



## 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, 29 November 2016 at 4.00pm.**

Yours faithfully

**ROBERT MIANICH  
ACTING CHIEF EXECUTIVE OFFICER**

24 November 2016

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**Committee Members:**

**Members:**

Cr Chen (Presiding Member)  
Cr Limnios  
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 Davidson OAM	Cr Green
Cr Limnios	JP	
Cr Yong		

**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  
29 NOVEMBER 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 – 8 November 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 schedules 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>
7	Item 4 – Event Sponsorship 2016/17 – Round Two Assessment	5.23(2)(e)(iii)
9	Item 5 – Arts And Cultural Sponsorships 2016/17 – Round Two Assessment	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  
Nil

## **10.2. New General Business**

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

#### **Outstanding Reports:**

- Classic Car Run (Raised 06/09/16, updated 27/09/16)

### **12. Closure**

# INDEX OF REPORTS

<b>Item</b>	<b>Description</b>	<b>Page</b>
1	REVIEW OF SPONSORSHIPS, GRANTS AND DONATIONS POLICIES	1
2	CORPORATE SPONSORSHIP – AUSTRALASIAN OIL AND GAS CONFERENCE AND EXHIBITION (AOG) 2017	6
3	CORPORATE SPONSORSHIP – FORUM ADVOCATING CULTURAL AND ECO-TOURISM (FACET)	13
4	EVENT SPONSORSHIP 2016/17 – ROUND TWO ASSESSMENT	20
5	ARTS AND CULTURAL SPONSORSHIPS 2016/17 – ROUND TWO ASSESSMENT	25
6	ARTS AND CULTURAL SPONSORSHIP 2016/17 – CIVIC PARTNERSHIP – PERTH INTERNATIONAL ARTS FESTIVAL	30
7	ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – WEST AUSTRALIAN BALLET – GREAT LEAPS PROGRAM	41

# ITEM NO: 1

## REVIEW OF SPONSORSHIPS, GRANTS AND DONATIONS POLICIES

**RECOMMENDATION:** (APPROVAL)

***That Council:***

- 1. approves the new policies for Sponsorships, Grants and Donations as detailed in Schedules 1, 2 and 3;***
- 2. revokes the following policies:***
  - 2.1 6.1 Heritage Grants;***
  - 2.2 6.18 Small Business Grants;***
  - 2.3 6.19 Matched Funding Grants;***
  - 2.4 8.3 Environment Grants;***
  - 2.5 8.4 Environment Sponsorship; and***
  - 2.6 18.8 Provision of Sponsorship and Donations.***
- 3. amends the Terms of Reference for the Marketing, Sponsorship and International Engagement Committee to oversee and make recommendations to Council on matters related to:***
  - 3.1 sponsorship of business, events and festivals (excluding City of Perth Parking);***
  - 3.2 the provision of donations to eligible organisations; and***
  - 3.3 the provision of any grants to individuals or organisations.***

***(Cont'd)***



4. **BY AN ABSOLUTE MAJORITY amends Delegated Authority 1.1.2 so that the Marketing, Sponsorship and International Engagement Committee can approve or decline requests for donations, grants or sponsorships of up to \$15,000**
  
5. **BY AN ABSOLUTE MAJORITY amends Delegated Authority 1.2.13B so that the Chief Executive Officer can:**
  - 5.1 **determine the allocation of all grants up to a value of \$5,000 in accordance with the Grants Policy; and**
  
  - 5.2 **determine the allocation of all sponsorship up to a value of \$5,000 in accordance with the Sponsorships Policy.**

**BACKGROUND:**

FILE REFERENCE:	P1014858-2 P1029306 P1027697 P1027692 P1028237
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	17 November 2016
MAP / SCHEDULE:	Schedule 1 – Draft Sponsorship Policy Schedule 2 – Draft Grants Policy Schedule 3 – Draft Donations Policy Schedule 4 – Marketing, Sponsorship and International Engagement Terms of Reference and Delegated Authority 1.1.2 Schedule 5 – Delegated Authority Register 1.2.13B

The need to review Council Policy 18.8 was first raised at Marketing, Sponsorship and International Engagement Committee (Committee) on 20 January 2015 in General Business.

On 28 July 2015, the Chief Executive Officer advised Committee that a new Business Sponsorship Unit was to be established within the City and would review Council Policy 18.8 as part of its remit.

On 1 March 2016, Committee was advised that the Business Support and Sponsorship Unit were prioritising a review of the City's approach to sponsorships, grants and donations.

The Business Support and Sponsorship Unit conducted a review, in collaboration with all directorates, based on the Corporate Business Plan 2015-19:

### *Healthy and Active Perth*

#### 15.1 Undertake full review of grants, donations, sponsorships and event funding policies

The City's recommendation is to revoke the six existing policies related to sponsorship, grants and donations and replace them with a simplified framework consisting of three umbrella policies and various guidelines which contain the program specific information.

The new framework will ensure consistency across all Directorates, increased transparency, clear decision making for Elected Members, opportunities for best practice in sponsorship and grants and flexibility for Units to create and modify programs based on links to evolving strategic objectives and budgets.

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

<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b>
	Council Four Year Priorities: Healthy and Active in Perth
	S15 Reflect and celebrate the diversity of Perth
	15.1 Undertake full review of Grants, Donations, Sponsorships and Event Funding Policies

#### **DETAILS:**

A summary of the project is listed below:

#### **Elected Member Briefing One**

On 15 March 2016, Elected Members received a briefing about the current sponsorship and grants program and areas of concern which formed the basis of the review direction.

#### **Working Group**

In May 2016, the review working group commenced and crafted the new proposed framework, with the resulting structure circulated for comment and feedback to internal and external stakeholders.

The working group focused on the following major tasks:

- Reviewing all existing policies;
- Reviewing all current processes and procedures and identifying inconsistencies;
- Defining what sponsorships, grants and donations mean to the City;
- Identifying the ideal framework;
- Drafting, reviewing and improving the proposed new policies within the new framework; and
- Identifying and implementing new tools and resources for best practice.

## **Elected Member Briefing Two**

On 20 October 2016, the Elected Members received a second briefing on the review and its progress to date. The project lead outlined the proposed new framework which received only positive feedback for its overall simplicity. Some proposed improvements to the administration of the program were also discussed, with only positive feedback for these suggested changes by those in attendance.

## **External Stakeholder Briefing**

In early November 2016, a stakeholder briefing was conducted at the City of Perth Library for a selection of past and current funding recipients from the City. Over 100 stakeholders were invited to listen to the proposed changes to the framework and programs. The feedback received by the City was overwhelmingly positive with numerous comments about the leadership the City is taking in this space.

## **The New Framework**

The new framework will see three new policies implemented; a Sponsorship Policy, a Grants Policy and a Donations Policy. These policies will be high level documents consisting of policy information which will be applicable to all of the various programs underneath.

## **The Guidelines**

Sitting underneath the policies will be the guidelines for each program. An example of a program is Arts Sponsorship, and the guideline will contain all of the background information about the program including the full list of eligibility criteria and the specific outcomes that must be addressed by the applicant to successfully receive funding. All guidelines will be provided to Council for information at a future date.

The guidelines under each policy are:

### Sponsorship

Events;  
Arts;  
Business Events; and  
Economic Development.

### Grants

Community Development;  
Arts;  
Heritage;  
Sustainability;  
Business/Economic Development; and  
Events.

There are no guidelines for donations. Many previous recipients of donations will now be assessed under the Sponsorship or Grants policies.

### **Tools and Resources**

To assist Business Units in providing a best practice sponsorship and grants program, a number of new tools and resources will be utilised.

SmartyGrants is Australia and New Zealand's most widely used online grants and sponsorship management system used by all capital cities with the exception of Adelaide. It allows the grantmaker to receive online applications and manage the entire grants and sponsorship cycle from application to evaluation. All Units will have access to the program and receive training for any officers who will be managing the programs. This will reduce red tape for applicants and ensure consistent processes across the City.

Culture Counts is a subscription based measurement tool for the City to measure the impacts of events based on defined social, cultural and economic outcomes which can be benchmarked against similar events or projects elsewhere in Australia or Internationally. The City will be able to partner with event organisers to jointly conduct these measurement activities and the resulting outcomes will be available to Elected Members as part of the acquittal process.

The use of Culture Counts will enable to the City to objectively measure our return on objectives and our return on investment in order to make informed future funding decisions.

A new legal agreement has been developed with City lawyers to enable greater protections for the City in all future sponsorship and grant funding arrangements. A letter of agreement will enable a cut down simple version for funding under \$20,000, whilst a more detailed agreement will be in place for annual funding over \$20,000 and a further template will also be available for triennial funding.

### **FINANCIAL IMPLICATIONS:**

There are no financial implications other than the proposal amendments in item 4 and 5 relating to delegations to approve requests.

### **COMMENTS:**

The proposed new framework has received strong endorsement from external stakeholders, internal stakeholders and Elected Members to this point. The working group is extremely satisfied that the proposed framework and program will elevate the City to best practice in grants and sponsorship provision by local government and will ensure increased quality of applicants, new efficiencies, opportunities, transparency and improved decision making.

## **CP[#] SPONSORSHIP**

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### **POLICY OBJECTIVE**

The City of Perth engages in sponsorship primarily to achieve strategic community outcomes which benefit the City's stakeholders including internal, external or intermediary.

The City's approach is to sponsor a broad range of initiatives that, as a whole, deliver cultural, social and economic return objectives to the City's diverse stakeholder base.

This Policy sets out the high level criteria and process for the City's sponsorship program and is designed to sit above the various sponsorship guideline documents that have additional, specific criteria for each approved sponsorship program.

The objectives of the policy are:

- a) Provision of a consistent, equitable, transparent and efficient framework for administration of all sponsorship streams;
- b) To support a range of projects and initiatives that meet the diverse needs of the City of Perth community;
- c) To optimise the outcomes of the sponsorship program through improved access, transparency, assessment and allocation; and
- d) To clearly identify the accountability requirements of organisations that receives funding.

City of Perth Parking Commercial Partnerships are not considered sponsorships and are not considered within this Policy.

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### **POLICY STATEMENT**

#### **1. DEFINITION**

Sponsorship is a commercial, negotiated arrangement in which the City provides cash and/or in kind contributions to an entity in return for commercial leverage, promotion, activation or exposure to achieve defined outcomes from the City's Strategic Community Plan. Sponsorship is not philanthropic in nature and the Council expects to receive a reciprocal benefit beyond a modest acknowledgement. The sponsorship will provide tangible and mutual compensation for all parties in the arrangement.

#### **2. PROGRAM**

The sponsorship portfolio will consist of a number of programs of sponsorship as determined from time to time by Council and subject to annual review and budgetary constraints.

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## CP [##] Sponsorship

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Each sponsorship program has its own guideline document that specifies funding limits, categories, further eligibility and assessment criteria. Applicants will be required to address criteria within the Sponsorship Policy and the relevant Guideline.

These guideline documents will be made publicly available via the City of Perth website and available in other formats on request.

### 3. LINK TO STRATEGIC COMMUNITY OUTCOMES

All sponsorship applications must address how the proposed sponsorship meets one or more of the City of Perth's Strategic Community Outcomes or the approved strategies within the City's Integrated Planning Framework. The number of outcomes that must be met will be determined by the amount of funding requested and including any identified sponsorship or marketing objectives in addition to the strategic outcomes. These will be detailed in the relevant guideline document.

### 4. ELIGIBILITY

To be eligible to receive sponsorship from the City, the recipient must:

- 4.1 Be a legally constituted entity;
- 4.2 Have submitted the application not less than four months from the project commencement date;
- 4.3 Demonstrate within the application evidence of meeting defined City of Perth Community Strategic Outcomes; and
- 4.4 Demonstrate within the application evidence of meeting defined sponsorship objectives contained within the relevant guideline document.

The City will not consider applications from:

- 4.5 The Commonwealth, State or any Government Agency;
- 4.6 an individual;
- 4.7 an applicant that has outstanding debts to the City of Perth;
- 4.8 an applicant that has failed to provide satisfactory acquittal reporting for any previous City of Perth funding;
- 4.9 an applicant that has already received City of Perth funding (including in-kind) for the activity within the same financial year; and
- 4.10 an applicant that has already applied for City of Perth funding (including in-kind) for the activity within the same financial year and been refused.

### 5. FUNDING

Funding limits for each sponsorship program are contained within the relevant guideline.

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## CP [##] Sponsorship

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### 6. APPLICATION

Requests for sponsorship must be submitted on the approved sponsorship application form which will be provided to the applicant following an eligibility discussion with the relevant City Officer.

### 7. ASSESSMENT

The application will be assessed by a minimum three member assessment panel which may include members of the Sponsorship Stakeholder Reference Group.

Detailed assessment criteria will be listed within the relevant guideline document.

When assessing proposals, the City accepts that there may be aspects which run counter to some of the City's objectives. In this instance, City Officers will collaborate internally to determine whether this renders the proposal inappropriate in meeting the overall intent of the Strategic Community Plan or how issues can be minimised and / or mitigated.

### 8. AGREEMENTS

All successful applicants will be required to enter into a written sponsorship agreement with the City which includes terms and conditions pertaining to the sponsorship.

Where a Council approved sponsorship recipient is unable to implement a project in accordance with the approved funding agreement, the City will consider and determine approval or refusal of a variation to the project or project timeline only where the variation is reasonably appropriate as determined by the City and does not change the approved project outcome.

### 9. ACQUITTAL OF SPONSORSHIPS

All sponsorships must be acquitted within four months of the completion of the activity or prior to subsequent application of further funding, whichever comes first. The City of Perth will provide a pro-forma acquittal document that can be used.

A financial summary of the activity including expenses, revenue and final profit and loss can be requested to be included within the acquittal. An audited annual financial statement is also acceptable.

### 10. MAXIMUM CONTRIBUTION

The maximum contribution of cash or in-kind provided by the City of Perth will not exceed 30% of the total event budget.

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## CP [##] Sponsorship

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### 11. METROPOLITAN REDEVELOPMENT AUTHORITY MANAGED AREAS

Sponsorship applications that include use of Metropolitan Redevelopment Authority (MRA) managed areas will be subject to the following restrictions on financial contributions from the City:

If 100% of a project is located within an MRA space:

- 11.1 The MRA must be confirmed as a project sponsor (cash or in-kind); and
- 11.2 The City of Perth's maximum contribution will be capped at 10% of the total activity budget

Where the MRA has declined sponsorship for an activity that is exclusively within an MRA managed area, the sponsorship will be subject to the following restrictions on financial contributions from the City:

- 11.3 The City of Perth's maximum contribution will be capped at 2.5% of the total activity budget

The following areas within the City of Perth are currently managed by the MRA:

- 11.4 Perth City Link
- 11.5 Elizabeth Quay
- 11.6 Perth Cultural Centre
- 11.7 Waterbank

Organisations who permanently reside within an MRA area are exempt from these restrictions.

### 12. PAYMENT OF FUNDS

The City of Perth will pay sponsorship monies in agreed instalments as outlined within the sponsorship agreement.

### 13. DURATION OF AGREEMENTS

Sponsorship agreements will be subject to the following maximum durations:

- 13.1 Maximum: Three (3) years

Specific durations for each sponsorship stream will be identified in the relevant guideline documents.

### 14. IN-KIND





**CP [##] Sponsorship**

The City will permit requests for in-kind sponsorship only where the request is detailed within the application form.

In-kind is defined as: Products or services that are provided in lieu of cash in exchange for sponsorship rights. This is also known as ‘contra’.

The applicant must detail the value of all in-kind services based on accurate quotations from the respective City unit responsible.

The eligible in-kind services will be detailed within the relevant sponsorship program guideline.

