



CITY of PERTH

Lord Mayor and Councillors,

**NOTICE IS HEREBY GIVEN** that the next meeting of the **Marketing, Sponsorship and International Engagement Committee** will be held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 1 December 2015 at 4.00pm.**

Yours faithfully

GARY STEVENSON PSM  
CHIEF EXECUTIVE OFFICER

26 November 2015

**Committee Members:**

**Members:**

Cr Chen (Presiding Member)  
Cr Linnios  
Cr Yong

**1<sup>st</sup> Deputy:**

Cr Davidson

**2<sup>nd</sup> Deputy:**

Cr Green



Please convey apologies to Governance on 9461 3250  
or email [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au)

# EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

The City of Perth values the health and safety of its employees, tenants, contractors and visitors. The guide is designed for all occupants to be aware of the emergency procedures in place to help make an evacuation of the building safe and easy.

## BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

### ALERT ALARM

**beep beep beep**

All Wardens to respond.

Other staff and visitors should remain where they are.

## EVACUATION ALARM/PROCEDURES

**whoop whoop whoop**

On hearing the Evacuation Alarm or on being instructed to evacuate:

1. Move to the floor assembly area as directed by your Warden.
2. People with impaired mobility (those who cannot use the stairs unaided) should report to the Floor Warden who will arrange for their safe evacuation.
3. When instructed to evacuate leave by the emergency exits. **Do not use the lifts.**
4. Remain calm. Move quietly and calmly to the assembly area in **Stirling Gardens** as shown on the map below. Visitors must remain in the company of City of Perth staff members at all times.
5. After hours, evacuate by the nearest emergency exit. **Do not use the lifts.**



### EVACUATION ASSEMBLY AREA



 Assembly Area

 Alternate Assembly Area

# MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

**Established:** 17 May 2005 (Members appointed 22 October 2015)

<b>Members:</b>	<b>1<sup>st</sup> Deputy:</b>	<b>2<sup>nd</sup> Deputy:</b>
Cr Chen (Presiding Member)		
Cr Limnios	Cr Davidson	Cr Green
Cr Yong		

**Quorum:** Two

**Expiry:** October 2017

**TERMS OF REFERENCE:** [Adopted OCM 04/06/13]

1. To oversee and make recommendations to the Council on matters related to:
  - a. marketing of the city (including marketing of the City's car parks);
  - b. initiatives to promote Perth as a tourist destination;
  - c. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
  - d. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership;
  - e. the implementation of the Christmas Decorations Strategy;
  - f. the management of the Australia Day Celebrations;
  - g. street busking in the City;
  - h. use of the City's banner and flag sites;
  - i. corporate communications and public relations.
2. To assess and determine:
  - a. requests made to the Council for donations and sponsorship, with authority to approve or decline requests of \$10,000 or less;
  - b. requests to waive fees associated with the hire of the City's exhibition screens in accordance with Procedure PR0720, with authority to approve or decline requests over \$5,000.

**This meeting is open to members of the public**

# INFORMATION FOR THE PUBLIC ATTENDING COMMITTEE MEETINGS

## Question Time for the Public

- An opportunity is available at all Committee meetings open to members of the public to ask a question about any issue relating to the City. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible in order to allow the City sufficient time to prepare a response.
- The Presiding Person may nominate a Member or officer to answer the question, and may also determine that any complex question requiring research be answered in writing. No debate or discussion is allowed to take place on any question or answer.
- To ask a question please write it on the white Question Sheet provided at the entrance to the Council Chamber and hand it to a staff member at least an hour before the meeting begins. Alternatively, questions can be forwarded to the City of Perth prior to the meeting, by:-
  - Letter: Addressed to GPO Box C120, Perth, 6839;
  - Email: [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au).
- Question Sheets are also available on the City's web site: [www.perth.wa.gov.au](http://www.perth.wa.gov.au).

## Deputations

A deputation wishing to be received by a Committee is to apply in writing to the CEO who will forward the written request to the Presiding Member. The Presiding Member may either approve the request or may instruct the CEO to refer the request to the Committee to decide whether or not to receive the deputation. If the Presiding Member approves the request, the CEO will invite the deputation to attend the meeting.

Please refer to the 'Deputation to Committee' form provided at the entrance to the Council Chamber for further information on the procedures for deputations. These forms are also available on the City's web site: [www.perth.wa.gov.au](http://www.perth.wa.gov.au).

## Disclaimer

Members of the public should note that in any discussion regarding any planning or other application that any statement or intimation of approval made by any Member or officer of the City during the course of any meeting is not intended to be and is not to be taken as notice of approval from the City. No action should be taken on any item discussed at a Committee meeting prior to written advice on the resolution of the Council being received.

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**MARKETING, SPONSORSHIP AND  
INTERNATIONAL ENGAGEMENT COMMITTEE  
1 DECEMBER 2015**

**ORDER OF BUSINESS**

- 1. Declaration of Opening**
- 2. Apologies and Members on Leave of Absence**
- 3. Question Time for the Public**
- 4. Confirmation of Minutes – 10 November 2015**
- 5. Correspondence**
- 6. Disclosure of Members' Interests**
- 7. Matters for which the Meeting may be Closed**
- 8. Reports**
- 9. Motions of which Previous Notice has been Given**
- 10. General Business**
  - 10.1. Responses to General Business from a Previous Meeting**
  - 10.2. New General Business**
- 11. Items for Consideration at a Future Meeting**

**Outstanding Reports:**

  - Review of Council Policy 18.8 – Provision of Sponsorship and Donations (Raised 22/01/15, updated 03/03/15, 26/05/15 and 28/07/15).
- 12. Closure**

# INDEX OF REPORTS

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# ITEM NO: 1

## EAT DRINK PERTH SPONSORSHIP 2016

**RECOMMENDATION:** (APPROVAL)

***That the Marketing, Sponsorship and International Engagement Committee:***

- 1. approves funding of \$9,000 for Eat Drink Perth Sponsorship for 2016 to the following applicants:***
  - 1.1 White Plains Events for Diner en Blanc (\$2,000)***
  - 1.2 The Event Agency for the Cathedral Square Brunch Club (\$5,000)***
  - 1.3 Food Loose Tours for The Art of Perth's Street Food (\$2,000)***
  
- 2. approves the applicants listed in part 1 above being required to provide the benefits to the City of Perth as outlined in the Event Sponsorship Assessment Report attached as Schedule 1.***

### **BACKGROUND:**

FILE REFERENCE:	P1010627-24
REPORTING UNIT:	Marketing and Events
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	16 November 2015
MAP/SCHEDULE:	Schedule 1 – Assessment Report

Eat Drink Perth is the principal annual marketing campaign supporting the food and beverage business sector in the City of Perth. It provides numerous opportunities for individual businesses to participate and aims to raise the profile of the industry over the month long period. Council at its meeting on the **24 November 2015** acknowledged the concerns of the business community in relation to competing food based events.

Eat Drink Perth aims to:

- increase the general public's awareness of the variety of food and beverage outlets in the city;
- increase visitation to the city's food and beverage venues and extended stays by city workers;
- create vibrancy and activity in the city.

The City of Perth has been supporting or coordinating a food-related festival over the March period since 2002, initially in the form of a donation to the AIDS Council Food Fair. In 2005 this support increased through the programming of events in the weeks either side of the fair, and creating a stand-alone, month long program of food-related activities under the title of "City Food and Wine Month".

City based restaurants, cafes, specialty stores and food outlets were invited to participate free-of-charge by introducing an offer or activity as part of the program. The City of Perth sourced sponsors and media involvement to assist with the funding and promotion. In 2010 this event was rebranded as Eat Drink Perth.

Eat Drink Perth has now become a significant program which appeals to the local community and tourism sector.

During the 2015 budget process, event sponsorship funding was allocated under the Eat Drink Perth budget to allow the development of existing events and to encourage new events which met the objectives of Eat Drink Perth, to form part of the festival, and to encourage City businesses to develop event concepts which would add to the program. \$50,000 of sponsorship was allocated to events under this program for Eat Drink Perth 2015.

In 2016, the City will again provide sponsorship for new events which meet the objectives of the Eat Drink Perth sponsorship program:

- to increase visitation to, and awareness of, the local food and beverage scene;
- to provide an economic benefit for local businesses;
- to provide entertainment and cultural opportunities to the community; and
- to raise the profile of the city as a destination for business, entertainment and tourism.

This report details the assessment of applications for Eat Drink Perth Event Sponsorship for the 2015/16 financial year. Each application was assessed according to the criteria outlined in Policy 18.8 and within the program guidelines. The amount of funding requested was considered in relation to the benefits to be received in return for sponsorship.

Four applications for sponsorship were received, with one application later withdrawn. The remaining three applications are recommended for support.

Schedule 1 provides a detailed analysis of each application with reasons for the recommendation of support or refusal.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**  
Council Four Year Priorities: Healthy and Active in Perth  
S15 Reflect and Celebrate the Diversity of Perth



Council Four Year Priorities: Perth at Night  
S13 Development of a healthy night time economy

Council Four Year Priorities: Perth as a Capital City  
S5 Increased place activation and use of under-utilised space

**Policy**

Policy No and Name: 18.8 – Provision of Sponsorship and Donations

**DETAILS:**

The tables below outline the events recommended for approval and the applications recommended for refusal.

**APPLICATIONS RECOMMENDED FOR APPROVAL**

<b>Eat Drink Perth Sponsorship - Budget</b>			<b>\$51,350</b>
<b>Applicant</b>	<b>Event</b>	<b>Requested</b>	<b>Sponsorship Recommend</b>
White Plains Events	Diner en Blanc	\$10,000	\$2,000
The Event Agency	Cathedral Square Brunch Club	\$5,000	\$5,000
Food Loose Tours	The Art of Perth's Street Food	\$5,000	\$2,000
<b>Proposed Eat Drink Perth Sponsorship</b>			<b>\$ 9,000</b>
<b>Total Event Sponsorship Budget Remaining</b>			<b>\$42,350</b>

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO: 14C410007901  
BUDGET ITEM: 10  
BUDGET PAGE NUMBER: 36  
BUDGETED AMOUNT: \$51,350  
AMOUNT SPENT TO DATE: \$ 0  
PROPOSED COST: \$ 9,000  
BALANCE: \$42,350

All figures in this report are exclusive of GST.

Note that \$10,000 from this budget was also approved at Council at its meeting held on **24 November 2015** for Northbridge Food and Wine. The remaining budget will be spent on activation during the Eat Drink Perth period.

**COMMENTS:**

The City received a good response for the Eat Drink Perth sponsorship round. All applications have been assessed against the Event Sponsorship Criteria with the objectives of Eat Drink Perth taken into account and recommendations for funding have been provided for the Committee's consideration.

All events will receive promotional support via the City of Perth's Eat Drink Perth media partnerships and advertising program, which includes a printed program, press advertising and a dedicated website.

**Eat Drink Perth  
Event Sponsorship  
Assessment Report  
2015/16**

# EVENTS

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	White Plains Events Pty Ltd
<b>Event:</b>	Diner en Blanc
<b>Date and Time:</b>	Sunday 20 March 2016, 5.30pm to 10.30pm
<b>Location:</b>	Confidential city location
<b>Total Cost of Event:</b>	\$86,000
<b>Sponsorship Requested:</b>	\$10,000
<b>Sponsorship Recommended:</b>	\$2,000

### Background on Applicant:

White Plains Events Pty Ltd was created in July 2015 with the aim of launching Diner en Blanc in Perth. The organisation is an event management company aiming to create events that are inclusive and community focused, benefiting the Western Australian community whilst showcasing Perth.

### Summary of Event:

Diner en Blanc is to be held on Sunday 20 March 2016 from 5.30 to 10.30pm. The location of the event is confidential at this stage as the secrecy of the location is an important element of the event. However the event is confirmed to be a public space within the City of Perth.

The event is an exclusive mass picnic in a public city space. Guests are invited to bring their own hamper of gourmet food, or can pre-purchase food and alcohol through the event's e-store. All guests must dress in white, and the event location is only revealed to the guests at the last minute. As the sun sets, Diner en Blanc members set up their white picnic with hundreds of other diners to form a long table experience.

Event organisers act as official hosts who spread the invitation to those closely affiliated with the event, friends and contacts. From there the invitation rolls out to the wider public. Simple rules guide the event. All guests must be dressed in white, the waving of napkins unanimously signifies the start of the event. Guests bring everything with them which they need – from furniture to food – unless they have pre-ordered these prior to the event. The seating layout is very specific, and the site chosen is typically a key city landmark or space designed to showcase the city.

Organisers are planning to utilise select City bars as meeting points for event attendees, who will be met by hosts and led to the confidential event location.

Diner en Blanc was first held in Paris in 1988 and is now held in 65 cities worldwide, delivered by local organisations in each location. Local events are overseen by the international parent company which provides support for the event in international locations where it is held. This support includes customised web hosting, an international press kit, shared organisational documents, a personal regional Diner en Blanc representative to work and support each team, design, marketing and promotional support.

The event currently takes place across Australia, with Western Australia and the Northern Territory the only State / Territory who do not deliver the event annually as yet. Organisers advise that both Melbourne and Sydney have waitlists for the event.

As this is a member's only event and the first time it will be held in Perth, inaugural event sponsors will have an opportunity to provide an unlimited list of invitees who will become the first to receive an invite to the event. From there, guests have an opportunity to become Diner en Blanc members and receive preferential treatment to future Diner en Blanc events both in Perth and internationally.

White Plains events will also be enlisting the services of a local PR company to assist with sponsorship activation and develop a communications strategy.

### **Funding**

The total cost of the event is \$86,000. Organisers have requested cash sponsorship of \$10,000 for the event (12% of the total cost of the event). Cash sponsorship of \$2,000 is recommended (2% of the total event cost).

All cities awarded a contract to deliver Diner en Blanc must adhere to the numbers dictated by the International Diner en Blanc organisation. This means that the ticket number is capped, and therefore income from ticket revenue reduced. Organisers advise that sponsorship and support are imperative in the first year of the event to ensure that the event is delivered to a high standard and will encourage event attendees to attend ongoing events in Perth.

The event allows up to three sponsorships, and various partnerships. The affiliated sponsorships need to align with the philosophy and image of the event worldwide. Sponsors of previous Australian Diner en Blanc events include Mercedes Benz, Adelaide Council, Pommery, and Piper-Heidersek.

### **Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

## **Assessment of Application:**

### **1. Contributes towards the achievement of one or more of the City's marketing objectives:**

- to increase visitation to, and awareness of, the local food and beverage scene;
- provide an economic benefit for local businesses;
- provide entertainment and cultural opportunities to the community;
- raise the profile of the city as a destination for business, entertainment and tourism.

The event will, take place on a Sunday afternoon, into the evening. Organisers believe that this timing will allow attendees to explore the city outside business hours, and encourage people into the city. However due to the nature of the event, it is unlikely that attendees will visit any city businesses prior to the event, and the event occurs outside of retail trading hours. In addition, many food and beverage providers do not open on a Sunday evening.

### **2. Encourages use of public spaces.**

The event will be held within a City of Perth public space. Due to the nature of the event, the location cannot be publicly revealed at this time.

