



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, 7 July 2015 at 4.00pm.**

Yours faithfully

GARY STEVENSON PSM
CHIEF EXECUTIVE OFFICER

2 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

EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

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

BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

ALERT ALARM

beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.



EVACUATION ALARM/PROCEDURES

whoop whoop whoop

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

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

EVACUATION ASSEMBLY AREA



Assembly Area

Alternate Assembly Area

MARKETING, SPONSORSHIP AND INTERNATIONAL 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
7 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 – 16 June 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	Item 5 – Corporate Sponsorship – 18 th International Conference & Exhibition on Liquefied Natural gas (LNG 18)	Section 5.23(2)(e)(ii)
2 & 3	Item 6 – Tender 103-14/15: Creative and Production Management of Christmas Nativity 2015	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

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ITEM NO: 1

SPONSORSHIP – MERCEDES COLLEGE AWARDS AND LEAP LEADERSHIP PROGRAM 2015

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves sponsorship of \$3,000 (excluding GST) to Mercedes College for the purpose of supporting their annual Student of the Year award and leadership programs including Leadership in the Community awards and the Leadership, Excellence, Accelerating Potential (LEAP) program; Prefect Leadership formation, Amanda Young Foundation, Halogen Leadership Program and Mercy Foundation Programs;***
- 2. notes that Mercedes College will provide the following benefits to the City acknowledgement of the City in the Presentation Evening program and audio visual presentation; the College's newsletter, 'Sorelle; the College's website news page and the College's Annual 'Laudate'.***

BACKGROUND:

FILE REFERENCE: P1010627-29
REPORTING UNIT: Community Services
RESPONSIBLE DIRECTORATE: City Services
DATE: 25 June 2015
MAP / SCHEDULE: N/A

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
	20.1 Develop Community Engagement Capability

Policy

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

DETAILS:

A request has been submitted to the City by Mercedes College for sponsorship of \$3,000 (ex GST) to support the College's annual Awards and its student leadership programmes.

The City has donated funds for the Awards since 2010. \$1,000 of these funds goes directly to two student awards named in recognition of the City of Perth's contribution. The Lord Mayor has personally been bestowed as patron of the College's Prefect Council and is to be invited to present these awards at the annual Presentation Evening on Friday, 23 October 2015.

The remaining funds are a contribution to the College's leadership program, which includes costs associated with the following:

- The LEAP Programme – a USA not-for-profit education foundation that provide scholarships to students around the world to participate in a program which provides the tools for students to excel in high school. The program also guides young adults in new directions by exposing them to skills that are never taught explicitly in a formal education setting. Four students are attending the July 2015 program which includes goal setting, study skills, time management, the use of mentors and pursuing your dream.
- Prefect Leadership Formation, which includes workshops, talks and tours with key business leaders to develop Year 12 Prefect leadership skills for the 32 prefects and deputies.
- The Amanda Young Foundation and Halogen Leadership Program which involve mentors, team building activities and the development of leadership skills (10 students) ; and
- Mercy Formation Programs, which provide for all students to participate in a range of activities supporting social justice in the City of Perth (whole cohort of 970 students).

Mercedes College is committed to building relationships with their community stakeholders including business, government and community organisations and groups.

Students of Mercedes College are regularly involved in community service projects in the City of Perth including street appeals at St Vincent de Paul, the Salvation Army and Citiplace Community Centre. They have participated in tree planting programs in gardens throughout the inner city, and in cooking and distributing meals at the Big Issue Soccer Game each Tuesday in Wellington Square.

Mercedes College previously received support from the City as follows:

Year	Amount	Purpose
2001	\$550	Car parking bays
2002	\$2,500	Participation in tournament
2009	\$1,000	Community Service Learning Programme
2010	\$2,709	Annual Awards; NAIDOC Schools Initiative
2011	\$2,000	Student Awards; LEAP Program
2012	\$2,000	City of Perth Annual Awards and LEAP Program
2013/14	\$996	Social Justice Day (TBC) and City of Perth Annual Awards and LEAP Program
2014/15	\$3,000	Annual Awards, LEAP Program, Prefect Leadership Program, Amanda Young Foundation and Halogen Leadership Program and Mercy Foundation Programs
<i>Requested/ Proposed 2015/16</i>	<i>\$3,000</i>	<i>City of Perth Annual Awards, LEAP Program, Prefect Leadership Program, Amanda Young Foundation & Halogen Leadership Program, and Mercy Foundation Programs</i>

FINANCIAL IMPLICATIONS:

ACCOUNT NO: 29A43000
BUDGET ITEM: Education and Welfare – Care of Families and Children – donation – Families and children
BUDGET PAGE NUMBER: TBA
BUDGETED AMOUNT: \$12,825
AMOUNT SPENT TO DATE: \$ 0
PROPOSED COST: \$ 3,000
BALANCE: \$ 9,825

All figures quoted in this report are exclusive of GST.

COMMENTS:

The City has developed a strong relationship with Mercedes College and its students, particularly in recent years. Assisting them in their annual awards and leadership program ensures that there is recognition of the City’s commitment to young leaders.

It is likely that some of the City’s next generation of leaders in social issues will develop their interest and skills in these programs.

