



CITY of PERTH

Lord Mayor and Councillors,

NOTICE IS HEREBY GIVEN that the next meeting of the **Marketing, Sponsorship and International Relations Committee** will be held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 28 July 2015 at 4.00pm.**

Yours faithfully

GARY STEVENSON PSM
CHIEF EXECUTIVE OFFICER

23 July 2015

Committee Members:

Members:

Cr Chen (Presiding Member)
Cr Adamos
Cr Linnios

1st Deputy:

Cr Harley

2nd Deputy:

Cr McEvoy



Please convey apologies to Governance on 9461 3250
or email governance@cityofperth.wa.gov.au

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

Established: 17 May 2005 (Members appointed 22 October 2013)

| | | |
|----------------------------|-------------------------------|-------------------------------|
| Members: | 1st Deputy: | 2nd Deputy: |
| Cr Chen (Presiding Member) | | |
| Cr Adamos | Cr Harley | Cr McEvoy |
| Cr Limnios | | |

Quorum: Two

Expiry: October 2015

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.
- Question Sheets are also available on the City's web site: 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.

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.

Any plans or documents contained in this agenda may be subject to copyright law provisions (Copyright Act 1968, as amended) and the express permission of the copyright owner(s) should be sought prior to their reproduction.

**MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE
28 JULY 2015**

ORDER OF BUSINESS

1. **Declaration of Opening**
2. **Apologies and Members on Leave of Absence**
Approved Leave of Absence:
Cr Limnios
3. **Question Time for the Public**
4. **Confirmation of Minutes – 7 July 2015**
5. **Correspondence**
6. **Disclosure of Members' Interests**
7. **Matters for which the Meeting may be Closed**

In accordance with Section 5.23(2) of the *Local Government Act 1995*, should an Elected Member wish to discuss the content of the confidential schedules listed below, it is recommended that Committee resolve to close the meeting to the public prior to discussion of the following:

| Confidential Schedule No. | Item No. and Title | Reason |
|----------------------------------|---|------------------------|
| 1 and 2 | Item 6 – Tender 118-14/15 – Provision of Infrastructure for the City of Perth Australia Day Skyworks | Section 5.23(2)(e)(ii) |

8. **Reports**
9. **Motions of which Previous Notice has been Given**
10. **General Business**
 - 10.1. **Responses to General Business from a Previous Meeting**

Nil

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 and 26/05/15).

12. Closure

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

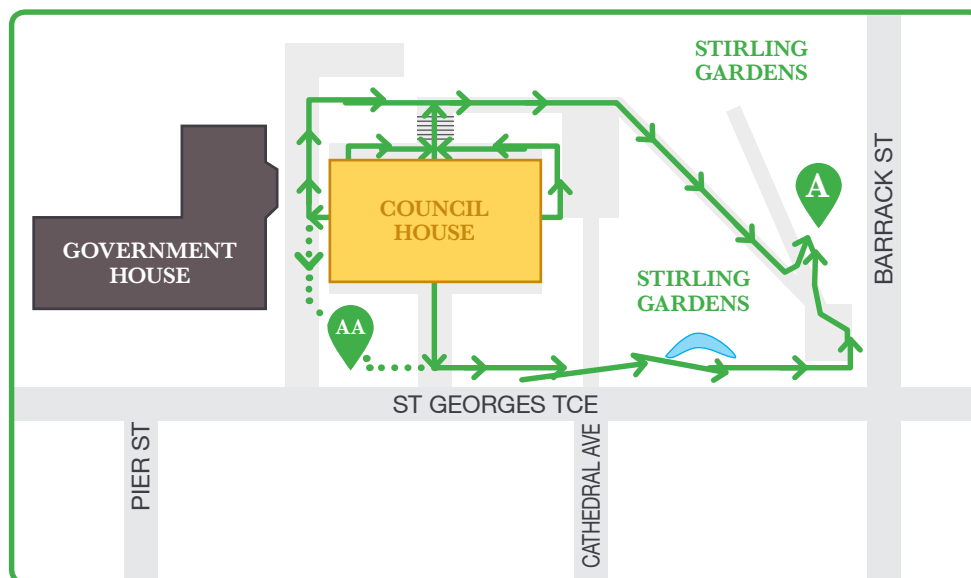
whoop whoop whoop

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

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ITEM NO: 1

ARTS AND CULTURAL SPONSORSHIP 2015/16 – MAJOR PARTNERSHIP – WEST AUSTRALIAN SYMPHONY ORCHESTRA

RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves Arts and Cultural sponsorship – Major Partnership of \$195,000 (excluding GST) to the West Australian Symphony Orchestra (WASO);**
- 2. notes that the West Australian Symphony Orchestra will provide the following event and sponsorship benefits to the City of Perth:**
 - 2.1 a free outdoor symphony concert at Langley Park on Saturday, 12 December 2015;**
 - 2.2 exclusive naming rights to the free outdoor symphony concert to be cited as ‘City of Perth Symphony in the City’;**
 - 2.3 display of City of Perth signage (provided by City of Perth) at the free outdoor symphony concert;**
 - 2.4 acknowledgement of the City of Perth as ‘Partner of Excellence’ in all Corporate Partner acknowledgements for the WASO 2016 Annual Season;**
 - 2.5 inclusion of City of Perth crest in all ‘City of Perth Symphony in the City’ marketing and promotional material;**
 - 2.6 dedicated half page acknowledgement of sponsorship in the ‘City of Perth Symphony in the City’ concert program’;**
 - 2.7 dedicated half page acknowledgment of the sponsorship in four concert programs during the WASO 2016 Annual Season;**

(Cont’d)

- 2.8** *an ensemble (trio or quartet) will be made available to perform for a City of Perth function on one occasion during 2016 (at the City of Perth's expense);*
- 2.9** *display of a City of Perth Television Commercial (provided by the City of Perth) on the screens prior to and post event;*
- 2.10** *public acknowledgement of City of Perth support at the WASO 2016 Annual Season launch and associated publicity drive;*
- 2.11** *invitation for the Lord Mayor, or representative, to open the 'Symphony in the City' concert;*
- 2.12** *opportunity for the Lord Mayor to include a message in the 'City of Perth Symphony in the City' program;*
- 2.13** *invitations for Elected Members and City of Perth staff representatives to attend 'City of Perth Symphony in the City' concert (maximum 14 double invitations) and annual season networking events as appropriate;*
- 2.14** *a hyperlink to the City of Perth website from WASO's website;*
- 3.** *notes that an acquittal report for the supported project is to be provided within three months of completion of the activity;*
- 4.** *notes that an annual report with audited financial statement of the West Australian Symphony Orchestra be provided within six months of the completion of the relevant financial period.*

BACKGROUND:

FILE REFERENCE: P1031289
REPORTING UNIT: Community Facilities
RESPONSIBLE DIRECTORATE: Community and Commercial Services
DATE: 7 July 2015
MAP / SCHEDULE: N/A

The West Australian Symphony Orchestra (WASO) has applied for arts and cultural sponsorship of \$197,507 to support the presentation of *City of Perth Symphony in the City* at Langley Park on Saturday, 12 December 2015.

WASO was established in 1928 and is one of the State's leading arts companies. WASO is an incorporated association. Each year WASO performs with some of the world's finest conductors and soloists as well as the State's ballet and opera companies. In 2014, WASO delivered over 190 performances and performed to an audience in excess of 200,000.

WASO has identified its vision as "... to touch souls and enrich lives through music..."

Each year WASO gives people across Western Australia the opportunity to experience classical music through concert performances, touring, education programmes and other initiatives. Concerts are regularly broadcast on ABC Classic FM and through webcasts.

Symphony in the City is an important annual event for WASO. It provides an opportunity for WASO to make classical music an accessible and relevant art form for all Western Australians, and meet its objective of enthusiastically embracing community engagement.

Past support

The City of Perth has provided sponsorship for WASO to support the Symphony in the City event for eight years.

| Year | Sponsorship Amount | Supported Program |
|---------------------------------|---------------------------|------------------------------------|
| 2007/08 | \$99,338 | Symphony in the City |
| 2008/09 | \$140,000 | Symphony in the City |
| 2009/10 | \$142,800 | Symphony in the City |
| 2010/11 | \$146,370 | Symphony in the City |
| 2011/12 | \$150,176 | Symphony in the City |
| 2012/13 | \$233,930 | Symphony in the City |
| 2013/14 | \$198,772 | Symphony in the City |
| 2014/15 | \$203,747 | Symphony in the City |
| <i>Requested 2015/16</i> | <i>\$197,507</i> | <i>Symphony in the City</i> |
| <i>Proposed 2015/16</i> | <i>\$195,000</i> | <i>Symphony in the City</i> |

An acquittal report for the 2014/15 financial year has been provided. The 2014 Annual Report with audited financial reports has been received. This information has

been reviewed and demonstrates a satisfactory acquittal of the City's previous sponsorship funding of WASO.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth S15 Reflect and celebrate diversity in Perth.

Policy

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

ELIGIBILITY:

Council 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.

