



CITY of PERTH

Lord Mayor and Councillors,

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

Yours faithfully

**MARTIN MILEHAM  
CHIEF EXECUTIVE OFFICER**

22 September 2016

**Committee Members:**

**Members:**

Cr Chen (Presiding Member)  
Cr Linnios  
Cr Yong

**1<sup>st</sup> Deputy:**

Cr Davidson

**2<sup>nd</sup> Deputy:**

Cr Green



Please convey apologies to Governance on 9461 3250  
or email [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au)

# EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

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

## BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

### ALERT ALARM

#### beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.

## EVACUATION ALARM/PROCEDURES

### whoop whoop whoop

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

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



### EVACUATION ASSEMBLY AREA



Assembly Area

Alternate Assembly Area

# MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

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

<b>Members:</b>	<b>1<sup>st</sup> Deputy:</b>	<b>2<sup>nd</sup> Deputy:</b>
Cr Chen (Presiding Member) Cr Limnios Cr Yong	Cr Davidson OAM JP	Cr Green

**Quorum:** Two  
**Expiry:** October 2017

## TERMS OF REFERENCE

OCM 24/11/15

1. To oversee and make recommendations to the Council on matters related to:
  - a. marketing of the city (including marketing of the City's car parks);
  - b. initiatives to promote Perth as a tourist and investment destination;
  - c. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
  - d. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership and other city partnerships;
  - e. the implementation of the Christmas Decorations Strategy;
  - f. the management of the Australia Day Celebrations;
  - g. street busking in the City;
  - h. use of the City's banner and flag sites;
  - i. corporate communications and public relations;
  - j. to oversee the development and implementation of the International Engagement Strategy to position Perth as a global city.

### **NOTE:**

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

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

**This meeting is open to members of the public**

# INFORMATION FOR THE PUBLIC ATTENDING COMMITTEE MEETINGS

## Question Time for the Public

- An opportunity is available at all Committee meetings open to members of the public to ask a question about any issue relating to the City. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible in order to allow the City sufficient time to prepare a response.
- The Presiding Person may nominate a Member or officer to answer the question, and may also determine that any complex question requiring research be answered in writing. No debate or discussion is allowed to take place on any question or answer.
- To ask a question please write it on the white Question Sheet provided at the entrance to the Council Chamber and hand it to a staff member at least an hour before the meeting begins. Alternatively, questions can be forwarded to the City of Perth prior to the meeting, by:-
  - Letter: Addressed to GPO Box C120, Perth, 6839;
  - Email: [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au).
- Question Sheets are also available on the City's web site: [www.perth.wa.gov.au](http://www.perth.wa.gov.au).

## Deputations

A deputation wishing to be received by a Committee is to apply in writing to the CEO who will forward the written request to the Presiding Member. The Presiding Member may either approve the request or may instruct the CEO to refer the request to the Committee to decide whether or not to receive the deputation. If the Presiding Member approves the request, the CEO will invite the deputation to attend the meeting.

Please refer to the 'Deputation to Committee' form provided at the entrance to the Council Chamber for further information on the procedures for deputations. These forms are also available on the City's web site: [www.perth.wa.gov.au](http://www.perth.wa.gov.au).

## Disclaimer

Members of the public should note that in any discussion regarding any planning or other application that any statement or intimation of approval made by any Member or officer of the City during the course of any meeting is not intended to be and is not to be taken as notice of approval from the City. No action should be taken on any item discussed at a Committee meeting prior to written advice on the resolution of the Council being received.

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

**MARKETING, SPONSORSHIP AND  
INTERNATIONAL ENGAGEMENT COMMITTEE  
27 SEPTEMBER 2016**

**ORDER OF BUSINESS**

1. Declaration of Opening
2. Apologies and Members on Leave of Absence
3. Question Time for the Public
4. Confirmation of Minutes – 6 September 2016
5. Correspondence
6. Disclosure of Members' Interests
7. Matters for which the Meeting may be Closed

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

<b>Confidential Schedule No.</b>	<b>Item No. and Title</b>	<b>Reason</b>
3	Item 7 – Arts and Cultural Sponsorship 2016/17 – Major Partnership – Artrage Inc. 2017 Fringe World Festival	5.23(2)(e)(iii)

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

**Classic Car Run**

At its meeting held on 6 September 2016, Cr Limnios requested for the administration to explore holding a classic car run through the City of Perth.

The Acting Director Economic Development and Activation advised that this matter is being investigated and an update will be provided to Committee when available.

### **Citizenship Ceremonies**

At its meeting held on 6 September 2016, Cr Chen requested that the administration consider citizenship ceremony procedures for all councillors to attend on rotation with the opportunity to speak at the ceremony and identify themselves to new citizens within the City of Perth.

The Acting Director Economic Development and Activation responded to Councillor Chen via email on 12 September 2016 (TRIM 165018/16).

### **10.2. New General Business**

## **11. Items for Consideration at a Future Meeting**

### **Outstanding Reports:**

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

## **12. Closure**

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# ITEM NO: 1

## ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – PERTH INSTITUTE OF CONTEMPORARY ARTS

**RECOMMENDATION:** (APPROVAL)

**That Council:**

- 1. approves Cash Sponsorship - Associate Partnership, of \$30,000 (excluding GST) to Perth Institute of Contemporary Arts (PICA) for sponsorship of the Pip & Pop: When Happiness Ruled exhibition to be held from Saturday, 12 November 2016 to Saturday, 24 December 2016.;**
- 2. notes that PICA will provide the following sponsorship benefits to the City of Perth:**
  - 2.1 acknowledgement as ‘Exhibition Partner’ of the supported exhibition;**
  - 2.2 inclusion of the City of Perth crest and acknowledgement as ‘Exhibition Partner’ on promotional material and publications relating to the supported exhibition;**
  - 2.3 acknowledgement of the City of Perth in all radio and print advertisements;**
  - 2.4 acknowledgement of the City of Perth as a supporting partner on the PICA website (updated annually);**
  - 2.5 display of City of Perth signage (supplied by the City of Perth) at PICA for the exhibition launch event;**
  - 2.6 verbal acknowledgement of the City of Perth’s support in the official opening speech;**
  - 2.7 verbal acknowledgement of the City of Perth’s support in all related public programs and events connected to the supported exhibition;**

**(Cont’d)**



- 2.8 invitation for the Lord Mayor or representative to officially open the exhibition;**
- 2.9 opportunity to provide content in e-newsletter;**
- 2.10 provision of digital content (photo, video) for use at the City's discretion.**
- 3. notes that the City of Perth is to be provided with an acquittal report for the supported project within 3 months of completion of the supported projects and an audited annual financial report of Perth Institute of Contemporary Arts within 6 months of the conclusion of the relevant financial year.**

**BACKGROUND:**

FILE REFERENCE: P1032405#06  
REPORTING UNIT: Business Support & Sponsorship  
RESPONSIBLE DIRECTOR: Economic Development & Activation  
DATE: 12 September 2016  
MAP/SCHEDULE Schedule 1 – PICA – Pip and Pop exhibition images

Perth Institute of Contemporary Arts (PICA) has applied for arts and cultural sponsorship of \$30,000 (exc. GST) to support the presentation of *When Happiness Ruled*, a solo exhibition by leading WA artist Tanya Schultz (Pip & Pop), as part of its annual visual arts program at PICA's Gallery from Saturday, 12 November 2016 to Saturday, 24 December 2016.

PICA is one of Australia's leading centres for the development and presentation of contemporary art. Located in the Perth Cultural Centre precinct, PICA provides a platform for Australian and international visual, performance and interdisciplinary art.

PICA is both a producing and presenting institution that runs a year round program of curated exhibitions, contemporary dance, theatre, performance and a range of interdisciplinary projects. PICA plays a leading role in the presentation of significant new work.

PICA is an Australian public company incorporated in 1989 as a registered charitable institution and deductible gift recipient. It is funded as a Lead Organisation by the State Government through the Department of Culture and the Arts and by the Australian Government through the Australia Council for the Arts.

PICA's key aim is to promote, support and present contemporary arts and to stimulate critical discussion around the arts and broader cultural issues. Providing a site for experimentation, critical analysis, discussion and debate is fundamental to its charter.

**Past support**

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
2006/07	\$7,550	<i>Public and Education Program 2007</i>
2007/08	\$30,000	<i>Performance Program 2008</i>
2008/09	\$30,000	<i>Performance Program 2009</i>
2008/09	\$26,350	<i>Special Project – Burning Daylight</i>
2009/10	\$30,000	<i>Performance Program 2010</i>
2010/11	\$31,365 \$5,000	<i>Visual Arts Program (2 Exhibitions 2011) Hatched For Holidays – Youth Mentoring Program</i>
2011/12	\$35,000	<i>Visual Arts Program (2 Exhibitions 2012)</i>
2012/13	\$40,000	<i>Visual Arts Program (2 Exhibitions 2013)</i>
2013/14	-	<i>No application</i>
2014/15	\$35,000	<i>Visual Arts Program (2 Exhibitions 2014)</i>
2015/16	\$30,000	<i>Major Visual Arts Program (1 Exhibition 2015)</i>
<b>2016/17 Requested</b>	<b>\$30,000</b>	<b><i>Major Visual Arts Program (1 Exhibition 2016)</i></b>
<b>2016/17 Proposed</b>	<b>\$30,000</b>	<b><i>Major Visual Arts Program (1 Exhibition 2016)</i></b>

An acquittal report for the 2015/16 supported project and the 2015 Annual Report has been received and are accessible within the Elected Member Portal (TRIM 161551/16).

This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding, as demonstrated by the following summary:

- *Dead Ringer*, a major group exhibition featuring international artists including Steve McQueen (UK/The Netherlands), Glenn Ligon (USA), Leo Maguire (UK) and Mongi Mthombeni (ZA); interstate artists Angelica Mesiti (NSW), Mikala Dwyer (NSW), Keg de Souza (NSW), Megan Cope (QLD) and Tim Gregory (NSW); and WA artists Lena Nyadbi and Churchill Cann, Rachael Dease, Curtis Taylor, Kynan Tan and Ron Nyisztor;
- *Dead Ringer* provided a forum for WA artists within a high profile international show and as such was a strategic investment in the development of local arts and cultural activity in the city; and
- The exhibition attracted an audience of 17,607.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning and Reporting Framework Implications Policy**

**Strategic Community Plan**

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

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

**Eligibility:**

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

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

<b>Category of Sponsorship: Associate Partnership</b>	
<b>Applicant Eligibility Criteria</b>	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion met
Be an Australian legally constituted entity.	Criterion met
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion met
An individual.	Criterion met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion met
An applicant that has outstanding debts to the City of Perth.	Criterion met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion met
<b>Project Eligibility Criteria</b>	
<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

*When Happiness Ruled* is a new solo exhibition by leading WA artist Tanya Shultz. Exhibiting under the moniker Pip & Pop, Schultz' work is visually appealing and attracts large and diverse audiences.

Pip & Pop explores representations of paradise, illusions and wish-fulfilment described in folktales, mythologies and cinema. Her immersive and colour-saturated dreamscapes draw inspiration from the edible fantasy of Cockaigne, platform video games and Japanese stories of spirits residing within objects and nature.

A short essay-film will be produced to coincide with *When Happiness Ruled* and will be screened continuously in the PICA screen space. This will consist of a collage of the filmic references of Schultz's work including Japanese animation, folk tales and classic cinema subtitled with the exhibition catalogue essay.

The exhibition will feature Pip & Pop's first foray into kinetic (moving) sculpture. As such this will be an ambitious and large scale solo presentation by the artist, which provides a creative development opportunity for the Pip & Pop to extend her art practice.

A full colour printed catalogue will also be available to the public as an important future reference for the artist and national and international contemporary art landscape.

Pip & Pop has exhibited nationally and internationally for over a decade through exhibitions held in the Netherlands, Japan, South Korea, and Germany and across Australia. This exhibition represents the first Perth solo exhibition by the artist in over seven years.

To coincide with the exhibition PICA will present a suite of public and learning programs including:

- a free exhibition opening night event to celebrate the exhibition and the artist;
- an artist led tour of the exhibition where Tanya Schultz will be in conversation with Acting Curator Andrew Varano and will share insights into her work and the process behind its making; and
- a film marathon night which will feature a screening of films relevant to Pip & Pop's work.

### Venues

PICA gallery space and screen space.

## Times and dates

Event	Date
<b>When Happiness Ruled exhibition</b>	<b>Friday 11 November 2016 to Thursday 24 December 2016</b>
Artist talk	Saturday 12 November 2016
Public Programs, School Tours and DADAA Tour	To be advised
Film Marathon	To be advised

## Ticket Prices

The exhibition, artist-led talks and tours are free to attend.

## ASSESSMENT:

Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

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

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

PICA is one of Australia's leading centres for the development and presentation of contemporary art. Located in the Cultural Centre in Northbridge, PICA's year-round program of free exhibitions, performance and cross-disciplinary art attracts many thousands of people to the area with its recurrent program of cultural activity and as a centre for discussion and proliferation of new ideas.

## 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.

*When Happiness Ruled* is expected to hold great appeal to a young audience interested in aspects of Japanese, popular and screen-based cultures.

The exhibition will attract a large number of school and tertiary students, through PICA's Spark\_Lab program aimed at developing new audiences for contemporary art and instilling innovation skills and capacities in young people and their teachers.

Through its Spark\_Lab program PICA will offer guided tours, workshops, education notes and teachers' professional learning programs specifically related to the exhibition and the themes contained within it.

Over the last five years Spark\_Lab reached more than 10,000 students from 150 Western Australian schools assisted by a team of over 100 contemporary artists and other innovators.

During each major exhibition PICA also works in conjunction with DADAA to present a tour for people with disabilities. The curatorial and exhibition team and the artist will work with DADAA to find different ways that people with disabilities can access the sensory qualities of the exhibition.