### **3. Preference will be given to events which provide free attendance.**

There is a cost to attend the event. Organisers envisage that the event will eventually be subsidised for its members to attend for free. However, in order to achieve that the event should be delivered for the nominal; cost which the international DeB organisers dictate. This cost is between \$40 and \$45 per ticket. Once the attendee has entered the event, there are no further associated costs.

### **4. Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city.

### **5. Benefits to be provided to the City:**

Organisers will provide the following benefits for the recommended cash sponsorship of \$2,000:-

- the City of Perth to be acknowledged as a partner for the event;
- an opportunity for the City to run a competition to event attendees

### **6. Additional benefits to be provided:**

Organisers will provide the following benefits for the requested cash sponsorship of \$10,000:-

- the City of Perth and Eat Drink Perth logo to appear on Diner en Blanc social media;
- the City of Perth logo to appear on the Diner en Blanc website with a hyperlink to the Perth City website/Eat Drink Perth subsite;
- the City of Perth and Eat Drink Perth logos to be included in four communications with Diner en Blanc guests, both pre and post event;
- the City of Perth to have access to event images for promotional use at no charge;
- the support of the City of Perth to be acknowledged in the official event video;
- the Lord Mayor, or representative, to be invited into the media lounge for media interviews;
- the City of Perth to be invited to provide an unlimited list of invitees who will be the first to be invited to the event;
- 3 (three) double VIP tickets for Elected Members and their guests to the event, including full gourmet hamper, wine and champagne.

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**Comments:**

As part of an international series of events, organisers believe that the Perth event will attract global media attention and promote Perth internationally as a city of significance. However, each event is independently run and with such small attendance numbers for the event, it is unlikely that there will be any significant economic benefits from the event. Cash sponsorship of \$2,000 is recommended.

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# EVENTS

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	The Event Agency
<b>Event:</b>	The Cathedral Square Brunch Club
<b>Date and Time:</b>	Saturday 26 March, 2 April, 9 April, 16 April 2016, 9.00am to 3.00pm
<b>Location:</b>	Cathedral Square
<b>Total Cost of Event:</b>	\$40,000
<b>Sponsorship Requested:</b>	\$5,000
<b>Sponsorship Recommended:</b>	\$5,000

### Background on Applicant:

The Event Agency is a West Australian event management company established in 2012. The Event Agency has experience in delivering a range of events in Western Australia, including the Pride Fairday and Pride Parade, the Perth International Jazz Festival, and Winter Garden. The Event Agency has also managed the Beaufort Street Festival operations and logistics for the past two years, and has worked on the new offshoot event Beauvine.

### Summary of Event:

The Cathedral Square Brunch Club is a community breakfast market to be held at the grassed plaza at Cathedral Square over the four Saturdays of Eat Drink Perth 2016. The event will run from 9.00am to 3.00pm and will operate as a food market, including:-

- a focus on health and well-being
- pop-up cafes serving artisan breakfast foods;
- market stalls selling juices, coffee and smoothies;
- a programmed stage area with musicians and city buskers;
- a children's activity area with craft activities and an emphasis on the importance of breakfast;
- local charity "Food Rescue" attending to promote their services.

It is proposed that the event will include local precinct café's and businesses, with visitors able to purchase house-made food offerings and condiments from local artisans and vendors.



Organisers estimate approximately 50 vendors and entertainers will be involved, and anticipate an attendance of 10,000 at the event over the four weeks.

Organisers have an extensive marketing and communications plan including social media, newspaper advertising and radio advertising.

**Funding**

The total cost of the event is \$40,000. Organisers have requested cash sponsorship of \$5,000 (13% of the total cost of the event). Cash sponsorship at this level is recommended.

The City has not previously provided sponsorship for the Event Agency however the event will be held in the new Cathedral Square Precinct. The City owns a stake in the Cathedral Plaza Management Group which is overseen by FJM and as such makes a contribution to the activation of this area.

Organisers are seeking additional funding and corporate sponsorship and advise that should further corporate sponsorship be secured, additional funds can be allocated to theming, programming and stall design.

**Eligibility for Sponsorship:**

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

**Assessment of Application:**

**1. Contributes towards the achievement of one or more of the City’s marketing objectives:**

- to increase visitation to, and awareness of, the local food and beverage scene;
- provide an economic benefit for local businesses;
- provide entertainment and cultural opportunities to the community;
- raise the profile of the city as a destination for business, entertainment and tourism.

The event will increase visitation to the local food and beverage scene and will highlight one of the City’s newest food and beverage precincts. Organisers advise that only local food and beverage vendors will be engaged to be stall holders at the event, and that first preference will be given to city cafes, bars and restaurants who regularly serve breakfast or brunch.

**2. Encourages use of public spaces.**

The event will take place on the grassed plaza area of the Cathedral Square Precinct.

**3. Preference will be given to events which provide free attendance.**

The event is free to the public to attend; the craft activities and entertainment are free elements. Food and drinks will be available to purchase.

**4. Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city.

**5. Benefits to be provided to the City:**

Organisers will provide the following benefits for the requested cash sponsorship of \$5,000:-

- the City of Perth logo to appear on all marketing material for the event, including event website, social media channels, posters and printed material;
- the City of Perth to be acknowledged on media releases and corporate communications with the City's corporate logo;
- the City of Perth to be included in social media activities, including logo or image placement and mention in three posts;
- the event website to feature the City of Perth logo with a hyperlink to the City of Perth and Eat Drink Perth websites;
- verbal acknowledgement of the City of Perth during the event at the entertainment stage by the MC;
- an opportunity for Eat Drink Perth programs to be distributed at the Cathedral Square Brunch Club;
- eighteen invitations for Elected members (and guest) to be invited to attend the event as VIPs;
- the Lord Mayor, or representative, to be invited to speak at the event.

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**Comments:**

Cathedral Square Brunch Club will activate Cathedral Square on four Saturdays over the month of Eat Drink Perth. The event will engage local Food and Beverage vendors and provide free entertainment for visitors and the local community. Cash sponsorship of \$5,000 is recommended.

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# EVENTS

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	Food Loose Tours
<b>Event:</b>	The Art of Perth's Street Food
<b>Date and Time:</b>	17 - 21 March 2016, 6.00pm to 8.00pm
<b>Location:</b>	Perth CBD and Northbridge
<b>Total Cost of Event:</b>	\$14,690
<b>Sponsorship Requested:</b>	\$5,000
<b>Sponsorship Recommended:</b>	\$2,000

### Background on Applicant:

Food Loose Tours is a food tour company based in Perth. Food Loose offers multiple weekly tours highlighting Perth as a food and beverage destination. These tours have previously been held as part of Eat Drink Perth, and the organisation has an ongoing relationship with Tourism WA and Tourism Australia hosting media visits that highlight the city as a world class eating and drinking destination.

### Summary of Event:

Food Loose Tours proposes to run free weekly tours as part of Eat Drink Perth. Six tours will take place across the six weeks of the campaign, with specific dates to be confirmed, and each tour to run from 6.00pm to 8.00pm

The event is a guided walking tour of local City laneways to visit street art and laneway businesses. The tours offer an opportunity for Perth visitors and locals to:-

- taste street food offerings from local businesses;
- visit prominent street artworks, hearing an explanation of their history and development;
- sample the emerging alleyway bar scene with a focus on tasting products from newly established inner city distilleries.

Organisers will engage a street artist to meet the tour at a couple of stops to talk about the art work and the street art scene in Perth. Organisers estimate that 300 people will participate in the tours over the course of six weeks.

The event will be professionally filmed, and a short promotional video of highlights will be by organisers to promote Northbridge and the CBD as an attractive eating, drinking and cultural destination.

Organisers advise that they have established relationships with many businesses in the area. These businesses have provided positive feedback on the impact of the tours on their businesses. Feedback from tour participants has indicated that the tours have opened the attendees' eyes to the changes which have happened in Perth and Northbridge over recent years.

**Funding**

The total cost of the event is \$14,690. Organisers have requested cash sponsorship of \$5,000 (34% of the total event cost). Cash sponsorship of \$2,000 (14%) is recommended.

**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

**Assessment of Application:**

**1. Contributes towards the achievement of one or more of the City's marketing objectives:**

- to increase visitation to, and awareness of, the local food and beverage scene;
- provide an economic benefit for local businesses;
- provide entertainment and cultural opportunities to the community;
- raise the profile of the city as a destination for business, entertainment and tourism.

The event will provide an economic benefit directly to those businesses located on the tour, will provide entertainment opportunities to the local community and will increase visitation to the local food and beverage scene. Organisers will produce a promotional video for the tours, which will increase the reach of the initiative.

**2. Encourages use of public spaces.**

The event will be held in Perth streets and laneways. Organisers plan to visit key city laneways such as Grand Lane and Nicks Lane.

**3. Preference will be given to events which provide free attendance.**

Should organisers be successful in securing cash sponsorship of \$5,000 from the City, the event will be free for the public to attend. Organisers advise that for \$2,000 cash sponsorship, they would have to ticket the tours at \$19 per head. Attendees may purchase food and drink from local businesses on the tour.

**4. Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city.

**5. Benefits to be provided to the City:**

Organisers will provide the following benefits for the recommended cash sponsorship of \$2,000:-

- the event to be held over three weeks of Eat Drink Perth;
- City of Perth and Eat Drink Perth logos to appear on all promotional material for the event;
- the Lord Mayor to be invited to participate in a tour as a VIP;
- the Lord Mayor to be invited to provide a message for the official event video.

**6. Additional benefits to be provided:**

Organisers will provide the following additional benefits for the requested cash sponsorship of \$5,000:-

- the event to be held over six weeks of Eat Drink Perth;

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**Comments:**

The event will be held in local city laneways and streets and will assist with fulfilling some of the goals of the City's laneway activation strategy. Cash sponsorship of \$2,000 is recommended on the basis that the organisers work with the city to profile businesses in the laneways and commissioned artwork in the laneways.

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## ITEM NO: 2

### ARTS AND CULTURAL SPONSORSHIP 2015/16: ROUND TWO ASSESSMENT

**RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. *approves Round Two funding of Arts and Cultural Sponsorship for 2015/16 as follows:***

**1.1 *Arts Projects – Round Two:***

- a. Mr Neil Aldum, \$9,860;***
- b. WA Youth Theatre, \$8,000;***
- c. Uniting Church in the City, \$8,000;***
- d. Mr Ronald Thomas, \$6,000;***
- e. Ms Emma Humphreys, \$5,500;***
- f. Perth Jazz Society, \$2,000.***

**1.1 *Creative Community Projects – Round Two:***

- a. Australian Dance Council (Ausdance), \$9,500;***
- b. Musica Viva, \$6,000;***
- c. Perth Folk and Roots, \$668;***

**1.2 *Arts and Cultural Sponsorship – Round Two:***

- a. Perth Centre for Photography, \$19,668;***
- b. Barking Gecko, \$15,000;***
- c. Mr Ivan Motherway, \$10,000.***

- 2. *approves the applicants listed in part 1 above being required to provide the benefits to the City of Perth as outlined in the Cultural Sponsorship Assessment Report as detailed in the attached Schedule 2;***

- 3. *declines Round Two funding of Arts and Cultural Sponsorship for 2015/16 as follows:***

**3.1 *Mr Jack Tooley, \$10,000;***

**BACKGROUND:**

FILE REFERENCE: P1031292  
RESPONSIBLE UNIT: Community Facilities  
RESPONSIBLE DIRECTORATE: Economic Development & Activation  
DATE: 10 November 2015  
SCHEDULE: Schedule 2 – 2015/16 Arts and Cultural Sponsorship Round Two Assessment Report

The Arts and Cultural Sponsorship program supports innovative, city-based arts and cultural activities. The City encourages cultural activity, thereby enhancing quality of life, increasing vitality of the city and contributing to the economy.

The City of Perth invites applications in January and July each year from organisations, performing arts companies, individuals and community groups that propose innovative cultural activities for which arts and culture is the primary purpose.

Arts and Creative Community Project Grants assist community groups, not-for-profit organisations and small businesses to produce and present high quality arts and cultural activities to the public.

This project round considers:

- Arts and Cultural Sponsorship (Project/Program) – for a once-off single project or program series;
- Arts Projects Grants – for high quality local arts projects that encourage creative development;
- Creative Communities Grants – arts and cultural projects that facilitate the public’s access to and participation in the city’s cultural life.

**DISCLOSURE OF INTEREST:**

<b>REPORT AUTHOR/ REVIEWER DISCLOSURES OF INTEREST</b>		
<i>A co-producer of Mr Neil Aldum’s project Bullwark, Erin Coates, is a board director of Spaced. The reporting officer, Sarah Klahn-Jolley is also a board director of Spaced.</i>		
Sarah Klahn-Jolley, Arts & Cultural Programs Officer	Impartiality Interest	Erin Coates and I are board directors of Spaced.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

### **Strategic Community Plan**

#### **City Vibrancy**

Support tourism, the retail trade and entertainment through a vibrant program of campaign advertising, sponsorship and promotions and encourage and support initiatives, festivals and events which showcase the diversity of people and lifestyles of Perth.

#### **Policy**

Policy No and Name: 18.8 – Provision of Sponsorship and Donations  
18.1 – Arts and Culture

### **DETAILS:**

This report summarises the assessment of applications received in Round Two and provides recommendations for funding.

#### **Eligibility**

The eligibility of all projects and applicants was assessed based on the criteria outlined in policy 18.8 and in accordance with the objectives of policy 18.1.

#### **Application Assessment**

The Round Two 2015/16 Assessment Report provides an evaluation of each project in the context of the program objectives and the degree to which the application meets the assessment criteria outlined for applicants in the application form and program guidelines.

The proposed activities are presented for consideration as per the attached Schedule 2 (assessment report) and outlined in the following table.