Council 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.

| Applicant Eligibility Criteria <i>Category of Sponsorship: Major/ Civic Partnership</i> | |
|---|---------------|
| <i>The applicant must:</i> | |
| Have formally identified arts and/ or culture as its primary purpose. | Criterion Met |
| Be a formally constituted not-for-profit, benevolent or charitable organisation. | Criterion Met |
| Be an Australian legally constituted entity. | Criterion Met |
| <i>The applicant must not be:</i> | |
| A government authority, agency or department. | Criterion Met |
| An individual. | Criterion Met |
| An applicant that has previously submitted unsatisfactory or incomplete reports. | Criterion Met |
| An applicant that has outstanding debts to the City of Perth. | 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 |
| Project Eligibility Criteria | |
| <i>The project must:</i> | |
| Provide a public outcome within the City of Perth boundaries. | Criterion met |

Applicant Eligibility Criteria

Category of Sponsorship: Major/ Civic Partnership

| | |
|--|---------------|
| Occur within 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 *City of Perth Symphony in the City 2015* will be the ninth year the event has been presented and the fourth year at Langley Park. As an outdoor event in a prominent city location, *Symphony in the City* has proved to be a significant attraction for local audiences with an estimated attendance in excess of 20,000 each year.

The event is promoted as an inclusive, family-friendly cultural event, with many people arriving early to picnic in the park prior to the concert. The concert will commence at 7.30pm and conclude at 10.00pm.

In 2015 the event will again be simulcast to broadcast locations throughout Western Australia and via webcast. At this time, the locations are not yet confirmed. The associated regional broadcast is supported by Lotterywest.

The concert will include well known classical music works by popular composers and includes a pyrotechnic display to represent the sounds of cannons for the traditional finale, Tchaikovsky's *1812 Overture*.

Symphony in the City is a free community orchestral concert performed by WASO together with the WASO Chorus.

For the first time, WASO Principal Conductor and Artistic Adviser, Asher Fisch, will conduct *Symphony in the City* in 2015. Maestro Fisch is a seasoned conductor and a frequent guest to great orchestras and renowned opera houses throughout Europe.

Careful selection of a range of music will ensure that the concert appeals to a wide range of people and is suitable for families. WASO is committed to delivering a quality concert. Specific details of the artistic program are yet to be confirmed.

Venue

Langley Park.

Times and dates

Saturday, 12 December 2015 – 7.30pm to 10.00pm.

Ticket Prices

Symphony in the City is free for the public to attend.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Council Policy 18.8 and 18.1.

The identified objective of an *Arts and Cultural Major / Civic Partnership* is to support arts and cultural activities that:

- facilitate the dynamic celebration of the city through major arts and cultural festivals and activities;
- enhance social well-being and encourage community;
- provide support for the city's key arts and cultural organisations to provide high quality arts and cultural experiences; and
- contribute to the economy of the city.

The project must demonstrate shared objectives as a Major Partner

The City of Perth maintains major partnerships with a small number of organisations. Key outcomes in community engagement, cultural celebration and audience development are identified as primary considerations for meeting Major Partnership objectives.

Performing over 190 concerts and reaching an audience in excess of 200,000 in 2014, WASO plays a central role in the cultural life of Western Australia. *Symphony in the City* provides an opportunity for thousands of Western Australian to experience a high quality concert performance in an informal atmosphere that is both accessible and inclusive. In 2014, more than 20,000 people attended *Symphony in the City*.

Symphony in the City engages a diverse audience and is attractive to young and old. The event offers the public an opportunity to attend a professional orchestral performance against the natural landscape of the Swan River and the back drop of the City's built landscape, at no cost. The natural setting and evocative performance from WASO and the WASO Chorus generate a celebrative atmosphere and encourage large audiences to attend each year.

In 2014 the event's simulcast reached an additional 1,139 people in regional Western Australia, through broadcast to 21 Community Resource Centres and 3 regional art centres. This supplementary exposure ensures Perth is identified as a capital city, home to major arts organisations, and hosting and supporting major cultural events.

The event employs a substantial team of staff and volunteers and attracts a large audience providing economic benefit to local business. Many people choose to travel by public transport and Transperth reported that 4,023 people travelled home by train following the 2014 event.

The project must be of high artistic quality/ cultural relevance

With a full-time professional company of 78 orchestra members, and a chorus of approximately 130 volunteers, WASO is the state's flagship orchestra. WASO plays a significant role in the cultural life of Western Australia engaging and inspiring the people of Western Australia through metropolitan and regional performances, education and community programs and artistic partnerships with WA Ballet and WA Opera.

Although Ascher Fisch became WASO Principal Conductor and Artistic Adviser in 2014 he has never before conducted a *Symphony in the City* performance. Maestro Fisch is currently Principal Guest Conductor of the Seattle Opera and his former posts include Musical Director of the New Israeli Opera and the Weiner Volksoper.

The *Symphony in the City* artistic program is compiled in consideration of all ages and varying exposure to classical music. In 2015 the program is likely to feature music from the upcoming 2016 season, in addition to much loved favourites and the much anticipated finale, *1812 Overture*, accompanied by a pyrotechnic display. The full artistic program is not yet confirmed.

WASO has provided its 2014 Annual Report with audited financial information, the event application form and photographs of the 2014 event in support of its application.

The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery

WASO's artistic and production teams have substantial experience in staging large-scale events. The Production and Technical Manager has extensive experience in managing events of this scale; his past credits include Sydney 2000 Olympics and Perth Festival. WASO has successfully delivered *Symphony in the City* since 2007.

A full risk management plan for *Symphony in the City* will be lodged with City of Perth prior to the event and WASO has submitted an event application to the City of Perth also. Following the event, there will be an opportunity for the WASO development and technical team to meet with City of Perth Officers for an event debrief. This enables both partners to improve and facilitate the delivery of future events.

Paid public parking is available near Langley Park, and as in previous years, WASO will work with Transperth to encourage concert goers to travel to the concert using public transport.

Over many years as a partner to the City of Perth, WASO has delivered all acquittal and reporting documentation to a satisfactory standard. There are no outstanding reports for past sponsorship received.

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

The orchestra's annual core operating costs are substantially supported by the State Government through the Department of Culture and the Arts. Continued support from Lotterywest is yet to be confirmed with notification anticipated in October. The Lotterywest contribution meets the cost of regional broadcasts, whilst WASO will make a self-contribution of approximately 20% of the total project budget.

The requested City of Perth contribution represents approximately 35% of the total *Symphony in the City* budget. This ratio is slightly higher than previous years, due to the overall project budget forecast as slightly lower than the previous year.

WASO have noted that the request includes approximately \$15,000 in venue hire fees and \$3,500 in Risk Assessment charges that will be returned to the City of Perth.

Acknowledgement

City of Perth funding of *Symphony in the City* of \$195,000 would secure the sponsorship benefits outlined in parts 2.1 to 2.14 of the report recommendation.

FINANCIAL IMPLICATIONS:

| | |
|-----------------------|---|
| ACCOUNT NO: | 15C480007901 |
| BUDGET ITEM: | Recreation and Culture – Other Culture – Donations and Sponsorship |
| BUDGET PAGE NUMBER: | TBA |
| | BUDGET ITEM |
| BUDGETED AMOUNT: | \$1,411,043 |
| AMOUNT SPENT TO DATE: | \$554,278 |
| PROPOSED COST: | \$195,000 |
| BALANCE: | \$661,765 |

All figures quoted in this report are exclusive of GST

COMMENTS:

The budgeted allocation of \$195,000 reflects a decrease from 2014/15 (\$8,747) which was scaled down by 4.45% to meet 2015/16 budget constraints and to balance against minor fluctuations in the context of the full program and existing commitments. The potential impact of this reduction was discussed with WASO staff in June 2015 and subsequently sponsorship benefits offered in 2016 where reviewed. An application for \$197,507 was submitted in view of these changes.

In prior years, the following benefits in addition to those outlined in the recommendation for this report were provided as part of the agreed sponsorship benefits:

- an ensemble (trio or quartet) was made available free of charge to the City to perform at a City of Perth function on one occasion during the sponsorship year.
- An invitation for City of Perth representatives to attend one concert at the Perth Concert Hall during the Annual Season.

These sponsorship benefits have been revised in the 2015/16 proposal as they represent additional costs or potential loss of income to the company that are over and above the cost to deliver the *Symphony in the City* event.

WASO have committed to making an ensemble available to the City (at the cost of the City) on one occasion during the funding period. This is considered an exclusive offer that WASO offered to sponsors.

On analysis of the application, the amount of \$195,000 as a contribution towards *Symphony in the City*, and in accordance with the budget allocation is recommended.

The sponsorship benefits outlined in the recommendation for this report are considered to be an appropriate incentive for the recommended sponsorship amount.

As demonstrated by consistent attendances over the years this cultural event's popularity remains strong. Through this public performance, the three major partners meet common objectives and goals, thereby ensuring that engaging cultural experiences remain accessible to the wider public.