ITEM NO: 2

CORPORATE SPONSORSHIP – WALGA BANNERS IN THE TERRACE 2015

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves cash Corporate sponsorship of \$4,597.27 (excluding GST) to the Western Australian Local Government Association to present the Banners in the Terrace installation, to be held on St Georges Terrace and Adelaide Terrace from 26 July to 9 August 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 the City of Perth logo and acknowledgement to be included in the WALGA Convention Program and Delegate Pocket Program;***
 - 2.2 the City of Perth to be recognised as an official WALGA Convention supporter with due acknowledgement by the Conference Chair;***
 - 2.3 the City of Perth logo to be displayed in plenary sessions and composite venue signage at the WALGA Convention;***
 - 2.4 an opportunity for the City to provide promotional material to convention delegates;***
 - 2.5 Acknowledgement of the City's support in a special "Banners in the Terrace" colour feature in WALGA's Western Councillor magazine following the Convention.***
- 3. a detailed acquittal report, including all media coverage obtained, by 30 November 2015.***

BACKGROUND:

FILE REFERENCE: P1010627-29
REPORTING UNIT: Marketing, Communications and Events
RESPONSIBLE DIRECTORATE: City Services
DATE: 15 June 2015
MAP / SCHEDULE: N/A

Western Australian Local Government Week and the Banners in the Terrace competition are managed by the Western Australian Local Government Association (WALGA). The City of Perth has supported Western Australian Local Government Week for the past 20 years by providing sponsorship to cover the costs associated with the installation of the Banners in the Terrace for a period of two weeks.

Summary of Event:

A request has been received from WALGA for cash sponsorship of the WALGA Banners in the Terrace Competition 2015 to be held from 26 July to 9 August 2015 on St Georges Terrace and Adelaide Terrace. As part of the Local Government Week activities, banners will be installed in St Georges Terrace and Adelaide Terrace for two weeks as part of the Banners in the Terrace Competition. WALGA have requested that the City of Perth approves cash sponsorship to cover the cost of banner pole hire and installation charges. These costs amount to \$4,597.27 (excluding GST).

The annual WA Local Government promotions are to be held in August 2015. As part of these promotions, the Local Government Convention and Trade Exhibition will take place at the Perth Convention and Exhibition Centre from 5 to 7 August 2015. This convention will attract an estimated 600 delegates from across WA local governments.

Banners in the Terrace is an annual community art competition run by WALGA. Local governments are invited to paint a banner representing their government area for entry in the competition. Each Council is eligible to enter one banner.

Banners are painted by school groups, art groups and community groups and are entered in one of five categories covering school ages, community/ non professional and professional artists.

Winning banners receive a small trophy and a book for donation to a school library. 2014 Best Overall Winners in the competition were the Shire of Narembeen and the Shire of Quairading.

It is anticipated that 80 banners will be exhibited in 2015. All banners are hung on poles in St Georges Terrace and Adelaide Terrace for a period of two weeks.

The following table shows the city's support of the event since 2010:

Year	Amount
2010	\$3,214
2011	\$2,781
2012	\$4,022
2013	\$4,174
2014	\$4,412.70
2015 (recommended)	\$4,597.27

The amount provided in 2011 was lower than that in 2010 as some banner poles were unavailable for use in that year.

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 the Diversity of Perth
15.1 Support and deliver events that reflect and
celebrate cultural diversity

Policy

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

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
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:

The markets exposed to the Banners in the Terrace activity will be primarily:-

- Regular commuters and city workers;
- Visitors to Perth for local government week activities.

Local government employees will be exposed to the City of Perth's involvement via acknowledgement in the Western Councillor publication.

Promotion of City of Perth to Markets / audiences:

Direct promotional benefits for this event are detailed in the recommendation section.

Assessment of Application (Corporate):

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

The event will promote the City's support of WALGA and will promote the City of Perth to other local governments.

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

The City of Perth will continue to promote its role as a supporter of WALGA. The banners will be seen by thousands of people daily. The event historically receives local media coverage.

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.

The event will position the city as a city of regional significance as the capital of Western Australia and the key local government authority. The City has a long history of supporting this event through sponsoring the cost of the banner hire and installation.

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL1423 1000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	
	BUDGET ITEM
BUDGETED AMOUNT:	\$840,202
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 4,597
BALANCE:	\$835,605

All figures quoted in this report are exclusive of GST.

COMMENTS:

The City has supported the Banners in the Terrace competition by providing sponsorship to cover the costs associated with the hire and installation of the banner sites required for the past 20 years. It is recommended that the Council approves sponsorship of \$4597.27 (excluding GST) for the initiative in 2015. As the increase on the previous year is small it is recommended that the full costs be covered by sponsorship as in previous years.

ITEM NO: 3

EVENT SPONSORSHIP (PARTNERSHIP) – PRIDE FESTIVAL 2015

RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves cash sponsorship of \$45,000 (excluding GST) to Pride WA Inc. to present the Pride Festival from Friday, 6 November 2015 until Sunday, 22 November 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 relevant Pride Festival events to be listed on the Perth City website;***
 - 2.2 the City of Perth logo to appear on signage at the Pride awards ceremony in numerous prominent positions;***
 - 2.3 the City of Perth logo to feature prominently on all:-***
 - a. promotional material;***
 - b. print advertising;***
 - c. digital marketing resources;***
 - d. member and participant communications;***
 - e. media releases; and***
 - f. electronic media advertising undertaken by Pride WA;***
 - 2.4 the City of Perth to receive a website banner on the Pride WA website;***
 - 2.5 City of Perth signage to be displayed in the official Pride WA float;***
 - 2.6 the City of Perth to be invited to participate in the Parade;***
 - 2.7 Elected Members to be invited to attend the Awards Ceremony and the Parade VIP viewing area;***