2015/16 – ROUND TWO RECOMMENDATIONS

<b>Arts Projects –Total Annual Budget \$84,000</b>			
<b>Funds allocated in Round 1</b>		<b>\$14,000</b>	<b>Balance carried forward to Round 2 \$70,000</b>
<b>Applicant</b>	<b>Project</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
<i>Proposed</i>			
<i>Mr Neil Aldum</i>	<i>Bullwark</i>	<b>\$9,860</b>	<b>\$9,860</b>
<i>WA Youth Theatre</i>	<i>Silent Disco</i>	<b>\$10,000</b>	<b>\$8,000</b>
<i>Uniting Church in the City</i>	<i>Stations of the Cross</i>	<b>\$10,000</b>	<b>\$8,000</b>
<i>Mr Ronald Thomas</i>	<i>Beethoven Sonatas</i>	<b>\$10,000</b>	<b>\$6,000</b>
<i>Ms Emma Humphreys</i>	<i>Court of Shadows</i>	<b>\$8,800</b>	<b>\$5,500</b>
<i>Perth Jazz Society</i>	<i>Young Lions Series</i>	<b>\$2,000</b>	<b>\$2,000</b>
<i>Mr Jack Tooley</i>	<i>Candy-Candy</i>	<b>\$10,000</b>	<b>\$0</b>
<b>Total Proposed Arts Projects – Round Two</b>		<b>\$60,660</b>	<b>\$39,360</b>
<b>BALANCE REMAINING</b>			<b>\$30,640</b>

<b>Creative Community Projects –Total Annual Budget \$56,043</b>			
<b>Funds allocated in Round 1</b>		<b>\$31,628</b>	<b>Balance carried forward to Round 2 \$24,415</b>
<b>Applicant</b>	<b>Project</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
<i>Proposed</i>			
<i>Australian Dance Council (Ausdance WA)</i>	<i>Australian Dance Week</i>	<i>\$10,000</i>	<i>\$9,500</i>
<i>Musica Viva</i>	<i>International Engagement Program</i>	<i>\$6,000</i>	<i>\$6,000</i>
<i>Perth Folk &amp; Roots</i>	<i>Piazza Folk and Roots</i>	<i>\$2,000</i>	<i>\$668</i>
<b>Total Proposed Creative Community - Round Two</b>		<b>\$18,000</b>	<b>\$16,168</b>
<b>BALANCE REMAINING</b>			<b>\$8,247</b>

<b>Arts &amp; Cultural Sponsorship –Total Annual Budget \$65,000</b>			
<b>Funds allocated in Round 1</b>		<b>\$33,150</b>	<b>Balance carried forward to Round 2 \$31,850</b>
<b>Applicant</b>	<b>Project</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
<i>Proposed</i>			
<i>Perth Centre for Photography</i>	<i>Program of Exhibitions</i>	<i>\$19,668</i>	<i>\$19,668</i>
<i>Barking Gecko</i>	<i>Sugarland</i>	<i>\$20,000</i>	<i>\$15,000</i>
<i>Mr Ivan Motherway</i>	<i>The Patriot Game</i>	<i>\$20,000</i>	<i>\$10,000</i>
<b>Total Proposed Arts Projects – Round Two</b>		<b>\$75,000</b>	<b>\$44,668</b>
<b>BALANCE REMAINING</b>			<b>(\$12,818)</b>

## SUMMARY

A budget allocation of \$1,411,043 (excluding GST) for the Arts and Cultural Sponsorship Program is identified in the 2015/16 Budget. This amount is inclusive of \$205,043 to be administered within two distinct six-month project rounds. Council approved Round One grants and sponsorship of \$78,778 in July of this year, the balance is available for distribution through Round Two grants and sponsorships.

The City of Perth received 13 applications in Round Two, including five applications from new applicants. The total amount requested was \$138,328, with estimated total project expenditure of \$493,359. The assessment panel recommends support of 12 Round Two activities totalling \$100,196. Based on the recommendation for each supported project, the average City of Perth funding contribution is 17%.

In Round Two, seven applications were for activities that were free for the general public to attend. In general, applications offered a wide variety of arts and cultural activities and appealed to a broad audience. In only one instance, the project proposal was considered underdeveloped and requiring further planning.

Applicant	Project	Location	Month	New Existing	or Recom. *
Mr Neil Aldum	<i>Bullwark</i>	Lot 205 Pier Street	February	New	\$9,860
WA Youth Theatre	<i>Silent Disco</i>	TBC State Theatre Centre/PICA	May	WA Premiere	\$8,000
Uniting Church in the City	<i>Stations of the Cross</i>	Wesley Church, Hay Street	March	Existing	\$8,000
Mr Ronald Thomas	<i>A Concert Series: Beethoven's 10 Sonatas</i>	Perth Town Hall	April	New	\$6,000
Ms Emma Humphries	<i>Court of Shadows</i>	Old Courthouse Law Museum, Stirling Gardens	March	New	\$5,500
Perth Jazz Society	<i>Young Lions Series</i>	Canton Bar and Lounge, Hay Street	Jan-June	Existing	\$2,000
Jack Tooley	<i>Candy Candy</i>	Cathedral Square	January	New	\$0
Australia Dance Council (Ausdance WA)	<i>Australian Dance Week</i>	Forest Place & Perth Cultural Centre	May	Existing	\$9,500
Musica Viva	<i>Audience Engagement Program</i>	Perth Concert Hall	March May June	New program to complement existing annual season	\$6,000
Perth Folk & Roots	<i>Piazza Folk and Roots</i>	Northbridge Piazza	March	Existing	\$668
Perth Centre for Photography	<i>Program of Exhibitions</i>	Perth Centre for Photography, Collin Street, West	Feb March June	New exhibitions	\$19,668

		Perth	July		
Barking Gecko Theatre Company	<i>Sugarland</i>	Studio Underground, State Theatre Centre	May	WA Premiere	\$15,000
Mr Ivan Motherway	<i>The Patriot Game</i>	Studio Underground, State Theatre Centre	March to April	New	\$10,000

\*All figures exclusive of GST.

### FINANCIAL IMPLICATIONS:

ACCOUNT NO: CL15724000  
BUDGET ITEM: Recreation & Culture – Other Culture – Donations and Sponsorship  
BUDGET PAGE NUMBER: TBA

**BUDGET ITEM**

BUDGETED AMOUNT: \$1,411,043  
AMOUNT SPENT TO DATE: \$1,289,209  
PROPOSED COST: \$ 100,196

BALANCE: \$ 21,638

All figures quoted in this report are exclusive of GST.

### COMMENTS:

The City of Perth's Arts and Cultural Sponsorship Program provides an effective means of engaging Western Australia's peak art bodies, community groups and individual artists to present high quality and diverse cultural activities that encourage people to visit and enjoy the city.

The Arts and Cultural Program Rounds ensure that small to medium size organisations and individual artists are encouraged to present arts and cultural activities across a diverse range of art forms, in particular for support of once-off projects that encourage creative exploration or community engagement.

The proposed projects are representative of a broad range of arts and cultural activity and appeal to diverse audiences many of which encourage non-artists to engage with various art forms. These projects include youth theatre, photography exhibition program, interactive multi-disciplinary installation, art exhibition, interactive theatre experience, dance program, and jazz, classical and folk performances.



**2015/16**

**Arts & Cultural Funding**

**Assessment Report**

**Round Two**

## **2015/16 ROUND TWO**

The applicants contained within this report have applied for Arts & Cultural Sponsorship in Round Two 2015/16, for projects with a public performance period occurring between 1 January 2016 and 30 June 2016.

The assessment process included analysis of responses provided on the application form, optional and essential support materials, proposed budget, eligibility and the extent to which the stated responses meet the program objectives and assessment criteria of one of three categories. Within each category, the applications are listed according to assessment results from highest to lowest ranking.

All projects were assessed for potential risk to the City's corporate image as a sponsor, based on the information provided and considering the following factors:

- Physical safety to artist and audience
- Low planning and operational capacity ranking
- Security to property
- Quality of program/ delivery
- Conflicting priorities
- Suitability of content

A total of thirteen applications were received, representing sixteen projects and 158 days of programming, twelve applications have been recommended for support representing fifteen projects and 157 days of programming. One submission did not sufficiently meet the minimum assessment criteria and is not recommended for sponsorship.

## **ARTS PROJECTS**

<b>ITEM</b>	<b>APPLICANT</b>	<b>ACTIVITY</b>	<b>PAGE</b>
1	Neil Aldum	Bullwark	1
2	WA Youth Theatre	Silent Disco	3
3	Uniting Church in the City	Stations Of The Cross	5
4	Ronald Thomas	Beethoven Sonatas	7
5	Emma Humphreys	Court of Shadows	9
6	Perth Jazz Society	Young Lions Series	10
7	Jack Tooley	Candy-Candy	12

## **CREATIVE COMMUNITY**

8	Ausdance	Australian Dance Week	13
9	Musica Viva	International Engagement Season	15
10	Perth Folk & Roots	Piazza Folk & Roots	17

## **SPONSORSHIP**

11	Perth Centre for Photography	Program of Exhibitions	13
12	Barking Gecko	Sugarland	15
13	Ivan Motherway	The Patriot Game	16

## **ARTS PROJECTS ROUND 2 2015/16**

### **ARTS PROJECTS 2015/16**

The identified objectives of this category of sponsorship are to support arts and cultural activities that:

- Are representative of a diverse range of local arts activity.
- Enhance social wellbeing and provoke engagement in cultural life.
- Encourage artists to explore, develop and strengthen their practice.
- Enhance the community profile of the City of Perth.

#### Assessment Criteria (Arts Projects)

- High quality local arts project.
- Demonstrated capacity to manage and deliver the project as described.
- Provide evidence of support from other sources (cash and in-kind)



## ITEM 1

<b>Applicant</b>	<b>Neil Aldum</b>
<b>Project Title</b>	<b><i>Bullwark</i></b>
<b>Artform</b>	<b>Sculpture, Projection, Sound, Performance</b>
<b>Venue</b>	<b>Lot 205 Pier Street, Perth</b>
<b>Total Project Cost</b>	<b>\$20,760</b>
<b>Amount Requested</b>	<b>\$9,860</b>
<b>Recommended</b>	<b>\$9,860</b>

### **BACKGROUND:**

Neil Aldum is a Western Australian artist. In 2013, his work was commissioned by the City of Perth as part of the Roe Street Public Art Commission. The Applicant predominantly works with raw industrial materials such as steel, wood and concrete, the applicant's work consistently investigates notions of craftsmanship, utility and physical labour.

The applicant has participated in numerous group exhibitions, most recently Gallery East's Christmas Exhibition and Perth Galleries' New Works New Faces. His sculptures are held by various businesses and private collectors, a series of sculptures are currently on lease at the Chamber of Minerals and Energy.

Mr Aldum, together with co-producers Erin Coates and Simone Johnston have a successful history of staging successful one-off events, ephemeral structures and permanent artworks in public and private spaces.

### **ELIGIBILITY:**

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; <b>or</b>	N/A
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association or Company	Criterion Met

<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries	Criterion met
occur with the specified timeframe	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

## DETAILS:

### Project Summary

Neil Aldum, together with Simone Johnston and Erin Coates, will create a site-specific temporary art installation, transforming the empty site at Lot 205 Pier Street into a carnival of projection, inflatable installation, sound art and performance.

In addition to managing the project, the aforementioned artists will collaborate with sound artists, Stuart James, and artists, Renae Coles and Anna Dunhill to create a free one-night installation that will encourage audiences to move throughout the space, engaging with the ephemeral structures in relation to the built environment.

The applicant has provided detailed biographies for each of the project participants. The project has considerable community support and many of the key personnel involved in the project are providing professional services at no cost.

An estimated 350 people are expected to attend the event. This is considered an appropriate estimate in consideration of the considerably diverse promotional schedule detailed in the application and the limitations of a one-night event.

### Times and Dates

Day	Date	Time	Activity
Sunday	28 February 2016	5.00pm – 11.00pm	<i>Open to public</i>
Sunday	28 February 2016	7:30pm – 8:30pm	<i>Snapchat performance</i>

## **Venue**

Lot 205 Pier Street, Perth

## **Ticket Prices**

The event is free for the public to attend.

## **Past support**

The applicant has not previously applied for Arts & Cultural Sponsorship.

## **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as an Arts Project**

This project offers an innovative multidisciplinary art experience and provides creative development opportunities for local artists to explore, develop and strengthen their arts practice.

The project managers are experienced professional art producers and have a successful history in staging diverse one-off events including the installation of temporary and permanent structures.

This project will engage a broad audience, and is likely to attract an audience who may not generally attend traditional cultural activities. The project has the capacity to encourage engagement in cultural pursuits. As a unique temporary art work by experienced local artists, the project will enhance the community profile of the City.

### **The project must be of high artistic quality**

Neil Aldum, Erin Coates and Simone Johnston are local mid-career contemporary artists. Aldum and Johnston were both commissioned by the City of Perth to develop artworks for the 2014 Roe Street Carpark Arcade and 2015 Light locker Art Space Exhibition respectively. In 2015, the City of Perth purchased three of Coates' artworks from her 2015 exhibition Kinesphere at the Perth Institute of Contemporary Arts (PICA).

Aldum's work is included in a number of significant public collections including Kerry Stokes, King Edward Memorial Hospital, Nicola Waite Property and Angele Architects, he has exhibited widely within Western Australia and his work has been featured at the National Gallery of Australia, Canberra.

Coates' work has been exhibited at several leading galleries in Perth, in addition to interstate and internationally. Her work is included in the National Portrait Gallery of Australia collection.

Johnston's work has been featured in solo and group exhibitions throughout Western Australia. She has undertaken residencies at PICA and Artspace Visual Arts Centre, Sydney.

The applicants have submitted examples of earlier work in support of the application. The examples together with the artist biographies indicate that the project is likely to be of high quality.

### **The applicant must have demonstrated capacity to deliver the project as described**

The applicant has provided a letter of confirmation that approval has been granted from the land owner, Department of Housing. The application establishes that Aldum, Coates and Johnston have considerable experience in delivering projects of this scale and demonstrate capacity to undertake this project as described.

Seven letters confirming participation in the project have also been submitted with the application. These include letters from a participating sound artist, media artist, photographer, event manager, graphic designer and a licenced electrician invited to undertake safety checks of electrical equipment. It is noted that these participants have agreed to provide services entirely on an in-kind basis.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and demonstrated substantial in-kind support from many contributors, including a technician, publicist, sound, graphic and web designers and artists. The Department of Housing has approved use of the site at no charge.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- 9 (double) invitations for Elected Members to attend the performance;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the performance;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth's support on applicant's website;
- inclusion of City of Perth signage at the event (provided by the City of Perth).

**COMMENTS:**

The recommended level of support is \$9,860 based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

*Bulwark* is a strong multi-disciplinary innovative project by Western Australian artists. It is free for the public to attend. The project explores the use of non-traditional sites and encourages activation of unused City spaces. Full support is recommended so as not to impact on the quality of the project.

## ITEM 2

<b>Applicant</b>	<b>WA Youth Theatre</b>
<b>Project Title</b>	<b><i>Silent Disco</i></b>
<b>Artform</b>	<b>Theatre</b>
<b>Venue</b>	<b>TBC – State Theatre Centre, PICA</b>
<b>Total Project Cost</b>	<b>\$45,500</b>
<b>Amount Requested</b>	<b>\$10,000</b>
<b>Recommended</b>	<b>\$8,000</b>

### BACKGROUND:

The Western Australian Youth Theatre Company (WAYTC) is a not-for-profit incorporated association established in 1990. WAYTC exists to provide cultural and creative opportunities to inspire and develop young theatre artists and provide the broader community with high quality ensemble theatre that shares the vision of young people.

WAYTC provides opportunities for young people to perform in public productions under the guidance of professional artists in established theatre venues. WAYTC artistic rationale is to create theatre by youth, with youth, for youth.

WAYTC present two productions annually and has a history of presenting successful scripted productions including Cloudstreet, DNA, Mine, Another Twin, Punk Rock and The Dreaming Hill.

### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; <b>or</b>	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association or Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met

a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries	Criterion met
occur with the specified timeframe	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

## DETAILS:

### Project Summary

*Silent Disco* by Lachlan Philpott is a multiple award-winning new work examining the social and cultural pressures on teenagers regarding love, both familial and romantic, in the modern era.

*Silent Disco* includes key Indigenous cast members and WAYTC will pair with ICEA (Indigenous Communities Education and Awareness) Foundation and Clontarf Academy to reach new audiences and new communities promoting reconciliation through positive cultural experiences, whilst developing opportunities for mentorship and creative development.

In WAYTC's presentation of *Silent Disco*, youth aged 13-26 are invited to audition for and perform at an established theatre space within the City, providing young actors with valuable experience of working in a professional theatre production environment.