ITEM NO: 2

ARTS AND CULTURAL SPONSORSHIP 2015/16 – ASSOCIATE PARTNERSHIP – WEST AUSTRALIAN BALLET

RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves cash Arts and Cultural Sponsorship – Associate Partnership, of \$55,000 (excluding GST) to the West Australian Ballet for sponsorship of the 2016 Annual Performance Program at His Majesty’s Theatre;***
- 2. notes that West Australian Ballet will provide three performance seasons at His Majesty’s Theatre in 2016;***
- 3. notes that the West Australian Ballet will provide the following sponsorship benefits to the City of Perth:***
 - 3.1 inclusion of the City of Perth crest in all printed promotional material and publications relating to West Australian Ballet Seasons Two, Three and Four, including but not limited to, Annual Program Brochure, posters and flyers, performance programmes, advertisements;***
 - 3.2 inclusion of the City of Perth crest on co-branded sponsor signage displayed on site for West Australian Ballet Seasons Two, Three and Four;***
 - 3.3 a dedicated half page acknowledgment of sponsorship in full colour performance program for West Australian Ballet Seasons Two, Three and Four;***
 - 3.4 a hyperlink on the West Australian Ballet website to the City of Perth website;***
 - 3.5 acknowledgement of the City of Perth support on the partners’ page of the West Australian Ballet website;***

(Cont’d)

- 3.6 the City of Perth crest displayed on screens alongside other sponsors in the auditorium prior to all supported performances of the West Australian Ballet acknowledging the City's support;**
- 3.7 invitations for Elected Members to attend opening night performance of each of the supported West Australian Ballet seasons (maximum 54 tickets);**
- 3.8 invitations for City of Perth representatives (as determined by the Director) to attend opening night performances of each of the supported West Australian Ballet seasons (maximum 30 tickets);**
- 3.9 provision for ten complimentary tickets (distribution to be determined by the Chief Executive Officer) for each supported West Australian Ballet season (maximum 30 tickets);**
- 3.10 a 15% staff discount for additional A or B reserve tickets purchased for all West Australian Ballet season performances in 2016;**
- 4. notes that an acquittal report for the supported project is to be provided within three months of completion of the activity;**
- 5. notes that an annual report and audited financial statement of West Australian Ballet will be provided within six months of the completion of the relevant financial period.**

BACKGROUND:

FILE REFERENCE: P1031290
RESPONSIBLE UNIT: Community Facilities
RESPONSIBLE DIRECTORATE: Community and Commercial Services
DATE: 7 July 2015
MAP / SCHEDULE: N/A

The West Australian Ballet has applied for arts and cultural sponsorship of \$57,253 to support its 2016 annual program of ballet performances within the City of Perth boundaries.

The 2016 annual program consists of three ballet seasons at His Majesty's Theatre and one outdoor ballet season (outside the City of Perth boundaries).

The West Australian Ballet Company (WA Ballet) was founded in 1952 and is the oldest ballet company in Australia. It is an incorporated association and registered as a charitable institution.

Whilst the foundation of the company's repertoire is classical ballet, WA Ballet increasingly programs contemporary works, and is particularly committed to new Australian choreographies.

The company offers an annual program, education and community outreach program, in addition to regional, national and international touring and employs 32 full time professional dancers, including 8 young artists and full time production and wardrobe departments. WA Ballet states that it attracts some of the best artists from around the world contributing to the development of new Australian artists and spirit of aspiration for young dancers.

The vision and mission of WA Ballet is as follows:

Vision

To be a world class ballet company for the benefit of all Western Australians and the pre-eminent ballet company in the Asia Pacific region.

Mission

To present outstanding classical and contemporary dance for the enjoyment, entertainment and enrichment of our communities."

Past support

The City of Perth has provided sponsorship to WA Ballet for more than fifteen years. The following table provides details of the past five years.

| Year | Amount | Sponsored Program Description |
|---------------------------------|------------------------|--|
| 2009/10 | \$40,800 | Three Seasons at His Majesty's Theatre |
| 2010/11 | \$51,820 | Three Seasons at His Majesty's Theatre |
| 2011/12 | \$53,167 | Three Seasons at His Majesty's Theatre |
| 2012/13 | \$54,496 | Three Seasons at His Majesty's Theatre |
| 2013/14 | \$55,857 | Three Seasons at His Majesty's Theatre |
| 2014/15 | \$57,253 | Three Seasons at His Majesty's Theatre |
| <i>Requested 2015/16</i> | <i>\$57,253</i> | <i>Three Seasons at His Majesty's Theatre</i> |
| <i>Proposed 2015/16</i> | <i>\$55,000</i> | <i>Three Seasons at His Majesty's Theatre</i> |

An acquittal report for the 2014/15 financial year has been provided. The 2014 Annual Report with audited financial reports has been received. This information has

been reviewed and demonstrates a satisfactory acquittal of the City of Perth's previous sponsorship funding.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth
S15 Reflect and celebrate the diversity of Perth.

Policy

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

Eligibility:

Council 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.

Council 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.

| Applicant Eligibility Criteria | |
|---|---------------|
| <i>Category of Sponsorship: Associate Partnership</i> | |
| <i>The applicant must:</i> | |
| Have formally identified arts and/ or culture as its primary purpose. | Criterion Met |
| Be a formally constituted not-for-profit, benevolent or charitable organisation. | Criterion Met |
| Be an Australian legally constituted entity. | Criterion Met |
| <i>The applicant must not be:</i> | |
| A government authority, agency or department. | Criterion Met |
| An individual. | Criterion Met |
| An applicant that has previously presented unsatisfactory or incomplete reports. | Criterion Met |
| An applicant with outstanding debts to the City of Perth. | 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 |
| Project Eligibility Criteria | |
| <i>The project must:</i> | |
| Provide a public outcome within the City of Perth boundaries. | Criterion Met |
| Occur within the specified timeframe. | Criterion Met |
| <i>The project must not be:</i> | |
| For profit or commercial purposes. | Criterion Met |

Applicant Eligibility Criteria

Category of Sponsorship: Associate Partnership

| | |
|--|---------------|
| For fundraising. | Criterion Met |
| An award ceremony or industry specific presentation. | Criterion Met |
| Training, workshops, research or professional development. | Criterion Met |

The budget provided includes a portion of expenditure on operations and asset depreciation which is not eligible for support through the City of Perth's sponsorship program. The applicant has provided information which identifies that this expenditure is supported through other funding sources.

DETAILS:

Project Summary

WA Ballet's 2016 annual program will commence in January and finish in December. Performance Season One, an outdoor season, does not take place within the City of Perth boundaries and is not included as part of this sponsorship proposal.

WA Ballet has provided detailed information relating to the three seasons to be staged at His Majesty's Theatre, for which sponsorship is requested. The details of WA Ballet's 2016 annual program will be publically released in September 2015. It is noted that any information relating to the 2016 annual program remains strictly confidential until this time.

The WA Ballet 2016 Annual Program reflects the company's classical origins and its commitment to contemporary works. The selected seasons respond to the audience's demand for experiencing ballet outside of the traditional context. As in previous years the final ballet of the program is an extended season with broad appeal. This production is likely to be attractive to families planning a special event leading into the festive season.

Season Two comprises of 15 performances from Friday, 13 May 2016 to Saturday, 28 May 2016 and includes evening and matinee performances.

Season Three comprises of 14 performances from Friday 9, September 2016 to Saturday, 24 September 2016 and includes evening and matinee performances.

Season Four comprises of 21 performances from Friday, 18 November 2016 to Sunday, 11 December 2016 and includes evening and matinee performances.

Venues

All three supported ballet seasons will be presented at His Majesty's Theatre, 825 Hay Street, Perth.

Ticket Prices

WA Ballet tickets range from premium tickets, priced at \$108, to A Reserve concession tickets priced at \$74. WA Ballet offers a variety of discount options including selected sessions and subscription packages.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Council Policy 18.8 and 18.1.

The project must demonstrate shared objectives as an Associate Partner.

This sponsorship category provides support to recurring arts and cultural programs by established partners and supports the development and presentation of local arts and cultural activity.

The WA Ballet reaches approximately 65,000 people annually through performances, workshops and development programs. WA Ballet anticipates that the 2016 annual programme will attract approximately 41,240 people to the city. WA Ballet's market research has suggested that their patrons do typically attend the ballet in conjunction with dinner or post show socialising, which may provide cross promotional opportunities with local business.

WA Ballet is committed to offering world-class ballet performances to the people of Perth. While the foundation of the company's repertoire is classical ballet, the company reports that it has gained a reputation for adventurous programming and distinctive contemporary outlook. The 2016 season will include an Australia debut and a new WA Ballet production.

The company also supports the development of the local dance sector more broadly through its first class dance repertoire and education program. The delivery of consistently high quality performances by WA Ballet reinforces Perth's status as a cultural destination and as a highly desirable and liveable city for metropolitan residents.

The project must be of high artistic quality / cultural relevance.

WA Ballet regularly seeks feedback from audiences, community program participants and peers to ensure the high levels of programming are maintained. The company benchmarks the artistic quality of its performances against national and international ballet companies.

WA Ballet provides important professional development opportunities for local and international dancers and is committed to regional, school and community based programs.

