



CITY of PERTH

Lord Mayor and Councillors,

NOTICE IS HEREBY GIVEN that the next meeting of the **Marketing, Sponsorship and International Engagement Committee** will be held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 24 May 2016 at 4.00pm.**

Yours faithfully

MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER

19 May 2016

Committee Members:

Members:

Cr Chen (Presiding Member)
Cr Linnios
Cr Yong

1st Deputy:

Cr Davidson

2nd Deputy:

Cr Green



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 ENGAGEMENT COMMITTEE

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

Members:	1st Deputy:	2nd Deputy:
Cr Chen (Presiding Member) Cr Limnios Cr Yong	Cr Davidson OAM JP	Cr Green

Quorum: Two
Expiry: October 2017

TERMS OF REFERENCE

OCM 24/11/15

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 and investment 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 and other city partnerships;
 - 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;
 - j. to oversee the development and implementation of the International Engagement Strategy to position Perth as a global city.

NOTE:

Delegated Authority 1.1.2 – Marketing, Sponsorship and International Engagement Committee provides authority for the Committee to:

1. Approve or decline requests for donations, grants or sponsorships of up to \$10,000 [FM Reg.12(1)(b)].
2. Approve or decline requests to waive fees for the hire of the City's exhibition screens with a value in excess of \$5,000 [s.6.12].

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 ENGAGEMENT COMMITTEE
24 MAY 2016**

ORDER OF BUSINESS

- 1. Declaration of Opening**
- 2. Apologies and Members on Leave of Absence**
- 3. Question Time for the Public**
- 4. Confirmation of Minutes – 3 May 2016**
- 5. Correspondence**
- 6. Disclosure of Members' Interests**
- 7. Matters for which the Meeting may be Closed**
- 8. Reports**
- 9. Motions of which Previous Notice has been Given**
- 10. General Business**
 - 10.1. Responses to General Business from a Previous Meeting**

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, 26/05/15 and 28/07/15, 01/03/16).
- 12. Closure**

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ITEM NO: 1

CORPORATE SPONSORSHIP – WALGA BANNERS IN THE TERRACE 2016

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Engagement Committee:

- 1. subject to the approval of the 2016/17 Council Budget, approves sponsorship of up to \$5,000 (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 24 July 2016 to 7 August 2016;***
- 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, to be provided to the City by November 2016.***

BACKGROUND:

FILE REFERENCE: P1010627-31
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 8 April 2016
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:

WALGA has requested sponsorship for the WALGA Banners in the Terrace Competition 2016. The display is to be located from 24 July to 7 August 2016 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 sponsorship to cover the cost of banner pole hire and installation charges.

The annual WA Local Government promotions are to be held in August 2016. As part of these promotions, the Local Government Convention and Trade Exhibition will take place at the Perth Convention and Exhibition Centre from 3 to 5 August 2016. 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 can be 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. 2015 Best Overall Winners in the competition were the Shire of Ashburton.

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.

Funding

WALGA have requested that the City cover the cost of the banner hire for this event. In 2015 these costs amount to \$4,597.27 (excluding GST). In 2016 these costs are estimated to be \$4,131 (including GST), with CPI to be included. These costs will not be finalised until Council's 2016/17 Budget is approved. It is recommended that in-kind sponsorship of up to \$5,000 is approved.

The City has previously provided cash sponsorship to WALGA. These funds are then invoiced back to WALGA by the City of Perth for the cost of the banner hire. It is proposed that in 2016 this sponsorship is approved in-kind, thus eliminating any double handling.

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	\$4,597.27

At its meeting held on 16 February 2016, the Finance and Administration Committee approved a request for the City of Perth to host a reception for WALGA Convention. In the past, on the occasion of every second WALGA Convention, the City of Perth has hosted a reception for invited local government Mayors, Presidents and their partners. Costs for this reception will be funded from the 2016/17 Civic Receptions budget. The estimated cost for the reception is \$4,459.20 (excluding GST).

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan

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

Policy

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

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
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 of this report.

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 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. The WALGA Banners in the Terrace competition incorporates entries from local governments across the entire state and thus the City's support of this initiative extends across these Local Governments, enhancing the profile of the City of Perth as the capital city Local Government.

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:	CL 9323 1000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	TBA (2016/17 Budget)
	BUDGET ITEM
BUDGETED AMOUNT:	\$540,202
AMOUNT SPENT TO DATE:	\$500,699
PROPOSED COST:	\$ 5,000
BALANCE:	\$ 34,503

All figures quoted in this report are exclusive of GST.

COMMENTS:

The 2016/17 budget has not yet been finalised and the banner charges are therefore not yet set. These costs are likely to be similar to the levels in previous years.

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 in-kind sponsorship of up to \$5,000 (excluding GST) for the initiative in 2016. The final cost is estimated to be below this amount.

ITEM NO: 2

CORPORATE SPONSORSHIP – NEXTEK 2016 CONFERENCE

RECOMMENDATION:

(APPROVAL)

That the Marketing, Sponsorship and International Engagement Committee:

- 1. approves cash corporate sponsorship of \$8,000 (excluding GST) to MineSpace Events to present the Nextek 2016 Conference at the Perth Concert Hall on Tuesday, 19 July 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 the opportunity for the Lord Mayor, or a City representative, to provide opening or closing remarks at the event;***
 - 2.2 the City of Perth crest to appear on all event promotional material and on the MineSpace Events website;***
 - 2.3 verbal acknowledgement of the City's support at the opening welcome speech and throughout the event;***
 - 2.4 the opportunity to be an exhibitor at the conference to promote the City of Perth, including a 15 minute time slot to present in a learning stream; and***
 - 2.5 the opportunity to display four of the City's pull up banners throughout the venue;***
- 3. notes that a detailed acquittal report, including all media coverage obtained, will be provided to the City by 30 August 2016.***

BACKGROUND:

FILE REFERENCE: P1030539
REPORTING UNIT: Economic Development Unit
RESPONSIBLE DIRECTORATE: Economic Development and Activation Directorate
DATE: 4 May 2016
MAP / SCHEDULE: N/A

Founded in 2014, MineSpace Events is a Perth based event management company specialising in bespoke corporate innovation events, presentations and conferences specifically targeted to the mining and resources industry. As a registered propriety limited company, its aim is to keep the mining community connected through meaningful and high value events at affordable pricing.

MineSpace Events held the inaugural Nextek Conference in November 2015 at its co-working space in West Perth. The one day conference included presentations, workshops, networking opportunities and a hands-on technology and exhibition space with 28 companies on display. The conference attracted approximately 200 attendees. The event organisers received positive feedback from the exhibitors in relation to the pricing, structure and attendance of the event, with three of exhibiting companies reporting they had experienced significant sales from connections created at the event.

MineSpace Events have submitted an application to the City for corporate sponsorship to contribute towards the production of the Nextek 2016 Conference.

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 attractive for investment
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Policy

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

DETAILS:

Summary of Event:

The Nextek 2016 Conference will be held at the Perth Concert Hall on Tuesday, 19 July 2016.

The conference program features three learning streams that will function back to back throughout the day. The learning streams will include workshops and short presentations from exhibitors and invited speakers and will cover topics such as industry and technology breakthroughs, best practice and the future of technology in the industry.

The technology exhibition area will provide attendees the opportunity to interact with exhibiting companies through hands-on demonstrations of their products including the latest software, hardware, 3D immersion, research and development. The event organisers anticipate the exhibition component of the conference to grow from 28 exhibitors in 2015 to up to 50 exhibitors in 2016. The cost to exhibit at the conference starts at \$750. This cost includes an exhibition booth and a 15 minute time slot to present in one of the learning streams.

The event organisers are expecting approximately 400 participants to attend the conference. Of the 400, it is anticipate that up to 50 delegates will be visiting Perth from interstate.

Ticket pricing ranges from \$45 for students to \$110 regular rate (which includes full day and sundowner admission). Participants will have full access to the exhibition hall, all presentations and workshops as well as to meeting rooms where they can talk privately with other attendees and exhibitors.

MineSpace Events have requested corporate sponsorship from the City to assist with the venue hire fees and ancillary costs for the 2016 conference. The current cost estimate to hire the Perth Concert Hall is \$6,494.05.

Previous Sponsorship:

MineSpace Events approached the City in 2015 requesting support for the inaugural Nextek Conference. The City was unable to provide cash corporate sponsorship for the event due to budget and time restrictions. In-kind support was provided to the organisers through the provision of minor stationary items and printing.

Eligibility for Sponsorship:

Criterion	Satisfied
Awards, presentations, acknowledgement for excellence in relevant professional fields	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 primary market of exposure will be the mining and resources industry. The event is also targeted to people in the innovation and knowledge based sectors.

Last year's event attracted local and interstate delegates from industry service providers through to professionals from the larger mining companies.

The event also had a strong participation from the university market with several universities sending representatives from interstate to attend the conference, present research and engage with Perth's local industry. Local universities participated, sending strong delegations of people ranging from undergraduate students to department heads and development managers.

Promotion of City of Perth to markets / audiences:

MineSpace Events will promote the City of Perth's support for this event as per the sponsorship benefits detailed in 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 role in attracting and retaining innovative businesses to the city will be promoted to target groups in both mining and creative/knowledge based industries. Support for the Nextek Conference will contribute to the growing recognition of Perth as a destination for pioneering the development of innovative technology.

The event also positions Perth as a market leader in technology and mining at a time when the industry is focussed on technology as the biggest driver of cost reduction.

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 be recognised for its continued support for the mining and resource sectors.

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

The project contributes towards the following objectives:

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

- Local and interstate markets will have access to marketing material and media for this event.
- The City will be recognised as a supporter of innovative businesses and the mining / resource sector.
- The event will enhance Perth's growing reputation as a developing innovation hub of global significance.
- Attract and retain innovative businesses to the city.
- Encourages collaboration between Perth's mining and innovation sectors.

To increase visitation to the city:

- The organisers are expecting approximately 400 attendees to participate in the conference. The venue was chosen specifically for its CBD location.

To increase economic investment in the city:

- The Nextek Conference has the potential to increase economic investment in the City by providing links between entrepreneurs and representatives from the mining and resource sectors who are looking to invest in innovative technology.

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:	CL43970000
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	6 (2015/16 Budget)
BUDGETED AMOUNT:	\$3,025,577 This component is: \$186,415 Resource Sector
AMOUNT SPENT TO DATE:	\$1,837,526
PROPOSED COST:	\$8,000
BALANCE:	\$1,180,051

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Nextek 2016 Conference aligns closely with the desired outcomes of the City of Perth Economic Development Strategy as it provides an opportunity for Perth's business community to remain informed and connected to innovative technologies relevant to the mining and resources industry.

Sponsorship of this event presents an opportunity for the City to promote its role in attracting and retaining innovative businesses to Perth and will contribute to the growing recognition of Perth as a destination for pioneering the development of innovative technology.

It is also hoped that the conference will continue to grow and become an annual event for the Perth mining and technology sectors.

It is therefore recommended that the Marketing, Sponsorship and International Engagement Committee approve sponsorship of \$8,000 (excluding GST).

ITEM NO: 3

ARTS AND CULTURAL SPONSORSHIP 2016 (ASSOCIATE PARTNERSHIP) – NAIDOC PERTH OPENING CEREMONY 2016

RECOMMENDATION: (APPROVAL)

That Council:

- 1. subject to the approval of the 2016/17 Budget, approves in principle cash sponsorship of \$30,000 (excluding GST), to NAIDOC Perth Inc. for the NAIDOC Week Opening Ceremony to be held on Sunday, 3 July 2016 at Elizabeth Quay;***

- 2. notes that the organisers will provide the following benefits to the City of Perth:***
 - 2.1 City of Perth crest to appear prominently on all promotional material including, but not limited to: posters; flyers; NAIDOC Perth Program of Events; The West Australian NAIDOC newspaper lift out; NAIDOC Perth Opening Ceremony event banner;***

 - 2.2 acknowledgment of the City of Perth on the NAIDOC Perth website;***

 - 2.3 acknowledgement of the City of Perth in radio Community Service Announcement on Noongar Radio;***

 - 2.4 City of Perth crest to appear on electronic promotions including but not limited to: NAIDOC Perth website, social media promotion (as appropriate) and electronic newsletters;***

 - 2.5 City of Perth signage displayed on the main stage at the NAIDOC Perth Opening Ceremony (to be provided by City of Perth);***

 - 2.6 verbal acknowledgement of the City of Perth support in speeches throughout the event;***

(Cont'd)

2.7 invitation for the Lord Mayor or representative, to make a speech and attend in an official capacity;

2.8 Joint naming rights to the event.

BACKGROUND:

FILE REFERENCE: P1032405#04
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 4 May 2016
MAP / SCHEDULE: N/A

The National Aboriginal and Islander Day Observance Committee (NAIDOC) formed in 1957, was established to gain recognition for Indigenous people Australia-wide. *NAIDOC Week* is a yearly national Indigenous program of events that acknowledge the diversity of Aboriginal culture and has a strong focus on promoting and celebrating reconciliation.

NAIDOC Perth is a community-based organisation comprising a committee of volunteers from the Aboriginal and Torres Strait Islander community in Perth. Since 2007 NAIDOC Perth has coordinated *NAIDOC Week* activities throughout the metropolitan area, including highlight events the *NAIDOC Perth Ball*, *NAIDOC Opening Ceremony*, *Miss NAIDOC Leadership Program* and the *NAIDOC Perth Awards*.

NAIDOC Perth outlines its goals and purposes in the pre-amble of the NAIDOC Perth constitution as “focused on the preservation and celebration of Aboriginal and Torres Strait Islander cultures and the education of non-Aboriginal and Torres Strait Islander people about the history and contemporary aspects of Aboriginal and Torres Strait Islander people.”

The *NAIDOC Perth Opening Ceremony* is a significant event for the promotion of Aboriginal achievement, enterprise and information sharing and is a platform to promote and showcase Aboriginal and Torres Strait Islander peoples, artists and performers to the wider community.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

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

Policy

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

ELIGIBILITY:

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

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

Applicant Eligibility Criteria	
<i>Category of Sponsorship: Associate Partnership</i>	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion Met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion Met
Be an Australian legally constituted entity.	Criterion Met
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion Met
An individual.	Criterion Met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion Met
An applicant that has outstanding debts to the City of Perth.	Criterion Met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

DETAILS:

Project Summary

NAIDOC Perth has requested sponsorship of \$35,000 (excluding GST) to support the presentation of their annual event the *NAIDOC Week Opening Ceremony* at Elizabeth Quay. *NAIDOC Week Opening Ceremony* is a free community event celebrating the rich cultural heritage of Aboriginal and Torres Strait Islander people of Perth.

Based on attendances in past years, organisers anticipate that between 5,000 and 7,000 people will attend the event. The NAIDOC Perth Opening Ceremony is a celebration of reconciliation and it is expected the event will attract a diverse audience of Aboriginal and non-Aboriginal people, its proposed move to Elizabeth Quay is likely to attract tourists and visitors to the city interested in Aboriginal and Torres Strait Islander culture.

The event will feature live entertainment throughout the day and include a diverse program of traditional and contemporary performances including didgeridoo players, traditional dancers and contemporary performances in a celebration of Aboriginal culture. Should NAIDOC Perth meet its sponsorship target, the artistic program is likely to include Ian Wilkes, Urban Youth Crew, Kangaroo Creek Band, Kwarbah Djookian Women's Group and DJ Edub.

Situated in smaller tents and marquees, the *NAIDOC Perth Opening Ceremony* will also include children's activities, local arts and crafts (including traditional doll-making and basket weaving), community stalls, an elders' marquee, food stalls and a free sausage sizzle.

Annual highlights of the event include a Welcome to Country and flag raising ceremony. Noongar Radio will broadcast live from the event throughout the day.

Theme

Each year the national NAIDOC committee determines a unique theme for which all NAIDOC week events and activities respond to. The 2016 NAIDOC Week theme is *Songlines: The Living Narrative of our Nation*. This theme highlights Aboriginal and Torres Strait Islander peoples' strong spiritual and cultural connection to land and sea.

For Aboriginal and Torres Strait Islander people, dreaming tracks trace the journeys of ancestral spirits as they created the land, animals and lores. These dreaming tracks are sometimes called 'Songlines' as they record the travels of these ancestral spirits who 'sung' the land into life.

These Songlines are recorded in traditional songs, stories, dance and art. They carry significant spiritual and cultural connection to knowledge, customs, ceremony and Lore of many Aboriginal nations and Torres Strait Islander language groups.

NAIDOC Perth has cited the 2016 theme as one motivation to move the event to Elizabeth Quay by the Derbarl Yerrigan (Swan River). The river holds spiritual significance to the Whadjuk Noongar people of the region, and the theme closely resonates with this cultural connection.

The *NAIDOC Perth Opening Ceremony* will embrace this theme in event programming and marketing collateral.

Ticket Prices

The event is free for the public to attend. Stall holders are charged a nominal fee which assists with the event costs.

Considerations

NAIDOC Perth has provided a detailed budget for the Opening Ceremony at Elizabeth Quay. The budget includes marketing, documentation and promotional costs; infrastructure; production and entertainment costs; administration and insurance costs.

The Sponsorship Officer is liaising with MRA on behalf of NAIDOC Perth to secure an MRA contribution to support the event at Elizabeth Quay. On advice from MRA, NAIDOC Perth has submitted an application (approximate value \$8,000) to waive venue hire fees, provide security and first aid facilities. This has been confirmed by the MRA.

The applicant has requested \$35,000 in Arts & Cultural Sponsorship Program funding for the event.

The proposed budget includes \$68,000 in other income including corporate and Government sponsorship, yet to be confirmed, exclusive of the MRA request.

The total cost of the event is estimated at \$111,100. The City of Perth sponsorship request represents approximately 32% of the total cost of this event. The total cost is exclusive of the substantial volunteer time for which an equivalent cash value has not been estimated.

NAIDOC Perth has submitted an event application to hold the Opening Ceremony at Wellington Square, in the event the application for sponsorship of the Opening Ceremony at Elizabeth Quay is rejected. The organisation has indicated the application to hold the event at Elizabeth Quay is sought for 2016 only and advised of its intention to hold the event permanently at the redeveloped Supreme Court Gardens from 2017 onwards.

Past support

Year	Sponsorship	Program
2007/8	\$5,000 (cash) \$20,000 (in-kind)	NAIDOC Opening Ceremony 2007
2008/9	\$15,000 (cash) \$896 (in-kind)	NAIDOC Opening Ceremony 2008
2009/10	\$30,000	NAIDOC Opening Ceremony 2009
2010/11	\$35,000	NAIDOC Opening Ceremony 2010
2011/12	\$35,000 \$3,000	NAIDOC Opening Ceremony 2011 NAIDOC Awards 2012
2012/13	\$35,000	NAIDOC Opening Ceremony 2012
2013/14	\$35,000	NAIDOC Opening Ceremony 2013
2014/15	\$34,000	NAIDOC Opening Ceremony 2014
2015/16	\$35,000	NAIDOC Opening Ceremony 2015
2016/17 Requested	\$35,000	NAIDOC Opening Ceremony 2016
2016/17 Proposed	\$30,000	NAIDOC Opening Ceremony 2016

ASSESSMENT:

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

The project must demonstrate shared objectives as an Associate Partner

National NAIDOC Week activities are promoted widely as part of a high profile national celebration. NAIDOC Perth promotes NAIDOC Week activities through a dedicated website and will work closely with community television and radio stations. *NAIDOC Perth Opening Ceremony* will be featured in news editorial, paid advertising in Community Newspapers and in a dedicated lift-out in The West Australian newspaper.

NAIDOC Perth has engaged a local Event Management company, Vilified Entertainment to manage the event. The event provides a platform for Indigenous artists to share their traditional and contemporary cultural activities with a broad audience, showcasing the unique cultural heritage of Australia.

It is estimated that between 5,000 and 7,000 people will attend the event. According to REMPLAN Economic Modelling and Planning System, the minimum total economic benefit to the local economy is estimated to be \$848,000.

Noongar Radio broadcast live from the event each year and this broadcast is available to a world-wide audience via live stream on the Noongar Radio website. The broadcast will be accessible across Perth, Melbourne, Adelaide, Sydney and Brisbane throughout Local Community Radio Network affiliates, and throughout regional WA via Indigenous stations and the PAKAM network.

The project must be of high artistic quality / cultural significance

NAIDOC Week activities recognise and celebrate Indigenous culture and achievement. The *NAIDOC Perth Opening Ceremony* creates an opportunity for the community to experience contemporary and traditional Indigenous culture and ceremony.

Whilst negotiations are currently underway to secure key artists, a sample schedule submitted with the application includes performances by award-winning and high-profile Indigenous artists, in addition to community contemporary and traditional dance and music groups.

NAIDOC Week is a nationally recognised week of celebration and its observance is of great importance to Indigenous people.

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

The City of Perth has supported this event since its inception in 2007. For the past six years NAIDOC Perth has delivered the Opening Ceremony at Wellington Square. In their application, NAIDOC Perth notes that Wellington Square is no longer a desirable location to present the event due to weather conditions creating a muddy environment and subsequently limiting audience development.

NAIDOC Perth intends to present the Opening Ceremony at Elizabeth Quay in an effort to attract more people to the event and mitigate the impact of wet weather conditions. The Elizabeth Quay location responds well to the 2016 NAIDOC theme *Songlines: The Living Narrative of our Nation* due to its proximity to the Swan River, which is an important cultural consideration.

The organisation has provided an acquittal report for sponsorship received in 2015/16. The acquittal report demonstrates satisfactory acquittal of the 2015 activity. However, it is noted that the report was submitted some six months after the required date.

The 2015/16 acquittal report notes that the NAIDOC committee was not completely satisfied with the delivery of the 2015 Opening Ceremony by the contracted event manager. The committee has undertaken to ensure the 2016 Opening Ceremony improves by ensuring the new event manager reports to the convenor regularly with all decisions to be ratified by the NAIDOC Perth committee.

NAIDOC Perth is governed by a well-qualified committee, the chairwoman Dr Glenda Kickett is a leading social work practice and policy advisor, she is the recipient of numerous awards and scholarships. Convenor, Leah Bonson, is Director Aboriginal Health, Child and Adolescent Health Services at Department of Health, and is dedicated to managing NAIDOC Perth activities.

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

NAIDOC Perth has advised that funding totalling \$68,000 for the event has been sought from corporate, State and Commonwealth Government sources which is as yet unconfirmed. Additionally the organisation has requested approximately \$8,000 in in-kind services from MRA. In 2015/16 NAIDOC Perth achieved \$66,000 in cash contributions from corporate, State and Commonwealth Government sources.

The event is also supported through a large volunteer base and the organisers aim to attract income of \$7,500 from community stall holders including local arts and crafts groups and community engagement programs.

Acknowledgement of City of Perth support

City of Perth funding would secure the benefits outlined in the recommendations.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA (2016/17 Budget)
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,470,000
AMOUNT SPENT TO DATE:	NIL
PROPOSED COST:	\$30,000
BALANCE:	\$1,440,000

All figures quoted in this report are exclusive of GST

COMMENTS:

The event is an important celebration of Indigenous culture and meets the City's strategic objective S17: *Recognition of Aboriginal culture and strong relationship with the Aboriginal community.*

NAIDOC Perth Opening Ceremony encourages participation in cultural activity by people of all ages and backgrounds and contributes to reconciliation.

The proposal to move the event to Elizabeth Quay will raise the profile of NAIDOC week and encourage greater attendance by the broader community.

In 2015, the City received \$3,789 (including \$1,000 refundable bond) from NAIDOC Perth for fees associated with the hire of Wellington Square, the recommended contribution of \$30,000 reflects the withdrawal of the fees associated with this hire, and responds to the adjusted budget as a result of a requested contribution from the Metropolitan Redevelopment Authority.

ITEM NO: 4

CORPORATE SPONSORSHIP – 2016 WA TOURISM CONFERENCE AND 2016 PERTH AIRPORT WA TOURISM AWARDS

RECOMMENDATION: (APPROVAL)

That Council:

1. ***subject to the approval of the 2016/17 Budget, approves:***
 - 1.1 ***cash corporate sponsorship of \$4,650 (excluding GST) to Tourism Council WA towards Silver Sponsorship of the 2016 WA Tourism Conference from Monday, 8 August 2016 until Wednesday 10 August 2016;***
 - 1.2 ***cash corporate sponsorship of \$6,000 (excluding GST) to present the 2016 Perth Airport WA Tourism Awards on Saturday, 12 November 2016;***
2. ***notes that the event organisers will provide the following sponsorship benefits to the City:***

2016 WA TOURISM CONFERENCE

- 2.1 ***two verbal acknowledgements of sponsorship by Master of Ceremonies during the Conference;***
- 2.2 ***a corporate 2x2 metres shell scheme display in the delegate refreshment area (including walling, lighting, power and fascia);***
- 2.3 ***inclusion of the City of Perth crest on conference media loop screen with other silver sponsors, in conference prospectus and program;***
- 2.4 ***an opportunity to supply one page of digital content to be uploaded to the delegate mobile application, including listing on the mobile application;***

(Cont'd)

- 2.5 inclusion of the City of Perth crest at the conference on sponsor pull-up banners (provided by Tourism Council WA);**

FINALS FEVER FUNCTION

- 2.6 inclusion of the City of Perth crest and recognition as support sponsor on the event e-invitation;**
- 2.7 City of Perth banner placement at the function;**
- 2.8 verbal acknowledgement by host of the City of Perth's support sponsor status;**

2016 PERTH AIRPORT WA TOURISM AWARDS

- 2.9 inclusion of the City of Perth flash banner on the Tourism Council WA Awards website page;**
- 2.10 inclusion of the City of Perth profile highlighting its status as a support sponsor in the Tourism Council WA Newsletter which is distributed to over 1000 tourism industry contacts;**
- 2.11 inclusion of the City of Perth crest and profile / biography on the Tourism Council WA Awards page with a hyperlink to the City of Perth website;**
- 2.12 inclusion of the City of Perth crest on all electronic and printed Gala Dinner promotional items, including the invitation and program / menu, and on the event projection screen;**
- 2.13 inclusion of the City of Perth crest and recognition as support sponsor in The Sunday Times WA Tourism Award finalists two page spread, which is published the weekend following the announcement of finalists and in the eight page spread announcing medallists, published the day after the Gala Dinner;**
- 2.14 City of Perth banner placement in foyer area of function;**
- 2.15 verbal acknowledgement by host of the City of Perth's support sponsor status;**

(Cont'd)

2.16 acknowledgement of the City of Perth as sponsor of the 'Sir David Brand Award for Tourism';

2.17 invitation for the Lord Mayor, or City representative, to present a three minute (max) speech prior to the presentation of the 'Sir David Brand Award for Tourism' on stage with a member of the Brand family; and

3. notes that a detailed acquittal report, including all media coverage, will be provided to the City by September 2016 for the 2016 WA Tourism Conference, and December 2016 for the 2016 Perth Airport WA Tourism Awards.

