr Duke 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 [ [Chief Executive Officer, General Manager, Governance & Civic Affairs, General Manager, Urban Services, Manager, Urban Planning & Sustainability, Manager, Finance, Manager, Communications & Community Relations, Manager, City Assets, Manager, City Projects and Executive Assistant, Governance & Civic Affairs], be excluded from the meeting on the basis that the Council will receive, discuss and consider:*

- (d) commercial information of a confidential nature (not being a trade secret) the disclosure of which—
  - (i) could reasonably be expected to confer a commercial advantage on a third party; and*
  - (ii) would, on balance, be contrary to the public interest;**

*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 Callisto and carried unanimously.*

Cr Duke moved:

- a. That the actions which have been taken by the Mayor and Chief Executive Officer in respect to facilitating the playing of matches at the Norwood Oval as part of the 2023 AFL "Magic Round", be endorsed.*
- b. That the Council endorses the construction of the new food outlet/kiosk at the Norwood Oval as shown on schematic Drawing Option 4 (as contained in Attachment A) and notes the preliminary first order cost estimate of \$570,000 and approves the allocation of \$570,000 towards this project.*
- c. The Council notes that there will be ongoing discussions between the SANFL, AFL, the State Government and the Norwood Football Club and endorses the Mayor and Chief Executive Officer to continue to participate in those discussions and negotiations with the objective of securing Norwood Oval as a venue to host matches as part of the 2023 AFL "Magic Round" within the parameters set by the Council and notes that Elected Members will be apprised of those discussions and the outcomes, as required.*
- d. That the Council endorses the expenditure of \$65,000 to assist with the provision of additional game day infrastructure on the basis that its contribution will be directed towards the installation/construction of permanent fixtures at the Norwood Oval.*

*Seconded by Cr Sims.*

Cr Sims left the meeting at 10.47pm

Cr Sims returned to the meeting at 10.48pm

*The motion was put and carried.*

Cr Granozio moved:

*Under Section 91(7) and (9) of the Local Government Act 1999 the Council orders that the report and discussion be kept confidential for a period not exceeding 12 months, after which time the order will be reviewed.*