WAYTC anticipates approximately 500 attendances over the performance season. This amount is consistent with the level of attendances at previous WAYTC productions and is considered to be a conservative estimate.

### Times and Dates

Day	Date	Activity
Thursday	12 May 2016	<i>Preview</i>
Friday	13 May 2016	<i>Opening Night</i>
Saturday	14 May 2016	<i>Performance</i>
Tuesday	17 May 2016	<i>Performance</i>
Wednesday	18 May 2016	<i>Performance</i>
Thursday	19 May 2016	<i>Performance</i>

Friday	20 May 2016	<i>Performance</i>
Saturday	21 May 2016	<i>Performance</i>
Tuesday	24 May 2016	<i>Performance</i>
Wednesday	25 May 2016	<i>Performance</i>
Thursday	26 May 2016	<i>Closing Night</i>

## Venue

The venue will be confirmed in December 2015. WAYC are currently in discussions with Perth Theatre Trust regarding venue hire, and have identified His Majesty's Theatre, State Theatre Centre Studio Underground, Rehearsal Rooms or Courtyard as potential venues.

## Ticket Prices

Audiences will be charged a standard ticket price of \$25 and concession ticket price of \$15.

## Past support

<b>Year</b>	<b>Amount</b>	<b>Description of supported project</b>
2008/09	\$5,000	Blood
2009/10	\$5,000	Sweat
2010/11	\$5,000	Tears
2011/12	\$6,000	Earth
2012/13	\$6,000	Wind
2013/14	\$5,000	Fire
<b>2015/16 requested</b>	<b>\$10,000</b>	<b><i>Silent Disco</i></b>
<b>2015/16 proposed</b>	<b>\$8,000</b>	<b><i>Silent Disco</i></b>

## ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as an Arts Project**

The presentation of *Silent Disco* presents an opportunity for young people to participate and engage in cultural life. In particular this production explores themes of relationships from an Indigenous perspective and will encourage participating young people to develop their arts practice by exploring the material which has distinct cultural relevance and is representative of the diverse cultural activities presented in the City.

The script, written by award-winning, contemporary Australian playwright, Lachlan Philpott, reflects on challenging and provocative subject matter which will resonate



with a young audience whilst encouraging the young artists to develop their repertoire.

As a production targeted at young people, *Silent Disco* will encourage new audiences into the City.

### **The project must be of high artistic quality**

A young ensemble cast will be mentored by highly experienced industry professionals. The supporting documentation submitted with the application includes positive reviews of recent productions from various media publications including the West Australian newspaper. The organisation's staff includes experienced professionals with considerable industry experience.

The play itself has garnered significant critical acclaim. In 2009, *Silent Disco* won the Griffin Award and was a Helpmann Award finalist for best new Australian work.

### **The applicant must have demonstrated capacity to deliver the project as described**

WAYTC has a successful history of presenting new and existing work on professional theatre stages for over 25 years. The organisation has been sponsored by the City of Perth to present productions in the past, and all previous sponsorship has been successfully acquitted.

Whilst the venue is unconfirmed WAYTC have demonstrated that negotiations with venue operators is ongoing and a number of suitable options have been presented. Since submitting the application, WAYTC have advised that its submission for Healthway funding was successful, other anticipated funding from Department of Culture and the Arts is likely to be confirmed in November.

### **Applicants must demonstrate a contribution to the project derived from other sources**

WAYTC have advised that Healthway have approved funding of the project at the requested level (\$15,000). Notification of the level of support from Department of Culture and the Arts is expected in November. Additional income will be derived from ticket sales (\$7,000) and WPM group have committed to providing in-kind services (printing costs values at \$5,000).

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the performance season;
- 9 (double) invitations for Elected Members to attend the performance;

- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the performance;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth's support on applicant's website;
- inclusion of City of Perth signage for the duration of the performance season (provided by the City of Perth).

**COMMENTS:**

The recommended level of support is \$8,000 based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

The recommended level considers the level of support previously approved for comparable performance seasons and recognises the level to which the project is likely to meet the objectives of this category of sponsorship.

Support for the project is conditional on the event occurring in a suitable City based venue.

### ITEM 3

<b>Applicant</b>	<b>Uniting Church in the City</b>
<b>Project Title</b>	<b><i>Stations of the Cross</i></b>
<b>Artform</b>	<b>Visual Arts Exhibition</b>
<b>Venue</b>	<b>Wesley Church,</b>
<b>Total Project Cost</b>	<b>\$45,500</b>
<b>Amount Requested</b>	<b>\$10,000</b>
<b>Recommended</b>	<b>\$8,000</b>

#### BACKGROUND:

The Uniting Church in the City (UCIC) is a city based congregation of the Uniting Church in Australia. UCIC is a registered charity organisation and has provided an ABN.

UCIC has identified the objectives of Stations of the Cross as:

- an artistic offering to the people of Perth;
- to create a reflective space that allows conversations so that we gain a better understanding of our journey as humans together.

#### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business;	Criterion Met
<b>or</b>	
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association or Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of	Criterion Met

Perth for this project or any City of Perth sponsorship in the same financial year	
an applicant that has outstanding debts to the City of Perth	Criterion Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries	Criterion met
occur with the specified timeframe	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

## DETAILS:

### Project Summary

*Stations of the Cross 2016* is the 7<sup>th</sup> annual exhibition depicting a Christian tradition, Stations of the Cross.

Fifteen artists have been invited to present works that invite the community to reflect on the significant questions of existence and mortality. Experienced Curator, Claire Bushby has been appointed to oversee the selection of the artists and their progress.

*Stations of the Cross* refer to an artistic representation, often sculptural, depicting Jesus carrying a cross to his crucifixion. The tradition of *Stations of the Cross* originates from as early as the 5<sup>th</sup> century and continues to be a significant Christian tradition and an important aspect of Art History studies.

Of the 15 artists involved, at least one Indigenous artist and one emerging artist will be invited to exhibit. Each artist will be paid \$400 as an acknowledgment of their effort. The artists will provide their three most preferred stations, and the curator will endeavor to allocate each participant with their preferred subject. Should the artist request, their work may be available for sale. No commission will be charged and no fees sought by UCIC. A high quality catalogue will accompany the exhibition.

The exhibition articulates themes of the human condition, and whilst the *Stations of the Cross* tradition is a religious one, the artists involved do not necessarily have a Christian background. In 2015 Aboriginal artist Julie Dowling's work depicted the plight of Aboriginal people languishing in prison, and looks at the issue of Aboriginal deaths in custody. Artists, Linda Van Der Merwe's work was inspired by influential psychologist Carl Jung, Paul Trinidad's work explores the experience of executed Bali 9 member Myu Sukamarin and Nalda Searles' work examines senseless and futile wars across the world.

*Stations of the Cross* Manager, Donald Thomas, has advised that the exhibition will be opened by Art Gallery of Western Australia Director Stefano Carboni. Thomas anticipates 3,000 people will attend the exhibition in 2016; this growth in audience numbers is indicative of a heightened publicity schedule and additional efforts made

to attract tourists and school groups. In particular, UCIC have been collaborating with Perth Institute of Contemporary Arts (PICA) to attract school groups through PICA Spark Lab.

### Times and Dates

Day	Date	Activity
Thursday	17 March 2016	<i>Exhibition Preview</i>
Friday	18 March 2016	<i>Exhibition Opening</i>
Saturday	19 March 2016	<i>Exhibition open 9:00am to 5:00pm</i>
Sunday	20 March 2016	<i>Exhibition open 9:00am to 5:00pm</i>
Monday	21 March 2016	<i>Exhibition open 9:00am to 5:00pm</i>
Tuesday	22 March 2016	<i>Exhibition open 9:00am to 5:00pm</i>
Wednesday	23 March 2016	<i>Exhibition open 9:00am to 5:00pm</i>
Thursday	24 March 2016	<i>Exhibition open 9:00am to 5:00pm</i>
Friday	25 March 2016	<i>Exhibition open 9:00am to 5:00pm</i>
Saturday	26 March 2016	<i>Exhibition open 9:00am to 5:00pm</i>
Sunday	27 March 2016	<i>Exhibition open 9:00am to 5:00pm</i>
Monday	28 March 2016	<i>Exhibition Closes</i>

### Venue

Wesley Church, corner of Hay and William Streets, Perth.

### Ticket Prices

The exhibition is free for the public to attend.

### Past support

Year	Amount	Description of supported project
2008/09	\$2,670	Trinity School for Seniors Art & Craft Exhibition
2015/16	\$8,000	Stations of the Cross
<b>2015/16 requested</b>	<b>\$10,000</b>	<b>Stations of the Cross</b>
<b>2015/16 proposed</b>	<b>\$8,000</b>	<b>Stations of the Cross</b>

### ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### The project must demonstrate shared objectives as an Arts Project

This exhibition is representative of a diverse range of art forms. In the past, *Stations of the Cross* exhibitions have included various mediums including acrylic, enamel on canvas, collage, stoneware, mixed media, sculpture and photography.

In 2015, UCIC estimated that 33% of exhibition attendances were made by visitors from 26 countries, and 15% were visitors from the eastern states. The exhibition is considered to enhance the community profile of the City.

The artists will be provided with an opportunity to explore, develop and strengthen their practice, whilst enhancing their profile. Artists wishing to sell their artwork will not incur any commission fees from UCIC.

The exhibition will provide the artists with an opportunity to raise their profile and for the general public to attend an accessible and free high quality exhibition.

The activity demonstrates the shared objectives as an Art Project to a high degree.

### **The project must be of high artistic quality**

The exhibition will be managed by a professional curator and will include fifteen professional artists. Previous *Stations of the Cross* exhibitions have featured the Curtin University of Technology Fibre & Built Textiles Program Coordinator, multiple prize winners and international artists represented in major collections.

The organisers' considerable professional experience and the increasing reputation of the *Stations of the Cross* exhibition as a high quality art exhibition demonstrate the artistic integrity of the project.

### **The applicant must have demonstrated capacity to deliver the project as described**

UCIC have successfully delivered this activity for six years. UCIC provides the majority of project income for this activity, with a small contribution obtained through donations.

The applicant has provided a clear and detailed project plan and exhibition brief in support of the application, and demonstrates capacity to deliver the project as described.

In 2016, UCIC will target a new audience demographic by supporting PICA Spacelab and encouraging visitation from school groups.

The marketing plan presented as part of the application indicates wide promotion of the exhibition will be undertaken by UCIC.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a significant financial contribution to realise this project (\$35,000), in addition to in-kind support (\$6,300) and donations (\$650).

The requested level of support represents approximately 19% of the total project budget, this amount is consistent with the requested level of sponsorship for the activity in 2014/15. The proposed level of support represents approximately 15% of

the total project budget. The applicant has advised that if the sponsorship is unsuccessful the project will proceed.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the exhibition;
- 9 (double) invitations for Elected Members to attend the opening exhibition event;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the opening exhibition event;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal acknowledgement prior in official speeches at the exhibition opening event;
- inclusion of City of Perth signage for the duration of the exhibition (provided by the City of Perth).

### **COMMENTS:**

The recommended level of support is \$8,000 based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

The recommended level considers the level of support previously approved for the project and the organisations ability to deliver the project as described.

## ITEM 4

<b>Applicant</b>	<b>Ronald Thomas</b>
<b>Project Title</b>	<b><i>A Concert Series: Beethoven's 10 Sonatas</i></b>
<b>Artform</b>	<b>Classical Music</b>
<b>Venue</b>	<b>Perth Town Hall</b>
<b>Total Project Cost</b>	<b>\$25,700</b>
<b>Amount Requested</b>	<b>\$10,000</b>
<b>Recommended</b>	<b>\$6,000</b>

### BACKGROUND:

Ronald Thomas is a Perth-based professional violinist and former Artistic Director of the Australian Opera and Ballet Orchestra. At age 16 Thomas made his national performing debut with the Melbourne Symphony Orchestra, performing the Beethoven Violin Concerto, shortly after he won a scholarship to undertake studies with Max Rostal in London and Switzerland.

Since winning the Carl Fleisch International Violin Competition at 21, Thomas has performed with major orchestras throughout Europe including Royal Philharmonic, Birmingham and Bournemouth Symphony and was concert soloist for the opening night of BBC Promenade Concerts. Later, as concertmaster and concert soloist with Sir Neville Marriner and the Academy of Saint Martin-in-the-fields he performed in concert, recordings and world tours. His ensemble The New London Soloists toured across the US and he eventually returned to Australia as the Artistic Director of the Australian Opera and Ballet Orchestra, whilst continuing to perform in Europe until 1990.

The applicant is currently a Violin tutor at Methodist Ladies College, Claremont.

### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

<b>Category of Sponsorship: Arts Project</b>	
<b>Applicant Eligibility Criteria</b>	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; <b>or</b>	Criterion Met
an individual that is an Australian citizen or permanent resident	N/A



and under the auspice of an Australian legally constituted association or Company	
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries	Criterion met
occur with the specified timeframe	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

## DETAILS:

### Project Summary

Violinist Ronald Thomas and concert pianist David Wickham will perform Beethoven's 10 Sonatas for violin and piano in a series of three classical music concerts at the Perth Town Hall. The duration of each concert is one and a half hours.

Beethoven's 10 Sonatas are rarely performed in their entirety, this concert series is a unique opportunity for audiences to experience the Sonatas performed by acclaimed local musicians.

### Times and Dates

Day	Date	Activity
Sunday	3 April 2016	<i>Concert 1, 3:00pm to 4:30pm</i>
Sunday	10 April 2016	<i>Concert 2, 3:00pm to 4:30pm</i>
Sunday	17 April 2016	<i>Concert 3, 3:00pm to 4:30pm</i>

### Venue

Perth Town Hall

## **Ticket Prices**

Audiences will be charged a standard ticket price of \$35 and concession ticket price of \$30. A season ticket will be available to purchase for \$90.

## **Past support**

The applicant has not previously applied for City of Perth support.

## **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as an Arts Project**

Ronald Thomas and David Wickham are highly regarded local musicians. However, after a long absence, this concert series will provide an opportunity for Ronald Thomas to raise his profile as a practicing musician in his home town after many decades abroad.

The concert series is a unique opportunity for the community to experience the Beethoven Sonatas, seldom performed in their entirety, in an accessible venue. In contrast to other classical music recitals of this level, the Beethoven's 10 Sonatas will be presented at an affordable ticket price. These factors contribute to enhancing the community profile of the City.

Thomas and Wickham's performances have been widely celebrated in local, national and international print media, and will be an opportunity for the community to hear the Sonatas played in their entirety, by highly regarded, critically acclaimed musicians.

Thomas intends to promote the concert series widely through his education networks, to senior violin students which will encourage them to develop their arts practice.

### **The project must be of high artistic quality**

David Wickham is Co-ordinator of Principal Studies, Classical Music at the Western Australian Academy of Performing Arts, and is a regular performer at the Perth Town Hall attracting a dedicated following amongst music lovers and positive reviews.

Ronald Thomas is an internationally acclaimed concert violinist having performed at many of the most renowned concert halls throughout Europe.

Beethoven's 10 Sonatas are described by the Beethoven Plus project, (an international project commissioning 10 contemporary musicians to compose a companion piece to each of the 10 Sonatas) as representing the most important

body of work for the violin and piano, and are central to all future violin and piano duet works.