**15. DISABILITY ACCESS AND INCLUSION**

The City of Perth is committed to providing equitable and dignified access in relation to buildings, services and facilities for people with disabilities. The City of Perth Disability Access and Inclusion Plan (DAIP) complies with legislative requirements. It is mandatory for all sponsored projects to comply with access and inclusion requirements in accordance with the City’s DAIP plan which available on the City of Perth website.

**16. SPONSORSHIP STAKEHOLDER REFERENCE GROUP**

A Sponsorship Stakeholder Reference Group will be established to champion the sponsorship program within the City of Perth. The group members will be responsible for assessing major sponsorship applications, reviewing policies and guidelines and determining leveraging opportunities.

The Sponsorship Stakeholder Reference Group will consist of Officers from multiple Directorates within the City and will meet as and when required, with the Manager of Business Support & Sponsorship to chair all meetings.

Document Control Box						
<b>Document Responsibilities:</b>						
<b>Custodian:</b>	Manager Business Support & Sponsorship	<b>Custodian Unit:</b>		Business Support & Sponsorship		
<b>Decision Maker:</b>	Council					
<b>Compliance Requirements:</b>						
<b>Legislation:</b>						
<b>Industry:</b>						
<b>Organisational:</b>						
<b>Document Management:</b>						
<b>Risk Rating:</b>		<b>Review Frequency:</b>		<b>Next Due:</b>		<b>TRIM Ref:</b> [AP####]
<b>Version #</b>	<b>Decision Reference:</b>	<b>Synopsis:</b>				
1.						
2.						



## CP[#] GRANTS

### POLICY OBJECTIVE

The City of Perth recognises and respects the vital contribution of the community in developing and delivering projects that contribute to a vibrant and sustainable city. The City of Perth is committed to empowering the community to encourage, develop, and deliver a wide range of projects and initiatives that build the social, cultural, environmental and economic life to deliver outcomes stated in the Strategic Community Plan within the City of Perth local government area (LGA).

The objectives of the policy are:

- a) Provision of a consistent, equitable, transparent and efficient framework for administration of all grant streams;
- b) To support a range of projects and initiatives that meet the diverse needs of the City of Perth community;
- c) To optimise the outcomes of the grants program through improved access, a transparent and supported approach to promoting and allocation; and
- d) To clearly identify the accountability requirements of organisations or individuals that receive funding.

This policy sets out the high level criteria and process for the City's grants program and is designed to sit above the various grants guidelines documents that have additional, specific criteria for each approved grant program.

### POLICY STATEMENT

#### 1. DEFINITION

Grants mean cash and/or in-kind contributions provided to a recipient for a specific, eligible purpose as defined in this Policy. This is as part of an approved grant program which ties into the City's Community Strategic Outcomes, with the understanding that there will be a defined outcome that directly or indirectly benefits the public, but with no expectation of a commercial return to the City. Grants are subject to conditions including reporting, accountability and a requirement for the funds to be expended for the direct purpose for which they were granted.

#### 2. PROGRAM

The grants portfolio will consist of a number of programs of grants as determined from time to time by Council.

Each grants program must have its own guideline document that specifies funding limits, categories, further eligibility and assessment criteria. Applicants will be required to address the criteria within the Grants Policy and the relevant guideline.

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## CP [##] Grants

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These guideline documents are publicly available via the City of Perth website and available in other formats on request.

### 3. LINK TO STRATEGIC COMMUNITY OBJECTIVES

All grant applications must address how the project meets the required outcomes contained with the City's Strategic Community Plan or approved strategies within the Integrated Planning Framework. The nature of outcomes that must be met will be detailed in the relevant guideline document.

### 4. ELIGIBILITY

To be eligible to receive grants from the City, the recipient must;

- 4.1 Be a legally constituted entity; or
- 4.2 be an individual with an Australian Business Number (ABN) (with the exception of an applicant for Heritage Grants); or
- 4.3 an applicant that is under the auspice of an Australian legal entity; and
- 4.4 have submitted the application not less than four months from the project commencement date;
- 4.5 demonstrate ability to meet City of Perth community strategic objectives and relevant grant objectives;
- 4.6 have all appropriate insurances and licenses;
- 4.7 offer a project or initiative within the City of Perth local government area; or
- 4.8 if not within the City of Perth local government area, the project or initiative demonstrates a direct impact on the City of Perth meeting its Strategic Community Outcomes;

In addition, the recipient must not be;

- 4.9 The Commonwealth, a State or any Government Agency;
- 4.10 an applicant that has outstanding debts to the City of Perth;
- 4.11 an applicant that has failed to provide satisfactory acquittal reporting for any previous City of Perth funding; or
- 4.12 an applicant that has already received City of Perth funding for the same activity within the same financial year.

### 5. FUNDING

Funding limits for each grant stream are contained within the relevant guideline.

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## CP [##] Grants

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### 6. INELIGIBLE ITEMS

The provision of grant funding is based on that funding being expended for specific items that assist the City to meet its defined objectives. Grant funding cannot be used on the following items:

- 6.1 Travel expenses;
- 6.2 Wages and salaries;
- 6.3 Overheads such as utilities, rates, insurance;
- 6.4 Prizes;
- 6.5 Loan repayments; and
- 6.6 Consumables.

### 7. APPLICATION

Requests for grants must be submitted on the approved grants application form.

### 8. ASSESSMENT

All applications will be assessed against the following criteria:

- 8.1 The extent to which the proposal contributes towards the achievement of the Strategic Community Plan and the objectives endorsed by Council in the relevant guideline document;
- 8.2 The extent to which the project plan and budget is realistic and provides value for money;
- 8.3 A demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results; and
- 8.4 Anticipated community benefit.

Additional criteria may apply for the overall assessment and will be detailed within the grant stream guideline document.

Applications for funding in excess of \$3,000 excl GST will be assessed by a minimum three member assessment panel to be coordinated by the Officer responsible for the program.

### 9. AGREEMENTS

All successful applicants will be required to enter into a written grants agreement with the City which includes terms and conditions pertaining to the grant.

Where a Council approved grant recipient is unable to implement a project in accordance with the approved funding agreement, the City will consider and determine approval or

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## CP [##] Grants

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refusal of a variation to the project or project timeline only where the variation is reasonably appropriate as determined by the City and does not change the approved project outcome.

### 10. ACQUITTAL OF GRANTS

All grants must be acquitted within four months of the completion of the activity or prior to subsequent application of further funding, whichever comes first. The City of Perth will provide a pro-forma acquittal document that must be used. The acquittal must show details of how the funds provided have been spent on eligible items under the policy and guidelines including the provision of tax invoices as evidence.

A financial summary of the activity must be included within the acquittal.

### 11. PAYMENT OF FUNDS

The City of Perth will pay grants monies in agreed instalments as outlined within the grants agreement.

### 12. IN-KIND

The City will consider requests for in-kind support only where the request is detailed within the initial application form.

In-kind is defined as: products or services that are provided in lieu of cash. This is also known as 'contra'.

The applicant must detail the value of all in-kind services based on accurate quotations from the respective City Business Unit responsible.

The eligible in-kind services will be detailed within the relevant grant stream guideline.

### 13. DISABILITY ACCESS AND INCLUSION

The City of Perth is committed to providing equitable and dignified access in relation to buildings, services and facilities for people with disabilities. The City of Perth Disability Access and Inclusion Plan (DAIP) complies with legislative requirements. It is mandatory for all grants projects to comply with access and inclusion requirements in accordance with the City's DAIP plan which is available on the City of Perth website.



**CP [##] Grants**

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<b>Document Responsibilities:</b>						
<b>Custodian:</b>	Manager Business Support & Sponsorship	<b>Custodian Unit:</b>			Business Support & Sponsorship	
<b>Decision Maker:</b>	Council					
<b>Compliance Requirements:</b>						
<b>Legislation:</b>						
<b>Industry:</b>						
<b>Organisational:</b>						
<b>Document Management:</b>						
<b>Risk Rating:</b>		<b>Review Frequency:</b>		<b>Next Due:</b>		<b>TRIM Ref:</b> [AP####]
<b>Version #</b>	<b>Decision Reference:</b>	<b>Synopsis:</b>				
1.	ELG					
2.	ELG					

DRAFT



## CP[#] DONATIONS

### POLICY OBJECTIVE

To provide the framework for determining eligibility for the provision of donations from the City of Perth which provide philanthropic support to community groups and not for profit organisations.

### POLICY STATEMENT

#### 1. DEFINITION

Donations by the City of Perth reflect its commitment to improve the wellbeing of the community within the City of Perth and the residents of Western Australia and Australia as a whole. The provision of a donation by the City of Perth is of a philanthropic nature to an organisation and the City does not seek a direct cost benefit to be returned.

#### 2. ELIGIBILITY

To be eligible to receive a donation, the recipient must be:

- 2.1 a Deductible Gift Recipient (DGR) in accordance with Australian Tax Office requirements; and
- 2.2 an incorporated non-profit organisation

In addition, the recipient must not be:

- 2.3 the Commonwealth or a State;
- 2.4 an Australian Government Agency;
- 2.5 a political party;
- 2.6 an organisation that supports, promotes or facilitates violence, intolerance or discrimination;
- 2.7 Eligible for a grant within the City's existing Grants Program

#### 3. FUNDING

The following cash funding limit will apply to this policy:

- 3.1 Maximum: \$100,000

**CP [##] Donations**

**4. APPROVAL PROCESS**

There is no application process for a donation. A donation will only be considered following a direction to do so by the Chief Executive Officer and then subject to approval by Council.

**5. PROMOTION**

The City of Perth reserves the right to publicise its donation via way of media release, press conference or other communication channel that arises from time to time. There is no obligation on the behalf of the donation recipient to promote the City of Perth crest or services in exchange for the donation.

Document Control Box							
<b>Document Responsibilities:</b>							
<b>Custodian:</b>	Manager Business Support & Sponsorship			<b>Custodian Unit:</b>	Business Support & Sponsorship		
<b>Decision Maker:</b>	Council						
<b>Compliance Requirements:</b>							
<b>Legislation:</b>							
<b>Industry:</b>							
<b>Organisational:</b>							
<b>Document Management:</b>							
<b>Risk Rating:</b>		<b>Review Frequency:</b>		<b>Next Due:</b>		<b>TRIM Ref:</b>	[AP####]
<b>Version #</b>	<b>Decision Reference:</b>	<b>Synopsis:</b>					
1.	ELG						
2.	ELG						



## STANDING COMMITTEES OF COUNCIL

*Convened in accordance with s.5.8 of the Local Government Act 1995*

### Marketing, Sponsorship & International Engagement Committee

#### 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. [sponsorship of business, events and festivals \(excluding City of Perth Parking partnerships\)](#);
  - c. [the provision of any grants to individuals or organisations](#);
  - d. [the provision of donations to eligible organisations](#);
  - e. initiatives to promote Perth as a tourist and investment destination;
  - fe. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
  - gd. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership and other city partnerships;
  - he. the implementation of the Christmas Decorations Strategy;
  - if. the management of the Australia Day Celebrations;
  - ig. street busking in the City;
  - kh. use of the City's banner and flag sites;
  - li. corporate communications and public relations;
  - mj. 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 \$105,000 [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].

(Cont'd)

<b>Committee Membership:</b> [SpCM 22/10/15]			
<b>Members:</b>	Cr Chen (Presiding Member)	<b>1<sup>st</sup> Deputy:</b> Cr Davidson OAM JP	<b>2<sup>nd</sup> Deputy:</b> Cr Green
	Cr Limnios		
	Cr Yong		
<b>Term Expires:</b>	Local Government Elections October 2017		
<b>Quorum:</b>	Two members		
<b>Established:</b>	OCM 17/05/05		
<b>Last Established:</b>	SpCM 22/10/15		
<b>Terms of Reference History:</b>	<ul style="list-style-type: none"> <li>• Last Amended OCM 04/06/13</li> <li>• Referred to Marketing, Sponsorship and International Engagement Committee for review on 10/11/15 where changes were proposed and then endorsed by Council at OCM 24/11/15</li> </ul>		
<b>Delegated Authority:</b>	Yes		
<b>Open to the Public</b>	Yes		
<b>Support Staff:</b>	Governance Officers		
<b>Meeting Frequency:</b>	4.00pm on the first Tuesday in a three week continuous cycle		



- 1. Statutory Delegations – Local Government Act 1995
- 1.1 Delegations to Committees of Council

<b>1.1.2. Marketing, Sponsorship and International Relations Committee</b>	
<p><b>Function Delegated:</b> <i>This detail is provided as a reference only. Delegates shall only act in full understanding of the delegated statutory power, inclusive of conditions [refer below].</i></p>	<ol style="list-style-type: none"> <li>1. Oversee all aspects of the management of the Australia Day Celebrations including:                             <ul style="list-style-type: none"> <li>• Determine an appropriate name;</li> <li>• Determine location of selling points and negotiate exclusive selling rights for catering, amusements and merchandise;</li> <li>• Engage appropriate consultants;</li> <li>• Negotiate advertising and promotion campaign;</li> <li>• Negotiate rights to broadcast the event [s.3.57 and F&amp;G Reg18(2) and (4)].</li> </ul> </li> <li>2. Approve or decline <i>officer recommendations</i> for donations or sponsorships of up to <b>\$150,000</b> [FM Reg.12(1)(b)].</li> <li>3. 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].</li> </ol>
<p><b>Statutory Power Delegated:</b></p>	<p>Local Government Act 1995: Section 3.57 Tenders for providing goods or services Section 6.12 Power to defer, grant discounts, waive or write off debts</p> <p>Local Government (Financial Management) Regulations 1996: Regulation 12(1)(b) Payments from municipal fund or trust fund, restrictions on making</p> <p>Local Government (Functions and General) Regulations 1996: Regulation 18(2) and (4) Rejecting and accepting tenders</p>
<p><b>Power Originally Assigned to:</b></p>	<p>The Local Government</p>
<p><b>Statutory Power of Delegation:</b></p>	<p>Local Government Act 1995: Section 5.16 Delegation of some powers and duties to certain committees Section 5.17 Limits on delegation of powers and duties to certain committees</p>
<p><b>Power Delegated to:</b></p>	<p>Sponsorship, Marketing and International Relations Committee.</p>
<p><b>Council's Conditions on Delegation:</b></p>	<ol style="list-style-type: none"> <li>1. Negotiation of Australia Day advertising and promotions campaign and rights to broadcast the event, being undertaken in accordance with Section 3.57 of the Local Government Act 1995 and Council Policy 9.7 Purchasing.</li> <li>2. Appropriate funds being allocated in the Council's budget.</li> <li>3. Approval of sponsorship and donations to be in accordance with Council Policies.</li> </ol>
<p><b>Statutory Power to Sub-delegate:</b></p>	<p>Nil.</p>
<p><b>Compliance Links:</b></p>	<p>Local Government Act 1995 Section 6.2 Local government to prepare annual budget Section 6.8 Expenditure from municipal fund not included in annual budget</p>

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# SCHEDULE 5

- 1. Statutory Delegations – Local Government Act 1995
- 1.2 Delegations to the CEO