WA Ballet market research has found their audience is more interested in experiencing ballet outside of the traditional context. The company aims to fulfil this interest by providing audiences with fresh and new experiences.

The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery.

WA Ballet has been in operation for over 60 years and is an incorporated entity. WA Ballet has a professional management and creative team with many years of experience who manage the daily operations under the supervision of a board of directors.

This is the third annual program developed under Aurelien Scannella as Artistic Director. Mr Scannella has an international career as a principal dancer, rehearsal director and ballet master.

WA Ballet has submitted an audited annual report and artistic report for 2014 with its application for sponsorship. An acquittal has been received which relates to the 2014 annual season.

The City of Perth has supported WA Ballet's annual program for more than fifteen years, including support for *Ballet Under the Stars* (this event ceased in 2006).

WA Ballet's project evaluation measures include:

- Delivery of each season programme
- Overall attendance and access figures
- Ticket sales
- Audience survey and feedback
- Reviews from media and peers

The company has developed an extensive marketing plan which includes:

- Print advertisements in The West Australian and community newspapers
- Radio campaigns through Nova 93.7
- Television advertising through Channel 7
- Online advertising including social media campaigns and digital channels
- 'Out of Home' advertising in the form of billboards on buses
- Digital media mailout (up to 12,000 per mailout)
- Ticketmaster and Ticketek agency marketing support
- Leveraging sponsorship and stakeholder relationships
- Ongoing publicity campaigns

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

The WA Ballet has provided a summarised full production and operational annual budget for 2016. The WA Ballet annual budget for 2016 includes State and Federal Government Grants (43.42% of the budget) and an estimated amount for ticket sales and corporate sponsorship. The budget identifies a loss of \$832,747 and this loss incorporates a significant proportion attributed to depreciation which will be met by the company's reserves.

WA Ballet's major sponsors include Woodside, Wesfarmers, Finbar, Ernst and Young, Clifford Chance, Singapore Airlines and Bankwest.

The recommended sponsorship across the three eligible seasons is less than 1% of the cost of the productions and operations. The sponsorship represents a contribution of approximately \$1.33 per audience member.

Acknowledgement

The benefits provided to the City are detailed in the recommendation section of this report.

FINANCIAL IMPLICATIONS:

| | |
|-----------------------|---|
| ACCOUNT NO: | 15C480007901 |
| BUDGET ITEM: | Recreation and Culture – Other Culture – Donations and Sponsorship |
| BUDGET PAGE NUMBER: | TBA |
| | BUDGET ITEM |
| BUDGETED AMOUNT: | \$1,411,043 |
| AMOUNT SPENT TO DATE: | \$499,278 |
| PROPOSED COST: | \$55,000 |
| BALANCE: | \$856,765 |

All figures quoted in this report are exclusive of GST

COMMENTS:

WA Ballet is an important contributor to the life of the city and is one of the Western Australia's flagship arts organisations. The City's support of WA Ballet contributes to the profile of the city of Perth as a city of regional and international significance.

It is recommended that Council approves sponsorship of \$55,000 (excluding GST) to support the presentation of WA Ballet's Annual Season performances at His Majesty's Theatre in 2016. This allocation can be accommodated within the Arts & Cultural Sponsorship budget and has been considered in the context of 2015/16 budget constraints, and prioritised budget commitments.

ITEM NO: 3

ARTS AND CULTURAL SPONSORSHIP 2015/16 – ASSOCIATE PARTNERSHIP – WEST AUSTRALIAN MUSIC INDUSTRY ASSOCIATION INC.

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. approves Arts and Cultural sponsorship (Associate Partnership) of \$40,000 (excluding GST) to the West Australian Music Industry Association Inc. (WAM) for sponsorship of the 2015 WAM Festival;***
- 2. notes that the West Australian Music Industry Association Inc. will provide the Saturday Spectacular, Friday Showcases and WA Music Awards as part of the 2015 WAM Festival;***
- 3. notes that the West Australian Music Industry Association Inc. will provide the following sponsorship benefits to the City of Perth:***
 - 3.1 inclusion of the City of Perth crest on all promotional materials related to supported WAM Festival events including, but not limited to posters, programme and flyers;***
 - 3.2 display of City of Perth banners at all outdoor Saturday Spectacular stages and indoor stages of supported events where appropriate;***
 - 3.3 acknowledgement of the City of Perth as a major supporter of the WAM Festival on the WAM website and through all web based promotions;***
 - 3.4 non-exclusive supporting rights of the WAM Festival to be cited as “The 2015 WAM Festival, presented by Smarter Than Smoking, proudly supported by City of Perth”;***

(Cont'd)

- 3.5 public acknowledgement of City of Perth's support in all media releases and in all speeches associated with the WA Festival and WA Music Awards;**
- 3.6 invitation for the Lord Mayor to present the Golden WAMi for Contribution to the Western Australian Music Industry at the WA Music Awards;**
- 3.7 invitations for the Elected Members and representative staff to attend the Saturday Spectacular and associated events (up to 14 double passes provided if ticketed) as appropriate;**
- 4. notes that an acquittal report for the supported project is to be provided within three months of completion of the activity;**
- 5. notes that an annual report and audited financial statement of the West Australian Music Industry Association Inc. will be provided within six months of the completion of the relevant financial period.**

BACKGROUND:

FILE REFERENCE: P1031290
RESPONSIBLE UNIT: Community Facilities
RESPONSIBLE DIRECTORATE: Community and Commercial Services
DATE: 26 June 2015
MAP / SCHEDULE: N/A

Since 1987 the West Australian Music Industry Association (WAM), located in Northbridge, has been a committed advocate for Western Australian music and is the peak industry body responsible for supporting, nurturing and growing all forms, genres and levels of original contemporary music in WA.

The WAM presents regular events and programs that showcase the richness, quality and diversity of Western Australia's musical talent and stimulates interest and opportunity for contemporary musicians within and outside of Western Australia.

The WAM has requested sponsorship of \$40,000 for the presentation of the *2015 WAM Festival*. The *WAM Festival* will take place from Friday, 6 November 2015 until Sunday, 8 November 2015 at various locations including public spaces and licensed venues throughout the cultural precinct and greater Northbridge.

The *2015 WAM Festival* program will comprise of the WA Music Conference, WA Music Awards, Friday night genre showcases, *Saturday Spectacular*, and Sunday

program (Sunday program to be held in Fremantle and has been excluded from the proposed project budget). All of these activities (excluding the WA Music Conference) will be free for the public to attend. The Festival offers recognition and skills development opportunities for West Australian musicians and is also WA's foremost opportunity to engage with the broader community and celebrate the great contemporary music talent on offer in WA.

Past support

The City of Perth has provided sponsorship to the West Australian Music Industry for more than ten years. The table below represents support provided in the past five years.

| Year | Amount Provided | Description of Supported Program |
|---|----------------------------------|---|
| 2010/11 | \$68,624 | WAMi Festival – Saturday Spectacular, Northbridge Piazza Series, Lunchtime Performance Series, Partner Showcases, Closing Party |
| 2011/12 | \$70,408 cash \$5,850 in-kind | WAMi Festival – Saturday Spectacular, Northbridge Piazza Series and Lunchtime Performance Series, Partners Showcases, Closing Party |
| 2012/13 | Nil | No application ¹ |
| 2013/14 | \$50,000 | WAMi Festival – Saturday Spectacular |
| 2014/15 | \$37,000 | WAM Festival – Saturday Spectacular |
| 2015/16 Requested / Proposed | \$40,000 | WAM Festival – Saturday Spectacular, Friday Showcases & WA Music Awards |

¹ The applicant did not apply for funding in the 2012/13 financial year, as the event dates changed from May to November, therefore placing the contribution for the 2013 event in the 2013/14 financial year.

An acquittal report for the 2014/15 financial year has been provided. The 2014 Annual Report, with audited financial statements, has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan
Council Four Year Priorities: Healthy and Active in Perth
S15 Reflect and celebrate diversity in Perth.
15.1 Support and deliver events that reflect and celebrate cultural diversity.

Policy

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

Eligibility:

Council 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.

Council 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.

| Applicant Eligibility Criteria <i>Category of Sponsorship: Associate Partnership</i> | |
|--|--------------|
| <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 |
| Project Eligibility Criteria | |
| <i>The project must:</i> | |
| Provide a public outcome within the City of Perth boundaries. | Criteria met |
| Occur within 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

Now in its 22nd year, the WAM Festival is an annual local music event recognised as an important opportunity for local contemporary musicians, music industry representatives and contemporary music audiences to connect. City of Perth has been a supporter of the *WAM Festival* since 2001. Over many years the program format has changed with some events, such as the *Saturday Spectacular* and WA Music Awards remaining important highlights of the event program.

In 2014 the *WAM Festival* attracted approximately 10,000 people, with 3,000 people attending the Block Party event over the duration of the evening. Event organisers anticipate the *2015 Saturday Spectacular* will attract an audience of similar scale.

The *Saturday Spectacular* will take place on Saturday, 7 November 2015 from mid-afternoon into the evening. WAM aims to attract and sustain a diverse audience at various outdoor and indoor venues across Northbridge.