PICA anticipates approximately 20,000 visitors will attend the free exhibition, using the City's parking facilities and visiting, in increased numbers, nearby businesses and cultural facilities. REMPLAN, the City's Economic Modelling Tool estimates the direct economic impact of the project to be \$1,940,000 whilst the total economic impact for this project is estimated at \$3,074,000.

A recent audience survey undertaken by PICA indicates that 63% of PICA visitors come into the city to visit PICA specifically; they state that whilst in the city they will spend money on shopping, eating, drinking and visiting other city galleries and attractions.

The local economy benefits from regular and ongoing cultural programming which ensures that the Cultural Centre, which is easily accessible from Northbridge and the city's retail precincts, provides an active, vibrant and interesting destination to visit.

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

PICA is a leading centre for the development and presentation of contemporary art in Australia, PICA has a proven record in the presentation of high quality and innovative new work across a broad range of art forms.

Showcasing the work of local artist Pip & Pop, *When Happiness Ruled* is an ambitious project that will engage a large and diverse audience, whilst providing an opportunity for the artist to extend her art practice to kinetic sculpture.

A recent audience survey indicates that the majority of PICA's audiences are young, highly educated and come from culturally diverse backgrounds. 54% of attendees are aged 34 or under and 79% had a tertiary degree or higher. The survey indicates that visitors come to PICA to be inspired, and that they see PICA as a place to learn and broaden their understanding of contemporary arts. Pip & Pop's colour saturated dreamscapes appeal to a broad audience and support PICA's commitment to developing new audiences.

PICA will actively promote participation in, and engagement with *When Happiness Ruled* through its schools education program Spark\_Lab. The Spark\_Lab program

for young people and their teachers promotes the values of cultural innovation and cultivating creativity and encouraged audience development of cultural activities.

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

As part of its application for sponsorship, PICA has submitted a copy of the 2015 Annual report, providing evidence that the organisation has generally met and exceeded most of its performance indicator benchmarks, performing well in the production and presentation of creative output. This includes development of new work, artist's residency projects and creative partnerships with interstate or international counterparts.

The organisation is committed to a high standard of presentation. Director Amy Barrett-Lennard and PICA professional staff have a high level of expertise and strong industry networks.

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

PICA has provided a summarised project budget indicating a confirmed financial contribution from the Department of Culture and the Arts core funding, and a confirmed contribution from Australia Council core funding. PICA anticipates additional income will be derived from private donations, ticket and catalogue sales and services provided in-kind.

### **Acknowledgement**

City of Perth funding of \$30,000 would secure the benefits outlined in Parts 2.1 to 2.10 of this report.

### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	93C4 8000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$1,280,000
AMOUNT SPENT TO DATE:	\$ 723,500
PROPOSED COST:	\$ 30,000
BALANCE:	\$ 526,500

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

PICA's exhibitions are free for the public to attend and consistently provide value to the community who are able to engage with the arts in a unique gallery environment. This environment encourages innovation, experimentation and discussion.

The recommended investment represents a contribution of \$1.50 per person based on audience estimates whilst the direct economic impact for this project is estimated at \$1,940,000.

PICA's program is uniquely positioned within the Arts and Cultural Sponsorship Program to be a leader of new trends in contemporary art practice and is successful in meeting the objectives of this program.

Whilst PICA has historically applied for support of two annual program exhibitions, this application for *When Happiness Ruled* was considered to meet the program objectives to a high level, with a strong emphasis on local artist development, multi-disciplinary programming and audience development.



SCHEDULE – PIP & POP Exhibition Images



2016/17

**P I C A**

PIP & POP EXHIBITION



## ITEM NO: 2

### CORPORATE SPONSORSHIP – AUSTRALIA INDONESIA BUSINESS COUNCIL CONFERENCE 2016

**RECOMMENDATION:** (APPROVAL)

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

- 1. approves cash Corporate Sponsorship of \$5,000 (excluding GST) to Australia Indonesia Business Council (AIBC) to present the AIBC Conference 2016, 'Breaking Barriers, Building Bonds' from Sunday, 13 November 2016 until Tuesday, 15 November 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
  - 2.1 crest featured on all communications material;***
  - 2.2 sole crest featured on second row table at Conference;***
  - 2.3 crest featured on place-holder slide forming Conference backdrop on-screen in between sessions;***
  - 2.4 promotional material (video) to be shown to delegates during conference;***
  - 2.5 inclusion of Corporate brochure in conference satchel;  
and***
- 3. notes that a detailed acquittal report, including all media coverage is obtained, by 31 December 2016.***

#### **BACKGROUND:**

FILE REFERENCE: P1028377  
REPORTING UNIT: Economic Development Unit  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 14 September 2016  
MAP / SCHEDULE: Schedule 2 - 2016 AIBC National Conference Program

On 10 August 2016, the City of Perth received a request for Corporate Sponsorship from Phil Turtle, National Vice President of the Australia Indonesia Business Council (AIBC) to support the AIBC Conference 2016 'Breaking Barriers, Building Bonds'.

AIBC is co-hosting the inaugural 'Australia Indonesia Business Week' with the Embassy of the Republic of Indonesia in Canberra and the Consulate-General of the Republic of Indonesia in Perth.

Australia Indonesia Business Week is to be held in Perth from Friday, 11 November to Tuesday, 15 November 2016 and the AIBC Conference 2016, is a major highlight within the week's schedule. This is the first time the AIBC annual conference, will be held in Perth.

The AIBC is an incorporated company limited by guarantee. It is managed by a Board of Directors comprising State/Territory Branch Chairs, and a National President, Vice President and Treasurer. The AIBC has been active, in this form, since 1989 and lists many major companies as members, including; KPMG, Commonwealth Bank, Telstra, PWC, Coca-Cola Amatil, ANZ and PWC. The AIBC maintains branches in most States and Territories, Western Australia included.

Strong trade links exist between Australia and Indonesia, currently over 250 Australian companies have a presence in Indonesia, and two-way investment between Australia and Indonesia was valued at \$9.6 billion in 2014.

Indonesia is also Australia's 12th largest trade partner with, two-way trade between the two countries valued at \$14.8 billion in 2014/15. Two-way trade in services between Indonesia and Australia is also significant and was valued at \$3.8 billion in 2014/15. Australia's main service export to Indonesia is educated-related travel, which is notable as this industry offers economic development potential to the City of Perth.

### **Summary of Event:**

The AIBC Conference 2016 is titled 'Breaking Barriers, Building Bonds' and addresses the need for Indonesia and Australia to build a complementary trade relationship that will capitalise on the evolving opportunities within the ASEAN region.

The Conference will take place at Crown Perth from Sunday, 13 November to Tuesday, 15 November 2016. It is expected that 250 delegates will attend the conference across the three days.

The Conference will commence on Sunday, 13 November 2016 with an Opening Ceremony and Welcome Dinner, including a welcome address by the Premier of Western Australia, Hon. Colin Barnett MLA.

Day Two, Monday, 14 November, provides a full day of conference activities. The Vice-President of Indonesia will make the keynote address for the Conference. This will be followed by a Q&A session and six varying Conference sessions across the day, hosted by Senior Australian and Indonesian Ministers, as well as Chief Executive Officer's from large Australian and Indonesian businesses. Day Two

concludes with a Conference Dinner including an address made by the Federal Leader of the Opposition, Hon. Bill Shorten MP.

Day Three, Tuesday, 15 November, provides a half day of activities, including a further three conference sessions, with the closing address by the Federal Minister for Foreign Affairs, Hon. Julie Bishop MP. The day and conference will conclude with a luncheon, hosted by the Embassy of the Republic of Indonesia.

A copy of the Conference program is included as Schedule 2.

### **Funding:**

The AIBC has designed a range of sponsorship packages, at varying monetary levels from \$1,000 up to \$10,000, aimed at attracting a variety of sponsors, from small, medium and large enterprises.

There are five levels of sponsorship, available including (from largest to smallest); gold sponsorship, silver sponsorship, dinner sponsorship, luncheon sponsorship and coffee sponsorship. Each level offers varying benefits aligned with the value of the sponsorship.

It is proposed that the City of Perth provides Silver Sponsorship, which would cost \$5,000 (plus GST). This is a reduced rate for the Silver Sponsorship, offered due to the City of Perth's corporate membership within the AIBC, and has been further negotiated by Economic Development Unit to reflect the City's policy of not accepting tickets as part of sponsorship packages.

The benefits attributed to this sponsorship request, and listed throughout this report, are specific to the silver sponsorship package only.

Other category sponsors of the AIBC Conference 2016 include:

- Platinum: Australian Trade and Investment Commission and Telkomtelstra;
- Gold: Woodside, PWC, ANZ, StudyPerth, Tourism Australia and EMR Capital; and
- Silver: Oropesa, Atlas Pearls, Wellard, ECU, BIS Industries, The Australia-Indonesia Business Centre and Corrs Chambers Westgarth Lawyers.

### **LEGISLATION / STRATEGIC PLAN / POLICY:**

#### **Integrated Planning and Reporting Framework Implications**

#### **Corporate Business Plan**

- Council Four Year Priorities: Perth as a Capital City
- S6 Maintain a strong profile and reputation for Perth that is attractive to investment
  - S6.5 Implement the International Engagement Strategy

**Policy**

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

**DETAILS:**

**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
Supports for promotional material (such as publications and films) which positively position the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

**Markets/audiences who will be exposed to sponsorship information:**

The City of Perth’s sponsorship of the AIBC Conference 2016 will be exposed to a broad audience, including:

- Australian and Indonesian Federal Government Officials;
- WA State Government Officials and Indonesian Provincial Government Officials;
- Representatives of Universities, Trade groups and Business Associations (Both WA-based and National);
- Private Business Organisations (Both WA-based and National); and
- Private Indonesian Business Organisations.

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

The City of Perth will be promoted to markets/audiences through the following channels:

- City of Perth promotional materials will be included in each delegate’s conference satchel;
- City of Perth crest will be included in the sponsor table on display throughout the conference;
- City of Perth crest to be included on placeholder slide displayed within the venue, in between conference sessions;
- City of Perth crest to be featured on all conference communication material; and
- City of Perth video presentation to be shown to delegates at least once during conference proceedings.

## **Assessment of Application (Corporate):**

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

Sponsorship of the AIBC Conference 2016 provides an opportunity for the City to promote its position as a leader in international engagement and a desirable location for international investment.

The Conference also presents an opportunity to promote the City as an international tourism destination for Indonesians, our 8<sup>th</sup> largest cohort of international tourists, and potentially as a national tourist destination for interstate guests.

The sponsorship also meets the principles and goals of the City's International Engagement Strategy – Looking West through:

- Focusing on the international promotion of Perth;
- Positioning Perth as a great place to work, live, study, visit and do business;
- Developing closer relationships with other international cities; and
- Adding to the exchange of cultural awareness, knowledge, skills and experiences.

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

The City of Perth will continue to build its reputation globally as a strong supporter of international engagement and a leader in cultural and business collaboration.

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

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city; and
- positions Perth as a destination for international education.

#### To position the city as a city of regional and international significance

- The Conference will assist in positioning the City as a contributing and engaged member of the ASEAN region and a supporter of international engagement; and
- The sponsorship will also bring intangible benefits in the form of promotion of the City as an international destination. Indonesia is the 8<sup>th</sup> largest source market for the WA tourism industry.

To increase visitation to the city

- The range of activities throughout 'Australia Indonesia Business Week' and the varying locations will bring delegates into the CBD, this may encourage repeat visitation in leisure time for sight-seeing, shopping and dining.

To increase economic investment in the city

- The Conference will draw Indonesian business representatives and Government Officials, Federal and State Government Officials, and local and national business representatives to the City, who will be exposed to the promotion of the City as an attractive investment destination and will participate within the City's economic environment over the course of the conference and business week.

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

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

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 93 A08 000 7901	
BUDGET ITEM:	Business Support and Sponsorship – Donations and Sponsorship	
BUDGET PAGE NUMBER:	85	
BUDGETED AMOUNT:	\$55,000	This component is: \$55,000 <b>International Engagement - Donations and Sponsorship</b>
AMOUNT SPENT TO DATE:	\$38,991	
PROPOSED COST:	\$ 5,000	
BALANCE:	\$11,009	

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

Australia and Indonesia have strong diplomatic and trade links, supported through participation in forums such as G20, East Asia Summit, ASEAN Regional Forum and Indian Ocean Rim Association. Perth is well placed strategically to capitalise on the existing strong relationship.

The AIBC Conference 2016 provides the City of Perth with a rare opportunity to address the goals of the International Engagement Strategy, across a particularly targeted and high-level audience including; Indonesian National and Provincial Government Officials, Indonesian business representatives, Australian National and State Government Officials, and multinational, national and local business representatives.

It is recommended that the Marketing, Sponsorship and International Engagement Committee approves sponsorship of \$5,000 (excluding GST) to be recognised as a key sponsor of the AIBC Conference 2016.