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1.2.13B Determine Grant, Sponsorship and Donation Allocations		
<b>Function Delegated:</b> <i>This detail is provided as a reference only. Delegates shall only act in full understanding of the delegated statutory power, inclusive of conditions [refer below].</i>	Authority to determine allocation [FM Reg.12(1)(a)] of the City's: <ol style="list-style-type: none"> <li>1. <del>Grants up to a value of \$5,000 in accordance with the Grants Policy</del> <del>Small Business Grants, in accordance with Council Policy 6.8 Small Business Grants;</del></li> <li>2. <del>Sponsorships up to a value of \$5,000 in accordance with the Sponsorship Policy</del> <del>Environment Grants up to a value of \$2,000, in accordance with Council Policy 8.3 Environment Grants;</del></li> <li>3. <del>Cultural Sponsorship, Donations, Event Sponsorship and Corporate Sponsorship up to a value of \$2,000, in accordance with Council Policy 18.8 Provision of Sponsorship and Donations;</del></li> </ol>	
<b>Statutory Power Delegated:</b>	Local Government (Financial Management) Regulations 1996: Regulation 12(1)(a) Payments from municipal fund or trust fund, restrictions on making	
<b>Power Originally Assigned to:</b>	The Local Government	
<b>Statutory Power of Delegation:</b>	Local Government Act 1995: Section 5.42 Delegation of some powers or duties to the CEO Section 5.43 Limitations on delegations to the CEO	
<b>Power Delegated to:</b>	Chief Executive Officer	
<b>Council's Conditions on Delegation:</b>	Decisions must be in accordance with the requirements of relevant Council Policies, be within Annual Budget allocations and records evidencing assessment against criteria must be retained.	
<b>Statutory Power to Sub-delegate:</b>	Local Government Act 1995: Section 5.44 CEO may delegate some powers and duties to other employees	
<b>Compliance Links:</b>	Local Government (Financial Management) Regulations 1996: Regulation 5 CEO's duties as to financial management Regulation 11 Payments, procedures for making etc. Council Policy 6.8 Small Business Grants Council Policy 8.3 Environment	
<b>CEO's Sub-delegation to:</b>	Director Economic Development and Activation	
<b>CEO's Conditions on Sub-delegation:</b>	The Director of Economic Development and Activation has the authority to determine allocation of the City's: <ol style="list-style-type: none"> <li>1. <del>Grants up to a value of \$5,000 in accordance with the Grants Policy</del> <del>Environment Grants up to a value of \$2,000, in accordance with Council Policy 8.3 Environment Grants;</del></li> <li>2. <del>Sponsorships up to a value of \$5,000 in accordance with the Sponsorship Policy</del> <del>Cultural Sponsorship, Donations, Event Sponsorship and Corporate Sponsorship up to a value of \$2,000, in accordance with Council Policy 18.8 Provision of Sponsorship and Donations;</del></li> </ol>	
<b>Record Keeping Practices:</b>		
Version Control		
Version	Decision Reference	Date Delegated
1	New Delegation	25/06/13 319/13 CEO Trim 77838/13
2	Annual Review / Amended	24/06/14 270/14 CEO Trim 234521/14
3	Annual Review	09/06/15 OCM Trim 99056/15
3	Amend / Review	CEO Trim 114331/15

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## ITEM NO: 2

### CORPORATE SPONSORSHIP – AUSTRALASIAN OIL AND GAS CONFERENCE AND EXHIBITION (AOG) 2017

**RECOMMENDATION:** (APPROVAL)

***That Council:***

- 1. approves cash Corporate Sponsorship of \$50,000 (excluding GST) to Diversified Communications to present the Australasian Oil and Gas (AOG) Conference and Exhibition from Wednesday, 22 February to Friday, 24 February 2017;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
  - 2.1 inclusion of the City of Perth crest on AOG website and registration page including link to the City of Perth website;***
  - 2.2 acknowledgement of the City of Perth in all promotions and advertising pertaining to the event (including branding in the 24 page lift-out in The West Australian);***
  - 2.3 inclusion of the City of Perth crest in all promotional material and publications relating to the event (including electronic direct mail to over 54,000 industry contacts, event promotional brochure distributed by direct mail, at show signage, banners throughout the city, trade magazine advertisements and international journals);***
  - 2.4 approximately 24m<sup>2</sup> floor space to be used for a 'City of Perth Recharge Lounge' in a prominent location within the exhibition***
  - 2.5 a welcome from the Lord Mayor in the Conference Guide;***

***(Cont'd)***

- 2.6 a speaking opportunity for the Lord Mayor (or nominated representative) at the AOG Official Dinner;**
  - 2.7 dedicated social media promotion of City of Perth events taking place in conjunction with AOG; and**
  - 2.8 a half page advertisement in the AOG Show Guide.**
- 3. a detailed acquittal report, including all media coverage obtained, by 31 May 2017.**

#### **BACKGROUND:**

FILE REFERENCE: P1027727-2  
REPORTING UNIT: Business Support and Sponsorship  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 8 November 2017  
MAP / SCHEDULE: N/A

The City of Perth has received a request for corporate sponsorship of \$50,000 from Diversified Communications, to present the 2017 Australasian Oil and Gas Conference and Exhibition (AOG) to be held at the Perth Convention and Exhibition Centre from Wednesday, 22 February to Friday, 24 February 2017.

Diversified Communications Australia is a proprietary limited company founded in 1982 under the name Australian Exhibition Services (AES) specialising in providing paramount market knowledge for customers across a variety of industries. Carrying an established record of more than 400 successful events the year 2000 saw the acquisition of AES by the US based company, Diversified Business Communications and became part of a global exhibitions network, trading as Diversified Communications.

Diversified Communications have held the AOG Conference in Perth since acquiring the rights to the conference in 2007, with the City of Perth financially supporting the conference since 2009. In addition to the AOG Conference and Exhibition, Diversified Communications also manage a range of major conventions around Australia and in Perth including:

- Subsea Australasia Conference;
- DesignBuild Perth;
- Green Building Seminars;
- Fine Food Perth;
- Hospitality Perth;
- Fitness Show; and
- Good Food and Wine Show.

## Summary of Event:

The AOG Conference and Exhibition is Australia's largest and most successful international petroleum industry event. The AOG Conference and Exhibition has been staged in Perth for the past 33 years and in that time has grown to be the largest oil and gas show of its type in the Southern hemisphere.

It has mirrored the growth of the hydrocarbon industry in the region and has been a major contributor to positioning Australia as a world leader in LNG development.

The AOG Conference and Exhibition is held annually in Perth in line with its vision of becoming the largest oil and gas conference of the Asia Pacific region - similar to the likes of the Offshore Technology Conference (OTC) in Houston, Offshore Europe in Aberdeen and Offshore Northern Seas (ONS) Conference in Stavanger.

The AOG Conference and Exhibition is also supported by the Australian Government Department of Industry, the State Government Department of Commerce and corporate partners including Woodside Petroleum, Inpex, Chevron, Society for Underwater Technology, Subsea Energy Australia, Engineers Australia, Industry Capability Network, University of Western Australia (UWA), Curtin University and the Petroleum Club of WA.

In 2014, the Subsea Australasia Conference was merged with the AOG Conference and Exhibition making this combined event one of the largest oil and gas conferences in the Asia Pacific region. The 2016 AOG Conference and Exhibition featured 353 exhibitors representing 438 companies, and attracted over 8,000 participants and 3,000 exhibitor staff.

Other networking events to take place at the AOG Conference and Exhibition 2016 include:

- Official Dinner;
- AOG Women;
- Subsea Welcome Drinks; and the
- Opening Party.

## Past support

The City of Perth has provided sponsorship to the AOG Conference and Exhibition for the previous eight years. Sponsorship history is as follows:

Year	Sponsorship Amount	Supported Program
2008/09	\$40,000	AOG Conference and Exhibition
2009/10	\$40,000	AOG Conference and Exhibition
2010/11	\$50,000	AOG Conference and Exhibition
2011/12	\$50,000	AOG Conference and Exhibition

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
2012/13	\$50,000	AOG Conference and Exhibition
2013/14	\$50,000	AOG Conference and Exhibition
2014/15	\$50,000	AOG Conference and Exhibition
2015/16	\$50,000	AOG Conference and Exhibition
<b>2016/17 Requested</b>	<b>\$50,000</b>	<b>AOG Conference and Exhibition</b>
<b>2016/17 Proposed</b>	<b>\$50,000</b>	<b>AOG Conference and Exhibition</b>

An acquittal report for the 2015/16 supported project has been received (TRIM Ref 87853/16) and is also accessible within the Elected Member Portal. The acquittal demonstrates satisfactory outcomes with some of the highlights being:

- Total regional expenditure of \$30,062,372 from attendees and exhibitors;
- 17% of exhibitors surveyed made investments in Western Australia as a result of AOG 2016;
- 12% of visitors surveyed made investments in Western Australia as a result of AOG 2016; and
- 91% of exhibitors say that exhibiting at AOG is important to their business.

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

**Integrated Planning and Reporting Framework Implications**

**Strategic Community Plan**

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

**Policy**

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

#### **DETAILS:**

Event organisers are expecting over 9,000 people to attend the ninth annual AOG conference and exhibition to be held in Perth at the Perth Convention and Exhibition Centre.

The City of Perth is realigning the sponsorship in 2017 with an increased presence within the exhibition hall which will see the City set up and host a business recharge lounge which will enable visitors and exhibitors the chance to relax, catch up on work, have informal meetings and recharge smartphones and laptops. This will present a significant opportunity for City of Perth Officers to engage with event attendees.



**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Supports for promotional material (such as publications and films) which positively position the City of Perth	Yes
Support for the activities of organisations or individuals which provide positive positioning for the City of Perth	Yes

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

Based on the successful history of this event domestic, interstate and international representatives working in the oil and gas industry will be exposed to the City of Perth brand during the conference. The City of Perth Recharge Lounge will provide active engagement opportunities for the City as well as allowing for the distribution and promotion of recently developed investment focussed collateral for the City.

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

Perth is a connected and informed Capital City, offering a stable, prosperous foundation to grow a business. The AOG Conference and Exhibition offers an opportunity to market commercial premises to encourage companies to establish their commercial presence in the CBD.

**Assessment of Application (Corporate):**

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

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

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

The AOG Conference and Exhibition showcases Perth's oil and gas industry capability to a national and international audience of oil and gas professionals and its ability to host such a large world class event.

It is important that the City of Perth continues to support the oil and gas sector since it underpins the Western Australian economy and is a significant employer. The City's

support of the conference will increase good will from the local oil and gas industry representatives and companies.

**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
- to create a vibrant, energetic 24 hour city.

The event positions the city as a global energy and minerals hub and highlights Perth as the Asia-Pacific capital for the oil and gas industry and a 'World Energy City'.

The oil and gas sector represents WA's second largest segment of the mining and resources industry, providing employment for over 10,000 FTEs and contributing over \$35.28 billion, or 6.8% of the state's economic output.

ABS data shows that the oil and gas sector employs more workers within the City of Perth than the iron ore industry and contributes 16 per cent more value to the local economy (\$20.86 billion to \$8.10 billion).

**Economic Impact of AOG 2016**

The 2016 AOG Conference and Exhibition featured 353 exhibitors representing 438 companies, and attracted over 8,000 participants and 3,000 exhibitor staff.

The 2016 AOG Conference and Exhibition increased visitation to the city with over 1,770 international and interstate delegates originating from the UK, Norway, USA, China, Italy, Belgium, Singapore, Tasmania and Northern Territory. From the post-show survey, Diversified Communications reported 17% of exhibitors made investments in Western Australia, 6% of which were over \$100,000, while 12% of surveyed visitors have made investments in Western Australia.

The AOG Conference and Exhibition organisers estimate that over \$30 million was spent in Western Australia by visitors, exhibitors and the organisers during the 2016 AOG Conference and Exhibition. This does not include a multiplier effect and is based on post event surveys.<sup>1</sup> Therefore, the value of economic investment in the city as a result of the event far exceeds the value of the City's \$50,000 sponsorship.

**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.

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<sup>1</sup> This figure (\$30,062,372) is quoted in AOG's sponsorship acquittal to the City of Perth.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	9397 3000 7901
BUDGET ITEM:	Resource Sector Support
BUDGET PAGE NUMBER:	85
BUDGETED AMOUNT:	\$65,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$50,000
BALANCE:	\$15,000

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

It is recommended that the Council approves sponsorship of \$50,000 (excluding GST).

The oil and gas sector is a major contributor to the city's economy, employing over 6,300 FTEs within Perth and contributing an estimated \$20.86 billion, over 26% of the City's total economic output.

The AOG Exhibition and Conference representing the most significant industry event for the Australian oil and gas sector and the economic benefit to the City of Perth that results from this conference annually far outweighs the value of the City's sponsorship contribution.

Continued support for the AOG Conference and Exhibition will reinforce Perth's status as a 'World Energy City' and the City of Perth's positive association with the oil and gas sector.

## ITEM NO: 3

### CORPORATE SPONSORSHIP – FORUM ADVOCATING CULTURAL AND ECO-TOURISM (FACET)

**RECOMMENDATION:** (APPROVAL)

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

- 1. approves cash Corporate Sponsorship of \$5,000 (excluding GST) to Forum Advocating Cultural and Eco-Tourism to present their 2017 events program;***
- 2. notes that FACET will provide the following sponsorship benefits to the City of Perth:***
  - 2.1 FACET will liaise with the City of Perth to structure the forum and seminar program to host a minimum of one event at a City of Perth venue per annum and showcase one tourism development within the City of Perth;***
  - 2.2 recognition of the City of Perth crest on the FACET website with a link to the City of Perth website;***
  - 2.3 the City of Perth crest displayed on all electronic and printed promotional material for FACET events and communications;***
  - 2.4 verbal acknowledgement of the City of Perth as a sponsor at all FACET events;***
  - 2.5 an opportunity for a City of Perth representative to deliver a relevant speech at appropriate FACET events;***
  - 2.6 a media release to the FACET database announcing City of Perth as a sponsor;***
  - 2.7 an opportunity to distribute City of Perth promotional material at FACET events where appropriate;***

***(Cont'd)***

- 2.8 five memberships to FACET are to be passed on to City of Perth stakeholders;**
  - 2.9 FACET to work with the City of Perth to promote City tourism initiatives and programs to the broader tourism industry through the FACET database, events and activities;**
  - 2.10 the profiling of relevant City of Perth programs in the FACET newsletter and the opportunity to provide one article in each newsletter (one page maximum);**
  - 2.11 the City of Perth tourism related programs will be promoted on FACET social media platforms highlighting the City's sponsor status;**
  - 2.11 an opportunity for the City of Perth to seek advice from FACET board members regarding cultural, heritage and nature based tourism matters;**
- 3. a detailed acquittal report, including all media coverage obtained, to be submitted to the City of Perth by 31 December 2017.**

#### **BACKGROUND:**

FILE REFERENCE: P1033034  
REPORTING UNIT: Business Support and Sponsorship  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 11 November 2016  
MAP / SCHEDULE: N/A

Forum Advocating Cultural and Eco-Tourism (FACET) is a not for profit peak tourism body based in Western Australia. FACET was founded in 1991 by Mrs Pat Barblett AM when it became clear that the tourism industry was expanding but there was no means of ensuring that the natural and cultural heritage experiences being developed were sustainable.

FACET is a specialist organisation that represents the cultural, heritage, arts, eco and nature-based niche sectors of tourism. FACET promotes tourism for economic growth, as well as social, cultural and environmental development whilst working to connect like-minded people to inspire passion for the environment and celebrate communities.

FACET facilitates a wide range of high quality forums and workshops including their annual conference that focuses on showcasing industry best practice aimed at

supporting the development and awareness of cultural, heritage, arts, eco and nature based tourism.

The objectives of FACET are:

- Promote the sustainable use of WA's cultural and natural resources for tourism;
- Provide opportunities for the community and key stakeholders to raise, discuss and debate issues regarding cultural and nature-based tourism;
- Encourage the tourism industry to deliver an authentic cultural and nature-based tourism experience;
- Foster understanding and appreciation of cultural and natural heritage through appropriate interpretation;
- Advocate and influence government, industry and the public to achieve professional, well managed, ethical conduct in tourism; and
- Ensure that FACET is a self-sustaining organisation.

FACET works with state and local government and industry bodies to provide advice and advocacy into policy development and strategic planning. FACET's overall aim is to ensure the on-going sustainability of the cultural, heritage, eco and nature-based tourism sectors.

### **Summary of Event:**

FACET has been working closely with the City of Perth since 2013 and is looking to continue to develop a mutually beneficial relationship.

Corporate Sponsorship will not be allocated to one specific event, however towards FACET's entire 2017 events program which traditionally incorporates up to eight separate events and includes a number of conferences, networking and professional development events for the tourism industry.

