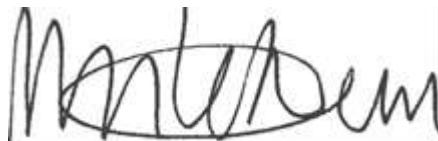


MINUTES

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

26 JULY 2016

APPROVED FOR RELEASE



MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER



CITY of PERTH

MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT
COMMITTEE**

26 JULY 2016

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

**PRESIDING MEMBER'S
SIGNATURE**

DATE:

16/8/2016

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

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Minutes of the meeting of the City of Perth **Marketing, Sponsorship and International Engagement Committee** held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 26 July 2016**.

MEMBERS IN ATTENDANCE

Cr Chen - Presiding Member
Cr Yong
Cr Davidson - Deputy for Cr Limnios

OFFICERS

Mr Mileham - Chief Executive Officer
Ms Battista - Acting Director Economic Development and Activation
Ms Moore - Director Community and Commercial Services
Mr Fitzpatrick - Manager Business Support and Sponsorship
Mr High - Manager Economic Development
Mr Ridgwell - Manager Governance
Ms Honmon - Governance Officer
Ms Rutigliano - Acting Governance Officer

GUESTS AND DEPUTATIONS

Nil

MKT107/16 DECLARATION OF OPENING

4.00pm The Presiding Member declared the meeting open.

MKT108/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Cr Limnios (Leave of Absence).

MKT109/16 QUESTION TIME FOR THE PUBLIC

Nil

MKT110/16 CONFIRMATION OF MINUTES

Moved by Cr Yong, seconded by Cr Davidson

That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on 5 July 2016 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Davidson and Yong

Against: Nil

MKT111/16 CORRESPONDENCE

The Chief Executive Officer advised the Committee that correspondence has been received from the Department of Local Government and Communities commending the City of Perth on its actions regarding the transparency measures (TRIM 123985/16).

MKT112/16 DISCLOSURE OF MEMBERS' INTERESTS

Member / Officer	Minute No.	Item Title.	Nature / Extent of Interest
Cr Janet Davidson (TRIM 127930/16)	MKT115/16	Corporate Sponsorship – Business News 40 Under 40 Awards	Direct Financial Interest – Nature: Attended Award Ceremony Extent: Minor
Cr Keith Yong (TRIM 127932/16)	MKT114/16	Event Sponsorship (Partnership) – Telstra Perth Fashion Festival 2016	Direct Financial Interest – Nature: Attended event Extent: Less than prescribed amount

**MKT113/16 MATTERS FOR WHICH THE MEETING MAY BE
CLOSED**

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

Confidential Schedule No.	Item No. and Title	Reason
1	Item MKT114/16 – Event Sponsorship (Partnership) – Telstra Perth Fashion Festival 2016	5.23(2)(e)(iii)
6	Item MKT118/16 – Consideration of Lighting Based Multimedia Installation for the City of Perth	5.23(2)(e)(ii)

4.05pm Cr Yong disclosed a Direct Financial Interest in Item MKT114/16 (detailed at Item MKT112/16) and departed the meeting.

**MKT114/16 EVENT SPONSORSHIP (PARTNERSHIP) – TELSTRA
PERTH FASHION FESTIVAL 2016**

BACKGROUND:

FILE REFERENCE: P1032438#03
REPORTING OFFICER: Sponsorship Officer
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 11 July 2016
MAP / SCHEDULE: Confidential Schedule 1 – Telstra Perth Fashion Festival 2016 Budget (distributed to Elected Members under separate cover).
Schedule 2 – Telstra Perth Fashion Festival – History of Funding
Schedule 3 – Partnership Assessment Matrix

Confidential Schedule for Minute Item MKT114/16 are bound in Consolidated Committee Confidential Minute Book Volume 1 2016.

The City of Perth has sponsored the Perth Fashion Festival since its inception in 1999. In February 2014, the Perth Fashion Festival Advisory Board was established with representation from a range of stakeholders, including a City of Perth representative.

In April 2014, Telstra was announced as the naming rights partner of the Festival for a period of five years. The support from Telstra consists of both cash and in-kind sponsorship.

The value of the support from Telstra is reflected in the budget attached as Confidential Schedule 1. It should be noted that this is substantially lower than the annual contribution from the City of Perth.

Fashion Council of WA

Perth Fashion Concepts Incorporated (PFCI) trading as Fashion Council of WA (FCWA) has previously presented the Telstra Perth Fashion Festival (TPFF). As part of its strategic direction, PFCI has transferred its incorporation as an association under the Associations Incorporation Act 1987 to a registration as a public company limited by guarantee under the *Corporations Act 2001*.

The transfer does not affect the day to day operations of FCWA. Key changes are as follows:

- FCWA will no longer be an incorporated association, instead, it will be a public company limited by guarantee governed by the Corporations Act; and
- FCWA's name will change from Perth Fashion Concepts Incorporated to Fashion Council WA.

The FCWA has recently completed a constitutional review and has become incorporated. As a major component of the organisation's 2015 vision, they put effort into improving and expanding their relationship with retailers and industry figures locally and nationally. This is planned through the following initiatives:

- Appointment of a dedicated industry liaison officer;
- Refreshing of the industry membership based Style Circle; and
- Introduction of the Style Circle Industry Forum series.

Summary of Event:

The City of Perth has been invited by the FCWA to support the Telstra Perth Fashion Festival 2016 (TPFF) as a Government Partner. 2016 will be the 18th year of the Festival.

The 2016 TPFF is to be held over six days from Tuesday, 20 September 2016 to Sunday, 25 September 2016 at various city locations. The Festival will feature over 30 events, from free to the public attractions through to ticketed events. A range of events will be staged over the course of the Festival, including designer fashion parades, fashion workshops and pop-up events.

The 2016 calendar includes 11 Fashion Paramount events, each with a capacity of 700 attendees, of which 350 are reserved for VIPs, resulting in 3,850 tickets available to the public with prices starting at \$69. There are three public initiatives as part of the Festival, including Fashion Central.

The event organisers propose to hold events in the following locations, along with several other confidential locations at the time of writing this report:

- Perth Concert Hall;
- Forrest Place; and
- Carillon City.

The 2016 TPFF Calendar will include the following:

Free Events In The City

Fashion Central – Forrest Place

TPFF will provide city retailers with a catwalk to showcase their collections by staging 11 retailer runway parades free to the public. Retailers pay a fee to the FCWA to participate in Fashion Central, with the base price for participation starting at \$5,000. Fashion Central is supported by a number of other activations, including live music, associated retailer in-store events and pop-ups. The use of Forrest Place for the event will be provided through in-kind sponsorship.

Vivien's Model Search

The Vivien's Model Search will return to Fashion Central in Forrest Place after a break of two years. The event seeks out the next generation of modelling talent to compete for prizes including modelling agency representation and the opportunity for runway exposure.

Fri-Yay Market

A boutique market featuring the work of local designers and will be held at Central Park on the Friday of the Festival.

Ticketed Events

Fashion Paramount – Perth Concert Hall

Introduced in 2009, Fashion Paramount operates as a Designer Fashion precinct for the duration of the Festival. WA Designers are selected to showcase their spring/summer collections at Fashion Paramount. The calendar for 2016 includes a VIP opening night and a series of local, national and international designers including high profile local designers. Fashion Paramount will include 11 separate runway events in 2016.

Myer Fashion Lunch

Ladies will be invited to purchase tickets to a parade and dining experience showcasing leading Australian designers. The event is targeted at professional women aged 25 and over and the venue is still being finalised. This event sells out annually, and in 2015 the ticket price was \$170 per head. Organisers anticipate an attendance at the event of over 400.

INVITATION AND VIP EVENTS

VIP Opening Night

The VIP Opening Night is an invitation only event at Fashion Paramount. The event will feature a runway presentation from high profile labels.

In addition to the TPF calendar of events, 2016 will again include a Festival Cultural Program running from August to late November. This program will encompass activity outside the usual runway events, and will run across the wider metropolitan region.

Street Banners

Organisers have requested cash sponsorship for the production and installation of street banners for the event. In previous years this component has been handled separately by the City's Marketing and Communications Unit. In 2015 the total cost of the banner production was \$12,895. Banner installation costs were previously included as part of the banner hire fees. In 2016 a new structure has been implemented where the installation cost of banners is separate from the hire charge. The banner installation will be charged at a rate of \$100 per banner. For the 123

banners booked for 2016, this will result in an additional cost of \$12,300 for TPF. In 2016 the Street Banner component has been included in the sponsorship request to allow a greater overview of all contributions from the City.

International Program

In 2012, organisers initiated an International Program and in 2014 organisers formed a partnership with Singaporean group FiDe Fashion Weeks with the intent to expand their reach further into Asia. In 2016 organisers will collaborate with Singapore Fashion Week to deliver a reciprocal program of benefits for Singapore designers, media and personalities. FCWA have identified Singapore as a core target market for tourism and investment, and believe that it has a great synergy with the WA Fashion Industry and a strong reputation for fashion events.

The International Program includes:

- reciprocal designer showcase opportunities including retailer and trade;
- mutual PR and media promotion;
- international ambassador;
- creating brand exposure for both Singapore and Australian fashion and tourism industries; and
- networking opportunities.

The mission of the TPF International Program is to identify and build long term relationships with international key influencers and organisations who will help build trade, media and investment opportunities for WA designers and industry.

Organisers believe that the International Ambassadors Program provides greater opportunities to work with the City of Perth's Sister City and International Engagement Programs.

Support from the City of Perth

The City of Perth supported the 2015 Telstra Perth Fashion Festival with cash sponsorship of \$303,000, and an additional \$10,000 of sponsorship for the WA Fashion Awards to total of \$313,000. In recent years the City's annual support has also extended to the following additional initiatives (2015 values):

Business Unit	Support	Value
Marketing and Communications	Venue hire fee waiver	\$4,527
Marketing and Communications	In-kind banner production and installation	\$12,895
City of Perth Parking	Parking fee waivers	\$8,150

In addition, the City leveraged its sponsorship of the Festival with cash prizes for the Windows in the City activation to the value of \$20,000.

Whilst these items are separate to the sponsorship amount provided by the City, the above reflects an additional \$25,617 in support for the event in 2015. This brings the City's true value of support in 2015 for the Festival component to \$328,617, with an additional \$20,000 for leveraging for Windows of the City. This does not include staff resourcing or costs associated with the Fashion Walk of Fame.

The Business Support and Sponsorship Unit is combining these requests into the overall sponsorship package in 2016 for greater transparency as to the true cost to the City.

Funding

The total cost of the event is \$4,326,414. The event organisers have requested total support of \$359,315.91 for the event. This is made up of cash sponsorship of \$330,000, and in-kind support to the value of \$29,315.91 and represents 8.3% of the total cost of the event.

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

Year	Fashion Festival	WA Fashion Awards	Total
2010	\$286,835		\$286,835
2011	\$275,500	\$10,000	\$285,500
2012	\$285,000	\$10,000	\$295,000
2013	\$295,000	\$10,000	\$305,000
2014	\$303,000	\$10,000	\$313,000
2015	\$303,000	\$10,000	\$313,000
2016 (requested)	\$330,000 cash and \$29,315.91 in kind	Not included in this report	\$359,315.91

A full history of funding from the City is attached as Schedule 2.

