

Total Sport – 2021 annual report against KPI’s from contract

Outcomes	Objectives	KPIs - Measurement & Timeframe
Funding	Funding is used to deliver activities agreed on against your application.	<ul style="list-style-type: none"> Funding to be used, wherever possible, to support local suppliers, and community groups. To be reported to SWDC post-event (see Cougar P&L)
Clear Plans	To have an event that is in accordance with the plan.	<ul style="list-style-type: none"> To deliver quality events annually, that promote the area and pride of place for local residents. To create a positive and healthy environment for people from inside and outside the district to come together to connect through outdoor recreation and participation in the events To deliver events that align with the relevant Council strategies
Culture	An event that attracts locals to participate in (business or participants) and to promote South Waikato with a positive image.	<ul style="list-style-type: none"> To promote the events to locals, and to create strategies for local participation
Diversity	To attract a diverse range of people to the event.	<ul style="list-style-type: none"> Promotion to the Total Sport community via email communication (over 35,000 people on our database), encouraging participation from a diverse group of people The vast majority of participants come from outside the region
Innovation	To promote SWD on all platforms.	<ul style="list-style-type: none"> To promote the event (and the fact that the SWD are a major supporter) via various channels; email newsletters, social media channels, at-event signage, participant emails (pre and post-event)
Safety	To provide an event where all health and safety is adhered to.	<ul style="list-style-type: none"> To deliver an event/s that adhere to, and surpass industry-standard H&S requirements. We operate within the framework of an audited overall Total Sport Safety Management Plan. That plan is modified in line with each individual event requirements 0 serious incidents reported
Economics	Identify income opportunities to supplement Council’s financial contribution.	<ul style="list-style-type: none"> We will endeavour to generate additional commercial sponsorship to assist in the operational and running costs of the event/s. People pay an entry fee also, which assists in the ability to be able to deliver the event/s