(Cont'd)

- 2.8 Elected Members to be invited to attend the official Parade after-party;**
 - 2.9 the Lord Mayor to be invited to include a welcome message in the official Festival Program;**
 - 2.10 the Lord Mayor, or representative, to be invited to launch the Festival at the official launch event;**
 - 2.11 the Lord Mayor, or representative, to be invited to be a judge for the Parade;**
- 3. a detailed acquittal report, including all media coverage obtained, by March 2016.**

BACKGROUND:

FILE REFERENCE: P1010627-29
REPORTING UNIT: Marketing, Communications and Events
RESPONSIBLE DIRECTORATE: City Services
DATE: 15 June 2015
MAP / SCHEDULE: N/A

Pride WA is a not-for-profit community based organisation. The core purpose of Pride WA is to encourage the cultural expression, celebration and human rights of lesbian, gay, bisexual, transgender, intersex, queer and all people of diverse sexuality and gender living in Western Australia.

Pride WA has recently completed a strategic review of the organisation, funded by Lotterywest, to identify the purpose of the organisation in contemporary Western Australia and to develop a sustainable plan and business model for the future.

A significant outcome of this process is the creation of a three year strategic plan for the organisation, providing it with clarity of purpose, definition of structure and a viable framework of accountability.

Driven by a constitutional change, Pride WA is now positioning itself as an arts-based organisation rather than an advocacy and political lobbying group.

Summary of Event:

Pride WA Inc. (Pride WA) has requested cash sponsorship of \$50,000 to present the Pride Festival, incorporating an Opening Night Party, Community Picnic and the Pride Parade, from Friday, 6 November 2015 to Sunday, 22 November 2015 in Northbridge

The Pride Festival has been taking place in Perth for 22 years with the City of Perth supporting the event since 1999. The key Pride Festival events were historically the

Parade and Fairday which have both been supported by the City of Perth, with the Parade alone attracting 50,000 spectators annually.

In 2013, the Fairday moved date and location to become a stand-alone event for Pride WA. The organisation then initiated new city based events as part of Pride Festival to fill the gap created by this move.

2015 will be the 25th anniversary of Pride WA. To celebrate its silver anniversary, Pride will stage an expanded Pride Festival, including events in various locations in Northbridge and around the State, including music, theatre, visual art, dance, film and comedy. The theme for 2015 is Silver, to mark 25 years.

Pride has once again contracted the Event Agency to deliver the event this year, which will include:

Official Launch – City location TBC – Thursday, 15 October 2015

The Official Launch will celebrate the events planned for Pride WA in 2015 and 2016. The event will be VIP invite only and attendees will include sponsors, media, government stakeholders and leaders within the Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) community. The official launch will coincide with the launch of print materials and programs, and the start of ticket sales for Pride Festival.

Opening Night Party – Happy Pride Party – Friday, 6 November 2015, 6.00pm – 11.00pm

Russell Square

The 2015 Festival opening will be known as the Happy Pride Party. The Opening will be a celebration and way of gathering support and coverage of Pride's future plans. The event will be a showcase of Pride Festival and will give audiences a taste of events on offer during the Festival.

Pride Community Picnic – Saturday, 7 November 2015, 10.00am – 4.00pm

Russell Square

The Community Picnic will take place on the middle weekend of Pride Festival and will be an opportunity for members of the community to gather in Russell Square to celebrate 25 years of Pride. The event will be a non-licensed daytime event and is planned to become an annual fixture of the Pride Festival.

Pride Festival – Friday, 6 November 2015 to Sunday, 22 November 2015, various venues, Perth City

The annual Pride Festival will run for 16 days with a program of events including music, comedy, theatre and community events. The Festival will be held at venues in and around Northbridge and the City and Pride WA aims to develop the event into one with a similar format to the Fringe Festival, but with a focus on LGBTI content and programming. With the event held at the beginning of summer, organisers believe that it could develop into a third key arts festival for the city, leading into Fringe and then Perth Festival.

Pride Parade and Awards Ceremony – Saturday, 21 November 2015, from 8.00pm

In 2013 organisers trialled the parade in the day time, positioning it as the opening of the entire festival. This move was designed to increase the events accessibility to families, and to deliver lunch time trade to restaurants along the parade route. Post event feedback from community consultation showed fairly equal support from the community for the event as a daytime event or a night time event. However through workshops and discussions with community groups and businesses who participate in the event, organisers believe that Parade participation is best maximised at night. The event therefore returned to a night time format.

The 2013 and 2014 Parades included professional float building programs sponsored by the private sector. The program allowed professional artists to work with community groups and businesses in the event lead up to build high quality visually appealing parade entries. This initiative will be continued in 2015.

The current route of the parade starts in Brisbane Street, down William Street into the city, along James Street, concluding at the rotunda in Russell Square.

Funding

The total cost of the Pride Festival is \$401,500 (excluding GST). The total cost of the Parade is \$207,140 (excluding GST). Organisers have requested cash sponsorship of \$50,000 (12% of the total cost of the event and 24% of the Parade cost). Cash sponsorship of \$45,000 (11% of the total event cost and 22% of the Parade cost) is recommended.