The event organisers have secured a range of other funding and sponsorship for the event including Healthway, Tourism WA, Department of Culture and the Arts and Lotterywest (refer to Confidential Schedule 1).

Comparison to Virgin Australia Melbourne Fashion Week and Mercedes-Benz Fashion Week Australia

The Virgin Australia Melbourne Fashion Festival (VMFF) is considered the premiere fashion festival in Australia and is supported by the City of Melbourne.

The City of Melbourne has confirmed that its annual sponsorship is less than \$100,000 per year including cash and in-kind.

The City of Sydney provided sponsorship for Mercedes Benz Fashion Week Australia of \$65,000 cash and \$35,000 in-kind in 2015.

Comparison to other City sponsored events

The following table shows a comparison of other events sponsored by the City, including their duration, attendance and economic return based on economic modelling.

Event	Duration	Sponsorship	Attendance	Economic return	Return on Investment
Fringeworld 2016	31 days	\$75,000	989,675	\$60.07 million*	1:801
Perth Chinese New Year Fair 2016	1 day	\$60,000	70,000	\$10.89 million	1:181
Pride Festival 2016 (proposed)	10 days	\$55,000	50,000	\$9.99 million	1:181
PIAF 2016	25 days	\$365,000	379,000	\$57.05 million**	1:156
<i>TPFF 2016 (requested)</i>	<i>6 days</i>	<i>\$359,315.91</i>	<i>46,000</i>	<i>\$7.26 million (projected)</i>	<i>1:20</i>

*data from the Fringeworld Economic Impact report. All other figures from REMPLAN impact modelling

**this is a conservative calculation which does not take into account the interstate and international attendees and their length of stay.

Assessment

The TPF Partnership Application was assessed by a panel comprising of a City Director, four Business Unit Managers and an Officer.

The sponsorship assessment matrix is attached as Schedule 3. The panel unanimously agreed that the event does not provide optimum level of commercial returns to the City when compared to its other major partnerships including those detailed above. The panel recommended that a more appropriate level of funding should be provided, and that all contributions including in-kind to the event from the City should be quantified as part of the sponsorship report.

The assessment panel believes that the Festival could assist more with activation for City retailers and driving economic returns to local businesses. Significant elements of the event are ticketed or exclusive for VIPs only.

City of Perth funding for the event has increased steadily over recent years, and with the additional supporting items, the City's contribution is significant. The level of sponsorship requested is believed by the assessment panel to be excessive for a predominantly ticketed event. It is recommended that cash sponsorship for the event is reduced in 2016, with a view to achieving a more appropriate level of funding. The City's policy of no longer accepting tickets has been included in the reduction of the sponsorship amount.

The City has been an important partner of the TPF in order to elevate its status as an event within WA and ensure its financial sustainability. It is believed that with the event now established, the City should not remain as a primary funder of the event, and should look to withdraw to a supporting partner position to ensure the City is continued to be represented within the Festival at an appropriate level.

Recommendation

The recommended sponsorship consists of a total of \$269,315.91 cash and in-kind sponsorship and is broken down as follows

Item	Requested Cost	Recommended Cash contribution (excluding GST)	Recommended In-Kind contribution (excluding GST)
Forrest Place venue hire	\$ 4,120.91	-	\$ 4,120.91
Banner production	\$ 12,895.00	-	\$12,895.00
Banner installation	\$ 12,300.00	-	\$12,300.00
Cash sponsorship	\$330,000.00	\$240,000	-
TOTAL	\$359,315.91	\$240,000	\$29,315.91

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth
 S15 Reflect and Celebrate the Diversity of Perth
 S5 Increased place activation and use of under-utilised space
 S13 Development of a healthy night time economy

Policy

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

DETAILS:

Acquittal

A post-event report for the 2015 event has been received by the City (available on the Elected Member Portal, TRIM 226057/15). The post-event report provided an estimated attendance at the Festival of over 46,000 – this represented a 23% increase on the attendance in 2014. Statistics provided by organisers show that the event generated over \$70 million of local and national media coverage. Other statistics from the event include:

- 2,453 tickets sold – a 20% increase on 2014;
- 185 national and international VIP guests;
- 6 national and international media in attendance;
- 54 City retailers involved in the event;
- 68 free and ticketed events; and
- 11 free to the public runway shows in Fashion Central.

The acquittal report is considered to demonstrate a satisfactory acquittal of the City's previous funding.

Eligibility for Sponsorship:

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

Assessment of Application (Partnership):

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

Economic Modelling for the event shows that the expected economic output for the entire event is \$7.261 million. This is a return on investment for the requested sponsorship level of 1:20, and a return on investment for the recommended level of sponsorship of 1:28.

The TPF will activate the city's retail sector over a week in September. The event organisers surveyed attendees at the event last year. Results from the survey indicated spend of \$720 per person. Based on this, the event organisers advise that the total spend from Fashion Paramount patrons on clothing, jewellery and accessories over the Festival period injected more than \$3.6 million into the local retail economy, but this is not directly attributable to city retailers only. However, the sponsorship assessment panel believes that the Festival can provide greater support for City retailers and designers through activation and driving economic spend over the Festival period.

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

Over recent years TPF's International Ambassador Program has boosted promotion of the city to an international audience. The event has seen significant media coverage in the Asia Pacific region over the past few years. The event is the signature fashion festival for Western Australia.

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

- to position the city as a city of regional and international significance;

The event has a national and international profile and attracts international media attention annually.

- to increase visitation to the city;

The TPF's calendar of events increases visitation to the city, including major CBD retailers over the course of the Festival. The TPF is expected to attract 46,000 estimated people to the city over the course of the Festival. The event organisers advise that they will work with the City to build a reporting matrix that measures success for the City and advise that its post-event report will include foot traffic statistics for Fashion Central. Many attendees to the ticketed and exclusive events would be repeat visitors to the event over the course of the week.

- to increase economic investment in the city;

Whilst there are associated economic benefits for some retailers through increased sales, the event is not considered to demonstrate any long term economic investment in the city from the local, national or international fashion industry.

- to create a vibrant, energetic 24 hour city.

The event creates vibrancy in the city through a program of events at a range of locations.

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

The majority of the Festival is comprised of ticketed events. Fashion Central is a free component and will include 11 parades over three days.

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

The majority of the Festival and core Festival components will be held in the city. Some elements of the Festival Cultural program will be held outside the city.

6. Benefits to be provided to the City

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

Event Sponsorship Category:

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

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

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 93C3 9000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	
	BUDGET ITEM
BUDGETED AMOUNT:	\$285,000.00
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$269,315.91
BALANCE:	\$ 15,684.09

All figures quoted in this report are exclusive of GST.

COMMENTS:

The TPF calendar of events increases visitation to the city from a local, national and international audience and contributes to the economy of the city. In 2016 organisers plan to create strong tourism links with Singapore.

Several other City of Perth partnerships and sponsorships provide a far greater return on investment for a much lower level of support. On comparison with a range of other events and the return on investment that they provide, it is believed that the level of sponsorship requested by the FCWA is vastly disproportionate to the return on investment delivered by the event.

Cash sponsorship of \$240,000 and in-kind sponsorship of \$29,315.91 is recommended for the event. This covers all aspects of sponsorship requested and the City will not accept further funding requests related to the Festival outside of this commitment. This recommendation is a reduction of \$59,301 on the total cash and in-kind sponsorship provided in 2015. A reduction in sponsorship for the event was recommended by the assessment panel to better reflect the commercial returns and benefits to the City.

Cr Davidson moved an amendment to Part 1 of the Officer Recommendation as follows:

MOTION TO AMEND

Moved by Cr Davidson

That the total sponsorship amount in Part 1 of the Officer Recommendation be increased by \$30,000.

The motion lapsed for want of a seconder

PRIMARY MOTION

Moved by Cr Chen, seconded by Cr Davidson

That Council:

- 1. approves total sponsorship of \$269,315.91, consisting of cash sponsorship of \$240,000 (excluding GST) and in-kind sponsorship of \$29,315.91 (excluding GST), to Fashion Council of WA Incorporated to present the Telstra Perth Fashion Festival 2016 from Tuesday, 20 September 2016 to Sunday, 25 September 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***

(Cont'd)

- 2.1 a program of events to be held in locations as detailed in the report titled "Event Sponsorship (Partnership) – Telstra Perth Fashion Festival 2016;**
- 2.2 the City of Perth to be recognised as a Government Partner for the event, as follows:**
 - a. on the Partners page of the official event program;**
 - b. on media releases regarding the City of Perth's support for the event;**
 - c. in radio and television advertising;**
 - d. in relevant speeches;**
 - e. during official presentations;**
- 2.3 the City of Perth crest to be included on:**
 - a. the Fashion Council WA and Telstra Perth Fashion Festival websites on relevant event partner pages with a hyperlink to the City of Perth website;**
 - b. Fashion Central venue signage;**
 - c. the official Festival Program;**
 - d. Fashion Paramount media walls;**
 - e. event audiovisual loops;**
 - f. event marketing collateral;**
- 2.4 the City of Perth to receive one full page advertisement in the official Telstra Perth Fashion Festival program;**
- 2.5 the support of the City of Perth to be acknowledged on social media for the Telstra Perth Fashion Festival;**
- 2.6 an opportunity for the City of Perth to provide promotional and audiovisual material for Telstra Perth Fashion Festival events;**
- 2.7 the Lord Mayor to be invited to provide a welcome message for the Telstra Perth Fashion Festival program;**
- 2.8 an opportunity for the City of Perth to access Telstra Perth Fashion Festival celebrities and VIPs, including designers and international ambassadors.**

(Cont'd)

- 3. a detailed acquittal report, including all media coverage obtained, to be submitted to the City of Perth by 31 December 2016.**

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Davidson

Against: Nil

Meeting Note: The Chief Executive Officer advised the Committee that Officers would provide additional information to account for the Telstra Perth Fashion Festival recommended sponsorship amount.

4.28pm Cr Yong returned to the meeting.

4.29pm Cr Davidson disclosed a Direct Financial Interest in Item MKT115/16 (detailed at Item MKT112/16 and departed the meeting.

MKT115/16 CORPORATE SPONSORSHIP – BUSINESS NEWS 40 UNDER 40 AWARDS

BACKGROUND:

FILE REFERENCE: P1010627
REPORTING UNIT: Business Support and Sponsorship Unit
RESPONSIBLE DIRECTORATE: Economic Development and Activation Directorate
DATE: 5 July 2016
MAP / SCHEDULE: N/A

Business News is Western Australia's own business publication delivering journalism to a corporate readership in excess of 28,280. Business News most recent audited statistics show:

- 83% of subscribers are senior decision makers (Chief Executive Officers, Managing Directors and Senior Management positions);
- 38% have a turnover of between \$1 million and \$20 million;

- 12% have a turnover of between \$20 million and \$100 million; and
- 17% have a turnover in excess of \$100 million.

Business News presents the 40under40 Awards on an annual basis and has done so since 2001.

Summary of Event:

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

The Awards program operates through a public nomination process. From the nominees, a panel of judges names the top 40 business men and women under the age of 40, acknowledging the traits and strategies that have allowed those individuals to rise to the top of the field.

This year, the awards will not only identify Western Australia's top 40 young business achievers, but also single out those who excel in their respective fields:

- small or start-up business;
- medium sized business;
- large sized business;
- family business;
- Indigenous business;
- intrapreneur;
- professional services; and
- community, social enterprise or not-for-profit.