At the time of completing this report FACET advised that at least three of their major events will be held within the City in 2017, however the full program had yet to be confirmed.

### **Funding**

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

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

#### **Strategic Community Plan**

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

#### **Policy**

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

## Past Support

The City has supported FACET since 2013/14 with details in the table below:

<b>Financial Year</b>	<b>Sponsored Project</b>	<b>Cash Sponsorship</b>
2013/14	Calendar year of events	\$5,000
2014/15	Calendar year of events	\$5,000
2015/16	Calendar year of events	\$5,000
<b>2016/17 requested</b>	<b>Calendar year of events</b>	<b>\$5,000</b>
<b>2016/17 recommended</b>	<b>Calendar year of events</b>	<b>\$5,000</b>

FACET has provided details of other sponsorship in the table below:

<b>Organisation</b>	<b>Amount Confirmed</b>
Department of Parks & Wildlife	\$10,000
Tourism WA	\$10,000
State Heritage Office	\$10,000

## Previous Acquittal

FACET has not previously been requested to submit an official acquittal form to the City. The City's Economic Development Officer – Tourism, has confirmed satisfaction with the previous sponsorship arrangements and supports the renewal.

FACET will be required to submit an acquittal by December 31, 2017 in order to satisfy new reporting standards and remain eligible for future support.

## DETAILS:

### Eligibility for Sponsorship:

<b>Criterion</b>	<b>Satisfied</b>
Support for activities which award endeavour in community service	Yes
Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth	Yes
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:**

FACET's full program of events over the calendar year attract in excess of 550 key tourism industry stakeholders and members which include state and local governments, major tourism organisations, small tourism operators, researchers, students and specialists in areas of tourism, environment, marketing, economic development, planning and hospitality.

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

The City of Perth will receive recognition through the display of the crest on all marketing and promotional material including print and digital, opportunities to submit articles for the FACET newsletter, invitations to provide key note addresses at events and the opportunity to distribute material to event attendees.

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

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

Sponsorship provides an opportunity to recognise the important role that businesses and organisations, such as FACET, play in the development of a strong tourism industry in Western Australia.

The City benefits from being able to actively demonstrate its corporate commitment to the tourism industry, by way of promotion of its support, and involvement with this peak body.

The City needs to take a leadership role in the tourism sector and this partnership allows the City's economic development team to establish themselves as a key stakeholder.

#### **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 enhance its profile as a leading capital city by supporting FACET. The sponsorship demonstrates the City's support for cultural and eco-tourism, along with a commitment to provide city businesses with access to valuable and informative business development events.

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

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



FACET's capacity building program enables the City to engage with a broad cross section of the tourism industry to promote the program it undertakes and to build the capacity of tourism businesses operating within Western Australia. Building capacity ensures that Western Australia can provide a high quality experience to visitors and build the City's reputation as a tourism destination.

FACET's events provide a range of opportunities to develop the cultural and heritage experience in Perth.

Building the tourism experience has been shown to be a major catalyst in the development of economic investment in a city. Creating a city that has plenty to attract visitors also creates a place that is liveable and attractive for inward investment. Supporting the development of a strong tourism sector can assist in creating a city that attracts new residents and new business opportunities.

FACET is committed to contributing to the development of a sustainable tourism sector through the provision of capacity building and networking opportunities. In addition FACET's conferences provide a more in-depth showcase of important issues and trends that affect the development of tourism.

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

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

#### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	93C450007901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	85
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$223,000
AMOUNT SPENT TO DATE:	\$4,545
PROPOSED COST:	\$5,000
BALANCE:	\$213,455

All figures quoted in this report are exclusive of GST.

#### **COMMENTS:**

It is recommended that Committee approves sponsorship of \$5,000 (excluding GST) for the 2017 calendar of events.

For the last 25 years FACET has a successful track record of delivering industry support and development programs supporting tourism development and making a difference across the tourism sectors it represents.

By continuing to align with FACET, the City of Perth will enhance its image by being able to actively demonstrate its corporate commitment to the tourism industry. A sound relationship has been built between the City and FACET and this corporate sponsorship will allow a continued, mutually beneficial relationship.

## ITEM NO: 4

### EVENT SPONSORSHIP 2016/17 – ROUND TWO ASSESSMENT

**RECOMMENDATION:** (APPROVAL)

**That Council:**

1. **approves Round Two funding of \$284,000 for Event Sponsorship for 2016/17 to the following applicants:**
  - 1.1 **WA Yachting Foundation t/a Swan River Sailing for ‘City of Perth Festival of Sail’ (\$40,000);**
  - 1.2 **Tee-Ball Association of WA for ‘State Tee-Ball Championships’ (\$5,000);**
  - 1.3 **TriEvents for the ‘City of Perth Triathlon’ (\$5,000);**
  - 1.4 **Japan Festival Association for ‘Japan Festival’ (\$10,000);**
  - 1.5 **Sanitarium Health and Wellbeing for Weet-Bix Kids TRYathlon (\$12,500);**
  - 1.6 **Buddha’s Light International Association of WA Inc. for ‘Buddha’s Birthday and Multicultural Festival’ (\$39,000);**
  - 1.7 **Lifeline WA for ‘Young Butchers Picnic’ (\$20,000);**
  - 1.8 **Perth International Jazz Festival Inc. for Perth International Jazz Festival 2017’(\$25,000);**
  - 1.9 **HBF Health and Wellbeing for ‘HBF Run for a Reason’ (\$35,000);**
  - 1.10 **Rotary Ramble Inc. for ‘Perth Ramble’ (\$5,000);**
  - 1.11 **Perth Upmarket for ‘Perth Upmarket’(\$7,500);**
  - 1.12 **Women in Super Mother’s Day Classic for ‘Mother’s Day Classic Perth’(\$10,000);**

(Cont’d)

**1.13 Chung Wah Association Inc. for 'Perth Chinese New Year Fair'(\$70,000);**

- 2. approves the applicants listed in Part One above being required to provide the benefits to the City of Perth as outlined in the Event Sponsorship Assessment Report attached as Schedule 6;**
- 3. requests the applicants listed in Part One above to provide a detailed acquittal report, including all media coverage obtained, to be submitted to the City within three months of the completion of their event;**
- 4. declines Round Two funding of Event Sponsorship for 2016/17 to the applicants as follows:**
  - 4.1 WA Marathon Club for 'ASICS Bridges Fun Run';**
  - 4.2 Food Truck Rumble for 'Food Truck Rumble';**
  - 4.3 WA Squash for 'Perth International Squash Challenge';**
  - 4.4 WA Fujian Association Inc. for 'Chinese Lantern Festival';**
- 5. notes that no further in-kind funding for City fees and charges will be provided to the applicants listed in Part One above other than what is approved within this report.**

**BACKGROUND:**

FILE REFERENCE:	P1032438#02
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	21 October 2016
MAP/SCHEDULE:	Schedule 6 – Assessment Schedule Confidential Schedule 7 – List of Funding Sources

Policy 18.8 – Provision of Sponsorship and Donations requires the City to hold two funding rounds for event sponsorship applications per financial year. The first round of funding is available for events taking place between 1 July 2016 and 31 December 2016 and the second round is for events taking place between 1 January 2017 and 30 June 2017.

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

Each application was assessed by a three person panel according to the criteria outlined in Policy 18.8 and within the program guidelines. The amount of funding requested was considered in relation to the benefits to be received in return for sponsorship.

Schedule 6 provides a detailed analysis of each application with reasons for the recommendation of support or refusal.

Confidential Schedule 7 provides details of confirmed, unconfirmed or declined funding sought for each project from other providers.

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

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

#### **Strategic Community Plan**

Council Four Year Priorities: Perth as a Capital City  
S5 Increased place activation and use of under-utilised space

#### **Policy**

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

### **DETAILS:**

The event sponsorship round was competitive with 19 applications received. Two projects which have been funded annually over recent years did not submit applications due to changes in programming for 2017. Two applications received were subsequently withdrawn. The City of Perth recognises strong merit in one of these projects and is working with the proponent to further develop the concept for potential to be held at a later date.

The remaining 17 applications requested a total sponsorship of \$373,100 with an available budget of \$284,000. All applications were assessed by a three person assessment panel comprised of one Manager and two Officers from the Economic Development and Activation Directorate.

Thirteen applications are recommended for approval and four for refusal.

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

**APPLICATIONS RECOMMENDED FOR APPROVAL**

<b>Event Sponsorship – Round Two Budget</b>				<b>\$284,000</b>
<b>Applicant</b>	<b>Event</b>	<b>Sponsorship</b>		
		<b>Requested</b>	<b>Provided 2015/16</b>	<b>Recommend</b>
WA Yachting Foundation t/a Swan River Sailing	City of Perth Festival of Sail	\$45,000	\$0	\$40,000
Tee-Ball Association of WA	State Tee-Ball Championships	\$5,000	\$5,000	\$5,000
TriEvents	City of Perth Triathlon	\$20,000	\$5,000	\$5,000
Japan Festival Association	Japan Festival	\$15,000	\$8,400	\$10,000
Sanitarium Health and Wellbeing	Weet-Bix Kids TRYathlon	\$13,500	\$12,660	\$12,500
Buddhas Light International Association of WA Inc.	Buddha's Birthday and Multicultural Festival	\$43,200	\$39,000	\$39,000
Lifeline WA	Young Butchers Picnic	\$20,000	\$20,000	\$20,000
Perth International Jazz Festival Inc.	Perth International Jazz Festival	\$25,000	\$20,000	\$25,000
HBF Health and Wellbeing	HBF Run for a Reason	\$35,000	\$26,500	\$35,000
Rotary Ramble Inc.	Perth Ramble	\$5,000	\$0	\$5,000
Perth Upmarket	Perth Upmarket	\$10,000	\$0	\$7,5000
Women in Super Mothers Day Classic	Mothers Day Classic Perth	\$20,000	\$10,000	\$10,000
Chung Wah Association Inc.	Perth Chinese New Year Fair	\$80,000	\$60,000	\$70,000
<b>Proposed Event Sponsorship – Round Two</b>				<b>\$ 284,000</b>
<b>Total Event Sponsorship Budget Remaining</b>				<b>\$0</b>

**APPLICATIONS RECOMMENDED FOR REFUSAL**

<b>Applicant</b>	<b>Event</b>	<b>Requested / Refused</b>
WA Marathon Club	ASICS Bridges Fun Run	\$8,000
Food Truck Rumble	Food Truck Rumble 2017	\$10,000
WA Squash	International Squash Challenge	\$10,000
WA Fujian Association Inc.	Chinese Lantern Festival	\$8,400

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL9323 1000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	11
BUDGETED AMOUNT:	\$542,944
AMOUNT SPENT TO DATE:	\$258,944
PROPOSED COST:	\$284,000
BALANCE:	\$0

All figures in this report are exclusive of GST.

**COMMENTS:**

The City of Perth received a strong response for the second round of event sponsorship applications. All applications have been assessed and recommendations for funding have been provided for Council's consideration.

The assessment panel took an approach of supporting the strongest applications to a high level to enable the events to grow and deliver on the benefits for the City, and to decline those events where there was little evidence of potential benefit, activation and economic return for the City. This approach will allow the City to transition to a well-balanced, high performing portfolio with clear and identifiable benefits and return on investment.



City of Perth

# Event Sponsorship Program

## Round Two 2016/17



# Event Sponsorship

The identified objectives of this category of sponsorship are to support events which:

- Are free or low cost to the public to attend;
- Increase activity and tourism within the City of Perth;
- Provide an economic benefit to local businesses;
- Provide entertainment and cultural opportunities to the local community; and
- Raise the profile of the city as a destination for business, entertainment and culture.

### Assessment Criteria

- Increases visitation to the city;
- Encourages use of the City's public spaces;
- Generates free events;
- Increases activity and tourism in the City;
- Level of economic benefit for local businesses;
- Level of benefits and recognition for the City; and
- Capacity of the organisation to manage the event.

<b>Applicant:</b>	HBF Health and Wellbeing		
<b>Event/Project Name:</b>	HBF Run for a Reason		
<b>Date and Time:</b>	Sunday, 28 May 2016		
<b>Location:</b>	Start Wellington Street, finish Gloucester Park		
<b>Attendance:</b>	43,500		
<b>Ticket Price if applicable</b>	\$15 - \$100 depending on age, distance and when registered		
<b>Total Cost of Event:</b>	\$1,897,000		
<b>Sponsorship Requested:</b>	\$35,000	<b>City contribution</b>	1.8%
<b>Sponsorship Recommended:</b>	\$35,000 cash. No In-Kind		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$4.541M	<b>Indirect Return</b> \$7.273M
<b>Previous Acquittal</b>	TRIM 167784/16 (Located on the Elected Members Portal)		

### Background on Applicant:

HBF is a Western Australian health insurance provider which was established in 1941, and now has over 1,000,000 members. HBF partners with a range of health and wellbeing initiatives to provide members and the broader community with health and wellbeing opportunities every day. These include HBF outdoor training sessions and corporate health initiatives. The largest of these initiatives is the annual HBF Run for a Reason.

### Summary of Event:

The HBF Run for a Reason 2017 will take place on Sunday, 28 May 2017 from 6.00am to 12.00pm in Perth streets. The event will start on the corner of William Street and Hay Street in the city, with participants walking or running a course to Gloucester Park. The event offers three distances for people to walk, jog or run. Course routes are as follows:

- 4km: a scenic course along St Georges Terrace, Riverside Drive, Hay Street and Nelson Avenue concluding with participants running into Gloucester Park;
- 12km: a scenic, flat course over sections of three freeways, through the Northbridge Tunnel and past the new Stadium, concluding with participants running into Gloucester Park;
- 21km half marathon: course route takes participants to Kings Park and along Riverside Drive before joining up with the 12km course. Course attracts almost 3,000 participants.

The 2016 event attracted a participation of 33,744. Total attendance for the 2017 event is anticipated at 43,500, including an anticipated participation of 35,500 plus spectators. The event is one of the States only sporting events which is still experiencing annual participation growth, even with the current economic downturn (source Business News).

The event centre for pack collection in the lead up to the event will be located at the Perth Convention and Exhibition Centre. The event will again offer a bag compound at the GPO building in Forrest Place encouraging participants to return to the city to collect their belongings following the event. Event organisers encourage Mall Management to have Piccadilly and Plaza Arcades open as a thoroughfare for event day participants.

Research from the 2016 event indicates that 48% of participants who returned to the city post-event spent \$50 or more. Based on the sample size and research undertaken, organisers believe that event participants made an estimated spend of over \$325,000 in the city on the event day.

In the eight weeks leading up to the event, participants are supported with free training sessions which will be held on Langley Park, as well as 19 other suburban locations. In recent years organisers have also organised a three day T-shirt Print Pop-Up Shop in Forrest Place which attracts approximately 2,500 visitors who had their event t-shirt personalised. This initiative is planned again for 2017.

#### **Previous Support (last 5 years)**

<b>Year</b>	<b>Amount</b>	<b>Attendance</b>
2013	\$25,000	29,519
2014	\$25,650	29,602
2015	\$26,500	31,740
2016	\$26,500	33,744

#### **Previous City Fees & Charges\***

<b>ITEM</b>	<b>ESTIMATE</b>
Event Parking	\$2,856.00
Footpaths - Other Hire charges	\$1,115.00
Public Building Fee	\$1,085.00
Application fee	
Waste Management	\$784.30
Street Cleaning after Event	\$422.14
Reserve Bond Hire	\$1,000.00
Permits	\$0.00
<b>TOTAL</b>	<b>\$7,262.44</b>

Please note the per participant fee has not been included in the above table.

## Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Color Run Perth 2015	\$20,000	23,000	\$0.87
City to Surf for Activ 2016	\$20,000	20,000	\$1.00
<i>HBF Run for a Reason (recommended)</i>	<i>\$35,000</i>	<i>43,500</i>	<i>\$0.80</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 30.5 out of 36.