BACKGROUND:

FILE REFERENCE: P1027726
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 18 May 2016
MAP / SCHEDULE: N/A

The Tourism Council WA (TCWA) is the peak body for Western Australian regional and industry tourism associations and directly represents more than 1,100 private and public sector members across tourism, including in aviation, accommodation, venues, hospitality, tours, attractions and the sector.

It is a not-for-profit organisation which represents members' interests and acts as the tourism industry's principal lobbying group. The TCWA also acts as an industry reference group by holding regular conferences, events and seminars which aim to keep members up-to-date with the latest tourism trends and initiatives.

The TCWA is governed by a board of nine directors that are elected by the membership.

The objective of TCWA is to drive meaningful change in public opinion, government policy and industry competitiveness which will create a sustainable future for individual members, the tourism industry and communities.

The TCWA supports:

- economic, social and environmental sustainability in tourism;
- protecting and promoting our natural and cultural heritage;
- the development of Indigenous, regional and eco-tourism;
- fostering innovation, investment and product development of members' businesses;
- a deregulated and competitive environment for tourism enterprises;

- partnerships between industry and government which promote economic development;
- supporting the critical role of small businesses in the tourism industry and community;
- supporting members with affordable training, marketing, research and product development; and
- creating exciting and enjoyable experiences, events and careers for members.

The City of Perth has been a Gold Member of TCWA since 2008.

Summary of Events:

2016 WA Tourism Conference

The 2016 WA Tourism Conference will take place at the Perth Convention and Exhibition Centre from 8 – 10 August 2016. The Conference is hosted by four leading tourism organisations – Tourism Council WA, Caravan Industry Association WA, Visitor Centre Association WA and Forum Advocating Culture and Eco-Tourism (FACET). The 2015 WA Tourism Conference was attended more than 350 industry delegates.

With tourism emerging as a significant industry for the future of WA's economy, injecting approximately \$9 billion into the West Australian economy every year, the conference will be an opportunity for industry representatives to hear from leading industry and government speakers discussing the critical issues facing the broader tourism industry, particularly at a time when Western Australia transitions away from being so reliant on the resource sector and focuses more on the service sector.

Conference delegates will include:

- tourism operators;
- national, state and local government leaders;
- industry leaders in marketing, events, attractions, aviation and accommodation; and
- tourism researchers, academics and students.

Sponsorship has been sought from the following organisations: Tourism WA, Department of Regional Development, Department of Parks & Wildlife, Commonwealth Bank, Christie Parksafe, K-Mac Powerheads, Newbook, RMS, Vanguard Press and Bookeasy.

The City has not previously sponsored this event.

Silver sponsorship is proposed at \$5,000 (excluding GST) however, it is recommended that the Council approves sponsorship of \$4,650 (excluding GST) noting that the provision of hospitality and/or tickets has been removed. Any attendance by City representatives will be facilitated by the purchase of tickets separate to this agreement.

Perth Airport WA Tourism Awards 2016

The WA Tourism Awards is the State's premier annual tourism awards program and recognises excellence within the industry. The WA Tourism Awards are regarded as the industry's most prestigious event, with the Gala Dinner attracting wide media coverage and enthusiastic industry-wide support.

The Awards are a chance for operators to gain public recognition and exposure for their achievements to the industry. The Perth Airport WA Tourism Awards 2016 will be held on Saturday 12 November 2016 and is expected to attract more than 900 attendees, of which approximately 300 are expected from regional WA or interstate.

Prior to the Perth Airport WA Tourism Awards is the 'Finals Fever' function (October 2016 event) which is an evening to announce award nominees.

In 2006, the City of Perth was the inaugural sponsor of the 'Sir David Brand Award for Tourism' at the WA Tourism Awards. This particular award recognises an outstanding achievement by an organisation in promoting or servicing the West Australian tourism industry. The City has since continued to sponsor this award, providing the opportunity to recognise the value of these organisations and their contribution to the tourism industry within Perth.

Past winners of the Sir David Brand Award have been Sandalford Winery, Challenger Institute of Technology, Perth Zoo, Burswood International Resort Casino, Perth Mint, Augusta Margaret River Tourism Association, Kings Park and Botanic Gardens and Cable Beach Club Resort & Spa.

Although some of the past and future winners have/will not be located within the City of Perth boundaries, the calibre of the Sir David Brand Award for Tourism winner is such that they are influential in establishing Perth and WA as an international tourist destination.

Corporate sponsorship of the Perth Airport WA Tourism Awards includes a range of benefits throughout the awards process and recognises the commitment of sponsors through marketing and branding activities with a wide reach.

TCWA are actively seeking or has confirmed sponsorship with a number of other organisations. The principal sponsor of the Perth Airport WA Tourism Awards 2016 is Perth Airport.

Past sponsorship of the WA Tourism Awards is as follows:

Year	Amount
2009/10	\$7,500
2010/11	\$7,500
2011/12	\$8,000
2012/13	\$8,000
2013/14	\$8,000
2014/15	\$8,000

Year	Amount
2015/16	\$8,000
2016/17	<i>Requested \$8000 (minus 10% discount) = \$7200 Recommended \$6,000</i>

It is recommended that Council approve the amount of \$6,000 (excluding GST), noting that the provision of hospitality and/or tickets has been removed. Any attendance by City representatives will be facilitated by the purchase of tickets separate to this agreement.

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:

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

Markets / audiences who will be exposed to sponsorship information:

- Approximately 500 guests at the 2016 WA Tourism Conference, including approximately 200 regional and interstate guests.
- Up to 900 guests at the 2016 Perth Airport WA Tourism Awards presentation, including approximately 300 regional and interstate visitors.
- The West Australian tourism industry through publications, promotions and media coverage.
- State Government, Tourism WA and tourism operators, including hotels, tourism venues and businesses.

Promotion of City of Perth to Markets / audiences:

The markets exposed to the sponsorship will be primarily:

- The West Australian tourism industry through publications, promotions and media coverage.
- Approximately 500 guests at the 2016 WA Tourism Conference, including approximately 200 regional and interstate guests.
- Up to 900 guests at the 2016 Perth Airport WA Tourism Awards presentation, including approximately 300 regional and interstate visitors.
- State Government, Tourism WA and tourism operators, including hotels, tourism venues and businesses.

The WA Tourism Awards are heavily promoted by the TCWA via the industry work groups, presentations and publications. Award winners will be publicised in the industry and mainstream media, including special awards lift-out in the Sunday Times following the event, circulated to approximately 184,000 readers.

Assessment of Application (Corporate):

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

The City of Perth will benefit from being able to actively demonstrate its corporate commitment to the tourism industry by way of promotion of its support, and involvement with, the peak tourism stakeholders at a State level.

It will also allow for continued dialogue with major tourism stakeholders, particularly at a time when Western Australia transitions away from being so reliant on the resource sector and focuses more on the service sector.

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

The relationship will provide valuable good will within the tourism industry such as government agencies, members, industry bodies and partners.

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.

2016 WA TOURISM CONFERENCE

The Conference will focus on the development of Perth as the State's gateway and as the central key to the State's tourism industry. The content of the Conference will focus

on the development of the industry, encouraging businesses of all sizes to grow and attract more visitors, particularly at a time when tourism is emerging as a significant growth industry for the future of WA's economy.

The Conference will be held at the Perth Convention and Exhibition Centre (PCEC) and will bring more than 500 delegates to the city (including City of Perth Parking at PCEC), supporting local traders over the three day conference, with total estimated expenditure amounting to \$48,500 (approximately \$33 per person/per day).

It is anticipated that the Conference will contribute to an anticipated 340 visitor night stays in Perth and the surrounding suburbs due to the 200 regional and interstate guests that will come to Perth for three day conference. It is anticipated 340 regional and interstate delegates will stay in Perth or surrounding suburbs, amounting to total estimated expenditure of \$284,120.

Perth Airport WA Tourism Awards 2016

It is anticipated that the Awards will contribute to an anticipated 500 visitor night stays in Perth and the surrounding suburbs due to the 500 local, regional and interstate guests that will stay close to Crown Perth after the event. The anticipated total estimated expenditure is \$115,500.

By sponsoring the 2016 WA Tourism Conference and the Perth Airport WA Tourism Awards 2016, the City of Perth will extend and build its relationship with the tourism industry, cementing its commitment and reflecting the important role the City plays in enhancing the appeal of Perth to regional, intrastate and international visitors.

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:	CL 43 971 000	
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	\$3,025,577	This component is: \$43,418 – Tourism
AMOUNT SPENT TO DATE:	\$1,886,010	
PROPOSED COST:	\$ 10,650	
BALANCE:	\$1,128,917	

All figures quoted in this report are exclusive of GST.

COMMENTS:

It is recommended that the Council approves sponsorship of \$4,650 (excluding GST) towards Silver level sponsorship of the 2016 WA Tourism Conference and sponsorship of \$6,000 (excluding GST) towards corporate sponsorship of the Perth Airport WA Tourism Awards 2016.

With tourism injecting approximately \$9 billion into the West Australian economy every year and creating more than 94,000 jobs for Western Australians, it is a valuable industry to WA's economy.

The 2016 WA Tourism Conference allows for industry to be informed and connected, particularly at a time when Western Australia transitions away from being so reliant on the resource sector and focuses more on the service sector. In order to compete with other destinations within Australia, WA's tourism industry will be given the opportunity to hear from leading industry and government speakers discussing the critical issues facing the broader tourism industry.

It is anticipated that the return on investment from the recommended \$4,650 for the 2016 WA Tourism Conference sponsorship is 1:61, resulting in an economic impact to local businesses of approximately \$284,120

It is anticipated that the Awards will contribute to an anticipated 500 visitor night stays in Perth and the surrounding suburbs due to the 500 local, regional and interstate guests that will stay close to Crown Perth after the event. The anticipated total estimated expenditure related to this event is \$115,500 or a return of investment of 1:19.

ITEM NO: 5

EVENT SPONSORSHIP 2016/17 – ROUND ONE ASSESSMENT

RECOMMENDATION: (APPROVAL)

That Council:

1. **subject to the approval of the 2016/17 Budget, approves Round One funding of \$284,750 for Event Sponsorship for 2016/17 to the following applicants:**
 - 1.1 **Targa West Pty Ltd for 'Quit Targa West', \$47,500;**
 - 1.2 **Temple of Fine Arts Inc. for 'Swan Festival of Lights', \$25,000;**
 - 1.3 **Open House Perth for 'Open House Perth', \$40,000;**
 - 1.4 **The Color Run Pty Ltd for 'The Color Run Perth 2016', \$20,000;**
 - 1.5 **Scitech for 'Perth Science Festival', \$25,000;**
 - 1.6 **Pink Tank Events for 'Miss West Coast Miss Universe Registration Day', \$15,000;**
 - 1.7 **Hellenic Community of WA Inc. for '2016 Greek Glendi Festival', \$25,000;**
 - 1.8 **Trievents for 'Great Bike Ride for Homeless Youth', \$10,000;**
 - 1.9 **Trievents for 'Perth 2016 World Masters Athletics Championships, Welcoming Ceremony', \$15,000;**
 - 1.10 **Italian Chamber of Commerce and Industry in Australia – Perth for 'Festival Italia', \$4,750;**

(Cont'd)

- 1.11 Brookfield Property Partners for 'Winter Light Festival', \$20,000;**
 - 1.12 I14 Association of WA Inc. for the 2016/17 International 14ft Skiff Championships, \$5,000;**
 - 1.13 WA French Festival Inc. for 'Bonjour Perth Festival', \$5,000;**
 - 1.14 Corporate Sports Australia for 'Chevron City to Surf for Activ', \$20,000;**
 - 1.15 Perth Upmarket for 'Perth Upmarket', \$7,500.**
- 2. approves the applicants listed in part 1 above being required to provide the benefits to the City of Perth as outlined in the Event Sponsorship Assessment Report attached as Schedule 1;**
 - 3. declines Round One funding of Event Sponsorship for 2016/17 to the applicants as follows:**
 - 3.1 Aboriginal Health Council of WA for 'Christmas in Whadjuk City: Carols by Candlelight';**
 - 3.2 Bicycling Western Australia for 'Perth Night Ride'; and**
 - 3.3 CIC Event Management for 'UCI Gran Fondo World Championships Perth'.**

BACKGROUND:

FILE REFERENCE:	P1032438
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	2 May 2016
MAP/SCHEDULE:	Schedule 1 – Assessment Report

Council Policy 18.8 – Provision of Sponsorship and Donations requires the City to hold two funding rounds for event sponsorship applications per financial year. The first round of funding is available for events taking place between 1 July and 31 December and the second round is for events taking place between 1 January and 30 June.

This report details the assessment of applications for the first round of event sponsorship funding for the 2016/17 financial year.

Each application was assessed by a three person assessment panel according to the criteria outlined in Policy 18.8 and within the program guidelines. The assessment panel comprised the Manager Business Support and Sponsorship, Assistant Manager – Events, and Economic Development Principal. The amount of funding requested was considered in relation to the benefits to be received in return for sponsorship.

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

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan

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

Policy

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

DETAILS:

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

APPLICATIONS RECOMMENDED FOR APPROVAL

Event Sponsorship – Round One Financial Implications				2016/17 Budget \$553,707
Applicant	Event	Sponsorship		
		Requested	Provided 2015/16	Recommended
Targa West Pty Ltd	Quit Targa West	\$54,500	\$50,000	\$47,500
Temple of Fine Arts Inc.	Swan Festival of Lights	\$75,000	\$30,000	\$25,000
Open House Perth	Open House Perth	\$52,500	\$45,000	\$40,000
The Color Run Pty Ltd	The Color Run Perth 2016	\$35,000	\$25,000	\$20,000
Scitech	Perth Science Festival	\$61,550	\$30,000	\$25,000
Pink Tank Events	Miss West Coast Miss Universe Registration Day	\$25,000	\$20,000	\$15,000
Hellenic Community	2016 Greek Glendi	\$40,000	\$25,000	\$25,000

Event Sponsorship – Round One Financial Implications				2016/17 Budget \$553,707
Applicant	Event	Sponsorship		
		Requested	Provided 2015/16	Recommended
of WA Inc.	Festival			
Trievents	Great Bike Ride for Homeless Youth	\$23,000	\$21,000	\$10,000
Trievents	Perth 2016 World Masters Athletics Championships, Welcoming Ceremony	\$25,000	N/A	\$15,000
Italian Chamber of Commerce and Industry in Australia – Perth	Festival Italia	\$11,008	\$3,032	\$4,750
Brookfield Property Partners	Winter Light Festival	\$20,000	N/A	\$20,000
I14 Association of WA Inc.	2016/17 International 14ft Skiff Championships	\$5,000	N/A	\$5,000
WA French Festival Inc.	Bonjour Perth Festival	\$20,000	\$2,000	\$5,000
Corporate Sports Australia	Chevron City to Surf for Activ	\$35,000	\$35,000	\$20,000
Perth Upmarket	Perth Upmarket	\$10,000	N/A	\$7,500
Proposed Event Sponsorship – Round One				\$ 284,750
Total Event Sponsorship Budget Remaining				\$ 268,957

APPLICATIONS RECOMMENDED FOR REFUSAL

Applicant	Event	Requested / Refused
Aboriginal Health Council of WA	Christmas in Whadjuk City: Carols by Candlelight	\$20,000
Bicycling Western Australia	Perth Night Ride	\$20,000
CIC Event Management	UCI Gran Fondo World Championships Perth	\$25,000

Eighteen applications were received, seven of these for new events. The applications requested a total of \$557,558, which is greater than the event sponsorship budget for the entire 2016/17 financial year. All events have been assessed by an assessment panel. Three applications are recommended for decline, and in several cases, the level of sponsorship recommended is a reduction on that received in 2015/16.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL9323 1000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	TBA (2016/17 Budget)
BUDGETED AMOUNT:	\$ 553,707 (requested budget allocation)
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$284,750
BALANCE:	\$268,957

All figures in this report are exclusive of GST.

COMMENTS:

The City received a strong response for the first round of event sponsorship 2016/17. All applications have been assessed by a three person assessment panel and recommendations for funding have been provided for the Council's consideration. Economic Modelling data has been calculated and provided for events held in the City where cash sponsorship of \$15,000 and above is recommended.

Event Sponsorship

Assessment Schedule
Round One 2016/17

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Targa West Pty Ltd
Event:	Quit Targa West
Date and Time:	11 – 14 August 2016
Location:	Perth and surrounds
Total Cost of Event:	\$669,500
Sponsorship Requested:	\$54,500
Sponsorship Recommended:	\$47,500

Background on Applicant:

Targa West Pty Ltd is a motoring event management company specialising in high profile motor sports events exclusively based in Western Australia. Quit Targa West has been held in Perth since 2005. The event is sanctioned and supported by the Confederation of Australian Motor Sport Inc. 2016 marks 12 years of the event and organisers have once again requested cash sponsorship for components of the event to be held in the City of Perth.

Summary of Event:

Quit Targa West is a four day tarmac rally with 100 classic and modern cars competing over 30 special rally stages in Perth and surrounds. The event will be held from Thursday 11 August to Sunday 14 August 2016. The course travels through Kalamunda, Toodyay, Malaga and Bullsbrook and finishes in a Super Stage in the city. Organisers have requested cash sponsorship of the following components which will take place in the City of Perth:-

Pre-event Car Display, Murray Street Mall – Thursday 21 July 2016

Quit Targa West displays a number of vehicles in the heart of the city a few weeks prior to the event to raise public awareness and the profile of the event.

Ceremonial Start, Forrest Place and Murray Street Mall – Thursday 11 August 2016

The official ceremonial start of the event takes place in the city. This component includes car displays and allows the public to see 100 rally cars drive out to start the rally event. Cars assemble from mid-morning with the first car departing at 1.00pm. This scheduling activates the city on a Thursday morning and has allowed a greater attendance over the past three years of the event.

Northbridge Show'n'Shine, Lake and James Streets – Friday 12 August 2016

The Northbridge Show'n'Shine will again be held on a Friday night on Lake and James Streets in Northbridge. The event is a display of rally cars from the event and attracts approximately 5,000 spectators. Surrounding restaurants advise that the event historically provides one of the biggest trading nights of the year for them.

Grand Finale City of Perth Super Stage – Sunday 14 August 2016

The Super Stage in the city is the final stage of the rally and also includes exotic, classic and historical race car sprints and displays. The City of Perth Super Stage is set against the backdrop of Riverside Drive. This component attracted an estimated 6,000 spectators to the City in 2015. In 2015 the Super Stage was held in Supreme Court Gardens as Langley Park was unavailable. In 2016 the stage will return to Langley Park.

Organisers anticipate a total attendance of 31,500 over the whole event, with the City components attracting the highest attendance.

The official accommodation venue for the event is the Hyatt Regency Hotel where the official gala dinner for 500 people is held. In 2015 the official rally headquarters and overnight Parc Fermé moved to the Tattersalls Bowling and Recreation Club in the city. This was a strategy on behalf of the event organisers, to encourage more competitors, crew and families to utilise city accommodation for the event.

The event receives media coverage in local press and television news, as well as the nationally broadcast event documentary (proposed to run on OneHD, Ch7 or 7Mate). The documentary will also be broadcast internationally in the United States, France, New Zealand and the United Kingdom. Organisers estimate that media coverage for the 2016 event will exceed \$800,000 in value.

Funding

The total cost of the event is \$669,500. Organisers have requested cash sponsorship of \$54,500 for the event (8% of the total event cost).

City of Perth Parking has supported the event through a contra agreement with event organisers since 2013. CPP provides the use of the Terrace Road carpark for the event, in return for advertising CPP carparks and promotion of the CPP app. In 2016 the value of this support is approximately \$25,000 and is subject to Targa West securing the relevant approvals.

Organisers receive in kind support from other Local Government Areas. This support is associated with the use of roads, car parking areas, parks and gardens, resident notifications, road repairs and street sweeping. Organisers advise that almost 70% of the event is held within the City of Perth.

Targa West has been supported by the City since 2005. The City increased its level of sponsorship in 2010 when the City's Super Stage was introduced. The following table shows the City's support for the event since 2010.

Year	Amount
2010	\$50,000
2011	\$51,300
2012	\$53,000
2013	\$54,500
2014	\$54,500
2015	\$50,000

In 2015 the amount provided for the event was reduced to allow for support of other sponsorship applicants.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Chinese New Year Fair 2016	\$60,000	90,000	\$0.67
Open House Perth 2015	\$45,000	65,000	\$0.69
<i>Quit Targa West (requested)</i>	<i>\$54,500</i>	<i>31,500</i>	<i>\$1.73</i>
<i>(recommended)</i>	<i>\$47,500</i>		<i>\$1.51</i>

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 (Events):

1. 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.

Targa West has a strong national profile and receives national and international media coverage. The event will increase visitation to the city, encourages use of the city's public spaces and increases economic benefit in the city. The event will increase activity and tourism in the city over a number of days. Restaurants in the vicinity of the Northbridge Show'n'Shine event advise that the event historically provides them one

of the biggest trading nights of the year, with an estimated 5,000 people attending this component in James and Lake Streets.

The Targa West Tarmac Rally is a four day event attracting 1,500 participants and 30,000 attendees. Participants stay in city accommodation for the duration of the event. The expected economic output for the event is \$7.3 million. This is a return on investment for the recommended level of sponsorship of 1:147.

2. Encourages use of public spaces.

The event will utilise key city public spaces including Langley Park, Forrest Place and Northbridge Streets.

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

All elements of the event are free for the public to attend.

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

The event will not be held exclusively in the city, however the sponsorship application is for elements of the event held in the City of Perth Local Government area only. Organisers advise that the city components attract the largest audience and that 70% of the event is held in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended sponsorship of \$47,500:-

- the City of Perth to hold co-naming rights to the City of Perth Super Stage on the Swan River Foreshore;
- an opportunity for the City to display signage at pre-event functions and during the event;
- the City of Perth logo to appear on advertising, posters, roadbooks and on the Start and Finish arches and the event website;
- a City of Perth digital banner to appear on the event website;
- a City of Perth advertisement in the official roadbook provided to all competitors and crew;
- the Lord Mayor, or representative, to be invited to officiate at a number of high profile functions including the Ceremonial Start in Forrest Place;

6. Additional benefits to be provided:

Organisers will provide the following benefits for the requested cash sponsorship of \$54,500:-

- the City of Perth to receive a 30 second TV commercial on the official event DVD.

Comments:

Quit Targa West is a high profile rally event with key components held in the city. Organisers advise that the city components are the most highly attended over the whole event. The event increases activity and tourism in the city, and provides economic benefit for local businesses. The event activates key city spaces such as Langley Park, Forrest Place and Northbridge. The Rally Headquarters and Parc Ferme are located at Perth Tattersalls Bowling Club and the Official Accommodation and Gala Dinner are located at the Hyatt Regency. Northbridge businesses advise that the Show'n'Shine event is one of their biggest trading nights of the year.

The event receives national and international media coverage and helps to position Perth as a premier destination for entertainment and tourism. Cash sponsorship of \$47,500 is recommended.

Applicant:	Aboriginal Health Council of WA
Event:	Christmas in Whadjuk City: Carols by Candlelight
Date and Time:	Saturday 3 December 2016, 4.00pm - 8.30pm
Location:	Wellington Square
Total Cost of Event:	\$49,975.50
Sponsorship Requested:	\$20,000
Sponsorship Recommended:	Decline

Background on Applicant:

The Aboriginal Health Council of WA (AHCWA) has been operating for 10 years. The organisation aims to:-

- lead the development of Aboriginal Health policy;
- influence and monitor the performance across the health sector;
- advocate for and support community capacity building in Aboriginal Communities;
- support the continued development of Aboriginal community controlled health services; and
- build the workforce capacity to improve the health, social and emotional wellbeing of Aboriginal people of Western Australia.

The organisation delivered the Close the Gap Moorditj Moort Festival in Wellington Square in 2015 and 2016.

Summary of Event:

Christmas in Whadjuk City: Carols by Candlelight is to be held on Saturday 3 December 2016 in Wellington Square. The event will run from 4.00pm to 8.30pm and aims to be an inaugural Christmas Celebration with a strong focus on local Aboriginal Health culture and promotion. The event will have the key theme of reconciliation and will be strictly drug, alcohol and smoke free.

The event will be broken into two parts:-

- 4.00pm to 6.00pm – Family friendly health expo with interactive stalls from relevant health organisations, interactive activities for children and a local Aboriginal art and craft market;
- 6.00pm to 8.30pm - Performance component including Welcome to Country, health promotion messages, dance performances, guest speakers, Christmas Carols by local Aboriginal musicians and an appearance by Santa.

Christmas in Whadjuk City will encourage the positive sharing of local Aboriginals culture incorporating language, traditional dance, performances, art and ceremonies. The event encourages participation from the local Aboriginal community as well as the wider community. Total attendance at the event is estimated at 1,100.

The event has not previously been held.

Funding

The total cost of the event is \$49,975.50. Organisers have requested cash sponsorship of \$20,000 for the event (40% of the total cost of the event). The event is seeking the remaining funding from other organisations including Healthway, Lotterywest, BHP and Commonwealth Bank.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Claisebrook Carnivale and Duck Derby 2016	\$20,000	10,000	\$2.00
Songkran Festival Perth 2015	\$11,760	6,000	\$1.96
<i>Christmas in Whadjuk City (requested)</i>	<i>\$20,000</i>	<i>1,100</i>	<i>\$18.18</i>

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 (Events):

1. 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 has a relatively small estimated attendance of 1,100. The aim of the event is community building, and it is unlikely to increase economic investment in the city beyond potential contracting of local services. The event may create some vibrancy around Christmas time.

2. Encourages use of public spaces.

The event will be held in Wellington Square.

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

The event is free for the public to attend.

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

The event will be held exclusively in the City of Perth.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the requested sponsorship of \$20,000:-

- the City of Perth crest to appear on all promotional material;
- the Lord Mayor, or representative, to be invited to speak at the event.

Comments:

Christmas in Whadjuk City: Carols by Candlelight is a new event to the City, to be held in Wellington Square in the lead up to Christmas. The event has a community health and reconciliation theme and as such does not meet the objectives of Event Sponsorship of increasing economic benefit in the City and positioning the city as a city of regional and international significance. Organisers have requested a high percentage of sponsorship and are offering minimal benefits for the requested support. It is recommended that cash sponsorship is declined for this event.

Applicant:	Temple of Fine Arts Inc.
Event:	Swan Festival of Lights
Date and Time:	Friday 28 – Sunday 30 October 2016, 5.00pm to 10.00pm.
Location:	Elizabeth Quay
Total Cost of Event:	\$838,000
Sponsorship Requested:	\$75,000
Sponsorship Recommended:	\$25,000

Background on Applicant:

The Temple of Fine Arts Incorporated (TFA) has presented the Swan Festival of Lights since 2008. The Temple of Fine Arts is a not-for-profit association run by volunteers, which seeks to serve the community through the arts. TFA promotes performing and visual arts and encourages the exchange of ideas between different cultural groups.