The individual judged to be the most outstanding candidate is awarded the "First Among Equals" award and goes on to become the ambassador for the program the following year.

The City of Perth is a Strategic Alliance Partner, along with the University of Western Australia. The Strategic Alliance awards are presented to entrepreneurs who support the vision and mission of these sponsors. All program entrants are automatically eligible for these awards upon submission of a complete entry. Winners receive silver awards and cash prizes. Other event partners of the awards represent major business areas including accounting, oil and gas, hospitality, mining, luxury goods, Perth Airport and other major universities. The program culminates in March 2017 at a gala function. A special editorial feature will be printed in Business News post event, profiling the 40 winners.

City of Perth Strategic Alliance Award

As a part of the full sponsorship benefits, the City of Perth Strategic Alliance Award will be made to one of the finalists in the 40under40 Awards. The Criteria for this award is set by the City of Perth and aligns with the City's strategic objectives. It recognises an individual's contribution to business in the city.

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

- 2002/03 – David Wartzki, Managing Director of a Perth-based souvenir chain, Australian Reflections;
- 2003/04 – Suzan Pervan, founding partner in Gooding Pervan Chartered Accountants based in the city;
- 2004/05 – Selina Duncalf, Chief Operating Officer, Bankwest;
- 2005/06 – Anne Maree Ferguson, Managing Director Perth Convention Bureau;
- 2006/07 – Edward Rigg, Group Managing Director of investment bank Argonaut Ltd;
- 2007/08 – Marcus Canning, Director / Chief Executive Officer (CEO) of Artrage Inc.;
- 2008/09 – Aimee Johns, William Street Collective;
- 2009/10 – Colm O'Brien, Chief Operating Officer, Aspermont Limited;
- 2010/11 – Agustin Costa, Managing Director, AME Pty Ltd;
- 2011/12 – Corentin Laumaille, Director, Jean Pierre Sancho Bakery (2011/12);
- 2012/13 – Thomas Streitberg, Chief Operating Officer / Head of Strategy, Buru Energy Limited;
- 2013/14 – John Bishop, Founder and Executive Director, PetRescue Ltd;
- 2014/15 – Kelly Quirk, Chief Executive Officer, Harrier Human Capital; and
- 2015/16 – Leycester Cory, Guys Grooming.

Funding

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

Financial Year	Sponsorship Amount
2001/02	\$ 7,000
2002/03	\$ 7,000
2003/04	\$10,000
2004/05	\$15,000
2005/06, 2006/07, 2007/08	\$13,500 per annum
2008/09, 2009/10, 2010/11	\$18,000 per annum

2011/12, 2012/13, 2013/14	\$20,000 per annum
2014/15	\$20,000 first instalment of in-principle three year support
2015/16	\$20,000 recommended 2 nd instalment of in- principle three year support
2016/17 (recommended)	\$20,000

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 for Perth as a city that is attractive for investment

Policy

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

DETAILS:

Acquittal of 2015 event

An acquittal report for the 2015 event has been received by the City of Perth (available on the Elected Member Portal, TRIM 54308/16). Key details from the acquittal report include:

- 96 individuals were nominated;
- 641 guests attended the gala awards event; and
- the City of Perth crest was included extensively across collateral for the program; however the City of Perth's sponsorship offered visibility beyond just its crest placement.

The acquittal report is considered to demonstrate a satisfactory acquittal of the City of Perth's previous funding.

Eligibility for Sponsorship:

Criterion	Satisfied
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth	Yes

Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes
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Markets / audiences who will be exposed to sponsorship information:

Business News is Western Australia's own weekly business publication with a corporate readership in excess of 28,000. In addition, it has access to 11,000 email addresses to which it distributes its publications. The 2008 Nielsen Company survey reports 95% of Business News readers are decision makers, chief executive officers, managing directors and senior management.

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

Promotion of City of Perth to Markets / audiences:

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

Assessment of Application (Corporate):

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

The 40under40 Awards program recognises the achievement of young, dynamic leaders in the WA business community through a public nomination process. Through the sponsorship of this award since the year 2001, the City of Perth has been able to establish an image as a supporter of business, career development and achievement recognition in Western Australia. The sponsorship would also provide the City of Perth with longevity of benefits and recognition. A 40under40 Award is an achievement that the recipient will carry with them on their curriculum vitae for years to come, and has significant prestige attached to it.

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

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

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

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

- to position the city as a city of regional and international significance;

The 40under40 Awards are open to entrants from regional and metropolitan Western Australia. Although not affiliated with any international award program, similar awards to the 40under 40 exist in many cities. Sponsorship of this award enhances the City of Perth's reputation as a supporter of innovation, business and career development.

- to increase economic investment in the city;

The Awards would achieve this objective in a number of ways:

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

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	939720007901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	
	BUDGET ITEM
BUDGETED AMOUNT:	\$185,000
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 20,000
BALANCE:	\$165,000

All figures quoted in this report are exclusive of GST.

COMMENTS:

The 40under40 Awards is an annual program recognising the top business men and women under the age of 40 in the state. The awards are considered auspicious and carry longevity of benefits and recognition. The program is expected to attract

approximately 100 nominations, and the City has an opportunity to participate in the program as a judge as well as a Strategic Alliance Partner.

It is recommended that the Council approves sponsorship of \$20,000 (excluding GST).

Moved by Cr Yong, seconded by Cr Chen

That Council:

- 1. approves cash corporate sponsorship of \$20,000 (excluding GST) to Business News Pty Ltd to present the 40Under40 Awards to be held in March 2017;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 The City of Perth crest to be included on advertising and promotional material prior to and following the event, including:***
 - a. Business News print publication;***
 - b. newspaper advertising;***
 - c. HTML emails sent to a database of over 110,000;***
 - d. the Awards entry guide;***
 - e. the Awards night invitations;***
 - f. the Awards night menu and program;***
 - g. Awards night presentation slides;***
 - h. the sponsors page on the 40under40 website; social media posts;***
 - i. the 40under40 Awards feature in Business News; event Awards;***
 - j. the media wall at the awards night;***
 - k. thank you cards sent to nominators;***
 - l. congratulations cards sent to nominees;***
 - m. a post-event congratulatory advertisement;***

(Cont'd)

- 2.2 a quarter page print advertisement in Business News in the lead up to the event, as well as in the post-event editorial feature;**
- 2.3 an opportunity for the City to display signage at the gala function;**
- 2.4 an opportunity for the City to nominate an executive level representative as an event judge, with feature photo and bio on the event website and in printed material;**
- 2.5 a City of Perth award and prize valued at \$1,000 recognising the contribution made by a business person to the city;**
- 3. a detailed acquittal report, including all media coverage obtained, to be submitted to the City of Perth by May 2017.**

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Yong

Against: Nil

4.39pm Cr Davidson returned to the meeting.

**MKT116/16 ARTS AND CULTURAL SPONSORSHIP 2016/17 –
ASSOCIATE PARTNERSHIP – WEST AUSTRALIAN
MUSIC – WAM FESTIVAL**

BACKGROUND:

FILE REFERENCE: P1032405#07
REPORTING UNIT: Business Support & Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development & Activation
DATE: 30 June 2016
MAP / SCHEDULE: N/A

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

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

The WAM has requested sponsorship of \$40,000 for the presentation of the 2016 WAM Festival. The WAM Festival will take place from Thursday, 3 November 2016 until Sunday, 6 November 2016 at various locations including public spaces and licenced venues throughout the cultural precinct and greater Northbridge.

The 2016 WAM Festival program will comprise of the WA Music Conference, WA Music Awards, Friday night showcases, Saturday Spectacular, and Sunday Best events (Sunday Best Program is to be confirmed and has been excluded from the proposed budget). Friday night showcase performances will be held in various CBD and Northbridge licenced venues and a door charge of \$10 will apply. WA Music conference pass holders will be invited to attend for free. Saturday Spectacular performances including those at licenced venues will be free to attend. The Festival offers recognition and skills development opportunities for West Australian musicians and is also WA's foremost opportunity to engage with the broader community and celebrate the great contemporary music talent on offer in WA.

Past support

The City of Perth has provided sponsorship to the WAM to support the presentation of Saturday Spectacular since 2010. The WAM has received arts and cultural sponsorship since 2001/02. The table below represents support provided in the past five years.

Year	Sponsorship Amount	Supported Program
<i>2010/11</i>	<i>\$68,624</i>	<i>WAMi Festival – Saturday Spectacular, Northbridge Piazza Series, Lunchtime Performance Series, Partner Showcases, Closing Party</i>
<i>2011/12</i>	<i>\$70,408 cash \$5,850 in-kind</i>	<i>WAMi Festival – Saturday Spectacular, Northbridge Piazza Series and Lunchtime Performance Series, Partners Showcases, Closing Party</i>
<i>2012/13</i>	<i>Nil</i>	<i>No application*</i>

Year	Sponsorship Amount	Supported Program
<i>2013/14</i>	<i>\$50,000</i>	<i>WAMi Festival – Saturday Spectacular</i>
<i>2014/15</i>	<i>\$37,000</i>	<i>WAM Festival – Saturday Spectacular</i>
<i>2015/16</i>	<i>\$40,000</i>	<i>WAM Festival – Saturday Spectacular, Friday Showcases & WA Music Awards</i>
2016/17 Requested	\$40,000	WAM Festival – Saturday Spectacular, Friday Showcases & WA Music Awards
2016/17 Proposed	\$40,000	WAM Festival – Saturday Spectacular, Friday Showcases & WA Music Awards

An acquittal report for the 2015/16 supported project has been provided (available on the Elected Member Portal, TRIM 20540/16). The 2015 audited financial statement has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City’s previous funding, as demonstrated by the following summary:

- The 2015 WAM Festival included a program of 166 musical acts at 25 venues.
- The Festival attracted an 11% increase in attendance as compared to the previous year, with more than 11,000 attending the festival across the four day program.
- The Block Party event as part of the Saturday Spectacular component of the festival attracted 3,500 people, and increased attendance of 17%.
- Saturday Spectacular indoor venues (comprised of eight City based licenced venues) experienced a 60% increase in attendance from 2014 figures.

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: 18.1 – Arts and Culture
18.8 – Provision of Sponsorship and Donations

Eligibility:

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

Council Policy 18.8 establishes 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:

Category of Sponsorship: Associate Partnership	
Applicant Eligibility Criteria	
<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
Project Eligibility Criteria	
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

Now in its 23rd year, the WAM Festival is an annual local music event recognised as an important opportunity for local contemporary musicians, music industry representatives and contemporary music audiences to connect. City of Perth has been a supporter of the WAM Festival since 2001. Over many years the program format has changed with some events, such as the Saturday Spectacular and WA Music Awards remaining important highlights of the event program.

In 2015 the WAM Festival attracted approximately 11,000 attendees across four days of activity, and achieved audience growth of approximately 11%. The Block Party reached capacity with over 3,500 attendees, representing a 17% increase in attendance. Event organisers anticipate the 2016 Saturday Spectacular will attract an audience of similar scale.

The Saturday Spectacular will take place on Saturday, 5 November 2016 from mid-afternoon into the evening. WAM aims to attract and sustain a diverse audience at various outdoor and indoor venues across Northbridge.

In 2015 Saturday Spectacular included a Block Party in the Roe Street Wilson Car Park. At this location, two outdoor stages showcased Western Australian music simultaneously. Licensed venues also staged further performances throughout the afternoon and into the evening.