## SCHEDULE 2

### CORPORATE SPONSORSHIP – AIBC Conference 2016

#### Draft Conference Agenda



## ***“Breaking Barriers, Building Bonds”***

***The IA-CEPA will symbolise the quality of the bilateral trade relationship.  
How are we tracking? What more do both neighbours need to do?***

**Crown Perth Convention Centre - Perth, Western Australia  
13-15 November 2016**

#### **PROGRAM**

<b>DAY 1 - SUNDAY 13 NOVEMBER 2016</b>	
<b>09:00 – 17:00</b>	<b>Day 3 of ‘Australia Indonesia Business Week’, Day 2 of ‘Indonesia Fair’</b> A Joint Presentation of Embassy of the Republic of Indonesia & AIBC
<b>15:00 – 18:00</b>	<b>Conference Registration</b> Venue: Crown Perth Convention Centre
<b>18:00 – 20:30</b>	<b>Conference Opening and Welcome Dinner</b> Venue: Astral Ballroom, Crown Perth Convention Centre Welcome Address: Hon. Colin Barnett MLA, Premier of Western Australia
<b>DAY 2 - MONDAY 14 NOVEMBER 2016</b>	
<b>08:00 – 08:45</b>	<b>Registration – Coffee and Networking</b>
<b>08:45 – 09:00</b>	<b>Welcome &amp; Introduction</b> Debnath Guharoy, President, AIBC
<b>09:00 – 09:30</b>	<b>Keynote Address</b> H.E. Jusuf Kalla, Vice President, Republic of Indonesia
<b>09:30 – 09:45</b>	<b>Q&amp;A</b> Moderator: Marissa Anita, NET. TV News Host (Elizabeth O’Neill Scholarship winner 2016)
<b>09:45 – 11:15</b>	<b>Conference Session 1 - ‘Determined to Build a New Economic Future’</b> <i>How the Ministers for Trade and Finance view the economic relationship today and tomorrow</i> Panel discussion: <ul style="list-style-type: none"><li>• H.E. Enggartiasto Lukita, Minister of Trade, Republic of Indonesia</li><li>• Hon. Steven Ciobo MP, Minister for Trade, Australia</li><li>• H.E. Dr Sri Mulyani, Minister of Finance, Republic of Indonesia</li><li>• Senator the Hon. Mathias Cormann, Minister for Finance, Australia</li></ul> Moderator: Prof. Deborah Terry, Vice Chancellor, Curtin University
<b>11:15 – 11:30</b>	<b>Morning Tea</b>

<b>DAY 2 - MONDAY 14 NOVEMBER 2016</b>	
<b>11:30 – 12:15</b>	<p><b>Conference Session 2 – ‘How Indonesia and Australia are Tracking’</b>  <i>The State of the People, the State of the Economy. A panoramic comparison of the two neighbours</i></p> <ul style="list-style-type: none"> <li>• Andrew Parker, Asia Partner, PwC</li> <li>• Vishnu Shahaney, CEO, ANZ Indonesia</li> <li>• Dr Kiki Verico, Vice Director of Research, Economics and Business, University of Indonesia</li> </ul> <p>Moderator: Mukund Narayanamurti, CEO, Asialink Business</p>
<b>12:15 – 13:00</b>	<p><b>Conference Session 3 – ‘Changes We’re Witnessing in the Jokowi-Turnbull Era’</b>  <i>How are the changes in leadership in both countries affecting the bilateral relationship, from both political and business perspectives?</i></p> <p>Panel Discussion:</p> <ul style="list-style-type: none"> <li>• Dimas Suryodiningrat, President Director, Antara News</li> <li>• SD Darmono, President Commissioner &amp; Founder, PT Jababeka</li> <li>• Erik Meijer, CEO, TelkomTelstra</li> </ul> <p>Moderator: Uni Lubis, Senior Journalist, Rappler Indonesia</p>
<b>13:00 – 14:00</b>	<p><b>Lunch</b>  Luncheon Address: H.E. Dr Bambang Brodjonogoro, Chairman BAPPENAS</p>
<b>14:00 – 15:00</b>	<p><b>Conference Session 4 – ‘Awkward Neighbours to Good Friends?’</b>  <i>How we’re bridging the gaps, how business can make a difference</i></p> <p>Panel Discussion</p> <ul style="list-style-type: none"> <li>• Nadjib Riphath Kesoema, Indonesian Ambassador to Australia</li> <li>• Paul Grigson, Australian Ambassador to Indonesia</li> <li>• Shinta Widjaja Kamdani, CEO Sintesa Group, Deputy Chair KADIN</li> <li>• Alison Watkins, CEO, Coca-Cola Amatil</li> </ul> <p>Moderator: Natalie Sambhi, Research Fellow, Perth USAsia Centre</p>
<b>15:00 – 15:30</b>	<b>Afternoon Tea</b>
<b>15:30 – 16:30</b>	<p><b>Conference Session 5 – ‘IA-CEPA: How the Negotiations are Progressing’</b>  <i>An update by the two team leaders (followed by Q&amp;A)</i></p> <ul style="list-style-type: none"> <li>• Deddy Saleh, Lead Negotiator, Govt. of Indonesia</li> <li>• Frances Lisson, Lead Negotiator, Govt. of Australia</li> </ul> <p>Moderator: Elvie Nasution, Chief Representative, NAB Indonesia</p>
<b>16:30 – 17:30</b>	<p><b>Conference Session 6 – ‘The Wish List: To Make Business Grow’</b>  <i>The Business Partnership Group’s Response to the Update by Lead Negotiators</i></p> <p>Panel Discussion:</p> <ul style="list-style-type: none"> <li>• Rosan Roslani, Chairman, KADIN</li> <li>• James Pearson, CEO, ACCI</li> <li>• Hariyadi Sukamdani, Chairman, APINDO</li> <li>• Innes Willox, CEO, AIG</li> <li>• Kris Sulisto, President, IABC</li> <li>• Debnath Guharoy, President, AIBC</li> </ul> <p>Moderator: Noke Kiroyan, President Director, Kiroyan Partners</p>
<b>19:00 – 21:00</b>	<p><b>Conference Dinner. Cultural Performance, courtesy of the Embassy of the Republic of Indonesia</b>  Dinner Address: Hon. Bill Shorten MP, Leader of the Opposition</p>

DAY 3 - TUESDAY 15 NOVEMBER 2016	
08:00 – 09:00	Coffee and Networking
09:00 – 10:00	<p><b>Conference Session 7 – ‘Fishing for Answers, Opening the Gates’</b>  <i>How the two Island nations with shared borders can work together</i></p> <ul style="list-style-type: none"> <li>• H.E. Susi Pudjastuti, Minister of Fisheries and Maritime Affairs, Republic of Indonesia</li> <li>• Hon. Barnaby Joyce MP, Deputy Prime Minister &amp; Minister for Agriculture, Australia</li> <li>• Hon. Chris Bowen MP, Shadow Treasurer</li> </ul> <p>Moderator: Hon. Stephen Smith, former Minister for Defence, Foreign Affairs</p>
10:00 – 11:00	<p><b>Conference Session 8 – ‘The Opportunities as We See Them’</b>  <i>A Focus on the Big Opportunities</i></p> <ul style="list-style-type: none"> <li>• Thomas Lembong, Chairman, BKPM</li> <li>• Bruce Gosper, CEO, Austrade</li> </ul> <p>Joined in the Panel Discussion by:</p> <ul style="list-style-type: none"> <li>• Himawan Hariyoga, Deputy Chairman, BKPM</li> <li>• Kym Hewett, Senior Trade Commissioner, Austrade Jakarta</li> </ul> <p>Moderator: Ticky Fullerton, Presenter-‘The Business’, ABC TV</p>
11:00 – 11:15	Morning Tea
11:15 – 12:15	<p><b>Conference Session 9 – ‘Neighbours as Business Partners, Ten Years From Now’</b>  <i>Looking at the Future of Business Ties: Large, Medium and Small Enterprises</i></p> <p>Panel Discussion:</p> <ul style="list-style-type: none"> <li>• Dr Rosa Rai Djalal, Founder of Women Entrepreneurs’ Network, film producer</li> <li>• George Marantika, Chancellor, Emmanuel Christian University (UKRIM)</li> <li>• Suryo Sulisto, Chair Satmarindo, Chair Honorary Council KADIN</li> <li>• Danny Burrows, Director, TradeWorthy</li> <li>• Brad Rogers, CEO, Bis Industries</li> <li>• Peter Coleman, CEO, Woodside Energy</li> </ul> <p>Moderator: Tony Keusgen, CEO, Google Indonesia</p>
12:15 – 12:45	<p><b>Closing Address</b>  Hon. Julie Bishop MP, Minister for Foreign Affairs, Australia</p>
12:45 – 13:00	<p><b>Vote of Thanks and Formal Closing</b>  Debnath Guharoy, President, AIBC</p>
13:00 – 14:00	Lunch - hosted by Embassy of the Republic of Indonesia
14:00 – 17:00	Networking till Departure

**AIBC CONFERENCE 2016**  
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## ITEM NO: 3

### ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – BLACK SWAN STATE THEATRE COMPANY – 2017 SEASON

**RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. approves Cash Sponsorship - Associate Partnership, of \$30,000 (excluding GST) to Black Swan State Theatre Company for sponsorship of the Black Swan State Theatre Company Open Day;***
- 2. notes that Black Swan State Theatre Company will provide the following sponsorship benefits to the City of Perth:***
  - 2.1 Open Day Partner status for the duration of the 2017 Season;***
  - 2.2 inclusion of the City of Perth crest on promotions and advertising relating to the 2017 season including but not limited to season brochure, production programs, media kits, quarterly subscriber newsletter and annual report;***
  - 2.3 inclusion of the City of Perth crest on digital media including the partners page of 2017 website, on rotation on foyer screens at each show and on screen at the 2017 Season Launch;***
  - 2.4 inclusion of City of Perth crest in all Open Day promotional material including posters and postcards;***
  - 2.5 inclusion of City of Perth crest on digital media for the Open Day including web page, email campaigns and promotional video;***

**(Cont'd)**

- 2.6 inclusion of City of Perth crest on partners banner on display in the Heath Ledger Theatre bar and projected onto the wall at Studio Underground bar during Black Swan State Theatre Company productions;**
- 2.7 display of City of Perth signage (provided by City of Perth) in the foyer of State Theatre Centre for the Open Day;**
- 2.8 verbal acknowledgement by Black Swan State Theatre Company's Executive Director during Open Day formal proceedings;**
- 2.9 Open Day Presentation rights, to be cited as Black Swan State Theatre Company Open Day proudly presented by City of Perth;**
- 2.10 The Lord Mayor or representative will be invited to give an official speech during the Open Day formal proceedings;**
- 2.11 a City of Perth representative will be invited to participate in the proposed panel discussion "how the arts reflect the unique cultural identity of the City of Perth";**
- 2.12 provision of video, copy, images and/or interviews for use at the City's discretion;**
- 3. notes that Black Swan State Theatre Company will offer the following sponsorship leveraging opportunities to the City of Perth:**
  - 3.1 provision of video, copy, images and/or interviews for use at the City's discretion;**
  - 3.2 feature City of Perth Art Collection works in Open Day installation;**
  - 3.3 opportunity for City of Perth's History Centre to set-up temporary sound booth at the Open Day to record sound grabs for the 'Oral Histories Interviews' project;**
  - 3.4 provision of tickets for competition or visitor engagement purposes for the i-City Visitor Information Booth;**

**(Cont'd)**

4. ***notes that the City of Perth is to be provided with an acquittal report for the supported project within 3 months of completion of the 2017 Season and an audited annual financial report of Black Swan State Theatre Company within 6 months of the conclusion of the relevant financial year.***

**BACKGROUND:**

FILE REFERENCE: P1032405#03  
REPORTING UNIT: Business Support & Sponsorship  
RESPONSIBLE DIRECTOR: Economic Development & Activation  
DATE: 19 August 2016  
MAP/SCHEDULE N/A

The Black Swan State Theatre Company (BSSTC) has requested sponsorship of \$55,000 comprised of \$30,000 for presentation of their 2017 Performance Season with 'Production Partner' status on the presentation of *Midnite the Story of a Wild Colonial Boy* and \$25,000 for sponsorship of the 2017 Inaugural Open Day, through the City's Arts and Cultural Sponsorship Program.

BSSTC is a resident company in the State Theatre Centre of Western Australia. In 2016, BSSTC celebrated 25 years of presenting local theatre to city audiences.

As the State's flagship theatre company, BSSTC presents a broad ranging program including the new Australian works, international works and modern classic plays.

Since its inception in 1991, the Company has developed a reputation for innovation and the nurturing of new work, in particular, the telling of Western Australian stories.

BSSTC has identified their vision:

*Vision – Our vision is for Black Swan to be Australia's gateway to exceptional theatre: internationally recognised, earning critical acclaim, attracting capacity audiences, producing unique and meaningful theatre experiences in tune with our community.*

*Mission – Our mission is to produce theatre of exceptional quality that celebrates life, while entertaining and enriching the hearts and minds of Australians.*

BSSTC has identified their goals:

- An internationally recognised company of scale and quality with regular national and international touring and creative partnerships;
- A national leader in the development and presentation of new work and innovation; and

- Central to a comprehensive and cohesive program that activates the State Theatre Centre as a 'Cultural hub'.

### Past support

The City of Perth has provided sponsorship to BSSTC since 2006.

Year	Sponsorship Amount	Supported Program
2006/07	\$6,000	One Performance Season in Emerging Artist Program-Woyzeck
2009/10	\$15,000	Annual Season Sponsor - 5 plays
2010/11	\$15,000	Annual Season Sponsor - 5 Plays
2011/12	\$30,000	Associate Partnership - Annual Season Recognition 6 Plays
2012/13	\$30,000	Associate Partnership - Annual Season Recognition 7 Plays
2013/14	\$30,000	Associate Partnership - Annual Season Recognition 8 Plays
2014/15	\$30,000	Associate Partnership - Annual Season Recognition 7 Plays
2015/16	\$50,000	<b>Associate Partnership- Annual Season Recognition 7 Plays</b> <b><u>and</u></b> <b>'Production Partner' Status on National Theatre of China Collaboration The Caucasian Chalk Circle</b>
2016/17 <b>Requested</b>	\$55,000	<b>Associate Partnership- Annual Season Recognition 7 Plays</b> <b><u>and</u></b> <b>'Production Partner' Status on Midnite the Story of a Wild Colonial Boy</b> <b><u>and</u></b> <b>Black Swan State Theatre Company Open Day proudly presented by City of Perth</b>
2016/17 <b>Proposed</b>	\$30,000	<b>Associate Partnership- Annual Season Recognition – 7 Plays</b> <b><u>and</u></b> <b>Black Swan State Theatre Company Open Day proudly presented by City of Perth</b>

An acquittal report for the 2014/15 supported project and the 2015 audited financial statement have been received and are accessible within the Elected Member Portal (TRIM 60825/16).

