

**MINUTES**

**MARKETING, SPONSORSHIP AND  
INTERNATIONAL RELATIONS  
COMMITTEE**

**29 SEPTEMBER 2015**

**APPROVED FOR RELEASE**

-----  
**GARY STEVENSON PSM  
CHIEF EXECUTIVE OFFICER**



CITY *of* PERTH

**MINUTES**

**MARKETING, SPONSORSHIP AND  
INTERNATIONAL RELATIONS  
COMMITTEE**

**29 SEPTEMBER 2015**

**THESE MINUTES ARE HEREBY CERTIFIED AS  
CONFIRMED**

**PRESIDING MEMBER'S  
SIGNATURE**

**DATE:-----**

# MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

## INDEX

Item	Description	Page
MP182/15	DECLARATION OF OPENING	1
MP183/15	APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE	1
MP184/15	QUESTION TIME FOR THE PUBLIC	1
MP185/15	CONFIRMATION OF MINUTES	2
MP186/15	CORRESPONDENCE	2
MP187/15	DISCLOSURE OF MEMBERS' INTERESTS	2
MP188/15	MATTERS FOR WHICH THE MEETING MAY BE CLOSED	2
MP189/15	CORPORATE SPONSORSHIP – 2015 WEST TECH FEST	2
MP190/15	CORPORATE SPONSORSHIP – 5 <sup>TH</sup> INTERNATIONAL ASSOCIATION FOR ENERGY ECONOMICS ASIAN CONFERENCE 2016	12
MP191/15	MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN	20
MP192/15	GENERAL BUSINESS	20
MP193/15	ITEMS FOR CONSIDERATION AT A FUTURE MEETING	20
MP194/15	CLOSE OF MEETING	20

Minutes of the meeting of the City of Perth **Marketing, Sponsorship and International Relations Committee** held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 29 September 2015.**

## **MEMBERS IN ATTENDANCE**

Cr Chen - Presiding Member  
Cr Limnios  
Cr Adamos

## **OFFICERS**

Mr Stevenson - Chief Executive Officer  
Mr Carter - Director Economic Development and Activation  
Mr Ridgwell - Manager Governance  
Mr Newson - Interim Manager Transport (entered the meeting at 4.25pm)  
Ms Emmons - Governance Officer  
Ms Best - Governance Officer

## **GUESTS AND DEPUTATIONS**

Nil

## **MP182/15 DECLARATION OF OPENING**

**4.03pm** The Presiding Member declared the meeting open.

## **MP183/15 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE**

Nil

## **MP184/15 QUESTION TIME FOR THE PUBLIC**

Nil

**MP185/15 CONFIRMATION OF MINUTES**

*Moved by Cr Limnios, seconded by Cr Chen*

*That the minutes of the meeting of the Marketing, Sponsorship and International Relations Committee held on Tuesday, 8 September 2015 be confirmed as a true and correct record.*

*The motion was put and carried*

The votes were recorded as follows:

**For:** Crs Chen, Adamos and Limnios

**Against:** Nil

**MP186/15 CORRESPONDENCE**

Nil

**MP187/15 DISCLOSURE OF MEMBERS' INTERESTS**

Nil

**MP188/15 MATTERS FOR WHICH THE MEETING MAY BE  
CLOSED**

Nil

**MP189/15 CORPORATE SPONSORSHIP – 2015 WEST TECH  
FEST**

**BACKGROUND:**

FILE REFERENCE:	P1010627-23
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	8 September 2015
MAP / SCHEDULE:	N/A

The OzAPP Awards provide a forum for mobile, web and cloud start-ups from across the Asia Pacific to present their ideas to, and to network with, investors and entrepreneurs from organisations such as Samsung, Google, Twitter and Facebook.

Initiated by Curtin University and Bill Tai (leading venture capitalist and regular start-up investor in Australia), the OzAPP Awards app competition aims to foster dialogue and collaboration between innovators, researchers, investors and industry, and to further stimulate innovative business culture around Australia.

The OzAPP Awards have been held in Perth for three years and are open to all residents of the Asia Pacific region, both individuals and companies.