**The applicant must have demonstrated capacity to deliver the project as described**

Experienced performers, Thomas and Wickham have both performed at the Perth Town Hall in the past. Wickham is regularly invited to perform for City of Perth events at the Perth Town Hall.

The applicant is considered to have demonstrated capacity to deliver the project, a sound budget has been provided, however, the applicant will require some additional guidance in accessing the City's existing free promotional services to ensure the applicant meets attendance expectations.

**Applicants must demonstrate a contribution to the project derived from other sources**

The proposed budget anticipates significant income of \$12,000 derived from ticket sales, and in-kind support valued at \$3,700.

The requested level of support represents approximately 39% of the total project budget. The proposed level of support represents approximately 23% of the total project budget.

**Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the concert series;
- 9 (double) invitations for Elected Members to attend the opening concert;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the opening concert;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal acknowledgement at the commencement of each concert;
- inclusion of City of Perth signage for the duration of the performance season (provided by the City of Perth).

**COMMENTS:**

The recommended level of support is \$6,000 based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

It has been estimated that the City of Perth will receive a total of \$3,244 in venue hire and associated piano hire and tuning fees for this project.

The recommended level considers the level of support previously approved for the project and the organisations ability to deliver the project as described.

## ITEM 5

<b>Applicant</b>	<b>Emma Humphries</b>
<b>Project Title</b>	<b><i>Court of Shadows</i></b>
<b>Artform</b>	<b>Interactive Theatre</b>
<b>Venue</b>	<b>Old Courthouse Law Museum</b>
<b>Total Project Cost</b>	<b>\$22,009</b>
<b>Amount Requested</b>	<b>\$8,800</b>
<b>Recommendation</b>	<b>\$5,500</b>

### BACKGROUND

Emma Humphries is a film maker, theatre professional and recipient of the Bill Warnock Award for screen writing. Her first feature film starring Bud Tingwell screened at the Sydney Film Festival, Revelation Film Festival and at numerous other film festivals throughout the US.

Humphries has developed considerable ability in her field of interactive theatre and site-based performances in non-traditional performance spaces. In 2013 she commenced *Hunted: the Interactive Horror Experience*, a unique walk through horror theatre performance. The concept has garnered a following in Western Australia and Humphries developed four new productions in its first 12 months. The production *Tarot* played for six seasons between 2008 and 2010 at various locations around Perth. In 2015, Humphries presented *Hall of Shadows* at the Perth Town Hall.

Humphries is applying for sponsorship as a sole trader.

### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

<b>Category of Sponsorship: Arts Project</b>	
<b>Applicant Eligibility Criteria</b>	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; <b>or</b>	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association or Company	N/A
<i>The applicant must not be:</i>	

a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries	Criterion met
occur with the specified timeframe	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

## DETAILS:

### Project Summary

*Court of Shadows* is an interactive horror theatre production that will take audiences into a living encounter with the history of Perth's oldest building, the Old Court House Law Museum. Using historical records of the controversial Robert Palin case in 1861, *Court of Shadows* will be both a thrilling ghost story experience and a stylised take on local history.

Audience members will take a step back in time to 1861, called as a jury in the case of Robert Thomas Palin, an escaped convict who broke into a young woman's home, and subsequently found himself facing the death penalty. Characterised by Chief Justice Archibald Burt as a "most atrocious scoundrel", in *Court of Shadows*, Palin himself will tell the audience his side of the story- in which he may be nothing more than a scapegoat for an angry and frightened local populous.

Humphries interactive horror experiences are unique and immersive. This site specific work highlights the history and significance of the Old Court House, and offers a unique glimpse at the establishment of law and order in Perth. Humphries work often interacts with local heritage, and creative license is taken when representing historical events and characters.

Humphries anticipates an audience of 900 in total will attend the performances. This is consistent with the numbers of current audiences attending this style of interactive theatre over the same duration.

## Times and Dates

Day	Date	Activity
Thursday	17 March	<i>Opening Night</i>
Friday	18 March	<i>Performance, 7:30pm to 11:00pm</i>
Saturday	19 March	<i>Performance, 7:30pm to 11:00pm</i>
Thursday	24 March	<i>Performance, 7:30pm to 11:00pm</i>
Friday	25 March	<i>Performance, 7:30pm to 11:00pm</i>
Saturday	26 March	<i>Closing Night, 7:30pm to 11:00pm</i>

## Venue

The applicant has a confirmed booking from Wednesday 16 March to Saturday 26 March 2015 at the Old Court House Law Museum.

## Ticket Prices

Audiences will be charged a standard ticket price of \$39 and concession ticket price of \$32. City residents living within 6000 postcode will be invited to attend free of charge.

## Past support

Year	Amount	Description of supported project
2009/10	\$4,000	Tarot
2010/11	\$4,591	Wild Things
2014/15	\$5,500	Hall of Shadows
<b>2015/16 requested</b>	<b>\$8,800</b>	<b><i>Court of Shadows</i></b>
<b>2015/16 proposed</b>	<b>\$5,500</b>	<b><i>Court of Shadows</i></b>

*\*In 2009-10 the applicant received \$4,000 in Arts & Cultural Sponsorship to present Tarot at the Perth Town Hall. This sponsorship consisted of \$1,170 cash and \$2,830 in-kind support.*

## ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as an Arts Project**

This project will engage and interact with people visiting the city in an innovative manner. The activity supports artists to explore non-traditional performance spaces to produce site specific work, and provides an opportunity for people to have an immersive encounter with cultural life.

This project will facilitate a unique representation and celebration of the city of Perth's history and represent the City's support of a diverse range of local arts activity whilst enhancing the community profile of the City of Perth.

The project will introduce new audiences to the City's social history and provides an opportunity for Humphries to present new work, this project encourages the exploration, development and strengthening of her arts practice to a high extent.

### **The project must be of high artistic quality**

In her 20 year career, Humphries has developed over 50 stage and screen productions. She is an award-winning writer, a director of both film and theatre and a multi-disciplinary producer.

As Humphries has successfully presented similar productions within the City in the past, the quality of this production is also expected to be high.

### **The applicant must have demonstrated capacity to deliver the project as described**

The interactive horror or "walk-through" and "horror" genres appeal to a broad audience and Humphries has developed an audience base attracting the general public rather than a "niche" theatre audience.

Humphries has successfully presented many productions in non-traditional performance spaces and is considered to have capacity to stage the production successfully. Humphries is considered to have demonstrated capacity to deliver the project as described.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant expects to generate income of approximately half of the proposed budget from ticket sales. In addition, the applicant will provide \$1,000 in cash to support the activity. In-kind support of \$1,000 has also been obtained. The requested amount of sponsorship represents approximately 40% of the proposed budget.

The applicant has indicated that the project will proceed regardless of the outcome of the Arts & Cultural Sponsorship program funding decision. The recommended contribution represents approximately 25% of the total proposed budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);



- acknowledgement of the City of Perth's support on applicant's website;
- inclusion of City of Perth signage at all performances;
- 9 (double) invitations for Elected Members to attend the performance;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the performance.

## **COMMENTS**

The recommended level of support is \$5,500 based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

The recommended level considers the level of support previously approved for a project of similar scale and the organisations ability to deliver the project as described.

## ITEM 6

<b>Applicant</b>	<b>Perth Jazz Society</b>
<b>Project Title</b>	<b><i>Young Lions Series</i></b>
<b>Artform</b>	<b>Jazz Music</b>
<b>Venue</b>	<b>Canton Bar and Lounge</b>
<b>Total Project Cost</b>	<b>\$12,275</b>
<b>Amount Requested</b>	<b>\$2,000</b>
<b>Recommendation</b>	<b>\$2,000</b>

### BACKGROUND

Perth Jazz Society (PJS) was founded in 1973 with an aim to support musicians, enhance the artform and present performances. In addition to presenting concerts by established musicians, including local, national and international acts, PJS has a long history of supporting young and emerging musicians, many of whom are alumni of the Western Australian Academy of Performing Arts.

Since 2013, PJS has been a member of the artistic committee for the Perth International Jazz festival.

PJS has described its Vision, Mission and Purpose:

- *To be (and to be seen as) the leading contemporary jazz presentation organisation in Perth and a vital contributor and part of the contemporary music sector.*
- *To raise the profile of West Australian jazz and West Australian jazz musicians through high quality, innovative performance opportunities and to contribute to the diversity of live music and culture in Western Australia.*

### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

<b>Category of Sponsorship: Arts Project</b>	
<b>Applicant Eligibility Criteria</b>	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; <b>or</b>	Criterion Met
an individual that is an Australian citizen or permanent resident	N/A

and under the auspice of an Australian legally constituted association or Company	
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries	Criterion met
occur with the specified timeframe	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

## DETAILS:

### Project Summary

The applicant will present a series of six live music performances at the Canton Bar and Lounge.

Each of the monthly performances will feature two ensembles, showcasing the best emerging jazz artists in Perth.

Artists will be selected through an internal committee and are chosen based on their artistic merit.

### Times and Dates

Day	Date	Activity
Wednesday	27 January	Showcase, 7:00pm
Wednesday	24 February	Showcase, 7:00pm
Wednesday	30 March	Showcase, 7:00pm
Wednesday	27 April	Showcase, 7:00pm
Wednesday	25 May	Showcase, 7:00pm
Wednesday	29 June	Showcase, 7:00pm

### Venue

Canton Bar and Lounge, 532 Hay Street, Perth

## Ticket Prices

The performances are free for the public to attend.

## Past support

<b>Year</b>	<b>Amount</b>	<b>Description of supported project</b>
2013/14	\$2,000	Young Lions Series
<i>2015/16 requested</i>	<i>\$2,000</i>	<i>Young Lions Series</i>
<i>2015/16 proposed</i>	<i>\$2,000</i>	<i>Young Lions Series</i>

## ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as an Arts Project**

This performance series encourages the development of emerging local artists, and provides a platform for contemporary jazz musicians to take creative risks in a supportive environment. The series will provide an opportunity for artists to perform their original compositions in a venue which is attractive to a broad audience.

As a free, regular performance series in the heart of the City, Young Lions Series is likely to attract new audiences and generally enrich the cultural fabric of the City, in turn, enhancing the community profile of the City of Perth.

### **The project must be of high artistic quality**

PJS state that participating artists will be selected by the organisation's committee, comprising of PJS's Western Australian Academy of Performing Arts student representative, Francisco Munoz, in consultation with PJS President, Gemma Farrell and administrators Ben Matthew and Peter Evans. All four committee members are well known and respected jazz artists at a local and national level.

A similar project was supported by the City's Arts & Cultural Sponsorship Program in 2013/14, and was considered to be of a high artistic quality.

In 2013/14, selected performances from the Young Lions series were recorded (audio only) which contributed to the Perth Jazz Society's ongoing documentation and historical record-keeping practices. PJS has been professionally recording performances for the past 40 years and has established an ongoing relationship with the WA State Library to maintain the recordings as public records of the arts and cultural development of Western Australia.

### **The applicant must have demonstrated capacity to deliver the project as described**

The Young Lions Series has been presented since 2013, and PJS has presented performances successfully for over 40 years.

Key committee members have professional experience in arts management and artistic programming, and have demonstrated capacity to deliver the project as described.

The organisation estimates approximately 50 attendances per performance. PJS hopes to encourage greater audience levels to the series, however, it is noted that previous attendances reached only 30-40 people per performance.

### **Applicants must demonstrate a contribution to the project derived from other sources**

A total proposed budget has been submitted which includes an estimated in-kind contribution valued at \$5,950. A portion of the organisations Department of Culture and the Arts funding has been allocated to the project (\$3,850), in addition to a modest contribution derived from the organisation's membership fees (\$400). A percentage of Canton Bar and Lounge bar earnings (\$5 per audience member) has been included in the budget and is representative of the approximate audience estimate of 150 for the entire series.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the performance series;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth's support on applicant's website;
- verbal acknowledgement of the City of Perth's support prior to each performance;
- 9 (double) invitations for Elected Members to attend the performance;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the performance.

### **COMMENTS**

The recommended level of support is \$2,000 based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

The recommended level considers the level of support previously approved for a project of similar scale and the organisations ability to deliver the project as described.

## ITEM 7

<b>Applicant</b>	<b>Jack Tooley</b>
<b>Project Title</b>	<b><i>Candy Candy</i></b>
<b>Artform</b>	<b>Temporary Art Installation</b>
<b>Venue</b>	<b>Cathedral Square</b>
<b>Total Project Cost</b>	<b>\$28,200</b>
<b>Amount Requested</b>	<b>\$10,000</b>
<b>Recommendation</b>	<b>Decline</b>

### BACKGROUND

Jack Tooley is a PhD candidate, his PhD thesis: *Inhibiting Interpersonal Rejection Through Interior Architecture: An Emergent Theory* informs the concept behind *Candy Candy*, an ephemeral art installation.

*Candy Candy* is described by Tooley as “the end of four years of PhD research into how occupiable artistic form can allow people in the community to regard one another, and themselves, as being of equal social value”.

### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City’s assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business;	N/A
<b>or</b>	
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association or Company	Criterion Met
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met

Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries	Criterion met
occur with the specified timeframe	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Undetermined

## DETAILS:

### Project Summary

*Candy Candy* is an immersive installation to be held at Cathedral Square from Friday 13 January to Monday 31 January 2016.

Tooley intends to use the findings of his PhD research to develop an installation for tangible public use. Tooley describes the project as an occupiable public installation space. Sketches of the design have been provided.

### Times and Dates

Day	Date	Activity
Friday	15 January to Monday 31 January	<i>Public Art Installation</i>

### Venue

Cathedral Square, Old Treasury Building Forecourt

### Ticket Prices

The installation is free for the public to attend.

### Past support

The applicant has not previously applied for City of Perth Arts & Cultural Sponsorship.

## ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### The project must demonstrate shared objectives as an Arts Project

This conceptualisation for this installation is derived from the applicant's PhD research into how spatial design can facilitate impressions of equality and therefore



community cohesion in increasingly socio-diverse cities. The concept for this installation is considered to be well-planned, however, the applicant has insufficiently demonstrated capacity to deliver a project of this scale, and has presented an unrealistic budget.

### **The project must be of high artistic quality**

The applicant has provided sketches of the project design and the proposed budget indicates that the total cash component will be apportioned to fabrication materials (\$17,000).

The installation has not been created and insufficient detail regarding materials has been provided to determine its artistic quality. The concept is articulated clearly having been developed from the applicants PhD thesis.

### **The applicant must have demonstrated capacity to deliver the project as described**

The applicant has not provided sufficient information to assess. The applicant anticipates “thousands” of people will attend the installation however no marketing costs have been factored into the budget.

The applicant has included a “TBC” value to unconfirmed sponsorship from Curtin University, Fringe World Festival and Perth Festival, the applicant has not determined the total value of sponsorship from other sources, confirmed or otherwise and has therefore provided an unbalanced budget.

The applicant states that the project will only proceed with grant approval and has advised that other sponsorship will be applied for in the “next few weeks”.

### **Applicants must demonstrate a contribution to the project derived from other sources**

An unbalanced proposed budget has been submitted with cash expenditure totalling \$17,000 allocated to installation costs, steel fabrication and awning materials and fabrication. All other expenditure is identified as in-kind.