The 2015/16 acquittal report is not expected until March 2017 as the 2016 Annual Season is still underway.

This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding, as demonstrated by the following summary:

- In 2015, a total audience of over 46,406 attended BSSTC productions throughout the year; and
- The 2015 Annual Season included 3 World Premieres and 2 WA Premieres. BSSTC provides pathways for artists to work with BSSTC. *Extinction* (for which City of Perth was Production Partner) included many artists who have benefited from Black Swan's artist development programs. It marked the Heath Ledger Theatre directorial debut of Stuart Halusz.

#### LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning  
and Reporting  
Framework  
Implications  
Policy**

**Strategic Community Plan**

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

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

#### Eligibility:

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

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

<b>Category of Sponsorship: Associate Partnership</b>	
<b>Applicant Eligibility Criteria</b>	
<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



<b>Project Eligibility Criteria</b>	
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
<b>Project Eligibility Criteria</b>	
<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

In 2017, BSSTC will present five productions in the State Theatre Centre's Heath Ledger Theatre and two in the Studio Underground. The season will offer a diverse combination of contemporary Australian, European and American classics, in addition to new Australian works from national emerging and established writers. The 2017 season will have wide appeal to a broad demographic, and continue to cater to an audience of diverse interests by producing highly acclaimed and award winning local, international and fringe theatre.

BSSTC has requested sponsorship of the 2017 Annual Season with "Production Partner" status on *Midnite the Story of a Wild Colonial Boy* by Randolph Stow, a family production expected to attract a total attendance of 6,000.

Additionally, BSSTC has requested sponsorship of the *Black Swan State Theatre Company Open Day*, an audience access initiative that will provide skills development and learning opportunities for drama students and emerging theatre artists.

As part of the free *Open Day* program, BSSTC will offer masterclasses, script reading, workshops, demonstrations and talks from panels of theatre experts.

At a cost of \$20 per person, visitors can attend a theatre performance and participate in a back stage tour of the State Theatre Centre.

BSSTC anticipates an approximate total audience of 3,500 will attend the *Open Day*.

### **Ticket Prices**

BSSTC's single standard and concession tickets range from \$62.00 to \$77.50. The Company offers a range of discount options including season and family packages, group discounts and student rush tickets.

In 2015, BSSTC launched a \$20 ticket initiative subsidised by Rio Tinto aimed at providing audiences with greater accessibility to theatre.

The *Open Day* is free for the public to attend. Backstage tours and stage performances will be available at a ticket cost of \$20.

### **ASSESSMENT:**

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

The identified objectives of projects within the Associate Partnership Category of Arts and Cultural Sponsorship are 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 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. Since its inception in 1991, Black Swan State Theatre Company has earned both critical and popular acclaim for its world premiere productions and highly distinctive interpretations of international theatre classics.

Each year approximately 40,000 people attend BSSTC productions at the State Theatre Centre, and a similar audience number is anticipated in 2016. Year round programming in the city's major cultural venues helps to promote the City of Perth as a pre-eminent cultural destination and enhancing the corporate profile of the City.

BSSTC season performances encourage visitation into the Northbridge area in the evening midweek and on weekends. In addition to annual season programming, in 2017 BSSTC will deliver an *Open Day* event attracting audiences that may not usually attend live theatre performances. This event provides an audience

development opportunity for the company whilst activating the State Theatre Centre of WA with free family activities.

BSSTC has a strong commitment to the development of young artists, providing employment opportunities to local artists, creative personnel, workers and business in associated industries. Its corporate partnerships have commissioned highly acclaimed works showcasing Western Australian stories, and its investment in the development of local arts and culture has been further enhanced by the facilitation of professional development programs for emerging Western Australian artists and writers.

BSSTC will invite other arts organisations to participate in the *Open Day*, providing further engagement opportunities for local businesses and arts organisations.

Visiting audiences are expected to stay a total of 1,300 overnight stays. The City's Economic Impact Modelling tool, REMPLAN, estimates the total economic impact of *BSSTC Annual Season and Open Day* is \$8,144,000 with a direct effect of \$5,139,000.

BSSTC patrons utilise the City's adjacent parking facilities at State Library and Roe Street, Northbridge. and are actively encouraged to visit nearby restaurants and bars, providing a significant economic contribution to the city. BSSTC estimates that approximately \$4,500,000 of the total project budget will be spent in Perth, approximately 80% of anticipated expenditure.

### **The project must demonstrate artistic excellence**

The BSSTC benchmarks the artistic quality of its performances against other Australian state theatre companies. As the State's flagship theatre company, BSSTC is a professional theatre company that maintains a high standard of artistic product. High quality presentation is a core mission and value of the company.

BSSTC has provided a detailed 2015 Annual Report in support of its application for 2016/17 sponsorship. The Annual Report includes key performance indicators in relation to audience satisfaction and award nominations and/or wins, reporting that in most instances, BSSTC exceeded these forecast targets. Also included in the Annual Report are excerpts of independent published reviews of BSSTC plays which report positively on recent productions. These excerpts are comprised of reviews from publications such as ABC Online, The Australian, the West Australian, Theatre Australia and Arts Hub.

The annual season has been developed under the leadership of incoming Artistic Director Clare Watson who has been appointed as the new Artistic Director from 2017. Watson has worked with Melbourne Theatre Company, Malthouse Theatre, State Theatre Company of South Australia, Belvoir St Theatre and is currently Artistic Director of St Martins Youth Arts Centre.

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

BSSTC has submitted an audited annual report for 2015 with its application and has delivered all acquittal and reporting documentation to a high standard.

BSSTC have maintained a consistently high standard of delivery of supported program and associated sponsorship benefits.

**Applicants must provide evidence of a financial contribution to the project derived from other sources**

BSSTC has provided a project budget for *Midnite the Story of a Wild Colonial Boy* and the *Open Day*.

The total *Midnite the Story of a Wild Colonial Boy* income (\$455,437) is derived from box office (\$184,000) program sales (\$2,530) Department of Culture and the Arts core funding allocation (\$238,907). The total value of the request for City of Perth sponsorship for this project is 6.5% of the total project budget.

The total *Open Day* income (\$49,395) is derived from Department of Culture and the Arts core funding allocation (\$15,145) and in-kind venue hire (\$9,250). The total value of the request for City of Perth sponsorship for this project is 50.6%.

**Acknowledgement**

City of Perth funding of \$30,000 would secure the benefits outlined in Parts 2.1 to 3.4 of this report.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	<b>BUDGET ITEM</b>
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 request of \$55,000 (exc. GST) is consistent with the level of sponsorship provided in 2015/16, however this was provided as a one-off investment to support

The Caucasian Chalk Circle, an international collaboration with the National Theatre of China, in July and August 2016.

On analysis of the application, the amount of \$30,000 is recommended to support the presentation of the *Open Day*. This amount is in line with the current budget allocation and expected return on investment. The additional \$5,000 recommended above the requested amount will support BSSTC to present an event of increased production quality. This event is likely to generate increased positive media exposure for the City of Perth. The event is likely to attract new audiences to the State Theatre Centre of Western Australian and encourage new relationships with city arts activities.

The *Open Day* contributes to the vibrancy of the city by successfully balancing an accessible and engaging program of activities with high quality contemporary theatre performance.

The City's change from supporting the annual season through a production partner benefit to supporting large scale activations is consistent with the new sponsorship strategy for arts and culture partnerships in 2017 and beyond, with the City of Perth focused on artistic development, community engagement, attracting new audiences and sustainability.

## ITEM NO: 4

### ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – THE CONTEMPORARY DANCE COMPANY OF WESTERN AUSTRALIA

**RECOMMENDATION:** (APPROVAL)

***That Council:***

- 1. approves Cash Sponsorship - Associate Partnership, of \$30,250 (excluding GST) to The Contemporary Dance Company of WA Limited (trading as CO3) for sponsorship of the City of Perth Community Access Program;***
- 2. notes that CO3 will provide the following sponsorship benefits to the City:***
  - 2.1 naming rights to the supported projects to be cited as “City of Perth Community Preview”, “City of Perth Fitness Fridays with CO3”, “City of Perth Developing Artists Program”;***
  - 2.2 joint naming rights to Youth Scholarship Program to be cited as “City of Perth Scholarship to the Act-Belong-Commit Co: Youth Ensemble”;***
  - 2.3 inclusion of City of Perth signage at sponsored events;***
  - 2.4 inclusion of City of Perth crest on all promotional materials including print advertising and Television Commercial;***
  - 2.5 verbal acknowledgement of City of Perth support in radio advertising and in speeches at all official functions;***
  - 2.6 inclusion of City of Perth crest on partners banner on display in the Heath Ledger Theatre bar and projected onto the wall at Studio Underground bar during Black Swan State Theatre Company productions;***

***(Cont'd)***

**2.7 opportunity for the Lord Mayor or representative to publicly present the City of Perth Youth Scholarships;**

**2.8 Provision of video, copy, images and/or interviews for use at the City's discretion;**

**3. notes that the City of Perth is to be provided with an acquittal report for the supported project within 3 months of completion of the supported projects and an audited annual financial report of The Contemporary Dance Company of Western Australia within 6 months of the conclusion of the relevant financial year.**

#### **BACKGROUND:**

FILE REFERENCE: P1032405  
REPORTING UNIT: Business Support & Sponsorship  
RESPONSIBLE DIRECTOR: Annaliese Battista, A/ Director Economic Development & Activation  
DATE: 1 September 2016  
MAP/SCHEDULE: N/A

The Contemporary Dance Company of Western Australia (trading as Co3) has requested sponsorship of \$47,640 to support the presentation of a comprehensive *Community Access Program* through the City's Arts and Cultural Sponsorship Program.

Co3 is a not-for-profit contemporary dance company established in 2015 as the peak body for contemporary dance in Perth. Co3 has taken over the key functions of two local dance companies Buzz Dance Theatre and Steps Youth Dance Company holding all intellectual property rights of the two companies. With office and studio space located in the King Street Arts Centre, Co3 is the state's flagship contemporary dance company, supporting and inspiring the development of dancers and dance culture in Western Australia.

Founding Artistic Director, Raewyn Hill, brings national and international experience to the creation and performance of world-class repertoire, and is renowned for her development of exemplary dancers, the programming of visceral and powerful contemporary dance works, and the creation of transformative community and education programs that connect with metropolitan, regional and remote communities.

#### Purpose

To inspire and enrich lives through engagement with dance by delivering excellent, contemporary performance and practice.

Vision

By 2020, Co3 will be a leading contemporary dance institution in the Australasian region, recognised locally, nationally and internationally, with a reputation for excellence, and renowned for developing its dancers, dance-makers, artists, students and management teams.

Artistic Vision

- That Co3 will be a courageous artistic house, producing world-class contemporary dance, created with national and international experts, and situated at the forefront of Australian Art; and
- Through focus on excellence, art-form innovation and risk-taking, unique development and strengthening of our dancers, engagement, connecting with and making an impact in our community, and building successful collaborations, Co3 will truly be a leading, artistically vibrant company of the 21st century.

**Past Support**

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>	
<i>2015/16</i>	<i>\$10,000</i>	<i>McGowann, Webber, Hill Launch Season</i>	
<b>2016/17 Requested</b>	<b>\$47,640</b>	<b>City of Perth Community Access Program</b>	
		<i>Community Preview Program</i>	<b>\$10,000</b>
		<i>Co3's Fitness Fridays</i>	<b>\$2,500</b>
		<i>Co: Dance School Holiday Program Scholarships</i>	<b>\$10,000</b>
		<i>Open Rehearsals</i>	<b>\$2,500</b>
		<i>Youth Scholarship</i>	<b>\$2,640</b>
		<i>Developing Artists Program</i>	<b>\$20,000</b>
<b>2016/17 Proposed</b>	<b>\$30,250</b>	<b>City of Perth Community Access Program</b>	
		<i>Community Preview Program</i>	<b>\$5,000</b>
		<i>Co3's Fitness Fridays*</i>	<b>\$2,610</b>
		<i>Youth Scholarship</i>	<b>\$2,640</b>
		<i>Developing Artists Program</i>	<b>\$20,000</b>

\*Propose increased activity

An acquittal report for the 2015/16 supported project has been received and is accessible within the Elected Member Portal (TRIM 165793/16).



This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding, as demonstrated by the following summary:

- The premiere season achieved a total attendance of 2,214 to five performances at the State Theatre Centre of Western Australia;
- The season achieved an average paid attendance at 60% capacity and a total attendance at 85% capacity; and
- The season attracted positive media review including the following:  
*"Exhilarating to watch...explosive impact"* Rita Clarke, The Australian; and  
*"Hill's debut program for Co3 showcases the versatility of her dancers and also her own artistic diversity....Our State Flagship Company is in capable hands. 4½ stars"* Nina Levy, The West Australian.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning and Reporting Framework Implications Policy**

**Strategic Community Plan**

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

Policy No and Name:

18.1 – Arts and Culture

18.8 – Provision of Sponsorship and Donations

**Eligibility:**

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

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

<b>Category of Sponsorship: Associate Partnership</b>	
<b>Applicant Eligibility Criteria</b>	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion met
Be an Australian legally constituted entity.	Criterion met
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion met
An individual.	Criterion met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion met

An applicant that has outstanding debts to the City of Perth.	Criterion met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion met
<b>Project Eligibility Criteria</b>	
<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

#### ***Project A: City of Perth Community Preview Program***

Through this program Co3 will invite 1,200 members of the community to attend one of four Co3 productions throughout the 2016/17 season at no charge.