Although the 2016 program and schedule are currently under development, WAM has indicated that the Festival will continue to include WAM Music Awards, Friday Showcase, WA Music Conference, Saturday Spectacular and Block Party (an all ages outdoor program).

The 2016 WAM Music Conference is expected to attract approximately five international delegates and 20 national delegates. Delegates will stay at the Alex Hotel, in close proximity to conference and showcase venues. Delegates are expected to stay in Perth for an average of three nights. The WAM Music Conference provides a unique opportunity for Western Australian musicians to engage with international contemporary music industry representatives in Perth. The WAM Festival format encourages representatives to stay in Perth and experience multiple performances throughout the weekend.

In support of the application, WAM has provided the 2015 Saturday Spectacular schedule, which is indicative of the scope of programming for the 2016 event.

Venues

The festival will be held in various locations throughout the Northbridge entertainment precinct and Perth Cultural Centre. Licenced venues are yet to be advised.

In 2015, festival city-based venues included The Boston, State Theatre Centre Courtyard, Jack Rabbit Slim's, Amplifier, The Bird, Jimmy's Den, Mustang Bar, Universal Bar, Ezra Pound and Flyrite in addition to temporary stages located at Wilsons Car Park on Roe Street. The WA Music Conference was presented at the State Theatre Centre of WA.

Times and dates

Program	Description	Date
WA Music Awards	High profile publically voted awards that celebrate the achievements of local musicians of the past year.	Thursday, 3 November 2016
WA Music Conference	West Australian musicians invited to participate in the conference alongside national and international music industry representatives at the State Theatre Centre of WA.	Friday, 4 November 2016 and Saturday, 5 November 2016
Friday Showcases	Live music at multiple licenced venues throughout Northbridge.	Friday, 4 November 2016
Saturday Spectacular	Free live music event including all ages outdoor stage, indoor licenced venues and Block Party.	Saturday, 5 November 2016

Ticket Prices

Friday night showcase performances will be held in various CBD and Northbridge licenced venues and a door charge of \$10 will apply. WA Music conference pass holders will be invited to attend for free. Saturday Spectacular performances including those at licenced venues will be free to attend

ASSESSMENT:

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

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

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

The project must demonstrate shared objectives as an Associate Partner

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

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

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

The organisation anticipates around 11,500 patrons will attend the event throughout the day using the City's parking facilities and visiting, in increased numbers, nearby businesses and cultural facilities due to the involvement of multiple venues across Northbridge. The City's Economic Impact Modelling Tool, REMPLAN measures a total economic impact of \$1,700,000 as a result of the festival.

WAM has implemented a strategy to encourage Australia's key booking agents and record label representatives to the conference. In addition, representatives from national radio station Triple J regularly attend the conference. Specific examples of audience development outcomes as a result of these attendances has been provided. Outcomes such as these demonstrate that this strategic investment has garnered immediate outcomes for the industry. Targeting national music industry representatives to attend the WAM Festival and Conference will remain an important consideration in the planning of the 2016 event.

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

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

The applicant has provided the previous year's programming schedule which provides an indication of the quality of artists invited to perform at the event.

WAM will work with local industry groups to curate the free Friday evening event, a series of genre showcases which align to the WA Music Awards categories. WAM has developed a general set of criteria that guides the selection process for acts which include general past achievements (awards, releases, other similar events played, workshops completed); WAM-related successes (Song Of The Year and WAM Award nominees and winners are made a priority); timeliness (current activities, releases out/due, media hype, career momentum); level of the music's innovation, uniqueness, originality and quality; how beneficial the event could be for the act, and how well positioned the act is to take advantage of the opportunities that could arise.

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

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

The WAM has submitted supporting documentation with the application including a 2015 Annual Report, which details the success of the 2015 WAM Festival both in terms of attendance and social/economic benefits to artists. In 2015 the Saturday Spectacular presented 166 acts at 25 different venues and was attended by local, national and international industry representatives in addition to introducing new audiences to local artists. The WAM Festival achieved an 11% increase in attendance and attracted 64 expert music industry speakers to the conference event.

The WAM has been incorporated since 1987 and receives triennial funding from the State and Federal Governments. It has a 23 year history of successful management and presentation of the annual WAM Festival (previously known as the WAMi Festival and Kiss My WAMi Festival). In 2015, the WAM Festival was supported by Healthway, Lotterywest, Moshtix, in addition to over 28 awards and media partners.

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

- Reviews in mainstream and industry specific media;
- Audience participation figures;
- Audience survey;
- Participant survey and feedback forms;
- Number of unique visitors to the WAM website and associated webpages;
- Event numbers and artist participation;
- Number of attendees; and

- Calculations of the dollar spend for each non-WA guest, speaker or delegate travelling to Perth to attend the WAM Festival.

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

WAM has provided a summarised project budget reflecting a confirmed financial contribution from Healthway, Perth Arena and Moshtix. Additional government funding is in the final stages of negotiation. Confirmed sponsorship as follows:

Source	Amount
Perth Arena	\$7,000
Healthway	\$30,000
Moshtix	\$6,000

The requested contribution represents 33% of the total project cost. This level of sponsorship is consistent with previous years.

Acknowledgement

City of Perth funding of \$40,000 would secure the benefits outlined in the recommendation section of this report.

FINANCIAL IMPLICATIONS:

ACCOUNT NO: 121-254-7901
BUDGET ITEM: Recreation and Culture – Other Culture –
Donations and Sponsorship
BUDGET PAGE NUMBER: TBA
BUDGET ITEM
BUDGETED AMOUNT: \$1,440,000
AMOUNT SPENT TO DATE: \$ 430,250
PROPOSED COST: \$ 40,000
BALANCE: \$ 969,750

All figures quoted in this report are exclusive of GST.

COMMENTS:

The City of Perth has been requested to provide \$40,000 (excluding GST) in cash arts and cultural sponsorship towards the WAM Festival. This request is consistent with the level of sponsorship received in 2015/16.

The WAM Festival provides a unique audience development opportunity for West Australian musicians. The WAM Festival promotes West Australian musicians to a

national and international audience, the WAM Showcase and Music Conference receives positive industry exposure, strengthening the City's position as a pre-eminent cultural destination.

Based on the estimated attendance of 11,500 people, the requested amount of \$40,000 equates to a contribution of \$3.48 per person attending the festival. This contribution is slightly lower than previous years, due to a consistent increase in audience numbers.

Much of the WAM Festival is free for the general public to attend and attracts an increased level of interest each year, based on historical attendance figures; the festival encourages broad community engagement and contributes to the development of new audiences for local contemporary music.

Moved by Cr Davidson, seconded by Cr Yong

That Council:

- 1. approves cash sponsorship - Associate Partnership, of \$40,000 (excluding GST) to West Australian Music for sponsorship of the 2016 WAM Festival;***
- 2. notes that West Australian Music will provide the following sponsorship benefits to the City:***
 - 2.1 inclusion of the City of Perth Crest in all promotional material and publications relating to the festival;***
 - 2.2 display of City of Perth signage (to be provided by the City) at festival venues for the duration of the festival;***
 - 2.3 verbal acknowledgement of the City of Perth in any talks, interviews and speeches;***
 - 2.4 non-exclusive supporting rights to be cited as "WAM Festival, presented by Smarter Than Smoking, proudly supported by City of Perth";***
 - 2.5 invitation for the Lord Mayor or representative to present the Golden WAMi for contribution to the industry at WAM Music Awards;***

(Cont'd)

**2.6 *acknowledgement and cross promotional posts on WAM
Festival and WAM social media channels (minimum 15 posts)***

- 3. *notes that the City is to be provided with an acquittal report for the supported project within 3 months of completion of the 2016 WAM Festival and an audited annual financial report of West Australian Music within 6 months of the conclusion of the relevant financial year.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Davidson and Yong

Against: Nil

**MKT117/16 CORPORATE SPONSORSHIP – AUSTRALIAN
UNIVERSITY GAMES PERTH 2016**

BACKGROUND:

FILE REFERENCE: P1010627-32
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 11 July 2016
MAP / SCHEDULE: N/A

The Australian University Games (AUG) are an annual event owned solely by Australian University Sport (AUS). The AUS is the peak governing body of university sport in Australia and currently has 42 members, representing more than one million students. The AUS head office is located in Brisbane and a number of AUS staff are situated across the country to conduct the annual regional and national university games. The AUS has a board to administer and manage the sporting needs of all AUS member universities.

The AUS aims to:

- foster university sport as a relevant and important part of university life;
- provide leadership in university sport;

- provide national policy in relation to university sport;
- facilitate opportunities for students to participate in competitive sport at a regional, national and international level; and
- lobby and represent, on behalf of its members, the sporting needs of Australia's university students.

Since its inception in 1993, the AUG has grown to be Australia's largest annual multi-sport event. Held in September, the Games are renowned for providing a friendly but competitive environment for Australian university athletes which is the flagship event on the national university sporting calendar. The AUG concept is based on other multi-sport events including the Olympic Games, Commonwealth Games and the World University Games.

The Games are recognised as an opportunity to provide university athletes, some of whom are of international standard, the chance to compete against each other in a national multi-sport event. As such, the Games have built a reputation as a not-to-be missed event, now attracting over 6,000 participants each year. Away from the sporting field, a week long social program is conducted to complement the sporting activities and enhance the event and tourism experience for participants.

Some of the objectives of the AUG include:

- To provide a high standard event for university students in a manner that contributes to the development and recognition of university sport competition as an important part of mainstream Australian sport and university life;
- To enhance the link between sport, tourism, culture, and education and to present a holistic approach to university life through the AUG;
- To provide a professionally managed sporting competition utilising the highest standard of facilities, staff and equipment available;
- To provide economic, social and cultural benefits to the host city and region;
- To provide a safe and enjoyable social/sporting program for all AUG participants; and
- To gain maximum exposure for the event through significant promotional activities aimed at raising the profile of the AUG, university sport, the partner university – University of WA (UWA) and the host city and region.

The last AUG held in Perth was in 2010 and was attended by 6,473 participants of which 5,213 were competitors, 235 were volunteers and 400 were staff and officials from universities throughout Australia. The Games have also previously been held in Perth in 1999 and 2004.

Summary of Event:

The AUG will be held in Perth between Saturday, 24 September 2016 and Friday, 30 September 2016, with an expected 5,700 to 6,700 student athletes from 38 to 42 universities to participate, with 5,200 expected from interstate. The AUS has engaged local sporting organisations at a national, state, regional and local level to help facilitate the delivery of 33 sport competitions taking place around metropolitan Perth. Competitor ticket prices range between \$175 and \$210 per person.

The AUG is designed to be a high standard, sport-tourism event. The event organisers seek to create a youth festival atmosphere by including non-sporting events during the AUG week to ensure the participants fully experience the retail, cultural and tourism aspects of the host city.

Transport

The AUS has engaged Adams Coachlines to implement a transport system for the sports component of the event. The system will provide a method for participants to travel to all sporting venues and back to their accommodation precinct. The transport hub will be based in the CBD, with the exact location to be determined.

Sport Programs Held Within City Of Perth

- Squash (26 September 2016 to 30 September 2016) at the Terrace Squash Centre, East Perth;
- Taekwondo (24 September 2016 and 25 September 2016) at the UWA Sport and Rec Centre, Crawley; and
- Water Polo (26 September 2016 to 30 September 2016) at the UWA Uniswim, Crawley.