The budget does not identify additional income and states that self-funding is “to the value of \$5,000”. No other income has been identified.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City’s support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the installation;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth’s support on applicant’s website;

- verbal acknowledgement of the City of Perth's support prior to the installation;
- inclusion of City of Perth signage at the installation (to be provided by the City);
- 9 (double) invitations for Elected Members to attend the installation;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the installation.

## **COMMENTS**

Based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives the panel recommends Council decline sponsorship of this project.

Whilst the project concept is considered to be well-planned, the application to produce the installation is considered to be ill-conceived and the assessment panel considers the project to be high-risk.

It is noted that the City owns a stake in the Cathedral Plaza Management Group which is overseen by FJM and as such makes a contribution to the activation of this area.

## **CREATIVE COMMUNITY PROJECTS 2015/16**

The identified objectives of this category of sponsorship are to support arts and cultural activities that:

- Reflect on the city as Perth community with a diverse living culture.
- Enhance social well-being and provoke engagement in cultural life.
- Encourage participation in the arts.
- Enhance the community profile of the City of Perth.

### Assessment Criteria (Creative Community Projects)

- Program Relevance. The project relates to and provides benefits to the intended audience.
- Demonstrated capacity to manage and deliver the project as described.
- Must meet all or some of the identified creative community projects objectives.
- Provide evidence of support from other sources (cash and in-kind)

## ITEM 8

<b>Applicant</b>	<b>Australian Dance Council (Ausdance WA)</b>
<b>Project Title</b>	<b><i>Australian Dance Week</i></b>
<b>Artform</b>	<b>Dance</b>
<b>Venue</b>	<b>Forest Place, Perth Cultural Centre</b>
<b>Total Project Cost</b>	<b>\$28,500</b>
<b>Amount Requested</b>	<b>\$10,000</b>
<b>Recommended</b>	<b>\$9,500</b>

### BACKGROUND:

Ausdance WA is a membership organisation based in the King Street Arts Centre. Ausdance WA supports both the professional and non-professional dance community. Core activities include advocacy and sector development, information resources for members, networking and consultancy services. With project funding and sponsorship Ausdance WA initiates community based dance projects that develop and profile Ausdance WA's diverse membership.

Ausdance WA is part of a national network, the Australian Dance Council, and has a State-wide membership base of approximately 300 people including dance teachers, community-based dance artists and groups, young people and professional dancers.

### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

Category of Sponsorship: Creative Community	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; <b>or</b>	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association or Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met

an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries.	Criterion met
occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes.	Criterion met
for fundraising.	Criterion met
an award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

## DETAILS:

### Project Summary

Ausdance WA celebrates Australian Dance Week each year by programming a series of dance events. The national celebration aims to increase awareness of the many forms of dance learnt and performed by the community.

Ausdance seeks support for three of their scheduled activities which take place in the City of Perth boundaries.

#### Dance Day (Australian Dance Week 2016 Opening Event)

*Dance Live* is described by the applicant as "...a two hour extravaganza on the main stage in Forest Place." Live performers of all ages and both professional and non-professional capabilities will perform in over 20 different cultural dance forms. The event *Dance Live* will include youth dance ensembles, dance studios, secondary schools, community dance groups, cultural dance groups and professional companies.

The event will include the following programming:

#### Finale

The Sambanistas, a local music group, will accompany the dancers in a final dance sequence, inviting the audience to participate.

#### Shake- It

Ausdance WA will invite a choreographer to create a simple dance that will be distributed online prior to Australian Dance Week. All performers, volunteers and dance community members will be invited to learn the dance prior to Dance Day, during the Dance Day interval the choreographer will teach the dance to the audience and after the finale everyone will be invited to participate in the choreographed dance. The

concept is modelled on the successful “BIG Dance” held in Sydney, London and Glasgow in 2014.

#### Break It Down

A series of dance circles will be staged as an informal dance lesson by skilled dancers in various styles of street dance.

#### Dance Grab

Prior to Dance Day, the dance community will be invited to submit a short film or “grab” of themselves dancing; the films will be uploaded and played in a loop at the Ausdance WA booth on Dance Day.

#### Trigger

Prior to Dance Day, Ausdance WA will request the nomination of favourite songs to be played on the day.

#### Information Booth

Ausdance WA will host an information booth in Forest Place throughout Dance Day.

Ausdance WA estimates 2,000 people attended the 2015 events and anticipates a continued growth in audience numbers in 2016. An estimated 4,000 people are expected to attend Australian Dance Week events overall.

#### Dance Films

Ausdance will provide opportunities for West Australian professional and community dance artists to present their work in varied ways, *Dance Films* will see Ausdance source quality local films for broadcasting on the Perth Cultural Centre screen during Australian Dance Week. The films will be screened over five days for two hours each day.

The curated program of 20 to 25 short dance films will showcase the local dance community throughout Australian Dance Week.

#### Trigger

Trigger is a large scale interactive dance event that will be held on Friday 6 May 2016 from 5pm to 9pm. Trigger includes:

- an interactive software program, projecting live dancing bodies onto a screen in the Perth Cultural Centre amphitheatre;
- Trigger Songs, a collection of nominated songs collected prior and throughout Australian Dance Week will be played at Trigger;
- Break it Down, live performances by street dance crews;
- Shake It, a recording of the Shake-It performance will be projected on the screen;
- Dance Grab Films

- Information Booth

### Times and Dates

Dance Day will be presented on Sunday 1 May from 11am to 5pm, the Dance Live performance will be programmed for 2 hours from 2pm to 4pm.

Dance Films will be screened on the Perth Cultural Centre screen over five days, from Monday 2 May to Friday 6 May, 5pm to 9pm.

Trigger will be presented at the Perth Cultural Centre amphitheatre on Friday 6 May from 5pm to 9pm.

### Venue

*Dance Live* will take place in Forrest Place, *Dance Films* will be screened at the Perth Cultural Centre screen and *Trigger* will take place at the Perth Cultural Centre amphitheatre.

### Ticket Prices

All Australian Dance Week events within the City are free for the public to attend.

### Past support

Year	Amount	Description of supported project
2009/10	\$12,000	<i>Dance Dialects</i>
2010/11	\$15,000	<i>Dance Live</i>
2011/12	\$12,000	<i>Dance Live &amp; Move Me Festival</i>
2012/13	\$6,000	<i>Dance Live and Dance Films</i>
2013/14	\$9,350	<i>Dance Live, Moveme Films and Don't Stop 'Til You Get Enough.</i>
2014/15	\$9,350	Dance Live, Dance Films and Trigger
<b>Requested 2015/16</b>	<b>\$10,000</b>	<b>Australian Dance Week</b>
<b>Proposed 2015/16</b>	<b>\$9,500</b>	<b>Australian Dance Week</b>

### ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### The project must demonstrate shared objectives as a Creative Community Project

This project unites individuals and community groups with a common interest in dance in its many forms. All activities are accessible to the public and encourage varying levels of participation. The Dance Day event will feature over 20 local

community and professional dance groups including cultural dance groups, celebrating the City's diverse living culture.

Past Ausdance events have been highly visible, accessible and well attended which add strength the City of Perth's profile in the community.

### **The project must be relevant to the intended audience**

*Dance Day* is a family event showcasing many dance styles from a range of participating dance schools, community groups, schools and professional dancers, attracting friends and family as well as general public visiting a central city precinct with high visitation. The *Dance Films* screenings are aimed at attracting dance enthusiasts and general public while *Trigger* aims to attract the general public to participate in a social dance activity in the City.

Dance Week is celebrated nationally with events programmed independently by a range of dance organisations across Australia.

### **The applicant must have demonstrated capacity to deliver the project as described**

Ausdance has been in operation for 33 years and has a successful history of managing the presentation of the annual program.

The project's operations will be managed by Ausdance WA with a professional staff of four people including a dedicated project manager who has worked with Ausdance for several years. The applicant has provided brief professional biographies from the staff and the 2014 Annual Report in support of its application.

Ausdance WA has an established relationship with the City of Perth spanning over 10 years. The organisation has delivered all acquittal and reporting documentation that relate to past projects to a satisfactory standard.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and demonstrated financial support from other sources including a grant from Healthway (\$18,000) and an allocation from the organisations Department of Culture and the Arts operational funding (\$500) both of which are confirmed. The applicant has not included any in-kind services in the budget despite a high number of volunteers participating in the project.

The recommended level of support represents approximately one third of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:



- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal announcement acknowledging the sponsorship at Dance Day event;
- acknowledgement of the City of Perth's support on organisation's website;
- display of City of Perth signage at the events (provided by the City);
- 9 (double) invitations for Elected Members to attend the events;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the events;

**COMMENTS:**

The recommended level of support is \$9,500 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

## ITEM 9

<b>Applicant</b>	<b>Musica Viva</b>
<b>Project Title</b>	<b><i>Musica Viva International Concert Season: Audience Engagement Program</i></b>
<b>Artform</b>	<b>Music</b>
<b>Venue</b>	<b>Perth Concert Hall</b>
<b>Total Project Cost</b>	<b>\$28,645</b>
<b>Amount Requested</b>	<b>\$6,000</b>
<b>Recommended</b>	<b>\$6,000</b>

### **BACKGROUND:**

Founded in 1945, Musica Viva is Australia's oldest independent professional performing arts organisation. Musica Viva is an independent not-for-profit arts organisation, presenting over 2,000 concerts in capital cities, regional communities and schools per year.

In 2016, Musica Viva will present seven chamber music concerts through an International Concert Season at the Perth Town Hall by leading musicians from UK, US, France and Australia.

Musica Viva describes its purpose:

*To be a world leader at igniting passion for ensemble music.*

Musica Viva describes its objectives:

*LEAD- by offering programs of excellence that nurture Australian artists and audiences.*

*LISTEN- welcoming new ideas, partners, collaborations and processes.*

*DELIVER- Innovative programs that reach every corner of Australia*

*INSPIRE- audiences to engage with music; musicians to take creative risks; and stakeholders to support us with confidence.*

### **ELIGIBILITY:**

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

Category of Sponsorship: Creative Community	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; <b>or</b>	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association or Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries.	Criterion met
occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes.	Criterion met
for fundraising.	Criterion met
an award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

## DETAILS:

### Project Summary

*The Musica Viva International Concert Season: Audience Engagement Program* comprises of a program of free performances and participatory activities designed to encourage new audiences to Musica Viva concerts held at the Perth Concert Hall.

Musica Viva will present a series of free performances and activities prior to, during interval and immediately following three ticketed concerts as part of a strategy to engage a wider audience to Musica Viva performances. The audience engagement program includes a schools presentation, an interactive visual arts performance, performances by Boronia Pre-release Centre for Women's Choir and Western Australian Academy of Performing Arts students, concert artist interviews and a participatory music session with Dorkestra (a community orchestra).

The engagement program is free to attend, however the associated Perth Concert Hall performances are approximately \$70 per adult and \$50 concession. Musica Viva

anticipates an audience of 2,300 in total will attend the Engagement Program throughout the three performances.

### Times and Dates

Day	Date	Activity	
<b>Monday</b>	<b>7 March</b>	<b>Concert: Voyage to the Moon</b>	<b><i>ticketed</i></b>
		<i>Pre-concert: Schools Presentations at Perth Concert Hall entrance, Visual Artist inside</i>	<i>free</i>
		<i>Interval: Boronia Pre-release Centre for Women's Choir</i>	<i>free</i>
		<i>Post-concert: Interview with concert artist and local artist</i>	<i>free</i>
<b>Monday</b>	<b>2 May</b>	<b>Concert: Stephen Hough</b>	<b><i>ticketed</i></b>
		<i>Pre-concert: Schools presentation at Perth Concert Hall entrance, visual artist inside</i>	<i>free</i>
		<i>Interval: Performance by four final year WAAPA students</i>	<i>free</i>
		<i>Post-concert: Interview with concert artist and local artist</i>	<i>free</i>
<b>Monday</b>	<b>13 June</b>	<b>Concert: Enso String Quartet</b>	<b><i>ticketed</i></b>
		<i>Pre-concert: Schools presentation at Perth Concert Hall entrance, visual artist inside</i>	<i>free</i>
		<i>Interval: Come and Try by members of Dorkestra</i>	<i>free</i>
		<i>Post-concert: Interview with concert artist and local artist</i>	<i>free</i>

### Venue

Perth Concert Hall

### Ticket Prices

Whilst Musica Viva's audience engagement program is free for the public to attend. The associated concerts are ticketed. The cost of an adult ticket is approximately \$70 and concession \$50.

### Past support

The applicant has not previously applied for Arts & Cultural Sponsorship.

### ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as a Creative Community Project**

Musica Viva aims to provoke engagement in cultural life through the engagement program. The project unites participants from diverse cultural groups, including minimum security female prisoners, primary and secondary students, emerging artists and professional musicians. The engagement program is accessible to the public and encourages varying levels of participation.

Musica Viva is a well-regarded national arts organisation, the engagement season is free for the general public to attend and will increase the City of Perth's profile in the community.

### **The project must be relevant to the intended audience**

The project aims to encourage a new and diverse audiences to attend Musica Viva performances, the inclusion of varied activities from a wide-ranging group of participants ensures the project will be appealing to a broad audience.

### **The applicant must have demonstrated capacity to deliver the project as described**

As Australia's oldest independent professional performing arts organisation, and an annual season of performances, Musica Viva has demonstrated capacity to deliver the project as described.

The project will be managed by Musica Viva WA State Manager, Lindsay Lovering, an experienced arts administrator, Lovering was formerly Healthway's Arts Program Manager. In 2010, he received the National Leadership in Arts and Health Award and in 2009 was a finalist in the Citizen of the Year awards for his contribution to the State's Arts, Culture and Entertainment.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and demonstrated financial support from other sources has been identified as a contribution from Musica Viva's core budget (\$22,645). The proposed budget includes expenditure associated with the concert program (ticketed), however, the applicant has confirmed that City of Perth contribution is aligned to the presentation fees and promotional costs associated with the free audience engagement component only.

The recommended level of support represents approximately 21% of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal announcement acknowledging the sponsorship prior to the performances;
- acknowledgement of the City of Perth's support on organisation's website;
- 9 (double) invitations for Elected Members to attend the performances;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the performances.

**COMMENTS:**

The recommended level of support is \$6,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

## ITEM 10

<b>Applicant</b>	<b>Perth Folk &amp; Roots</b>
<b>Project Title</b>	<b><i>Piazza Folk &amp; Roots</i></b>
<b>Artform</b>	<b>Music</b>
<b>Venue</b>	<b>Northbridge Piazza</b>
<b>Total Project Cost</b>	<b>\$,5,600</b>
<b>Amount Requested</b>	<b>\$2,000</b>
<b>Recommended</b>	<b>\$668</b>

### BACKGROUND:

Incorporated as a not-for-profit organisation in 2014, Perth Folk and Roots Club has presented a monthly music event since 2012. The organisation exists to encourage performances and appreciation for folk and roots music. Perth Folk and Roots Club committee members are experienced local musicians.

### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

Category of Sponsorship: Creative Community	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; <b>or</b>	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association or Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same	Criterion Met

financial year	
an applicant that has outstanding debts to the City of Perth	Criterion Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries.	Criterion met
occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes.	Criterion met
for fundraising.	Criterion met
an award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

## DETAILS:

### Project Summary

*Piazza Folk and Roots* is a two event program of free folk and roots performances at the Northbridge Piazza.