*The Community Preview Program* is offered to community groups and charitable organisations within the City of Perth, seniors and equity card holders and will encourage the broader community to experience new forms of dance, whilst providing an audience development opportunity to Co3.

The program will be administered by Co3.

### Key Dates

Dates	Season
15-17 September 2016	Cry
7-10 December 2016	Our City. Our Stories
27 March – 1 April 2017	Frank Enstein

### Location

State Theatre Centre of Western Australia.

### Ticket Prices

1,200 tickets in total will be offered to community groups and eligible individuals at no charge. Tickets prices are usually charged as follows:

Full Price - \$77.48  
Concession - \$30.00

### **Budget**

The total project budget for this activity is \$300,000. Co3 has requested \$10,000 to support this project.

### **Comments:**

It is recommended to support the provision of 600 community tickets through the *Community Preview Program*, rather than the 1,200 community tickets proposed. This approach provides a low-risk opportunity to pilot the program whilst assessing the feasibility of continued support. The recommended level of support for this project is \$5,000.

### ***Project B: Co3's Fitness Fridays***

Coinciding with the 2017 City of Perth Winter Arts Festival, *Co3's Fitness Fridays* will deliver 10 free fitness classes to the general public at King Street Arts Centre.

*Co3's Fitness Fridays* aims to encourage participation in physical activity and promote mindfulness of health and fitness to the broader community and will be delivered by Co3's core dancers.

### **Key Dates**

<b>Dates</b>	<b>Program</b>
Friday 2 June 2017 – Friday 1 September 2017	Co3's Fitness Fridays

### **Location**

King Street Arts Centre.

### **Ticket Prices**

This initiative is free for the general public to attend.

### **Participants**

Co3 anticipates a total of 500 people will participate in Co3 Fitness Fridays over 10 weekly sessions.

### **Budget**

The total project budget for this activity is \$12,000. Co3 has requested \$2,500 to support this project.

## Comments:

It is recommended that this activity be supported on the basis that the program runs for the entire 12 weeks of Winter Arts Festival.

### ***Project C: City of Perth Co: Dance School Holiday Scholarships***

Act-Belong-Commit Co:Dance is one of Co3's key youth engagement initiatives and includes weeklong creative intensive sessions during school holidays for young people aged 7–17. The program aims at fostering creativity, stimulating imagination, building confidence and developing the performance skills of young dancers.

Delivered by members of the Co3 professional ensemble, each day involves contemporary dance class followed by a range of activities that help young dancers create their own ideas and movements, as well as learn some short sequences of choreography.

This program is aimed at building community relationships with schools and community centres. One week every school term, Co3 will deliver in-school workshops at primary schools across the Perth metropolitan area, offering 20 scholarship places for students to attend the workshops.

## Key Dates

<b>Dates</b>	<b>Program</b>
January 2017	Co:Dance Workshops
April 2017	Co:Dance Workshops
July 2017	Co:Dance Workshops
September/October 2017	Co:Dance Workshops

## Location

King Street Arts Centre

## Ticket Prices

City of Perth sponsorship of this initiative will enable Co3 to offer 40 scholarship enrolments over a minimum of eight workshops.

City of Perth support will also enable Co3 to offer all other enrolments at a subsidised price of \$125.

## Participants

40 scholarships and 120 paying participants

## **Budget**

The total project budget for this activity is \$42,000. Co3 has requested \$10,000 to support this project.

## **Acknowledgement**

Healthway, as major sponsor of the Co:Dance program, hold naming rights to Co:Dance, cited as *Act-Belong-Commit Co:Dance*. As a result, City of Perth are offered naming rights on scholarship places only, to be cited as City of Perth Scholarship to Co3's *Act-Belong-Commit Co:Dance*.

## **Comments:**

This project is not recommended for support. Co3 have confirmed Healthway have been granted naming rights for this program, as such, the City is unlikely to attract significant positive recognition as a core contributor to the project.

## ***Project D: City of Perth Open Rehearsals***

For each rehearsal period in the lead up to a performance season, Co3 will open the King Street Arts Centre to the general public to watch an expert dance maker working with the elite company dancers in an open rehearsal. This is a unique and intimate opportunity for the public to view firsthand the raw process involved in developing a dance piece, experience the company behind the scenes, meet the Artistic Director or the choreographer and watch the dancers in an intimate environment.

## **Location**

King Street Arts Centre.

## **Ticket Prices**

This project is free for the general public to attend.

## **Audience**

Through this program, Co3 aims to deliver a minimum of five *Open Rehearsals* throughout the sponsorship period with a total attendance of 200.

## **Budget**

The total project budget for this activity is \$17,000. Co3 has requested \$2,500 to support this project.

## Comments:

This project is not recommended for support. This project was considered to provide minimal benefit to the long term development of the organisation in comparison to the four other projects that have been recommended for support.

### ***Project E: City of Perth Co:Youth Scholarship***

The Act-Belong-Commit Co:Youth Ensemble includes weekly Sunday Company Labs (training), taught by some of Western Australia's leading teaching artists and national and international guests. Under the guidance of an expert leadership team, and delivered by Co3 professional dance artists, Co3 also provides an opportunity for participants to create and perform their own choreography, learn existing Co3 repertoire, and develop site-specific works.

In addition, the Elite Training Squad is selected by Co3's Artistic Director and Community and Engagement Director through auditions for young dancers in Year 10 or above. The Elite Training Squad program is focused on nurturing the individual dancer, providing strength and conditioning training, technical refinement and artistry development, leading towards tertiary transition readiness through strategic partnerships with the Western Australian Academy of Performing Arts (WAAPA) and LINK Dance Company.

Co3 contributes to the Western Australian dance ecology through a range of artistic programs, secondments, traineeships, and skills development initiatives. Within the local community Co3 continues to build pathways for the company dancers and youth ensemble and for Co3 to engage with and provide employment opportunities across all levels of the WA dance community.

The *Co:Youth Scholarship* is an initiative aimed to award exemplary young dancers involved in the Co:Youth program. It allows Co3 to provide support towards their progression in training as a professional dance artist. City of Perth support will enable Co3 to award two young dancers with a scholarship place to the program.

## Key Dates

Dates	Program
October 2016	Auditions for 2017 Co: Youth Ensemble
7 – 10 December 2016	Our City. Our Stories. Dolphin Theatre
Wednesdays and Sundays 2017	Training

## Location

King Street Arts Centre & Dolphin Theatre University of Western Australia.

## Ticket Prices

Sponsorship will support two Youth Ensemble scholarships, normal membership price \$1,320 per annum.

## **Participants**

A total of 70 Youth Ensemble participants are appointed.

## **Budget**

The total project budget for this activity is \$90,000. Co3 has requested \$2,640 to support this project.

## **Comments:**

This project is recommended for support as it positions the City as a direct contributor to the development of young artists in Perth, which contributes to a vibrant cultural sector and creative economy. At the culmination of the audition for the 2017 Co:Youth, two young people will be selected as the inaugural recipients of the *City of Perth Scholarship to Act-Belong-Commit Co:Youth Ensemble*. Co3 will provide an opportunity for a City of Perth representative to publicly present the scholarships at a community event.

## ***Project F: City of Perth Developing Artists Program***

Co3 artists are among some of Australia's most talented emerging dancers and Co3 is committed to the development of its dancers as they are embedded within all elements of the company, including performances, education programs and community engagement projects.

Each dancer receives mentoring and support from Artistic Director, Raewyn Hill, and Community Engagement Director, Richard Longbottom, toward developing and expanding their artistic practice.

Co3 artists make a personal commitment to Co3 to remain in Perth and invest in the developing cultural landscape through their contribution to the dance sector.

Co3 artists make an invaluable and immeasurable contribution to the daily life of the company and by 2017, Co3 aims to double the number of weeks that the dancer is employed. This will provide greater opportunities for Co3 dancers to contribute to the development of the Company as well as accelerate their artistic journey. Co3's major goal over 2017-2020 is to provide nine dancer contracts per annum including two Developing Artists.

## **Location**

King Street Arts Centre.

## **Budget**

The total project budget for this activity is \$40,000. Co3 has requested \$20,000 to support this project.

### **Comments:**

This project is recommended for support. Co3 is currently able to employ six dancers for an average of 10-15 weeks per year. City of Perth sponsorship of the *Developing Artists Program* will directly support the artist wages for two Developing Artists by extending Co3 contract periods.

Longer-term, support of this initiative assists Co3 in achieving artistic goals and working towards a full-time dance ensemble by 2021. This project supports the economic and professional development of the sector and positions the City as a hub for professional arts activity.

### **ASSESSMENT:**

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

The identified objectives of projects within the Associate Partnership Category of Arts and Cultural Sponsorship are 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 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 supports projects which invest in the development and presentation of local arts and cultural activity. Since its inception in 2015, Co3 has earned critical acclaim for its premiere season *re:Loaded* supported by the City of Perth through the Arts and Cultural Sponsorship Program in 2015/16.

The *City of Perth Community Access Program* provides the community with ongoing opportunities to engage with the State's flagship contemporary dance company. The program provides audiences with unprecedented access to the creative process of contemporary dance. The *Open Rehearsals Program* is designed to develop a new generation of dance lovers in Perth. *Co3 Fitness Fridays*, *Community Preview Program* and the *Open Rehearsals Program* will attract increased visitation to King Street Arts Centre and surrounds.

Co3 implements a company-wide commitment and long-term approach to build and develop audiences. Key principles of Co3's Audience Development Strategy include understanding existing audiences' needs whilst attracting new audiences and establishing ongoing relationships with target audiences.



As a result of Co3's comprehensive engagement programs, acclaimed performance seasons and location at King Street Art Centre, the company enhances the profile of the City of Perth as a cultural destination.

### **The project must demonstrate artistic excellence**

As the State's flagship professional contemporary dance company Co3 is currently involved in various collaborations with high profile organisations, cultural institutions and venues also renowned for artistic excellence. These collaborations work towards successfully producing outcomes that directly influences the growth of the cultural profile of the City of Perth as well as developing new audiences for Co3 and contemporary dance. These collaborations include Art Gallery of Western Australia, Sydney Dance Company, LINK, WAAPA, STRUT and Ausdance WA.

Currently, Co3 is in discussion with Sydney Dance Company (SDC) who will support Co3 in a number of initiatives across 2016/2017, including selecting repertoire from their season of *New Breed*; technical equipment loans; and workshops and master classes for Co3's Youth Programs.

Co3 is invested in the on-going development of the next generation of Australia's dance makers. Co3 dancer development is supported through an elite performance culture and sector-leading physical training programs to ensure artists are the fittest and of the highest standard in Australia.

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

Co3 was previously sponsored by the City of Perth to present the premiere season *re:Loaded*. The season received critical acclaim and the applicant demonstrated a high standard of program delivery.

### **Applicants must provide evidence of a financial contribution to the project derived from other sources**

Co3 has provided a total budget of \$501,000 for the *City of Perth Community Access Program* comprised of six projects:

*Project A: City of Perth Community Preview Program;*

*Project B: City of Perth Fitness Fridays with Co3;*

*Project C: City of Perth Co:Dance School Holiday Scholarships and Subsidy Program;*

*Project D: City of Perth Open Rehearsals Access Program;*

*Project E: City of Perth Co:Youth Scholarship; and*

*Project F: City of Perth Developing Artists Program.*

The budget includes box office income (\$55,000) Membership (\$84,000) Department of Culture and the Arts (\$100,000) Healthway (\$50,000) Australia Council (\$28,000)

Corporate Sponsorship (\$34,000) Donations (\$50,000) and a self-contribution of \$50,000.

The request of \$50,000 represents approximately 10% of total program costs.

### **Acknowledgement**

City of Perth funding of \$30,250 would secure the benefits outlined in Parts 2.1 to 2.8 of this report.

### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	93C4 8000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$1,280,000
AMOUNT SPENT TO DATE:	\$ 693,250
PROPOSED COST:	\$ 30,250
BALANCE:	\$ 556,500

All figures quoted in this report are exclusive of GST

### **COMMENTS:**

The request of \$47,640 (exc. GST) is considered consistent with the return on investment anticipated for the described program. However, upon analysis of the application, the amount of \$30,250 is recommended to support the presentation of the following projects within the *City of Perth Community Access Program*:

*Project A: City of Perth Community Preview Program;*

*Project B: City of Perth Fitness Fridays with Co3;*

*Project E: City of Perth Co:Youth Scholarship; and*

*Project F: City of Perth Developing Artists Program.*

Co3 prioritises programs for young people that support their development as creative, innovative and entrepreneurial individuals. The community and education programs that Co3 provide are progressive and responsive to community needs, giving a broad range of public direct access to, experience in, and appreciation for contemporary dance.

REMPPLAN, the City's Economic Modelling Tool estimates the direct economic impact of the recommended projects to be \$410,000. This estimate reflects only the economic impact based on the City's contribution to the projects and not the entire program. REMPLAN estimates that the direct economic impact of the Co3 2015

Annual Season was \$1,028,000. It is expected that the direct economic impact of the 2016 Annual Program will exceed \$1,500,000.

Arts, Culture & Heritage Unit has identified Co3 as a key future partner due to its commitment to the development of young artists and the art form, and encouraging professional arts practitioners to remain in Perth. This recommendation represents a strategic investment to support the development of Co3 to meet these shared objectives.