The following table shows the support the City has provided for the event since 2010:

Year	Amount	Event
2010	\$45,900	Parade and Fairday
2011	\$45,900	Parade and Fairday
2012	\$45,900	Parade and Fairday
2013	\$45,900	Pride, encompassing Parade and Celebration
2014	\$45,900	Pride, encompassing Sundowner Garden Party, Parade and Awards Ceremony
2015 (requested)	\$50,000	Pride Festival, encompassing Community
(recommended)	\$45,000	Picnic, Parade and Awards Ceremony

Pride WA has secured funding from several other organisations for the Festival, including KPMG and Herbert Smith Freehills. They are currently in discussions with several other organisations and are awaiting the outcome of a Lotterywest grant application.

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 of Perth
15.1 Undertake full review of Grants Donations Sponsorships and Event Funding Policies

Policy

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

DETAILS:

Eligibility for Sponsorship:

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

Assessment of Application (Partnership):

1. Contribution of the event to the economy of the city.

The Parade event will attract over 50,000 people to the city on a Saturday evening. This time slot has historically proved successful for driving spectators to Northbridge businesses. The Festival will be held almost exclusively in the city and Northbridge and will attract visitation and increase economic investment in the city over 16 days.

2. Has a significant national or international profile or the potential to develop it.

Pride Festival is Pride WA's flagship event and the Parade historically attracts tens of thousands of people to Northbridge. The event receives national media coverage and is the largest Pride event in Western Australia.

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.

The event will increase visitation to the city and Northbridge with a range of events held in different city locations over the 16 days of the event. Organisers advise that the Festival will increase economic investment in the city with attendees to Pride Festival visiting Northbridge and city businesses before or after the events. The event will create vibrancy in the area.

4. Preference will be given to events which provide free attendance.

The Parade, Opening party and Community Picnic events will be free to the public to attend. Other events forming part of the Pride Festival may attract a fee.

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

The Pride Festival will be held almost exclusively in the city. The Parade route includes a small part of the City of Vincent due to local government boundary realignment some years ago.

6. Benefits to be provided to the City

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

Event Sponsorship Category:

- Major Civic Partnership – Three to five years funding commitment, \$50,000, plus CPI;
- State and National – Three years funding commitment, less than \$50,000, plus CPI;
- Annual – Annual or historic funding, less than \$20,000;
- Start-Up/One-Off – Once only funding, less than \$15,000.

The applicant is considered eligible for event sponsorship under the Major Civic Partnership category, in accordance with Policy 18.8 – Provision of Sponsorship and Donations.

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 1486 5000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
	BUDGET ITEM
BUDGETED AMOUNT:	\$435,345
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 45,000
BALANCE:	\$390,345

All figures quoted in this report are exclusive of GST.

COMMENTS:

The City has historically supported Pride Festival through sponsorship of the Parade and Fairday. With the move of Fairday away from the festival to become a stand-alone event, organisers are presenting new key events in the city, as well as positioning the event as a 16 day festival held almost exclusively in the city. Cash sponsorship of \$45,000 is recommended for Pride WA to deliver the Pride Parade, Community Picnic and Opening Party.

ITEM NO: 4

EVENT SPONSORSHIP (PARTNERSHIP) – CHANNEL SEVEN AND THE WEST AUSTRALIAN CHRISTMAS PAGEANT

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. approves cash sponsorship of \$144,000 (excluding GST) to Channel Seven Perth Pty Ltd to present the Channel Seven Christmas Pageant 2015 with the City of Perth on Saturday, 5 December 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 the City of Perth band to be invited to participate in the Pageant;***
 - 2.2 the City of Perth to be acknowledged in all television, press and radio promotions, and television programs as a major sponsor of the event;***
 - 2.3 Elected Members and their families to be invited to a special VIP garden party prior to the event;***
 - 2.4 Elected Members and their families to receive reserved seating to watch the Pageant;***
 - 2.5 the Lord Mayor to be invited to co-host the telecast;***
 - 2.6 the use of Channel Seven's Father Christmas Sleigh for the City of Perth's turning on the Christmas Lights on Friday 13 November 2015;***
- 3. a detailed acquittal report, including all media coverage obtained, by March 2016.***

BACKGROUND:

FILE REFERENCE: P1010627-29
REPORTING UNIT: Marketing, Communications and Events
RESPONSIBLE DIRECTORATE: City Services
DATE: 8 June 2015
MAP / SCHEDULE: N/A

The Christmas Pageant has been held in Perth for over 40 years. It has become a much anticipated annual event which is enjoyed by the greater community of Perth and is a key component of the City's Christmas calendar of events. The event is historically held on the first or second Saturday of December, commencing at dusk with a spectacle of light, colour and performance.

In 2008 organisers undertook an overhaul of the event, with the key change of moving it to a Sunday morning timeslot. The event was held in this timeslot for four years. In 2012 organisers returned the event to an evening format in order to avoid hot temperatures earlier in the day, and to create some of the spectacle of a night time pageant. The evening timeslot has been considered largely successful by event organisers and well received by the public.

Summary of Event:

The 44th annual Christmas Pageant is to be held on Saturday 5 December 2015 at 7.30pm. The Pageant will be comprised of floats with Christmas and/or children's themes, as well as bands, dancing groups and multicultural groups. The City will be providing entertainment in Forrest Place on the day of the event as part of its Festival of Christmas campaign. Organisers will provide pre-pageant entertainment along the course route from 5.30pm until the Pageant commences to entertain waiting crowds.

Telecasts of the event will be shown on Channel 7 and GWN on Sunday 6 December in prime time and repeated on Christmas Day on both stations.