In 2014, *Saturday Spectacular* included a *Block Party* in the Roe Street Wilson's Car Park. At this location, two outdoor stages showcased Western Australian music simultaneously. Licensed venues also staged further performances throughout the afternoon and into the evening, whilst the PICA amphitheatre hosted an all-ages stage.

Although the 2015 program and schedule are currently under development, WAM has indicated that the *Block Party* will continue as part of the *Saturday Spectacular* program with the intention to increase audience capacity to accommodate increased public interest. In addition, the live music venues and all-ages outdoor stage will be again included in the *2015 Saturday Spectacular* program.

WAM has indicated that the *2015 Saturday Spectacular* program is likely to include approximately 27 acts in outdoor venues and approximately nine acts per indoor venue. The Friday night program which is also included as part of this application, will feature up to ten showcases at licensed indoor venues, featuring four or five acts per venue.

WAM has employed an experienced events officer responsible for the delivery of 2014 WAM Festival, to curate and manage the WAM Festival.

In support of the application, WAM has provided the 2014 *Saturday Spectacular* schedule, which is indicative of the scope of programming for the 2015 event.

Venues

Various locations in Northbridge entertainment precinct and Perth Cultural Centre. Licenced venues are yet to be advised.

Times and dates

| Program | Description | Date |
|----------------------|---|---------------------------|
| Friday Showcases | Live music | Friday, 6 November 2015 |
| Saturday Spectacular | Live Music Multiple stages (including all-ages) venues include Perth Cultural Centre. | Saturday, 7 November 2015 |
| WA Music Awards | Live Music and Awards presentation | Date to be confirmed |

Ticket Prices

All events in the *Saturday Spectacular* program are free for the public to attend. All WAM Festival events (except WA Music Conference) are free for the public to attend.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The identified objective of an *Arts and Cultural Associate Partnership* is to support arts and cultural activities that:

- Invest in the development and presentation of local arts and cultural activity.
- Enhance the profile of the city of Perth as a pre-eminent cultural destination.
- Enhance the corporate profile of the City of Perth.
- Contribute to the economy of the city.

The project must demonstrate shared objectives as an Associate Partner

Through this category of sponsorship the City supports recurring arts and cultural programs by established partners.

The *WAM Festival* is a key event in the WA music calendar with a high level of national participation and exposure.

The festival makes a positive contribution to the economic viability of the contemporary music industry. The benefits of this event are ongoing for local musicians and raise the profile of WAM's year round activities undertaken from the organisation's Northbridge premises.

The organisation anticipates around 10,000 patrons will attend the event throughout the day using the City's parking facilities and visiting, in increased numbers, nearby businesses and cultural facilities due to the involvement of multiple venues across Northbridge.

In 2014, WAM spent \$11,300 on travel and accommodation to bring national and international industry guests to the conference and estimates that all guests stayed between one and four nights each spending \$40 minimum per day on meals, transport, entertainment and incidentals.

WAM also implemented a strategy of bringing some of Australia's key band bookers to the conference, as well as triple j's assistant music director. WAM believes that this strategy resulted in increased exposure for local artists and more specifically, one band being signed to a leading booking agent, whilst one of the world's leading independent heavy labels expressed an interest in signing another band. Outcomes like this are invaluable to the local music industry, and demonstrate that this strategic investment has garnered immediate outcomes for the industry. Targeting national music industry representatives to attend the WAM Festival and Conference will remain an important consideration in the planning of the 2015 event.

Associated industry activities that occur in conjunction with the public program increases the profile of Western Australian musicians and strengthens the business capacity of local artists, providing long term benefit to the local music industry.

The project must be of high artistic quality/ cultural relevance.

The applicant has submitted a copy of the *2014 Saturday Spectacular* schedule which provides an indication of the quality of artists invited to perform at the event.

WAM will work with local industry groups to curate the free Friday evening event, a series of genre showcases which align to the WA Music Awards categories. WAM has developed a general set of criteria that guides the selection process for acts which include general past achievements (awards, releases, other similar events played, workshops completed); WAM-related successes (Song Of The Year and WAM Award nominees and winners are made a priority); timeliness (current activities, releases out/due, media hype, career momentum); level of the music's innovation, uniqueness, originality and quality and how beneficial the event could be for the act, and how well positioned the act is to take advantage of the opportunities that could arise. WAM rarely chooses acts without external consultation and in most circumstances employs a booker, consults relevant key industry figures, or works with other organisations to consider the selection of acts.

The WAM Festival events will be marketed to appeal to the broader community, with particular emphasis on engaging families with young children, who will find the day-time community atmosphere of the *Saturday Spectacular* more accessible than traditional live contemporary music formats.

The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery.

WAM has submitted supporting documentation with the application including a 2014 Annual Report, which details the success of the *2014 WAM Festival* both in terms of attendance and social/economic benefits to artists. In 2014 the *Saturday Spectacular* presented over 50 acts at seven different venues and was attended by local, national and international industry representatives in addition to introducing new audiences to local artists.

WAM has been incorporated since 1987 and receives triennial funding from the State and Federal Governments. WAM has a 22 year history of successful management and presentation of the annual *WAM Festival (previously known as the WAMi Festival and Kiss My WAMi Festival)*.

WAM has committed to undertake a full valuation of the festival based on key performance indicators. WAM's project evaluation measures include:

- Reviews in mainstream and industry specific media;
- Audience participation figures;

- Audience survey;
- Participant survey and feedback forms;
- Number of unique visitors to the WAM website and associated webpages;
- Event numbers and artist participation;
- Number of attendees;
- Calculations of the dollar spend for each non-WA guest, speaker or delegate travelling to Perth to attend the WAM Festival.

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

The WAM has provided a summarised project budget indicating a confirmed financial contribution from the Department of Culture and the Arts. Additional government funding is in the final stages of negotiation. The organisers are confident that the event will proceed as planned.

WAM representatives have indicated that should Healthway funding be approved, WAM will be required to brand the *2015 WAM Festival* as *2015 WAM Festival presented by Smarter than Smoking*, in line with Healthway funding conditions and required naming conventions. To ensure that the City's contribution is also recognised, commensurate with its investment, WAM has proposed cited supported rights that incorporate the requirements for both sponsors. This wording is reflected in the recommendation section of this report.

The requested contribution represents 33% of the total project cost. Based on other activities within the program this allocation is of a scale consistent with other comparable free events.

Acknowledgement

City of Perth funding of \$40,000 would secure the benefits outlined in parts 3.1 to 3.7 of this report.

FINANCIAL IMPLICATIONS:

| | |
|-----------------------|---|
| ACCOUNT NO: | 121-254-7901 |
| BUDGET ITEM: | Recreation and Culture – Other Culture – Donations and Sponsorship |
| BUDGET PAGE NUMBER: | TBA |
| | BUDGET ITEM |
| BUDGETED AMOUNT: | \$1,437,634 |
| AMOUNT SPENT TO DATE: | \$304,278 |
| PROPOSED COST: | \$40,000 |
| BALANCE: | \$1,193,356 |

All figures quoted in this report are exclusive of GST

The City of Perth has been requested to provide \$40,000 cash in Arts and Cultural Sponsorship towards the program. On analysis of the application, the amount of \$40,000 is recommended. This amount is consistent with the level of support the City has provided to the *Saturday Spectacular* since 2013, and is measured by percentage of total budget. This allocation can be accommodated within the Arts & Cultural Sponsorship budget and has been considered in the context of 2015/16 budget constraints, administered across the arts and cultural sponsorship program (rather than individual allocations).

COMMENTS:

In consideration of the funding conditions of other funding bodies, WAM has proposed the cited presentation message “*2015 WAM Festival* presented by Smarter than Smoking, proudly supported by City of Perth”, which is considered an appropriate acknowledgement of the City’s financial contribution.

The *Saturday Spectacular* promotes local musicians and ensures local original music is accessible to a wide audience. *WAM Festival* provides an opportunity for new audiences to experience local contemporary music.

WAM has been contributing to the development of the local contemporary music industry for 28 years and remains its peak representative body. The presentation of the *WAM Festival* encourages and provides career development opportunities to local contemporary music artists.

ITEM NO: 4

CORPORATE SPONSORSHIP – 2016 BUSINESS NEWS 40UNDER40 AWARDS

RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves cash corporate sponsorship of \$20,000 (excluding GST) to Business News to present the 40under40 Awards in 2015/16, being the second instalment in an in-principle three year funding arrangement;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 inclusion of the City of Perth crest in the following 40under40 marketing material:***
 - a. entry guide;***
 - b. all related advertising and promotional material in Business News before and after event;***
 - c. weekly newspaper advertisements (such as calling for nominations, ticket sales, venue announcement);***
 - d. all HTML emails distributed every 2 – 3 weeks to over 11,000 recipients;***
 - e. online and social media, including event website;***
 - f. tickets and event material, including presentation slides;***
 - 2.2 the opportunity for a City of Perth executive level representative to act as a judge on the 2016 program with photo and biography to appear on the 40under40 website under judges section and printed feature;***
 - 2.3 quarter page full colour advert in the Business News 40under40 Awards feature;***

(Cont'd)

- 2.4 City of Perth banner placement at the 40under40 Awards gala function;**
 - 2.5 ten tickets to attend the 40under40 Awards gala function;**
 - 2.6 two tickets to attend all Business News events over the period of the sponsorship, including Rising Stars Awards and Success & Leadership Series;**
 - 2.7 an award and prize valued at \$1,000 in the name of the City of Perth recognising the contribution made by a business person to the city; and**
- 3. a detailed acquittal report, including all media coverage obtained, to be submitted to the City of Perth by 15 May 2016.**

BACKGROUND:

FILE REFERENCE: P1027725
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 16 June 2015
MAP / SCHEDULE: N/A

At its meeting held on **24 June 2014**, Council approved sponsorship for an in-principle three year period (2014/15, 2015/16, 2016/17) based on the business relationships and successful outcomes from previous years.