The West Tech Fest is a relatively new addition to the OzAPP Awards program. The festival combines content on entrepreneurship, investment and technology with high level networking events bringing together business, education and community. The West Tech Fest incorporates the OzAPP Awards judging, Mai Tai Australia, a Start-up Village, pitching opportunities, community, education, technology start-up events and an industry conference.

#### **Summary of Event:**

The organisers of the OzAPP Awards/West Tech Fest have approached the City for corporate sponsorship for the Festival program and events including the OzAPP awards, West Tech Fest Conference, Unearthed Demo Day, and the Student Tech Fest.

The West Tech Fest will run from Friday, 4 December to Wednesday, 9 December 2015 and will be held in venues around the city including several at the Perth Town Hall.

The festival program will feature inspiring keynote speakers, interactive workshops, networking events, mentoring sessions, educational workshops and community events including the Mai Tai Australia kitesurfing event.

The OzAPP Awards are open to all residents (individual or businesses) of the Asia Pacific region. Applicants to the competition are judged on what their app offers, the need for the product and its revenue potential.

Finalists pitch their app concept to OzAPP Awards' audience and an international judging panel. Winners are awarded significant cash, in kind resources and mentoring advice to build and launch their apps. First prize is a USD \$100,000.00 convertible note from Qualcomm Ventures. The top 20 applicants will also receive \$24,000 worth of hosting credits on Rackspace with mentoring and marketing support also provided.

The final judging will be held in Perth, Western Australia as part of an intensive program in December 2015. The top 5 finalists of the OzAPP Awards will be invited

to pitch to leading venture capitalists, tech judges and industry experts from across the globe in Perth, Western Australia.

The City has previously sponsored \$10,000 to the OzAPP Awards in the 2014/15 financial year.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**

Council Four Year Priorities: Perth as a Capital City  
S6 Maintain a strong profile and reputation for Perth  
as a city that is attractive for investment

**Policy**

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

**DETAILS:**

**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Support for activities which award endeavour in community service	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:**

Key markets / audiences the City of Perth will be promoted to include:

- Creative industries professionals and aspiring entrepreneurs in the Asia Pacific region;
- Key local and international sponsors;
- Local, national and Asia Pacific media; and
- Local universities including Curtin University, Murdoch University, Edith Cowan University and the University of Western Australia.

**Promotion of City of Perth to Markets / audiences:**

The City of Perth will be promoted to markets / audiences 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 City's support for the West Tech Fest will contribute to the growing recognition of Perth as a destination for pioneering the development of innovative technology.

The City will receive significant international exposure through promotion of the event in key markets such as Singapore, Hong Kong, South Korea and Taiwan.

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

The City's role in supporting the development of Perth's growing creative industries sector and in attracting innovative businesses to the city will be promoted locally and internationally to key target groups. Creative industries are recognised as integral to the development of a modern economy and sponsorship of this event will help to strengthen industry networks and attract creative industries businesses to the city.

The City will benefit from the promotion of this event in international markets and networks and will also benefit from the media coverage of the event.

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

- To position the City as a city of regional and international significance.
- To increase visitation to the City.
- To increase economic investment in the City.
- To create a vibrant, energetic 24 hour city.

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

- Interstate and international markets will have access to marketing material and media for this event.
- The City will be recognised as a supporter of innovation, entrepreneurship and start-ups.
- The event will enhance Perth's growing reputation as a developing creative industries hub of global significance.



To increase visitation to the City

- Over 400 (expected) attendees will visit Perth for the event, with interstate and international attendees length of stay estimated at one week.
- A future outcome of this project will be to encourage the creation or investment in innovative new businesses in the city that will in turn increase visitation to the area.

To increase economic investment in the City

- The West Tech Fest and OzAPP Awards will connect Perth-based entrepreneurs with potential investors from around the world.

**4. Benefits to be provided to the City.**

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

The City, and its representatives, do not expect to receive invitations/tickets/passes additional to that which is approved to in this agreement.

It is to be noted that sponsorship/partnership agreements with event and program organisers specifically include a condition that no invitations/tickets/passes or benefits additional to the arrangement detailed in this report, are to be offered and thus received by the City and its representatives.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 43 793 000	
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	\$2,945,828	This component is: \$122,000
AMOUNT SPENT TO DATE:	\$ 348,731	
PROPOSED COST:	\$ 36,000	
BALANCE:	\$2,571,097	

All figures quoted in this report are exclusive of GST.