Since 2013 the event route has been designed to work around capital works in the city. The event has attracted strong attendance with crowds at capacity along the pageant route. Organisers are committed to the following conditions for the event:

- the Pageant to take a course route within the city with the route to be agreed with the City of Perth and the event organisers;
- the Pageant to be presented on a Saturday night with pre-pageant entertainment to commence at 5.30pm along the pageant route;
- the Pageant to include family friendly activity long the course route.

2014 Event

In 2014 the Pageant route was extended to address overcrowding and litter issues. Channel Seven also implemented a command post in 2014 due to the scale of the event. The event was once again very well attended and without incident. Public transport is heavily utilised on the night with approximately 75,000 people travelling to or from the event via public transport in 2014. Organisers will work closely with

PTA in 2015 to direct people to exits and assist with the flow of attendees to public transport stations. City of Perth officers involved with the logistics of the event advise that with the growth of the event there is major congestion. They will again work early with organisers to combat these issues in 2015.

Funding

The total cost of the event is \$800,000. Organisers have requested cash sponsorship of \$144,000 (18% of the total cost of the event). This total cost does not include the cost of promotional aspects of the event, including airtime on Channel 7 and promotion in the West Australian Newspaper which are valued at a minimum of \$650,000.

In 2012 Channel Seven sought support from Lotterywest due to a drop in corporate sponsorship, with RAC reducing their level of sponsorship of the event by 50%. Lotterywest agreed to support the event on the basis that the City of Perth would be the sponsorship applicant on behalf of Channel Seven. The board of Lotterywest were in unanimous support of the pageant and are keen to work closely with Channel Seven and the City to improve and develop the event for the benefit of the community. This funding has now ceased and other sponsors are being sought. The City is in ongoing discussions with Channel 7 to identify ways to support the sponsorship for specific elements and these may be subject to a further report.

The following table shows the City's support for the event since 2010:

Year	Cash	In-Kind	Total
2010	\$110,000	\$30,000	\$140,000
2011	\$140,000	n/a	\$140,000
2012	\$140,000	n/a	\$140,000
2013	\$140,000	n/a	\$140,000
2014	\$144,000	n/a	\$144,000
2015 Proposed	\$144,000	n/a	\$144,000

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 the diversity of Perth
15.1 Undertake full review of grants Donations
Sponsorships and Event Funding Policies

Policy

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

DETAILS:

Eligibility for Sponsorship:

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

Assessment of Application (Partnership):

1. Contribution of the event to the economy of the city.

The total cost of the event is \$800,000. In addition to this the value of the promotional activity for the event is approximately \$650,000, and the production costs of television promotions, programs and press advertisements are estimated in excess of \$100,000.

Organisers contribute significant resources to prepare and manage the event and its volunteers and also contribute extensive promotion time.

2. Has a significant national or international profile or the potential to develop it.

The Channel Seven Christmas Pageant is the largest Christmas event in Western Australia and attracts attendees from across the State.

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.

With the event returning to an evening time slot in recent years, it has delivered on several of the City's marketing objectives. An increased audience level of 290,000 attended the event in 2014. It is expected that audience numbers for the 2015 event will be of the same scale.

4. Preference will be given to events which provide free attendance.

The event is free to the public to attend.

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

The event is held exclusively in the City of Perth.

6. Benefits to be provided to the City

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

Event Sponsorship Category:-

- *Major Civic Partnership – Three to five years funding commitment, \$50,000, plus CPI;*
- *State and National – Three years funding commitment, less than \$50,000, plus CPI;*
- *Annual – Annual or historic funding, less than \$20,000;*
- *Start-Up/One-Off – Once only funding, less than \$15,000.*

The applicant is considered eligible for event sponsorship under the Major Civic Partnership category, in accordance with Policy 18.8 – Provision of Sponsorship and Donations.

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 1486 5000 7901 (2015/16 Budget)
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	TBC
	BUDGET ITEM
BUDGETED AMOUNT:	\$435,345
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$144,000
BALANCE:	\$291,345

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Channel Seven Christmas Pageant is an integral part of the City's Christmas calendar attracting over 290,000 people to the city. The move of the event back to evening in 2012 was considered successful and the organisers plan to build on this format with increased entertainment along the Pageant route in 2014. The exact route for the event is dependent on Elizabeth Quay development works and will be confirmed at a later date. Cash sponsorship of \$144,000 is recommended for this event.

ITEM NO: 5

CORPORATE SPONSORSHIP – 18TH INTERNATIONAL CONFERENCE & EXHIBITION ON LIQUEFIED NATURAL GAS (LNG 18)

RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves BY AN ABSOLUTE MAJORITY in-kind corporate sponsorship to the Australian Gas Industry Trust to present the 18th International Conference & Exhibition on Liquefied Natural Gas (LNG 18) from 11 April until 15 April 2016;***
- 2. notes that the in-kind support includes provision and fee waiver of the following services;***
 - 2.1 Perth Convention and Exhibition Centre (PCEC) Car park hire fees for a total of 55 days including bump in/bump out;***
 - 2.2 car park dressing;***
 - 2.3 public building fee (for temporary structure at PCEC);***
 - 2.4 city dressing including flower beds;***
 - 2.5 traffic management services;***
 - 2.6 banner hire fees; and***
 - 2.7 publication of the event through the City website and social media;***
- 3. notes that the event organisers will provide the following sponsorship benefits to the City;***
 - 3.1 inclusion of the City crest on all print and digital LNG 18 marketing material;***

(Cont'd)

3.2 inclusion of the City crest on LNG 18 signage including promotional booths at international conferences held onshore and offshore;

3.3 verbal recognition at LNG 18 of the City's support; and

3.4 VIP invitations for Elected Members to attend LNG 18 conference networking events (including welcome reception and closing reception);

4. notes a detailed acquittal report will be provided to the City, including all media coverage, obtained by April 2017.