Summary of Event:

The Swan Festival of Lights will be held from Friday 28 to Sunday 30 October 2016, on Elizabeth Quay. The event is an alcohol-free family friendly multicultural festival running from 5.00pm to 10.00pm over three days. The festival includes:-

- performances by local and international artists;
- craft and activity stalls;
- food and beverage stalls;
- healthy living workshops;
- music, dance, art and craft workshops;
- cooking demonstrations;
- nightly cultural performances;
- afternoon workshops; and
- fireworks at the end of each night.

The festival is free to the public to attend. The event culminates on Deepavalli – an Indian cultural festival of lights. Deepavalli is traditionally a community wide celebration and the Swan Festival of Lights continues this theme by including a range of local performing artists from a range of WA ethnic communities. In addition, organisers plan for the 2016 Festival to feature a number of high calibre international artists including Ustad Usman Khan (Indian Sitar maestro) and a dance or music troupe from the Indian Council of Cultural Relations.

Organisers work with the Bell Tower and Annalakshmi on Swan for the event, with Annalakshmi on Swan being the sole supplier of food.

Since 2010 the event has been raising funds for community and charitable organisations such as the David Wirrapanda Foundation, Starlight Foundation and Communicare through the sale of Candles for Charity.

The event has grown in attendance from 3,000 at its inception in 2008, to 30,000 in 2013, 2014 and 2015. Organisers anticipate an attendance of 35,000 at the event in 2016.

Funding

The total cost of the event is \$838,000. Organisers have requested cash sponsorship of \$75,000 (9% of the total cost of the event). The City has supported the event since 2009 with cash sponsorship as follows:-

Year	Sponsorship
2009	\$15,000
2010	\$10,000
2011	\$9,990
2012	\$10,000
2013	\$30,000
2014	\$30,000
2015	\$30,000

Organisers are seeking funds from the Office of Multicultural Interests, Lotterywest, Healthway, MRA and the Department of Immigration and Citizenship, as well as corporate sponsors. MRA are providing support in the form of cash and in kind sponsorship.

Cash sponsorship of \$25,000 (3% of the total cost of the event) is recommended.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Buddha's Birthday and Multicultural Festival 2016	\$39,000	40,000	\$0.98
Japan Festival 2015	\$8,400	15,000	\$0.56
<i>Swan Festival of Lights</i> (requested)	\$75,000	35,000	\$2.14
(recommended)	\$25,000		\$0.71

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 (Events):

1. 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 contributes to several of the City's marketing objectives. The event will increase visitation to the city with an estimated 35,000 people attending the event over three days. The Festival will create vibrancy in the city. The event may provide some economic benefit for businesses, within the city. Organisers work with the Bell Tower and Annalakshmi on Swan for the event, with Annalakshmi on Swan being the sole supplier of food.

The Swan Festival of Lights is a three day event attracting 400 participants and 35,000 attendees. The expected economic output for the event is \$6.088 million. For the recommended sponsorship level of \$28,000 this is a return on investment of 1:217.

2. Encourages use of public spaces.

The event will be held at Elizabeth Quay.

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

The event is free to the public to attend and attendance at the event is free, food and beverages are available to purchase at the event.

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

The event will be held exclusively in the City.

5. Benefits to be provided to the City:

Event organisers will provide the following benefits for the recommended cash sponsorship of \$28,000:-

- the City of Perth crest to appear in all promotional material for the event, including;
 - print material;
 - billboard signs and banners;
 - the event website and social media;
 - the large screen at the event;
- the Lord Mayor, or representative, to be invited to officially open the Festival;

- the support of the City of Perth to be acknowledged by the MC at the event;
- an opportunity for the City to display signage at the event;
- a hyperlink from the event website to the City of Perth website; and
- the support of the City of Perth to be acknowledged through radio advertising and interviews (where possible).

6. Additional benefits to be provided:

Organisers will provide the following additional benefits for the requested cash sponsorship of \$75,000:-

- the City of Perth to receive naming rights to the event as the City of Perth Swan Festival of Lights.

Comments:

The Swan Festival of Lights has been held in the City since 2008. In 2013 the event received an increase in the level of sponsorship provided to bring the sponsorship into line with that provided to other events of a similar scale. The event is estimated to attract more than 35,000 people to the city and is free to the public to attend. In 2016 event organisers are planning to move the event to Elizabeth Quay. Cash sponsorship of \$25,000 is recommended.

Applicant:	Open House Perth
Event:	Open House Perth
Date and Time:	Saturday 11 to Sunday 12 November 2016, 10.00am to 5.00pm
Location:	Perth, East Perth, North Perth, Northbridge, Crawley, West Perth, Subiaco, Nedlands
Total Cost of Event:	\$170,000
Sponsorship Requested:	\$52,500
Sponsorship Recommended:	\$40,000

Background on Applicant:

Open House was founded in London in 1992. It is now held in more than 35 cities including New York, Barcelona, Chicago, Melbourne and Rome. Open House is an international family of cities with a common goal to advocate good design to the public by unlocking the door to the City's best architecture and design.

Open House Perth opens great design projects in the city to the general public, free of charge. The annual weekend event includes events, tours, talks, competitions and exhibitions and includes a junior program and installation activities open for public participation. The event is committed to showcasing great design, and weekend is complemented with a series of pop up and speaker events throughout the year.

Summary of Event:

Open House Perth will be held across various locations from Saturday 11 to Sunday 12 November 2016. The focus of Open House Perth is to provide a better understanding of architecture and design in the city. In 2016, Open House Perth destinations will include a range of residential, commercial, hospitality, civic and performance spaces showcasing world class design projects.

The event was first held in Perth in 2012 with 56 destinations and events open to the public. In 2016 organisers anticipate a programme of over 70 destinations open to the public as part of the event.

The 2016 event will include the following components:-

- official media launch;
- official event launch;
- Open House Perth junior program;
- Love Your City program;

- a speakers series of events to be held in the lead up to the event, including presentations from architects;
- volunteer events.

Open House Perth is committed to maintaining a ratio of 80% of destinations located within the City of Perth. New destinations for 2016 will be centred around the UWA precinct which will be newly under the City of Perth local Government Area.

Since its inception in 2012, Open House Perth destinations have received over 170,000 visits. The event has received annual media coverage across TV, radio, newspaper, websites, blog editorials and magazines. The 2015 event saw a large growth in attendance with a 228% increase on that in 2014.

Organisers anticipate an attendance of 70,000 at the event with an additional 5,000 – 10,000 attending pop up events in the lead up to the Open House weekend.

The event has some strong cross-over with Heritage Perth's Heritage Perth Open Days and the two events could significantly assist each other with cross promotion and collaboration. It is recommended that cross promotion of Heritage Perth is a condition of sponsorship of Open House.

Funding

The total cost of the event is \$170,000. Organisers have requested cash sponsorship of \$52,500 for the event (31% of the total cost of the event). This is an increase of \$7,500 on the amount provided in 2015. Organisers have requested the additional funding for the 2016 event in line with the growth of the event and the need for the event to continue to lift its profile, aid audience growth and attract suitable expertise to assist with managing the event. Cash sponsorship of \$40,000 (23.5% of the total cost of the event) is recommended.

Organisers advise that should they be unsuccessful in securing sponsorship from the city, the event would continue, however the scale of the event and its propensity to boost local industry, retailers and food and beverage providers would be impacted.

Open House Perth is seeking additional sponsorship from Lotterywest, MRA, the City of Vincent, architecture and design practices, building industry sponsors and building product suppliers. Organisers are also in negotiations with previous sponsors and partners.

The following table shows the City's previous support for the event:-

Year	Amount	Attendance
2012	\$10,000	47,640
2013	\$40,000	27,500
2014	\$40,000	28,500

2015	\$45,000	65,000
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The 2012 attendance numbers were boosted by the inclusion of the large capacity Perth Arena opening.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Chinese New Year Fair 2016	\$60,000	90,000	\$0.67
<i>Open House Perth (requested)</i>	<i>\$52,500</i>	<i>70,000</i>	<i>\$0.75</i>
<i>(recommended)</i>	<i>\$40,000</i>		<i>\$0.57</i>

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 (Events):

1. 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 increases visitation to the city and creates vibrancy in the city. As part of an international series of events, the event positions the city as a city of regional and international significance. The event increases economic investment in the city, with attendees likely to visit several locations over the course of the event.

Open House Perth is a two day event which is anticipated to attract over 70,000 attendees. The expected economic output for this level of attendance is \$11.87 million. For the recommended sponsorship level of \$40,000 this is a return on investment of 1:297.

2. Encourages use of public spaces.

The event activates key public spaces in the city, including Forrest Place, the Cultural Centre, and city laneways. Whilst the event does not take place exclusively in public spaces, the core of the event is the opening of private spaces to the public.

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

The event is free to the public to attend.

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

The majority of the event will be held in the City of Perth. There are a small number of destinations which are outside the city. Organisers estimate that 80% of the event is held within the City of Perth and are committed to maintaining this ratio.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended cash sponsorship of \$40,000:-

Open House Perth

- an opportunity for the City to provide signage to be located at 30 event destinations
- an opportunity for the City to have a two page spread in the Open House Perth publication;
- the City of Perth logo to be displayed on the large screen at the Perth Cultural Centre;
- the City of Perth crest to appear on volunteer uniforms;
- the City of Perth logo to appear on signage for the event;
- City of Perth Marketing Collateral to be distributed at all Open House Perth locations;

Pre Event

- the support of the City to be recognised through social media in the lead up to the event;
- the City's support to be profiled on the monthly e-news in the lead up to the event;
- the City of Perth logo to appear on the event website;

Launch Event

- An opportunity for the Lord Mayor to speak at the official event launch;
- an opportunity for the City to provide promotional material for VIP bags for the event;
- the City of Perth logo to be displayed at the event; and
- the support of the City of Perth to be acknowledged at the event.

6. Additional benefits to be provided:

Organisers will provide the following additional benefits for the requested cash sponsorship of \$52,500:-

Open House Perth

- an opportunity for the City to provide signage to be located at an additional 5 event destinations;
- the Lord Mayor to be invited to sit on the Open House Board;

Pre Event

- additional social media posts on City events and projects

Launch Event

- the official launch event to be held at a City of Perth location, with the City of Perth invited to provide comment and Feedback on the proposed location;

Speaker Series

- a minimum of 3 speaker series events to be held in the City of Perth Library during 2016-17;
- Speaker Series events to be branded as “City of Perth Presents”;
- an opportunity for the City of Perth to approve proposed speakers for the event; and
- the Lord Mayor, or representative, to be invited to open each Speaker event.

Comments:

Open House Perth attracts a large audience to public and privately owned spaces across Perth over the course of two days. The event ties in with a number of City of Perth strategies including the Affordable Housing Project, activation of under-utilised spaces and Sustainable City Design. The event will provide an emphasis on city developments with the Sunday promoted as the City day. Cash sponsorship of \$40,000 is recommended, with an additional recommendation that organisers work with Heritage Perth for cross promotion and collaborative opportunities.

Applicant:	The Color Run Pty Ltd
Event:	The Color Run Perth 2016
Date and Time:	Sunday 6 November 2016, 7.00am to 1.00pm
Location:	Langley Park
Total Cost of Event:	\$1,047,386
Sponsorship Requested:	\$35,000
Sponsorship Recommended:	\$20,000

Background on Applicant:

The Color Run Pty Ltd is a NSW-based event management organisation established to deliver the Color Run event in Australia. The organisation was established in 2012 and has delivered over 30 events since then. The organisation now manages Color Run events in over ten Australian cities including Brisbane, Melbourne, Canberra, Adelaide and Sydney, as well as Perth. The Color Run Pty Ltd is sanctioned by Athletics Australia.

Summary of Event:

The Color Run Perth will be held on Langley Park on Sunday 6 November from 7.00am to 1.00pm. The event is a five kilometre community run for all ages and abilities. It is designed as a fun non-timed event and involves participants passing through “colour zones” along the run course where volunteers throw coloured corn starch powder. Participants start the event in white clothing and finish the event covered with colour.

The event takes a route from Langley Park along Riverside Drive around Ozone Reserve, back along Riverside Drive as far as Supreme Court Gardens, turning and finishing back on Langley Park.

At the completion of the run there is an event village with periodic “colour throws”. Additional entertainment at the event village includes:-

- sponsor activation;
- photo booths;
- a message wall;
- dance-offs; and
- giveaways.

Participants can run individually or register as part of a team and have an opportunity to raise funds for a range of local and national charity partners.

The powder used for colour throws at the event is made from corn starch with natural food dye and is 100% natural and non-toxic. Attendees can dust off at the event village with an air-blown clean zone to assist with cleaning. Organisers work closely with the City to minimise the impact of the event on residents in the area.

Organisers advise that the Perth event has grown to be the third largest in Australia, with 2015 attendance numbers at over 23,000. Organisers anticipate a similar level of attendance at the 2016 event.

Funding

The total cost of the event is \$1,047,386. Organisers have requested cash sponsorship of \$35,000 (3% of the total cost of the event). The City provided cash sponsorship of \$25,000 for the event in 2015. Cash sponsorship of \$20,000 (2% of the total cost of the event) is recommended.

Organisers have a range of national sponsors annually and also seek local partners for events in each city. No other local sponsors are confirmed for the Perth event to date. Organisers advise that should they be unsuccessful in securing funding from the City, the event would still continue.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
HBF Run for a Reason 2015	\$26,500	28,000	\$0.95
City to Surf for Activ	\$35,000	40,500	\$0.86
<i>The Color Run Perth 2016 (requested)</i>	<i>\$35,000</i>	<i>23,000</i>	<i>\$1.52</i>
<i>(recommended)</i>	<i>\$20,000</i>		<i>\$0.87</i>

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 (Events):

1. 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.

As part of a national event series, the event positions the city as city of regional significance. Then event increases visitation to the city and creates vibrancy in the city.

Color Run Perth is expected to attract approximately 23,000 attendees. The expected economic output for the event is \$4.24 million. For the recommended sponsorship level of \$20,000 this is a return on investment of 1:212.

2. Encourages use of public spaces.

The event will be held on Langley Park.

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

There is an entry fee for participants, the event is free for spectators to attend.

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

The event will be held exclusively in the city. Color Runs are held in several other interstate cities.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended cash sponsorship of \$20,000:-

- The Color Run to develop branded campaign assets i.e. watermarked localized assets to be shared on City of Perth social media channels;
- The Color Run to develop 15 and 30 second video content tailored to the City of Perth to share on digital and social media channels;
- The Color Run to develop specific 'celebrate your city' creative content for the City of Perth;
- the support of the City of Perth to be acknowledged on all radio advertising for the event;
- City of Perth messaging to be included in all eDM's;
- the City of Perth logo to be included on the event website;
- the City of Perth logo to be included on all sale's communication for the event;
- a blog article to written by an influencer on what The Color Run brings to Perth, with strategic content to be provided by the City of Perth;
- the support of the City of Perth to be acknowledged in the media release for the event;
- the City to be invited to put forward a local charity partner for the event;
- the City of Perth to receive access to all video / photography assets pre/post event;
- The Color Run to provide 15 watermarked images of the event for use by the City of Perth;
- an opportunity for the City to provide signage for the event;
- an opportunity for a City of Perth booth/ activation at the event, with preferential location;

- the Lord Mayor, or representative to be invited to be the “official starter” of the event, including associated media coverage; and
- the Lord Mayor, or representative, to be invited to take part in one “colour throw”.

6. Additional benefits to be provided:

Organisers advise that should they receive cash sponsorship at the requested level of \$35,000, the same benefits will apply.

Comments:

The Color Run has been held in Perth since 2012 and is now the third largest event in the series in Australia. The event is for profit but has a strong charity component associated with it. The event attracts an estimated 23,000 people into the City and will create vibrancy in the city. The calculated return on investment for this event is 1:212

Organisers are offering an opportunity for the city to work with them to identify a local charity partner for the event. Cash sponsorship of \$20,000 is recommended.

Applicant:	Bicycling Western Australia
Event:	Perth Night Ride
Date and Time:	Saturday 5 November 2016, 10.00pm to Sunday 6 November 2016, 6.00am
Location:	Elizabeth Quay and Perth streets
Total Cost of Event:	\$110,000
Sponsorship Requested:	\$20,000
Sponsorship Recommended:	Decline

Background on Applicant:

Bicycling Western Australia (BWA) is a community based not-for-profit membership organisation. The organisation has operated since 2005 and has a mission is to get “More People Cycling, More Often.” BWA runs a range of community cycling events including the annual Ride to Work Breakfast which has previously been supported by the City of Perth.

Summary of Event:

Perth Night Ride is a new mass participation cycling event to be presented by BWA. The event will run overnight from Saturday 5 November 10.00pm to Sunday 6 November 6.00am, starting and finishing at Elizabeth Quay.

The event concept is that riders will take to the Perth streets at night, touring the most iconic landmarks across a 70km route, with planned rest stops along the course. The event will culminate at 6.00am with a breakfast at the event village. The course route is not yet finalised but is planned to take in Graham Famer Freeway and UWA.

Organisers anticipate that the event will attract an estimated 1,200 participants, with an additional 200 spectators.

Funding

The total cost of the event is \$110,000. Organisers have requested cash sponsorship of \$20,000 (18% of the total cost of the event). Organisers are also seeking sponsorship from Healthway and Lotterywest. BWA have also approached the MRA for funding for the event, however a decision on funding is pending.

Organisers advise that should they be unsuccessful in securing support from the City, they will seek funding from other sources.

The event has not previously been held in the City. The City has previously supported BWA with cash sponsorship of the Ride to Work Breakfast.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
ASICS Bridges Fun Run 2015	\$6,500	4,500	\$1.44
<i>Perth Night Ride (requested)</i>	<i>\$20,000</i>	<i>1,400</i>	<i>\$14.29</i>

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 (Events):

1. 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 has a small estimated attendance and will be held at a time when City businesses are closed. As such it is unlikely to contribute to the City's marketing objectives or to provide any real economic benefit for the City.

2. Encourages use of public spaces.

The event will be held at Elizabeth Quay and on Perth streets. The complete route has not yet been finalised.

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

There is an entry fee for participants. The event is free for spectators to attend.

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

The event will start and finish in the City but will travel through other Local Government Authorities.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the requested cash sponsorship of \$20,000:-

- the City of Perth to be recognised as partner of the event;
- the City of Perth crest to be included on all promotional and marketing material;
- the City of Perth crest to appear on the event website with a hyperlink to the Perth City website;
- the support of the City of Perth to be acknowledged in Perth Night Ride e-communications/ e-newsletters;
- the support of the City of Perth to be acknowledged in social media for the event;
- the City of Perth to have signage displayed prominently at the event;
- the Lord Mayor, or representative, to be invited to officially start the event.

Comments:

The Perth Night Ride is a new event to be held at Elizabeth Quay in November 2016. The event has a limited audience and as an overnight event, offers limited visitation benefits and economic investment to the City. It is recommended that sponsorship is declined for this event.

Applicant:	Scitech
Event:	Perth Science Festival
Date and Time:	Saturday 13 to Sunday 14 August 2016, 8.00am to 7.00pm
Location:	Perth Cultural Centre
Total Cost of Event:	\$267,950
Sponsorship Requested:	\$61,550
Sponsorship Recommended:	\$25,000

Background on Applicant:

Scitech is a not-for-profit organisation whose mission is to increase awareness, interest, capability and participation by all Western Australians in science, technology, engineering and mathematics (STEM). Scitech have requested cash sponsorship for the Perth Science Festival 2015 on behalf of the WA National Science Week Coordinating Committee (the Committee).

The Committee consists of representatives of the four public universities, Engineers Australia, the State Government of Western Australia (Office of Science and the Department of Parks and Wildlife), the WA Museum, the State Library of WA, the Central Institute of Technology and CSIRO. The Committee is chaired by Scitech and is responsible for the coordination of National Science Week in Western Australia. National Science Week attracts more than 1 million participants across the country each year.

Summary of Event:

The Perth Science Festival is a free community science-focused event to be held on Saturday 13 and Sunday 14 August 2016 in Perth Cultural Centre. The event will run from 8.00 am to 7.00pm daily and will launch National Science Week in WA.

The Festival will be held across two stages and include add-on events from nearby venues such as the State Library of WA and WA Museum. The event will have approximately 60 stall holders and performers. The event will include live demonstrations, talks and science shows on the main stages, as well as roaming performers.

The day time components of the event are family friendly and will include 'celebrity' speakers to be confirmed.

The evening will feature an adults-only event - 'Gastronomical' - focusing on the science of food and drink. Organisers are pursuing a partnership with a

surrounding bar in the area and will feature live music, science shows and city-based food businesses.

The 2015 event attracted an attendance of approximately 26,000 over the two days of the event. Organisers anticipate an attendance of 28,000 at the 2016 event.

The event is run with the help of a large community of volunteers including students.

In 2016 organisers will work with Skillswest expo which is taking place in the Perth Convention and Exhibition Centre on the same weekend. The partnership between the two events is designed to encourage participants at each event to attend the other, increasing traffic across the city and potentially increasing visitation to the event.

Funding

The total cost of the event is \$267,950. Organisers have requested cash sponsorship of \$61,550 (23% of the total cost of the event). Cash sponsorship of \$25,000 (9% of the total event cost) is recommended.

The City provided cash sponsorship of \$30,00 for the event in 2014, and again in 2015.

Organisers also receive funding from the Commonwealth Department of Industry, and from the Coordinating Committee for the Festival. Organisers are seeking additional funding from MRA and other corporate sponsors.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Chinese New Year Fair 2016	\$60,000	90,000	\$0.67
Buddha's Birthday and Multicultural Festival 2016	\$39,000	\$40,000	\$0.98
<i>Perth Science Festival (requested)</i>	<i>\$61,550</i>	<i>28,000</i>	<i>\$2.20</i>
<i>(recommended)</i>	<i>\$25,000</i>		<i>\$0.89</i>

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 (Events):

- 1. 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, encourage use of the City's public spaces and provide economic benefit to businesses within the area. The festival will provide entertainment to the local community and promote Perth as a key destination for National Science Week in WA. The event will increase visitation to the city with an estimated 28,000 people attending the event.

Perth Science Festival is a two day event which is expected to attract 28,000 attendees. The expected economic output for the event is \$4.78 million. For the recommended sponsorship level of \$25,000 this is a return on investment of 1:191.

2. Encourages use of public spaces.

The event will be held in Perth Cultural Centre.

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

The event is free for the public to attend.

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

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended cash sponsorship of \$25,000

- the City of Perth logo to appear on promotional material including:-
 - posters, flyers and postcards;
 - advertisements in the West Australian and Community Newspaper Group;
 - event signage and banners;
 - sponsor boards;
 - bus back advertising
- the support of the City of Perth to be acknowledged by the MC at the event;
- the support of the City of Perth to be acknowledged in media interviews in the lead up to and during the event;
- the support of the City of Perth to be acknowledged on social media;
- naming rights to a Festival Zone or stage at the event.

6. Additional benefits to be provided:

Organisers advise that should they receive cash sponsorship at the requested level of \$61,550, the same benefits will apply.

Comments:

2016 will be the third year of The Perth Science Festival. It is free to the public to attend and attracts a large number of people to the city. In 2015 the event was extended held over two days, increasing the audience for the event. Organisers have partnered with surrounding businesses and the event is likely to provide economic impact for businesses in the area. Cash sponsorship of \$25,000 is recommended for the event. This level of funding is projected to give a return on investment of 1:191.

Applicant:	Pink Tank Events
Event:	Miss West Coast Miss Universe Registration Day
Date and Time:	Saturday October 29 2016, 12.00 noon to 4.00pm
Location:	Forrest Place
Total Cost of Event:	\$68,932
Sponsorship Requested:	\$25,000
Sponsorship Recommended:	\$15,000

Background on Applicant:

Pink Tank Events is a corporate events company which owns the Miss Universe Western Australian Preliminary, Miss West Coast and The Royal Queensbury Corporate Championship. Pink Tank Events has partnered with numerous luxury brands including Sunseeker Australia, Tiffany & Co, U-Boat Italia, Ferrari and Maserati to present a range of events. The organisation has delivered Miss Universe WA since 2009. The event is sanctioned and supported by Miss Universe International Pty Ltd.

In 2016 organisers introduced the Miss West Coast pageant which was previously held in WA until 1968.

Summary of Event:

The Miss West Coast – Miss Universe Registration Day is to be held on Saturday 29 October from 12.00 noon to 4.00pm. The event is the official launch of the Miss West Coast program in which the top 70 contestants are chosen from over 400 entrants across Western Australia.

The event is the registration for, and the first in the series of lead up events to, Miss Universe 2017. The event will take place on the Forrest Place stage with females aged between 17 and 27 parading before a panel of judges, hoping to secure a place in the top 70. The ultimate winner of Miss West Coast goes on to compete in Miss Universe Australia.

As well as the parade component, a DJ will provide live entertainment and organisers will hand out gift bags to event attendees. On stage workshops will also be held over the course of the afternoon.

Organisers advise that over the past five years the event has attracted more than 400 entrants annually, as well as between 3,000 and 5,000 spectators. Previous winners of the Miss Universe WA competition have gone on to be crowned Miss Universe Australia at the national finals.

In 2015 the global Miss Universe property was purchased by IMG. This international change in management caused a delay to local contracting of the event. As a result the Miss Universe 2016 Registration Day experienced a delay of several months. Organisers used this opportunity to revive the Miss West Coast brand and to combine it with Miss Universe Australia as the WA State competition name.

Funding

The total cost of the event is \$68,932. Organisers have requested cash sponsorship of \$25,000 (36% of the total cost of the event). Organisers are also seeking support from corporate sponsors and media partners. Cash sponsorship of \$15,000 (22% of the total event cost) is recommended.

The City has supported the event since 2009. The following table shows the City's previous support for the event:-

Year	Amount
2009	\$10,000
2010	\$10,000
2011	\$25,000
2012	\$20,000
2013	\$25,000
2014	\$18,750
2015	\$20,000

The event received a substantial increase in sponsorship in 2011 as it was held on the Queen's Birthday public holiday for the first time and formed part of the City's retail activation strategy for that day. Sponsorship at that level was conditional on the event being held on a public holiday to attract shoppers into the city. Funding was provided at a lower level in 2014 as the sponsorship round was highly competitive.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Songkran Festival Perth 2015	\$11,760	6,000	\$1.96
<i>Miss Universe Miss West Coast 2017 Registration Day (requested)</i>	<i>\$25,000</i>	<i>5,000</i>	<i>\$5.00</i>
<i>(recommended)</i>	<i>\$15,000</i>		<i>\$3.00</i>

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 (Events):

1. 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 creates vibrancy in the city and adds to entertainment options in the city. The event is unlikely to provide significant economic benefit in the city. As the WA component of a national and international competition it may assist with positioning the city as a city of regional and international significance.