### 5. Benefits to be provided to the City of Perth:

The organisers will provide the following benefits for the recommended cash sponsorship of \$35,000:

- “the City to be recognised as the official host of the start area with naming rights to the start area stage as “The City of Perth Start stage”;
- the City to have naming rights to the bag drop area as “The City of Perth Bag Drop”;
- an opportunity for the Lord Mayor to address participants at the start area;
- the City of Perth crest to be included on all printed material including brochure's and posters;
- a quarter page advertisement in the 'Event Information Guide' provided to all participants;
- the inclusion of a promotional message or offer in two issues of the event e-newsletter to the participant database;
- the City of Perth crest to appear on the event website homepage with a hyperlink to the City of Perth website;
- the City of Perth crest to appear on the event homepage;
- the City of Perth crest to appear on the Sponsor page with a Sponsor blurb and hyperlink to the City of Perth website;
- an opportunity for the City to provide promotional videos to be displayed at the Event Centre, Start Area and Finish Line;
- an opportunity for the City to provide signage for the event, including at the start and finish gantry;

- the support of the City to be acknowledged through PA announcements at the event;
- the City of Perth crest to appear on the participant bib and on volunteers t-shirts;
- inclusion and promotion of the following items in event communications:
  - Free public transport for participants;
  - Baggage compound at Forrest Place Mall;
  - Free shuttle buses returning participants/ spectators from Gloucester Park to the City post-event;
  - List of special offers and opening hours from city retailers;
  - Promotion of preferred/event rate City of Perth Parking car park options for event day;
- the City to receive access to post-event research conducted by event organisers;
- an opportunity for the City to showcase specific marketing messages at the three day event centre during race pack collection;
- one Facebook post on an HBF Run platform promoting a City of Perth key message;
- one Twitter post on an HBF Run platform promoting a City of Perth key message;
- one Instagram post on an HBF Run platform promoting a City of Perth key message; and
- an opportunity for the City of Perth band to participate in the event.

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**Comments:**

The HBF Run for a Reason has experienced rapid growth in recent years and has now outgrown the City to Surf in scale. It is one of few mass participation sporting events in the State which is not experiencing a decline in participant numbers annually. The event increases visitation and creates vibrancy in the city. The event will increase economic investment in the city in the lead up to and after the event.

Cash sponsorship of \$35,000 is recommended. This is 1.8% of the event budget and represents a return on investment for the City of \$207.80 for every sponsorship dollar invested.

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<b>Applicant:</b>	Chung Wah Association		
<b>Event/Project Name:</b>	Perth Chinese New Year Fair		
<b>Date and Time:</b>	Sunday, 29 January 2017		
<b>Location:</b>	Northbridge		
<b>Attendance:</b>	70,650		
<b>Ticket Price if applicable</b>	Free		
<b>Total Cost of Event:</b>	\$145,000		
<b>Sponsorship Requested:</b>	\$80,000	<b>City contribution</b>	55%
<b>Sponsorship Recommended:</b>	\$70,000 cash. No In-Kind		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$6.88M	<b>Indirect Return</b> \$11.02M
<b>Previous Acquittal</b>	TRIM 129647/16 (Located on the Elected Members Portal)		

#### **Background on Applicant:**

The Chung Wah Association Inc. (Chung Wah) was founded in 1909. The organisation aims to serve as a bridge between the Chinese Community and the mainstream community through promoting harmony, preserving Chinese heritage and practising humanity.

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

The Perth Chinese New Year Fair 2017 will be held on Sunday, 29 January 2017, from 11.30am to 9.00pm. The event will be held on James Street between William and Lake Streets, and on Lake Street, between James and Francis Streets, as well as in the Northbridge Piazza.

The event is a Chinese New Year street carnival. Activities include lion and dragon dances, stalls, street performances, games and rides, a dedicated 'kids zone', cultural information and cultural demonstrations.

Performances will be held throughout the day, culminating in a multicultural concert in the evening at the Northbridge Piazza.

Chung Wah has presented the event since 2012, with attendance numbers at the event growing from 30,000 at the inaugural event to 80,000 in 2015. 2016 saw a lower attendance at 70,000 and organisers attribute this to the opening of Elizabeth Quay, together with the Fringeworld Fairground occurring at the same time, as well as the event falling on Valentines Day.

Organisers confirm that no major events are scheduled to occur at the same time as the event in 2017.

### Previous Support (last 5 years)

Year	Amount	Attendance
2012	\$40,000	30,000
2013	\$50,000	50,000
2014	\$60,000	65,000
2015	\$60,000	80,000
2016	\$60,000	70,000

### Previous City Fees & Charges

ITEM	ESTIMATE
Event Parking	\$3,030.00
Application fee	\$150.00
Waste Management	\$1,973.14
Reserve Hire	\$3,385.00
Reserve Bond Hire	\$1,500.00
Public Building Fee	\$1,102.00
Permits	
<b>TOTAL</b>	<b>\$11,140.14</b>

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Japan Festival 2016	\$8,400	15,000	\$0.56
Greek Glendi Festival 2015	\$25,000	20,000	\$1.25
<i>Perth Chinese New Year Fair</i> <i>(requested)</i>	<i>\$80,000</i>	<i>70,650</i>	<i>\$1.13</i>
<i>(recommended)</i>	<i>\$70,000</i>		<i>\$0.99</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 30 out of 36.

## **5. Benefits to be provided to the City of Perth:**

The organisers will provide the following benefits for the recommended cash sponsorship of \$70,000:

- The City of Perth to receive presenting rights to the event;
- the support of the City to be acknowledged in social media (five mentions) for the event;
- event organisers to promote other City of Perth activities and initiatives through social media for the event;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- a sponsor profile on the official event website;
- an opportunity for the City to display signage at the event;
- the support of the City of Perth to be acknowledged in all press releases for the event;
- the City of Perth crest to be included on printed advertising and promotional collateral for the event;
- the support of the City of Perth to be acknowledged on e-newsletters for the event;
- the support of the City of Perth to be verbally acknowledged at the event;
- the Lord Mayor, or representative, to be invited to speak at the event; and
- the Lord Mayor to be invited to provide a Chinese New Year greeting message to be featured in the Chung Wah magazine.

## **6. Additional benefits to be provided:**

The organisers will provide the following additional benefits for the requested cash sponsorship of \$80,000:

- naming rights to the event as the “City of Perth Chinese New Year Fair”.

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### **Comments:**

The Perth Chinese New Year Fair is expected to attract up to 70,000 attendees to Northbridge on a Sunday. The event has been strongly attended since it commenced in 2012.

Cash sponsorship of \$70,000 is recommended. This is 48% of the event budget and represents a return on investment for the City of \$157.42 for every sponsorship dollar.

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<b>Applicant:</b>	Buddha's Light International Association of WA Inc.		
<b>Event/Project Name:</b>	Buddha's Birthday and Multicultural Festival		
<b>Date and Time:</b>	8 - 9 April 2017, 10.00am to 8.00pm		
<b>Location:</b>	Elizabeth Quay		
<b>Attendance:</b>	25,300		
<b>Ticket Price if applicable</b>	Free		
<b>Total Cost of Event:</b>	\$195,700		
<b>Sponsorship Requested:</b>	\$43,200	<b>City contribution</b>	22%
<b>Sponsorship Recommended:</b>	\$39,000 cash. No In-Kind		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$6.032	<b>Indirect Return</b> \$9.662M
<b>Previous Acquittal</b>	TRIM 129646/16 (Located on the Elected Members Portal)		

#### **Background on Applicant:**

Buddha's Light International Association (BLIA) was founded and established in 1991. BLIA Western Australia (BLIAWA) is one of the over 180 chapters of this international organisation which has in excess of a million members spread across the world. Its mission is to benefit all beings and relieve their sufferings with the compassionate teachings of the Buddha, bringing loving kindness to all.

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

The Buddha's Birthday and Multicultural Festival will be held at Elizabeth Quay on Saturday, 8 April 2017 from 10.00am to 8.00pm and Sunday, 9 April 2017 from 9.00am to 5.00pm. The event is a community celebration promoting peace between people from different backgrounds. The Festival's objective is to celebrate the birthday of Buddha and to promote peace and harmony throughout the world. All activities are non-political and emphasise family values, friendship and compassion. The event is free to the public to attend, and alcohol free. Celebrations include religious ceremonies, cultural dances, displays and a vegetarian food fair.

The event is well attended with an estimated attendance of 28,000 at the 2016 event, including many local dignitaries. In 2013, the event was listed as one of the State's top five community events by the Office of Multicultural Interests.

### Previous Support (last 5 years)

Year	Amount	Attendance
2009	\$15,000	18,000
2010	\$20,800	20,000
2011	\$20,800	22,000
2015	\$39,000	25,000
2016	\$39,000	28,000

### Previous City Fees & Charges

ITEM	ESTIMATE
Application fee	\$90.00
Event Parking	\$0.00
Public Building Fee	\$1,085.00
Waste Management	\$1,180.30
Reserve Hire	\$4,909.20
Reserve Bond Hire	\$5,000.00
Public Building Fee	\$1,102.00
Permits	\$0.00
<b>TOTAL</b>	<b>\$13,276.5</b>

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Chinese New Year Fair 2016	\$60,000	70,000	\$0.85
Swan Festival of Lights 2015	\$30,000	30,000	\$1.00
<i>Buddha's Birthday and Multicultural Festival (requested)</i>	<i>\$43,200</i>	<i>25,300</i>	<i>\$1.70</i>
<i>(recommended)</i>	<i>\$39,000</i>		<i>\$1.54</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 28.8 out of 36.

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

The organisers will provide the following benefits for the recommended cash sponsorship of \$39,000:

- the City of Perth to be recognised as a supporting sponsor of the event;
- an opportunity for the City to have a space at the event for activation or sponsorship leveraging;
- the support of the City of Perth to be acknowledged in social media for the event;
- an opportunity to promote other City of Perth activities and initiatives on the event's social media;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- a sponsor profile on the official event website;
- the City of Perth crest to appear on e-newsletters for the event;
- the City of Perth crest to appear on all printed advertising and promotional material for the event
- an opportunity for the City to display signage at the event;
- the support of the City of Perth to be acknowledged in press releases for the event;
- the Lord Mayor, or representative, to be invited to speak at the event;
- the support of the City of Perth to be acknowledged verbally at the event; and
- an opportunity for the City to provide questions on event surveys.

## **6. Additional benefits to be provided:**

Organisers advise that should they be successful in securing the requested sponsorship of \$43,200, no further benefits will be provided.

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### **Comments:**

The Buddha's Birthday and Multicultural Festival is a major cultural celebration which returned to the city in 2015 based on appetite from supporters to see it here. Organisers have requested cash sponsorship of \$43,200.

The event will, increase vibrancy in the city, increase visitation to the city and increase economic investment in the city. Cash sponsorship of \$39,000 is recommended for the event. This is approximately 20% of the event budget and represents a return on investment for the City of \$247.74 for every sponsorship dollar.

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<b>Applicant:</b>	WA Yachting Foundation t/a Swan River Sailing		
<b>Event/Project Name:</b>	City of Perth Festival of Sail 2017 incorporating Warren Jones International Youth Regatta, Corporate Pro Am and Junior Cup		
<b>Date and Time:</b>	Monday 30 January to Saturday 4 February 2017, 11.00am to 7.00pm		
<b>Location:</b>	Perth Waters and Lucky Shag Waterfront Bar		
<b>Attendance:</b>	27,400		
<b>Ticket Price if applicable</b>	Free to spectate		
<b>Total Cost of Event:</b>	\$226,640		
<b>Sponsorship Requested:</b>	\$45,000	<b>City contribution</b>	19%
<b>Sponsorship Recommended:</b>	\$40,000 cash. No In-Kind		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$4.837M	<b>Indirect Return</b> \$7.747M
<b>Previous Acquittal</b>	N/A – New event		

### Background on Applicant:

The Western Australian Yachting Foundation trading as Swan River Sailing was established in 1988 to promote sailing excellence and to encourage the use of the Swan River for International Yacht Racing. It is based at the Royal Perth Yacht Club in Crawley. The Foundation is dedicated to providing sailing events using its fleet of identical Foundation 36 Yachts, promoting Perth as a world acclaimed yachting venue and building the profile of the sport through annual yachting regattas.

### Summary of Event:

The Warren Jones International Youth Regatta targets the World's Youth Sailors, those it identifies as having the potential to push their skills to the limit.

Now in its 15<sup>th</sup> year, Swan River Sailing plans to bring the Warren Jones Regatta to Perth Waters as part of the City of Perth Festival of Sail, held directly in front of the city.

The City of Perth Festival of Sail will include the following components:

- Practice sessions;
- Sponsors Pro Am;

- A Welcome Function;
- A Round Robin competition held over three days;
- A Gala luncheon;
- On water Spectator viewing;
- City of Perth Junior Cup competition; and
- A Prize ceremony.

Spectators will be able to view the event from locations including Kings Park, Elizabeth Quay, boats moored around the course and the foreshore in front of Riverside Drive. The race will be broadcast on 106.5FM and the event will be live streamed on the event website. Boats will be moored at the Lucky Shag Waterfront overnight.

The event will include a series of events to leverage off the on-water action and optimise opportunities for corporate and social networking.

### Course Map



### Previous Support (last 5 years)

Year	Event	Amount	Attendance
2009	Australia Cup	\$25,000	13,800
2010	Australia Cup	\$60,000	24,400

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
QUIT Targa West Tarmac Rally 2015	\$50,000	45,000	\$1.11
<i>City of Perth Festival of Sail (requested)</i>	<i>\$45,000</i>	<i>27,400</i>	<i>\$1.64</i>
<i>(recommended)</i>	<i>\$40,000</i>		<i>\$1.45</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 28.7 out of 36.

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

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

- naming rights to the event as the City of Perth Festival of Sail;
- a half page advertisement in event program sent to membership of Royal Perth Yacht Club and Royal Freshwater Bay Yacht Club;
- the City of Perth crest on each side of the mainsail of two of the yachts in the event;
- the City of Perth crest to appear on the hull of each of the competing yachts;
- an opportunity for City of Perth flags to be displayed from the back stay of each of the competing yachts;
- the City of Perth crest to appear on the footer of all electronic and printed publications;
- City of Perth signage to be displayed at the event location and associated event functions;
- the City of Perth crest to appear on the event website with a hyperlink to

- the City of Perth website;
- a sponsor profile on the official event website acknowledgement of the support of the City of Perth in radio, interviews and media releases;
- the Lord Mayor, or representative, to be invited to officiate at the:
  - official opening function;
  - presentation of the Junior Australia cup;
  - official closing function;
- four hot seat opportunities during racing on a selected day to be offered through promotion to City of Perth target audiences;
- one additional hot seat opportunity during racing on a selected day to be offered to the City of Perth for the purpose of video production; and
- event organisers to provide the City of Perth with a post event report.

**6. Additional benefits to be provided:**

The organisers will provide the following additional benefits for the requested cash sponsorship of \$45,000:

- the City of Perth crest to be flown on a spinnaker on one of the yachts in the event semi finals and finals.

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**Comments:**

The City of Perth Festival of Sail will add vibrancy to the river and provide a unique addition to the City's portfolio of sponsorships. Organisers advise that should they be unsuccessful in securing funding from the City, they may be unlikely to hold the event in the City and will move it back to Crawley. Cash sponsorship of \$40,000 is recommended. This is 17% of the event budget and represents a return on investment for the City for \$193.68 for every sponsorship dollar.