BACKGROUND:

FILE REFERENCE: P1027681
RESPONSIBLE UNIT: Economic Development
RESPONSIBLE DIRECTOR: City Planning and Development
DATE: 25 June 2015
MAP / SCHEDULE: Confidential Schedule 1

The City of Perth (the City) has been approached by the Australian Gas Industry Trust (AGIT) for in-kind sponsorship of the LNG 18 Conference and Exhibition (LNG 18) to be held in Perth in April 2016. Due to the size and nature of the conference, AGIT have requested for a number of services to be provided by the City as outlined in this report.

The City has been identified as a key stakeholder in the preparations leading up to LNG 18. The City is a member stakeholder of the Perth Host Committee - the key body that oversees the operational planning aspects of the conference. The Committee aims to get Perth 'conference ready', to engage the community and to ensure visitors have a positive experience in Perth (from arrival to departure).

According to the Department of State Development (DSD), LNG 18 is expected to be the most significant conference to be held in Perth since the Commonwealth Heads of Government Meeting (CHOGM) in 2011.

City of Perth History with LNG 18

- The City has been actively involved in the bidding process for attracting LNG 18 to Perth. On 11 September 2009, the Lord Mayor wrote to the President of the International Gas Union to support Perth's bid to host the LNG 18 Conference. The Lord Mayor's letter of support, the Premier's letter of support and the negotiating efforts of the Perth Convention Bureau were all used in an effort by the AGIT to secure the bid.
- On 28 October 2013, the City hosted a welcome dinner function at Council House for the LNG 18 International Steering Committee and the National Organising Committees.

- Since November 2014, the City has been represented at the Perth Host Committee along with other bodies, including the Department of Premier and Cabinet, Tourism WA, Department of Health, Department of Agriculture and Food, Transperth, WA Police and Department of Culture and Arts.

LNG Conference and Exhibition (LNG X) Background

The LNG X is the key forum for all global participants in the Liquefied Natural Gas Industry including producers, consumers and Governments, to meet, discuss and review its affairs on a triennial basis. It is the largest event in the world dedicated to the LNG industry. Participant numbers from the LNG 17 Conference held in Houston USA reached almost 12,000 from 96 countries globally.

Created in 1968, the LNG X series is held every three years, alternating between producer and consumer nations. LNG 18 will mark the second time the conference and exhibition has been held in the southern hemisphere.

Perth first hosted LNG 12 in 1998, and LNG 18 will mark the first time that the conference has been held in the same city twice.

Previous LNG X Locations:

1968 Chicago, IL, USA
1970 Paris, France
1972 Washington, DC, USA
1974 Algiers, Algeria
1977 Dusseldorf, West Germany
1980 Kyoto, Japan
1983 Jakarta, Indonesia
1986 Los Angeles, CA, USA
1989 Nice, France
1992 Kuala Lumpur, Malaysia
1995 Birmingham, England
1998 Perth, Australia
2001 Seoul, Korea
2004 Doha, Qatar
2007 Barcelona, Spain
2010 Oran, Algeria
2013 Houston, TX, USA

LNG 18

AGIT won the bid in November 2010 to host LNG 18 in Perth from 11 to 15 April 2016. DSD is a foundation member of the LNG 18 National Organising Committee (NOC), a subcommittee of AGIT. Other NOC members are the Australian Petroleum Production and Exploration Association (APPEA), Australian Pipeline and Gas Association (APGA), the Federal Department of Resources Energy and Tourism, Woodside, Chevron, ConocoPhillips, Inpex, Shell, BG Group and Origin Energy.

The Australian Federal Government, the Western Australian State Government, with assistance from the City of Perth and AGIT, have been promoting the event at conferences and industry events in other countries across the globe since early 2014.

Perth, Western Australia as a global leader in the LNG Industry

By 2017 Australia is expected to produce 87 million tonnes (Mt) of LNG, ranking the nation above Qatar as the world's leading LNG exporter. Western Australia will produce 50Mt by 2017, or 57% of Australia's total. (Department of State Development (DSD), Sept 2014).

City of Perth and its greater metropolitan region is currently home to more than 300 international companies servicing the oil and gas sector. Western Australia is a regional base for more than 40 major oilfield service companies. (DSD Sept 2014)

In 2013, total WA LNG exports were valued at \$13.2 billion. (DSD Sept 2014). Currently there is \$125.1 billion worth of LNG projects under construction or committed. (DSD March 2014)

Western Australia's oil and gas sector accounted for 10% of direct employment in the State's resources sector in 2013. (DSD Sept 2014)

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated and Framework Implications	Planning Reporting	Corporate Business 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:

Summary of Event:

LNG 18 will run from Monday, 11 April 2015 to Friday, 15 April 2016. The conference will commence on Monday 11 April with a golf and tour day followed by a welcome (cocktail) function on Monday evening at Kings Park. Also included are a networking dinner event on Thursday and a farewell event on Friday. In addition, it is estimated that approximately 300 other corporate events will be held throughout Perth over the conference duration.

LNG 18 will be held at the Perth Convention and Exhibition Centre (PCEC) which will have temporary structures installed to accommodate eating areas and maximise exhibition space. The WA State Government has contributed \$2 million in funding towards the cost for these additional structures.