The majority of sporting competitions will be held outside the city due to a lack of available facilities within the City of Perth boundary.

Social Events

The 2016 AUG will contract with licensed venues within Northbridge to provide participants with exclusive AUG venues for the social program. The Northbridge Piazza has been booked through the games week where a variety of different activities will be staged each evening.

Northbridge Piazza Program

AUG's Live Site Program (hosted at the Northbridge Piazza) has the following plan in place:

- Opening Ceremony (25 September 2016);
- Mascot Challenge (26 September 2016);
- Gaming competition, trivia and other activities (27 September 2016);
- Musical performance/campus bands competition/tug of war (28 September 2016);
- Movie Night (29 September 2016); and
- Closing presentation (30 September 2016).

Past sponsorship of AUG is as follows:

Year	Amount
2004/05	\$10,000
2009/10	\$15,000
2016/17	<i>Requested: \$25,000 (cash) and \$11,640 (in kind) Recommended: \$20,000 cash</i>

The AUS have sought sponsorship from the following organisations: Tourism WA, Red Bull, Stay Oz, Mainfreight, Accenture, Riot Games, Jansport and Defence Force Recruiting.

It is recommended that the City of Perth sponsor the event with an amount of \$20,000 (excluding GST).

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
Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

Markets / audiences who will be exposed to sponsorship information:

The AUG will bring approximately 6000 and more university students from up to 42 universities across Australia to the CBD and Northbridge over the course of a week. The competitor demographics are made up of the following:

- Average age 21;
- 64.4% are 18 to 24 years old; and
- 37% are international students.

Promotion of City of Perth to markets / audiences:

The City of Perth will be recognised as a corporate sponsor on the AUG website, marketing collateral, banner placement and other advertising, at designated venues and special events such as the launch, opening and closing ceremonies and the Northbridge Piazza events.

The City of Perth will also have the option to have an iCity volunteer station at the Northbridge Piazza AUG events.

The AUG has a tourism section on its website which has been developed in conjunction with Tourism WA. A number of the key attractions in the City of Perth are covered within this section.

As of July 2016, AUG had the following social media exposure:

Social media Type	July 2016 Numbers	2015 August Statistics
Facebook	25,316 followers	<ul style="list-style-type: none"> • 1,314,348 people reached • 22,914 total likes • 37,907 unique visitors • 45,800 unique video views
Twitter	1,634 followers	<ul style="list-style-type: none"> • 245,502 impressions • 10,881 profile visits • 573 mentions
YouTube	397 subscribers	<ul style="list-style-type: none"> • 3,258 hours watched • 51,194 views • 224 shares
Instagram	3,708 followers	
LinkedIn	757 followers	

Assessment of Application (Corporate):

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

For many of the interstate based student competitors, the AUG 2016 may be their first visit to Perth. As stated in the benefits section of this report, the City of Perth will be in a position to promote retail, hospitality, tourism and leisure experiences around the city.

The AUG will:

- position Perth as a capital city of regional and international significance;
- increase economic benefits through spending and accommodation; and
- market Perth as a city to study, work, do business and live.

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

Corporate sponsorship of the event will provide valuable good will amongst universities and students in Western Australian and interstate.

It will also expose international students to Perth in line with work currently undertaken by stakeholders such as StudyPerth and the University of WA.

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

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

The AUG will economically support Perth traders including retail, nightclubs and bars, restaurants and cafes and other tourism businesses, most notably accommodation facilities.

An estimated 5,200 interstate guests will stay in Perth's CBD and surrounding hotels for the week-long event, resulting in approximately 31,000 visitor nights.

It is anticipated that the return on investment from the recommended \$20,000 sponsorship is 1:238, resulting in an economic impact to local businesses of \$4,766,579.

The social program will add vibrancy to the city by directing students to the Northbridge Piazza and neighbouring bars, cafes, eateries and nightclubs.

Furthermore, employment opportunities are estimated at 800 to 1,000 jobs consisting of 200 to 300 contractors, up to 400 casuals and 25 full time employees.

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	93 793 000 7901
BUDGET ITEM:	Business Support and Sponsorship – Economic Development Program
BUDGET PAGE NUMBER:	TBA
BUDGETED AMOUNT:	\$198,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$ 20,000
BALANCE:	\$178,000

All figures quoted in this report are exclusive of GST.

COMMENTS:

It is recommended that the Council approves sponsorship of \$20,000 (excluding GST).

While the majority of the sports will be held outside the City of Perth, the organisers are strategically placing a number of activities within the CBD as the host city for 2016.

Students are expected to visit many of the city's restaurants, cafes and bars, and tourism and entertainment destinations which will drive significant economic activity for the City of Perth ratepayers. The event organisers have developed a social program that directs student spending to specific establishments exclusively in Northbridge.

The economic benefit to the host city is considered to be substantial with an estimated 5,200 interstate guests staying in Perth's CBD and surrounding hotels for the week-long event, resulting in approximately 31,000 visitor nights. The social program will add vibrancy to the city by directing students to Northbridge Piazza and neighbouring bars and nightclubs.

Moved by Cr Yong, seconded by Cr Davidson

That Council:

- 1. approves cash Corporate sponsorship of \$20,000 (excluding GST) to Australian University Sport Limited to present the Australian University Games Perth 2016 from Saturday, 24 September 2016 until Friday, 30 September 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 the City of Perth crest to be included on the Australian University Games website;***
 - 2.2 City of Perth banner placement, and other advertising, at designated sports venues and special events such as the launch, opening and closing ceremonies, and at the Northbridge Piazza;***

(Cont'd)

- 2.3 *new marketing collateral to include the City of Perth crest;***
- 2.4 *provision of digital marketing reports, sponsorship activation reports, post event participant data (such as demographics, gender, universities etc) and economic benefit data to the City of Perth;***
- 2.5 *an option to distribute City of Perth marketing collateral at special events such as the launch and opening/closing ceremonies;***
- 2.6 *option for the City of Perth iCity volunteers to have a station at the Northbridge Piazza for the Australian University Games events;***
- 2.7 *verbal recognition at the event of the City of Perth's support;***
- 2.8 *invitation to the Lord Mayor, or City of Perth representative, to present a speech at the opening and/or closing ceremony, including the provision of speech notes; and***
- 2.9 *a detailed acquittal report, including all media coverage obtained, to be submitted to the City of Perth by 15 November 2016.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Davidson and Yong

Against: Nil

**MKT118/16 CONSIDERATION OF LIGHTING BASED MULTIMEDIA
INSTALLATION FOR THE CITY OF PERTH**

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 7 July 2016
MAP / SCHEDULE: Schedule 4 – Multimedia installations examples
Schedule 5 – Multimedia installation types
Confidential Schedule 6 – Scope for permanent
installation draft (Distributed to Elected Members
under separate cover)
Schedule 7 – Example footprints
Schedule 8 – Objectives, schedules and Impact of
Lighting Strategy 2014

Policy

Policy No and Name: Draft Lighting Policy (under development)

Confidential Schedule for Minute Item MKT118/16 are bound in Consolidated Committee Confidential Minute Book Volume 1 2016.

At the Marketing and International Engagement Committee meeting held on **14 June 2016**, the following actions arising were raised:

“That the Marketing, Sponsorship and International Engagement Committee, in accordance with Section 4.11(2) of the City of Perth Standing Orders Local Law 2009, requests that the Chief Executive Officer investigate alternative options and timings to expand the annual celebration of Australia Day and to bring back a report, including budgetary implications, for the consideration of the Committee.”

The City of Perth has looked at developing options to investigate a multimedia experience for Perth based on examples seen in places such as Sydney (Vivid), China (West Lakes) and other such attractions that could generate economic and social benefit for the city over greater timeframes than those currently experienced over the short time frame of existing large scale events supported by the City.

Multimedia installation

The definition of multimedia installation or display varies widely, however for the purposes of common understanding for this report, a multimedia display could be

considered as a large scale display that involves technology and interactivity, is nonphysical (that is, it can appear or disappear) and generally involves more than one medium, including combinations of the following:

- Laser projection;
- Video projection;
- 3D mapping projection;
- Surround sound;
- Online interactivity;
- Pyrotechnic displays;
- Aquatic screens;
- Architectural lighting;
- Musical water fountains; and
- Heritage lighting.

An example of each of these along with reference points is included in Schedule 1 including the approximate cost of the installations where this information is known.

Types of Multimedia Installations

A multimedia installation for the City of Perth would need to be considered in the context of the three different types of attractions outlined below. Examples of existing installations that fall in each category along with relevant case studies are included in Schedule 5.

Permanent Installation

These installations are generally custom solutions specific to a location and are executed on an ongoing basis at the same time to draw crowds and provide certainty of experience. When executed well they are strong drivers of economic and tourism activity. However large consultancy scoping requirements, stakeholder alignment on themes and narratives, infrastructure needs, and ongoing maintenance and operational costs along with high initial capex requirements must all be considered.

An example scope document of the type of inputs required to generate a robust feasibility for a permanent installation is included as Schedule 6. Timing-wise, a project of this type would require a five month feasibility assessment, and a four month procurement process followed by up to 12 months for installation. The cost of a detailed feasibility and concept exploration would likely be up to \$400,000 exc GST

Semi-Permanent or Interactive Installation

These installations are comprised of shifting and developing multimedia experiences over time through creative techniques and interactive technologies such as mobile augmented reality or large scale building and sound projection and location specific

installations. This allows the advantage of changing theming and installation experience over time.

Timing-wise such an installation would generally necessitate a four month contracting period and then be placed in situ for anywhere between three weeks to six months or longer dependant on the scope. For this reason, costings vary and are difficult to obtain.

Temporary Multimedia Event

A considered exploration into an appropriate attraction as a temporary multimedia event would increase tourist yield and resident activity at a specific period of time. This option often has broader economic impacts for the local economy in creating jobs and supporting local business. This is currently done in many cities so finding a unique angle for Perth would be a key consideration along with the required financial and physical resources to enact such an event and engage appropriate artists.

Timing-wise this type of event could run for three weeks to one month, integrated with other City of Perth activity or activity and be timed to match a peak period of spectators or a traditional low period of City activity (such as winter). Examples of possible trails or footprints that incorporate key stakeholders and strategic sites are included in Schedule 7.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan
Council Four Year Priorities: Perth at Night
S13 Development of a Healthy Night Time Economy

DETAILS:

Officers first examined the existing activity related to lighting within the City of Perth which includes:

Council House Lighting

The City of Perth has shown leadership in regards to lighting infrastructure within the municipality by successfully delivering an iconic lighting display at Council House that operates nightly.

Lighting Strategy, Master plan and Best Practice Guide

The City has also been progressing lighting infrastructure through the City of Perth Lighting Strategy which was approved in 2014. The main objectives and eight key principals of this strategy are outlined in Schedule 8.

The strategy includes details of key stakeholders and key aspects of implementation including a draft Lighting Master Plan, a good practice guide and considerations for maintenance and monitoring. The City has been progressing the implementation of the Lighting Strategy through a cross divisional task force comprised of officers from the Finance; Environment and Public Health; Co-ordination and Design, Street Presentation and Maintenance Business Units. This taskforce also has external representation with key stakeholders such as the MRA and TWA.

A policy related to the Lighting Strategy is currently being finalised. The City has recently gone out to tender to secure consultant services to draft and deliver the Lighting Master Plan and Best Practice Guide.