Miss West Coast – Miss Universe Registration Day is expected to attract 400 participants and up to 5,000 attendees. The expected economic output for the event is \$0.76 million. For the recommended sponsorship level of \$15,000 this is a return on investment of 1:51.

2. Encourages use of public spaces.

The event is held in Forrest Place.

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

The event is free to the public to attend. Participants can register for the event free of charge.

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

The Registration Day will, be held exclusively in the city. Heats will be held in regional centres and select suburban areas throughout Western Australia.

5. Benefits to be provided to the City:

Organisers will negotiate the sponsorship benefits for the recommended cash sponsorship of \$15,000.

6. Additional benefits to be provided:

Organisers will provide the following additional benefits for the recommended cash sponsorship of \$25,000:-

- City of Perth signage to be displayed prominently at the event;
- The City of Perth logo to appear on the event website with a hyperlink to the City of Perth website;

- the support of the City of Perth to be acknowledged verbally at the event;
 - the Lord Mayor to be invited to speak at the event;
 - the Lord Mayor to be invited to participate in the event as a judge;
 - the City of Perth logo to be displayed at all events throughout the Miss Universe WA campaign;
 - City of Perth retailers to have an opportunity to provide promotional flyers for the event gift bags handed out to spectators at the event;
 - the support of the City of Perth to be acknowledged in social media in the lead up to and during the Miss Universe WA campaign.
-

Comments:

Miss Universe is an international competition. The Registration Day has been held in the city since its inception in 2009. The event attracts between 3,000 and 5,000 people. The City's support is recognised across the range of Miss West Coast – Miss Universe events held from October 2016 to April 2017. Cash sponsorship of \$15,000 is recommended.

Applicant:	Hellenic Community of WA Inc.
Event:	2016 Greek Glendi Festival
Date and Time:	Sunday 25 September 2016, 11.00am to 9.00pm
Location:	Russell Square
Total Cost of Event:	\$161,000
Sponsorship Requested:	\$40,000
Sponsorship Recommended:	\$25,000

Background on Applicant:

The Hellenic Community of WA Inc. was founded in 1923 and incorporated in 1924. The objective of the organisation is:-

- to promote for and on behalf of its members religious, moral, and intellectual education and learning;
- to give support and participate in welfare, benevolent and charitable causes;
- to foster and enhance relations within the wider community.

Summary of Event:

The 2016 Greek Glendi Festival (Glendi) will be held on Sunday 25 April 2016, from 11.00am to 9.00pm. The event will take place on Russell Square and on Parker Street between Aberdeen and Francis Street.

The Glendi is a free family event focused on providing activities and entertainment for the wider Western Australian community. The event will showcase Greek culture and Hellenic traditions including dancing, food, arts and music from all regions of Greece.

Organiser's state that the aims of the event are:-

- To showcase Hellenic culture and the richness of its traditions;
- To position the Glendi as a 'must do' event on the Perth calendar;
- To be recognised as the most successful festival of its type in Australia;
- To be recognised world-wide for the most participants in the Zorba dance;
- To raise funds for charity.

The event will feature local Greek food and produce available for sale, performances and children's activities. The Glendi will also include a large scale Zorba dance with participants registering online to take part and paying an entry fee, with all proceeds donated to a local charity. Organisers anticipate an attendance of 30,000 to the event.

Organisers plan for the Perth event to grow in scale and to become an annual cultural fixture on the event calendar for Perth. The Hellenic Community of WA believes that the event provides an opportunity for the Greek community to showcase local industries which afford a point of difference to Western Australia, whilst having a strong affiliation with Greek lifestyle, such as seafood, wine and the arts.

The event has the support of several other Greek associations in Perth, including the Cypriot Community of WA Inc., the Castellorizian Association of WA Inc. and the Mytilinian Brotherhood of WA Inc.

The inaugural Greek Glendi was held in 2015 and attracted an estimated 20,000 people to the city.

Funding

The total cost of the event is \$161,000. Organisers have requested cash sponsorship of \$40,000 (25% of the total cost of the event). Cash sponsorship of \$25,000 (15% of the total event cost) is recommended.

Organisers have approached Lotterywest and the Office of Multicultural Interests for funding the event, and will also be approaching corporate sponsors.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Songkran Festival Perth 2015	\$11,760	6,000	\$1.96
Japan Festival 2015	\$8,400	15,000	\$0.56
2016 Greek Glendi Festival (requested)	\$40,000	10,000	\$4.00
(recommended)	\$25,000		\$2.50

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 (Events):

1. 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 with an estimated 30,000 people attending the event. The event will create vibrancy in the city. The event will assist in positioning the city as a city of regional significance, with Greek Glendi Festivals held in Brisbane, Melbourne and Sydney.

The Greek Glendi Festival is expected to attract 10,000 attendees. The expected economic output for the event is \$1.54 million. For the recommended sponsorship level of \$25,000 this is a return on investment of 1:61.

2. Encourages use of public spaces.

The event will be held at Russell Square

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

The event is free to the public to attend. There will be a fee for participants in the Zorba dance, with proceeds donated to charity.

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

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended cash sponsorship of \$25,000:-

- the event to be listed on the Perth City website;
- the City of Perth logo to appear on all promotional material;
- an opportunity for the City to provide signage at the event;
- the support of the City of Perth to be promoted on the event website and on Facebook;
- the Lord Mayor to be invited to speak at the event.

6. Additional benefits to be provided:

Organisers advise that should they receive cash sponsorship at the requested level of \$40,000, the same benefits will apply.

Comments:

The Perth Greek Glendi Festival will increase visitation to the city and increase vibrancy to the city, and is likely to increase economic investment in the city. Cash sponsorship of \$25,000 is recommended for the Perth Greek Glendi Festival based on previous sponsorship levels for events of a similar scale.

Applicant:	Trievents
Event:	Great Bike Ride for Homeless Youth
Date and Time:	Sunday 9 October 2016, 5.30am to 12.00pm
Location:	Elizabeth Quay
Total Cost of Event:	\$407,100
Sponsorship Requested:	\$23,000
Sponsorship Recommended:	\$10,000

Background on Applicant:

The Great Bike Ride for Homeless Youth is owned by the Rotary Club of Perth and run by Trievents on behalf of St John of God Horizon House and Hope for Children.

Trievents has delivered a number of sporting events within the city including the HBF Run for a Reason, The City of Perth Triathlon and the City of Perth Festival of Sport (2011).

Summary of Event:

The Great Bike Ride will be held on Sunday 9 October from 5.30am to 12.00 noon. The event is a family community cycle tour which includes a 10km family ride, a 53km ride and a 98km ride. The ride will start and finish at Elizabeth Quay, and includes a corporate challenge, which aims to encourage city-based businesses to enter teams and drive staff participation.

The ride is a fundraiser generating funds for Hope for Children, Heart Foundation and Horizon House. Participants have the chance to fundraise on behalf of any of the three charities.

The Great Bike Ride was established in 2004 and is modelled on events such as the Sydney to Wollongong (Sydney), Around the Bay (Melbourne) and the London to Brighton (UK).

The event village at Elizabeth Quay will include corporate marquees, a café, bouncy castle, face painters, and live entertainment.

Organisers anticipate that the 2016 event will attract approximately 3,000 riders and 2,000 spectators.

Funding

The total cost of the event is \$407,100. Organisers have requested cash sponsorship of \$23,000 (6% of the total cost of the event). Organisers are also seeking sponsorship from Santos, and additional sponsorship from Corporate organisations for the event. Cash sponsorship of \$10,000 (2.5% of the total cost of the event) is recommended. The following table shows the City's previous support for the event.

Year	Amount
2009	\$20,000
2010	\$20,400
2011	\$20,930
2012	\$21,000
2013	\$21,500
2014	\$16,875
2015	\$21,000

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
City of Perth Triathlon 2016	\$5,000	3,800	\$1.32
<i>Great Bike Ride for Homeless Youth</i> (requested)	\$21,000	5,000	\$4.20
(recommended)	\$10,000		\$2.00

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 (Events):

1. 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 provide a small increase in visitation to the city and create activity in the city. Do to the nature of the event it is unlikely that the event will significantly increase economic investment in the city.

2. Encourages use of public spaces.

The event will start and finish in Elizabeth Quay.

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

There is a registration fee for participants. The event is free for spectators to attend.

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

The event starts and finishes in the City of Perth with the event village and core activities located in the city. Due to the event distances, the ride cannot be held exclusively in the City of Perth.

5. Benefits to be provided to the City:

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

- the City of Perth logo to appear on the event village gantry;
- an opportunity for the City to display signage at the event;
- the City of Perth logo to appear on posters and flyers advertising the event;
- the City of Perth logo to appear on the Sponsors page of the event website with a hyperlink to the City of Perth website;
- the City of Perth logo to appear on the event e-newsletters with a hyperlink to the City of Perth website;
- the support of the City of Perth to be promoted once on social media accounts for the event
- an opportunity for the City of Perth to have a stall at the event village;
- the support of the City of Perth to be verbally acknowledged by the MC at the event;
- a City of Perth 30 second TVC to be displayed on the big screen at the event;
- two free event entries for any of the three event distances, to be offered as promotion on the Visit Perth City website;
- the Lord Mayor, or representative, to be invited to officially start or conclude the event.

6. Additional benefits to be provided:

Organisers will provide the following additional benefits for the requested cash sponsorship of \$21,000:-

- Rights to the event village as “the City of Perth Event Village”;
- the City of Perth crest to appear on all additional event marketing materials;
- an opportunity for the City of Perth to advertise in two event e-newsletters;
- an opportunity for the City to provide content for two event e-newsletter;

- the support of the City of Perth to be promoted with additional posts on social media accounts for the event;
 - three additional free event entries for any of the three event distances, to be offered as promotion on the Visit Perth City website;
 - the City of Perth to have an opportunity to host the annual post-event sponsors function;
 - an opportunity for the City to provide promotional information for participant packs for the event;
 - an opportunity for the City to distribute promotional information at the event;
 - the City of Perth crest to appear on all television commercials produced for the event.
-

Comments:

The Great Bike Ride for Homeless Youth is a mass participation cycling event. The event is unlikely to provide significant economic benefit to the City, but will create vibrancy in the city and offers a high level of sponsorship benefits for the requested sponsorship. Cash sponsorship of \$10,000 is recommended.

Applicant:	Trievents
Event:	Perth 2016 World Masters Athletics Championships, Welcoming Ceremony
Date and Time:	Tuesday 25 October 2016, 6.00pm to 9.00pm
Location:	Elizabeth Quay
Total Cost of Event:	\$122,650
Sponsorship Requested:	\$25,000
Sponsorship Recommended:	\$15,000

Background on Applicant:

Trievents was established in 2001 and since that time has delivered a number of sporting events within the city including the HBF Run for a Reason, The City of Perth Triathlon and the City of Perth Festival of Sport (2011). TriEvents has been contracted by the Local Organising Committee (LOC) to deliver the Perth 2016 World Masters Athletics Championships on behalf of World Masters Athletics and Tourism WA.

Summary of Event:

The Perth 2016 World Masters Athletics Championships (Perth 2016) will be held in Perth from Wednesday 26 October to Sunday 6 November 2016. Organisers have requested cash sponsorship from the City for the Welcoming Ceremony component of the event to be held at Elizabeth Quay on Tuesday 25 October 2016, from 6.00pm to 9.00pm.

Perth 2016 comprises over 60 events including track, jumps, combined and throws events, marathon and half marathon, road race walking and cross-country. The WA Athletics Stadium in Mt Claremont and the Ern Clarke Athletic Centre in Cannington will host the track and field events. Perry Lakes Drive, and the Alderbury and Perry Lakes Reserves will host the road race walking and cross-country, and the marathon and half marathon will be held on the banks of the Swan River.

The night before competition starts, a Welcoming Ceremony will be held at Elizabeth Quay. Approximately 2,000 participants plus spectators will attend, with formalities including an Athletes Parade, Welcome to Country and official speeches followed by a celebration featuring a concert and fireworks. This Welcoming Ceremony will officially open the event and will provide event organisers an opportunity to showcase Perth, WA and Australian culture.

The first World Masters Athletics Championships were held in 1975 and has been held every two years since this date. The event has been held in Australia on only two previous occasions – in Melbourne in 1987 and in Brisbane in 2001, with both events attracting around 5,000 participants.

In 2013 Australian Masters Athletics, in partnership with the Western Australian Government, won the bid to host the 2016 World Masters Athletics Championships in Perth. The delivery of this event is being undertaken by the WMAC Perth 2016 Ltd Local Organising Committee (LOC). The LOC has also partnered with a range of stakeholders to ensure the success of the event. Motive Travel are the official travel partner for the event, and have confirmed bookings for event attendees in at least ten city hotels.

Perth 2016 is expected to attract more than 4,000 athletes and 3,000 supporters from over 80 countries. The Welcoming Ceremony is expected to attract 2,000 participants, 800 of these from interstate, and 2,500 international attendees. Attendees are being encouraged to book accommodation in the City of Perth for ease of transport and the variety of accommodation options. This message is being communicated to participants via the event website and e-newsletters.

Funding

The total cost of the event is \$122,650. Organisers have requested cash sponsorship of \$25,000 (20% of the total cost of the event). Organisers have secured cash sponsorship from Tourism WA. Cash sponsorship of \$15,000 (12% of the total cost of the event) is recommended.

The LOC has partnered with the below stakeholders:

- State Government of WA, including Tourism WA
- Local governments (including the City of Canning)
- TriEvents
- Athletics Australia
- Australian Masters Athletics
- Western Australian Athletics
- Masters Athletics Western Australia
- VenuesWest
- Perth Integrated Health

Organisers are also seeking cash sponsorship from the MRA for the event.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
ASICS Bridges Fun Run 2015	\$6,750	4,500	\$1.50
AustralianSuper Corporate Series Triathlon (recommended)	\$5,000	2,700	\$1.85
<i>Perth 2016 World Masters Athletics Championships, Welcoming Ceremony (requested)</i>	<i>\$25,000</i>	<i>5,000</i>	<i>\$5.00</i>
<i>(recommended)</i>	<i>\$15,000</i>		<i>\$3.00</i>

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 (Events):

1. **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 is an international event and will attract an international visitation to the City. Based the projected attendance the expected economic output for the entire 13 day event is \$25.95M. Based on the recommended sponsorship level of \$15,000, the Return on Investment for the City entire event would be 1:1730.

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

The event will be held in Elizabeth Quay.

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

The event is free for the public to attend.

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

Elements of the Perth 2016 World Masters Athletics Championships will be held in various locations including the Athletics Stadium in Claremont, Cannington, and UWA. The Opening Ceremony of the event will be held exclusively in the city.

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

Organisers will provide the following benefits for the recommended sponsorship of \$15,000:-

Organisers are offering Presentation Rights to the Welcoming Ceremony, to be known as 'Perth 2016 Welcoming Ceremony, presented by the City of Perth'. It should be noted that the event name is subject to change, pending a sponsorship proposal with the MRA, and this may become co-presentation rights.

- the City of Perth will be provided with Presentation Rights to the Welcoming Ceremony, to be known as the 'Perth 2016 Welcoming Ceremony, Presented by the City of Perth'.
- Presentation rights will be acknowledged at all times, both verbally and in print.
- as Presentation Sponsor, the City of Perth will receive the following benefits in recognition of their support both at the Welcoming Ceremony as well as during the World Masters Athletics Championships themselves:
 - significant signage opportunities will be provided at the Welcoming Ceremony, including on or surrounding the stage used for official speeches;
 - advertising space in the competitor handbook received in all participant welcome packs;
 - Television advertising on the big screen at the WA Athletics Stadium;
 - Branding on the event website homepage with hyperlink to the City of Perth website (or other, as agreed);
 - Branding on the Sponsors page of the event website with hyperlinks;
 - Opportunity to provide content, news or promotions for the event website;
 - Opportunity to access the event's social media accounts for City of Perth promotions on a minimum of one occasion in the lead-up to the event;
 - City of Perth crest and imagery from the Welcoming Ceremony to appear on the event YouTube clip produced following the event and watched by a global audience
 - Branding on the event e-newsletters with a hyperlink to the Sponsors page of the event website
 - One opportunity to advertise the City of Perth in the event e-newsletter
 - A minimum of one further opportunity to provide promotional content for the event e-newsletter.
- the City of Perth will be invited to provide video content for the one minute segment on 'the city' which will be viewed by all attendees at the start of formalities;
- the City of Perth will be provided the opportunity or to conduct roving promotions (subject to approval)
- the City of Perth will be acknowledged as a sponsor in official speeches
- the Lord Mayor or representative will be invited to speak at the event.
- an invitation will be extended for the City of Perth to participate in medal ceremony presentations during the World Masters Athletics Championships;
- the City of Perth will have the opportunity to provide coupons, promotional information or gifts to all participants and/or officials and volunteers through information pack;

- the City of Perth will have the right to use the event logo for promotion, advertising or other marketing purposes (subject to approval).
- the City of Perth will be given the opportunity to share media and to participate in sponsor-related and media activities
- the City of Perth will be provided with exhibition space at the WA Athletics Stadium for the duration of the World Masters Athletics Championships (26 Oct – 6 Nov 2016).
- Perth 2016 will work with the City of Perth to promote participation in the event by City of Perth staff as competitors, volunteers or spectators.
- the City of Perth will have the opportunity to provide prizes for media or event promotions.
- the City of Perth will be provided with access to event photos for use in promotional materials.

6. Additional benefits to be provided:

Organisers will provide the following additional benefits for the requested cash sponsorship of \$25,000:-

- the City of Perth will be provided the opportunity to have a promotional or retail marquee at the event; and
- the City of Perth will receive verbal acknowledgement as a sponsor of the World Masters Athletics Championships by way of MC announcements broadcast at each venue.

Comments:

The Perth 2016 World Masters Athletics Championships have an international profile and will attract international visitation to the city. 2016 will be the third time that the event will be held in Australia. Attendees to the event have been confirmed for at least ten city hotels. The 13 day event is expected to generate an economic output of \$25.95M. Based on the recommended sponsorship level of \$15,000, the ROI for the City on the Welcoming Ceremony would be 1:78, and for the entire event would be 1:1730. Cash sponsorship of \$15,000 is recommended for the Welcoming Ceremony for the event.

Applicant:	Italian Chamber of Commerce and Industry in Australia - Perth
Event:	Festival Italia
Date and Time:	Saturday 10 September to Sunday 11 September, 10.00am to 9.00pm
Location:	Perth Town Hall
Total Cost of Event:	\$89,758
Sponsorship Requested:	\$11,008
Sponsorship Recommended:	\$4,750

Background on Applicant:

The Italian Chamber of Commerce and Industry in Australia – Perth (ICCI) has been operating for 26 years. The organisation aims to promote trade links between Italy and Western Australia, and to cater for the interests of business people within and outside the local Italian community.

The Chamber promotes understanding, communication and joint ventures between businesses in Italy and Australia, particularly in Western Australia, and provides services that facilitate business transactions i.e. feasibility studies, contacts, trade fairs, etc. It encourages trade delegations to visit Western Australia and vice-versa, collating information concerning all business interests and matters to be equally distributed among all members.

Summary of Event:

The ICCI will present the Perth Italian Wine and Food Festival to be held on Saturday 10 and Sunday 11 September 2016, from 11.00am to 9.00pm at the Perth Town Hall. The event is a two day festival celebrating Italian wine, food and culture.

The Festival is targeted at both a trade audience and to the general public. The event is split into four sessions:-

- Trade and Media;
- Saturday Lunch;
- Saturday Dinner;
- Sunday all Day;

The event will include a Festival Tasting Hall and a Food Market, Food Talks by journalists and industry experts, Wine Classes, Cooking Demonstrations and A Festival Alfresco lounge area with entertainment.

Organisers advise that side events will be held during the Festival weekend and in the week leading up to it.

The event is ticketed with prices as follows:-

Session	Early Bird	Pre-purchase	Door Price
Saturday Lunch	\$30.00	\$35.00	\$40.00
Saturday Dinner	\$30.00	\$35.00	\$40.00
Sunday All Day	\$40.00	\$45.00	\$50.00

Tickets include access to the Festival Tasting Hall (with a Tasting glass and 5 tastings), the Food Market (with free sampling), cooking demonstrations, Food Talks and the Festival Alfresco area.

The event was first held in 2015 as a one day festival. It attracted an attendance of 1,000 at the event. In addition, the City facilitated attendance at the event by a delegation of producers and officials from the City's Sister City of Vasto, Italy.

Through the event the ICCI aims to make Italian wine more accessible and to showcase Italian modern food and traditional cooking methods to Western Australia. Organisers anticipate an attendance of 750 at the event.

Funding

The total cost of the event is \$89,578. Organisers have requested cash sponsorship of \$11,008 (12% of the total event cost). Costs have been requested to cover the hire of Perth Town Hall for the event (\$4,750) and for security/cleaning for the Perth Town Hall (\$6,258). Organisers are also seeking support from private sponsors. Cash sponsorship of \$4,750 to cover the hire of Perth Town Hall is recommended. This is 5% of the total event cost.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Japan Festival 2015	\$8,400	15,000	\$0.56
Songkran Festival Perth 2015	\$11,760	6,000	\$1.96
<i>Perth Italian Wine and Food Festival (requested)</i>	<i>\$11,008</i>	<i>1,800</i>	<i>\$10.92</i>
<i>(recommended)</i>	<i>\$4,750</i>		<i>\$2.64</i>

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 (Events):

1. **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 provide a small increase in visitation to the city and may increase economic investment in the city. Several city businesses and food and beverage suppliers will be showcased at the event.

2. Encourages use of public spaces.

The Perth Town Hall does not meet the City's criteria of a public outdoor space, however it is a space owned by the City which is open to the public to enter.

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

The event is ticketed with prices ranging from \$30.00 to \$50.00. Food and beverages will be available for purchase.

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

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended cash sponsorship of \$4,750:-

6. Additional benefits to be provided:

Organisers will provide the following additional benefits for the requested cash sponsorship of \$11,008:-

- the City of Perth logo to appear on all promotional material;
- the support of the City of Perth to be acknowledged on the event website;
- the support of the City of Perth to be acknowledged on the event social media;
- The Lord Mayor, or representative, to be invited to speak at the event.

Comments:

The event does not meet the objective of the Event Sponsorship Policy as it is not free or low cost to the public to attend. However the event may provide some economic benefit for some business and food and beverage providers

located in the city. Cash sponsorship of \$4,750 is recommended for the event to cover the cost of the hire of Perth Town Hall.

Applicant:	Brookfield Property Partners
Event:	Winter Light Festival
Date and Time:	Thursday 7 July to Sunday 7 August, 6.00pm to Midnight
Location:	Brookfield Place
Total Cost of Event:	\$270,000
Sponsorship Requested:	\$20,000
Sponsorship Recommended:	\$20,000

Background on Applicant:

Brookfield Office Properties (Brookfield) is a commercial real estate corporation that owns, manages and develops assets around the world. They are the largest commercial landlord in Perth and own Brookfield Place - a commercial development located at 125 St Georges Terrace.

Brookfield Place includes a 45 level office tower and a food and fashion precinct, with some businesses located in heritage buildings within the precinct. The total precinct comprises an area of 86,000 square metres. BHP Billiton is the anchor tenant of the precinct, leasing an area of over 75,000 square metres.

Brookfield has presented the Winter Light Festival since 2012 with projections onto the heritage buildings along St Georges Terrace.

Summary of Event:

Brookfield has requested cash sponsorship of \$20,000 for the Winter Light Festival to be held from Thursday 7 July to Sunday 7 August 2016, from 6.00pm to 12 midnight.

The Winter Light Festival is a four week festival of light projections and activations aiming to enhance the public space surrounding Brookfield Place. Brookfield will seek five local and national artists to create work for the Festival. Previous festivals have featured the work of Lux events, Electric Canvas and Tom Muller.

In 2016 the Winter Light Festival event will feature over 2,300 square metres of light projections lighting up Newspaper House, Royal Insurance Building, WA Trustees, Perth Technical College and Old Perth Boys School. Throughout Brookfield Place, light installations by artists will activate the public spaces including interactive digital displays. For the first time Main Square, between tower 1 and 2 will feature as a significant part of the festival.

Brookfield considers the event to be a smaller version of Sydney's Vivid Festival and Melbourne's White Night, and have plans to grow the event to a similar scale.

The Winter Light Festival was held for the first time in July 2013 after two previous Light Festivals held in September and December 2012. Organisers advise that since its inception, the event has drawn crowds to the City, increasing trade in local bars and restaurants on non-traditional days (Monday – Wednesday). Previous festivals have seen over 15,000 people engaging with the installations. Similar attendance is expected for 2016.

In July 2016 the City of Perth will commission an artist to design the Council House lighting program for three weeks. It is proposed to tie this initiative into the Brookfield Winter Lights Festival with the organisers committed to promoting it across all collateral for their event, should they be successful in securing sponsorship from the City.

Funding

The total cost of the event is \$270,000. Organisers have requested cash sponsorship of \$20,000 (7% of the total cost of the event). This is the recommended level of sponsorship. Organisers are seeking other partners to assist with the cost of presenting the event. Organisers advise that should they be unsuccessful in securing sponsorship from the City, the event would proceed with a limited scope. Brookfield advise that they are contributing significant funding to the project and this funding will support the core artistic product to ensure that the event proceeds. .

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Japan Festival 2015	\$8,400	15,000	\$0.56
<i>Winter Light Festival 2016 (recommended)</i>	<i>\$20,000</i>	<i>15,000</i>	<i>\$1.33</i>

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 (Events):

1. 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 create vibrancy in the city. Organisers believe that the event will increase visitation to the city and increase economic investment in the city.

Based on the projected attendance the expected economic output for the entire 32 day event is \$2.31M. Based on the recommended sponsorship level of \$20,000, the Return on Investment for the City would be 1:115

2. Encourages use of public spaces.

The event is held in Brookfield Place which is a privately owned space. However, the light projections will be visible from St Georges Terrace and other public spaces. Organisers advise that the event is best viewed from St Georges Terrace. There will also be projections on Council House.

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

The event is free to the public.

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

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended cash sponsorship of \$20,000:-

- the City of Perth logo to be included on promotional material for the event including posters, the event program, media releases;
- the support of the City of Perth to be acknowledged in media coverage of the event where possible;
- the support of the City of Perth to be acknowledged in social media for the event;
- the support of the City of Perth to be acknowledged in Brookfield Tower lifts;
- the City of Perth to be verbally acknowledged at the VIP launch event;
- the City of Perth logo to be projected onto the wall at the event;
- the City of Perth Council House commissioned lighting to be promoted on all collateral for the event;
- the Lord Mayor, or representative, to be invited to speak at the launch event.