This report is an outline of the 2014/15 period and seeks endorsement for the second instalment of the in-principle three year agreement.

Summary of Event:

The 40under40 Awards are designed to recognise and promote young, dynamic leaders in the business community under the age of 40. The Awards primary target market is the 25 to 40 year-old business professionals; the secondary market is all other Western Australian business people.

Through a public nomination process the Awards program aims to select 40 people under 40 years of age who are already leaders in their fields; those most likely to set the State's agenda in the next decade. Entry is through self-nomination, or by peer, client, employer or university nomination.

A panel of judges will assess the nominees and a gala function will take place in February or March 2016 to announce winners.

Judging Panel

As Strategic Alliance Partner, the City can nominate a representative for the panel of judges. In 2014/15, board members, chief executive officers, directors and academics of the sponsoring companies were represented on the panel. The City of Perth did not have a representative sit on the judging panel in 2014/15.

City of Perth Strategic Alliance Award

As part of the full sponsorship benefits, the City of Perth Strategic Alliance Award may be made to one of the finalists in the 40under40 Awards. The City of Perth Strategic Alliance Award is given to a candidate who meets criteria set by the City of Perth. It recognises an individual's contribution to business in the city.

Previous winners of the City of Perth Strategic Alliance Award include:

- 2002/03 – David Wartzki, Managing Director of a Perth-based souvenir chain, Australian Reflections.
- 2003/04 – Suzan Pervan, founding partner in Gooding Pervan Chartered Accountants based in the city.
- 2004/05 – Selina Duncalf, Chief Operating Officer, Bankwest.
- 2005/06 – Anne Maree Ferguson, Managing Director Perth Convention Bureau.
- 2006/07 – Edward Rigg, Group Managing Director of investment bank Argonaut Ltd.
- 2007/08 – Marcus Canning, Director / Chief Executive Officer (CEO) of Artrage Inc.
- 2008/09 – Aimee Johns, William Street Collective.
- 2009/10 – Colm O'Brien, Chief Operating Officer, Aspermont Limited.
- 2010/11 – Agustin Costa, Managing Director, AME Pty Ltd.
- 2011/12 – Corentin Laumaille, Director, Jean Pierre Sancho Bakery.
- 2012/13 – Thomas Streitberg, Chief Operating Officer / Head of Strategy, Buru Energy Limited.
- 2013/14 – John Bishop, Founder and Executive Director, PetRescue Ltd.
- 2014/15 – Kelly Quirk, Chief Executive Officer, Harrier Human Capital.

The Awards program is in its fifteenth year, with Business News acquiring annual sponsorship funding from leading businesses to hold the Awards.

The City of Perth has sponsored the 40under40 Awards since 2001. Sponsorship amounts are listed in the table below.

| Financial Year | Sponsorship Amount \$ |
|-----------------------|------------------------------|
| 2001/02 | \$ 7,000 |
| 2002/03 | \$ 7,000 |
| 2003/04 | \$10,000 |
| 2004/05 | \$15,000 |

| Financial Year | Sponsorship Amount \$ |
|---------------------------|---|
| 2005/06, 2006/07, 2007/08 | \$13,500 per annum |
| 2008/09, 2009/10, 2010/11 | \$18,000 per annum |
| 2011/12, 2012/13, 2013/14 | \$20,000 per annum |
| 2014/15 | \$20,000 first instalment of in-principle three year support |
| 2015/16 | <i>\$20,000 recommended second instalment of in-principle three year support</i> |

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Perth as a Capital City
The City is recognised as a city on the move and for its liveability, talented people, and centre of excellence and business opportunities.

Policy

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

DETAILS:

Eligibility for Sponsorship:

| Criterion | Satisfied |
|---|------------------|
| Awards, presentations, acknowledgement for excellence in relevant professional fields | Yes |
| Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth | Yes |
| Support for the activities of organisations or individual which provide positive positioning for the City of Perth | Yes |

Markets / audiences who will be exposed to sponsorship information:

Business News is Western Australia's own weekly business publication with a corporate readership in excess of 50,000. In addition to this they have access to 11,000 email addresses to which they distribute business news. The 2008 Nielsen Company survey reports 95% of Business News readers are decision makers, chief executive officers, managing directors and senior management.

Business News will use the internet mediums Facebook, LinkedIn and an event website to feed information to the relevant markets. The City can expect users of these sites to come into contact with event related material, acknowledging the City as Strategic Alliance Partner.

Promotion of City of Perth to Markets / audiences:

The City will be promoted as per the recommendation section of this report.

Assessment of Application (Corporate):

1. The opportunity the sponsorship provides to enhance the image of the City of Perth.

The 40under40 Awards recognise and commemorate the achievement of young, dynamic leaders in the WA business community through a public nomination process. Through the sponsorship of this award since the year 2001, the City has been able to establish an image as a supporter of business, career development and achievement recognition in Western Australia.

2. The value of the increased good will from markets / audiences exposed to the sponsorship by the City of Perth.

Sponsoring the 40under40 Awards contributes to positioning the City with the State's leading corporate businesses and future leaders. It has in the past provided an excellent opportunity to network with leading businesses within the community.

The City of Perth has managed to establish and enhance a positive reputation through the support of these Awards over the past fourteen years.

3. Contributes towards the achievement of one or more of the City's economic development marketing objectives.

To position the City of Perth as a city of regional and international significance:

- The 40under40 Awards are open to entrants from regional and metropolitan Western Australia.
- Although not afflicted with any international award program, similar awards to the 40 under 40 exist in many cities.

To increase economic investment in the city in the following number of ways:

- Through the attendance of the Awards gala function.
- Celebrated individuals and businesses may feel an allegiance to Western Australia and continue trading within the State.
- The 40under40 Awards may attract national or international support and attendance.

4. Benefits to be provided to the City.

The benefits provided to the City are detailed in the recommendation section of this report.

Promotion of the City of Perth logo will appear in thank you cards for nominators; congratulation cards for nominees; gala function VIP invitations; website homepage and sponsor page; Facebook and LinkedIn sites; Business News advertising space; Business News thank you advertisement including photograph of judges; Gala function tickets, menu, program and presentation slides; and trophy and certificate for the City of Perth winner.

FINANCIAL IMPLICATIONS:

| | |
|-----------------------|---|
| ACCOUNT NO: | 43972000 (Business Support) |
| BUDGET ITEM: | Economic Services – Other Economic Services – Economic Development |
| BUDGET PAGE NUMBER: | TBA |
| BUDGETED AMOUNT: | \$210,000 |
| AMOUNT SPENT TO DATE: | \$0 |
| PROPOSED COST: | \$20,000 |
| BALANCE: | \$190,000 |

All figures quoted in this report are exclusive of GST.

The City of Perth 2015/16 Budget was adopted by Council at its meeting held on **9 June 2015**. The above funds are currently accommodated in the Economic Development Unit 2015/16 Budget. It should be noted that this component of the budget will be transferred to the new Business Support and Sponsorships Unit in the new City of Perth structure.

COMMENTS:

At its meeting held on **24 June 2014**, Council resolved to offer in-principle support and sponsorship to the Business News 40under40 Awards as a Strategic Alliance Partner at a commitment of \$20,000 (excluding GST) running from 2014/15 through 2016/17.

It is recommended that Council approves the second instalment of \$20,000 (excluding GST) for the 2015/16 financial year.

ITEM NO: 5

SPONSORSHIP – VOLUNTEERING WA INC. FOR HOMELESS CONNECT YOUTH

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. approves cash sponsorship of \$73,350 (excluding GST) to Volunteering WA Inc (being \$72,000 for event implementation and \$1,350 for event road closure management) to assist with costs associated with implementing the whole day Homeless Connect Perth event to be held on Wednesday, 11 November 2015 at Russell Square and the Hellenic Community Centre, Parker Street, Northbridge;***
- 2. notes that additional costs associated with waste management, parking management and road closure advertising, and collection/sorting space for Homeless Connect 2015 donations will likely be incurred and form part of the October 2015 Budget Review.***

BACKGROUND:

FILE REFERENCE: P1023236
REPORTING UNIT: Community Amenity and Safety
RESPONSIBLE DIRECTORATE: Community and Commercial Services
DATE: 14 July 2015
MAP / SCHEDULE: Nil

As an initiative of the Council of Capital City Lord Mayors, at its meeting held on **29 January 2008**, Council supported the concept of the Homeless Connect Perth event to be implemented as part of a national program in partnership with business and the community. The successful inaugural Homeless Connect Perth event was held on 26 November 2008 at the Citiplace Community Centre.