*Seconded by Cr Knoblauch and carried unanimously.*

# Attachment A

**Confidential**

**Norwood Oval  
2023 AFL "Magic Round"**

Released

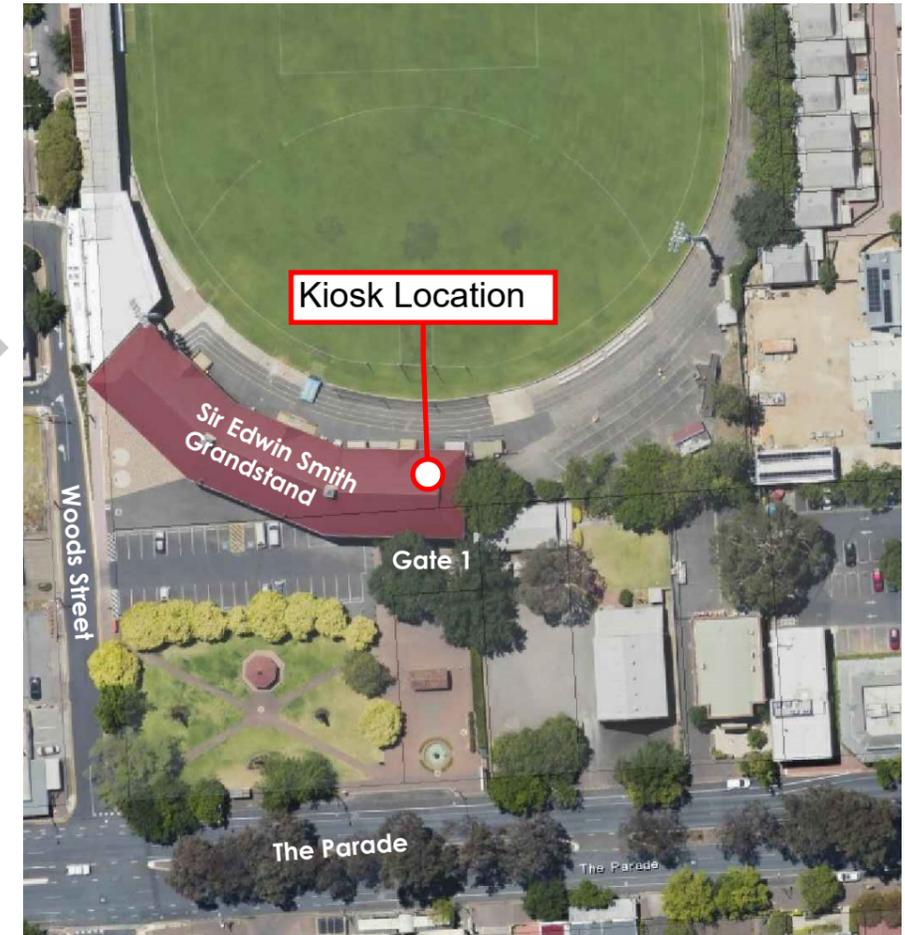
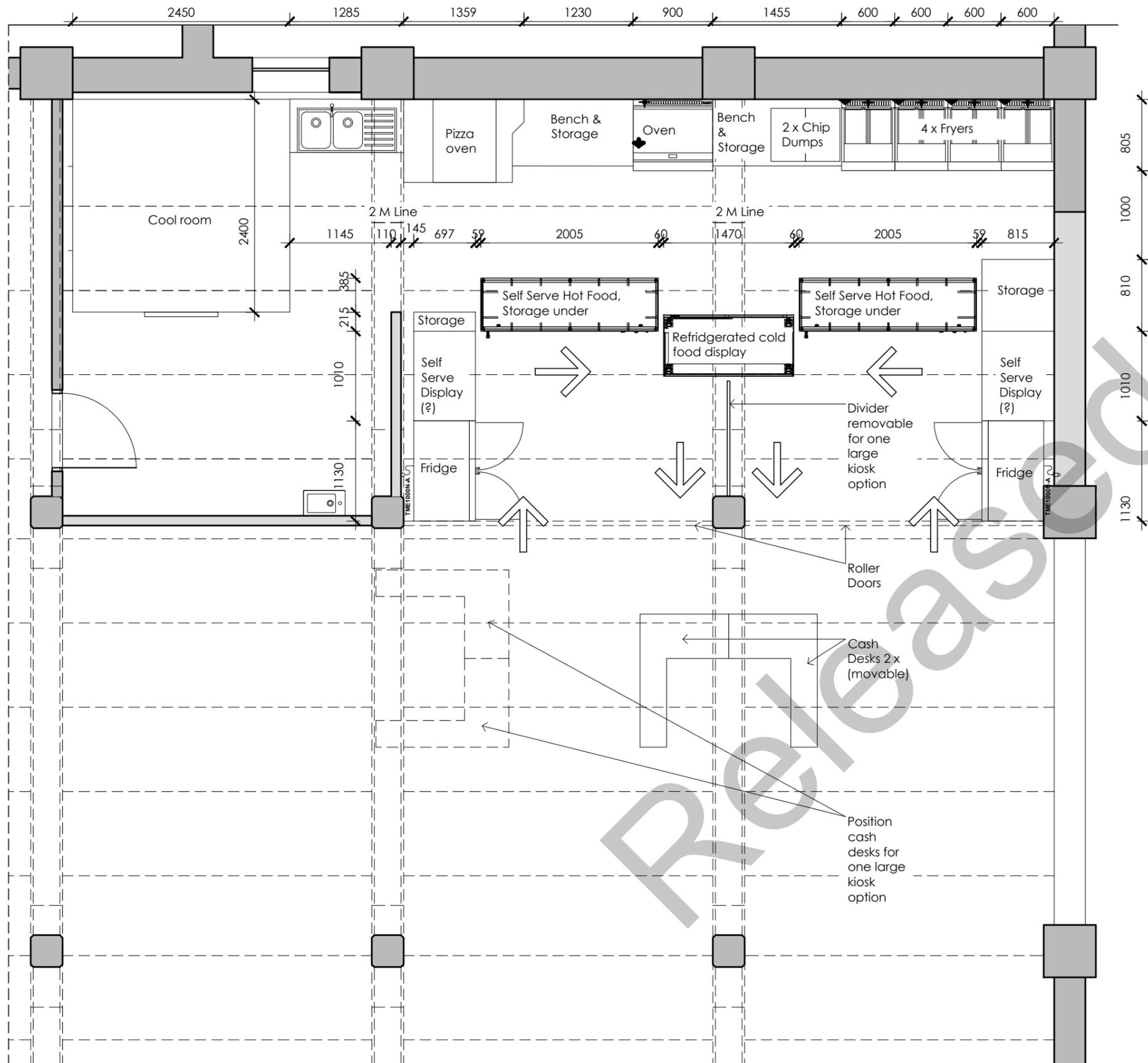
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City of Norwood Payneham & St Peters  
175 The Parade, Norwood SA 5067