Comments:

Brookfield's Winter Lights Festival focuses on enhancing Brookfield Place through light focussed activations on the St Georges Terrace side of the heritage buildings in the area. In 2016 the event will extend this activation into Brookfield Place and will work with the City to tie artist commissioned Council House lighting into the event, promoting this as part of the Winter Lights Festival. Cash sponsorship of \$20,000 is recommended.

Applicant:	I14 Association of WA Inc.
Event:	2016/17 International 14ft Skiff Championships
Date and Time:	28 December to 6 January 2017
Location:	Perth Dinghy Sailing Club, Crawley
Total Cost of Event:	\$29,500
Sponsorship Requested:	\$5,000
Sponsorship Recommended:	\$5,000

Background on Applicant:

The I14 Association of WA is a yacht racing association. International 14ft skiff racing is a sailing class for 14ft two-person skiffs. 14ft skiffs have been sailing on the Swan River for over 100 years competing mainly from Perth Dinghy Sailing Club (PDSC).

The WA I14 fleet includes national champions and top ten world rated sailors.

Summary of Event:

The I14 Association of WA Inc. will host the annual National Championships Club from 28 December 2016 to 6 January 2017. The event will be held at the Perth Dinghy Sailing Club in Crawley. This is the only sailing club within the City of Perth Local Government area.

The event will attract approximately 40 boats from around Australia with competitors staying in city hotels. The event will follow on from the world championships which are to be held in France in August 2016, with three WA skiffs attending. The Australian National Championships will be made up of a series of 7 races on points scored to determine an overall national champion.

The regatta will include a program of social activities, including a New Year's Eve Party, presentation night and other events to showcase the City to participating teams and their families. Organisers advise that the Perth leg of the competition is the family highlight in the national circuit.

Sponsor, spectator and media boats will be provided for the event for those wishing to view the action on the water.

Organisers expect 80 participants, including 40 interstate, and 4 international, and approximately 1,000 spectators to attend the event.

Organisers advise that social media is a major factor of the event, and International crews and other skiff classes follow the event through social media.

Funding

The total cost of the event is \$29,500. Organisers have requested cash sponsorship of \$5,000 for the event (17% of the total cost of the event). Organisers have not previously received sponsorship from the City. Organisers advise that should they be unsuccessful in securing sponsorship from the City, the event would continue and they would need to coordinate fundraising to assist with the costs of the event. Cash sponsorship of \$5,000 is recommended for the event.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
2013/14 Sabre Sailing	\$2,000	300	\$6.67
2016/17 <i>International 14ft Skiff Championships (recommended)</i>	\$5,000	1,100	\$4.55

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 (Events):

1. 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 is a national competition and as such will attract national media. In addition the event will be followed on social media by international 14ft skiff competitors. The event is likely to attract up to 5 international participants

2. Encourages use of public spaces.

The event will be held on Perth Water and at the Perth Dinghy Sailing Club.

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

The event is free to the public to attend.

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

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

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

- the City of Perth logo to appear on all publications;
- the support of the City of Perth to be acknowledged on social media for the event;
- an opportunity for the City of Perth to provide content for the four page nationals information publication including:-
 - local retail destinations;
 - city dining options;
 - city accommodation options;
 - family-friendly destination options;
- the Lord Mayor, or representative, to be invited to speak at the Opening Ceremony.

Comments:

The 2016/17 International 14ft Skiff Australian Championships is an event with a national profile which attracts attendance from interstate as well as a small number of international attendees. Cash sponsorship of \$5,000 is recommended on the basis that the City has an opportunity to provide tailored content for the Nationals Information publication with a focus on city accommodation, food and beverage and retail destinations.

Applicant:	WA French Festival Inc.
Event:	Bonjour Perth Festival
Date and Time:	Saturday 22 October 2016, 10.00am to 9.00pm
Location:	Ozone Reserve
Total Cost of Event:	\$105,225
Sponsorship Requested:	\$20,000
Sponsorship Recommended:	\$5,000

Background on Applicant:

WA French Festival Inc. was formed for the purpose of delivering the Bonjour Perth French Festival. The organisation aims to deliver the first French Festival in WA, and to celebrate multiculturalism in Perth by representing the French-speaking community.

Summary of Event:

The Bonjour Perth French Festival is to be held at Ozone Reserve on Saturday 22 October 2016, from 10.00am to 9.00pm. Based around the promotion of French culture to the broader community the event will include:-

- music and artistic performances;
- art exhibitions;
- children's entertainment;
- themed food and beverage stalls;
- a French market place featuring hand made crafts;
- exhibitions space for related businesses;
- cooking demonstrations;
- a French car exhibition.

Organisers anticipate that the event will have about 100 stalls and approximately 15,000 attendees.

The event will be free to the public, however gold coin donations will be encouraged as a charity donation to Path of Hope through the Rotary Club of Perth. Organisers will produce a passport for the event which will be for sale to attendees and will include vouchers offering discounts at festival stalls. \$1 from each passport sold will also be donated to the chosen charity.

The event was first run in 2015 with a larger than anticipated attendance of approximately 12,000 people. The event received strong media coverage and raised more than \$10,000 for charity.

Organisers work closely with the French Embassy and French Consulate to deliver the event.

Funding

The total cost of the event is \$105,225. Organisers have requested cash sponsorship of \$20,000 from the City (19% of the total cost of the event). French Festival in WA Inc. are seeking additional funding from other bodies including Lotterywest, Perth Airport and the Office of Multicultural Interests. Cash sponsorship of \$5,000 (5% of the total cost of the event) is recommended.

The City supported the event in 2015 through CEO delegated authority with cash sponsorship of \$2,000.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Japan Festival 2015	\$8,400	15,000	\$0.56
Songkran Festival 2015	\$10,988	6,000	\$1.83
Bonjour Perth Festival (requested)	\$20,000	15,000	\$1.33
(recommended)	\$5,000		\$0.33

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 (Events):

1. 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 create vibrancy in the city. The event is unlikely to increase economic investment significantly.

2. Encourages use of public spaces.

The event will be held on Ozone Reserve.

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

The event is free to the public to attend. Attendees are encouraged to make a gold coin donation for charity.

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

Organisers are committed to maintaining the event within a City of Perth public space should the City choose to support it.

5. Benefits to be provided to the City:

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

- the City of Perth logo to appear on the sponsors page on the event website;
- the Support of the City of Perth to be acknowledged in media releases for the event;
- the support of the City of Perth to be acknowledged on social media for the event;
- an opportunity for the City to provide signage to be displayed at the event;
- the City of Perth logo to appear on all promotional material for the event, including flyers, posters and banners;
- an opportunity for the City to have a stall at the event.

6. Additional benefits to be provided:

Organisers will provide the following additional benefits for cash sponsorship at the requested level of \$20,000:-

- naming rights to the event;
- preferential logo placement on all publicity material, and the event website;
- additional acknowledgements of the support of the City of Perth on social media for the event;
- the Lord Mayor, or representative, to be invited to officially open the event.

Comments:

Bonjour Perth was first held in 2015 with a larger than anticipated attendance. In 2016 organisers anticipate the event will attract approximately 15,000 people to the City. Whilst the event has a strong attendance, it is unlikely to provide any increase in economic investment in the city. In addition, France is not identified as a key priority area for the City's International Engagement Strategy. Cash sponsorship of \$5,000 is recommended.

Applicant:	Corporate Sports Australia
Event:	Chevron City to Surf for Activ
Date and Time:	Sunday 28 August 2016, 5.00am to 1.00pm
Location:	St Georges Terrace
Total Cost of Event:	\$5,049,212
Sponsorship Requested:	\$35,000
Sponsorship Recommended:	\$20,000

Background on Applicant:

Corporate Sports are an event management organisation for charity and community based mass participation events. Corporate Sports have previously delivered the Freeway Bike Hike and have delivered the City to Surf event for ten years.

Summary of Event:

The 2016 Chevron City to Surf for Activ will be held on Sunday 28 August 2016, from 5.00am to 1.00pm. The City to Surf is a community fun run event which takes participants on a route from the City of Perth to City Beach foreshore.

The event features a number of different categories which participants can enter into:-

- A marathon;
- A half marathon;
- A 12km run;
- A 12km walk;
- A 4km wheelchair race; and
- A 4km walk/run.

The start precinct for the event is located on the intersection of Saint Georges Terrace and William Street. The course travels up St Georges Terrace, past the Barracks Arch, up Kings Park Drive and alongside Kings Park. The course continues through Subiaco, Nedlands (marathon distance) and Cambridge, and finishes at City Beach

Race packs will be available for participants to collect in the week prior to the event at the Perth Convention and Exhibition Centre.

Event proceeds are directed by the Activ Foundation to support people with disabilities within the WA community.

The estimated participation in the event is 40,000. The event attracts interstate and overseas participation. In 2015, the event registered approximately 1,000 interstate and international participants. The official race hotel is the Pan Pacific Hotel in Perth.

The Chevron City to Surf is the second largest official timed race in the Southern Hemisphere, the richest marathon in the Southern hemisphere, the only closed road marathon in the state and the largest mass participation sporting event in the state.

Funding

The City has previously provided the following sponsorship for the event since 2009:-

Year	Amount
2009	\$20,000
2010	\$38,386
2011	\$25,000
2012	\$25,000
2013	\$35,000
2014	\$35,000
2015	\$35,000

The City's sponsorship of the event was increased to \$35,000 in 2013 to assist with increased event costs due to development in the city.

In consideration of potential sponsorship clutter of any major event, Corporate Sports Australia aims to reduce the number of smaller partners and increase the relationship with key partners of the event, including the City of Perth.

The total cost of the event is \$5,049,212. Organisers are requesting cash sponsorship of \$35,000 (1% of the total cost of the event). Cash sponsorship of \$20,000 (less than 1%) is recommended.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
HBF Run for a Reason 2015	\$26,500	28,000	\$0.95
The Color Run Perth 2015	\$25,000	21,000	\$1.19
<i>City to Surf for Activ (requested)</i>	<i>\$35,000</i>	<i>40,000</i>	<i>\$0.88</i>
<i>(recommended)</i>	<i>\$20,000</i>		<i>\$0.50</i>

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 (Events):

1. 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 encourage use of the city's public spaces. Organisers believe that the event increases economic investment in the city through participants visiting local businesses post event, however there are no statistics to support this. The event is a high profile event held in capital cities across the nation and is collectively the largest timed foot race in Australia. The event attracts interstate and international visitation of approximately 1,000 people to Perth. The Pan Pacific Hotel on Adelaide Terrace is the official race hotel of the event.

Organisers have not provided projected economic output for the event. The City's tool for calculating Economic Impact for events (REMPPLAN) is unsuitable to calculate the economic return for this event due to the nature of this event as a half-day event which is not held exclusively in the city.

2. Encourages use of public spaces.

The event will commence on the corner of William Street and St Georges Terrace.

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

The event is free to spectators to attend. There is a registration fee for participants.

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

The event begins in the city, and travels through several local government areas. Race pack collection will be held exclusively in the city. Participants are returned to the city by free shuttle bus after the event.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended cash sponsorship of \$20,000:-

- City of Perth to be recognised as a Supporting Sponsor of the City to Surf.
- the Lord Mayor or City representative will be invited to speak at the start of the event and to participate in starting the 12km event;
- City of Perth Lord Mayor or representative will be invited to participate in live and pre-recorded interview opportunities with tailored interview questions (questions to be provided by City of Perth).
- City of Perth logo to feature in the TV broadcast of the event in targeted signage shots
- first right of refusal for advertising packages attached to TV broadcast is provided to major partners; Chevron, Medibank Private, Rebel, Asics, Channel Nine, Sunday Times/Perth Now, Mix 94.5 and City of Perth;
- the City of Perth logo to appear on media releases, race bibs, print and television advertising;
- an opportunity for the City to provide signage to be displayed prominently at the event, including on the finish chute;
- an opportunity for the City to provide one question for the post-event survey;
- an opportunity for the City to provide content for two eDM's for the event;
- 10% discount provided for all City of Perth residential residents (communication to be disseminated by City of Perth).

6. Additional benefits to be provided:

Organisers advise that should the City choose to support the event with cash sponsorship at the requested level of \$35,000, the benefits will remain the same.

Comments:

The Chevron City to Surf is a high profile event with City to Surf events held across Australian capital cities. Organisers believe the event provides a large economic benefit to the City, however as the event only commences in the City, it is unclear what percentage of event participants return to the City after the event, and if the event provides any significant economic return in this way. Cash sponsorship of \$20,000 is recommended.

Applicant:	CIC Event Management
Event:	UCI Gran Fondo World Championships Perth
Date and Time:	Thursday 1 September – Sunday 4 September, 10.00am to 2.00pm
Location:	Elizabeth Quay start
Total Cost of Event:	\$454,000
Sponsorship Requested:	\$25,000
Sponsorship Recommended:	Decline

Background on Applicant:

CIC Events Management (CIC) was established in 2010 with an initial strategic goal of bringing the Union Cycliste Internationale (UCI) World Final to Perth. CIC is a sporting event management company with a history of managing and presenting a wide range of events, including many high profile cycling events.

Since 2011, CIC has successfully managed UCI World Cycling Tour (UWCT) qualifier events as well as other cycling events such as Velofest, the Woodside Tour de Perth, Race around Rottnest, the Freeway Bike Hike for Asthma and the Avon Descent.

Summary of Event:

CIC has approached the City for Perth for cash sponsorship of the UWCT Gran Fondo World Championships to be held from Thursday 1 to Sunday 4 September 2016.

The event will start at Elizabeth Quay and travel to Perth Hills before returning to Elizabeth Quay to finish.

The UCI World Cycling Tour is a series of cycling races held globally. These events are sanctioned by the Union Cycliste Internationale. A series of thirteen qualifier events are held all over the world, including the Perth qualifier event which was presented in March 2016. Within the qualifying event there are eight age categories which cyclists are separated into; 19 – 34, 35 – 39, 40 – 44, 45 – 49, 50 – 54, 55-59, 60-64 and 65+.

The top 25% from each of these age categories are eligible for the Amateur Road World Championships or the UCI Gran Fondo World Championships which in 2016 will be held in Perth.

Organisers anticipate that between 1200 and 1500 riders will participate in the event. 400 riders plus support teams are expected to come from

interstate, and 300 riders and their teams attend internationally. Between 5,000 and 8,000 spectators are expected to attend. The total projected attendance is 9,500.

Perth Qualifier

The qualifying event was held in Perth in March 2016 and caused traffic management problems, resulting in complaints from participants and visitors. City of Perth Approvals Services advise that the majority of event information was not supplied to the City or the major stakeholders in a timely manner, and therefore put undue pressure on the officers dealing with this event. This led to the City not being able to process plans correctly which caused significant problems for road users, the WA Police and transport organisations. In addition several important documents lacked vital information.

Additional equipment was placed on the City assets, contrary to site plans and information supplied, and event information supplied to local businesses was insufficient, especially with the entry / exit times for the traders at Barrack Square. The number of variable message boards (VMB) shown on the traffic management plans did not tally with the number actually used on the roads, this resulted in mass confusion as vital information could not be passed onto to road users. The "City Bus Port" became grid locked after the event as the City roads struggled to cope with the peak hour traffic, not helped with lack of VMB's.

In effect the Organisers failed to plan properly and as result impacted negatively on all the key stakeholders involved in the event requiring a complete review of the course for the September component of the event.

Funding

The total cost of the event is \$454,000. Organisers have requested cash sponsorship of \$25,000 (6% of the total cost of the event). In 2012 the City provided cash sponsorship of \$20,000 for the 2013 Qualifier event. Organisers have secured sponsorship from Tourism WA, MRA and the Shire of Kalamunda for the event. Organisers advise that should they be unsuccessful in securing funding from the City, the event will still proceed. It is recommended that cash sponsorship is declined for this event.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Santos Great Bike Ride for Homeless Youth 2015	\$21,000	5,000	\$4.20
<i>UCI Gran Fondo World Championships Perth (requested)</i>	\$25,000	9,000	\$2.77

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 / No
--	----------

Assessment of Application (Events):

1. 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.

As part of a world series, the event has a significant profile in the Cycling Community. The event will increase visitation to the City and with international competitors attending the event, will increase economic benefit in the city.

Based the projected attendance the expected economic output for the 4 day event is \$0.93M.

2. Encourages use of public spaces.

The event will start and finish in Elizabeth Quay.

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

The event is free for spectators to attend.

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

The event will start and finish in the city. Due to the distance of the event, it will travel through the outer suburbs and Perth Hills before returning to the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the requested cash sponsorship of \$25,000:-

- the City of Perth to receive naming rights to the Team Relay as the “City of Perth Teams Relay World Championship”
- an opportunity for the City to provide an item for inclusion in the participants race pack;
- the support of the City of Perth to be acknowledged in website articles and three e-news posts;
- the support of the city of Perth to be acknowledged prominently through event social media;

- the City of Perth logo to appear on event collateral including the race guide and other promotional items;
 - an opportunity for the City to provide CCB signage throughout the event course including the Start Chute;
 - an opportunity for the City to have naming rights to a component of the race course (ie City of Perth Bridge”) with exclusive branding;
 - the Lord Mayor, or representative, to be invited to speak at the event launch;
 - the Lord Mayor, or representative, to be invited to start the Teams Relay on Friday 2 September;
 - the Lord Mayor, or representative, to be invited to officially welcome all visitors to the City of Perth;
 - the Lord Mayor, or representative, to be invited to participate in the Time Trial and Road Race medal ceremony.
-

Comments:

The UWCT Gran Fondo is an International Cycle Race. The Qualifier event was held in March 2016 and received complaints both from participants and from the general public who were stuck in traffic due to road closures. The event commences and finishes at Elizabeth Quay. It is recommended that cash sponsorship is declined for this event due to the poor organisation of the qualifier event and concerns over supporting an event in the same series.

Applicant:	Perth Upmarket
Event:	Perth Upmarket
Date and Time:	Sunday 18 September 2016 and Sunday 27 November 2016, 10.00am to 4.00pm
Location:	UWA
Total Cost of Event:	\$97,500
Sponsorship Requested:	\$10,000
Sponsorship Recommended:	\$5,000

Background on Applicant:

Perth Upmarket was founded by Justine Barsley in 2008. The organisation aims to present a quarterly market for original and hand crafted wares. The market brings together over 200 artists, designers, craftsman and gourmets in one space. All products found at Perth Upmarket are designed or made in Western Australia. In addition to the quarterly events, the Perth Upmarket team also runs two Wedding Upmarkets each year and pop-up events across Western Australia.

Summary of Event:

Perth Upmarket will be held on Sunday 18 September and Sunday 27 November 2016, from 10.00am to 4.00pm.

The event is a large market which operates in Winthrop Hall, in the undercroft and out on the grounds around Winthrop Hall at the University of Western Australia (UWA). The market sells locally designed and/or made craft, clothing, jewellery, home and giftwares. This offering is complemented by locally produced gourmet food.

Each market has between 150 and 200 designers/ producers who operate within the creative industries.

Perth Upmarket has been operating since 2008. It was held at the Perth Town Hall from 2008 to 2010. In 2010 the event moved to UWA due to the size of the event. Justine Barsley, founder, was awarded the 40 under 40 award in 2012.

Perth Upmarket has a creative community of over 1,000 small businesses, over 50,000 shoppers annually, and a social media following of over 40,000. The organisation has a positive impact on many small businesses and many of them rely on this event to sell their wares.

Perth Upmarket has partnered with the Starlight Children’s Foundation since its inception in 2008. Since 2008, the organisation has raised over \$32,000 in donations for the charity.

Funding

The total cost of the event is \$97,500. Organisers have requested cash sponsorship of \$10,000 (10% of the total cost of the event) for the event (\$5,000 per market for two markets). Upmarket has previously partnered with the City of Subiaco, this arrangement expired in December 2015. The University of WA is currently a partner of the event (until June 2016). Organisers will seek other sponsors of the event pending the outcome of this request for sponsorship. Cash sponsorship of \$7,500 (8% of the total cost of the event) is recommended.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Young Butchers Picnic 2015	\$20,000	10,000	\$2.00
Perth Upmarket (requested)	\$10,000	12,000	\$0.83
(recommended)	\$7,500		\$0.63

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 / No

Assessment of Application (Events):

1. 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.

Perth Upmarket is the largest and highest profile handmade market in Western Australia. Each market attracts an attendance of between 10,000 and 15,000 visitors. The event creates vibrancy in the City and will show the City’s support for events in a precinct new to the City of Perth.

2. Encourages use of public spaces.

Whilst the University of WA is a privately owned space, it is open to the public to attend at any time.

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

The event is free to the public to attend.

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

The event will be held exclusively at UWA which falls under the City of Perth under the City of Perth Act.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended sponsorship of \$7,500:-

- the City of Perth logo to be included on promotional material including:-
 - the event website;
 - the roadside banner outside the University of Western Australia prior to each event;
 - all print materials including promotional postcards, posters, print media ads and maps;
 - all press releases;
 - all email marketing for the event.

6. Additional benefits to be provided:

Organisers advise that no additional benefits will be provided for cash sponsorship at the recommended level of \$10,000.

Comments:

Perth Upmarket will be held at the University of Western Australia. As a space which is due to come under the City of Perth Local Government Area, support of this event extends the geographical reach of the City's portfolio of events. In addition the event itself assists many creative industries practitioners to present and grow their businesses. Total cash sponsorship of \$7,500 is recommended for the two events.

ITEM NO: 6

ARTS AND CULTURAL SPONSORSHIP 2016/17 – ROUND ONE ASSESSMENT

RECOMMENDATION: (APPROVAL)

That Council, subject to the approval of the 2016/17 Budget, approves \$74,250 (excluding GST) for Round One Arts and Cultural Sponsorship 2016/17 as follows:

- 1. Arts Projects – Round One:**
 - 1.1 Mandorla Centre for Inner Peace, \$5,000;**
- 2. Creative Community Projects – Round One:**
 - 2.1 Centre for Stories, \$6,000;**
 - 2.2 Nulsen Disability Services, \$8,250;**
 - 2.3 State Library of Western Australia Foundation, \$5,000;**
 - 2.4 St George’s Cathedral Foundation for the Arts, \$5,000;**
 - 2.5 Let’s Make Games, \$10,000;**
 - 2.6 Perth Symphony Orchestra, \$5,000;**
- 3. Arts and Cultural Sponsorship – Round One:**
 - 3.1 Revelation Perth International Film Festival, \$20,000;**
 - 3.2 Ausdance, CO3, Performing Lines collective, \$10,000.**

BACKGROUND:

FILE REFERENCE: P1032434#05
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 21 April 2016
MAP / SCHEDULE: Schedule 2 – 2016/17 Arts & Cultural Sponsorship
Round One Assessment Report

The Arts and Cultural Sponsorship Program supports the production and presentation of arts and cultural activities that engage city visitors and add vibrancy to city venues and public spaces.

Arts and culture contributes to the creation of an international and nationally recognisable identity for this State's capital city. Arts and cultural activities are an expression of our shared cultural identity, enhance quality of life, increase the vitality of the city and contribute to the economy.

A proposed budget allocation of \$1,440,000 (excluding GST) for the Arts and Cultural Sponsorship Program is included in the 2016/17 Council Budget. This amount includes a provision of \$145,000 to be administered within two six month project rounds to support activities that meet the objectives of one of three categories: Arts Projects, Creative Community and Sponsorship (Project/Program).

The City of Perth invites applications in February and September each year from applicants that propose innovative activities for which arts and culture is the primary purpose.

Arts and Creative Community project grants support the presentation and production of arts and cultural projects that facilitate the public's access to and participation in the city's cultural life.

Applications are assessed against the established eligibility criteria. Recommendations are based on assessment of the application against the category objectives and assessment criteria, and a comparative analysis against other applications within the same category.

Proposals are considered on the merit of each application. Applicants that have successfully received support in the past are advised that they should have no expectation that future projects will also be supported.

This Arts & Cultural Sponsorship Rounds consider:

Arts Project Grants

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

Creative Communities Project Grants

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

Arts and Cultural Sponsorship (Project/Program)

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

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

Policy

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

DETAILS

This report summarises the assessment of applications received in Round One 2016/17 and provides recommendations for support.

Eligibility

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

Policy 18.8 establishes the criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy's objectives and selection criteria as follows:

Applicant Assessment Criteria

The applicant must be:

- i. an Australian legally constituted association or small business; or
- ii. an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association or company.

The applicant must not be:

- i. a government authority, agency or department.
- ii. a City of Perth staff member
- iii. an applicant that has previously presented unsatisfactory or incomplete reports.
- iv. an applicants that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.
- v. an applicant that has outstanding debts to the City of Perth.

Project Eligibility Criteria

The project must:

- i. provide a public outcome within the City of Perth boundaries; and
- ii. occur within the specified timeframe.

The project must not be:

- i. for profit or commercial purposes.
- ii. for fundraising.
- iii. an award ceremony or industry specific presentation.
- iv. training, workshops, research or professional development.

All applicants in this round were considered eligible for support. Four projects included ineligible components (awards). It was determined that three of those projects could be assessed on their merit as public visual art exhibitions. The fourth, a film competition was assessed on the program as a whole (Latino Film Festival).

Application Assessment

A three person assessment panel comprised of officers within the Business Support & Sponsorship and Arts, Culture & Heritage Business Units, considered the applications independently prior to a joint panel assessment meeting on Monday, 14 March 2016. The panel's recommendations have been consolidated and the applications ranked by the degree to which they meet the program assessment criteria.

The proposed activities are presented to the Committee for consideration as per the attached assessment report and outlined in the following table.

Arts Project Grants – Total Annual Proposed Budget \$50,000			
Applicant	Project	Amount Requested	Amount Recommended
Mandorla Centre for Inner Peace	Mandorla Art Award	\$8,000	\$5,000
Mr Ronald Thomas	Twilight Chamber Music Concerts	\$10,000	\$0
Total Proposed Arts Project Grants Round 1		\$18,000	\$5,000

Creative Community Project Grants – Total Annual Proposed Budget \$45,000			
Applicant	Project	Amount Requested	Amount Recommended
Centre for Stories	Australian Short Story Festival	\$8,860	\$6,000
Nulsen Disability Services	As We Are Art Award	\$10,000	\$8,250
State Library of Western Australia Foundation	Disrupted: Festival of Ideas 2016	\$10,000	\$5,000
St George's Cathedral Foundation for the Arts	St George's Art Award 2016	\$5,000	\$5,000
Let's Make Games	Perth Games Festival	\$10,000	\$10,000
Perth Symphony Orchestra	Heritage Series featuring Perth Symphony Orchestra	\$9,000	\$5,000
WA Poets Inc.	Perth Poetry Festival	\$7,059	\$0
Cinema & Cultural Latino Americana	2016 Latino Film Festival	\$7,800	\$0
Total Proposed Creative Community Project Grants Round 1		\$67,719	\$39,250

Sponsorship (Project/Program) – Total Annual Proposed Budget \$50,000			
Applicant	Project	Amount Requested	Amount Recommended
Revelation Perth International Film Festival	Revelation Perth International Film Festival	\$20,000	\$20,000
Ausdance, CO3, Performing Lines collective	MoveMe Festival	\$20,000	\$10,000
Mr Ivan Motherway	Beckett Fest – Happy Days & Endgame	\$20,000	\$0
Total Proposed Sponsorship (Project/Program) Round 1		\$60,000	\$30,000

SUMMARY

The City of Perth received 13 applications in Round One, including four applications from new applicants. The total amount requested was \$145,719, with estimated total project costs of \$1,805,551. The average contribution requested by applicants was 17% of the total project cost. Based on the recommendation for each supported project the average City of Perth contribution is 5% of the total project budget.