Other Activity

Other City of Perth Business Units that could contribute to the development of a concept include Arts, Culture and Heritage; Marketing and Communications; Economic Development; and Activity Approvals. In many cases, these Units already have actions that could be aligned with the delivery of a multi-media based installation or event. There are other private events which could be incorporated into a larger light event footprint. The recent success of the City's work with the Concert Hall delivering initiatives such as the Winter Tunnel Bar illustrates the differing types of projects that could be woven into a bigger proposition.

Possible partners

There are also private and government organisations within the city that could partner on such an initiative including;

- Brookfield Place currently delivers a building projection and installation based "Winter Lights" program which is sponsored by the City of Perth for \$20,000 in and around the Brookfield complex;
- The Treasury / Cathedral Precinct is a high quality heritage / architectural lighting and an expanding place management team interested in developing place concepts for the historical heart of the City from Barrack Street to Pier Street over the next year;
- The Metropolitan Redevelopment Authority (MRA) commissioned a high value feasibility study that examined the potential for a multimedia attraction specific to Elizabeth Quay. This involved a high degree of stakeholder consultation and

concluded that temporary activity was recommended until full precinct build out due to the complexity of ongoing works and construction. The MRA also manage key strategic sites such as the Perth Cultural Centre, the future Yagan Square / Perth City Link and Elizabeth Quay;

- Tourism WA – the 2016/17 State Budget included \$30 million for business, sporting and entertainment events to attract thousands of visitors along with \$1 million for an expanded Chinese New Year Package;
- The Perth Concert Hall. Council's 2016/17 Budget contains funding for the Perth Concert Hall which could be considered a strategic site in the context of lighting due to proximity with Council House and the Cathedral Precinct as well as being in the high traffic and visibility area of St Georges Terrace; and
- Other local government authorities that share views across the river which may fit in from a multimedia perspective include the City of South Perth and the Town of Victoria Park.

Benefits

There is a wide array of benefits of multimedia attractions to the area and economy. They can include:

1. Make the City of Perth more attractive for longer periods than current activity such as the short time frame of the existing Australia Day Skyworks;
2. Improve the city nightscape;
3. Enhance the City of Perth's night time economy and associated induced employment;
4. Make the city more welcoming and enjoyable after dark and enhancing feelings of safety for residents and visitors;
5. Highlight the city's architectural heritage and landmarks improving property appreciation;
6. Create an asset and additional experience for the city to enhance its tourism offering;
7. Add value to the arts, creative and cultural industries;
8. Enhance inward investment and tourism through promotion and potent imagery with improved marketing and branding (particularly through social media); and
9. Realise property management savings through damage reduction and avoided expenditure.

The necessary considerations, pros and cons of each approach are considered in depth below:

Permanent Approach	
Pros	Cons
<ul style="list-style-type: none"> • Most likely to provide enduring economic benefit (extended stay and spend). • Adds to vibrancy and list of City of Perth experiences. • Significant works can become iconic and gather considerable destination branding and engagement online. • Can be more dynamic than stationary public art. • Works best when designed into environment or location from the outset. 	<ul style="list-style-type: none"> • May date or age quickly possible. • Extensive time and levels of engagement are required to develop authentic content and gain approval /agreement on themes and narratives. • High cost of consultant and specialist advice in feasibility stage followed by high capital expenditure and operational expenditure requirements. • Ongoing maintenance requirements and expenditure of customised components. • Potential clash of infrastructure with other operational and event activity. • Possible annoyance to locals and residents, possible shut down times to avoid complaints. • Permanent installations are the most likely to cause environmental disturbance due to possible light pollution. • May require collaboration with existing private building owners and or other land owners and management bodies (such as the Swan River Trust). • Long content development lead times and requirements for renewal. • In the Perth summer such an installation may only be relevant from 8.00pm – 10.30pm where appropriate lighting conditions prevail.

Semi-Permanent Approach	
Pros	Cons
<ul style="list-style-type: none"> • Provides a reason for visitation and extend length of stay. • Enhances engagement with community and artistic enterprise. • Programmability and changeability of installations mitigates risk of becoming a “white elephant” or aging. • Staged at the right time (such as low activity winter) can improve dwell times and economic outcomes. 	<ul style="list-style-type: none"> • Repeat visitation may be a challenge. • Can still annoy locals and residents. • May limit visitation at other times. • Time taken to develop authentic content and gain approval / agreement on themes and narratives. • Recognised proponents / artists may struggle with government tender / contracting process. • In summer there may be limited opportunity to engage workers (after work) due to lighting conditions (only working from 8.30pm onwards unless undercover).

Temporary or Event Approach	
Pros	Cons
<ul style="list-style-type: none"> • Can still create high profile, short-term interest. • Provides reason for visitation. • Employment of local contractors and artists and strategic development of creative economy / scene. • Offers opportunities to partner with other private, event and City businesses. • Provide opportunities for knowledge share and incremental development. • Logical locations to work with in creating a trail. 	<ul style="list-style-type: none"> • Possible vampire effect of draining certain locations over a short period of time – must enhance connection to CBD and local business offering. • Events can be extremely resource hungry and expensive, Multi media events are highly technical and can be infrastructure intensive. • Strong resourcing commitment required to deliver an annual event, high operational investment, engagement with the creative community, connections with cultural institutions and other government agencies (ie. tourism, business, and economic development agencies). • Would need to build up over time

Temporary or Event Approach	
Pros	Cons
	<p>meaning multi year commitment would likely be required.</p> <ul style="list-style-type: none"> • Would need to be unique for City of Perth (many cities have established festivals of this nature) and high impact to generate crowd numbers over a short period of time in order to justify the investment. • Would need clear integration or separation from existing Skyworks. Marketing have advised an early winter / autumn could work with other activity.

FINANCIAL IMPLICATIONS:

The financial implications of such an endeavour are ultimately dependant on the scale and type of installation selected, however as a baseline the following minimum budget would be recommended against the three different options, noting that there is currently no existing budget allocation for an installation. This is based on the research undertaken on existing installations in each category.

Type of Installation	Proposed Budget
Permanent	<ul style="list-style-type: none"> • Feasibility phase \$150,000 to \$400,000. • Installation capital expenditure – \$2 million to \$4 million minimum. • Operational expenditure – 15% of Capex per annum. • May attract partner funding.
Semi-permanent	<ul style="list-style-type: none"> • \$200,000 to \$450,000 for 3 to 6 months. • High variability dependant on location and life cycle of semi-permanent installation.
Temporary or event based	<ul style="list-style-type: none"> • \$750,000 to \$1.5 million per annum for three weeks. • Some elements of savings from incorporation of existing activity into this program could be considered.

All figures quoted in this report are exclusive of GST.

COMMENTS:

In the short term, the most realistic option would be to create a Perth-specific event that builds on partnerships and expands over time. This may inform experiences that could lead to a significant permanent installation at a later date (such as the City of Perth's 2029 bi-centenary celebrations). Content development partnerships are a critical aspect of this proposal.

This would be consistent with how Vivid Sydney has been developed, however careful consideration of the timing, resources and budget would be required to realise maximum benefit.

The timing with the Australia Day Skyworks would be a strong consideration as this time of the year is not ideal for light-based installations and also not a time of the year that there is a shortage of other activities in Perth (existing activity such as the Christmas Pageant, retail hours extension and Christmas Lights at the GPO followed by the commencement of Fringeworld and Perth International Arts Festival).

A winter festival that builds event partners over time and brings people into the city in a low activity period should be considered in this context. Subject to the success of such an initiative, it could present an addition to the current Skyworks.

Moved by Cr Davidson, seconded by Cr Yong

That the Marketing, Sponsorship and International Engagement Committee:

- 1. notes the considerations and options related to a proposed multimedia installation within the City of Perth;***
- 2. requests Officers to refer the proposed multimedia installation to the City of Perth Lighting Taskforce for consideration and to bring back a report to the Marketing, Sponsorship and International Engagement Committee;***
- 3. consider implications related to the operational practicality of the installation and the possible alignment and impacts on electrical and fibre infrastructure and other significant annual events.***

(Cont'd)

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Davidson and Yong

Against: Nil

MKT119/16 MOTIONS OF WHICH NOTICE HAS BEEN GIVEN

Nil

MKT120/16 GENERAL BUSINESS

Responses to General Business from a Previous Meeting

1. World Tourism Cities Federation (Raised 14/06/16, Updated 5/07/16).

At its meeting held on 14 June 2016, the Marketing, Sponsorship and International Engagement Committee requested that a report be brought back for its consideration regarding the benefits and costs of the City of Perth joining the World Tourism Cities Foundation.

A memorandum update was provided to all Elected Members via email by the Acting Director Economic Development and Activation on 19 July 2016 (TRIM 119761/16).

At its meeting held on 26 July 2016, the Acting Director Economic Development and Activation advised the Committee that Officers have investigated the matter and that the City could utilise an observer membership status. This would then allow Officers to further investigate potential benefits and report back to the Committee at a future meeting.

Cr Chen read out correspondence from World Tourism Cities Foundation to the Committee. The Committee agreed that this correspondence should be distributed to all Elected Members and for a report to be prepared for consideration at a future meeting on obtaining an observer status membership.

New General Business

1. Sponsorship Assessment of the Telstra Perth Fashion Festival

Cr Davidson requested information on the sponsorship assessment matrix for the Telstra Perth Fashion Festival Item MKT114/16. The Acting Director Economic Development and Activation explained that a detailed assessment process and negotiations had been undertaken by the Officers. The Committee requested a copy of the assessment matrix to be distributed to Elected Members.

MKT121/16 ITEMS FOR CONSIDERATION AT A FUTURE MEETING

Outstanding Items:

- Review of Council Policy 18.8 – Provision of Sponsorship and Donations (Raised 22/01/15, updated 03/03/15, 26/05/15 and 28/07/15, 01/03/16, 24/05/16, 5/07/16).

MKT122/16 CLOSE OF MEETING

5.01pm There being no further business the Presiding Member declared the meeting closed.