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<b>Applicant:</b>	Perth International Jazz Festival			
<b>Event/Project Name:</b>	Perth International Jazz Festival			
<b>Date and Time:</b>	26 - 28 May 2017			
<b>Location:</b>	Various			
<b>Attendance:</b>	15,400			
<b>Ticket Price if applicable</b>	Free - \$55.00			
<b>Total Cost of Event:</b>	\$365,000			
<b>Sponsorship Requested:</b>	\$25,000	<b>City contribution</b>	7%	
<b>Sponsorship Recommended:</b>	\$25,000 cash. No In-Kind			
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$3.267M	<b>Indirect Return</b>	\$5.233M
<b>Previous Acquittal</b>	TRIM 169172/16 (Located on the Elected Members Portal)			

### **Background on Applicant:**

Perth International Jazz Festival Inc. is an incorporated not-for-profit organisation founded in 2012. The organisations mission is to promote Western Australian grown and developed jazz performers. The organisation was primarily established to organise and administer annual jazz and related music festival in and around Perth.

### **Summary of Event:**

The Perth International Jazz Festival (PIJF) is to be held from Friday 26 May to Sunday 28 May 2017. The Festival will feature both free and ticketed performances over the course of the three days in order to attract a wide demographic and audience range.

The Festival will feature approximately 40 performances over the three days by over 200 musicians across a range of City venues including:

- Perth Concert Hall;
- Perth Town Hall;
- Government House Ballroom;
- Brookfield Place Main Square;
- Brookfield Heritage Square; and
- St Georges Cathedral.

In addition, events will be held at Ellington Jazz Club in the Town of Vincent.



The 2017 event will see performing artists from interstate and international locations. However, the event maintains a focus on home-grown talent and will include a majority of performers from Perth and greater Western Australia. A key part of the Festivals programming includes the participation of local musicians who trained or were educated in Perth but have national and international success. The 2017 event will expand with a change of business model that will incorporate a 'Fringe Festival' model where artists will be paired with venues and come up with semi-independent performances which are advertised and promoted under the banner of PIJF.

2017 will be the fifth year for the event and organisers are looking to raise the profile of the event now that it has been firmly established as an annual event. Organisers anticipate an attendance of 15,400 to the 2017 Festival and estimate that approximately 80% of the total event budget will be spent on City-based suppliers and contractors. Accommodation partners for the event are the Alex Hotel and Four Points by Sheraton.

#### Previous Support (last 5 years)

Year	Amount	Attendance
2013	\$15,000	13,445
2014	\$15,000	14,350
2015	\$15,000	14,650
2016	\$20,000	15,000

#### Previous City Fees & Charges

ITEM	ESTIMATE
Event Parking	\$0.00
Hire of Forrest Place Mall	\$713.00
Application fee	\$66.00
Waste Management	\$0.00
Hire of Northbridge Piazza	\$291.50
Forrest Place Bond Hire	\$1,200.00
Hire of Northbridge Piazza - Application fee	\$63.00
Northbridge Piazza Hire Bond	\$500.00
3 Phase Power Fee	\$63.00
Permits	\$0.00
Public Building Fee	\$168.00
<b>TOTAL</b>	<b>\$3,064.50</b>

#### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Science Festival 2015	\$25,000	26,000	\$0.96
Open House Perth 2015	\$45,000	65,000	\$0.69

<i>Perth International Jazz Festival (recommended)</i>	\$25,000	15,400	\$1.62
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**Assessment of Application (Events):**

<b>Criterion</b>
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 26.25 out of 36.

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

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

- the City to be recognised as a supporting sponsor of the Festival;
- an opportunity for the City to have a dedicated space for activation or sponsorship leveraging at the event;
- the support of the City to be acknowledged through the events social media;
- the support of the City to be acknowledged to the event's email database;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- the City of Perth crest to appear on all printed advertising and promotional material;
- a sponsor profile on the event website;
- an opportunity for the City to display signage at the event;
- the support of the City of Perth to be acknowledged in all press releases for the event;
- the support of the City of Perth to be verbally acknowledged at the event;
- the City to be provided with the confirmed attendee list for the event launch, prior to the event;
- the Lord Mayor, or representative, to be invited to speak at official event functions;
- the City to have access to pre and post event research;
- an opportunity for the City to provide questions for post-event surveys; and
- an opportunity for the City to have access to event tickets for distribution to target markets through promotion.

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**Comments:**

The Perth International Jazz Festival will increase visitation to the city over the three day event with a range of ticketed and free events aimed at a wide target demographic. The event celebrates local talent and includes performance opportunities for secondary and tertiary students.

Cash sponsorship of \$25,000 is recommended. This is 7% of the event budget and represents a return on investment for the City for \$209.32 for every sponsorship dollar invested. The assessment panel identified the PIJF as an important event to assist to grow in future years within the City's sponsorship portfolio.

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<b>Applicant:</b>	The Women in Super Mothers Day Classic			
<b>Event/Project Name:</b>	The Perth Mothers Day Classic			
<b>Date and Time:</b>	Sunday 14 May 2017, 7.00am to 10.00am			
<b>Location:</b>	Langley Park			
<b>Attendance:</b>	6,114			
<b>Ticket Price if applicable</b>	\$10.00 - \$55.00			
<b>Total Cost of Event:</b>	\$117,500			
<b>Sponsorship Requested:</b>	\$20,000	<b>City contribution</b>	17%	
<b>Sponsorship Recommended:</b>	\$10,000 cash. No In-Kind			
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$0.797M	<b>Indirect Return</b>	\$1.276M
<b>Previous Acquittal</b>	N/A			

### **Background on Applicant:**

Women in Super (WIS) is a national advocacy and networking group for women employed in the superannuation and financial services industries. The Mother's Day Classic was established in 1998 by the organisation Women in Super and has been run annually since then.

### **Summary of Event:**

The Mother's Day Classic will be held on Sunday, 14 May 2017. The event will commence at 7.00am and participants will run or walk a course beginning and ending at Langley Park. Participants have the option of running or walking a 4km or 8km course. The event will include a carnival style village on Langley Park with entertainment for participants and spectators, including:

- Group warm-up aerobics;
- Sponsor product samples and medallions for participants;
- Musical entertainment;
- Entertainment on the stage and start line;
- Food and beverage stalls;
- Massage tents;
- Jumping castles;
- Face painting;
- Dance recitals;
- Sporting apparel fashion parade;
- Live music performances; and
- Information on breast cancer research.

Entertainment provided at the event is proposed to include celebrities and Mother's Day Classic Ambassadors interviews and signing autographs.

Based on the number of participants in 2016, event organisers anticipate an estimated 5,000 participants and 1,000 spectators.

The Mother's Day Classic is held nationally to raise funds for the National Breast Cancer Foundation research programs as well as raising awareness of breast cancer in the community. The event is held on Mother's Day every year.

### Previous Support (last 5 years)

Year	Amount	Attendance
2012	\$10,000	4,100
2013	\$12,000	4,900
2014	\$12,000	4,178
2015	\$12,000	4,725
2016	\$10,000	3,410

### Previous City Fees & Charges

ITEM	ESTIMATE
Event Parking	\$3,000.00
Application fee	\$175.00
Advertisement and Reticulation Marking	\$2,260.88
Waste Management	\$0.00
Reserve Hire	\$822.50
Public Building Fees	\$554.00
Reserve Bond Hire	\$1,000.00
Permits	\$0.00
<b>TOTAL</b>	<b>\$7,813.38</b>

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Color Run Perth 2015	\$20,000	25,000	\$0.80
HBF Run for a Reason 2016	26,500	33,744	\$0.78
<i>Mother's Day Classic</i>			
<i>(requested)</i>	<i>\$20,000</i>	<i>6,114</i>	<i>\$3.27</i>
<i>(recommended)</i>	<i>\$10,000</i>		<i>\$1.64</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality

Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 25.7 out of 36.

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

The organisers will provide the following benefits for the recommended cash sponsorship of \$10,000:

- the City of Perth to be recognised as a venue partner;
- the City of Perth crest to appear on all printed advertising and promotional collateral for the event;
- the Lord Mayor, or representative, to be invited to speak at the event;
- the support of the City of Perth to be verbally acknowledged at the event;
- the support of the City to be acknowledged on social media for the event with one Facebook mention and two Twitter mentions;
- an opportunity for the City to have a dedicated space for activation or sponsorship leveraging at the event;
- the City of Perth crest to appear on:
  - sponsor boards at the start and finish line of the event;
  - posters and flyers for the event;
  - all online information booklets;
- an opportunity for the City to display signage at the event.

#### **6. Additional benefits to be provided:**

The organisers will provide the following additional benefits for the requested cash sponsorship of \$20,000:

- the City of Perth to be recognised as a supporting sponsor of the event;
- an opportunity to promote other City of Perth activities and initiatives through the events social media;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- a sponsor profile for the City on the official event website;
- support of the City to be acknowledged in e-newsletters for the event;
- the City to have access to pre and post-event research;
- an opportunity for the City to provide questions on event surveys; and
- the City to receive reports and data from the event.

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#### **Comments:**

The Mother's Day Classic Perth has been supported by the City since 2011 through the City's Donations program.

Cash sponsorship of \$10,000 is recommended. This is 8% of the event budget and represents a return on investment for the City of \$127.60 for every sponsorship dollar.

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<b>Applicant:</b>	Perth Upmarket			
<b>Event/Project Name:</b>	Perth Upmarket			
<b>Date and Time:</b>	26 March 2017 and 26 June 2017			
<b>Location:</b>	UWA			
<b>Attendance:</b>	12,850			
<b>Ticket Price if applicable</b>	Free to attend			
<b>Total Cost of Event:</b>	\$97,500			
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	10%	
<b>Sponsorship Recommended:</b>	\$7,500 cash. No In-Kind			
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$2.336M	<b>Indirect Return</b>	\$3.741M
<b>Previous Acquittal</b>	N/A			

### **Background on Applicant:**

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

### **Summary of Event:**

Perth Upmarket will be held on Sunday, 26 March and Sunday, 26 June 2017 from 10.00am to 4.00pm.

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

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

Perth Upmarket has been operating since 2008. It was held at the Perth Town Hall from 2008 to 2010. In 2010 the event moved to UWA due to the size of



the event. Justine Barsley, founder, was awarded the 40 under 40 award in 2012.

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

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

### Previous Support (last 5 years)

Year	Amount	Attendance
2016	\$7,500	Event not completed

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Science Festival 2015	\$25,000	26,000	\$0.96
Open House Perth 2015	\$45,000	65,000	\$0.69
<i>Perth Upmarket (requested)</i>	<i>\$10,000</i>	<i>12,850</i>	<i>\$0.77</i>
<i>(recommended)</i>	<i>\$7,500</i>		<i>\$0.58</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 24.8 out of 36.

### 5. Benefits to be provided to the City of Perth:

The organisers will provide the following benefits for the recommended cash sponsorship of \$7,500:

- the City of Perth crest to be included on promotional material including:
  - the event website;
  - the roadside banner outside the University of Western Australia prior to each event;

- all print materials including promotional postcards, posters, print media ads and maps;
- all press releases;
- all email marketing for the event;
- an opportunity for the City to have a dedicated space at the event for activation and leveraging purposes; and
- an opportunity for the City to display signage at the event.

**6. Additional benefits to be provided:**

The organisers will provide the following additional benefits for the requested cash sponsorship of \$10,000:

- promotion of City of Perth activities through social media, e-newsletters and on the event website.

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**Comments:**

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

This is 7% of the event budget and represents a return on investment for the City of \$494 for every sponsorship dollar.

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<b>Applicant:</b>	Lifeline WA		
<b>Event/Project Name:</b>	Young Butchers Picnic		
<b>Date and Time:</b>	Sunday, April 23, 2017		
<b>Location:</b>	Forrest Place and Murray Street Mall		
<b>Attendance:</b>	6,200		
<b>Ticket Price if applicable</b>	Free		
<b>Total Cost of Event:</b>	\$85,900		
<b>Sponsorship Requested:</b>	\$20,000	<b>City contribution</b>	23%
<b>Sponsorship Recommended:</b>	\$20,000 cash. No In-Kind		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$0.608M	<b>Indirect Return</b> \$0.974M
<b>Previous Acquittal</b>	TRIM 129649/16 (Located on the Elected Members Portal)		

### **Background on Applicant:**

Lifeline WA is part of the national Lifeline network providing suicide prevention services in Australia. Between 2007 and 2009, the Butchers Picnic was presented by the Australian Meat Industry Council (AMIC). In 2010, AMIC partnered with Lifeline to deliver the event with the aim of increasing its profile. The event has been presented by Lifeline and Mondo's Butchers since 2013. The event now forms one of Lifeline WA's key annual fundraising events, along with the Black Diamond Gala Dinner.

### **Summary of Event:**

The 2017 Young Butchers Picnic will be held in Forrest Place and Murray Street Mall on Sunday, 23 April 2017 from 11.00 am to 4.00pm.

The event is a free family event celebrating the meat industry and its independent and local butchers. The event includes entertainment, cooking demonstrations, butchering demonstrations, food sampling and local produce. The event commenced at Russell Square in 2009, moved to the Northbridge Piazza from 2010 to 2013 and then to Forrest Place from 2014 to 2016 with the aim of capturing a larger audience.

Organisers anticipate an attendance of approximately 6,200 for the event, including attending butchers from interstate and New Zealand.

Organisers proposed moving the event to Elizabeth Quay in 2017 in order to assist with growth of the event. After consultation with the City around venue

and potential to expand in the current location the event will remain in Forrest Place and expand into Murray Street Mall. Activation of these spaces is a strategic priority for the City.

### Previous Support (last 5 years)

Year	Amount	Attendance
2012	\$12,000	1,000
2013	\$12,000	1,200
2014	\$20,000	4,000
2015	\$20,000	5,000
2016	\$20,000	10,000

The level of support for the event increased in 2014 when the event moved to Forrest Place to accommodate greater numbers and increased visitation.

### Previous City Fees & Charges

ITEM	ESTIMATE
Event Parking	\$0.00
Application fee	\$68.00
Waste Management	\$0.00
Site Hire fee	\$366.12
Power fee	\$63.00
Bond	\$2,700.00
Public Building Fee	\$168.00
Permits	
<b>TOTAL</b>	<b>\$3,365.12</b>

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Greek Glendi 2015	\$25,000	20,000	\$1.25
<i>Young Butchers Picnic (recommended)</i>	<i>\$20,000</i>	<i>6,200</i>	<i>\$3.23</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 24.25 out of 36.

## **5. Benefits to be provided to the City of Perth:**

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

- the support of the City to be recognised with presenting rights to the event;
- the City to have a dedicated space to carry out activation or leveraging at the event;
- the support of the City to be acknowledged in social media for the event;
- an opportunity for organisers to promote other City of Perth activities through the events social media;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- a sponsor profile on the event website;
- an opportunity for the City to display signage at the event;
- the support of the City to be acknowledged in all press releases for the event;
- the Lord Mayor, or representative, to be invited to officially open the event;
- the support of the City of Perth to be verbally acknowledged at the event;
- the City of Perth crest to be included in all print advertising and promotional collateral for the event;
- City of Perth messaging to be included in e-newsletters for the event; and
- an opportunity for the City to provide questions for event surveys.

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### **Comments:**

The City has supported the Young Butchers Picnic with cash sponsorship since 2007. In 2014, the event moved to Forrest Place with the aim of raising the profile of the event and increasing event attendance, and was successful with this aim. Event organisers proposed moving the event to Elizabeth Quay for 2017 to assist with expansion. After consultation with the City around the potential to expand the event in its current location, and the strategic priorities of mall activation for the City, the event will remain in Forrest Place.

Cash sponsorship of \$20,000 is recommended. This represents 23% of the event budget and represents a return on investment for the City for \$48.50 for every sponsorship dollar invested. Whilst this return is comparatively low compared to other events in the assessment round, the event fulfils a current strategic objective of activation of the malls precinct.