Round One was advertised in the Guardian Express, The West Australian and Voice News newspapers and through the City's social media channels. The round was also advertised on the City's website and included an invitation for interested parties to attend one of three Arts & Cultural Sponsorship information sessions.

In addition, new applicants were invited to meet with the Sponsorship Officer to discuss their proposal. The Sponsorship Officer provided advice and support to the applicants, and as a result those applicants were considered to have provided above average responses, demonstrating the projects meet the assessment criteria. As a result, all four new applicants have been recommended for support.

The City of Perth consistently receives more sponsorship requests that it can accommodate. Nine applications are recommended for support and four applications are recommended for decline in this round representing a success rate of 69%. A total of \$74,250 is recommended for sponsorship in Round One.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA (2016/17 Budget) BUDGET ITEM
BUDGETED AMOUNT:	\$1,440,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$74,250
BALANCE:	\$1,365,750

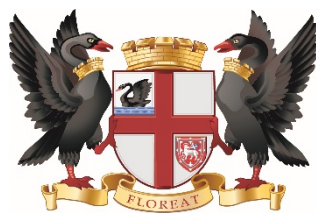
All figures quoted in this report are exclusive of GST

COMMENTS:

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

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

The proposed projects are representative of a broad range of arts and cultural activity and appeal to diverse audiences many of which encourage non-artists to participate in cultural activity. These projects include visual art exhibitions, community festivals, and a film festival.



CITY of PERTH

2016/17

Arts & Cultural Sponsorship Program

Round One

Assessment Report

OVERVIEW

The applicants contained within this report have applied for Arts & Cultural Sponsorship in Round One 2016/17, for projects with a public outcome occurring between 1 July 2016 and 31 December 2016.

The applications were considered by a three member assessment panel from the Arts, Culture & Heritage and Business Support & Sponsorship Units. The assessment process included analysis of the application responses against the established objectives, eligibility and assessment criteria. Applicants were also invited to submit support materials.

The applications were ranked by the extent to which the stated responses meet the program objectives and assessment criteria of one of three categories. Within each category, the applications are listed according to assessment results from highest to lowest ranking.

A total of thirteen applications were received with nine applications having been recommended for support representing 42 days of programming over four months. Based on the City’s tool for calculating economic impact of events (REMPPLAN) the total economic benefit the recommended projects deliver to the local economy is estimated to be \$3,267,000.

Four proposals did not adequately meet the objectives and/or assessment criteria and are therefore not recommended for sponsorship.


ACTIVATION PERIODS

July 2016						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

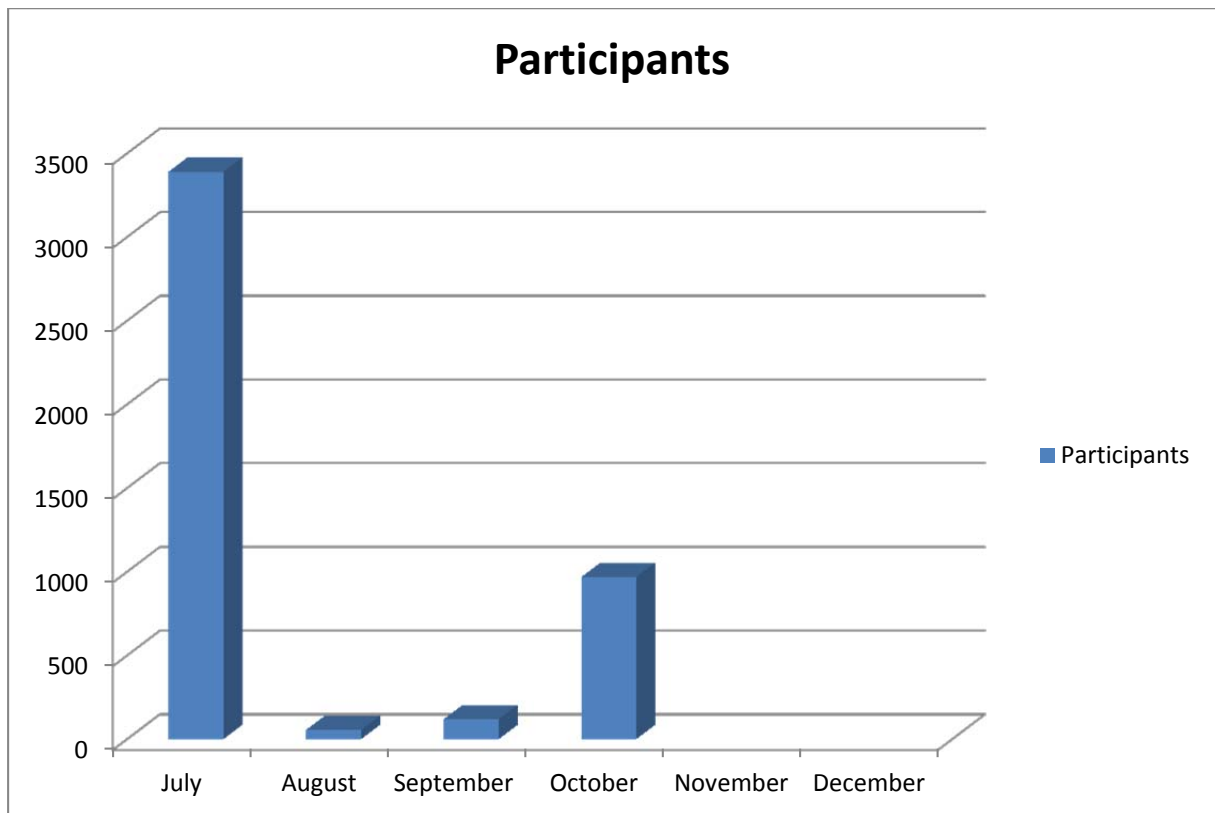
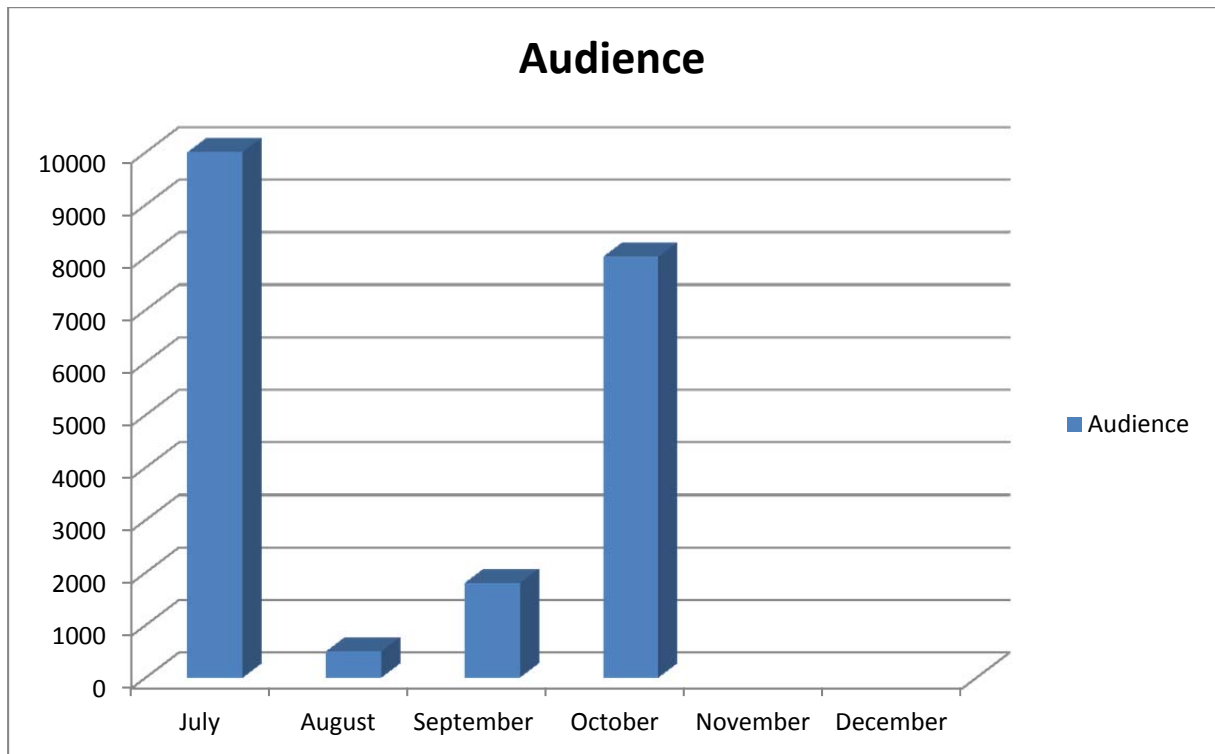
August 2016						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September 2016						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October 2016						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

 Represents days recommended activities are presented within the City of Perth

Through this round of arts and cultural sponsorship, approximately 20,310 visitors are expected to attend arts and cultural activities in the city and 4,535 people will participate in arts and cultural activities in city spaces. The months of July and October have been identified as peak months of arts and cultural activity.



ARTS PROJECTS

ITEM	APPLICANT	ACTIVITY	PAGE
1	Mandorla Centre for Inner Peace	Mandorla Art Award	6
2	Mr Ronald Thomas	Twilight Chamber Music Concerts	10

CREATIVE COMMUNITY

3	Centre for Stories	Australian Short Story Festival	15
4	Nulsen Disability Services	As We Are Art Award	20
5	State Library of WA Foundation	Disrupted: Festival of Ideas 2016	24
6	St George's Cathedral Foundation for the Arts	St George's Art Award	28
7	Let's Make Games Inc.	Perth Games Festival	32
8	Perth Symphony Orchestra	Heritage Series featuring PCO	36
9	WA Poets Inc.	Perth Poetry Festival	40
10	Cinema Cultural Latino Americana Inc.	2016 Latino Film Festival	45

SPONSORSHIP

11	Revelation Perth International Film Festival	Revelation Perth International Film Festival	50
12	Ausdance, CO3, Performing Lines "Moveme Festival Collective"	Moveme Festival	56
13	Mr Ivan Motherway	Beckettfest – Happy Days & Endgame	61

ARTS PROJECTS ROUND 1 2016/17

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

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

Assessment Criteria

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

ITEM 1

Applicant	Mandorla Centre for Inner Peace
Project	Mandorla Art Award
Artform	Visual Arts
Location	Linton & Kay Gallery
Dates	15 July – 24 July
Attendance	1,000
Participants	50
Total Budget	\$124,050
Amount Requested	\$8,000
Recommended	\$5,000

BACKGROUND:

Mandorla Centre for Inner Peace Inc. is a not-for-profit incorporated association. Registered in 1991, the organisation was created to present the biennial *Mandorla Art Award*, an exhibition of artwork that responds to a Christian theme. The committee comprises of representatives from various Christian denominations and the exhibition curator.

The *Mandorla Art Award* for contemporary religious art is Australia's most significant thematic Christian art prize, attracting some of the country's finest artists since its 1985 inception.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

DETAILS:

Project Summary

Mandorla Centre for Inner Peace will present the *Mandorla Art Award*, a prestigious biennial exhibition and award program presented in a nine day exhibition open to the general public.

The award offers a \$25,000 major prize, the applicant has demonstrated that the prize is sponsored in its entirety by St John of God Health Care. Two High Commendation awards are sponsored by the Catholic Archdiocese in Perth and the Uniting Church in the City.

Artists are asked to respond to a prescribed criteria that includes response to the theme, Impact – visual and aesthetic, or including anti-aesthetic, Creativity; readings; within a contextual/conceptual/technical/interpretive framework; Technical Skills – selection and application of media and Compliance with terms and conditions of entry.

Up to 40 artworks are selected by a highly qualified panel comprised of Jenepher Duncan, Curator Contemporary Australian Art at The Art Gallery of WA, Helen Carrol-Fairhall, Curator Wesfarmers Collection of Australian Art and Rev Ryan Green, Priest of the Anglican Archdiocese, for the exhibition at Linton & Kay Galleries.

A final judging panel comprised of Ted Snell, Director UWA Cultural Precinct, Petra Kayser, Curator Department of Prints and Drawings National Gallery of Victoria and Rev Dr Tom Elich, Director Liturgy Brisbane and Parish Priest in Bulimba selects the award finalists.

The *Mandorla Art Award* is an acquisitive art prize, the winning art works become part of the Mandorla permanent collection, kept in trust at the New Norcia Museum and Art Gallery of WA. In addition, following the exhibition, a selection of artworks will be exhibited at St John of God Health Campuses throughout WA.

The exhibition is complemented by a schools program, currently in development.

Times and Dates

Day	Date	Time	Activity
Friday	15 July	10:00am – 4:00pm	<i>Exhibition Opening and Awards announced</i>
Saturday	16 July	11:00am – 5:00pm	<i>Exhibition</i>
Sunday	17 July	11:00am – 5:00pm	<i>Exhibition</i>
Monday	18 July	10:00am – 4:00pm	<i>Exhibition</i>
Tuesday	19 July	10:00am – 4:00pm	<i>Exhibition</i>
Wednesday	20 July	10:00am – 4:00pm	<i>Exhibition</i>
Thursday	21 July	10:00am – 4:00pm	<i>Exhibition</i>
Friday	22 July	10:00am – 4:00pm	<i>Exhibition</i>
Saturday	23 July	11:00am – 5:00pm	<i>Exhibition</i>
Sunday	24 July	11:00am – 5:00pm	<i>Exhibition</i>

Venue

Linton & Kay Galleries, St Georges Terrace, Perth

Ticket Prices

The exhibition is free for the public to attend. Participating artists are charged an entry fee of \$50 per artwork.

Past support

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

ASSESSMENT:

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

The project must demonstrate shared objectives as an Arts Project

This project offers a high quality art experience and provides opportunities for Australian artists to explore, develop and strengthen their arts practice. The project provides opportunities for artists to exhibit and sell their work.

The Curator is an experienced professional and has a successful history in delivering art exhibitions such as the Minnowarra Art Awards.

This project will engage a broad audience, and is likely to attract those interested in contemporary arts and religious art. As a significant national art award that enjoys a national profile, the project will enhance the community profile of the City.

The project must be of high artistic quality

Mandorla Art Award attracts high calibre artists from across Australia, past winners include Nigel Hewitt (1991, 1992); Brian McKay (1986, 2002); and Julie Dowling (2000) who was named the most collectible artist in Australia shortly after her win.

Curator Kristy Gough has over 15 years curatorial experience, successfully delivering large exhibitions throughout the Perth metropolitan area for City of Armadale, Town of Bassendean and City of Bayswater.

The applicant has submitted supporting documentation including key personnel biographies, the organisation's constitution and venue hire confirmation in support of the application. These resources indicate that the project is likely to be of high quality.

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

The applicant has provided a letter confirming venue hire from Linton & Kay Galleries. Substantial income (\$75,000) from other sources is confirmed.

The Project has been delivered successfully since 1985, the award has a positive profile in the visual arts sector nationally and key personnel are experienced.

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

The applicant has provided a detailed project budget and demonstrated substantial support from many contributors, including St John of God Health Care, Catholic Archdiocese of Perth, Uniting Church in the City, Anglican Church and Bible Society.

All award prizes are sponsored by other supporters, additional income is derived from commission from artwork sales and entry fees (\$50 per artwork).

The recommended level of support represents approximately 4% of the total project budget.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the project (including electronic media);
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth's support on applicant's website;
- verbal announcement at exhibition opening event;
- display of City of Perth signage for the duration of the exhibition (provided by the City of Perth).

COMMENTS:

The recommended level of support is \$5,000 based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives. This recommendation is on par with the average contribution provided by other sponsors.

Mandorla Art Award is a high quality art exhibition with a significant national profile; it provides opportunities for artists to promote their work and raise their profile; and encourages artists to extend their arts practice. The exhibition is free for the public to attend. The project explores a Christian theme that resonates with a broad audience.

It is estimated that a total of 1,000 people will attend the exhibition over a 9 day period. The total economic benefit to the local economy is estimated to be \$170,000.

ITEM 2

Applicant	Ronald Thomas t/a Soloists of Australia
Project	Twilight Chamber Music Concerts
Artform	Chamber Music
Location	Perth Town Hall
Dates	21 July, 18 Aug, 15 Sep, 13 Oct, 3 Nov, 8 Dec
Attendance	800
Participants	4 – 12 each performance
Total Budget	\$22,000
Amount Requested	\$10,000
Recommended	\$0

BACKGROUND:

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

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

Thomas formed the original *Soloists of Australia* in Perth in 1986. *Soloists of Australia* performed at Perth Festival and recorded a number of records between 1986 and 1988. Thomas is re-establishing the ensemble for performances at the Perth Town Hall. Thomas has applied for sponsorship as a sole trader trading as Soloists of Australia.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

DETAILS:

Project Summary

Ronald Thomas will present *Twilight Chamber Music Concerts*, a series of 6 one hour chamber music recitals at the Perth Town Hall.

The applicant is re-establishing the ensemble Soloists of Australia. The original Soloists of Australia was established by the applicant in the 1980's and was an active musical ensemble at that time. Acclaimed musicians Haylie Ecker (Bond String Quartet), Michael Goldschlager (Australian World Orchestra), Doree Dixon (WASO) and David Wickham (WAAPA Lecturer and WAO coach) have confirmed interest in participating in the *Twilight Chamber Music Concerts*.

The application indicates there is a possibility that school workshops will be developed to accompany the concert series. No further information has been provided. Thomas anticipates between 4 and 12 musicians will perform at each concert. A total audience of 800 is anticipated to attend performances.

Times and Dates

Day	Date	Activity
Thursday	21 July 2016	<i>Performance</i>
Thursday	18 August 2016	<i>Performance</i>
Thursday	15 September 2016	<i>Performance</i>
Thursday	13 October 2016	<i>Performance</i>
Wednesday	3 November 2016	<i>Performance</i>
Thursday	8 December 2016	<i>Performance</i>

Venue

Perth Town Hall

Ticket Prices

Audiences will be charged a standard ticket price of \$30 and concession ticket price of \$25.

Past support

Year	Amount	Description of supported project
2015/16	\$6,000	Beethoven Sonatas
2016/17 requested	\$10,000	<i>Twilight Chamber Music Concerts</i>
2016/17 proposed	\$0	<i>Twilight Chamber Music Concerts</i>

ASSESSMENT:

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

The project must demonstrate shared objectives as an Arts Project

Whilst the applicant is an acclaimed musician, the application does not sufficiently demonstrate that the project meets the objectives of the Arts Project category to a satisfactory level.

The application responses did not provide adequate detail to determine the project shares objectives consistent with the category of sponsorship.

In the previous financial year, the applicant received Arts & Cultural Sponsorship for a concert series at Perth Town Hall commencing in April 2016, it is estimated that approximately 35 people attended the first performance, approximately 2/3 less than the expected number.

The panel cites relatively low audience numbers, both anticipated and evidenced, and concerns about the applicants ability to deliver the project as rationale behind the recommendation not to support the project.

The project must be of high artistic quality

An ensemble of high calibre musicians has registered their interest in performing in the concert series. However, at the time of submitting the application, very few have committed to participating.

The applicant has provided a performance schedule that includes Mendelsohn's Octet, Mozart Clarinet Quintet, String trios and Harpsichord and Vivaldi Violin Concerto, and has indicated that only West Australian musicians of an international standard will be invited to play.

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

The panel considers the application to be of low quality. Responses to the application questions are considered inadequate and may indicate the applicant does not demonstrate capacity to deliver the project as described.

The applicant was awarded arts and cultural sponsorship in 2015/16 to present a Beethoven concert series at Perth Town Hall. The first concert of the series on Sunday 10 April was attended by only 35 people. The total anticipated audience of 800 for *Twilight Chamber Music Concerts* (133 per performance) is therefore considered to be unrealistic.

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

The applicant has indicated other income is to be derived from ticket sales (\$12,000). No other cash income sources have been identified. The applicant states that without City of Perth sponsorship the cost of venue hire and marketing cannot be met.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the performance season;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth's support on applicant's website;
- Display of City of Perth signage for the duration of the performance season (provided by the City of Perth).
- Verbal announcement prior to each performance.

COMMENTS:

Based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives, the project is not recommended for sponsorship.

Insufficient application responses, an unrealistic budget, evidence of low attendance and an ill-considered marketing plan support the panel's position that the applicant has not demonstrated capacity to deliver the project.

CREATIVE COMMUNITY PROJECTS 2016/17

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

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

Assessment Criteria (Creative Community Projects)

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

ITEM 3

Applicant	Helm Wood Publishing t/a Centre for Stories
Project	Australian Short Story Festival
Artform	Literature and Performance
Location	Centre for Stories, Northbridge Piazza, State Library of WA, Northside Books, Paper Mountain, Fauna & Flora
Dates	21 October – 23 October
Attendance	760
Participants	1,810
Total Budget	\$118,509
Amount Requested	\$8,860
Recommended	\$6,000

BACKGROUND:

Centre for Stories is a new initiative by John and Caroline Wood of Margaret River Press to foster Western Australian stories in the heart of Perth. Centre for Stories develops programs to encourage the sharing of stories in Australia and beyond.

Centre for Stories launched in December 2015 and collaborated with the Empathy Museum for A Mile in my Shoes, a Perth International Arts Festival 2016 commission. Centre for Stories is a registered business name of Helm Wood Publishers Pty Ltd, an Australian Private Company.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

Section 3.2.3c of Policy 18.8 identifies specific items of expenditure that cannot be supported through arts and cultural sponsorship.

The project budget provided includes specific items that are ineligible for support:

iii. travel costs.

The applicant has adequately demonstrated that this aspect of the project is supported through other funding sources.

DETAILS:

Project Summary

The *Australian Short Story Festival* is a three day weekend festival celebrating the short story form. The festival will bring together culturally diverse writers and storytellers to deliver a weekend of events including masterclasses, talks, readings, discussions, street side readings and free family outdoor events.

Traditional storytelling will be met with live podcasting and literary speed-dating, Northbridge Piazza will serve as an urban writing garden, where the general public will be invited to respond with quick fire stories to prompts on the large screen.

The applicant seeks sponsorship of the speaking fees for the opening address, free public readings and the indigenous storytelling session to be held at Northbridge Piazza.

The opening address will be delivered by Cate Kennedy, one of Australia's most awarded short story writers, at the State Library of Western Australia.

Authors David Whish-Wilson, Bindy Pritchard, Mark Smith, Clarrie Cameron, Alf Taylor and Josie Wowolla Boyle have been engaged to deliver free public readings throughout the weekend at Paper Mountain, Northside Books and Little Bird Café.

Prominent Aboriginal storytellers Daisy Tjuparntarri Ward, Nancy Nganana Jackson and Clarie Cameron will travel from Warakurna to lead storytelling sessions at Northbridge Piazza on Saturday 22 October 2016.

The Australian Short Story Festival is the first of its kind in Australia, it represents a unique opportunity for the city of Perth to demonstrate leadership in the literary sector and make a lasting contribution to Australian cultural life.

Times and Dates

Day	Date	Time	Activity	Venue
Friday	21 October 2016	6 pm	Opening Address delivered by Cate Kennedy	State Library of WA
Saturday	22 October 2016	11am-12pm 12pm-2pm 5pm-6pm	Free Public Readings Aboriginal Yarning Session Free Public Readings	Paper Mountain Northbridge Piazza Northside Books
Sunday	23 October 2016	11am-12pm	Free Public Readings	Little Bird Cafe

Venue

The Festival will be held in various locations throughout the City of Perth. The sponsorship request relates to activities occurring at Northbridge Piazza; State Library of Western Australia; Northside Books, 192 William Street Northbridge; Paper Mountain, 267 William Street Northbridge; Fauna & Flora, 4/70 Aberdeen Street Northbridge and Centre for Stories, 100 Aberdeen Street, Northbridge.

Ticket Prices

The festival will offer both free and paid activities; standard ticket prices for paid activities are \$8 and concession tickets are \$6. Day passes may be purchased at a discounted rate.

Past support

Year	Amount	Description of supported project
2015/16	\$1,940	World Poetry Day
2016/17 requested	\$8,860	<i>Australian Short Story Festival</i>
2016/17 proposed	\$6,000	<i>Australian Short Story Festival</i>

ASSESSMENT:

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

The project must demonstrate shared objectives as a Creative Community Project

This project unites individuals with a common interest in literature and in particular the short story form. Activities are accessible to the public and encourage varying levels of participation. The festival is comprised of both free and paid activities, tickets to paid events are offered at an affordable price.

The project has the capacity to encourage engagement in cultural pursuits, and as a highly visible and participatory project it meets the objectives of this category to a high extent.

Centre for Stories have successfully delivered a number of high profile events and this project is likely to enhance the City of Perth's profile in the community.

The project must be relevant to the intended audience

The applicant has demonstrated that the project relates to the intended audience. Centre for Stories are working with Central Institute of Technology, students of Literature at schools and universities in an effort to attract a diverse audience and increase participation in the Festival.

The Festival will provide a platform to promote local writers, and broaden the appeal of the short story genre.

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

As a relatively new organisation, Centre for Stories has successfully delivered a number of high profile storytelling projects with established cultural organisations such as Perth International Arts Festival and the Empathy Museum and has

established itself as a reputable organisation, well positioned to deliver a successful festival.

The applicant has demonstrated that the project is well planned through its considered responses to the application questions. The inclusion of a thorough Audience Development and Marketing Plan amongst other supporting documents demonstrates capacity to deliver the project as described.

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

The applicant has provided a detailed project budget and demonstrated financial support from other sources including grants from Australia Council (\$14,000) Department of Culture and the Arts (\$17,936) and Copyright Agency (\$10,000) which are yet to be confirmed.

In-kind support estimated at \$58,713 cash value for volunteers, PR, venue hire, speaker fees and promotion has been confirmed.

The recommended level of support represents approximately 5% of the total project budget.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal announcement prior to the Festival;
- acknowledgement of the City of Perth's support on organisation's website;
- display of City of Perth signage at the events (provided by the City);
- ad space in Festival Program;
- Provision of official photography and video for use at the City's discretion;
- Recognition of support and mention of City of Perth in social media feeds;
- Hashtag Perth City Arts;
- Activation of Northbridge Piazza art space.