SCHEDULES
FOR THE MINUTES OF THE
MARKETING,
SPONSORSHIP &
INTERNATIONAL
ENGAGEMENT COMMITTEE
MEETING HELD ON
26 JULY 2016

Marketing, Sponsorship and International
Engagement Committee
Confidential Schedule 1
(Minute MKT114/16 refers)

Distributed to Elected Members under separate cover

Bound in Consolidated Committee
Confidential Minute Book
Volume 1 2016

SCHEDULE 2

Telstra Perth Fashion Festival – History of Funding

Year	Sponsorship (Festival component only)
1999	Declined due to all sponsorship funds having been committed
2000	\$50,000
2001	\$35,000
2002	Sponsorship request declined
2003	No sponsorship request received
2004	No sponsorship request received
2005	\$132,000
2006	\$166,000
2007	\$214,485
2008	\$260,000
2009	\$265,200
2010	\$286,835
2011	\$275,500
2012	\$285,000
2013	\$295,000
2014	\$303,000
2015	\$303,000
2016 (requested)	\$330,000 cash + \$29,315.91

SCORE

Criteria	1	2	3	4
Expected attendance over the duration of the event	0 – 5,000	5 – 20,000	20,000-40,000	40,000+
Duration of the Event	One day	Two days	Three to six days	One week +
Has a significant national or international profile or the potential to develop it.	Small scale and community event, no public profile	Medium scale event, some level of awareness and public profile, mostly via social media and word of mouth with the potential to grow	Large scale established event, high profile with main stream media exposure	Significant scale and profile event, adds to the city's offering as a capital city with mainstream media exposure including TV
Economic Impact	Low: negligible associated spend outside of the event offering	Medium: low level spend expected to benefit businesses around the event offering	High: significant spend likely to benefit the City businesses around the event offering	Maximum: significant spend over multiple days which is likely to benefit City businesses around the event offering and City based suppliers and providers i.e. accommodation
Contributes towards the achievement of one or more of the City's marketing objectives:	Meets one objective	Meets two objectives	Meets three objectives	Meets four objectives
<ul style="list-style-type: none"> to position the city as a city of regional and international significance; 				
<ul style="list-style-type: none"> to increase visitation to the city; 				
<ul style="list-style-type: none"> to increase economic investment in the City of Perth 				
<ul style="list-style-type: none"> to create a vibrant, energetic 24 hour city. 				
Preference will be given to events which provide free attendance	Significant ticket costs for all (\$50pp or more)	Low ticketed costs for all (under \$50pp) or a range of pricing from low to medium	Free to public only, cost for participants	Completely free to participants and public
Preference will be given to events which are held exclusively in the city	25% or less of the event held in the city	50% of the event held in the city	75% of the event held in the city	100% of the event held in the city
Adequate benefits/ recognition for the City	Few sponsorship benefits and little recognition of support (crest recognition)	Moderate level of benefits and recognition of support including substantial digital offering and event representation by staff and Elected Members	A high level of benefits and recognition of support including content generation	Significant and ongoing benefits and recognition for the city including creative leveraging and activation opportunities
Organisation has ability/ capacity to deliver event	Organisation has no experience as event organisers, limited other funding income, is unlikely to be able to deliver the event	Organisation has some capacity although doubts remain about ability to deliver event in a viable manner	Organisation has strong capacity to deliver the event and is expected to achieve the minimum KPI's	Organisation has a history of delivering similar events, has demonstrated other funding sources, has strong capacity to deliver the event and will achieve over and above stated KPI's

TOTAL SCORE

Other considerations - is there a reputational/ other benefit to aligning the event with the City?

TYPES OF MULTIMEDIA INSTALLATION

LASER PROJECTION



Aqua Magic, Darling Harbour, Sydney
\$2.5 million

DIGITAL VIDEO PROJECTION



Example outdoor projection

3D MAPPING PROJECTION



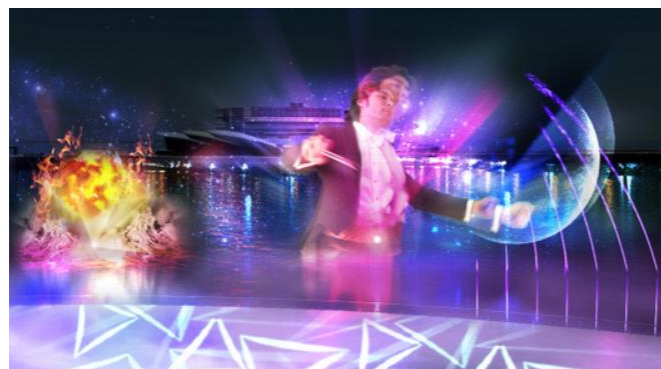
The Venetian Macau
USD \$1,015,000

PYROTECHNICS DISPLAYS



Australia Day Skyworks, Perth
Pyrotechnics \$450,000
Other aspects inc Air Show, Water Regatta, Family entertainment zones and music concert approx. \$2 million inc Lotterywest finding. Laser component was \$150,000.

AQUATIC SCREENS



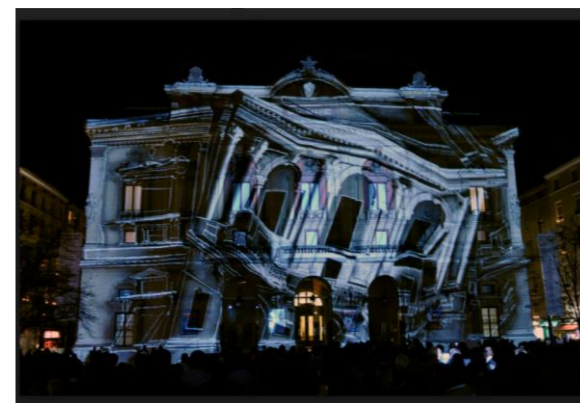
Wonder Full, Marina Bay
USD \$3,525,046

INTERACTIVE / AR



The Science Museum
\$60,000 - \$250,000

3D MAPPING / INTERACTIVE



LivePixel 3D Mapping Interactive

MUSICAL WATER FOUNTAINS



West Lake, China
Approx. \$4 – 5 Million USD

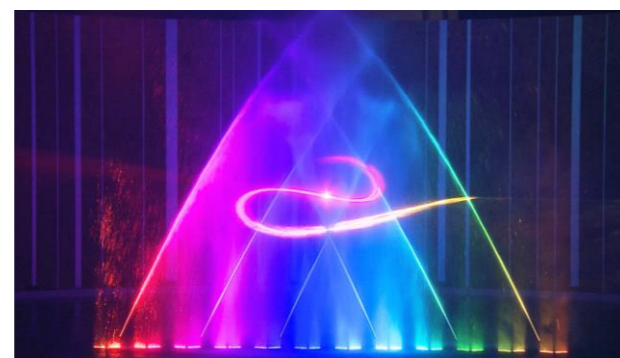
SCHEDULE 4

PRECINCT-BASED SPECIAL



Victoria Harbour, Hong Kong
Runs nightly, 14 minute duration

LIGHT AND FOUNTAIN



Pearl of Sochi, Mandarin Hall, Russia
\$2.5 million 3 times per evening, 7 days week

ARCHITECTURAL LIGHTING



Shanghai Bank, Hong Kong
USD \$710,000

ARCHITECTURAL HERITAGE LIGHTING



Town Hall, Liverpool

**TYPES OF PERMANENT, SEMI PERMANENT AND TEMPORARY MULTIMEDIA
PERMANENT ATTRACTIONS**



Marina Bay Sands, Singapore

Multimedia spectacular on the door of the marina Bay sands Integrated resort Hotel
360 degree attraction with a contract value of \$3,525,046
Recent plans for this to be given a high value refresh



Symphony of Lights, Hong Kong

\$90 million for the whole display
45 buildings, event runs nightly for 14 minutes



Gardens by the Bay, Singapore



The Place, Beijing

The place Installation cost \$32 million, is 80 feet above the ground, and actually 5 separate screens combined.
A 250 meter x 30 meter LED screen was installed in Beijing as a centerpiece for The Place, which is a shopping mall located in the business district.
It can play video games, live events, and visitors can even upload photos to view. However, it is primarily used as a virtual aquarium, with sharks and fish swimming by.



Nikola Basics Soudacao ao Sol in Zadar, Croatia

\$5-10 Million capex
\$150K opex per annum



Bellagio fountain, Las Vegas

\$40 million to build
Between \$300k - \$400k per month to run.
The Fountains of Bellagio is a vast, choreographed water feature with performances set to light and music.
The performances take place in front of the Bellagio hotel and are visible from numerous vantage points on the Strip, both from the street and neighbouring structures. The show takes place every 30 minutes in the afternoons and early evenings, and every 15 minutes from 8 pm to midnight.
Two minutes before a water show starts, the nozzles begin to break the water surface and the lights illuminating the hotel tower turn to a purple hue (usually), or red-white-and-blue for certain music.

CASE STUDY - PERMANENT

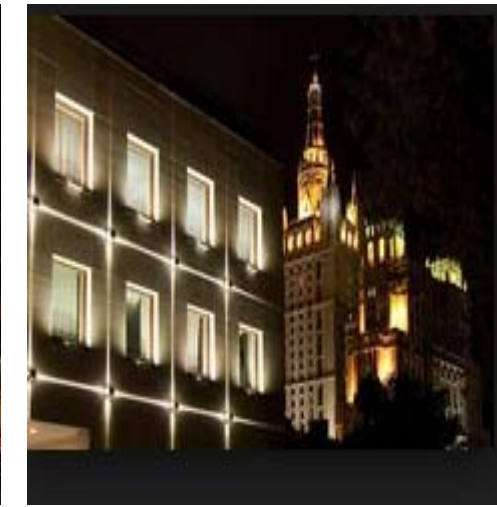
Liverpool Vision – Façade Lighting Program

Scheme undertaken to light Liverpool's major city Heritage buildings

75 buildings have been lit to date

An independent impact assessment concluded the following demonstrated benefits;

- Phase 1 cost \$1.27 million pounds with money raised through grants
- Where not in public ownership business received 50% rebate grants towards the cost of lighting improvements subject to contractual agreements
- Cost of opex was 5% of capital improvement costs
- \$3.2 million pound additional spending in the City Centre
- 88% of visitors interviewed think the lighting increased their enjoyment of Liverpool
- 50% of visitors make a special trip into the City to see the illuminations
- 84% of visitors say they now feel safer in the City after dark
- 89% were more likely to walk in areas where the buildings were illuminated



SEMI PERMANENT INSTALLATIONS



Federation Square, Light in Winter



AntiVj – The Ark



AntiVJ – 3Destruct



Cosmopolis, China



Aeolian Lights, Squidsoup, Salford Quays, UK



Wonder Full Aquatic Screen, Singapore






Sentosa – Songs of the Sea



Sentosa – Songs of Sea infrastructure



Sentosa – Songs of the Sea – audience area

 <p>Melbourne White Night Festival</p>	 <p>Vivid Sydney 2016</p>	 <p>Dark Mofo Tasmania</p>
<p>One night of projections across the City Attracts crowds of 1.3 million to the City Generates \$16.8 million return to the Victorian economy in just one night (Creative Victoria website) White Night Melbourne is Australia’s contribution to the global phenomenon, Nuit Blanche, and Victoria is the only Australian state that offers the all-night event. More than 1600 creative industries artists took part this year, and more than 1500 were Victorian. The state government and Melbourne Major Events Corporation, which oversees White Night, have never revealed the cost of the event, deeming it commercial in confidence</p>	<p>Vivid started in 2009 and has grown progressively in terms of its footprint and number of installations and side programs. In 2015 the impact of the Festival is listed as</p> <ul style="list-style-type: none"> 1.7 million attendees 26,000 international packages sold 121 trade familiarisation visitors 90,000 Vivid Music event attendees 70,000 Vivid Idea Event attendees 1.9 visits to website 305,928 Vivid Sydney Facebook Fans with reach 17.9 million 925,222 facebook photo views 77,900 downloads of app \$4.7 million spend in Hotels and other hospitality venues (Destination NSW annual report 2014-15)) In 2014 it had an impact of \$41 million on the NSW economy over 18 days (AFR May 2015) 	<p>Hobart City Council announced a contribution of \$700,000 for the next three years of the festival, with the state government handing over \$2.1m for 2016 alone (a hefty increase from the \$3m bestowed on the festival for the three years prior).</p> <p>But the city’s support extends beyond cash: roads are shut down, entire precincts closed, and rules seem to bend to support the “unexplained confused weirdness” that pervades.</p> <p>The increased funding from the Tasmanian government worked. Early figures show that 275,000 people took part in Dark Mofo this year, up from the early figure of 174,000 in 2015 (a number which ended up climbing to 280,000)</p> <p>One of the most popular events was the Winter Feast, initial figures show about 43,000 people paid up to \$20 each to attend over the five nights.</p> <p>12,000 tickets were sold to performances at Hobart’s Odeon Theatre and an after-hours Blacklist party attracted around 1,500 people a night,</p>