Seven successful Homeless Connect Perth events have since been held by the City in partnership with Volunteering WA. The event has become an annual event with the 2014 event held at Russell Square, the Hellenic Community Centre, and the RUAH Homeless Day Centre in Northbridge.

At its meeting held on **5 August 2014**, Council approved Sponsorship to Volunteering WA for the implementation partnership of the seventh annual Homeless Connect Perth.

Summary of City of Perth total allocation for Homeless Connect Perth implementation

| Year | 2008 \$ | 2009 \$ | 2010 \$ | 2011 \$ | 2012 \$ | 2013 \$ | 2014 \$ | 2015 Proposed |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|
| City of Perth implementation contribution to Volunteering WA | 60,000 | 60,000 | 65,000 | 65,000 | 68,000 | 69,700 | 77,000 ** | 73,350 *** |
| Other costs met by the City of Perth (including, waste and parking management, road closure advertising and traffic management) | 8,594 | 31,622 | 5,324 | 3,126 | 4,621 | 8,563* | 5,748 | 4,500 **** |
| TOTAL \$ | 68,594 | 91,622 | 70,324 | 68,126 | 69,621 | 78,263 | 82,748 | \$77,850 |

* A one off repair cost of \$3,560 incurred for electrical cable spiking in Russell Square.

** A one off contribution of \$5,000 for the Homeless Connect Perth Review and Feasibility Study.

*** Includes \$1,350 for the traffic management costs relating to the event road closure.

**** City of Perth internal costs of \$4,500

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Capable and Responsive Organisation

S20 Meaningful and contemporary community engagement and communications

Policy

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

DETAILS:

Snapshot of the 2014 event

The Homeless Connect Perth 2014 event was held on Wednesday, 12 November 2014. The event brought together local, state and federal government agencies, businesses and community groups in a “one stop shop” environment to provide free services to homeless people for a day.

The “one stop shop” of service providers was set up in Russell Square, the Hellenic Community Centre and the RUAH Community Centre Northbridge. It was estimated:

- More than 1000 persons, who are homeless, without secure accommodation or at risk of being homeless, attended (more than 25% of were indigenous).
- There were 84 service providers with approximately 200 staff providing over 3,000 instances of assistance and support. Examples of support services provided on the day included hot meals, haircuts, showers, dental treatment, medical treatment, glasses dispensed, Centrelink assistance, Medicare assistance, Australian Taxation Office assistance, Australian Electoral Commission assistance, Registry of Births, Deaths and Marriages assistance, distribution of donated items such as swags, sleeping bags, blankets, toiletry packs, shoes, clothing, underwear, children’s toys, books, household items and non-perishable food.
- Around 420 volunteers assisted pre, during and post event equating to a total of over 5,861 donated hours of volunteer support for the event valued at \$183,742.35. Also nine corporate groups volunteered.
- More than 1,200 main meals were served for lunch plus during the day 1,000 cups of coffee, 1,200 fresh orange juices and 750 bacon and egg rolls were served.

Homeless Connect Perth Review and Feasibility Study

After holding seven Homeless Connect Perth events a study on the future of Homeless Connect Perth was conducted. The report “*Future of Homeless Connect Perth: Delphi Study conducted December-January 2015*”, Murdoch University Western Australia – June 2015 outlines findings from a modified online Delphi study and literature review. The study was funded through a tripartite arrangement with the City of Perth, Volunteering WA and Murdoch University School of Management and Governance.

This study and its recommendations will be the subject of a future report.

Homeless Connect Perth 2015

The Homeless Connect Perth 2015 event is to be held on Wednesday, 11 November 2015 at Russell Square and the Hellenic Community Centre, Parker Street, Northbridge. The format for the 2015 event will incorporate the same program as for the 2014 event.

Funding

Although the City of Perth budgeted an amount of \$72,000 for the 2015 Homeless Connect event Volunteering WA are seeking cash sponsorship of \$77,000 (excluding GST) to cover the operational component of the event and reserve hire.

This increase of \$5,000 is due to the additional costs associated with unavoidable venue issues including the loss of the service provider venue at the WA Hellenic Centre and the need for more hairdressing into Russell Square due to overcrowding pressure being placed at the RUAH Centre and the associated services required. Overall the increase is to address event expansion, event contingencies and CPI increases since last year's event

Further discussions with the organisers have indicated they are able to adjust the event expenditure according to the City of Perth contribution of \$72,000 but this will limit the proposed event expansion for safety reasons and not provide an allowance for CPI increases for this year.

Included in the total sponsorship amount of \$73,350 is a contribution of \$1,350 for the traffic management costs relating for the event road closure. This cost was previously met by the City of Perth and now will be managed by Volunteering WA.

Other internal costs related to the event are as follows:

| | |
|------------------------------------|----------------|
| Advertising for Road Closure WALGA | \$ 800 |
| Bins service for Gasworks Building | \$ 900 |
| Bins service for Russell Square | \$ 400 |
| <u>Event Parking Bays</u> | <u>\$2,400</u> |
| Total | \$4,500 |

There is currently a shortfall of \$4,500 to account for City of Perth service costs. This shortfall will be addressed in the next Budget Review to be conducted in October 2015.

The estimated total cost of the event is \$371,570 and has an estimated value of in-kind contribution and income from business and community totalling \$212,570.

It can be extrapolated that for every City of Perth dollar provided for the event a threefold return is generated from community and business.

Event organisers expect additional corporate sponsorship of around \$82,000 from a range of sponsors including Perth Airport, Department of Child Protection and Family Support, Petroleum Club WA/Santos Oil and Gas, Australia Post, Rotary Club of Ballajura and Department of Aboriginal Affairs and other.

Gasworks Building implications

Following a recent storm, the Gasworks Building has sustained damage to the area used by Volunteering WA to use as a collection and sorting space for Homeless Connect 2015 donations. Under a goodwill arrangement Volunteering WA usually operated the event collection and sorting centre from 1 September to mid-December each year from the Gasworks Building. Event infrastructure and some donated items collected in preparation for the event are currently stored under the mezzanine floor in the rear of the building.

A replacement donations collection and sorting centre will need to be considered and potentially form part of the October 2015 Budget review process.

Sponsorship agreement benefits

The sponsorship agreement with Volunteering WA will include the following benefits:

1. the City of Perth crest to be included on all press advertising and promotional material;
2. a hyperlink from the event website to the City of Perth website;
3. the City of Perth to be acknowledged in all radio and television interviews;
4. City of Perth signage to be positioned at the event and the City of Perth crest to be included on advertisement of the event;
5. Elected Members to be invited to the event; and
6. The Lord Mayor, or representative, to be invited to open the event.

FINANCIAL IMPLICATIONS:

| | |
|-----------------------|--|
| ACCOUNT NO: | CL 29-864-000-7901 |
| BUDGET ITEM: | Recreation and Culture – Other Recreation and Sport – Community Recreation Program |
| BUDGET PAGE NUMBER: | TBC (2015/16 Budget) |
| BUDGETED AMOUNT: | \$72,000 |
| AMOUNT SPENT TO DATE: | \$ 0 |
| PROPOSED COST: | \$72,000 |
| BALANCE: | \$ 0 |

| | |
|-----------------------|--|
| ACCOUNT NO: | CL 29-864-000-7270 |
| BUDGET ITEM: | Recreation and Culture – Other Recreation and Sport – Community Recreation Program |
| BUDGET PAGE NUMBER: | TBC (2015/16 Budget) |
| BUDGETED AMOUNT: | \$1,350 |
| AMOUNT SPENT TO DATE: | \$ 0 |
| PROPOSED COST: | \$1,350 |
| BALANCE: | \$ 0 |

All figures quoted in this report are exclusive of GST.

COMMENTS:

Homelessness is an ongoing issue. It is a complex issue that involves a collaborative effort to manage. By implementing strategies like Homeless Connect, the City of Perth can better manage the impact of homelessness in the city through the collaborative effort of community, business and the not-for-profit sector.

Feedback from the sector indicates that Homeless Connect is considered a useful tool in managing homelessness in the city. On the day of the event homeless service providers close for the day to be part of the event.

The event organisers fundraise, collect donations and provide presentations to potential sponsors all year round. Since the beginning of this year they have provided six presentations including recently a presentation to Roy Hill Mining.

Homelessness is primarily the responsibility of Federal and State Governments. The Homeless Connect Perth event complements Federal and State Government programs through civic leadership and facilitating partnerships that address the issue in Perth. Implementing Homeless Connect Perth provides the opportunity for the City of Perth to build on the potential of agencies to collaborate to improve the outcomes for homeless people in the inner city.

The success of Homeless Connect Perth is due to the unique partnership of the City of Perth, Volunteering WA and all the volunteers, service providers, donors and community supporters, and is a positive example of what can be achieved through collaboration that provides for important networking and communication.