COMMENTS:

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

This recommendation is lower than the requested amount in consideration of ineligible budget items allocated to the sponsorship request, and the average contribution for a project of comparable scale.

It is estimated that a total of 760 people will attend the festival over a 3 day period. The total economic benefit to the local economy is estimated to be \$129,000.

ITEM 4

Applicant	Nulsen Disability Services
Project	2016 As We Are Art Award & Exhibition
Artform	Visual Arts
Location	Central Park Building Foyer
Dates	10 October – 21 October
Attendance	3,000
Participants	175
Total Budget	\$56,048
Amount Requested	\$10,000
Recommended	\$8,250

BACKGROUND:

The Nulsen Disability Services (Nulsen Association) is an incorporated public benevolent institution, established in 1956. The Association provides support to people with a range of disabilities including intellectual, physical and acquired brain injuries. The Nulsen Connect program supports initiatives and programs which enhance the quality of life for people with disabilities. This is achieved through a range of inclusive communicative leisure and health promotional activities that are appropriate and meaningful.

As We Are: Artists with Intellectual Disabilities was established in 2001 as a one-off State Art Award by Citizen Advocacy Perth West, and in 2008 was taken over by Nulsen. Now in its 14th year the award received entries from 150+ Western Australian artists who have intellectual disability/s.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

DETAILS:

Project Summary

The *As We Are* exhibition is a twelve day visual art exhibition presented by Nulsen Disability Services.

As We Are invites WA artists with an intellectual disability to create, exhibit and sell their artwork in a professional exhibition. In recognition of artistic excellence seven art awards and 10 certificates of High Commendation are awarded.

Nulsen Association anticipates approximately 175 works to be featured in the exhibition consisting of a variety of media including two and three dimensional works.

The event will award cash prizes in recognition of artistic excellence across five categories. The work will be judged by respected independent arts representatives. Works will be available for sale by the artists with a commission of 15% retained by Nulsen to assist with administration and display costs.

Times and Dates

Day	Date	Time	Activity
Saturday	8 October	6:00pm – 8:00pm	<i>Opening Event and Awards</i>
Monday	10 October	10:00am – 4:00pm	<i>Exhibition</i>
Tuesday	11 October	10:00am – 4:00pm	<i>Exhibition</i>
Wednesday	12 October	10:00am – 4:00pm	<i>Exhibition</i>
Thursday	13 October	10:00am – 4:00pm	<i>Exhibition</i>
Friday	14 October	10:00am – 4:00pm	<i>Exhibition</i>
Saturday	15 October	10:00am – 4:00pm	<i>Exhibition</i>
Sunday	16 October	11:00am – 3:00pm	<i>Exhibition</i>
Monday	17 October	10:00am – 4:00pm	<i>Exhibition</i>
Tuesday	18 October	10:00am – 4:00pm	<i>Exhibition</i>
Wednesday	19 October	10:00am – 4:00pm	<i>Exhibition</i>
Thursday	20 October	10:00am – 4:00pm	<i>Exhibition</i>
Friday	21 October	10:00am – 4:00pm	<i>Exhibition</i>

Venue

Central Park Foyer 152 – 158 St Georges Terrace.

Central Park management have offered the venue free of charge and will be acknowledged as a sponsor of the exhibition.

Ticket Prices

The exhibition is free for the public to attend.

Past support

Year	Amount	Description of supported project
2011/12	\$2,000	2011 As We Are
2012/13	\$5,000	2012 As We Are
2013/14	\$8,000	2013 As We Are
2014/15	\$8,000	2014 As We Are
2015/16	\$8,000	2015 As We Are

2016/17 requested	\$10,000	2015 As We Are
2016/17 proposed	\$8,250	2015 As We Are

ASSESSMENT:

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

The project must demonstrate shared objectives as a Creative Community Project

This project supports Nulsen Association's endeavours to reward the achievements and improve the well-being of people living with an intellectual disability. Support of such events promotes the City of Perth as diverse and inclusive community.

The project encourages participation in cultural activity. For the artists, having the opportunity to display their work provides encouragement and confidence to exhibit their work in mainstream art awards and exhibitions.

The project must be relevant to the intended audience

The exhibition will be situated in a high-pedestrian corporate environment, and experiences high visibility and visitation throughout the week.

The exhibition attracts a broad audience and is of significant importance for artists with disabilities, their families, friends and supporters.

Nulsen anticipates that approximately 3,000 people will attend the exhibition over its 12 day duration. As the exhibition is highly accessible to the public, this estimate is considered realistic.

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

The presentation and management of previous *As We Are* exhibitions has been of a high standard. The project will be managed by a professional team of paid staff members with experience in management of this project. Nulsen has provided a summary of the project and marketing plan which is considered consistent with the budget provided and the organisation's capacity.

The applicant has provided a schedule of key dates which demonstrates a sound understanding of preparatory stages the project.

As in previous years Nulsen will distribute information to key industry networks for inclusion on their websites and newsletters, including Community Arts Network, Department of Culture and the Arts, Victoria Park Centre for the Arts and Disability in the Arts Disadvantage in the Arts WA (DADAA).

The 2015 *As We Are* acquittal report demonstrates successful delivery of the 2015 project.

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

The applicant has provided a project budget and demonstrated financial support from other sources including self-contribution (\$10,473), entry fees (\$1,591), commission on sales (\$1,400), government and corporate sponsorship and donations (\$19,084). The applicant has been offered in-kind support for venue hire and has estimated the value of in kind services and volunteer labour at \$13,500.

The recommended level of support represents approximately 15% of the total project budget.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal announcement acknowledging the sponsorship at the presentation evening;
- acknowledgement of the City of Perth's support on organisation's website;
- display of City of Perth signage at the event;
- provision of images for use at the City's discretion;
- Ad space in Nulsen Association's quarterly newsletter.

COMMENTS:

The recommended level of support is \$8,250 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

It is estimated that a total of 3,000 people will attend the exhibition over an 11 day period. The total economic benefit to the local economy is estimated to be \$509,000.

ITEM 5

Applicant	State Library of Western Australia Foundation
Project	Disrupted: Festival of Ideas
Artform	Culture
Location	State Library of Western Australia
Dates	30 July – 31 July
Attendance	3,000
Participants	2,500
Total Budget	\$265,040
Amount Requested	\$10,000
Recommended	\$5,000

BACKGROUND:

The State Library of Western Australia Foundation (the Foundation) was established in 2009. It is a public Ancillary Fund and holds deductible Gift Recipient status. The foundation works collaboratively with the State Library of WA to facilitate special initiatives that support its contribution to the WA community.

Recent achievements include:

- Raised more than \$1,500,000 for State Library of WA projects
- Gifted collections valued at more than \$2,000,000 to the Library
- Secured Lotterywest funding of \$400,000 for National Year of Reading (2012) and 125th Anniversary celebrations (2014)
- Won MAGNA Award for the Freyicinet Online Exhibition
- Finalist in several State Awards.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

Section 3.2.3c of Policy 18.8 identifies specific items of expenditure that cannot be support through arts and cultural sponsorship.

The project budget provided includes specific items that are ineligible for support:

iii. travel costs.

The applicant has adequately demonstrated that this aspect of the project is supported through other funding sources.

DETAILS:

Project Summary

2016 Disrupted: Festival of Ideas is a two day festival which will bring together speakers, facilitators, artists and performers to contribute to a national debate on innovation and creativity.

In its third year, the Festival will be held at State Library of WA with a satellite event at City of Perth Library. The foundation has undertaken to support the activation of the Northbridge Piazza art space and is determining suitable activities for this location.

The Discovery Lounge and ground floor of the State Library of WA will transform into two performance venues and an interactive space to host creative thinkers, controversial speakers and performers who will explore the festival theme dangerous and disruptive ideas.

A creative programmer will be employed to work alongside the steering group to deliver the festival. Writer, lawyer and media personality Waleed Ali has been engaged to headline the program.

Times and Dates

Day	Date	Activity
Saturday	30 July 2016	<i>Festival opens</i>
Sunday	31 July 2016	<i>Festival closes</i>

Venue

State Library of WA, City of Perth library, Northbridge Piazza art space

Ticket Prices

Festival events are free for the public to attend.

Past support

The applicant has not previously applied for Arts & Cultural Sponsorship

ASSESSMENT:

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

The project must demonstrate shared objectives as a Creative Community Project

The festival aims to provoke engagement in cultural life through a weekend engagement program. The project has the capacity to attract participants from diverse cultural groups. The festival is accessible to the public and encourages varying levels of participation.

The Foundation has identified the Festival's objectives as:

- Make the State Library a hub for the development, discussion and dissemination of ideas
- Bring social, political, environmental and cultural issues and ideas to the forefront and engage the public in international, national and local conversations to inspire creativity and innovation.

City of Perth library involvement in the project further enhances the City of Perth's profile in the community.

The project must be relevant to the intended audience

The project aims to encourage new and diverse audiences to attend the festival whilst the inclusion of varied speakers from wide-ranging areas of interest ensures the project will be appealing to a broad audience.

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

Whilst the festival program has not yet been developed, the Foundation has a successful record of delivering high quality cultural events and has submitted the 2015 Festival program in support of its capabilities.

City of Perth Library Manager has provided a letter of support for the festival which states:

"...This will give us an opportunity to showcase our new building, demonstrate our ongoing relationship with the State Library, and provide a platform for future opportunities for the partnership going forward.

The Festival is a dynamic and engaging event that brings a diverse audience into libraries, and helps demonstrate that libraries are spaces of innovation and challenging ideas."

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

The applicant has provided a detailed project budget and demonstrated financial support from other sources. State Library of WA has contributed \$229,540 to the

festival, comprising of \$160,000 cash and \$69,540 in-kind. In a letter of support, the McCusker Centre University of Western Australia has confirmed it will contribute \$5,000 cash. Additional support from Curtin University of Technology is yet to be confirmed (\$20,000).

The recommended level of support represents approximately 2% of the total project budget.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- verbal announcement acknowledging the sponsorship prior to the event;
- acknowledgement of the City of Perth's support on Foundation's website
- inclusion of the City of Perth signage at the festival;
- satellite event at City of Perth library;
- use of Northbridge Piazza screen;
- activation of Northbridge Piazza art space;
- display of City of Perth promotional material in State Library of WA.

COMMENTS:

The recommended level of support is \$5,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

Working in conjunction with the City of Perth library to present a satellite event, represents the start of future joint programming between both libraries for the benefit of residents and visitors.

It is estimated that a total of 3,000 people will attend the festival over a 2 day period. The total economic benefit to the local economy is estimated to be \$509,000.

ITEM 6

Applicant	St George's Cathedral Foundation for the Arts Inc.
Project	St George's Art 2016
Artform	Visual Arts
Location	St George's Cathedral
Dates	16 July – 24 July
Attendance	2,000
Participants	220
Total Budget	\$43,250
Amount Requested	\$5,000
Recommended	\$5,000

BACKGROUND:

St George's Cathedral established the St George's Foundation for the Arts (the Foundation) in 1997 to support the arts at St George's Cathedral.

The Foundation has supported numerous art forms in recent years, including the Cathedral Choirs and choir tours, concerts, student art exhibitions, drama productions and special events held as part of Perth International Arts Festival.

The City of Perth has supported the exhibition since 2010.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

DETAILS:

Project Summary

St George's Art is an annual highlight event in the State's arts education calendar. The event is a curated exhibition of artworks selected by the heads of art in participating secondary schools. 2016 will be the fourteenth year of the exhibition and it is anticipated that around 120 students from 40 schools will be involved as in

previous years. The exhibition is free to visitors and exhibitors and the event adds interest to the cathedral precinct during the day mid-week. The exhibition will attract approximately 2,000 visitors.

Times and Dates

The daily exhibition will take place from Saturday 16 July until Sunday 24 July and will be open from 10.00am to 4.00pm on Monday- Saturday and noon to 4.00pm on Sunday.

An Awards Night will take place from 6.30pm to 8.30pm on Thursday 21 July 2016.

Day	Date	Time	Activity
Saturday	16 July	10:00pm – 4:00pm	<i>Exhibition</i>
Sunday	17 July	12:00pm – 4:00pm	<i>Exhibition</i>
Monday	18 July	10:00am – 4:00pm	<i>Exhibition</i>
Tuesday	19 July	10:00am – 4:00pm	<i>Exhibition</i>
Wednesday	20 July	10:00am – 4:00pm	<i>Exhibition</i>
Thursday	21 July	10:00am – 4:00pm 6:30pm – 8:30pm	<i>Exhibition</i> <i>Gala Awards Night</i>
Friday	22 July	10:00am – 4:00pm	<i>Exhibition</i>
Saturday	23 July	10:00am – 4:00pm	<i>Exhibition</i>
Sunday	24 July	12:00am – 3:00pm	<i>Exhibition</i>

Venue

St George's Cathedral

Ticket Prices

The exhibition is free to the public. The Gala Awards night is ticketed at \$20 (standard) \$10 (concession) to offset the cost of catering.

Past support

Year	Amount	Description of supported project
2007/08	\$3,000	Choir Tour- France
2009/10	\$1,500	St George's Art 2010
2011/12	\$2,500	St George's Art 2011
2012/13	\$2,500	St George's Art 2012
2013/14	\$2,000*	St George's Art 2013
2014/15	\$5,000	St George's Art 2014
2015/16	\$5,000	St George's Art 2015
<i>2016/17 requested</i>	<i>\$5,000</i>	<i>St George's Art 2016</i>
<i>2016/17 proposed</i>	<i>\$5,000</i>	<i>St George's Art 2016</i>

ASSESSMENT:

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

The project must demonstrate shared objectives as a Creative Community Project

This project attracts and encourages young artists from across metropolitan Perth to participate in the arts and explore and develop their work. The exhibition has been well attended in the past and is an important project for school groups and their families and reflects the City as a diverse living culture.

The success of *St George's Art* over a thirteen year period and its reputation as a high quality and much anticipated education activity enhances the community profile of the City of Perth.

The exhibitions proximity to the City of Perth Library is likely to encourage visitation from a youth demographic.

The project must be relevant to the intended audience

The event is well attended with continued interest from schools participating each year. The event encourages students to visit the city with family and friends.

The free exhibition may provide a point of interest for people visiting the area for other purposes. The promotional materials are broadly targeted to the general public of all ages with an interest in the visual arts.

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

This project has been successfully delivered for many years at a similar budget and scale. The applicant has provided a summarised project planning schedule and detailed marketing plan.

The applicant has provided all the required acquittal documents for past grants received through this program.

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

The applicant has provided a project budget consistent with a project of this scale. The budget includes in-kind support valued at \$16,000 and an estimated contribution from the Anglican Community Fund (\$10,000). The exhibition and audiences are invited to purchase a catalogue or make a small donation towards the exhibition (estimated income \$6,250). The Foundation receives some private donations to award prizes to artists whose artworks have been given a merit award by a panel of judges.

The recommended level of support represents 12% of total budget and is equivalent to the contribution made in previous years.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage at exhibition;
- acknowledgement of the City of Perth's support on the applicant's website;

COMMENTS:

The recommended level of support is \$5,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

It is estimated that a total of 2,000 people will attend the exhibition over an 8 day period. The total economic benefit to the local economy is estimated to be \$339,000.

ITEM 7

Applicant	Lets Make Games Inc.
Project	Perth Games Festival
Artform	Community Festival
Location	Perth Town Hall
Dates	1 October
Attendance	3,200
Participants	34
Total Budget	\$61,609
Amount Requested	\$10,000
Recommended	\$10,000

BACKGROUND:

Let's Make Games Inc. is a WA based not-for-profit incorporated organisation established to encourage community awareness of, and engagement with, locally made games and digital experiences.

Let's Make Games functions by supporting and promoting the games development community of Western Australia. The organisation is run by a team of volunteers, dedicated to coordinating educational and networking events for local games developers.

Let's Make Games is an incorporated body, registered in 2011. The organisation is not registered for GST.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

DETAILS:

Project Summary

Let's Make Games will present the *Perth Games Festival* at the Perth Town Hall over a four hour period on Saturday 1 October 2016.

Perth Games Festival is a family-friendly event that will engage the community by presenting locally made independent games and play experiences in an open-floor space exhibition format.

The event will feature playable experiences including board games; card games; computer games; console games; arcade games and virtual reality experiences as well as featuring game development talks and workshops facilitated by professional developers.

For six years Let's Make Games have presented an annual WA Developer Showcase which supports games developers, students and hobbyists to share their creative works. *Perth Games Festival* is an extension of this showcase, and in 2014 the first *Perth Games Festival* was held at the Perth Town Hall, and was supported through the Fast Response category of Arts & Cultural Sponsorship.

In 2015, the Festival exceeded audience expectations, achieving attendances of 2,600. The Games Festival also received a notable increase in games developers seeking to participate in the Festival. Approximately 3,200 people are expected to attend the 2016 *Perth Games Festival*. The event will increase awareness of game making and gaming culture in Western Australia.

Similar events are held in Melbourne, Brisbane and Sydney.

Times and Dates

The festival will take place on Saturday 1 October 2016

Venue

Perth Town Hall

Ticket Prices

The festival is free to attend.

Past support

Year	Amount	Description of supported project
2014/15	\$2,000	Perth Games Festival
2015/16	\$7,500	Perth Games Festival
<i>2016/17 requested</i>	<i>\$10,000</i>	<i>Perth Games Festival</i>
<i>2016/17 proposed</i>	<i>\$10,000</i>	<i>Perth Games Festival</i>

ASSESSMENT:

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

The project must demonstrate shared objectives as a Creative Community Project

This festival encourages people to experience and engage with the local game industry. Local developers, students and educational institutions will showcase their work and engage with the gaming community through this event.

The organisers anticipate that an audience of 3,200 will attend the festival; this number is consistent with the growth the event has experienced since its inception in 2014. The festival will contribute to the cultural richness of the city and increase participation in its cultural life. The festival reflects on the City of Perth as a community with a diverse living culture and promotes community use of the Perth Town Hall.

The project must be relevant to the intended audience

Video games are a popular pursuit for entertainment, artistic or cultural purposes. The project engages with a broad audience and will attract people of all ages and backgrounds as they find cultural relevance in the festival.

The applicant has indicated that the festival particularly aims to engage with families seeking an exciting and inexpensive school holiday experience, people interested in games, digital content and gaming culture and game developers and digital creative interested in sharing their work with a wider audience.

Inescapably part of our contemporary cultural landscape, a festival celebrating local gaming culture and creative industries will attract a wide and diverse audience, who do not often have the opportunity to engage as a community in a shared cultural event.

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

In 2015 Let's Make Games Inc. successfully presented the *Perth Games Festival* at the Perth Town Hall to an audience of 2,600, achieving an 80% increase from the previous year.

In 2015, the organisation conducted exhibitor surveys and achieved positive results against all measurements. The project is considered to be well planned and the organisation has demonstrated capacity to deliver the project again.

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

The applicant has provided a project budget with costs estimated at \$61,608. The budget includes substantial in-kind support (\$35,050) income from exhibitor fees (\$5,858) and other yet to be confirmed sponsorship income (\$10,700). The request is inclusive of an estimated \$3,092 in Perth Town Hall venue charges including equipment hire and security guard fees charged by the City.

The recommended level of support represents approximately 16% of the total project budget.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- inclusion of City of Perth signage at the festival;
- verbal announcement at the festival;
- undertake to support the activation of the City of Perth Library through a satellite activity;
- provision of ½ page ad space in festival program;
- activation of City of Perth library through satellite activities;
- provision of digital content for promotional use at the City's discretion.

COMMENTS:

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

The recommended level of sponsorship is in consideration of the increased reach of the event. The promotional costs are largely invested in highly visible wrap-around signage at the Perth Town Hall, this provides recognition of the City's support.

It is estimated that a total of 3,200 people will attend the festival. The total economic benefit to the local economy is estimated to be \$543,000.

ITEM 8

Applicant	Perth Symphony Orchestra Limited
Project	Heritage Series featuring Perth Chamber Orchestra
Artform	Classical Music
Location	St George's Cathedral
Dates	31 August
Attendance	500
Participants	50
Total Budget	\$88,389
Amount Requested	\$5,000
Recommended	\$5,000

BACKGROUND:

Perth Symphony Orchestra is a not-for-profit organisation established in 2014. Its objectives are to provide a nationally recognised symphony orchestra and to offer a pathway for young WA musicians to play alongside world-class artists and bring symphony music to new audiences.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

DETAILS:

Project Summary

Heritage Series featuring Perth Symphony Orchestra is a series of four orchestral concerts played in iconic heritage buildings, including one evening performance at St George's Cathedral.

The original application for \$9,000 included an additional performance at the Perth General Post Office. The applicant has since advised that this second concert is not possible due to extensive renovations occurring at the venue. The applicant has revised the application and requests \$5,000 to support the project.

The sponsorship request relates to the St George's Cathedral performance, Bach by Candlelight. In a strategy to engage wider audiences, the performance will consist of three 20 minute performances and two 30 minute intervals. Fine food and beverages will be offered during the intervals in a strategy to engage wider audiences to classical music events.

500 people are expected to attend the performance. 30 crew and volunteers will be involved in the project in addition to 20 musicians.

Times and Dates

The performance will take place on Wednesday 31 August. Doors will open at 6.00pm, performance will commence at 6:30pm and conclude at 8:30pm.

Venue

St George's Cathedral

Ticket Prices

A Standard ticket price of \$85 and concession ticket price of \$45/\$35. A VIP package will cost \$120. The ticket price includes a food and beverage package, which will be offered during the intervals.

Past support

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

ASSESSMENT:

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

The project must demonstrate shared objectives as a Creative Community Project

This project attracts new audiences to engage in classical music in a unique format. School groups are invited to attend the final rehearsal free of charge, providing a platform to inspire young musicians and provoke engagement in cultural life.

The venue promotes the Cathedral precinct, and encourages exploration of the City of Perth library.

The project must be relevant to the intended audience

Perth Symphony Orchestra events are generally well attended with community interest in the classical music genre. The inclusion of a food and beverage package encourages a broad audience to attend and engage in cultural activities.

The event series will receive media coverage via PSO's media partner The West Australian, and is likely to attract a diverse audience.

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

PSO has a successful history of delivering events of a similar scale. PSO presented a concert series at St George's Cathedral in 2015. The applicant has provided letters of support from Heritage Perth, Australia Council, and St Georges Cathedral, all of whom attest to the successful delivery of the 2015 St Georges Cathedral concert.

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

The applicant has provided a project budget consistent with a project of this scale. The budget includes income generated from ticket sales (\$61,109) and merchandise (\$980) an estimated contribution from the Australia Council (\$4,500) and other sponsorship and donations of \$5,700. The budget estimates the total value of in-kind services (\$7,100) and includes advertising provided in-kind by The West Australian as media partner (\$5,000).

The recommended level of support represents 6% of total budget.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage at the performance;
- acknowledgement of the City of Perth's support on the applicant's website;
- verbal acknowledgement prior to the performance;
- creation of presentation for promotional use at the City's discretion;
- provision of concert photography for use at the City's discretion (photo credit required).

COMMENTS:

The recommended level of support is \$5,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

It is estimated that a total of 500 people will attend the performance. The total economic benefit to the local economy is estimated to be \$85,000.

ITEM 9

Applicant	WA Poets Inc.
Project	Perth Poetry Festival
Artform	Poetry
Location	Northbridge Piazza Community Room
Dates	5 August – 14 August
Attendance	600
Participants	54+
Total Budget	\$30,256
Amount Requested	\$7,059
Recommended	\$0

BACKGROUND:

WA Poets Inc. is a membership-based incorporated association established in 2006. The annual poetry festival is acknowledged as the primary aim of the group. The volunteer-based group also acts in association with other writers groups to achieve their stated vision:

To develop and promote poets and poetry

WA Poets Inc. stated aims and objectives of the *Perth Poetry Festival* are:

- Introduce audiences to established and innovative artists of varying poetic traditions.
- Develop a diverse, inclusive program that will provide opportunities for local poets to engage with and challenge their own craft.
- Promote a poetry culture in WA that will promote local poets to improve their opportunities for professional development and their engagement with a broader public readership.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

DETAILS:

Project Summary

The *WA Poetry Festival* will be an eight day festival of poetry readings, workshops and featured events occurring in various locations within the City of Perth, Leederville and Victoria Park. Approximately 2/3 of the festival program will occur within the City of Perth. The program will include seminars, interactive poetry panels and open mic events. Three national poets alongside 15 local poets and musicians will participate in the festival. Daytime poetry readings and events are free for the general public to attend.

Times and Dates

Day	Date	Event	Venue	Time
Saturday	6 August	National Poetry Day Collaborations	Various locations	10am–11.30am
Sunday	7 August	Seminar Horst Kornberger	Northbridge Piazza Community Room	10am-12pm
Wednesday	10 August	Seminar Peter Jeffrey	State Library of WA	2pm– 3.30pm
		Feature Event Maddie Godfrey and Jakob Boyd	State Theatre Centre	7pm–9pm
Thursday	11 August	Speculative Poetry Sci-Fi Poetry FREE EVENT	White Dwarf Books	4pm– 5.30pm
		Festival Gala	Northbridge Piazza Community Room	7pm–9pm
Friday	12 August	Songsters & Poetry FREE EVENT	Northbridge Piazza Community Room	2pm– 3.30pm
		Panel Steven Finch's Flowers and Poets FREE EVENT	Northbridge Piazza Community Room	4pm-5.30pm
		Guest Feature Jakob Boyd, Maddie Godfrey, Dora Smith	Northbridge Piazza Community Room	7pm-9pm
Saturday	13 August	Seminar Matt Hetherington	Northbridge Piazza Community Room	10am-11.30pm
		Asian Connections Local and guest poets	Moon Café	12pm-1.30pm
		Perth Poetry Club	Moon Café	2pm-3.30pm
Sunday	14 August	Seminar Kevin Brophy	Northbridge Piazza Community Room	10am-11.30am
		Seminar Robbie Coburn	Northbridge Piazza Community Room	12pm-1.30pm
		Poetry Panel FREE EVENT	Northbridge Piazza Community Room	4-5.30pm
		Festival Close All guests and open mic	Northbridge Piazza Community Room	7pm-9pm

Venue

Venues include the Northbridge Piazza Community Room, State Library of WA, State Theatre Centre of WA, White Dwarf Books and Moon Café. Other events will occur in City of Vincent and Town of Victoria Park.

Ticket Prices

Daytime poetry readings and events are free to attend. Entry fees of \$15 standard and \$10 concession are charged for ticketed evening events.