## ITEM NO: 5

### THREE YEAR PARTNERSHIP – VOLUNTEERING WA INC. - HOMELESS CONNECT PERTH

**RECOMMENDATION:** (APPROVAL)

***That Council:***

- 1. approves a three year partnership with Volunteering WA Inc. commencing October 2016 through to December 2019 for the delivery of the annual Homeless Connect Perth event;***
- 2. approves Cash Sponsorship of \$81,000 per annum for the delivery of Homeless Connect Perth totalling \$243,000, plus annual CPI adjustments in 2017/18 and 2018/19;***
- 3. approves In-kind Sponsorship up to \$5,500 per annum for costs associated with event bins, event parking and road closure advertising for the duration of the three year partnership;***
- 4. notes that a detailed acquittal report is to be submitted within four months of the Homeless Connect Perth event concluding each year.***

#### **BACKGROUND:**

FILE REFERENCE: P1023236  
REPORTING UNIT: Community Services  
RESPONSIBLE DIRECTORATE: Community and Commercial Services  
DATE: 12 September 2016  
MAP/SCHEDULE N/A

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

Eight successful Homeless Connect Perth events have since been held by the City in partnership with Volunteering WA. The event has become an annual event with the

2015 event held at Russell Square, the Hellenic Community Centre, and the RUAH Homeless Day Centre in Northbridge.

At its meeting held on **5 August 2015**, Council approved sponsorship to Volunteering WA Inc. for the implementation partnership of the eighth annual Homeless Connect Perth.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

### **Legislation**

**Integrated Planning  
and Reporting  
Framework  
Implications**

### **Strategic Community Plan**

Council Four Year Priorities:

Living in Perth

S9 Promote and facilitate CBD living

### **Policy**

Policy No and Name: CP18.8 – Provision of sponsorship and donations

## **DETAILS:**

Homeless Connect Perth is based on a “one-stop-shop” model of service provision to homeless people. It was developed in San Francisco in 2004 and is now being held around the world.

The aims of Homeless Connect Perth are to:

- Provide immediate services and support to meet the wide range of needs of homeless people and people at risk of homelessness;
- Empower homeless people and people at risk of homelessness and provide awareness of longer term opportunities and pathways to meet individual needs;
- Increase community and business understanding and support through involvement in Homeless Connect Perth;
- Enable better connection of services to meet the holistic needs of homeless people and people at risk of being homeless, on the day and beyond; and
- Create a day of celebration, hope, fun and social connections.

The Homeless Connect Perth 2016 is a free event to be held on Wednesday, 9 November 2016 at Russell Square, the Hellenic Community Centre and RUAH Centre in Northbridge.

Homeless Connect Perth brings together government, businesses, community groups and volunteers to provide more than 100 free essential services to people experiencing homelessness or at risk of homelessness for a day. The goal of the day is to facilitate access to a range of services that ultimately assist people who are disadvantaged to find new pathways and connections out of homelessness. The range of services available on the day includes:

- Accommodation assistance;
- Support and counselling;
- Legal advice;
- Employment options;
- Free health check-ups (GPs, dentists, podiatrists and optometrists including free prescription glasses);
- Massage and natural therapy treatments;
- Food and beverages;
- Personal hygiene assistance (haircuts, showers and clothing);
- Identification documentation;
- Budget / financial counselling;
- Employment/training services;
- Health services;
- Aboriginal services; and
- Youth services.

## **2015 Acquittal**

The Homeless Connect Perth 2015 event was held on Wednesday, 11 November 2015. The “one-stop-shop” of service providers was set-up in Russell Square, the Hellenic Community Centre and the RUAH Community Centre Northbridge. It was estimated:

- More than 1500 persons, who are homeless, without secure accommodation or at risk of being homeless, attended;
- 450 volunteers were recruited and assisted with the delivery of Homeless Connect Perth 2015. This included 200 general and specialist volunteers to work on the delivery of Homeless Connect Perth, with another 250 volunteers working in the donations warehouse and for the pre-event set-up and post-event clean up. Nine corporate teams were involved. A total of 5,597 hours of volunteering time, equating to \$182,070;
- 106 service providers (an increase from 84 in 2014) from all levels of government and not for profit agencies provided more than 3,000 instances of assistance and support. Examples of support services included hot meals and refreshments, hairdressing (200 haircuts), showers, podiatry (\$9,000 worth), dental treatments, medical treatment, prescription glasses (70 examinations and glasses dispensed), Centrelink assistance, Medicare assistance, Australian Taxation assistance, Australian Electoral Commission assistance and assistance from the Registry of Births, Deaths and Marriages;
- More than 1,500 main meals were serviced for lunch in addition to 1,800 cups of coffee, 1,200 freshly squeezed cups of orange juice and 1,000 bacon and egg breakfast rolls; and
- Six truckloads of donated items were distributed. Donated items included swags, sleeping bags, blankets, toiletry/hygiene packs, shoes, clothing, underwear, children’s toys, books, household items and non-perishable food.

## Funding Request

The total cost of the 2016 Homeless Connect Perth event is \$396,600. Volunteering WA Inc. is seeking cash sponsorship of \$85,000 as a contribution towards the delivery of the event.

Included in the \$85,000 request is \$10,000 for the cost to rent warehouse space in Welshpool which will serve as a collection and sorting space for donated items for Homeless Connect Perth 2016. Until 2015 the City of Perth provided the use of the Gasworks Building at no cost. Following a storm, the Gasworks Building sustained damage to the area used by Volunteering WA and the building is no longer accessible. In 2015, a contribution of \$6,000 was provided to Volunteering WA to assist with the cost of leasing another space. It is proposed that there be no increase to this amount and Volunteering WA utilise some of the surplus funds carried over from previous Homeless Connect Perth events to cover any shortfall.

Other internal costs related to the event are as follows:

Advertising for Road Closure	\$ 800
Event bins	\$ 525
Event Parking Bays	\$2,514
<b>Total</b>	<b>\$3,839</b>

It should be noted that approximately \$4,800 in City of Perth costs relating to reserve hire and road closures are paid directly by Volunteering WA back to the City.

Most services participating in Homeless Connect Perth donate their time and resources to the day. Financial assistance of \$80,000 (\$60,000 confirmed) has been provided to assist with the delivery of Homeless Connect Perth and a further \$221,600 of in-kind services and support will be provide by a number of organisations.

Other cash contributions include:

PCWA / Santos	\$35,000	Confirmed
Department for Child Protection and Family Support	\$ 5,000	Unconfirmed
Rotary Club of Ballajura	\$ 5,000	Unconfirmed
Department of Aboriginal Affairs	\$ 5,000	Unconfirmed
Australia Post	\$ 5,000	Unconfirmed
Other	\$25,000	Confirmed

It is calculated that for every City of Perth dollar invested in Homeless Connect Perth a threefold return on investment is generated from the community and business in terms of volunteered time and donated services.

## Past contributions

The City of Perth has supported the event with funding since 2008. The following table shows the City's previous support for the event:

<b>Year</b>	<b>City of Perth implementation contribution to Volunteering WA (\$)</b>	<b>Other costs met by the City of Perth (including, waste and parking management, road closure, advertising and traffic management) (\$)</b>	<b>Total</b>
2008	60,000	8,594	68,594
2009	60,000	31,622	91,622
2010	65,000	5,324	70,324
2011	65,000	3,126	68,126
2012	68,000	4,621	69,621
2013	69,700	8,563*	78,263
2014	77,000 **	5,748	82,748
2015	79,350***	4,500	83,750
<b>2016 (Proposed)</b>	<b>81,000</b>	<b>Advertising of road closure, event bins and event parking as quoted by City - \$3,539</b>	<b>84,539</b>
<b>2017 (Proposed)</b>	<b>81,000 +CPI</b>	<b>Advertising of road closure, event bins and event parking as quoted by City - up to \$5,500</b>	<b>81,000 + CPI (plus up to \$5,500 in-kind)</b>
<b>2018 (Proposed)</b>	<b>2018 cash amount +CPI</b>	<b>Advertising of road closure, event bins and event parking as quoted by City - up to \$5,500</b>	<b>2018 cash amount +CPI (plus up to \$5,500 in-kind)</b>

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

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

\*\*\* Includes \$1,350 for the traffic management costs relating to the event road closure and an additional \$6,000 for warehouse costs.

## 3 Year Partnership Agreement

It is recommended the City of Perth enter into a three year partnership with Volunteering WA Inc.

For the past eight years, Volunteering WA Inc. have had an annual partnership agreement with the City of Perth and have consistently delivered a very successful day that has a positive impact on individuals by providing them with immediate connections to multiple support and service providers that assist homeless people and people at risk of homelessness.

The benefits of the City of Perth entering a three year agreement with Volunteering WA Inc. include:



- Allow for longer term planning and development of strategies for the future delivery of Homeless Connect Perth. Currently it is not possible to plan too far in advance without secure funding beyond one year.
- Minimise the number of lost opportunities that require advance commitment such as additional fundraising opportunities, engagement of key team members, negotiation of venue space and facilities, engaging corporate and specialist volunteers.
- Allow for the development of engagement strategies with supporters allowing for other long term partnership opportunities and ability to build longer term relationships with service providers who are crucial to the delivery of Homeless Connect Perth.
- Allow both Volunteering WA and the City of Perth to be responsive to research already undertaken in relation to Homeless Connect Perth and help both organisations to respond and to further develop research findings.
- Demonstrate that the City of Perth is committed to providing support to homeless people in our community long term.

### **Sponsorship Recognition**

The 3 year partnership agreement with Volunteering WA will include the following recognition:

- City of Perth crest to be included on all promotional material and publications for Homeless Connect Perth (2016, 2017 and 2018);
- City of Perth acknowledged in all advertising and promotions;
- City of Perth acknowledged in the Volunteering WA Annual Report;
- City of Perth signage at the event and collection and sorting warehouse;
- City of Perth acknowledgement as principal partner on Volunteering WA and Homeless Connect websites;
- Provision of a web link to the City of Perth website;
- Initiation for the Lord Mayor to officially launch Homeless Connect Perth 2016, 2017 and 2018;
- Invitation for Elected Members and senior officers and staff to attend the launch of Homeless Connect 2016, 2017 and 2018; and
- Provision of Homeless Connect photographs and DVD as required for City of Perth publications and online communications.

### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL
BUDGET ITEM:	Recreation and Culture – Other Recreation and Sport – Community Recreation Program
BUDGET PAGE NUMBER:	TBA
BUDGETED AMOUNT:	\$85,702
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$84,539
BALANCE:	\$ 1,163

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

Homelessness is an ongoing issue. It is complex and requires a collaborative approach.

Feedback from the sector indicates that Homeless Connect Perth is considered beneficial to managing homelessness in the city with many homeless service providers closing for the day to be part of the event.

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

While the event is held one day per year, Volunteering WA works all year round on various aspects of the project, in particular liaising with service providers, coordinating the collection and sorting of donations before and after the event, recruiting volunteers and the seeking other sponsors and fundraising events.

Homeless Connect Perth has received acknowledgment from other sectors – twice receiving a City of Perth Australia Day Award and in 2016 was a finalist in the WACOSS (Western Australian Council of Social Service) Community Services Excellence Awards.

This year the City of Perth was bequeathed \$179,454.12 to be used for the purpose of Homeless Connect. It is not the City's intention to use this money to subsidise the City of Perth's contribution to the Homeless Connect Perth day but instead develop longer term initiatives. The City of Perth will work in collaboration with Volunteering WA to identify these initiatives which will sit under the umbrella of Homeless Connect Perth and will be for the benefit of people experiencing homelessness or at risk of homelessness. Proposed initiatives will be reported back to Council as appropriate.

## ITEM NO: 6

### CITY OF PERTH PARKING PARTNERSHIP 2016/17 - ROE STREET CAR PARK USE OF ROOFTOP FOR ARTRAGE ROOFTOP MOVIE

**RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. approves the Artrage Rooftop Movie event to be conducted on the rooftop of the Roe Street Car Park for the 2016/17 season from Monday, 17 October 2016 until Sunday, 19 March 2017 that includes event bump-in and bump-out. The parking fees of \$167,696 associated with the use of the space are to be offset by partnership benefits to the City of Perth in facilitating the event;***
- 2. the event organiser will provide the following partnership benefits to the City to offset the parking fees:***
  - 2.1 inclusion of the City of Perth Parking logo in all print promotional material and publications including posters and flyers, performance programs and advertisements;***
  - 2.2 inclusion of the City of Perth Parking logo on electronic media including website, e-news and Facebook page;***
  - 2.3 City of Perth Parking digital advertisement screened nightly throughout the season;***
  - 2.4 improvements to directional signage on ground level to increase traffic to both Rooftop Movies and the City of Perth car park and other additional signage as approved by the City of Perth;***
- 3. notes that following conclusion of the 2016/17 Rooftop Movie season a further review is to be conducted to determine the most appropriate use of the rooftop of the Roe Street Car Park.***

## **BACKGROUND:**

FILE REFERENCE: P1028024  
REPORTING UNIT: Commercial Parking  
RESPONSIBLE DIRECTORATE: Community and Commercial Services  
DATE: 09 September 2016  
MAP / SCHEDULE: N/A

At its meeting held on **31 January 2012**, Council approved use of the Roe Street Car Park for a trial operation of a rooftop open air cinema to be operated by Artrage Inc. for the period from 7 February until 30 April, 2012.

After the trial season, season one of the Rooftop Movies ran from 10 December 2012 to 18 April 2013, season two from 24 October 2013 to 12 April 2014, season three from 30 October 2014 to 11 April 2015 and season 4 from 19 October to 31 March 2016.

Throughout these periods, Artrage Inc. has used the rooftop of Roe Street Car Park to screen outdoor movies and hold morning yoga sessions. A New Year's Eve party event was held; City of Perth Parking (CPP) was a partner of this event. Advertising and other promotions have been used to offset the costs associated with Artrage Inc. utilising the space.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

### **Legislation**

#### **Integrated Planning and Reporting Framework Implications**

#### **Strategic Community Plan**

Council Four Year Priorities:  
S13 Development of a healthy night time economy

#### **Strategic Community Plan**

Council Four Year Priorities: Community Outcome  
S13 Development of a healthy night time economy

### **Policy**

Policy No and Name: CP18.8 – Provision of sponsorship and donations

## **DETAILS:**

The City of Perth has for some years promoted the use of the upper stories of several of the City's car parks to conduct events when there is an availability of parking bays. Rooftop Movies managed by Artrage Inc. has operated four seasons on the upper level of the Roe Street Car Park occupying 67 parking bays.