Benefits of event being held in Perth:

The event is expected to attract more than 5,000 participants (approximately 2,000-2,500 conference delegates and remaining trade exhibitors and visitors) from 70 countries representing 800 of the world's leading LNG companies. This is anticipated to generate exponential tourism growth with business visitors perhaps travelling to Perth again for leisure purposes.

It is also expected that the event will bring a large number of VIPs including global CEOs of major energy operators and foreign dignitaries.

LNG 18 is expected to generate \$50 million in visitor expenditure, spent mostly in Perth, which will have a positive impact on the city economy.

From preliminary estimates, there is a total of 7,338 room nights booked by LNG 18 participants over the course of the conference (conservatively estimated). The majority of hotel rooms booked are located in the CBD.

VIP attendance is expected including the Prime Minister of Australia, Premier of Western Australia, global energy ministers, foreign dignitaries, CEOs of global LNG producers and consumers and a significant Chinese contingent (LNG 19 is to be held in China).

The event will also enhance the City's image internationally and promote Perth overseas as a global minerals and energy hub. LNG 18 will draw attention from an extensive national and international media presence before, during and after the event.

In-kind Sponsorship Request:

The AGIT is seeking in-kind support from the CoP through providing and waiving the fee for the following items:

- PCEC car park hire fees for a total of 55 days including bump in/bump out;
- PCEC car park dressing including tree trimming and planting (delegate catering and networking space will be located in the western car park area);
- Public building fee (fee imposed by the City for the temporary structure at the PCEC);
- City dressing including flower beds;
- Traffic management services;
- Street banner hire fees; and
- Marketing and promotion of event through CoP industry activities, website and social media.

This level of support is comparable with the support the Federal Government is providing to the event and will see the City jointly recognised with the Federal Government and State Government as 'Government Sponsors'.

Officers are also currently developing proposals for three other events that will potentially run alongside LNG 18, including a Lord Mayor hosted public roundtable with Mayors from World Energy Cities Partnership (WECP), a LNG 18 'Unearthed' event and a 'LNG 18 Hub' school holidays community engagement event in Forrest Place.

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
Supports for promotional material (such as publications and films) which positively position 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:

Domestic, interstate and international representatives working in the LNG sector will be exposed to the City of Perth brand during the conference. VIPs will also be in attendance including national and international political leaders, global CEOs of major energy operators and foreign dignitaries. Representatives from 70 countries representing 800 of the world's leading LNG companies will be exposed to the City of Perth brand also.

Assessment of Application (Corporate):

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

- Strengthens the City of Perth's position as a 'World Energy City';
- Promotes Perth, Western Australia's LNG industry capability;
- Further enhances oil and gas industry clustering in the city of Perth;
- Encourages international and interstate organisations to set up offices in Perth;
- Exposes Perth's LNG industry research, education and training facilities to international and interstate audiences;
- Encourages skilled migration from overseas and interstate; and
- Increases brand awareness of the City of Perth in a difficult to reach target market.

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

Contribution is made to the following 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; and
- to create a vibrant, energetic 24-hour city.

The event positions the city as a global energy and minerals hub and highlights Western Australia's world class LNG production capability, and Perth as a 'World Energy City' and the Asia-Pacific capital for the oil and gas industry.

4. Benefits to be provided to the City.

LNG 18 is expected to generate \$50 million in visitor expenditure, mostly in Perth, which will have a positive impact on the city economy.

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

FINANCIAL IMPLICATIONS:

Some elements relating to income or expenditure associated with the proposed in-kind sponsorship have already been factored into the budgets of various business units. (See Confidential Schedule 1)

Funds relating to initiatives that have not been included in the adopted 2015/16 Budget will need to be sourced from within the organisation as part of the October 2015 Budget Review process.

COMMENTS:

It is recommended that the Council approves in-kind support to the AGIT to present LNG 18 held from 11 April 2016 to 15 April 2016.

The LNG sector is a major contributor to the Perth economy, with the LNG 18 Conference and Exhibition representing the most significant industry event ever held in Perth for that sector since 1998.

The economic benefit to the City that results from this conference far outweighs the value of the City's sponsorship contribution. Support for LNG 18 will reinforce Perth's status as a 'World Energy City' and the City of Perth's positive association with the oil and gas sector.

CONFIDENTIAL SCHEDULE 1
ITEM 5 – CORPORATE SPONSORSHIP – 18TH
INTERNATIONAL CONFERENCE & EXHIBITION ON
LIQUEFIED NATURAL GAS (LNG 18)

FOR THE MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE MEETING

7 JULY 2015

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ITEM NO: 6

TENDER 103-14/15: CREATIVE AND PRODUCTION MANAGEMENT OF CHRISTMAS NATIVITY 2015

RECOMMENDATION:

(APPROVAL)

That Council accepts the most suitable tender being that submitted by Australian Performing Arts Network for the Creative and Production Management of Christmas Nativity at a cost of \$175,000 (excluding GST), with the option to extend the contract for 2016 and 2017 with CPI increases applicable in these years.