The figures outlined in the table above include the direct financial contribution to the organisers of the West Tech Fest as well as the costs associated with the in kind components (three days hire of the Perth Town Hall (\$6,500) and a hosted reception (\$6,500) on the evening of Monday, 7 December 2015) that the City will provide in support of the event.

**COMMENTS:**

It is recommended that the Council approves sponsorship of the West Tech Fest as outlined.

The objective of the City's Policy 18.8 (Provision of Sponsorship and Donations) is to exploit opportunities to enhance the corporate image of the City of Perth and generate goodwill with significant stakeholders.

Premier sponsorship will deliver positive outcomes for the City by demonstrating its firm commitment to supporting start-ups and entrepreneurial activity within the creative industries; creative industries being one of Economic Development Unit's key services to develop and support, specifically to encourage entrepreneurs, new ideas and innovative businesses.

The event aims to build Western Australia as a rival to the eastern states as a destination for pioneering the development of innovative technology, therefore contributing to Perth's growing reputation as a creative hub.

The City has been keen to support the development of a local innovation festival of this type, and it features as an action item for the City's economic development activities. The aggregation of events within a specific period and the expansion of the event to extend over multiple days, rather than the one day event previously held, will also help in the ongoing promotion and development of the local innovation and entrepreneurial sector.

Additionally, the City will benefit from the inbound visitation associated with the event and the resulting flow on economic benefit.

**OFFICER RECOMMENDATION**

That Council:

1. approves cash corporate sponsorship of \$23,000 (excluding GST) and \$13,000 in kind sponsorship (excluding GST) to OzAPP Awards to present the 2015 West Tech Fest, including the 2015 OzAPP Awards and associated events, from Friday, 4 December until Wednesday, 9 December 2015;
2. approves additional in kind sponsorship contribution including:
  - 2.1 waiver of hire fees associated with three days use of the Perth Town Hall;
  - 2.2 a City-hosted reception for the OzAPP Awards closing event and awards ceremony to be held at the City;

(Cont'd)

3. notes that the event organisers will provide the following sponsorship benefits to the City:
  - 3.1 recognition as Premium Sponsor throughout the program of official West Tech Fest events;
  - 3.2 premier level branding and City crest to feature on all marketing collateral including signage at events, website and print material;
  - 3.3 naming rights to a panel discussion at the West Tech Fest;
  - 3.4 opportunity for the Lord Mayor to open all official West Tech Fest events;
  - 3.5 opportunity for two City representatives (either Elected Members or Officers) to participate as part of the first round judging panel for the OzAPP Awards;
  - 3.6 opportunity for an appropriately qualified City representative to participate in the final OzAPP Awards Judging Panel;
  - 3.7 opportunity for a City representative to take part in a pre-event mentoring session; clarify prior to council meeting
  - 3.8 exhibition space at the West Tech Fest to promote the City and its related services;
  - 3.9 ten complimentary tickets for City of Perth representatives (Elected Members or Officers) to attend the West Tech Fest and the OzAPP Awards; and
4. notes that the City is to be provided with a detailed acquittal report, including all media coverage obtained, by February 2016.

**The Marketing Sponsorship and International Relations Committee agreed to amend the Officer Recommendation as follows:**

That Council:

1. approves cash corporate sponsorship of ~~\$23,000~~ \$29,000 (excluding GST) and ~~\$13,000~~ \$7,000 in kind sponsorship (excluding GST) to OzAPP Awards to present the 2015 West Tech Fest, including the 2015 OzAPP Awards and associated events, from Friday, 4 December until Wednesday, 9 December 2015;

(Cont'd)