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  
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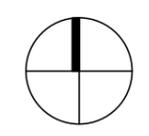
Location Plan

FLOOR PLAN OPTION 4  
scale 1:50@A3

PROJECT:	NORWOOD OVAL KIOSK
DRAWING:	PROPOSED GROUND FLOOR PLAN OPTIONS KIOSK

DATE: 25.11.22  
 PROJECT NO: 22.38  
 DRAWING NO. SK-04

217 Gilbert Street p 08 8410 9500  
 Adelaide SA 5000 mail@bbarchitects.com.au  
 ABN 18 122 067 483 bbarchitects.com.au



# Attachment B

**Confidential**

**Norwood Oval  
2023 AFL "Magic Round"**

Released

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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)



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& St Peters**

Item	Notes	Norwood
Ticket Booths	2 x Ticket Booths	\$12,000
Gate Entry	2 x Entry Gates	\$10,000
Venue Fencing	Fencing around the perimeter of venue and in venue queuing for crowd control	\$5,000
Coaches Boxes	2 x Coaches Boxes to seat 12 people with power and data, desk seating climate control	\$12,000
Umpires Coaches / Timekeepers Box	Box for 6 people with climate control	\$6,000
Champion Data Box	Box for 6 people with power and data and climate control	\$6,000
Broadcast Commentary Box	Box for 6 people with hosting desk	\$6,000
Broadcast Camera Scaffold	Camera 1/2, 2 x behind goals, 2x50m 1xreverse	\$15,000
Radio Boxes	4 x Radio Boxes	\$24,000
Press Conference Room	Marquee for Post Match Press Conference	\$6,000
Written Press Box	Seating for 20 people	\$10,000
Emergency Management Centre	Box for Police, Security, Event Management, first aid, Event Manager	\$6,000
Portable toilets	Portable toilets for 5000 spectators	\$10,000
Shade Marquees	20 x shade marquees	\$10,000
First Aid Marquees	First Aid marquees and Spectator Ambulance	\$10,000
Furniture	Desks and chairs for match day working areas including TV's whiteboards for Changerooms	\$15,000
Generators	Power requirements to run the Match Day working areas	\$10,000
Turf preparation and maintenance	Preparing ground to AFL standards	\$15,000
Temporary Enclosed Spaces	Additional enclosed areas includes flooring etc	\$17,000
Transport costs	Distance to travel from City to Venue	\$20,000
Contingency		
<b>Total Costs</b>		<b>\$225,000.00</b>

# Attachment C

**Confidential**

**Norwood Oval  
2023 AFL "Magic Round"**

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*City of*  
**Norwood  
Payneham  
& St Peters**



*We love footy*

29 November 2022

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

Dear Mario

**RE: AFL Magic Round**

Thanks for meeting today to discuss the opportunity to play AFL matches at Norwood Oval as part of the AFL's 'Magic' (new name to be announced next week) Round to be played in Adelaide from 13 to 16 April 2023.

We appreciate your enthusiasm and willingness to work with the Norwood Football Club to do what is necessary to present the venue in the best possible way to secure an AFL game or multiple games.

As discussed, the AFL have provided a very high-level assessment (attached) as to what would be required at the venue to meet the necessary standards for an AFL game with some very rough cost estimates. I have highlighted the areas where it may be possible to invest in a permanent solution that further enhances the facility, compared to the other items which would need to be bumped in on a temporary basis. It should be noted that permanent solutions may be more expensive than these initial estimates but will improve the venue even more for use by the Norwood Football Club and other hirers into the future.

Your proposed support to upgrade the canteen facilities is greatly appreciated by the SANFL and NFC.

In order to secure games at Norwood Oval, I would recommend that you confirm your proposed commitment to the canteen upgrade (obviously subject to Council approval), together with any further commitment to cover some of the additional costs (both permanent and temporary) to prepare the venue for AFL football. Given the AFL is likely to make a decision in the next 48 hours, if you could send me something through by Wednesday 30 November, this would be greatly appreciated.

**SANFL**  
ABN 59 518 757 737

**Office**  
Level 2, Riverbank Stand,  
Adelaide Oval, War Memorial Drive,  
North Adelaide SA 5006

**Postal Address**  
PO Box 606 Tynte Street,  
North Adelaide SA 5006  
T 08 8424 2200  
W [sanfl.com.au](http://sanfl.com.au)

**MAJOR PARTNERS**



I will pass this on to the AFL immediately, which will give them a level of comfort of your commitment to making this event or events a great success for your community and South Australia.

Thanks again for your support.