In previous years, it was suitable to hold an event on the Roe Street rooftop over an extended period as the demand for parking particularly on weekdays was low. However, with the nearing completion of Kings Square, Perth City Link and other developments, it is expected that the demand for parking in the area and particularly

the Roe Street Car Park which is located directly opposite the Kings Square development will increase significantly as more commercial tenants and retailers move into the area.

In previous seasons, the Rooftop Movies have been successful in stimulating vibrancy and bringing people into the city. The report provided identifies a drop from 30,960 to 29,340 patrons visiting the movies throughout the 2014/15 season and a slight decline in the average nightly attendance to from 227 to 217.

In commercial terms, the loss of income from the use of the 67 bays as an event space had minimal impact on patronage by movie goers parking in the Roe Street Car Park. The table below provides a comparison of night car park patronage during the event; for a normal period 30 days just prior to the event; and for a longer period earlier in the year.

### **Rooftop Movie - Patronage Analysis (Night, Entry between 6pm to 12am)**

#### **Patronage Analysis Rooftop Movie Period Vs Normal Business Period**

	<b>Night time Patronage 6pm to 12 midnight</b>	<b>Average Patronage/ Night</b>
1	Rooftop Movie Period Patronage 30/10/2014 to 11/04/2015	572
2	Normal Business Period Patronage Prior to Event 25/09/2014 to 25/10/2014 (30 days)	591
	<b>Variance</b>	<b>-3.28%</b>

	<b>Night time patronage 6pm to 12 Midnight</b>	<b>Total Patronage</b>
1	Rooftop Movie Period Patronage 30/10/2014 to 11/04/2015 (164 days)	84,443
2	Normal Business Period Patronage 15/05/2014 to 25/10/2014 (164 days)	79,870
	<b>Variance</b>	<b>5.89%</b>

It should be noted that generally, the Roe Street Car Park has a history of reaching its capacity in terms of patronage on Friday and Saturday nights. This must be taken into consideration when deciding whether it is a viable option to reduce the Roe Street Car Park by 65 parking bays over this high use period.

Rooftop Movies will this year occupy 65 bays as 2 bays have been leased to Vodafone on a permanent basis for telecommunications equipment.

Following the conclusion of the 2016/17 Rooftop Movie season, a further review is to be conducted to determine the most appropriate use of the rooftop of the Roe Street Car Park including whether events that extend over a long period are suitable when demand for parking is expected to be high.

A number of risks may impact the Roe Street Car Park operations if the Artrage Rooftop Movie events occur for the 2016/17 period. Below is a risk management table addressing the potential risks:

### Risk Management Table

<b>Risk Description</b>	<b>Likelihood</b>	<b>Consequence</b>	<b>Risk Rating</b>	<b>Mitigation</b>
Lack of patrons	Unlikely	Loss of revenue	Medium	Artrage Inc. will be providing advertising benefits to CPP
Increased parking demand due to nearby developments	High	Complaints from the public	Medium	Providing alternative parking options via CPP App, signage and website
Patrons falling over 1 metre wall on top level of car park	Unlikely	Death	Low	Artrage Inc. to provide security to manage people on in the area
Evacuation in an emergency	Unlikely	Bodily injury to patrons or CPP staff	Low	Evacuation plan is in place. CPP will communicate the evacuation plan to Artrage Inc. Clear signage in car park building

### FINANCIAL IMPLICATIONS:

ACCOUNT NO: 09112000  
BUDGET ITEM: CPP – Undercover Car Park Operations  
BUDGET PAGE NUMBER: 62  
BUDGETED AMOUNT: \$ 2,894,034  
AMOUNT SPENT TO DATE: \$  
PROPOSED COST: \$ 167,696  
BALANCE: \$ 2,726,338

ANNUAL MAINTENANCE:  
ESTIMATED WHOLE OF LIFE COST:

All figures quoted in this report are exclusive of GST.

### COMMENTS:

The City of Perth has reviewed operational and financial implications and the information from previous seasons of the Rooftop Movies at Roe Street Car Park.

As a result, Artrage are required to ensure that all planning, health and legislative approvals are in place before Artrage Inc. can commence the use of the upper level of the Roe Street Car Park for events. Artrage must also update and comply with the relevant Hazard and Risk Assessment documents, address all Occupational Safety and Health (OSH) related issues associated with the event and have approved by the City Security and Traffic Management Plans at least two weeks prior to the start of the rooftop movies.

City of Perth staff will continue to work closely with Artrage Inc. to ensure the success of the Rooftop Movies season for 2016/17.

Analysis is ongoing in order to assess the change in demand for parking in the area in light of the ongoing development of Kings Square, Perth City Link and how this may impact on future parking demands for the Roe Street Car Park and the surrounding area in 16/17 and beyond.

Artrage are also seeking funding/sponsorship from the City for the FRINGE World Festival and is subject to a separate report to Council.

## ITEM NO: 7

### ARTS AND CULTURAL SPONSORSHIP 2016/17 – MAJOR PARTNERSHIP – ARTRAGE INC. 2017 FRINGE WORLD FESTIVAL

**RECOMMENDATION:** (APPROVAL)

***That Council:***

- 1. approves cash Arts and Cultural Sponsorship - Major Partnership, of \$100,000 (excluding GST) to Artrage Inc. for sponsorship of the 2017 FRINGE World Festival to be held Friday, 20 January 2017 to Sunday 19 February 2017***
- 2. notes that Artrage Inc. will provide the following event and sponsorship benefits to the City of Perth:***
  - 2.1 inclusion of the City of Perth crest on Festival promotional material and publications, including but not limited to FRINGE World Festival online ticket receipts, invitations, letterhead, media releases, printed guide, posters and e-newsletters;***
  - 2.2 inclusion of City of Perth crest on site signage including digital/screen and outdoor advertising;***
  - 2.3 weblink to the City of Perth website and sponsor acknowledgement on the FRINGE World website;***
  - 2.4 inclusion of City of Perth crest on Festival cinema and/or Television Commercial advertising;***
  - 2.5 acknowledgement of City of Perth sponsorship in official speeches at key sponsor events including launch event;***
  - 2.6 naming rights to a FRINGE World Award;***
  - 2.7 provision of footage and photography for use at the City's discretion;***

***(Cont'd)***



- 2.8 opportunity to include an advertisement in the FRINGE World Festival printed guide (circ. 250,000);**
  - 2.9 opportunity to include three questions in the FRINGE World Audience Survey;**
  - 2.10 Artrage Inc. representatives to attend an Elected Member briefing in November 2016;**
  - 2.11 provision of eight Friends of the FRINGE World Festival memberships for distribution through social media competitions.**
- 3. notes that the City of Perth is to be provided with an acquittal report for the supported project within three months of completion of the FRINGE World Festival and an audited financial report of Artrage Inc. within six months of the conclusion of the relevant financial year.**

**BACKGROUND:**

FILE REFERENCE: P1032405#01  
REPORTING UNIT: Business Support & Sponsorship  
RESPONSIBLE DIRECTOR: Economic Development & Activation  
DATE: 29 August 2016  
MAP / SCHEDULE: Confidential Schedule 3 – Food & Beverage operations

Artrage Inc. has requested Arts & Cultural Sponsorship of \$100,000 exc. GST to support the presentation of Artrage Inc. managed venues located within the City of Perth boundaries during the *2017 FRINGE World Festival*.

In addition, Artrage Inc. has requested support to present the *2017 FRINGE World Festival* from City of Perth Parking as a commercial partnership. It should be noted, however, that the level of investment and anticipated outcomes are to be managed independently and on the basis of differing service priorities.

The City of Perth has provided in-kind support to Artrage Inc. for the underpropping of the Cultural Centre Car Park since the event's pilot in 2011. Underpropping is necessary to support the structural integrity of the City's car park. Approval to discount parking fees associated with the underpropping, (50% discount on the estimated loss of income) is within the delegated authority of the Director of Community and Commercial Services and has previously been approved at that level.

The City's cash sponsorship contribution is measured in accordance with the City's Arts and Cultural Sponsorship objectives, eligibility and assessment criteria whilst the in-kind component provided by City of Perth Parking is expected to off-set the costs

associated with using the car park and provide a commercial benefit to the City's parking operations.

## **Organisation Background**

Artrage Inc. is a not-for-profit multi-arts organisation and registered charity incorporated in 1983 (formerly *Festival Fringe Society of Perth*).

Artrage Inc. has stated its purpose, vision and mission as:

### Purpose

*To enrich and evolve the creative arts of Western Australia.*

### Vision

*To embed FRINGE World Festival in the hearts and minds of all Western Australians.*

### Mission

*To provide enduring benefits for artists, audiences and a diverse family of stakeholders through building the world's strongest festival.*

Artrage Inc. is a key contributor to the vibrancy and vitality of cultural life of Perth. Artrage Inc. is the producer of *FRINGE World Festival*, *Rooftop Movies* and *Outer Fringe*. *FRINGE World Festival* is an open-access, annual, multi-disciplinary arts Fringe Festival, presenting work by independent local, national and international artists.

Through partnerships with key organisations such as Department of the Premier and Cabinet, *Outer Fringe* tours *FRINGE World Festival* shows throughout regional Western Australia.

In 2016, the organisation commissioned the *FRINGE World Festival 2016 Impact Report*. The report recorded community perceptions of the *FRINGE World Festival* and provided an analysis of the festival's economic impact. Provided to the City of Perth in July 2016, the *FRINGE World Festival 2016 Impact Report* reports that Gross Visitor Expenditure during the 2016 festival was \$70,500,000 with a total Gross Economic Movement of \$98,000,000. 3,381 artists participated in the 2016 *FRINGE World Festival*, of which, 71% originated in Western Australia, 19% originated elsewhere in Australia and 10% originated from overseas. \$8,300,000 was delivered to artists in gross box office returns.

An acquittal report for the 2015/16 supported project and the 2014/15 audited financial statements have been received and are accessible within the Elected Member Portal (TRIM 92376/16). The 2015/16 Audited financial statement is not expected until October 2016.

This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding, as demonstrated by the following summary:

- In 2016, a total audience of 989,675 attended *FRINGE World Festival* events (free and ticketed). This represents 724,156 total attendances at Artrage Inc. managed venues within the City of Perth;
- 3,381 artists participated in the festival (71% from WA). 2,226 artists performed in an Artrage Inc. managed venue within the City of Perth;
- 72 Independent venues were located within the City of Perth, these venues recorded free and ticketed attendance of 211,171;
- 90% of *FRINGE World Festival* survey respondents believe *FRINGE World Festival* enables them to see high quality performances they would otherwise not see;
- 68% respondents agree that *FRINGE World Festival* has contributed to them feeling safer in Northbridge and the Perth city centre;
- 75% of audiences ate at a restaurant before or after attending a *FRINGE World Festival* venue and 67% of audiences had a drink at a bar, nightclub or café; and
- 68% of local businesses agree that *FRINGE World Festival* has a significant positive impact on their business.

### Past support

The City of Perth has provided sponsorship for the *FRINGE World Festival* since its inception in 2010/11.

Artrage Inc. Arts & Cultural Sponsorship Program sponsorship history is as follows:

Year	Description	Requested	Approved
2010/11	Spiegel tent Program/ Fringe World Festival Freebies- Event Pilot	\$20,000	\$20,000*
2011/12	Arts & Cultural Sponsorship Fringe World Festival	\$50,000	\$50,000
2012/13	Arts & Cultural Sponsorship Fringe World Festival 10 Festival Hub Venues	\$50,000	\$50,000
2013/14	Arts & Cultural Sponsorship Fringe World Festival Festival Hub Venues	\$51,250	\$51,250
2014/15	Arts & Cultural Sponsorship Fringe World Festival Festival Hub Venues	\$100,000	\$72,531
2015/16	Arts & Cultural Sponsorship FRINGE World Festival 2016	\$100,000	\$75,000
<b>2016/17</b>	<b>Arts &amp; Cultural Sponsorship FRINGE World Festival 2017</b>	<b>\$100,000</b>	<b>Proposed \$100,000</b>

\*(\$15,000 Arts and Cultural Sponsorship, \$5,000 Marketing Unit)

Artrage Inc. City of Perth Parking partnership history is as follows:

Year	Description	Requested	Approved
2010/11	City of Perth Parking Use of car bays in Cultural Centre Carpark	In-Kind	\$10,000 In-kind

2011/12	<i>City of Perth Parking Use of car bays in Cultural Centre Carpark</i>	In-kind	\$10,108
	<i>City of Perth Parking Use of Roe Street Car Park - Rooftop Movies</i>	In-kind	\$53,300 In-kind
2012/13	<i>City of Perth Parking Use of car bays in Cultural Centre Carpark</i>	In-kind	\$10,000
	<i>City of Perth Parking Use of Roe Street Car Park - Rooftop Movies</i>	In-kind	\$130,660 In-kind
2013/14	<i>City of Perth Parking Use of car bays in Cultural Centre Carpark</i>	In-kind	\$10,108
	<i>City of Perth Parking Use of Roe Street Car Park - Rooftop Movies</i>	In-kind	>\$130,000 In-kind 172 days
2014/15	<i>City of Perth Parking Use of Cultural Centre Car Park</i>	In-kind	\$11,409.60 In-kind
	<i>City of Perth Parking Use of Roe Street Car Park - Rooftop Movies</i>	In-kind	\$150,561.65 In-kind
2015/16	<i>City of Perth Parking Use of Roe Street Car Park</i>	In-kind	\$190,598 In-kind 163 days
	<i>City of Perth Parking Use of Cultural Centre Car Park</i>	In-kind	\$11,409.60
2016/17	<b><i>City of Perth Parking Use of Roe Street Car Park</i></b>	<b><i>In-kind</i></b>	<b><i>Proposed \$167,696 In-kind</i></b>
	<b><i>City of Perth Parking Use of Cultural Centre Car Park</i></b>	<b><i>In-kind</i></b>	<b><i>Proposed \$11,424.60</i></b>

\*((\$15,000 Arts and Cultural Sponsorship, \$5,000 Marketing Unit)

Due the open access nature of the festival, individual presenting artists and companies are eligible to apply for sponsorship of performances registered as participants of the festival. In 2016 the City provided support to *FRINGE World Festival* events including *Summer Nights* at the Blue Room Theatre.