Brookfield Place Winter Lights

\$270,000 budget

1 month

Previous festivals have welcomed over 15,000 people to engage with the installations



Forrest Place Christmas Light Program

Approx \$180,000 for 21 nights

Done through contractor Electric Canvas



China Lantern Festival

Chinese Culture Works (based in Melbourne)

Currently costing event concept for Perth

Wellington Square from 24 March until 7 May 2017 for "Chinese Lanterns"



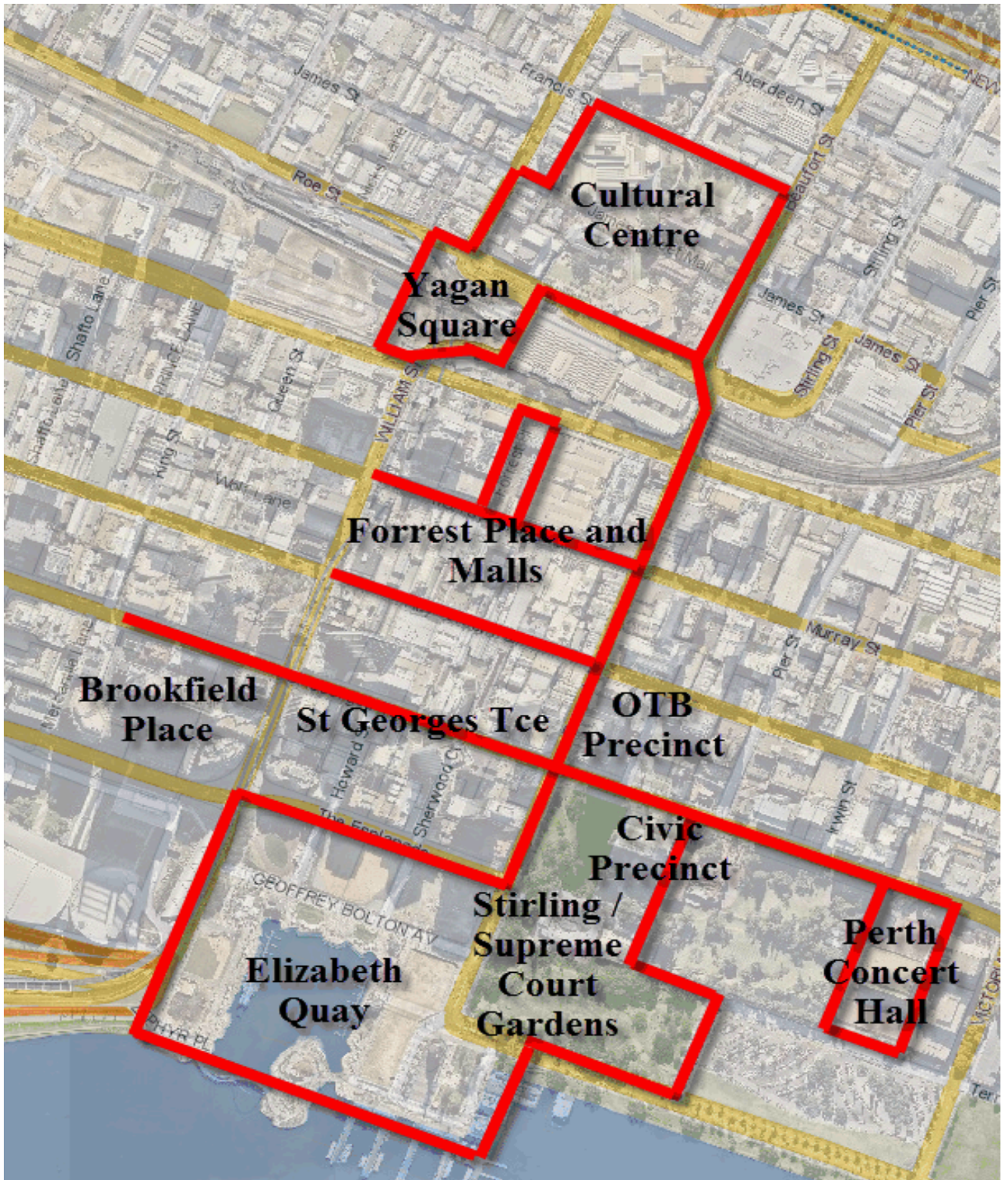
Marketing, Sponsorship and International
Engagement Committee
Confidential Schedule 6
(Minute MKT118/16 refers)

Distributed to Elected Members under separate cover

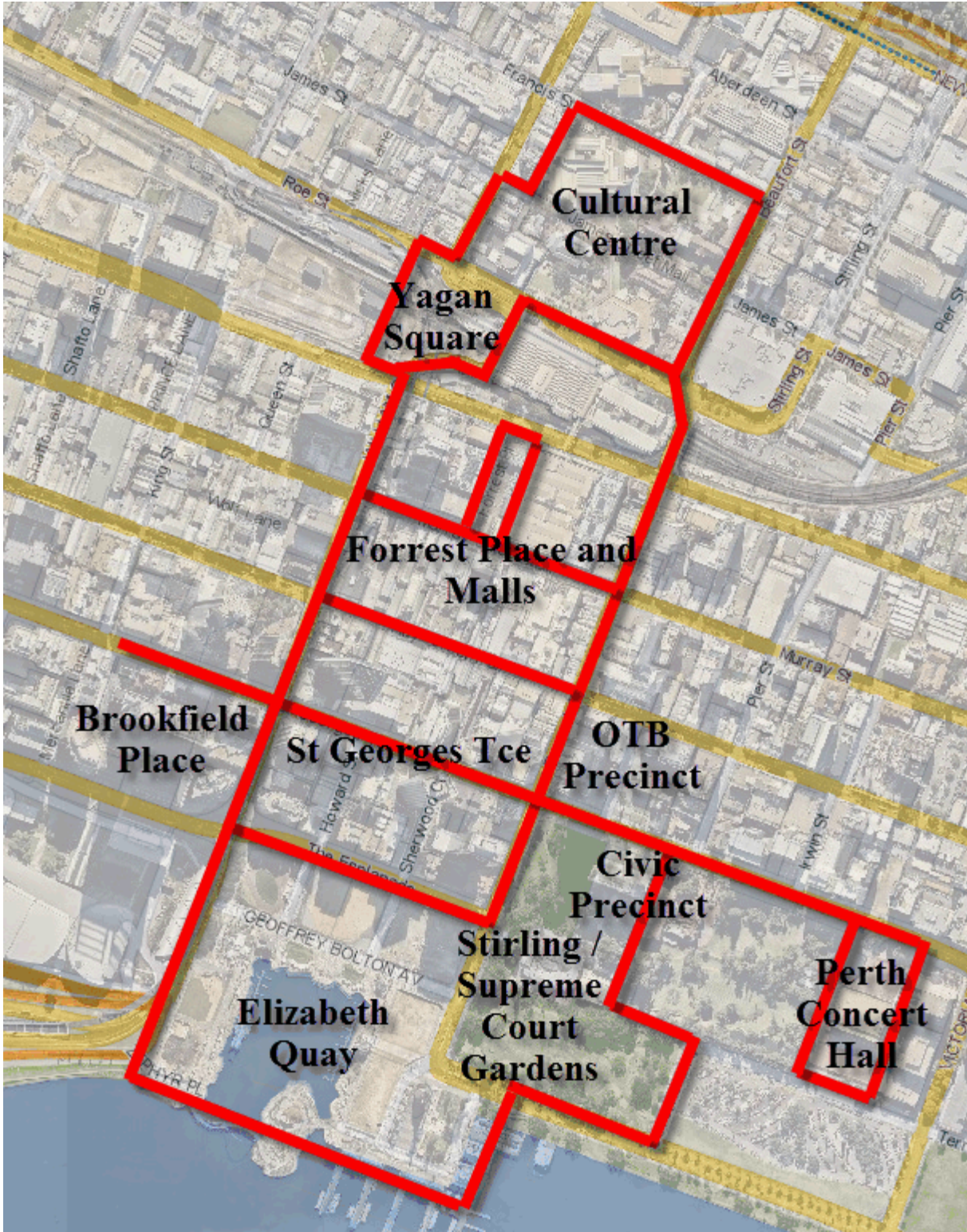
Bound in Consolidated Committee
Confidential Minute Book
Volume 1 2016

SCHEDULE 7

Example possible Light Based Event Footprints



SCHEDULE 7



Objectives, Principals and impact of Lighting Strategy 2014

LIGHTING STRATEGY

2.1 MAIN OBJECTIVES

The following objectives have been formulated for the planned use of light;

- Discourage crime and reduce the fear of crime.
- Encourage citizens and visitors to remain in the city in the evening, improving retail trade and improving the night-time economy.
- Provide a co-ordinated lighting infrastructure plan for Perth that will guide work carried out by the City of Perth, private developers and other development agencies.
- Achieve savings in the cost of electricity, maintenance of infrastructure and significantly cut greenhouse gas emissions.
- Support prosperity and economic success – attract investment and tourism in the global economy.
- Enable a clear understanding of the composition of the City at night.
- Identify the City as a leader in good environmental practice in the use of light in a coherent manner.
- Become the first Australian city to achieve membership of a group of international cities (LUCI) founded to exchange knowledge and promote a culture of sustainability in lighting.
- Develop a unique suite of multifunctional poles and components (PerthPole) to minimise clutter, avoid confusion for street users and create new economic opportunities.

2.2 EIGHT KEY PRINCIPLES

The following Eight Key Principles underpin the objectives;

- Improve the illumination of the city to ensure public safety and enjoyment, and support development and growth of the night-time economy.
- Differentiate areas of the City through varied lighting.
- Create a nightscape postcard image of the City for tourists by illuminating the outline of buildings to make a strong night-time statement that is uniquely Perth.
- Road and street lighting planning to define street hierarchy.
- Reduce sky glow caused by obtrusive external lighting.
- Implement sustainable lighting standards in future projects to reduce energy and maintenance costs and to show leadership in the community.
- Special events Illumination / 'Festival' lighting.
- Engage with the community to encourage other organisational, property owners and businesses to contribute to the objectives of the strategy.

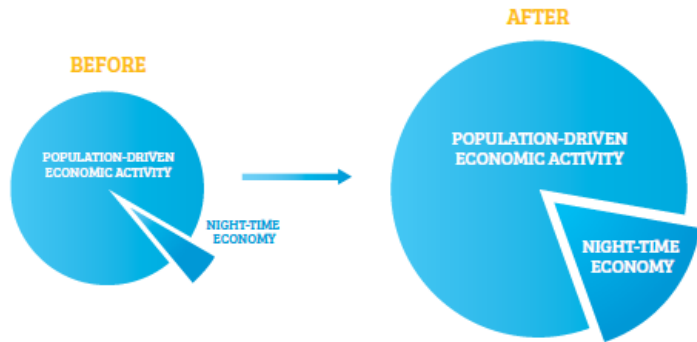


FIGURE 2
Indicative increase in night time economy
Source: City of Perth, 2011