2. approves additional in kind sponsorship contribution including:
  - 2.1 waiver of hire fees associated with three days use of the Perth Town Hall;
  - 2.2 a City-hosted reception for the OzAPP Awards closing event and awards ceremony to be held at the City;
3. notes that the event organisers will provide the following sponsorship benefits to the City:
  - 3.1 recognition as Premium Sponsor throughout the program of official West Tech Fest events;
  - 3.2 premier level branding and City crest to feature on all marketing collateral including signage at events, website and print material;
  - 3.3 naming rights to a panel discussion at the West Tech Fest;
  - 3.4 opportunity for the Lord Mayor to open all official West Tech Fest events;
  - 3.5 opportunity for two City representatives (~~either Elected Members or Officers~~) (the Lord Mayor or delegate and the Chief Executive Officer or delegate) to participate as part of the first round judging panel for the OzAPP Awards;
  - 3.6 opportunity for an appropriately qualified City representative (the Lord Mayor or delegate and the Chief Executive Officer or delegate) to participate in the final OzAPP Awards Judging Panel;
  - 3.7 opportunity for a City representative to take part in a pre-event mentoring session;
  - 3.8 exhibition space at the West Tech Fest to promote the City and its related services;
  - 3.9 ten complimentary tickets for City of Perth representatives (Elected Members or Officers) to attend the West Tech Fest and the OzAPP Awards;
4. notes that the City is to be provided with a detailed acquittal report, including all media coverage obtained, by February 2016; and
5. accepts the opportunity to promote the City of Perth by utilising the Exhibition Space as detailed in the sponsorship benefits.

**PRIMARY MOTION AS AMENDED was put**

*Moved by Cr Limnios, seconded by Cr Adamos.*

***That Council:***

- 1. approves cash corporate sponsorship of \$29,000 (excluding GST) and \$7,000 in kind sponsorship (excluding GST) to OzAPP Awards to present the 2015 West Tech Fest, including the 2015 OzAPP Awards and associated events, from Friday, 4 December until Wednesday, 9 December 2015;***
- 2. approves additional in kind sponsorship contribution including:***
  - 2.1 waiver of hire fees associated with three days use of the Perth Town Hall;***
  - 2.2 a City-hosted reception for the OzAPP Awards closing event and awards ceremony to be held at the City;***
- 3. notes that the event organisers will provide the following sponsorship benefits to the City:***
  - 3.1 recognition as Premium Sponsor throughout the program of official West Tech Fest events;***
  - 3.2 premier level branding and City crest to feature on all marketing collateral including signage at events, website and print material;***
  - 3.3 naming rights to a panel discussion at the West Tech Fest;***
  - 3.4 opportunity for the Lord Mayor to open all official West Tech Fest events;***
  - 3.5 opportunity for two City representatives (the Lord Mayor or delegate and the Chief Executive Officer or delegate) to participate as part of the first round judging panel for the OzAPP Awards;***

***(Cont'd)***

- 3.6 opportunity for an appropriately qualified City representative (the Lord Mayor or delegate and the Chief Executive Officer or delegate) to participate in the final OzAPP Awards Judging Panel;*
- 3.7 opportunity for a City representative to take part in a pre-event mentoring session;*
- 3.8 exhibition space at the West Tech Fest to promote the City and its related services;*
- 3.9 ten complimentary tickets for City of Perth representatives (Elected Members or Officers) to attend the West Tech Fest and the OzAPP Awards;*
- 4. notes that the City is to be provided with a detailed acquittal report, including all media coverage obtained, by February 2016; and*
- 5. accepts the opportunity to promote the City of Perth by utilising the Exhibition Space as detailed in the sponsorship benefits.*

*The motion was put and carried*

The votes were recorded as follows:

For: Crs Chen, Limnios and Adamos.

Against: Nil

**Reason:** The Marketing, Sponsorship and International Relations Committee considered it appropriate that the hire fees associated with the three days be included in the overall sponsorship amount and to confirm that Elected Members participate in the first round of judging panel and final OzAPP Awards judging panel. The Marketing, Sponsorship and International Relation Committee also considered it appropriate to confirm the opportunity for the City to use the Exhibition Space.

**Meeting note:** The Marketing, Sponsorship and International Relations Committee queried recommendation 3.7 "Opportunity for a City representative to take part in a pre-event mentoring session" and requested that more information be provided to Elected Members of this opportunity.

**MP190/15 CORPORATE SPONSORSHIP – 5<sup>TH</sup> INTERNATIONAL  
ASSOCIATION FOR ENERGY ECONOMICS ASIAN  
CONFERENCE 2016**

**BACKGROUND:**

FILE REFERENCE: P1010627  
REPORTING UNIT: Economic Development  
RESPONSIBLE DIRECTORATE: Planning and Development  
DATE: 14 September 2015  
MAP / SCHEDULE: N/A

The 5<sup>th</sup> International Association for Energy Economics (IAEE) Asian Conference will be hosted by the UWA Business School in 2016 and titled Meeting Asia's Energy Challenges.