The City of Perth also provided subsidised venue hire of the Perth Town Hall to some presenting artists. It is important that access to additional support remains open to individual arts who often incur a financial risk when staging productions, and that this support works in partnership with the significant promotional and ticketing support provided to them through their association with the *FRINGE World Festival*.

## LEGISLATION / STRATEGIC PLAN / POLICY:

### Integrated Planning and Reporting Framework Implications Policy

### Strategic Community Plan

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

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

**Eligibility:**

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

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

<b>Category of Sponsorship: Major Partnership</b>	
<b>Applicant Eligibility Criteria</b>	
<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
<b>Project Eligibility Criteria</b>	
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
<b>Project Eligibility Criteria</b>	
<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

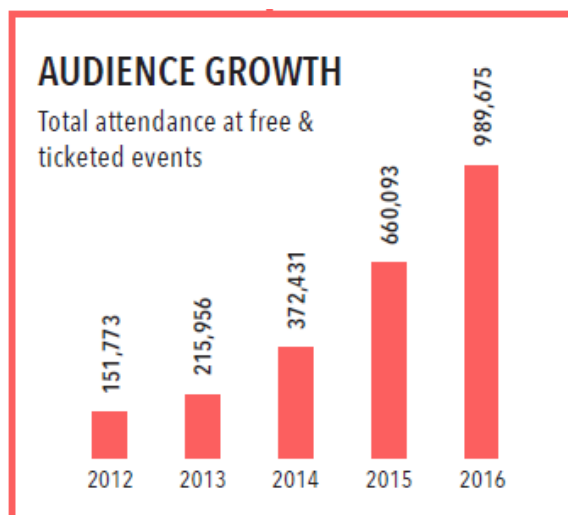
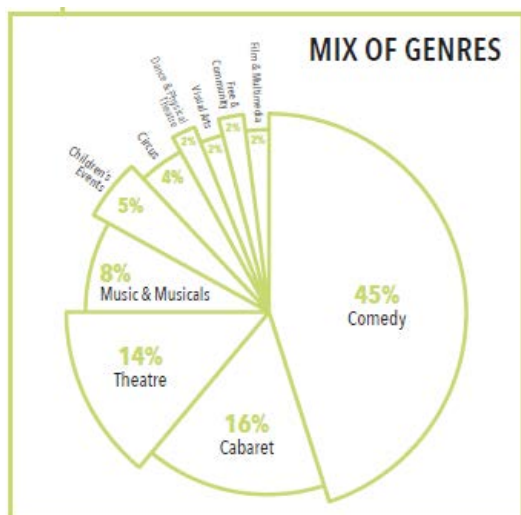
The 2017 *FRINGE World Festival* will take place over a four week period showcasing a range of performances from independent local, national and international artists, from a variety of genres including theatre, circus, dance, cabaret and music.

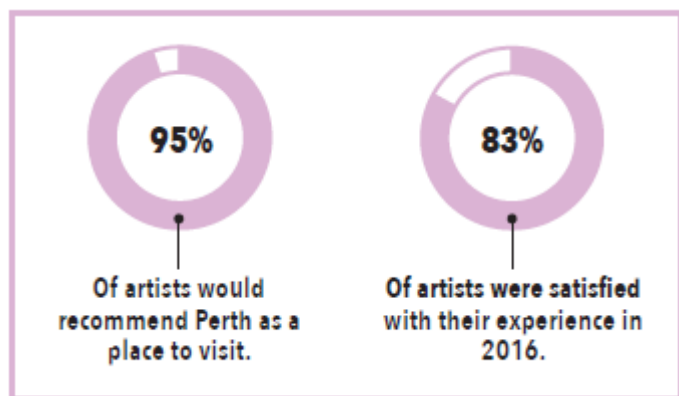
The sponsorship request relates specifically to Artrage Inc. managed venues and predominantly temporary infrastructure, all located within the City of Perth boundaries. These include spiegel tents and circus tents in Northbridge at the Perth Cultural Centre and The Pleasure Garden at Russell Square. The 19 Artrage Inc. Managed venues in 2016 included La Soiree Spiegel tent, The Budgie Smuggler, Frankie's Caravan, The Shambles, Circus Theatre, Deluxe, The Stables, The Lunar Sensation, The Gold Digger, De Parel Spiegel tent, Black Flamingo, Big Top, The West Australian Spiegel tent and Casa Mondo.

As an open access festival the *FRINGE World Festival* includes independently produced events and managed venues. 72 independently-managed venues were presented in the 2016 festival.

Artrage Inc. has indicated that plans to create a new festival hub in the Cathedral precinct are currently in development and a tentative booking has been placed on the Perth Town Hall as a result.

### 2016 *FRINGE World Festival* Statistics





Further information can be found in the *FRINGE World Festival 2016 Impact Report* located within the Elected Member portal.

### **2017 *FRINGE World Festival* attendance forecast**

Ticketed attendance	304,986
Free attendance	443,115
Total attendance	748,101

### **2017 *FRINGE World Festival* Artrage Inc. managed venues attendance forecast**

Ticketed attendance	91,495
Free attendance	132,935
Total attendance	224,430

The organisation has put some considered measures in place to maintain rather than grow the scale and reach of the festival. These measures are designed to avoid market saturation, ensure the best chances of success for all participants and maintain levels of critical mass and dynamism across all key precincts and venue networks that the *FRINGE World Festival* engages with, activates and enlivens. As a result, the 2017 projections reflect a lower total attendance than in 2016 due to a reduction in the number of events from 713 in 2016 to 650 in 2017.

### **Key Dates**

The *FRINGE World Festival* will take place from Friday, 20 January to Sunday, 19 February 2017.

The following key dates have been identified:

Day	Date	Event
Thursday	8 December 2016	Program announced and tickets on sale
Friday	20 January 2017	<i>FRINGE World Festival</i> opens to public
Sunday	19 February 2017	<i>FRINGE World Awards Ceremony</i>
Sunday	19 February 2017	<i>FRINGE World Festival</i> closes

## **Ticket Prices**

Artrage Inc. indicates that the average ticket price for a festival event is \$30.35. *FRINGE World Festival* presenters manage their own ticket price and may choose to apply discounts. Whilst concession tickets are not available, Artrage Inc. has implemented a variety of incentives to ensure capacity audiences, these include:

- Discounts for group bookings;
- “Mates rates” – presenters offer the discount to family and friends, requires a discount code to be entered when purchasing tickets;
- Discounted tickets to festival partners, requires a discount code to be entered when purchasing tickets;
- RushTix – discounted tickets available on the day of the performance, Rush tix are on average half the price of the standard ticket; and
- Festival passes, provided to staff, volunteers and registered artists, allows free entry to shows that are not sold out.

## **ASSESSMENT:**

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

### **The project must demonstrate shared objectives as a Major Partner**

Through this category of sponsorship, the City of Perth supports recurring arts and cultural programs by established partners. 2017 will be the sixth year of the *FRINGE World Festival* following a successful pilot program in 2011.

*FRINGE World Festival* provides a necessary platform form for local artists to present their work and further opportunities for creative and audience development. Artrage Inc. indicates that based on 2016 registrations, 71% of artists participating were Western Australian, 19% Australian and 10% International artists. This represents 2,337 local artists.

Association with the Festival connects artists to a recognisable brand, marketing and promotional campaign, and indirect access to a large network of venues, events professionals and community of volunteers and supporters.

Contributing to Perth’s profile as a pre-eminent cultural destination, the *FRINGE World Festival* has become a major arts event. The Festival is successful in uniting independent artists with a wide audience through a common ticketing system and consolidated brand managed by Artrage Inc.

The 2016 Festival included 171 Western Australian premieres, 84 Australian premieres and 264 World premieres. 349,841 tickets were sold generating box office sales of more than \$9,300,000. *FRINGE World Festival* has become the biggest annual event in Western Australia and the third largest *FRINGE World Festival* globally.



Of the 2016 audience survey respondents, 96% agree that the Festival contributes to making Perth special as a city, 98% believe the Festival is an important addition to Western Australia's cultural life and 90% also noted they were more likely to visit the city in the future as a result of their visit to the Festival. 95% of participants interviewed would recommend Perth as a place to visit.

Based on the *FRINGE World Festival 2016 Impact Report*, the event also brings economic benefit to local business. As outlined in the report, 68% of surveyed business owners agree that *FRINGE World Festival* has a significant positive impact on their business and 61% agree that the Festival brings new clientele into Northbridge, which has long term benefits for their business. The Festival generated \$70,500,000 in gross visitor expenditure.

### **The project must be of high artistic quality/ cultural relevance**

As an open-access multi-arts Festival local artists are provided with an opportunity to develop and share their work to a broad audience.

The artistic quality of events included in the program is ultimately tested by the audience – as indicated by ticket sales, audience demand and recognition through the associated *FRINGE Awards*. In 2016 Festival shows attracted an average capacity of 56.4%.

The *FRINGE Awards* encourages artists working within a range of art forms and varying levels of expertise and provides recognition for achievements in their genre. The open-access structure of *FRINGE World Festival* allows for an environment of exploration and opportunity, artistically this will also produce varied results and critical reception.

The *FRINGE World Festival 2016 Impact Report* identifies overwhelmingly favourable responses from the general public:

- 98% of attendees to the 2016 Festival plan to attend *FRINGE World Festival* again in 2017; and
- 91% of attendees agree that *FRINGE World Festival* promotes Perth as a city that is globally connected.

The results of the report indicate that the event is of high cultural relevance.

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

Artrage Inc. has received sponsorship from the City of Perth for more than twenty years. Prior to the commencement of the *FRINGE World Festival*, Artrage Inc. was a City of Perth service provider, presenting numerous events for the City including New Year's Eve Celebrations from 2007 to 2010 and the Northbridge Festival from 2005 to 2008.

Artrage Inc. has demonstrated a very high standard of service delivery and program delivery as evidenced in the *2016 Impact Statement*.

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

A summarised budget representing a cost of \$18,318,474 for the entire festival has been provided.

The budget includes funding from alternative sources, including confirmed funding from Lotterywest (\$700,000), and Department of Culture and the Arts (\$335,983). Additional in-kind sponsorship from the Metropolitan Redevelopment Authority (MRA), City of Perth Parking (CPP) and other corporate sponsors is anticipated.

The budget demonstrates self-generated income in the form of program revenue (\$11,536,695) and venue revenue (\$2,844,824). Program revenue is forecast to increase by approximately \$1,684,494 in 2017, whilst venue revenue is expected to decrease by approximately \$377,364. This fluctuation is indicative of the reduced number of venues expected in 2017.

The budget indicates that the income derived from the project will be fully invested into the delivery of *FRINGE World Festival*. The budget includes in-kind and major corporate sponsorship of cash and goods and services across a range of businesses. Approximately 63% of *FRINGE World Festival* project income is self-generated, with State Government funding representing only approximately 5% of Artrage Inc.'s annual income. (Source: Business News (2016))

## **Acknowledgement**

For \$100,000 (exc. GST) the applicant will be required to provide the benefits as outlined in recommendation section of this report (2.1 – 2.11).

## **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	93C4 8000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$1,280,000
AMOUNT SPENT TO DATE:	\$ 593,250
PROPOSED COST:	\$ 100,000
BALANCE:	\$ 586,750

All figures quoted in this report are exclusive of GST

## **COMMENTS:**

Large scale festivals provide an environment where artists and audiences can exchange ideas and experience new work which ultimately contributes to the development of the local arts industry and establishes networks for artists to tour their work.

The amount of \$100,000 (exc. GST) in Arts and Cultural Sponsorship is recommended to support the *2017 FRINGE World Festival*. This increased contribution allows the City to elevate its relationship with Artrage Inc. to a more prominent level and provides the City with a stronger voice within future event negotiations and decisions. The City of Perth Arts & Cultural Sponsorship contribution to the Festival is aligned to Artrage Inc. managed venues and as such will support the significant activation of Northbridge. It should be noted that there is ongoing interest from other Local Government Associations to be involved with *FRINGE World Festival* and the City's increased contribution will help ensure the overwhelming majority of content will be delivered within the City of Perth boundaries.

Whilst Artrage Inc. receives a combination of cash and in-kind support from the City of Perth, the organisation is also charged a range of fees including site hire, venue hire, reparation costs and fees for permits which are included in the overall budget.

*FRINGE World Festival* is Perth's largest annual cultural event. The City of Perth receives substantial benefit from the Festival as detailed in the *FRINGE World Festival 2016 Impact Report*.

Artrage Inc. has provided a comprehensive schedule of temporary food and beverage operations at Artrage Inc. managed venues, (is included as Confidential Schedule 3) and has committed to working with local restaurants and bars to promote artists discounts via the City of Perth Economic Development Unit.

CONFIDENTIAL SCHEDULE 3  
ITEM 7 – ARTS AND CULTURAL SPONSORSHIP 2016/17 –  
MAJOR PARTNERSHIP – ARTRAGE INC. 2017 FRINGE  
WORLD FESTIVAL

FOR THE MARKETING, SPONSORSHIP AND  
INTERNATIONAL ENGAGEMENT COMMITTEE MEETING

27 SEPTEMBER 2016

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