Yours Sincerely  
**SA NATIONAL FOOTBALL LEAGUE INC**



Darren Chandler  
**CHIEF EXECUTIVE OFFICER**

Cc: Mayor Bria  
James Fantasia  
Matt Duldig

Released

# Attachment D

**Confidential**

**Norwood Oval  
2023 AFL "Magic Round"**

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*City of*  
**Norwood  
Payneham  
& St Peters**

File Number: qA2040  
 Enquiries To: Mario Barone  
 Direct Telephone: 8366 4520



**City of  
 Norwood  
 Payneham  
 & St Peters**

30 November 2022

Mr Darren Chandler  
 Chief Executive Officer  
 South Australian National  
 Football League  
 PO Box 606  
 NORTH ADELAIDE SA 5006

Via email: [Darren.Chandler@sanfl.com.au](mailto:Darren.Chandler@sanfl.com.au)

**CHIEF  
 EXECUTIVE'S  
 OFFICE**

175 The Parade,  
 Norwood SA 5067

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 Kent Town SA 5071

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Website  
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Dear Mr Chandler

**COMMERCIAL-IN-CONFIDENCE  
 2023 AFL "MAGIC ROUND"**

Thank you for your letter dated 29 November 2022 and for the opportunity to meet with you.

As discussed, I confirm that a confidential report will be considered by the Council at its next scheduled meeting, which is to be held on Monday, 5 December 2022.

The report is subsequent to the Council decision which was made at the Council meeting held on 7 November 2022 and as set out in Mayor Bria's letter to you dated 11 November 2022, I confirm that following the Council meeting held on 7 November 2022, Mayor Bria and I met with the President and the Chief Executive Officer of the Norwood Football Club.

Based upon discussions which Club representatives have held with the AFL, the two items raised with the Club were the provision of additional toilets and improvements to the food outlet/kiosk at the southern end of the Norwood Oval.

In respect to the provision of additional toilets, as discussed at our meeting, given the timeframe, transportable toilets are the only appropriate solution.

As such, the Council and the Club have focussed its efforts on improving the food outlet/kiosk.

As discussed at our meeting, schematic drawings have been prepared and preliminary costs have also been prepared.

The total cost of upgrading the food outlet/kiosk (including new kitchen equipment) is in the order of \$550,000. These costs are currently being reviewed and a final cost will be available for the Council's consideration at the meeting being held on 5 December 2022.

Subject to receiving the Council's approval on 5 December 2022, (whilst the timeframe is tight) the Council will proceed with construction of the works and is committed to completing the works at the latest, by the weekend before the 2023 AFL Magic Round scheduled for 13 to 16 April 2023.

In respect to the costs associated with works required to meet the necessary standards for an AFL game, I note that these costs are in the order of \$225,000. I also note that in respect to turf preparation, the Club will be undertaking this work.



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



100% Australian Made  
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As discussed, upon reviewing the items contained in your correspondence, subject to Council approval, the Council is prepared to assist with funding of the items which will be retained as permanent fixtures at the Norwood Oval. These include items such as, the Coaches' Boxes/Timekeepers' Box, Broadcast Commentary Box and subject to identifying a suitable location, the Written Press Box.

Based upon our discussions yesterday, on the basis that there is merit in the approach of the State Government, the AFL, the Council and the Club sharing these costs, subject to receiving the Council's approval on 5 December 2022, I believe that a contribution of around \$60,000 towards the items is reasonable.

As discussed, given the location of the Norwood Oval on Adelaide's premier mainstreet, The Parade, there is a tremendous opportunity to involve traders and businesses and the community generally and create a "football atmosphere".

To progress this component of the Council's involvement, I have already established a Working Group, which will handle marketing, communications and economic development. The Working Group will, subject to the Council's approval and in addition to working with traders and business owners, look at activating the Norwood Oval and its surrounds, including the possibility of street activation activities.

The Council welcomes the opportunity to work with the AFL, the State Government, the SANFL and the Norwood Football Club to ensure that the *2023 AFL Magic Round* is a resounding success. To date, our discussions with both the Club and the SANFL, have been positive and the Council looks forward to AFL Football being played at the iconic and most contemporary local ground, the Norwood Oval.

I trust that this information is of assistance to you and I look forward to the possibility working with you to achieve a successful *2023 AFL Magic Round*.