Perth was selected as the destination for the 5<sup>th</sup> IAEE Asian Conference 2016 because of existing and significant investment in infrastructure within the energy sector. Previous IAEE Asian Conferences were held in Beijing, China; Kyoto, Japan and Taipei, Taiwan.

The Conference will discuss solutions to meeting the enormous growth in Asian energy demands over the next few decades. This growth in energy demand will impact suppliers, customers of those suppliers, and international and national security. Substantial investments in infrastructure and policies to cope with the effects of rapidly growing energy consumption will be required. Exporting countries within the region, such as Australia, also need to develop more robust institutions for handling trade-offs between domestic consumption and export of energy commodities.

**Summary of Event:**

The 5<sup>th</sup> IAEE Asian Conference will be hosted by UWA Business School from Sunday, 14 February 2016 to Wednesday, 17 February 2016 and titled Meeting Asia's Energy Challenges.

UWA acknowledges the important role the City plays in attracting significant investments in promoting Western Australia in the energy sector.

The Conference will gather a diverse group of local, interstate and international delegates interested in different energy resources from industry, government and academia (including research students).

The Conference will discuss solutions to meeting what is expected to be continuing enormous growth in Asian energy demand over the next few decades.

Exporting countries within the region, such as Australia, will need to develop more robust institutions for handling trade-offs between domestic consumption and export of energy commodities. Improving the efficiency of their energy supply systems will not only contribute to their own economic growth, but also enable them play a more constructive role in helping the importing countries of Asia meet their aspirations.

Key topics and issues to be discussed at the Conference include:

- forecasting Asian energy demands and supplies in total and by primary energy source and geography;
- increasing access to energy in developing Asian economies;
- Forecasting needed energy infrastructure investments in Asia;
- meeting Asian energy demand via international trade within Asia and from outside the region;
- national security and strategic implications of meeting Asian energy demand growth;
- financing energy production and infrastructure investments to meet Asian demand;
- energy pricing issues within Asian economies;
- using energy efficiency improvements to help moderate growth in Asian energy demand;
- possible changes in the structure of Asian LNG, coal and other energy commodity markets;
- policies to cope with the environmental effects of increasing energy production and consumption;
- the potential for renewable and other new energy technologies to contribute to efficiently meeting Asian demand for electricity and transportation fuels;
- electricity markets: What can Asian economies learn about 'best practice' within the region and from countries outside the region?;
- the future of nuclear power in Asia, including potential new technologies;
- coping with the engineering and economic challenges of accommodating renewables in electricity supply systems; and
- taxation of energy production and consumption in Asian economies, including discussion of royalty regimes and sovereign wealth funds.

The UWA Business School are currently on track to secure up to \$150,000 in funding to support the Conference. Funding secured will assist the UWA Business School to bring international keynote presenters and energy experts to Perth for the IAEE Asian Conference. Sponsorships secured will also enable the University to provide financial support to postgraduate students (mainly PhDs) working on energy economics research from developing countries to attend the Conference. In addition, sponsorships will also enable UWA to provide prizes for the best student paper and three runners up in that competition, and for the best student poster.



**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**

Council Four Year Priorities: Perth as a Capital City  
S6 Maintain a strong profile and reputation for Perth  
as a city that is attractive for investment.

**Policy**

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

**DETAILS:**

**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
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:**

The Conference will be targeted to energy economists in academia, industry and government, analysts, and policy-makers who have an interest in meeting Asian demands for energy and investing in the sector.

Delegates will include:

- Energy company executives and managers
- Energy policy analysts
- Government employees in energy resource planning
- Academics specialising in energy policy and analysis
- Electricity pricing and market analysts
- Energy consultants
- Energy company planners
- Energy risk and derivatives specialists
- Financial sector economists focused on energy industry lending
- Oil and natural gas executives
- Executives concerned with energy prices and rate setting
- Electricity and gas utility regulators
- Environmental analysts focused on the energy industry
- Geologists and engineers
- Environmentalists
- Energy journalists

This Conference will be further promoted to members of the IAEE at the IAEE Conference in Pittsburgh during October 2015. The City of Perth's sponsorship along with other partners will be featured on the dedicated Conference webpage in which delegates visit to register for this Conference.