Volunteering WA has been the City of Perth's implementation partner for the Homeless Connect Perth event for the past 7 years. It has successfully connected volunteers to this community event by providing processes for recruitment and selection, events training and orientation, volunteer management and overall event management.

The City of Perth acknowledges the homelessness issue as a whole and encourages the State Government to develop a strategic direction for all stakeholders to work towards. The City of Perth has advocated for a comprehensive and integrated approach dealing with homelessness in various ways over recent years. For example, the City of Perth has actively advocated for State Government to address issues related to vagrancy and anti-social behaviour in locations such as Wellington Square.

A joint working committee between State Government and the City of Perth has been set up to tackle the issue of begging in the city. This committee is due to release its report in the very near future.

The City of Perth contributes to supporting rough sleepers and the socially disadvantaged through its Homeless Connect program and other initiatives such as the Homeless Services Directory, which provides details on support services. City of Perth Rangers who patrol the streets when they locate rough sleepers either contact, or refer, the individual to the Salvation Army.

The City of Perth is also represented on a number of committees and in working groups established to address homelessness. The City also partners with RUAH Community Services and contributes funding to Registry Week, which identifies, assists and aims to house long-term chronic rough sleepers.

ITEM NO: 6

TENDER 118-14/15 – PROVISION OF INFRASTRUCTURE FOR THE CITY OF PERTH AUSTRALIA DAY SKYWORKS

RECOMMENDATION: (APPROVAL)

That Council:

- 1. accepts the most suitable tender being that submitted by Coates Hire for the Provision of Infrastructure for the City of Perth Australia Day Skyworks 2016 (Tender 118-14/15), inclusive of options to extend the contract for 2017 and 2018, with CPI increases applicable in these years;**
- 2. authorises the Chief Executive Officer to negotiate any reduction in the schedule of rates for the Contract (Tender 118-14/15) as a result of any value analysis undertaken by the City of Perth.**

BACKGROUND:

| | |
|--------------------------|---|
| FILE REFERENCE: | P1031440 |
| REPORTING UNIT: | Marketing and Events |
| RESPONSIBLE DIRECTORATE: | Economic Development and Activation |
| DATE: | 29 June 2015 |
| MAP / SCHEDULE: | Confidential Schedule 1 – Schedule of Rates Confidential Schedule 2 – Evaluation Matrix for Tender No. 118-14/15 |

LEGISLATION / STRATEGIC PLAN / POLICY:

| | |
|--------------------|--|
| Legislation | Section 3.57 of the <i>Local Government Act 1995</i> Part 4 of the <i>Local Government (Functions and General) Regulations 1996</i> |
|--------------------|--|

| | |
|---|--|
| Integrated Planning and Reporting Framework Implications | Corporate Business Plan Council Four Year Priorities: Perth as a Capital City S5 Increased place activation and use of under-utilised space. IP5.2 Contribute to and facilitate the activation and use of vacant private and public space. |
|---|--|

Policy

Policy No and Name: 9.7 – Purchasing Policy

DETAILS:

The City of Perth advertised for tender submissions for the Provision of Infrastructure for the City of Perth Australia Day Skyworks 2016 with the option to extend in 2017 and 2018.

At the close of the tender advertising period, three submissions were received as follows:

- Coates Hire.
- The Complete Group.
- The Event Agency.

Assessment

The tender was assessed against the following selection criteria and all conditions were met. The following is a summary of the assessment:

1. Experience

“Tenderers must demonstrate the organisation’s experience with supplying large amounts of equipment, and managing the installation and removal of equipment within specified time-frames for large scale public outdoor events.”

The tender submission from Coates Hire demonstrated that it is an industry leader providing the broadest range of event equipment throughout Australia with in excess of 1.5 million assets. The company has over 130 years industry experience and detailed involvement in large scale events including V8 Supercars, Ironman Championships and Commonwealth Games events.

The Complete Group did not address this selection criterion in its tender submission.

The Event Agency is an event service provider with demonstrated experience in operations and logistics of events, not an equipment provider. The experience noted in its tender submission is considered to be more relevant to the City of Perth roles for Skyworks and not what is requested in the tender. Although the Event Agency listed the subcontractors it would work with, no detailed experience was provided.

2. Personnel Resources

“Tenderers are to detail staff resources and key personnel to be dedicated to the City of Perth Australia Day Skyworks event.

Tenderers are to include the experience and qualifications of the key personnel to be engaged for the Contract. Including, but not limited to:

- *Contractor's representatives.*
- *Ground supervisors / operators.*
- *Number of staff available and their ability to provide a professional service in the time-frames specified in the tender specifications.*
- *Details of any proposed sub-contractors and works they will be providing."*

Coates Hire did not specify key personnel in its tender submission, however it was stated that an industry experienced project manager would be allocated to the event.

The Complete Group did not address this selection criterion in its tender submission.

The Event Group provided a key tender contact for the event however, the experience noted its tender submission was not considered to be relevant. A personnel resources plan was also provided with a range of roles listed, however, no specific experience or qualifications were provided.

3. Equipment Resources

"Tenderers are to detail the capacity to deliver the requirements outlined in the specifications, including the ability to provide the quantity of the specified equipment. The tenderer should also demonstrate that all equipment is of high quality and operational / working order."

Coates Hire noted in its tender submission that it has been supplying equipment to the resource sector for over 125 years with over 1.5 million assets in stock. The company's tender submission demonstrated that all its equipment meets the required Australian Standards and is accompanied by instructions, maintenance checks and safety logs.

The Complete Group and The Event Agency did not address this selection criterion in the submission.

4. Safety Management

"Tenderers are to details the company's safe working practices and details of Safety Management Plans that comply with all safety requirements required by Acts, Regulations, Codes of Practice and Standards."

The tender submission from Coates Hire demonstrated a cultural commitment to safety in the workplace with extensive safety practices including employee risk management training, systems, reporting, incident investigations, safety induction training and education to both employees and clients. All its equipment is subject to extensive safety checks each time a hire period concludes with ongoing maintenance, audits and log book testing.

The Complete Group included the company's Occupational Health and Safety Policy in its tender submission including information about its commitment to relevant Occupational Health and Safety laws, regulations, codes of practise and guidelines. Motor vehicle and mobile plant policy was also provided which detailed operational guidelines.

The tender submission from The Event Agency did not adequately demonstrate the company's safe working practices or Safety Management Plans. The submission noted that the team has recently reviewed a selection of safety management documents, however, this information did not detail the company's own practices or safety management plans.

5. Environmental Management

"Tenderers are to detail any proposed or existing environmentally friendly initiatives, practices and/or equipment."

The tender submission from Coates Hire stated that the company is the only equipment hire company in Australia certified to meet Environmental ISO 14001, however, no further details on proposed or existing environmentally friendly initiatives were mentioned.

The tender submission from Complete Group included the company's Environmental policy which provided a general overview of its commitment to environmental and social responsibilities. No specific examples of environmentally friendly initiatives and practices were provided.

The tender submission from The Event Agency provided a list of environmental considerations with some these being relevant to the tender including waste reduction and recycling.

FINANCIAL IMPLICATIONS:

| | |
|-----------------------|---------------|
| ACCOUNT NO: | CL 1405 4000 |
| BUDGET ITEM: | Not yet known |
| BUDGET PAGE NUMBER: | Not yet known |
| BUDGETED AMOUNT: | \$2,072,690 |
| AMOUNT SPENT TO DATE: | \$0 |
| PROPOSED COST: | \$ 218,502 |
| BALANCE: | \$1,854,187 |

All figures quoted in this report are exclusive of GST.

Confidential Schedule 1 details a Schedule of Rates and should be referred to for financial implications. It is not possible to determine the exact proposed cost implications due to final quantities and staff hours being unknown; however the estimated cost from Coates Hire is \$218,502.45.

An exercise to ensure the pricing from Coates Hire represents good value for money will be undertaken given the difficulty in determining costs from the other tenderers. Prices are however in line with those charged by Coates Hire for the 2015 event.

It should be noted that the fencing component which was included in this tender in 2013 to 2015 has been separated out to enable direct management of this major supplier by the City of Perth.

COMMENTS:

Coates Hire submitted a comprehensive tender that addressed the tender specifications and demonstrated the ability to provide the quantity and quality of equipment required within the specified timeframes. Both the Complete Group and the Event Agency failed to meet key selection criteria which are crucial to the success of this large scale event.

Although not detailed in the tender, the panel noted that Coates Hire has been the provider of infrastructure to Skyworks for over ten years. Overall, it is considered that Coates Hire submitted the strongest tender and therefore it is recommended that Coates Hire be awarded the tender to supply the infrastructure for the City of Perth Australia Day Skyworks 2016.

CONFIDENTIAL SCHEDULES 1 AND 2
ITEM 6 – TENDER 118-14/15 – PROVISION OF
INFRASTRUCTURE FOR THE CITY OF PERTH AUSTRALIA
DAY SKYWORKS

FOR THE MARKETING SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE MEETING

28 JULY 2015

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