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<b>Applicant:</b>	Japan Festival Association		
<b>Event/Project Name:</b>	Japan Festival		
<b>Date and Time:</b>	Saturday 25 March 2017, 11.00am to 6.00pm		
<b>Location:</b>	Forrest Place		
<b>Attendance:</b>	15,150		
<b>Ticket Price if applicable</b>	Free		
<b>Total Cost of Event:</b>	\$44,700		
<b>Sponsorship Requested:</b>	\$15,000	<b>City contribution</b>	34%
<b>Sponsorship Recommended:</b>	\$10,000 cash. No In-Kind		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$1.470M	<b>Indirect Return</b> \$2.354M
<b>Previous Acquittal</b>	TRIM 78796/16 (Located on the Elected Members Portal)		

#### **Background on Applicant:**

The Japan Festival Association was formed in July 2012 by members of the Japanese Consulate General and members of the Western Australian Japanese Community. The organisation was formed to deliver the Japan Festival which aims to promote friendship between Japan and Perth through cultural events. The Association membership is formed of individuals and organisations including the Hyogo Prefectural Government Cultural Centre, the Japan Association of WA, the Japan Club of WA and the Australian Japan Society of WA

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

The Japan Festival in Perth will be held in Forrest Place on Saturday 25 March 2017 from 11.00am to 6.00pm. The event is a Japanese Cultural Festival with stalls, live entertainment, demonstrations, displays, games and cultural information. In 2017 the event will include the following:

- Martial Arts Demonstrations;
- Cultural Performances;
- Manga Cosplay;
- Japanese Food for sale; and
- Children's activities and stalls.

The event was originally held at the Japan School in Perth, located in North Beach. The event moved to the city in 2014 due to high attendance numbers and in an effort to attract a wider audience.

### Previous Support (last 5 years)

Year	Amount	Attendance
2015	\$8,400	15,000
2016	\$8,400	15,000

### Previous City Fees & Charges

ITEM	ESTIMATE
Event Parking	\$0.00
Waste Management	\$586.30
Application fee	\$68.00
Reserve Hire	\$732.25
3 Phase Power Fee	\$63.00
Public Building Fee	\$168.00
Permits	\$0.00
<b>TOTAL</b>	<b>\$1,617.55</b>

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Greek Glendi Festival 2015	\$25,000	20,000	\$1.25
Songkran Festival 2015	\$10,988	6,000	\$1.83
<i>Japan Festival 2017</i>			
<i>(requested)</i>	<i>\$15,000</i>	<i>15,150</i>	<i>\$0.99</i>
<i>(recommended)</i>	<i>\$10,000</i>		<i>\$0.66</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 23.25 out of 36.

## **5. Benefits to be provided to the City of Perth:**

The organisers will provide the following benefits for the recommended cash sponsorship of \$10,000:

- the City of Perth to be recognised as a supporting sponsor of the event;
- an opportunity for the City to have a demonstration or display space for activation or leveraging at the event;
- the support of the City to be acknowledged on social media for the event;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- an opportunity for the Lord Mayor, or representative, to officiate at the event;
- verbal recognition of the City of Perth and Elected Members in attendance; and
- a post-event report.

## **6. Additional benefits to be provided:**

Organisers advise that should they be successful in securing the requested sponsorship of \$15,000, no further benefits will be provided.

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### **Comments:**

The Japan Festival was a new addition to the city in 2014 and has since then been a successful annual event with a large attendance. Organisers expect an attendance of 15,000 to the 2017 event. Cash sponsorship of \$10,000 is recommended. This is 22% of the event budget and represents a return on investment for the City for \$235.40 for every sponsorship dollar.

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<b>Applicant:</b>	Rotary Ramble			
<b>Event/Project Name:</b>	Perth Ramble			
<b>Date and Time:</b>	Sunday 2 April 2017, 11.00am to 3.00pm			
<b>Location:</b>	Elizabeth Quay start and finish			
<b>Attendance:</b>	5,650			
<b>Ticket Price if applicable</b>	\$22 (individual) to \$160 (team)			
<b>Total Cost of Event:</b>	\$215,950			
<b>Sponsorship Requested:</b>	\$5,000	<b>City contribution</b>	2%	
<b>Sponsorship Recommended:</b>	\$5,000 cash. No In-Kind			
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$0.924M	<b>Indirect Return</b>	\$1.48M
Previous Acquittal	TRIM 220436/15 (Located on the Elected Members Portal)			

### **Background on Applicant:**

Rotary Ramble Pty Ltd is the trustee for Rotary Charity Trust which is administered by the Rotary Club of Mill Point in South Perth. The organisation is charged with the responsibility to run successful community events which engage families and students are accessible to all.

### **Summary of Event:**

The Perth Ramble (The Ramble) will be held on Sunday, 2 April 2017, from 11.00am to 3.00pm. The event is an outdoor team treasure hunt which operates as a fundraising event for Ronald McDonald House. The Ramble will start and finish in Elizabeth Quay and participants will traverse the length and breadth of the City during the course of the event. Participants will work in teams to solve clues, find locations and answer questions through an app. Answers are collated and prizes awarded at the end of the day. Prizes are awarded for teams who raise the most money for charity and teams who dress the most creatively. Spot prizes are also awarded on the day. In previous years prizes have included international flights and accommodation packages.

The event was on hiatus in 2016 whilst organisers examined the event model. They have moved the event from October to April in the hopes that there will be less competing events.

Organisers have partnered with charity Ronald McDonald House for the first time for the 2017 event and believe that this partnership will assist them to

attract regional participation in the event. Organisers advise that the 2015 event attracted attendees from South Australia, Victoria, New South Wales and Queensland.

### Previous Support (last 5 years)

Year	Amount	Attendance
2011	\$20,000	3,500
2012	\$25,000	5,000
2013	\$25,000	6,000
2014	\$18,750	3,000
2015	\$5,000	2,200

### Previous City Fees & Charges

ITEM	ESTIMATE
Event Parking	
Reserve Hire Application fee	\$90.00
Waste Management	
Reserve Hire	\$628.75
Reserve Bond Hire	\$500.00
Public Building fee	\$554.00
Permits	
<b>TOTAL</b>	<b>\$1,763.75</b>

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
City of Perth Triathlon 2016	\$5,000	5,800	\$0.86
<i>Perth (recommended) Ramble</i>	<i>\$5,000</i>	<i>5,650</i>	<i>\$0.88</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 23.0 out of 36.

## **5. Benefits to be provided to the City of Perth:**

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

- the City to be recognised as a supporting sponsor of the event;
  - an opportunity for the City to have input into key spaces to be activated as part of the event;
  - organisers to promote City of Perth activities through their social media and e-newsletters;
  - the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
  - the City of Perth to have a sponsor profile on the official event website;
  - an opportunity for the City to display signage at the event;
  - the Lord Mayor, or representative, to be invited to speak at the event;
  - the support of the City to be verbally acknowledged at the event;
  - the City of Perth crest to be displayed on all printed advertising and promotional collateral;
  - the City of Perth to have access to pre- and post-event research;
  - an opportunity for the City to provide questions for the event survey; and
  - the City to have access to post-event research.
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### **Comments:**

Perth Ramble is a treasure hunt style event showcasing the city. Organisers advise that the event attracts an interstate attendance and are working to attract more local participants to the event in 2017 through a partnership with Ronald McDonald House.

The event offers a unique opportunity for the City to have input into specific precincts to be showcased or activated as part of the event.

Cash sponsorship of \$5,000 is recommended. This is 2% of the event budget and represents a return on investment for the City for \$296.00 for every sponsorship dollar.

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<b>Applicant:</b>	TriEvents			
<b>Event/Project Name:</b>	City of Perth Triathlon - Race #2 of the Sunsmart Triathlon Series			
<b>Date and Time:</b>	Sunday 15 January 2017			
<b>Location:</b>	Elizabeth Quay			
<b>Attendance:</b>	5,800			
<b>Ticket Price if applicable</b>	\$15 - \$88			
<b>Total Cost of Event:</b>	\$98,000			
<b>Sponsorship Requested:</b>	\$20,000	<b>City contribution</b>	20%	
<b>Sponsorship Recommended:</b>	\$5,000 cash. No In-Kind			
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$0.551M	<b>Indirect Return</b>	\$0.883M
<b>Previous Acquittal</b>	TRIM 79499/16 (Located on the Elected Members Portal)			

#### **Background on Applicant:**

TriEvents is a leading Australian Event Management company which has built a reputation on delivering world class sporting and mass participation events. As a professional event management team, Trievents are responsible for the Rottneest Channel Swim, the Busselton Festival of Triathlon and the HBF Run for a Reason. The organisation was established in 2001.

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

TriEvents have requested cash sponsorship for the City of Perth Triathlon, as part of the Sunsmart Triathlon Series. The event will be held on Sunday 15 January 2017, from 7.00am to 12.00pm. The SunSmart Triathlon Series is made up of five races each run in a range of venues including Hillarys, Rockingham, Busselton, and the City of Perth. The series is conducted over the summer period between December and March and is now in its 16<sup>th</sup> season.

The City of Perth Triathlon was held in the city from 2006 to 2012, and was on hiatus from 2013 to 2015 due to the construction works occurring around Elizabeth Quay. The event returned to the City in 2016. The event caters to all ages and abilities, and attendance for the event is estimated at 5,800, including participants and spectators.

### Previous Support (last 5 years)

Year	Amount	Attendance
2009	\$25,000	1,061
2010	\$26,000	554
2011	\$26,000	3,000
2012	\$26,676	2,000
2016	\$5,000	5,800

### Previous City Fees & Charges

ITEM	ESTIMATE
Event Parking	\$1,008.00
Reserve Hire - Bond	\$1,000.00
Advertisement and Reticulation Marking	\$1,381.09
Waste Management	\$0.00
Reserve Hire	\$1,534.20
Permits	
<b>TOTAL</b>	<b>\$4,923.29</b>

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
The Color Run Perth 2015	\$20,000	23,000	\$0.86
State Tee-Ball Championships 2016	\$5,000	11,000	\$0.45
<i>City of Perth Triathlon (requested)</i>	<i>\$20,000</i>	<i>5,800</i>	<i>\$3.45</i>
<i>(recommended)</i>	<i>\$5,000</i>		<i>\$0.86</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 21.5 out of 36.

### 5. Benefits to be provided to the City of Perth:

The organisers will provide the following benefits for the recommended cash sponsorship of \$5,000

- naming rights to the event as the City of Perth Triathlon;
- the City to receive dedicated space to carry out on-site leveraging activities;
- organisers to promote City of Perth activities through three social media mentions, and one e-news mention, and on the event website;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- an opportunity for the City to provide signage at the event;
- the City of Perth crest to be included:
  - in on-site event signage;
  - in all print, outdoor and broadcast advertising;
  - in EDMs or event newsletters;
- an opportunity for the Lord Mayor, or representative, to officiate at official event presentations;
- verbal recognition of the City of Perth's support;
- an opportunity to provide questions on event surveys; and
- the provision of event reports, data and associated information.

**6. Additional benefits to be provided:**

The organisers will provide the following additional benefits for the requested cash sponsorship of \$20,000:

- the support of the City of Perth to be acknowledged in all press releases for the event;
- an opportunity for the City to provide questions on event surveys; and
- an opportunity for Trievents to manage a targeted email campaign on behalf of the City.

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**Comments:**

The City of Perth Triathlon was sponsored by the City from 2006 to 2012, and was on hiatus from 2013 to 2015 due to the works at Elizabeth Quay. The event returned to the city in 2016 and was held at Elizabeth Quay. Organisers have requested cash sponsorship of \$20,000 for the event. Cash sponsorship of \$5,000 is recommended. This is 5% of the event budget and represents a return on investment for the City of \$176.60 for every sponsorship dollar.

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<b>Applicant:</b>	Tee Ball Association of WA		
<b>Event/Project Name:</b>	State Tee-Ball Championships		
<b>Date and Time:</b>	Saturday 4 to Monday 6 March 2017		
<b>Location:</b>	Langley Park		
<b>Attendance:</b>	11,000		
<b>Ticket Price if applicable</b>	N/A		
<b>Total Cost of Event:</b>	\$26,600		
<b>Sponsorship Requested:</b>	\$5,000	<b>City contribution</b>	20%
<b>Sponsorship Recommended:</b>	\$5,000 cash. No In-Kind		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$2.337M	<b>Indirect Return</b> \$3.743M
<b>Previous Acquittal</b>	TRIM 104933/16 (Located on the Elected Members Portal)		

#### **Background on Applicant:**

The Tee-Ball Association of Western Australia administers the development of Tee-Ball in Western Australia.

The State Tee-Ball Championships have been taking place since 1976. The City of Perth provided in-kind support for the event between 1999 and 2005, and has provided cash sponsorship for the event since 2009.

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

The State Tee-Ball Championships will be held on Langley Park from Saturday, 4 March to Monday, 6 March 2017. Competition will take place from 8.00am to 6.00pm and will involve over 100 tee-ball teams and up to 1,200 players between the ages of six and 12. Teams compete to win the title of State Champion 2017.

Organisers estimate the audience to be approximately 10,000 people over the three days of the event.

Several teams attend from regional areas such as Geraldton, Busselton and the Goldfields to compete in the event. These teams and their families traditionally stay in city hotels close to Langley Park.

In 2017 IGA will have naming rights to the event. IGA supports individual Tee-Ball teams through agreements across local and regional locations.

### Previous Support (last 5 years)

Year	Amount	Attendance
2012	\$5,000	10,000
2013	\$5,000	10,000
2014	\$5,000	11,000
2015	\$5,000	10,000
2016	\$5,000	11,000

### Previous City Fees & Charges

ITEM	ESTIMATE
Event Parking	\$0.00
Application fee	\$90.00
Waste Management	\$498.30
Reserve Hire	\$1,955.00
Reserve Bond Hire	\$500.00
Public Building Fee	\$168.00
Permits	\$0.00
<b>TOTAL</b>	<b>\$3,211.30</b>

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Weet-Bix Kids TRYathlon 2016	\$12,500	7,388	\$1.69
State Tee-Ball Championships 2017 (recommended)	\$5,000	11,000	\$0.45

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 21.3 out of 36.

### 5. Benefits to be provided to the City of Perth:

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



- the City of Perth to be acknowledged as a supporting sponsor of the event;
  - the City of Perth crest to appear on brochures, flyers, e-newsletters, booklets, adverts and the event website;
  - the support of the City of Perth to be acknowledged verbally during the event;
  - an opportunity for the City of Perth to display signage at the event;
  - the City to receive a full-page advertisement in the event program;
  - the City of Perth to be given an opportunity to place items in any newsletters produced to promote the event;
  - the Lord Mayor, or representative, to be invited to speak at the event; and
  - the City of Perth crest to be displayed at the Tee-Ball Association of Western Australia Clubrooms on an ongoing basis.
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**Comments:**

The State Tee-Ball Championships have a long history within the City of Perth, with the event having been held at Langley Park for 36 years. The City has supported the event since 2006. The event has a wide reach with the City's sponsorship reaching 11,000 people and provides excellent return on investment with a projected return of \$748.60 for every sponsorship dollar invested by the City.

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<b>Applicant:</b>	Sanitarium Health and Wellbeing		
<b>Event/Project Name:</b>	Weet-Bix Kids TRYathlon		
<b>Date and Time:</b>	Sunday April 9, 7.00am to 1.00pm.		
<b>Location:</b>	Langley Park		
<b>Attendance:</b>	6,730		
<b>Ticket Price if applicable</b>	\$41.50 registration fee		
<b>Total Cost of Event:</b>	\$249,689		
<b>Sponsorship Requested:</b>	\$13,500	<b>City contribution</b>	5%
<b>Sponsorship Recommended:</b>	\$12,500 cash. No In-Kind		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$0.669M	<b>Indirect Return</b> \$1.071M
<b>Previous Acquittal</b>	TRIM 181967/16 (Located on the Elected Members Portal)		

### **Background on Applicant:**

Sanitarium has owned the Sanitarium Weet-Bix KidsTRYathlon since the event began in 1998. The event is managed by X-Tri Events on behalf of Sanitarium Health and Wellbeing.