In addition, the Conference will be promoted to internationally ranked universities who are looking for joint research collaborations around energy economics. UWA will encourage delegate's partners to accompany presenters as a partners program has been specifically created for that purpose.

The UWA Business School will also advise the network of Consul Generals and Honorary Consuls from Asian countries of the IAEE Asian Conference and via its network to the City's sister cities including: Houston, Texas; Chengdu and Nanjing, China; and Kagoshima, Japan.

Promotion of the City of Perth and the Conference will commence in September 2015 to February 2016.

**Promotion of City of Perth to Markets / audiences:**

As a partner, the City will receive a range of benefits including access to the conference, presentation rights; partner acknowledgements in media release and key Conference events; inclusion of promotional materials in conference delegates' bags; banner placement and logo placement for publications relating to this Conference.

As a sponsoring partner, UWA Business School will provide the Lord Mayor or a City representative an opportunity to address delegates at the Sunday, 14 February Welcome Reception about Perth being a destination to do business and to invest. The event will be held at the Perth Mint.

The City's logo will be featured on the conference program booklet and dedicated conference webpage.

**Assessment of Application (Corporate):**

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

The Conference will enable UWA to provide a conference of international standard by bringing business and government leaders together with thought leaders in the fields of energy economics and policies. This helps build upon the wealth of expertise already existing in the energy sector in Perth.

As a sponsor, the City will be featured widely and promoted during the Conference as well as providing City representatives the opportunities to network with international delegates representing business, industry, government and academia.

The City's association with the 5<sup>th</sup> IAEE Asian Conference creates a positive image that promotes the City as a major supporter of the energy industry whilst advocating Perth as a competitive destination for business investment within this sector.

As a sponsoring partner, the UWA Business School will also promote the City and key industry and tourist destinations through both the technical and partner programs. The technical tour will showcase Perth's selected energy industry and infrastructure which allows delegates to appreciate the comprehensive network and technical expertise that are available in Perth for the resource and energy sectors.

The Partner Program comprises of major tourist destinations which will enable accompanying partners to visit during their stay. Major sites of visitation include Kings Park, Perth Mint, Perth Concert Hall and His Majesty Theatre. In addition all delegates will be advised of both the Perth International Arts Festival and the World Fringe Festival, in which they may participate. Furthermore, this promotes Perth as a destination to live, work and invests.

As a result of the Conference there will be a vast major flow on effect for delegates not just visiting Perth, but more importantly the influence they will have on future opportunities within in companies, government and universities which they represent.

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

The Conference will continue to build on Perth's strong position as an internationally significant destination for the energy sector in terms of export, investments, market analysis, other professional services and technology development.

Perth is regarded a leading energy city with more than 30 international oil and gas companies and more than 40 oil and gas service companies with offices in Perth. Perth is therefore an ideal location for international energy economists to gather, particularly given that we are the only Australian city who is a member of the World Energy Cities Partnership. Supporting this Conference will show the City's ongoing support to the energy sector and will showcase Perth as a hub for the sector and provide a platform to discuss emerging challenges and opportunities.

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

- To position the City as a city of regional and international significance.
- To increase visitation to the City.

- To increase economic investment in the City.
- To create a vibrant, energetic 24 hour city.

Sponsorship will continue to build on Perth's strong position as an internationally significant destination for the energy sector in terms of export and investments.

The Conference will provide a platform to discuss emerging challenges, issues including solutions in meeting what is expected to be continuing enormous growth in Asian energy demand over the next few decades, which Perth and Western Australia will play a significant role.

The opportunity to bring business and government leaders together with thought leaders in the fields of energy economics and policy makers for the energy sector will also continue to put Perth on the map as a leader in the sector.

The Conference aims to bring approximately 250 delegates to Perth. Many key note presenters and experts for the plenary sessions have committed to attending (32 at the time of writing this report). Many of the delegates will come from overseas including US, Europe and Asia.