Past support

Year	Amount	Project
2008/09	\$2,000	WA Poetry Festival
2009/10	\$3,000	WA Poetry Festival
2010/11	\$4,500	WA Poetry Festival
2011/12	\$4,414	WA Poetry Festival
2012/13	\$2,000*	WA Poetry Festival
2014/15	\$5,857	WA Poetry Festival
2015/16	\$5,128	WA Poetry Festival
2016/17 requested	\$7,059	WA Poetry Festival
2016/17 proposed	\$0	WA Poetry Festival

ASSESSMENT:

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

The project must demonstrate shared objectives as a Creative Community Project

The Festival encourages various levels of engagement through seminars and panels and brings together local poets and musicians and national poets from a variety of genres. Festival activities encourage skills development, networking and exposure. Open mic sessions provide an opportunity for poets to share their work in a supportive environment.

The project must be relevant to the intended audience

WA Poets Inc. has presented the *Perth Poetry Festival* for the past eleven years. The *Perth Poetry Festival* appeals to both professional and hobby poets and is well attended by the poetry community. The 2015/16 acquittal report notes that the organisation has not been successful in increasing audience numbers.

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

WA Poets Inc. has delivered the event for many years with much of the project management achieved through the contribution of volunteers. In the past the group has been successful in obtaining editorial coverage in the press, a detailed marketing plan has been provided.

The applicant has provided all acquittal and reporting documentation associated with past funded projects. It is noted that the 2015/16 acquittal report states that a total of 572 attendances including 290 paid attendances were achieved in 2015. In 2014 an estimated 678 people attended the festival and in 2013 it is estimated that 919 people attended festival events. In the 2015 Acquittal Report it is noted that the organisation has acknowledged it has not been successful in increasing audience numbers, indeed, it can be determined that the organisation has experienced a considerable decline in audience numbers since 2013.

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

WA Poets Inc. has provided a total project budget \$30,256 inclusive of in-kind support from a variety of sources estimated at \$16,180. The budget reflects a heavy reliance on volunteer support. The estimated value of in-kind support from a variety of sources is more than half of the budget. The organisation has requested \$7,059 in arts and cultural sponsorship as a creative community project, this request equates to approximately 50% of the total cash budget.

Included in the budget is an estimated value of earned income from entry fees and entrant fees (\$3,300), sponsorship (\$800) and a self-contribution (\$2,917).

Venue costs and security have been estimated at \$2,259 of which \$1,475 has been confirmed as payment to the City of Perth for hire of the Northbridge Piazza Community Room.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage displayed at events as appropriate;
- acknowledgement of the City of Perth's support on organisation's website;
- verbal announcement prior to the event.

COMMENTS:

Based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives, the application is not recommended for support.

The organisation has acknowledged difficulty in sustaining audience levels, and in the past three years audience numbers have fallen by 347. The applicant anticipates a reduced audience of 530 - 600 will attend the 2016 festival.

It is noted that in 2014, three confirmed poets including one international poet, failed to appear at the festival, these poets were replaced with local poets at short notice.

In the past, this project has been sponsored at a level that is inconsistent with the outcomes produced by the project. The applicant has struggled to demonstrate successful delivery of the project according to their stated objectives; in particular, the project has failed to attract new audiences to the festival. In this instance, the quality of other applications in this category has resulted in a highly competitive round, and as a result, this application ranked at the lower end.

ITEM 10

Applicant	Cinema & Cultura Latino Americana Inc.
Project	2016 Latino Film Festival
Artform	Film
Location	Queens Building, 97 William Street
Dates	9 July – 3 September
Attendance	1,200
Participants	100
Total Budget	\$38,800
Amount Requested	\$7,800
Recommended	\$0

BACKGROUND:

Cinema & Cultura Latino Americana Inc. (Cine Vivo) is a WA based, not-for-profit organisation established to facilitate cross-cultural arts events, with particular emphasis on supporting Latin American – Australian connections and communities.

Although Cine Vivo's inception was inspired by Latin American cinema, Cine Vivo is primarily a community arts organisation and uses its presentation of Latin American films as a foundation for bringing people together for food, dance and discussions.

ELIGIBILITY:

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

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

The applicant has been determined to meet the eligibility requirements for this category of sponsorship.

Section 3.2.3b of Policy 18.8 identifies specific project types that cannot be supported through arts and cultural sponsorship.

iii. an award ceremony or industry specific presentation

The request for sponsorship is specifically aligned to a film competition and as such the project is **not considered eligible** for support through this category of sponsorship.

DETAILS:

Project Summary

The *Latino Film Festival* comprises of over ten screenings of multi-award winning films from a variety of genres, and a short film competition. Occurring between July and September, each screening will feature cuisine, music and dance from the film's country or region. A number of screenings will feature live skype Q&A sessions with the film director or producer.

The Festival Program is in development, a copy of the 2015 festival program has been provided as an example of what might be expected.

The applicant requests sponsorship to support *the 2016 Latino Short Film Competition*. The competition gives aspiring and established Latin and Australian film makers an avenue to be seen by a wider audience. The competition will include various categories and a Peoples' Choice Award. The venue for the competition is yet to be confirmed.

Times and Dates

Day	Date	Activity
Saturday	9 July 2016	<i>General Screening & post-screening entertainment</i>
Saturday	16 July 2016	<i>General Screening & post-screening entertainment</i>
Saturday	23 Jul 2016	<i>General Screening & post-screening entertainment</i>
Saturday	30 July 2016	<i>General Screening & post-screening entertainment</i>
Saturday	6 August	<i>General Screening & post-screening entertainment</i>
Saturday	13 August	<i>General Screening & post-screening entertainment</i>
Saturday	20 August	<i>Children's matinee screening (free)</i> <i>General Screening & post-screening entertainment</i>
Saturday	27 August	<i>2016 Latino Short Film Competition and post screening entertainment</i>
Saturday	3 September	<i>Closing Party</i>

Venue

Film screenings will occur at Queens Building, First Floor, 97 William Street. The film competition venue is yet to be confirmed.

Ticket Prices

A Standard ticket price of \$20 and concession ticket price of \$15 to attend film screenings

Past support

Year	Amount	Project
2014/15	\$1,630	Latin American Film Festival
2015/16	\$1,500	Latin American Film Festival

2016/17 requested	\$7,800	2016 Latino Film Festival
2016/17 proposed	\$0	2016 Latino Film Festival

ASSESSMENT:

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

The project must demonstrate shared objectives as a Creative Community Project

The Festival is a celebration of Latin American culture, it encourages cross-cultural exchange and provides an opportunity to promote Latino culture. The application does not specify how the competition, for which the request relates to, responds to the objectives of this category.

The project must be relevant to the intended audience

In 2015 the festival achieved an audience of approximately 1,000 people over 11 screenings. It provides an opportunity for people from Latin American backgrounds to celebrate and share their culture and is well-attended by independent film enthusiasts. It is expected that the estimated audience of 1,200 relates to the festival in its entirety and not the competition, for which the sponsorship relates to.

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

Cine Vivo has successfully presented the festival in the City of Perth since 2014. It is noted that the applicant has not yet confirmed any 2016 festival film program details, or identified the participating musicians and dance groups. Past Arts & Cultural Sponsorship Program applications in the Fast Response category have provided more detailed information which demonstrates shared objectives with the category of sponsorship.

The applicant requests sponsorship specifically to support the *Latino Short Film Competition* component of the festival, for which no venue has been confirmed. Policy 18.8 outlines the eligibility criteria for projects applying for Arts & Cultural Sponsorship and Grants:

The project must not be

iii. an award ceremony or industry specific presentation

In 2015/16, the organisation did not meet all sponsorship obligations in a timely manner, namely provision of the 2015/16 acquittal report, which was provided at the time of submitting the 2016/17 application.

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

The organisation anticipates income will be generated through ticket sales and goods and services (\$27,000) and an Office of Multicultural Interests grant (\$4,000) in addition to the sponsorship request (\$7,800).

Acknowledgement of City of Perth support

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

- Latino Short Film Competition naming rights;
- inclusion of the City of Perth crest in all promotional material and publications relating to the festival;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage displayed at events as appropriate;
- acknowledgement of the City of Perth's support on organisation's website;
- verbal announcement prior to the festival.

COMMENTS:

Based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives, the application is not recommended for support.

Whilst the organisation has successfully delivered the festival in the past, each application is considered on its merit and in this instance limited detail has been provided to support sponsorship of the project at this level. The request relates to an activity which is ineligible for arts and cultural sponsorship.

The application was considered in a highly competitive round, where requests for sponsorship exceeded the funds available.

ARTS & CULTURAL SPONSORSHIP 2015/16

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

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

Assessment Criteria (Arts & Cultural Sponsorship- Program)

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

ITEM 11

Applicant	Revelation Perth International Film Festival Inc.
Project	Revelation Perth International Film Festival 2016
Artform	Film
Location	Cinema Paradiso, PICA, State Library of WA (Luna Leederville, Luna SX)
Dates	15 July – 24 July
Attendance	4,000 (COP component only)
Participants	30 international guests, 140 filmmakers
Total Budget	\$335,600
Amount Requested	\$20,000
Recommended	\$20,000

BACKGROUND

Over its 19 years, *Revelation Perth International Film Festival* (Rev) has developed a reputation as Australia's leading independent film event and continues to actively advocate for Australian screen culture practice. Revelation's focus is on signature driven works and embraces audiences of all ages, tastes and backgrounds. Revelation contains feature films, documentaries, shorts, animations, experimental work and cross-disciplinary hybrids. Revelation has been incorporated since 2002.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

Section 3.2.3c of Policy 18.8 identifies specific items of expenditure that cannot be support through arts and cultural sponsorship.

The project budget provided includes specific items that are ineligible for support:

iii. travel costs.

The applicant has adequately demonstrated that this aspect of the project is supported through other funding sources.

DETAILS:

Project Summary

Revelation Perth International Film Festival (Rev) is an annual film festival, considered Perth's premier international film festival. It presents a diverse range of films from over 30 countries including France, Germany, Greenland, Norway, USA and UK. Through visual art exhibitions, film screening, discussions and social events Rev provides a platform for cultural engagement.

Revelation provides mentoring and exposure to local film makers, features WA film makers through *Get Your Shorts On*, hosts a short film competition, student film showcase, WA Screen Awards and the Revelation Academic Conference. Rev collaborates with many international institutions and cultural organisations including The Goethe Institut, Japan Foundation, Asia Society, Art Angel, Hong Kong Economic & Trade Conference, Canadian Embassy, The British Council and Alliance Francoise.

The request for arts and cultural sponsorship is specifically aligned to activities occurring within the City of Perth boundaries. This component of the festival program has significantly increased in 2016. A new initiative between Revelation & Perth Institute of Contemporary Arts (Working title *Location and Memory*) will curate and present two internationally acclaimed video works in collaboration with Artangel, UK. The works, from two artist film makers will explore geography, space and cultural history, micro/macro documentary and biography. This initiative will include two public talks.

In 2015, Rev presented one international animation screening for children and families in the State Library of WA theatre. In 2016 Rev will expand this free family program, *Mini Rev*, with a showcase of Jim Henson's work. *Mini Rev* will coincide with the Winter school holiday and will feature as part of the City of Perth Playground series. At a minimum the *Mini Rev* program will feature 6 Jim Hensen screenings, however, the organisation hopes to expand Mini Rev into a one week screen culture program.

Rev will continue to present the Cinema Paradiso Film Program featuring the Iranian and Polish Film Festivals, the Iranian Film Festival program features 5 Iranian films screened 10 times over a ten day period, the program features introductions and discussions from the curator. This festival sold out in 2013, 2014 and 2015. The Polish Film Festival features five film screened once each over the ten day festival.

In addition to the comprehensive festival program, Rev will screen films, documentaries and short films on public screens throughout the festival.

Times and Dates

Location and Memory

Day	Date	Time	Activity
Thursday	7 July	10am – 5pm	Location and Memory
Friday	8 July		Public Talk

		10am – 5pm	Location and Memory
Saturday	9 July	10am – 5pm	Location and Memory
Sunday	10 July	10am – 5pm	Location and Memory
Tuesday	12 July	10am – 5pm	Location and Memory
Wednesday	13 July	10am – 5pm	Location and Memory
Thursday	14 July	10am – 5pm	Location and Memory
Friday	15 July		Public Talk
		10am – 5pm	Location and Memory
Saturday	16 July	10am – 5pm	Location and Memory
Sunday	17 July	10am – 5pm	Location and Memory

Mini Rev

Day	Date	Time	Activity
Tuesday	13 July	1pm 2:45pm	<i>Tales from Muppet Land</i> <i>Muppets Musical Moments</i>
Wednesday	14 July	10:30am 12:45pm	Tales from Muppet Land Muppets Musical Moments
Thursday	15 July	10:30am 12:45pm	Tales from Muppet Land Muppets Musical Moments

Cinema Paradiso Film Program 7 July – 17 July 2016

Weekday screenings 5:30pm, 7pm, 9pm plus 11pm on Friday and Saturdays.
Weekend screenings 1pm, 3pm, 5pm, 7pm, 9pm

Talks and seminars Saturdays and Sundays 11am

Venue

Location and Memory will be presented at Perth Institute of Contemporary Arts. *Mini Rev* will be presented at the State Library of WA Theatrette. Iranian and Polish films will be screened at Cinema Paradiso.

Ticket Prices

Location and Memory and *Mini Rev* are free to attend. A Standard ticket price of \$18.50 and concession ticket price of \$14 is charged for film screenings.

Past support

Year	Amount	Description of supported project
2015/16	\$11,000	Revelation Perth International Film Festival 2015
<i>Requested 2016/17</i>	<i>\$20,000</i>	Revelation Perth International Film Festival 2016
<i>Proposed 2016/17</i>	<i>\$20,000</i>	Revelation Perth International Film Festival 2016

ASSESSMENT:

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

The project must demonstrate shared objectives of Arts & Cultural Sponsorship

Rev invests in the development and presentation of local arts and cultural activity through a program aimed to support local film makers. This program includes inclusion of West Australian film makers in Get Your Shorts On, Rev 8 short film festival, Fav@Rev student film showcase, the WA Screen Awards and the Revelation Academic Conference RevCon.

This festival will attract a wide audience and gain national exposure which will in turn enhance the profile of the City of Perth as a pre-eminent cultural destination.

Rev has consistently presented a high quality international film festival since 1997 and has received key support from film industry funding bodies. Rev delivers additional education and community engagement programs to support the festival including academic conferences, discussions and film competitions.

The project must demonstrate shared objectives of Arts & Cultural Sponsorship

By presenting high calibre national and international films and providing development opportunities for local filmmakers the organisation invests in the development and recognition of the local film industry.

Revelation's national and international profile enhances the image of the City of Perth. The festival's expanded public program and free activities encourage engagement in cultural life.

The project must be of high artistic quality /cultural significance

As the primary international film festival in Perth, Revelation is a highly visible and professional organisation of great significance to local film makers and enthusiasts and receives significant exposure through its innovative programming.

In 2015, Revelation received 384 film submissions from over 25 countries, the diversity of programming and the inclusion of considerable Australian content is considered to be extremely culturally significant.

Audience surveys indicate that Rev audiences are from diverse age and socio-economic groups, 56% of Rev audiences are female, and 40% of audiences are in the 26-35 age bracket.

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

Rev received Arts & Cultural Sponsorship in 2015 as a first time applicant. Rev has an established relationship with the City of Perth through its participation in the Winter Arts Season and its history of screening films within the City of Perth boundaries since its inception at Greenwich Jazz Club in 1997.

The festival program is considered to be the most significant international film festival in Western Australia. In 2015 Rev recorded a box office figure of 11,000 and received local, national and international press coverage. The festival garners significant exposure and delivers award winning international films whilst supporting Western Australian film makers.

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

Revelation has demonstrated a considerable contribution to the project from other sources. Confirmed income includes \$55,000 from ScreenWest and \$40,000 from Screen Australia. Other income of \$45,000 is yet to be confirmed and comprises of sponsorship: City of Vincent (\$20,000), City of Fremantle (\$5,000), Edith Cowan University (\$10,000) and crowd funding (\$10,000).

The recommended level of support represents approximately 6% of the total project budget.

Acknowledgement of City of Perth support

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

- supporting Rights to *Mini Rev* (5 day free family film screenings at State Library of WA);
- acknowledgment of the City of Perth in any promotions or advertising (not electronic media);
- opportunity for Revelation films to be screened at the Northbridge Piazza screen;
- acknowledgement of the City of Perth's support on the company's website with a link to City of Perth website;
- City of Perth promotional full page advert in printed program (25,000 print);
- high profile City of Perth logo and acknowledgement in PICA/*Mini Rev* marketing collateral;
- opportunity for Lord Mayor or representative to launch *Mini Rev*;
- verbal announcement prior to the project or event (Cinema Paradiso & *Mini Rev* & all special events);
- inclusion of City of Perth signage at the project or event;
- broadcast of City of Perth TVC prior to over 40 screenings at Cinema Paradiso and State Library of WA;

- Provision of professional images and video of City based activities for future promotional use at the City's discretion;
- Opportunity to distribute City of Perth marketing material at *Mini Rev* - State Library of WA and Cinema Paradiso;
- Opportunity for Lord Mayor or City representative to participate in cross promotional activities at *Mini Rev*. Presently under negotiation a collaboration with ABC Radio/Awesome Festival/State Library of WA to present themed puppet making workshops to accompany free movie screenings from Jim Henson's Muppet movie collection. This may include puppets made by children to represent key City and radio personalities and the activity broadcast/filmed for social media & radio purposes;
- Verbal acknowledgement of City of Perth support at opening night function at Perth Institute of Contemporary Art (PICA).

COMMENTS:

The project meets the objectives of the Sponsorship category and the request responds to increased programming within the City of Perth. This program offers a highly accessible, high quality, free public program that invests in the development and presentation of local film activity. The recommended level of sponsorship is consistent with a program of this scale, which enhances the City's profile and contributes to the economy of the City.

Based on assessment of the application against the established criteria and objectives of the category the recommended level of support is \$20,000.

Rev estimates that approximately 4,000 people will attend film screenings within the City of Perth. The total economic benefit to the local economy is estimated to be \$678,000.

ITEM 12

Applicant	Ausdance WA, CO3, Strut Dance, Performing Lines
Project	Moveme Festival 2016
Artform	Contemporary Dance
Location	State Theatre Centre of WA
Dates	12 – 18 September
Attendance	1,800
Participants	120
Total Budget	\$577,001
Amount Requested	\$20,000
Recommended	\$10,000

BACKGROUND

Four key West Australian arts organisations have applied as a cooperative to present the Moveme Festival. *Ausdance* established in 1977, is a membership organisation providing support and advocacy for all forms of dance. *CO3*, the State's flagship contemporary dance company established in 2015, *Performing Lines* supporting independent WA theatre and dance artists, established 1986, and *Strut Dance*, centre for choreographic development.

ELIGIBILITY:

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

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

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

DETAILS:

Project Summary

Moveme Festival is a biennial showcase for contemporary dance in Western Australia. Eleven performances (three seasons) of professional contemporary dance work with international, national and local content will be presented in a 6 day festival program.

In addition, the program will include two in–studio showings of two works in development, two industry professional development events, up to ten meet the artists/Q&A talks and The Australian Dance Awards.

The festival is a major audience development initiative for local contemporary dance, and provides professional development opportunities for local artists. More than 60 dancers and 20 creative artists will participate in the festival.

Times and Dates

Main events

Program	Dates	Venue
Dark Matter <i>World Premiere</i>	15 – 18 September	Studio Underground
Gaga Work <i>Australian Premiere</i>	15 – 17 September	Heath Ledger Theatre
The Cry <i>West Australian Premiere</i>	15 – 17 September	Heath Ledger Theatre
Prime Cuts <i>Two new works</i>	17 – 18 September	Rehearsal Room 2
Australian Dance Awards	18 September	Heath Ledger Theatre
Teach Me <i>Education Symposium for secondary school dance teachers</i>	13 September	Rehearsal Room 2
Show Me <i>Producers and Presenters Forum</i>	15 September	Rehearsal Room 2

Venue

State Theatre Centre of WA

Ticket Prices

Moveme Festival offers a number of ticket packages as follows:

First Release - Festival Pass (entry to three productions) - Standard ticket price of \$80 and concession ticket price of \$65.

Second Release - Festival Pass (entry to three productions) - Standard ticket price of \$100 and concession ticket price of \$70.

Tickets to additional productions may be purchased as add-ons for \$10. The Festival pass holders are entitled to exclusive bar discounts and/or complimentary drink, invitations to additional festival events, and “artist pass” access to performances spaces to view production for free, space permitting.

Individual tickets will also be sold at Standard ticket price of \$45 and concession ticket price of \$35.

Past support

Year	Amount	Description of supported project
2009/10	\$12,000	Ausdance – Dance Live
2010/11	\$15,000	Ausdance – Dance Live
2011/12	\$12,000	Ausdance – Dance Live
2012/13	\$6,000	Ausdance – Dance Live
2013/14	\$9,350	Ausdance – Dance Live
2014/15	\$9,350	Ausdance – Dance Live
2014/15	\$10,000	Strut Dance – Mi Case es Su Casa 2015
2015/16	\$9,500	Ausdance - Australian Dance Week 2015
2015/16	\$10,000	CO3 Re:Loaded
Requested 2016/17	\$20,000	Moveme Festival
Proposed 2016/17	\$10,000	Moveme Festival

In 2011/12 Strut Dance received arts and cultural sponsorship of \$11,362 to support its programming in the inaugural 2012 *Moveme Festival*.

In 2012/13 and 2013/14 Performing Lines WA were the auspicing body for three arts and cultural sponsorship grants, supporting contemporary dance seasons presented by independent dancers.

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

ASSESSMENT:

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

The project must demonstrate shared objectives of Arts & Cultural Sponsorship

The festival invests in the development and presentation of local contemporary dance activity, with particular emphasis on encouraging new audiences to contemporary dance performances. *Moveme Festival* will encourage creative development amongst West Australian dancers and artists, by providing performance opportunities. An international component provides an opportunity for local artists to develop relationships with international companies and raise their profile nationally.

This project represents a diverse local arts sector and encourages engagement with a new cultural experience. The project provides an opportunity to celebrate the achievements of the local contemporary dance sector and enhances the community profile of the City.

The project must be of high artistic quality /cultural significance

Moveme Festival is presented by four key contemporary dance organisations. The organisers are recognised as professional, high calibre arts organisations producing and promoting innovative contemporary dance works for local audiences. The *Moveme Festival* provides a platform to support local dancers and artists and encourage cultural expression through its performance and engagement program.

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

All participating organisations have an established relationship with the City, and all past funded activities have been successfully acquitted.

The organisations represent professional bodies with demonstrated excellence in service and program delivery, the organisations have a reputation for providing support and advocacy and generating recognition to the contemporary dance sector.

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

The applicant has provided a detailed project budget and demonstrated financial support from other sources including un-confirmed sponsorship from the Department of Education, Department of Culture and the Arts and Australia Council (\$525,000) and a Perth Theatre Trust contribution of \$10,000 has been confirmed.

The recommended level of support represents fewer than 2% of the total project budget.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the performance season;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage during the performance season (to be provided by the City of Perth);
- verbal announcement acknowledging the sponsorship prior to performance;
- acknowledgement of the City of Perth's support on organisation's website.

COMMENTS

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

The organisations have an established relationship with the City. This program provides a platform to encourage audiences to engage in diverse cultural activities.

It is estimated that a total of 1,800 people will attend festival performances over a 6 day period. The total economic benefit to the local economy is estimated to be \$305,000.

ITEM 13

Applicant	Ivan Motherway t/a Abandon Theatre Players
Project	Beckett Fest – Happy Days & Endgame
Artform	Theatre
Location	Studio Underground
Dates	1 November – 7 November
Attendance	1,800
Participants	10
Total Budget	\$130,340
Amount Requested	\$20,000
Recommended	\$0

BACKGROUND

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

Motherway is the former President and Artistic Director of Irish Theatre Players, and is the founder and Artistic Director of Abandoned Theatre Players. In 2015/16 Motherway received arts & cultural sponsorship to present *The Patriot Game*, 27 April to 1 May 2016 at the State Theatre Centre.

Motherway is applying as a sole trader trading as Abandon Theatre Players.

ELIGIBILITY:

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

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

DETAILS:

Project Summary

This project will present Act 1 of Samuel Beckett's play *Happy Days* and Act 2 of Beckett's *Endgame* in a format that has been accepted by the Beckett Estate.

The lead cast members will perform in both plays in a reinterpretation of Beckett's work.

Times and Dates

Day	Date	Activity
Tuesday	1 November	Opening Night
Wednesday	2 November	Performance 7:00pm
Thursday	3 November	Performances 2:00pm, 7:00pm
Friday	4 November	Performance 7:00pm
Saturday	5 November	Performances 2:00pm, 7:00pm
Sunday	6 November	Performance 7:00pm
Monday	7 November	Closing Night 7:00pm

Venue

Studio Underground, State Theatre Centre

Ticket Prices

Audiences will be charged a standard ticket price of \$60 and concession ticket price of \$50.

Past support

Year	Amount	Description of supported project
2015/16	\$10,000	The Patriot Game
<i>Requested 2016/17</i>	<i>\$20,000</i>	<i>Beckett Fest – Happy Days & Endgame</i>
<i>Proposed 2016/17</i>	<i>\$0</i>	<i>Beckett Fest – Happy Days & Endgame</i>

ASSESSMENT:

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

The project must demonstrate shared objectives of Arts & Cultural Sponsorship

This project encourages people with an interest in theatre to experience a reinterpretation of Beckett's work. It is a project that reflects on Perth as a community with a diverse living culture.

This project represents a diverse local arts sector, however, the application responses are not considered sufficient to determine whether the project will actively encourage engagement with this project.

The project must be of high artistic quality /cultural significance

The application responses were considered to be poor, and did not provide sufficient detail to assess either the artistic quality of cultural significance of the project.

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

The applicant was funded in 2015/16 as a first time applicant. The supported performance season commences 27 April 2016. As City of Perth Officers are no longer in a position to accept invitations to attend sponsored activities, the panel is unable to determine the level of program delivery.

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

The applicant has provided a project budget with unconfirmed financial support from other sources (\$45,000) and a self-contribution yet to be determined. Ticket sales account for \$85,340 of the total budget.

The sponsorship request represents approximately 15% of the total budget.

Acknowledgement of City of Perth support

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

- inclusion of the City of Perth crest in all promotional material and publications relating to the performance season;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage during the performance season (to be provided by the City of Perth);
- verbal announcement acknowledging the sponsorship prior to performance;
- acknowledgement of the City of Perth's support on applicant's website.

COMMENTS

The project is not recommended for support. Whilst the organisation has been successful in receiving sponsorship in the past, each application is considered on its merit and in this instance limited detail has been provided to support sponsorship of the project.

The request relates to an activity that provides limited demonstrated outcomes for the level of sponsorship requested.

The application was considered in a highly competitive round, where requests for sponsorship exceeded the funds available.