BACKGROUND:

FILE REFERENCE: P1031533
REPORTING UNIT: Marketing, Communications & Events
RESPONSIBLE DIRECTORATE: City Services
DATE: 11 June 2015
MAP / SCHEDULE: Confidential Schedule 2 – Confidential Comparative Price & Creative Schedule
Confidential Schedule 3 – Confidential Evaluation Matrix

Tenders were advertised in the West Australian on Wednesday, 13 May 2015 for the Creative and Production Management of the Christmas Nativity event, to be held in Forrest Place, Monday, 21 December 2015 to Wednesday, 23 December 2015.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation *Local Government Act 1995 Section 3.57 of the Local Government (Function and General) Regulations 1996*

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.
5.2 Contribute to and facilitate the activation and use of vacant private and public spaces.

Policy

Policy No and Name: 9.7 – Purchasing Policy

DETAILS:

At the close of tenders on 28 May 2015 submissions were received from the following companies:

- Australian Performing Arts Network (APAN)
- Spirit Events
- Events Force WA
- West Coast Events

The City of Perth presents the annual Perth City Festival of Christmas, comprised of a diverse program of Christmas activities and events, during the festive season. The Perth City Festival of Christmas commences in mid-November with the 'Turning on the Christmas Lights' and culminates with 'Christmas Nativity', the traditional story of Christmas, at the end of December.

Christmas Nativity is targeted at a family audience and aims to provide families with a awe-inspiring experience and understanding of the traditional story of Christmas. Historically, an audience of 3,500+ people have attended each performance.

This tender called for submissions for the creative concept and production management of this event.

All tenders have been assessed against the qualitative criteria as detailed below.

Qualitative Criteria

- Creative Concept - A proposed creative program adhering to the guidelines outlined in Clause 4 of the tender specification. The creative concept to include high use of innovative lighting and colour, creative set design, highly skilled performers and pre event entertainment; whilst providing children with an understanding of the traditional story of Christmas.

APAN met this criterion very well with clear difference in a new and unique set design, costumes, songs and dance items. Spirit Events and West Coast Events met the criterion to a lesser degree. Events Force WA failed to adequately address the criterion.

- Experience – Demonstrated experience in staging similar, free, public events in an open public space, including; safety, risk and environmental practices.

APAN met this criterion very well with clear difference, demonstrating experience in similar events including Turning on the Christmas Lights and New Year's Eve Northbridge. Spirit Events and Events Force WA met the criterion demonstrating experience to a lesser degree. West Coast Events demonstrated key personnel experience, but limited detail with regards to the company event experience.

APAN, Spirit Events, Events Force WA and West Coast Events provided detail of checklists and/or policies for Occupational Safety and Health (OSH). APAN and Spirit Events provided detail on environmental practices. Events Force WA and West Coast Events did not sufficiently demonstrate environmental practices in submissions.

- Capability – Demonstrated capability to complete works within a specified time-frame, in particular, bump-in of event infrastructure and creation of a venue in a limited time-frame.

Spirit Events met this criterion very well with clear difference by providing demonstrated experience with limited time frames. APAN and Events Force WA met the criterion to a lesser degree. West Coast Events failed to adequately address the criterion.

- Budget - Demonstrated ability to meet production budgets, including providing an itemised budget for this event.

APAN and Spirit Events met the criterion and demonstrated experience in meeting budget requirements. Events Force WA and West Coast Events failed to adequately address the criterion in regards to demonstrated experience.

APAN, Spirit Events, Events Force WA and West Coast Events all provided an itemised budget for the event.

- Key Personnel - Provide information on the project's key personnel, their proposed roles and include their experience on similar events; including but not limited to Contractors representatives, ground supervisors/operators, crew and sub-contractors.

Spirit Events met this criterion with clear difference by providing detailed information on staff, creative and production team. APAN and Events Force WA met the criterion to a lesser degree. West Coast Events provided detail on staff but did not provide sufficient detail to meet criterion.

- References - Provide a minimum of two written references to support their tender submission.

APAN provided references from LWP Property Group, Celebrate WA and The Toyota Trek Director. Spirit Events provided references from Curtin University and City of Subiaco. Events Force WA provided references from Channel Seven Perth and Tony Maher. West Coast Events provided references from City of Fremantle and Swan Districts Football Club.

Summary

Following the evaluation against the qualitative criteria the tenders were ranked in the following order:

1. Australian Performing Arts Network (APAN)
2. Spirit Events
3. Events Force WA
4. West Coast Events

Tenders have then been assessed on the on the qualitative criteria as detailed in the tender specification, budget amount and best outcome for the City. Comparison budget and creative concept options is attached in Schedule 2 (Confidential).

APAN has met the overall specification very well, meeting and addressed all criterions. Whilst APAN has presented the Nativity event for the past seven years and this was considered in experience, APAN also demonstrated other similar events including Turning on the Christmas Lights and New Year's Eve Northbridge. APAN provided a unique creative concept and set design.

Spirit Events also met the specification very well and provided a detailed creative concept and set design, with a clear difference with regards to key personnel.

Events Force WA and West Coast Events did not adequately meet the entire criterion and have not demonstrated their abilities in the submission.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 1454 6000
BUDGETED AMOUNT:	\$244,330
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$175,000
BALANCE:	\$ 69,330

All figures quoted in this report are exclusive of GST.

COMMENTS:

There were varying levels of experience and creative concepts presented by all of the companies. Overall the demonstrated experience, set design, creative concept and allocation of budget was assessed with distinction by Australian Performing Arts Network.

CONFIDENTIAL SCHEDULES 2 AND 3
ITEM 6 – TENDER 103-14/15: CREATIVE AND
PRODUCTION MANAGEMENT OF CHRISTMAS NATIVITY
2015

FOR THE MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE MEETING

7 JULY 2015

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