International delegates are encouraged to stay extra days and to explore all Perth and Western Australia has to offer including participating in cultural events through the Perth International Arts Festival and the World Fringe Festival during February 2016. A number of hotels in the city have already been secured. Venues including restaurants, function centre will be used during the Conference.

The follow on effects for both business and tourism, will result from network established from the Conference and potential opportunities leading to further investments. This will be created from industry workshops forming part of the Conference.

#### **4. Benefits to be provided to the City.**

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

The City and its representatives do not expect to receive invitations/tickets/passes additional to that which is approved to in this agreement.

It is to be noted that no invitations/tickets/passes benefits additional to the arrangement detailed in this report, are to be offered and thus received by the City and its representatives.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 973 000	
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	\$2,945,828	This component is: \$104,000 (Resource Sector Portfolio)
AMOUNT SPENT TO DATE:	\$ 348,731	
PROPOSED COST:	\$ 10,000	
BALANCE:	\$2,587,097	

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

It is recommended that the Marketing, Sponsorship and International Relations Committee approves sponsorship of \$10,000 (excluding GST).

One of the Economic Development Unit's key services is to develop and support the resource sector. The City's strategic community vision includes a desire for Perth to be recognised internationally as a city on the move and for its liveability, talented people, and centres of excellence and business opportunities. The 5<sup>th</sup> International Association for Energy Economics Asian Conference will help meet those objectives.

The opportunity to bring business and government leaders together with thought leaders in the fields of energy economics and policy makers for the energy sector will continue to put Perth on the map as a leader in the sector. The networks established from the Conference will potentially lead to further investment in Western Australia's energy sector.

The Conference aims to bring approximately 250 delegates to Perth. Many key note presenters and experts have committed to attending and are staying in hotels in the CBD.

As a result of the Conference there will be a vast major flow on effect for delegates not just visiting Perth, but more importantly the influence they will have on future opportunities within in companies, government and universities which they represent.

**4.25pm** The Interim Manager Transport entered the meeting.

*Moved by Cr Adamos, seconded by Cr Limnios*

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

- 1. approves cash Corporate sponsorship of \$10,000 (excluding GST) to the University of Western Australia to present the 5<sup>th</sup> International Association for Energy Economics Asian Conference 2016 from Sunday, 14 February 2016 until Wednesday, 17 February 2016;**
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:**
  - 2.1 acknowledgement as sponsor at the Welcome Reception and in media releases;**
  - 2.2 opportunity for the Lord Mayor or a representative to address guests and present at the Welcome Reception;**
  - 2.3 opportunity to include promotional materials within delegate bag;**
  - 2.4 banner placement at Welcome Reception;**
  - 2.5 City of Perth crest on Pre-Conference - promotional flyer, Conference webpage, Conference brochure and program;**
  - 2.6 two tickets for City representatives (either Elected Members or Officers) to attend Conference, Welcome Reception, Student Breakfast, Conference Dinner and Awards Lunch;**
  - 2.7 fifteen additional tickets for City representatives (either Elected Members or Officers) to attend the Conference Welcome Reception;**
  - 2.8 four additional tickets for City representatives (either Elected Members or Officers) to attend the Breakfast by the Bay event; and**
- 3. notes that the City is to be provided with a detailed acquittal report, including all media coverage obtained, by 31 March 2016.**

*The motion was put and carried*

The votes were recorded as follows:

**For: Crs Chen, Adamos and Limnios**

**Against: Nil**

**MP191/15    MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN**

Nil

**MP192/15    GENERAL BUSINESS**

**Responses to General Business from a Previous Meeting**

Nil

**New General Business**

**1.    Get to Know Me Perth**

Cr Limnios queried a possible marketing opportunity with the popular Chinese TV show “Dad Where are we Going Next” being hosted in Perth. Cr Limnios requested whether the City could liaise with Tourism WA to see if the organisers can air the “Get to Know Me Perth” advertisement right before the show commences.

The Chief Executive Officer advised that in consultation with Cr Chen, Tourism WA will be contacted to see if there is an opportunity for the City to air the City’s advertisement.

**MP193/15    ITEMS FOR CONSIDERATION AT A FUTURE MEETING**

**Outstanding Items:**

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

**MP194/15    CLOSE OF MEETING**

**4.30pm** There being no further business the Presiding Member declared the meeting closed.