### Times and Dates

Day	Date	Activity
Sunday	13 March	<b><i>Piazza Folk and Roots</i></b> John McNair, Keith Anthonisz duet, John Talati Gospel Group, Steve Tallis
Sunday	20 March	<b><i>Piazza Folk and Roots</i></b> John McNair, Keith Anthonisz duet, Suntones, Rachel Dillon

### Venue

Northbridge Piazza

### Ticket Prices

The Piazza Folk and Roots performances are free for the general public to attend.

### Past support

Year	Amount	Description of supported project
2014/15	\$2,000	Piazza Folk and Roots
<b><i>Requested 2015/16</i></b>	<b><i>\$2,000</i></b>	<b><i>Piazza Folk and Roots</i></b>
<b><i>Proposed 2015/16</i></b>	<b><i>\$668</i></b>	<b><i>Piazza Folk and Roots</i></b>

## ASSESSMENT:



The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

**The project must demonstrate shared objectives as a Creative Community Project**

Perth Folk and Roots Club represents various styles of music and its member and participating artists incorporate diverse genres into their folk and roots music including blues, gospel, African, jazz and spiritual styles.

As a free to attend program, *Piazza Folk and Roots* is highly accessible to people of all ages and is representative of the city's cultural diversity. The diverse program will support the creative development of emerging artists by giving them the opportunity to work alongside experienced musicians.

**The project must be relevant to the intended audience**

This project presents two music events that are likely to have particular appeal to folk and roots music fans, and also to fans of live music and families seeking an accessible, free concert. Perth Folk and Roots Club have an audience base of approximately 1,000 and will promote the events through its websites and electronic newsletters, and through established connections to other folk clubs. The organisation anticipates a total audience of 200 people are expected to attend the events.

The organiser of this event is an association of established musicians with an existing audience base, with an interest in folk and roots music.

**The applicant must have demonstrated capacity to deliver the project as described**

The applicant has provided a project schedule and key dates in addition to a summarised marketing plan. Keith Anthonisz is an experienced event organiser and project manager of previous City of Perth sponsored folk events.

The budget provided is consistent with a music event of this scope. The applicant has indicated that the project may not proceed without City of Perth support.

**Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and has demonstrated in-kind support as the only support from other sources (\$3,600) The proposed budget includes Northbridge Piazza booking fee an application fees (\$668). No allocation has been proposed against Marketing expenses, the remaining expenditure is allocated to artist fees (\$1,232)

The recommended level of support represents the fees associated with the Northbridge Piazza booking.

## **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal announcement acknowledging the sponsorship prior to the performances;
- acknowledgement of the City of Perth's support on organisation's website;
- 9 (double) invitations for Elected Members to attend the performances;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the performances.

## **COMMENTS:**

The recommended level of support is \$668 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

The recommended level of sponsorship has been determined on the basis that sponsorship should be provided to meet the costs relating to the venue booking only.

## **ARTS & CULTURAL SPONSORSHIP 2015/16**

The identified objectives of this category of sponsorship are to support arts and cultural activities that:

- Invest in the development and presentation of local arts and cultural activity.
- Enhance social well-being and provoke engagement in cultural life.
- Enhance to profile of City of Perth.

### Assessment Criteria Criteria (Arts & Cultural Sponsorship- Program)

- Artistic Excellence/ Cultural Relevance.
- Ability to satisfy all or some of the objectives of the relevant category of sponsorship.
- Performance Excellence. The organisation must have an established relationship with the City of Perth and have demonstrated excellence in service and program delivery.
- Evidence of a financial contribution to the project from other sources.

## ITEM 11

<b>Applicant</b>	<b>Perth Centre for Photography</b>
<b>Project/ Program</b>	<b><i>Program of Exhibitions</i></b>
<b>Artform</b>	<b>Photography</b>
<b>Venue</b>	<b>Perth Centre for Photography</b>
<b>Total Project Cost</b>	<b>\$85,328</b>
<b>Amount Requested</b>	<b>\$19,668</b>
<b>Recommended</b>	<b>\$19,668</b>

### BACKGROUND

Perth Centre for Photography (PCP) is a not-for-profit organisation providing a platform for the presentation of contemporary photography and related media for 22 years.

PCP describes its vision and mission as follows:

#### VISION

*To be the pre-eminent photographic institution in Australia, championing the value of photographic art.*

#### MISSION

*Exhibit the work of emerging and established local, national and international artists in Perth, to develop an international profile as a photographic centre for excellence.*

*Nourish and support artistic development through educational programs, artist talks and exchanges.*

*Nurture the professional amateur photographic community through information exchange and networking.*

### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

**Category of Sponsorship: Sponsorship**

**Applicant Eligibility Criteria**

<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criteria Met
Be a formally constituted not for profit, benevolent or charitable organisation.	Criteria Met
Be an Australian legally constituted entity.	Criteria Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criteria met
Occur with the specified timeframe.	Criteria met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criteria met
For fundraising.	Criteria met
An award ceremony or industry specific presentation.	Criteria met
Training, workshops, research or professional development.	Criteria met

**DETAILS:**

**Project Summary**

Program of Exhibitions will include three month long exhibitions located in PCP's new West Perth venue.

Christina De Middel- *Afronauts*

Cristina de Middel is a photographer whose work investigates photography's ambiguous relationship to truth. Blending documentary and conceptual photographic practices, she plays with reconstructions and archetypes that blur the border between reality and fiction.

De Middel has exhibited extensively internationally and has received numerous awards and nominations, including PhotoFolio Arles 2012, the Deutsche Börse Prize, POPCAP' 13, and the Infinity Award from the International Center of photography in New York. De Middel lives and works in Mexico.

De Middel produced the critically acclaimed series *The Afronauts* in 2012, which explores the history of a failed space program in Zambia in the 1960s through staged re-enactments of obscure narratives.

Katie West- *My People*

Katie West is a Perth based artist exploring her own sense of Aboriginality, as a Yindjibarndi woman informed by her family history and that of history and her heritage. West aims to contribute to the collective knowledge that defines Aboriginal identity in Australia, as well as the collective experience of Indigenous peoples in other parts of the world. West's work is shaped by her interest in the mechanisms

that lead to social change. West participated in Revealed in 2015 and was a recipient of the Ignite Initiative supported by BHP and Artsource.

*My People* is a portrait series derived from conversations revolving around the custodial ethic and a decolonist identity. West's work involves an exploration of identity in an Australian context. *My People* is West's first solo exhibition.

### Vincent Fournier – *Post Natural History*

Fournier is a Paris based artist who regularly exhibits internationally including galleries in France, Berlin, Belgium and Switzerland, his work is found in several collections and private institutions including the Baccarat Art Collection in New York.

*Post Natural History* exhibits a collection of “upcoming species” based upon synthetic biology and cybernetics. Presented in the style of a cabinet of curiosities, the display questions our relationship to nature and technology.

### Times and Dates

Day	Date	Activity
Thursday	4 February	<b>Christina De Middel - Afronauts</b> Exhibition Opening
Friday	5 February	Artist talk
Sunday	6 March	Exhibition ends
Sunday	6 March	Public Photo Walk

Day	Date	Activity
Thursday	9 June	<b>Katie West – My People</b> Exhibition Opening
Friday	10 June	Artist talk
Sunday	10 July	Exhibition ends
Sunday	10 July	Public Photo Walk

Day	Date	Activity
Thursday	9 June	<b>Vincent Fournier – <i>Post Natural History</i></b> Exhibition Opening
Friday	10 June	Artist talk
Sunday	10 July	Exhibition ends
Sunday	10 July	Public Photo Walk

### Venue

Perth Centre for Photography, 18 Colin Street, West Perth

### Ticket Prices

The exhibitions and associated activities are free for the public to attend

## Past support

<b>Year</b>	<b>Amount</b>	<b>Description of supported project</b>
2008/09	\$1,000	Artist Talks and Screening at PICA with Lois Greenfield
2009/10	\$500	Me – Take Artist Seminar
2012/13	\$10,000	Two photographic exhibitions and associated public programs
2013/14	\$10,000	Darren Suwes – Oz Omnium et Regina
2014/15	\$10,000	Jim Naughten - Hereros
<b>Requested 2015/16</b>	<b>\$19,668</b>	<b>Program of Exhibitions</b>
<b>Proposed 2015/16</b>	<b>\$19,668</b>	<b>Program of Exhibitions</b>

All Arts & Cultural Sponsorship funding received by the organisation in previous years has been fully acquitted.

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives of Arts & Cultural Sponsorship**

PCP invests in the development and presentation of local arts and cultural activity.

Through this program, Perth based Aboriginal artist Katie West will present her first solo exhibition following a successful year participating in group exhibitions and artist development initiative, Ignite Initiative.

The City of Perth's profile is enhanced through the inclusion of respected international artists exploring diverse fields of study. This program enhances the profile of Perth.

An estimated total attendance of 6,328, based on the previous six months is expected to attend the program of exhibitions at PCP's West Perth gallery. It is anticipated that this increased visitation to West Perth has the potential to provide economic benefits to the City.

### **The project must be of high artistic quality /cultural significance**

The program of exhibitions is of high artistic quality. The diverse subject matter, biological arts, Zambian social history and Aboriginality are considered to be highly culturally significant.

**The applicant must have demonstrated excellence in service and program delivery and have an established relationship with the City of Perth**

PCP demonstrates excellence in service and program delivery and has recently secured new accommodation in West Perth. The Fast Response category of Arts & Cultural Sponsorship has provided financial assistance to a number of emerging and mid-career photographers exhibiting at PCP. The exhibitions are considered to be of high quality.

The City has supported various PCP programs since 2008, and all funded activities have been successfully acquitted.

**Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and demonstrated financial support from other sources including a portion of confirmed sponsorship from Department of Culture and the Arts (\$11,900) and Australia Council (\$3,912). Additional cash income is derived from Gallery Hire, Donations, Corporate Sponsorship (\$3,414).

The recommended level of support represents approximately 23% of the total project budget.

**Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits provided across the three supported projects:

- inclusion of the City of Perth crest in all promotional material and publications relating to the program;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage at the exhibition opening events (to be provided by the City of Perth);
- verbal announcement acknowledging the sponsorship at supported exhibition opening events;
- acknowledgement of the City of Perth's support on organisation's website;
- 9 (double) invitations for Elected Members to attend the exhibition opening events;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the exhibition opening events.



## **COMMENTS**

The recommended level of support is \$19,668 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

PCP has requested \$19,668 in Arts & Cultural Sponsorship to support a program of three month long exhibitions. Sponsorship at this level is considered a sound investment.

PCP has an established history with the City and provides a platform for emerging artists to develop and share their work. The recommended level of support of \$19,668 equates to a contribution of approximately 30 cents per head, based on 2015 attendance estimates.

## ITEM 12

<b>Applicant</b>	<b>Barking Gecko Theatre Company</b>
<b>Project/ Program</b>	<b><i>Sugarland</i></b>
<b>Artform</b>	<b>Theatre and Live Music</b>
<b>Venue</b>	<b>Studio Underground, State Theatre Centre</b>
<b>Total Project Cost</b>	<b>\$85,892</b>
<b>Amount Requested</b>	<b>\$20,000</b>
<b>Recommended</b>	<b>\$15,000</b>

### BACKGROUND

Barking Gecko Theatre Company is a not-for-profit organisation established in 1990. Barking Gecko is considered to be one of the country's leading theatre companies that presents and develops work for audiences across multiple generations.

Barking Gecko describes its vision:

*To be a vibrant, creative company that ensures the youngest access the finest theatre by challenging conventions, igniting conversations and building diverse audiences.*

*To be a sustainable organisation that embraces artistic risk, operates efficiently and effectively and is financially stable well into the future.*

*To be a centre for excellence that supports, inspires and encourages creative learning in teachers, students and the broader community.*

Established in 1963, Australian Theatre for Young People (ATYP) is Australia's oldest and largest youth theatre company. Nationally, ATYP creates work that impacts the way young people engage with theatre.

### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

Category of Sponsorship: Sponsorship

Applicant Eligibility Criteria

<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criteria Met
Be a formally constituted not for profit, benevolent or charitable	Criteria Met

organisation.	
Be an Australian legally constituted entity.	Criteria Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criteria met
Occur with the specified timeframe.	Criteria met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criteria met
For fundraising.	Criteria met
An award ceremony or industry specific presentation.	Criteria met
Training, workshops, research or professional development.	Criteria met

## DETAILS:

### Project Summary

Barking Gecko will present *Sugarland*, a new Australian production by ATYP at Studio Underground, State Theatre Centre.

Commissioned by ATYP, and the product of a 2011 residency in the remote Northern Territory town of Katharine, *Sugarland* is inspired by the lives of the young people they encountered in Katharine.

*Sugarland* revolves around a group of teens who are struggling with family life for various reasons and are pinning their dreams on winning a singing competition that will give them \$5,000 and a trip to Darwin, the narrative is interwoven with a dreamtime-style story about a young boys experiences. The applicant has described the play as focusing on the unlikely friendship between feisty indigenous teenager Nina, who is on a search for a house of her own (she lives with 12 others), and troubled white RAAF brat Erica a new arrival in town. Their social group includes a cocky, charismatic Iraqi teenager, a white Australian and an Aboriginal teenager.

The Australian newspaper describes *Sugarland*:

*“.....seamlessly knitted together vastly differing stories, cultures and topographies: one minute you’re listening to the typical minutiae of teenage life — iPhones and social media, Jay-Z, hip-hop and schoolyard romances — the next you’re diving down a bleak rabbit hole of poverty, domestic dysfunction, racism and self-mutilation. (“Your whole arm will get infected and fall off during the Wet,” Nina scolds Erica as she examines Erica’s angry gashes.)*

*Overlaying it all is the rich, exotic skin of Australia’s remote tropical north: all through the play are references to bloated water buffalo carcasses and crocs, brolga dances and the humid, clinging creep of the seasonal rains. This layered detail comes from close observation, says Coopes who, with Blair, spoke at length to Katherine teenagers, youth workers and teachers, doing workshops and harvesting*

*“sometimes shocking” real-life stories that found their way into the script.*

*Perhaps the most enjoyable, if tricky, challenge, she says, was “trying to find the universality of it all” in a wildly diverse patchwork of subcultures. “Obviously this play is about the life of a teenager in the Northern Territory, but at the end of the day they are teenagers who are talking and listening to the same stuff, who have the same issues — though the stakes are so much higher — as kids in Brooklyn, or Japan or Sydney.”*

Barking Gecko intends to complement the performance season with a ‘whole experience’ incorporating a festival style atmosphere to the theatre’s foyer. A welcoming space with live bands and opportunities for young audiences to meet and network with the artists and each other will be created in order to attract and retain new youth audiences to Australian theatre.

### Times and Dates

Day	Date	Activity
Friday	27 May	Schools Performance, 10:30am
Friday	27 May	Opening Night, 7:30pm
Friday	27 May	Workshops
Saturday	28 May	Performance, 2:00pm
Saturday	28 May	Performance, 7:30pm
Monday	30 May	Schools Performance, 10:30am
Monday	30 May	Workshops

### Venue

Studio Underground, State Theatre Centre

### Ticket Prices

General public tickets will be \$32.50, whilst school groups will be charged a concession price of \$25.