Yours sincerely



Mario Barone PSM  
**CHIEF EXECUTIVE OFFICER**

Cc Mayor Robert Bria  
James Fantasia, Chief Executive Officer, Norwood Football Club  
Matt Duldig, SANFL

# Attachment E

**Confidential**

**Norwood Oval  
2023 AFL "Magic Round"**

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*City of*  
**Norwood  
Payneham  
& St Peters**

File Number: qA2040  
Enquiries To: Robert Bria  
Direct Telephone: 0431 754 077

11 November 2022

Hon Peter Malinauskas MP  
Premier of South Australia  
GPO 2343  
ADELAIDE SA 5001

Dear Premier *Peter*

**AFL "MAGIC ROUND"**

Congratulations on securing the rights to hold the 2023 AFL "Magic Round" in South Australia. Well done!

In this respect, in anticipation of this outcome, I have pleasure in advising that at its meeting held on 7 November 2022, the Council resolved to advise both the Norwood Football Club and the South Australian National Football League (SANFL), that the Council will consider any reasonable request by the Club to help facilitate the playing of AFL Matches at Norwood Oval, should it be selected as a venue as part of the AFL "Magic Round" in Adelaide.

The Council has arranged to meet with the President of the Norwood Football Club, Mr Paul Di Iulio, on Tuesday, 15 November 2022, to discuss the matter and have also written to the Chief Executive Officer of the SANFL to advise of the Council's decision.

Securing the 2023 AFL "Magic Round" is a significant outcome for the State and the Council looks forward to working with the State Government, the Norwood Football Club and the SANFL to ensure that South Australia "puts on a great event".

Yours sincerely



Robert Bria  
**MAYOR**



City of  
**Norwood  
Payneham  
& St Peters**

**OFFICE OF  
THE MAYOR**

175 The Parade  
Norwood SA 5067

PO Box 204  
Kent Town SA 5071

Telephone  
8366 4555

Facsimile  
8332 6338

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townhall@npsp.sa.gov.au

Website  
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Community  
Well-being is...

Social Equity

Cultural Vitality

Economic Prosperity

Environmental  
Sustainability

# Attachment F

**Confidential**

**Norwood Oval  
2023 AFL "Magic Round"**

Released

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

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*City of*  
**Norwood  
Payneham  
& St Peters**

File Number: qA2040  
Enquiries To: Robert Bria  
Direct Telephone: 0431 754 077



City of  
Norwood  
Payneham  
& St Peters

11 November 2022

Mr Paul Di Iulio  
President  
Norwood Football Club Inc.  
4 Woods Street  
NORWOOD SA 5067

OFFICE OF  
THE MAYOR

Dear Paul

175 The Parade  
Norwood SA 5067

**AFL "MAGIC ROUND"**

PO Box 204  
Kent Town SA 5071

I wish to advise that at its meeting held on 7 November 2022, the Council resolved to advise both the Norwood Football Club and the SANFL, that the Council will consider any reasonable request by the Club to help facilitate the playing of AFL Matches at Norwood Oval, should it be selected as a venue as part of the AFL "Magic Round" in Adelaide.

Telephone  
8366 4555

The Council welcomes the opportunity to discuss how the involvement of the Norwood Oval and associated facilities can form part of the "Magic Round" and to this end, note that a meeting has been scheduled for Tuesday, 15 November 2022.

Facsimile  
8332 6338

The Council looks forward to the discussion.

Email  
townhall@npsp.sa.gov.au

Yours sincerely

Website  
www.npsp.sa.gov.au

Robert Bria  
MAYOR

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# Attachment G

**Confidential**

**Norwood Oval  
2023 AFL "Magic Round"**

Released

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

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**City of  
Norwood  
Payneham  
& St Peters**

File Number: qA2040  
Enquiries To: Robert Bria  
Direct Telephone: 0431 754 077

11 November 2022

Mr Darren Chandler  
Chief Executive Officer  
South Australian National  
Football League  
PO Box 606  
NORTH ADELAIDE SA 5006

Dear Mr Chandler

**AFL "MAGIC ROUND"**

I wish to advise that at its meeting held on 7 November 2022, the Council resolved to advise both the Norwood Football Club and the SANFL, that the Council will consider any reasonable request by the Club to help facilitate the playing of AFL Matches at Norwood Oval, should it be selected as a venue as part of the AFL "Magic Round" in Adelaide.

I have also written to the President of the Norwood Football Club, Paul Di Iulio and advised him of the Council's decision. The Council will also be meeting with the President on Tuesday, 15 November 2022, to discuss the matter.

The Council would also welcome the opportunity to meet with you following the meeting with the Club and the Council looks forward to that opportunity.

The Council looks forward to working with the SANFL to ensure that the excellent facilities at the Norwood Oval are taken into consideration in the scheduling of games.

Yours sincerely

  
Robert Bria  
**MAYOR**

G



City of  
Norwood  
Payneham  
& St Peters

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