### Past support

Year	Amount	Description of supported project
2013/14	\$10,000	Storm Boy
2014/15	\$10,000	Jasper Jones
<b>Requested 2015/16</b>	<b>\$15,000</b>	<b>Sugarland</b>
<b>Proposed 2015/16</b>	<b>\$15,000</b>	<b>Sugarland</b>

All Arts & Cultural Sponsorship funding received by the organisation in previous years has been fully acquitted.

## **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives of Arts & Cultural Sponsorship**

Barking Gecko invests in the development and presentation of local arts and cultural activity, with particular emphasis on encouraging new audiences to Australian theatre. *Sugarland* will encourage new audiences to engage in a cultural activity that explores contemporary Australian youth culture, social issues impacting all teenagers, and social issues endemic to teenagers living in regional communities.

*Sugarland's* contemplation of sensitive issues provides a healthy platform to provoke conversation and encourage youth to share their experiences. Artshub describes *Sugarland* as "a harrowing yet beautiful new play, *Sugarland* has the capacity and fierceness of spirit to start a conversation."

Barking Gecko's schools program provides discounted rates to attending school groups. The City's involvement in the project enhances the corporate profile of the City.

### **The project must be of high artistic quality /cultural significance**

*Sugarland's* themes of poverty, domestic dysfunction, racism and self-harm are examples of relevant social issues for young Australian audiences and are considered to be of cultural significance.

Barking Gecko and AYTP have a long-standing history of producing critically acclaimed culturally relevant theatre and this project is expected to be of high artistic quality.

### **The applicant must have demonstrated excellence in service and program delivery and have an established relationship with the City of Perth**

Barking Gecko demonstrates excellence in service and program delivery, providing culturally relevant theatre experiences to youth audiences. Barking Gecko has an established relationship with the City, having received Arts & Cultural Sponsorship for productions in 2013/14 and 2014/15 respectively. All funded activities have been successfully acquitted.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and demonstrated financial support from other sources including a significant percentage of income derived from ticket sales (\$29,862), un-confirmed sponsorship will be sought (\$10,000) and a contribution of \$11,120 has been allocated from Barking Gecko's core budget.

The recommended level of support represents approximately 17% of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits provided across the two supported projects:

- inclusion of the City of Perth crest in all promotional material and publications relating to the performance season;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage during the performance season (to be provided by the City of Perth);
- verbal announcement acknowledging the sponsorship prior to performance;
- acknowledgement of the City of Perth's support on organisation's website;
- 9 (double) invitations for Elected Members to attend the performance;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the performance.

### **COMMENTS**

The recommended level of support is \$15,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

The organisation has requested \$20,000 in Arts & Cultural Sponsorship to support the presentation of *Sugarland*. Barking Gecko has an established history with the City. Barking Gecko programming provides a platform to encourage young audiences to engage in cultural activities. The recommended level of support of \$15,000 is considered to be consistent with support provided to similar cultural activities. It is noted that the duration of the performance season is four days only.

The request for \$20,000 is in excess of the anticipated benefits to the City and it is therefore recommended to support the activity at a level consistent with comparable projects.

## ITEM 13

<b>Applicant</b>	<b>Ivan Motherway</b>
<b>Project/ Program</b>	<b><i>The Patriot Game</i></b>
<b>Artform</b>	<b>Theatre</b>
<b>Venue</b>	<b>Studio Underground, State Theatre Centre</b>
<b>Total Project Cost</b>	<b>\$140,000</b>
<b>Amount Requested</b>	<b>\$20,000</b>
<b>Recommended</b>	<b>\$10,000</b>

### BACKGROUND

Ivan Motherway is a Perth-based Director and Producer, having directed and performed extensively in Ireland since 1987, and with the Irish Theatre Players in Perth.

Motherway is the former President and Artistic Director of Irish Theatre Players, and is the founder and Artistic Director of Abandoned Theatre Players. Motherway presented a new production as part of FRINGE World 2015, *The Patriot Game* is Abandoned Theatre Players first presentation at the State Theatre Centre.

The applicant originally submitted an application for another classic Irish play *The Plough and the Stars*, however, Motherway advised that the rights for producing the play were granted to another organisation. At this time the venue had already been booked and a revised application was subsequently accepted.

### ELIGIBILITY:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

**The applicant has applied for Creative Community sponsorship of \$20,000 as a sole trader, the applicant does not have an established relationship with the City. Therefore, the application for sponsorship is considered ineligible and been assessed against the criteria of a Creative Community grant at the maximum level of support, \$10,000.**

Category of Sponsorship: Creative Community

Applicant Eligibility Criteria

*The applicant must:*

be an Australian legally constituted association or small business; <b>or</b>	N/A
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	Criterion Met
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries.	Criterion met
occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes.	Criterion met
for fundraising.	Criterion met
an award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

## DETAILS:

### Project Summary

The Patriot Game, a classic Irish play by Tom Murphy will be presented at Studio Underground, State Theatre Centre, to commemorate the 100<sup>th</sup> anniversary of the Easter Rising in Dublin.

In 1965 Tom Murphy was commissioned by BBC Television to write a play, *The Patriot Game*, to be broadcast in the following year on the occasion of the fiftieth anniversary of the Easter Rising, however the film was never completed. The play remained unseen until twenty-five years later when Murphy revised the work for a stage production on the occasion of the seventy-fifth anniversary of the Rising in 1991.

Murphy is considered by many to be Ireland's greatest living playwright and his work is steeped in the culture and mythology of Ireland. Murphy's work does not trade on familiar clichés of Irish identity, dealing instead with themes of violence, nihilism and despair while never losing sight of the presence of laughter, humour and the possibilities of love and transcendence. His work is often characterised by themes of redemption.



The Patriot Game will be presented as part of the 100<sup>th</sup> anniversary of the Easter Rising commemorations, and is supported by the Irish Embassy in Canberra and the Irish Consulate in Perth.

### **Times and Dates**

<b>Day</b>	<b>Date</b>	<b>Activity</b>
Tuesday	29 March	Opening Night
Wednesday	30 March	Performance 7:30pm
Thursday	31 March	Performances 2:00pm, 7:30pm
Friday	1 April	Performance 7:30pm
Saturday	2 April	Performances 2:00pm, 7:30pm
Monday	4 April	Performance 7:30pm
Tuesday	5 April	Closing Night 7:30pm

### **Venue**

Studio Underground, State Theatre Centre

### **Ticket Prices**

Audiences will be charged a standard ticket price of \$25 and concession ticket price of \$15.

### **Past support**

The applicant has not previously applied for City of Perth sponsorship.

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as a Creative Community Project**

This project encourages people of Irish descent, ex-pats and people with a general interest in world history to participate in cultural activities commemorating a historic world event leading to Ireland gaining independence from the British Empire in 1916. It is a project that reflects on Perth as a community with a diverse living culture.

The confirmed involvement of the Irish Consulate and Irish Embassy in Canberra enhances the community profile of the City of Perth.

### **The project must be relevant to the intended audience**

*The Patriot Game* is a play of great significance for the occasion commemorating the 1916 Easter Rising. The play appeals to a broad audience and the occasion marking the 100<sup>th</sup> anniversary will be attractive to the Perth Irish community.

### **The applicant must have demonstrated capacity to deliver the project as described**

The applicant has considerable experience directing and producing local theatre. DVDs of past performances have been provided in support of the application, and demonstrate capacity to deliver the project.

The venue booking is confirmed and the applicant has provided letters of support from respected arts professionals.

The project has garnered financial support from the Irish Embassy in Canberra and promotional support from the Irish Consulate in Perth.

It is noted that recent Abandoned Theatre Players performances have been cancelled and the anticipated box office appears higher than would usually be expected from similar independent projects. Despite these concerns, Motherway is considered to have demonstrated capacity to deliver the project as described with monitoring and support from the City.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and demonstrated financial support from other sources including unconfirmed sponsorship from the Irish Embassy (\$25,000), and the Department of Culture and the Arts (\$25,000). Since submitting the application, Motherway has advised Department of Culture and the Arts were unable to accept his revised application.

The Irish Embassy has confirmed to the reporting officer that some support for the project will be granted. The proposed budget anticipates income from ticket sales at \$70,000, this is considered to be comparatively high expectation based on similar projects .

The proposed budget includes expenditure associated with administration, venue hire, sets, costumes, marketing and promotion costs, and artist fees and is considered to be a reasonable proposal.

The recommended level of support represents approximately 7% of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);

- verbal announcement acknowledging the sponsorship prior to the performance;
- display of City of Perth signage at the performances (provided by the City);
- 9 (double) invitations for Elected Members to attend the performance;
- 5 (double) invitations for City of Perth officer representatives (as determined by the Director) to attend the performance.

**COMMENTS:**

The recommended level of support is \$10,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

Sponsorship should be provided on a conditional basis, based on the applicant securing additional support from other sources to meet the \$25,000 short-fall from the Department of Culture and the Arts decision to decline assessment of the proposal, so as not to compromise the quality of the presentation

## ITEM NO: 3

### PROPOSED AMENDMENT TO COUNCIL POLICY 11.4 – WORLD ENERGY CITIES PARTNERSHIP – ATTENDANCE AT MEETINGS

**RECOMMENDATION:**

**(APPROVAL)**

***That Council approves amended Policy 11.4 - World Energy Cities Partnership – Attendance as attached in Schedule 4 which will allow the Director Economic Development and Activation to accompany the Lord Mayor at World Energy Cities Partnership meetings.***

**BACKGROUND:**

FILE REFERENCE: P1012089-7  
REPORTING UNIT: Economic Development Unit  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 13 November 2015  
MAP / SCHEDULE: Schedule 3 – Existing Policy 11.4  
Schedule 4 – Revised Policy 11.4

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning and Reporting Framework Implications**

**Corporate Business Plan**

Council Four Year Priorities: Community Outcomes: Capable and Responsive Organisation

A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and provide efficient and effective community centred services.

**Policy**

Policy No and Name: 11.4 - World Energy Cities Partnership - Attendance at Meetings

**DETAILS:**

The City of Perth is an active member of the World Energy Cities Partnership (WECP), which is currently a network of 23 global energy cities.

Council Policy 11.4 currently authorises the attendance of the Lord Mayor and the Manager of Economic Development at WECP meetings.

As the position had been vacated by the former Manager Economic Development (Ms Wendy Earl) an interim arrangement was resolved by Council at its meeting of 15 July 2014 which read;

*“Moved by Cr Davidson, seconded by Cr Butler*

*That Council approves transitional arrangements for the Project Manager Economic Development to attend the World Energy Cities Partnership meetings until the position of a Manager Economic Development has been filled, enabling subsequent compliance with existing Council Policy 11.4 World Energy Cities Partnerships - Attendance at Meetings.*

*The motion was put and carried*

The votes were recorded as follows:

For: The Lord Mayor, Crs Adamos, Butler, Davidson, Harley, McEvoy and Yong

Against: Nil

*Reason: The Council considered that Council Policy 11.4 World Energy Cities Partnerships - Attendance at Meetings, should remain unchanged and that transitional arrangements would better ensure the City's continuing representation at these meetings.”*

With the establishment of the new City of Perth Economic Development and Activation Directorate, it is recommended that the Director Economic Development and Activation accompany the Lord Mayor to the Annual General Meeting and various other meetings as required by the City's WECP membership.

#### **FINANCIAL IMPLICATIONS:**

There are no financial implications directly related to this report.

#### **COMMENTS:**

It is recommended that Council approves amended Council Policy 11.4 World Energy Cities Partnership – Attendance as attached in Schedule 4.

**POLICY NO: 11.4****WORLD ENERGY CITIES PARTNERSHIP -  
ATTENDANCE AT MEETINGS**

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**ORIGIN/AUTHORITY****FILE NO.**

Council meeting - 18 December 2007 (801/07)

75522/04

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**OBJECTIVES**

To authorise the Lord Mayor's and Manager Economic Development's attendance at the World Energy Cities Partnership meetings.

**POLICY STATEMENT**

The City of Perth is a member of the World Energy Cities Partnership and the Council acknowledges the need for participation by the Lord Mayor and the Manager Economic Development.

1. The Lord Mayor and Manager Economic Development are authorised to attend the Annual General Meeting and the Annual Working Group Meeting of the World Energy Cities Partnership.
2. Sufficient funds are to be approved in the Council's Annual Budget to meet the costs associated with the Lord Mayor and Manager Economic Development's attendance at the Annual General Meeting and the Annual Working Group Meeting of the World Energy Cities Partnership without further reference to the Council.

**Amendments/Review:**

Council meeting - 1 February 2011 (33/11)

Council meeting - 9 October 2012 (484/12)

Council meeting - 15 July 2014 (309/14) Transitional arrangements in place as per Council resolution below.

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**POLICY NO: 11.4**

***Moved by Cr Davidson, seconded by Cr Butler***

***That Council approves transitional arrangements for the Project Manager Economic Development to attend the World Energy Cities Partnership meetings until the position of a Manager Economic Development has been filled, enabling subsequent compliance with existing Council Policy 11.4 World Energy Cities Partnerships - Attendance at Meetings.***

***The motion was put and carried***

**The votes were recorded as follows:**

**For: The Lord Mayor, Crs Adamos, Butler, Davidson, Harley, McEvoy and Yong  
Against: Nil**

**Reason:**

The Council considered that Council Policy 11.4 World Energy Cities Partnerships - Attendance at Meetings, should remain unchanged and that transitional arrangements would better ensure the City's continuing representation at these meetings.

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## COUNCIL POLICY 11.4 WORLD ENERGY CITIES PARTNERSHIP – ATTENDANCE AT MEETINGS

### POLICY OBJECTIVE

To authorise the Lord Mayor's and Director Economic Development and Activation's attendance at the World Energy Cities Partnership meetings.

### POLICY STATEMENT

The City of Perth is a member of the World Energy Cities Partnership and the Council acknowledges the need for participation by the Lord Mayor and the Director Economic Development and Activation.

1. The Lord Mayor and Director Economic Development and Activation are authorised to attend the Annual General Meeting and the Annual Working Group Meeting of the World Energy Cities Partnership.
2. Sufficient funds are to be approved in the Council's Annual Budget to meet the costs associated with the Lord Mayor and Director Economic Development and Activation's attendance at the Annual General Meeting and the Annual Working Group Meeting of the World Energy Cities Partnership without further reference to the Council.

Document Control Box					
<b>Document Responsibilities:</b>					
<b>Custodian:</b>		<b>Custodian Unit:</b>			
<b>Decision Maker:</b>	Council meeting - 1 February 2011 (33/11) Council meeting - 9 October 2012 (484/12) Council meeting - 15 July 2014 (309/14) Transitional arrangements in place as per Council resolution. Council meeting - 30 April 2015 (161/15) (Transitional period concluded)				
<b>Compliance Requirements:</b>					
<b>Legislation:</b>					
<b>Industry:</b>					
<b>Organisational:</b>					
<b>Document Management:</b>					
<b>Risk Rating:</b>		<b>Review Frequency:</b>		<b>Next Due:</b>	
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<b>Version #</b>	<b>Decision Reference:</b>	<b>Synopsis:</b>			
1.	ELG				
2.	ELG				
3.					