### **Summary of Event:**

The 2017 Sanitarium Weet-Bix Kids TRYathlon will be held on Sunday, 9 April 2017, from 7.00am to 1.00pm.

The event is a triathlon style event specifically tailored to children aged between seven and 15 years and will take place on Langley Park and Perth Water. There are two age groups for the event:

- Seven to ten years – course includes a 100m swim, 3km cycle and a 500m run; and
- 11-15 years – course includes a 200m swim, 6km cycle and 1km run.

The event will include an event village with a bungee run, bouncy castle, petting zoo, obstacle course, free breakfast and healthy snacks. There is a participant registration fee of \$41.50, which covers the race pack including race bibs, swim cap and tee-shirt.

The Perth event is one of a national series which has been sanctioned by the International Triathlon Union. The series includes 11 events held around

Australia. The aim of the event is to encourage children to get active with an emphasis on enjoyment rather than competition. Previous post-event surveys indicate that children who participate in the event leave the experience with increased confidence and self-esteem.

### Previous Support (last 5 years)

Year	Amount	Attendance
2012	\$10,400	8,385
2013	\$10,670	6,988
2014	\$12,000	8,199
2015	\$12,300	8,600
2016	\$12,660	7,388

Organisers are undertaking enhanced marketing for the 2017 event in an effort to increase the event participant numbers back to its previous levels.

### Previous City Fees & Charges

ITEM	ESTIMATE
Event Parking	\$480.00
Public Building Fee	\$274.00
Waste Management	\$0.00
Advertisement and Reticulation Marking	\$1,381.09
Reserve Hire - Bond	\$1,000.00
Reserve Hire Application Fees	\$1,882.50
Permits	\$175.00
<b>TOTAL</b>	<b>\$5,192.59</b>

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
State Tee-Ball Championships 2016	\$5,000	11,000	\$0.45
<i>Weetbix Kids TRYathlon 2017 (requested)</i>	<i>\$13,500</i>	<i>6,730</i>	<i>\$2.00</i>
<i>(recommended)</i>	<i>\$12,500</i>		<i>\$1.86</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community

Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 20.3 out of 36.

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

The organisers will provide the following benefits for the recommended cash sponsorship of \$12,500:

- the City to be acknowledged as a supporting sponsor of the event;
- an opportunity for the City to have a dedicated space at the event for leveraging and activation;
- the support of the City to be acknowledged in the events social media;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- a sponsors profile on the event website;
- an opportunity for the City to provide signage at the event;
- the support of the City to be acknowledged in all press releases for the event;
- the Lord Mayor, or representative, to be invited to officiate at the event;
- the support of the City to be verbally acknowledged at the event;
- the City of Perth crest to be included on all print advertising and promotional material;
- the support of the City to be acknowledged in e-newsletters for the event; and
- an opportunity for the City to provide questions for the post-event survey.

**6. Additional benefits to be provided:**

The organisers advise that should Council approve the requested cash sponsorship of \$13,500, no further benefits will be provided.

**Comments:**

The Weet-Bix Kids TRYathlon is an annual children’s sporting event held on Langley Park and in Perth Waters.

Cash sponsorship of \$12,500 is recommended. This represents approximately 5% of the event budget and represents a return on investment for the City for \$85.68 for every sponsorship dollar invested by the City.

<b>Applicant:</b>	Food Truck Rumble		
<b>Event/Project Name:</b>	Food Truck Rumble		
<b>Date and Time:</b>	26-Mar-17		
<b>Location:</b>	Perth Cultural Centre		
<b>Attendance:</b>	15,070		
<b>Ticket Price if applicable</b>	Free to attend		
<b>Total Cost of Event:</b>	\$93,870		
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	11%
<b>Sponsorship Recommended:</b>	Decline		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$1.502	<b>Indirect Return</b> \$2.406M
<b>Previous Acquittal</b>	TRIM 101703/16 (Located on the Elected Members Portal)		

### **Background on Applicant:**

The organisation Food Truck Rumble was created in order to deliver the Food Truck Rumble - the first food truck festival in Perth. The event was first held as part of the City's Eat Drink Perth campaign in 2014 and has been held annually as part of Eat Drink Perth since then.

### **Summary of Event:**

The Food Truck Rumble will be held on Sunday 26 March 2017, from 11.00 am to 8.00pm in the Perth Cultural Centre and Museum Gardens. The event is a food truck and street culture festival featuring food trucks, a breakdancing competition, and music performances by local artists and bands.

The event will operate through lunch and dinner with offerings ranging in price from \$5 to \$15. The street dance competition is proposed to include some international dancers who will compete in the event.

The event was held in 2015 and 2016 and has grown in scale each year. The event has formed one of the events under the Eat Drink Perth campaign. New features of the event in 2017 are as follows:

- live street art demonstrations;
- street performances from buskers and entertainers;
- pop up bar located at the Urban Orchard; and
- a VIP Launch Party.

Organisers advise that local businesses have an option to participate in the event with Lot 20 and Sauma participating in the event in 2016. In 2017, they propose to invite Arthouse Dining (located at the Art Gallery) and Livingstone's Urban Jungle to participate in the event.

### Previous Support (last 5 years)

Year	Amount	Attendance
2015	\$10,000	10,000
2016	\$10,000	15,000

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Japan Festival 2016	\$8,400	15,000	\$0.56
Greek Glendi Festival 2015	\$25,000	20,000	\$1.25
<i>Food Truck Rumble (requested)</i>	<i>\$10,000</i>	<i>15,070</i>	<i>\$0.66</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 19.8 out of 36.

### 5. Benefits to be provided to the City of Perth:

It is recommended that cash sponsorship is declined for this event.

The organisers have advised that they would provide the following benefits for the requested cash sponsorship of \$10,000:

- the City to be recognised as a Major sponsor of the event;
- an opportunity for the City to have a space at the event for the purposes of activation and leveraging;
- the support of the City of Perth to be acknowledged on social media for the event;
- event organisers to promote other City of Perth events or initiatives on the events social media;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;

- a sponsor profile on the official event website;
  - an opportunity for the City to display signage at the event;
  - the support of the City to be acknowledged in all press releases for the event;
  - the support of the City to be verbally acknowledged at the event;
  - the City of Perth crest to be included on all print advertising for the event;
  - the support of the City to be acknowledged in event newsletters;
  - an opportunity for the City to provide questions for inclusion in the post event survey; and
  - the Lord Mayor to be invited to provide a foreword for the official event program.
- 

**Comments:**

2017 will be the fourth year of the Food Truck Rumble. The event has proved to be very popular with larger than anticipated crowds attending each year.

The event has caused some concern amongst the surrounding businesses who feel that food trucks are drawing patronage away from them. In addition the City has had contact from previous participants of the Rumble who have voiced discontent with the way the event was previously managed by the organisers.

Whilst the event has strong visitation and shows a relatively high projected economic return of \$240.60 per sponsorship dollar requested, this event scored low in the assessment process due to concerns around sustainability of the event, the event competing with local businesses, and the lack of support from other funders for the event. It is recommended that cash sponsorship is declined for this event as the assessment panel believes that financial support for a food truck event is not currently a priority within the City's sponsorship or economic development strategies.

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<b>Applicant:</b>	WA Marathon Club		
<b>Event/Project Name:</b>	ASICS Bridges Fun Run		
<b>Date and Time:</b>	Sunday 02 April 2017		
<b>Location:</b>	Langley Park		
<b>Attendance:</b>	3,400		
<b>Ticket Price if applicable</b>	Free to watch, ticket prices from \$10 - \$50		
<b>Total Cost of Event:</b>	\$102,500		
<b>Sponsorship Requested:</b>	\$8,000	<b>City contribution</b>	7%
<b>Sponsorship Recommended:</b>	Decline		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$0.383	<b>Indirect Return</b> \$0.614M
<b>Previous Acquittal</b>	TRIM 209423/16 (Located on the Elected Members Portal)		

### **Background on Applicant:**

The West Australian Marathon Club (WAMC) has been presenting the ASICS Bridges Fun Run since 1976. The WAMC coordinates the run on behalf of Telethon. The aim of the WAMC is to provide a program of well organised, safe and diverse events enabling distance runners of all ages and abilities to achieve excellence while developing club spirit.

### **Summary of Event:**

The 2016 ASICS Bridges Fun Run will be held on Langley Park and shared footpaths on Sunday 2 April 2017, from 7.30 am to 10.00am.

The run is presented in two categories – a 5km walk or run, and a 10km walk or run. The 5km run begins in South Perth, takes a course over the Causeway, along the path to cross the Windan Bridge, along the riverbank path through East Perth and back to Langley Park. Organisers anticipate that 3,000 people will participate in the event, with an additional 1,400 spectators.

The 10km event will start in Langley Park with runners heading anti-clockwise on shared paths, across the Swan River over the Narrows Bridge, head along the South Perth Foreshore, recrossing at the Causeway and finishing back in Langley Park.

The ASICS Bridges Fun Run is a fundraising event and, as in previous years, all proceeds from the event will be donated to Telethon.



### Previous Support (last 5 years)

Year	Amount	Attendance
2012	\$6,500	3,045
2013	\$6,500	2,993
2014	\$6,500	2,502
2015	\$6,750	996
2016	\$6,750	1,106

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
HBF Run for a Reason 2016	26,500	33,744	\$0.78
State Tee Ball Championships 2016	\$5,000	11,000	\$0.45
<i>ASICS Bridges Fun Run (requested)</i>	<i>\$8,000</i>	<i>3,400</i>	<i>\$2.35</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 19.2 out of 36.

### 5. Benefits to be provided to the City of Perth:

It is recommended that cash sponsorship is declined for this event.

The organisers have advised that they would provide the following benefits for the requested cash sponsorship of \$8,000:

- the City of Perth to be recognised as a supporting sponsor of the event;
- an opportunity for the City to have a space at the event for activation and leveraging activities;
- the support of the City to be acknowledged on social media for the event;
- an opportunity for organisers to promote other City of Perth activities on their social media;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;

- the City of Perth crest to appear on all promotional material for the event, including e-newsletters;
  - an opportunity for the City to display signage at the event;
  - the support of the City to be acknowledged in all press releases and media activities for the event;
  - an opportunity for the Lord Mayor, or representative, to officiate at official event functions; and
  - the support of the City of Perth to be verbally acknowledged at the event.
- 

**Comments:**

The ASICS Bridges Fun Run is a well-known community charity event with a long history within the city. The event is not dependent on funding to proceed - proceeds of the event are donated to Telethon and organisers advise that the City's support enables a larger donation to Telethon than would otherwise be possible. The City currently supports Telethon through an existing City of Perth Parking Partnership and associated donation worth \$79,180 in cash and in kind support.

This event scored low in the assessment process and delivers a relatively small return on investment for the requested sponsorship dollars at \$66 per dollar invested. The City is taking a critical look at its sponsorship portfolio and the return on investment it delivers.

It is recommended that cash sponsorship is declined for this event.

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<b>Applicant:</b>	WA Squash				
<b>Event/Project Name:</b>	Perth International Squash Challenge				
<b>Date and Time:</b>	26 - 28 May 2017				
<b>Location:</b>	Terrace Squash				
<b>Attendance:</b>	470				
<b>Ticket Price if applicable</b>	N/A				
<b>Total Cost of Event:</b>	\$22,000				
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	45%		
<b>Sponsorship Recommended:</b>	Decline				
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$0.189M	<b>Indirect Return</b>	\$0.323M	
<b>Previous Acquittal</b>	TRIM 117212/16 (Located on the Elected Members Portal)				

### **Background on Applicant:**

The Squash Rackets Association of WA Inc. (trading as WA Squash) aims to administer and grow the sport of squash in Western Australia. The Western Australian Open has been the premier event of the Western Australian Squash calendar since 1951. The event was traditionally conducted at various squash courts around Western Australia. In 2006, the event was upgraded in an effort to attract additional players from interstate and overseas. The annual International Squash Challenge event combines the WA Open and the International Men's and Women's events.

### **Summary of Event:**

WA Squash are presenting the 2017 International Squash Challenge at the Terrace Squash Centre, East Perth, from Friday, 26 May 2017 to Sunday 28 May 2017.

The tournament is registered as a professional event for players from Australia and overseas and comprises the following components:

- Professional Squash Association (PSA) – the elite men's competition for world ranked players, including international competitors;
- Women's International Squash Players Association (WISPA) tour; and
- WA Squash open events for state and national competitors.

Event organisers estimate that the tournament will attract approximately 140 participants and 350 spectators in 2017, with up to 50 of these from interstate or overseas.

Attendees who travel for the event are either billeted or are provided with accommodation in the city. The event offers cash prize money of USD\$5,000 to the winners of both the PSA and WISPA competitions. Smaller cash prizes are awarded to division winners.

### Previous Support (last 5 years)

Year	Amount	Attendance
2011	\$5,000	350
2012	\$5,000	350
2013	\$5,000	350
2014	\$5,130	350
2015	\$5,000	350

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
City of Perth Triathlon 2016	\$5,000	5,800	\$0.86
State Tee-Ball Championships	\$5,000	11,000	\$0.45
<i>Perth International Squash Challenge (requested)</i>	<i>\$10,000</i>	<i>470</i>	<i>\$21.28</i>

### Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 14.75 out of 36.

### 5. Benefits to be provided to the City of Perth:

The organisers will provide the following benefits for the requested cash sponsorship of \$10,000:

- naming rights to the event as the City of Perth International Squash

Challenge;

- the support of the City of Perth to be acknowledged on the event's social media;
  - an opportunity for the City to provide signage for the event;
  - the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
  - event organisers to promote other City of Perth activities and initiatives online;
  - the support of the City of Perth to be acknowledged in all press releases for the event;
  - provision of a confirmed attendee list prior to the event;
  - the support of the City to be verbally acknowledged at the event; and
  - the City of Perth crest to appear on all posters and flyers for the event.
- 

**Comments:**

The International Squash Challenge has been held in the city since 1996, with the City of Perth supporting the event since that time.

The event rated poorly in the assessment panel as it does not meet many of the City's marketing objectives, does not increase visitation and activation in the City, has extremely niche marketing and promotional profile with no mainstream media coverage and does not increase economic investment in the city. Sponsorship of the event at the requested level would give the City a low return on investment of \$32.30 for every sponsorship dollar invested. It is recommended that cash sponsorship is declined for this event.

It should be noted that the national governing body Squash Australia has similarly withdrawn cash support for the Perth event.

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<b>Applicant:</b>	WA Fujian Association Inc.		
<b>Event/Project Name:</b>	Chinese Lantern Festival (this is a different event to the Lantern Festival already approved by Council for Wellington Square.		
<b>Date and Time:</b>	Friday 10 February 2017, 5.00pm to 9.00pm		
<b>Location:</b>	Forrest Place and Murray Street		
<b>Attendance:</b>	550		
<b>Ticket Price if applicable</b>	Free		
<b>Total Cost of Event:</b>	\$40,400		
<b>Sponsorship Requested:</b>	\$8,400	<b>City contribution</b>	21%
<b>Sponsorship Recommended:</b>	Decline		
<b>REMPAN Economic Impact</b>	<b>Direct Return</b>	\$0.053M	<b>Indirect Return</b> \$0.085M
<b>Previous Acquittal</b>	N/A		

### **Background on Applicant:**

The WA Fujian Association (WAFA) is a not-for-profit organisation established in 2008. The Association comprises a membership of individuals from the Fujian province of China, and aims to develop business, assist members to merge into mainstream society, organise cultural and charitable activities and promote bilateral economic and cultural exchanges between China and Australia, expanding its social and political influences.

### **Summary of Event:**

WAFA plans to hold the Chinese Lantern Festival on Friday 10 February 2017 in Forrest Place. The event will be a celebration of a traditional Chinese Festival with the wider community. Organisers plan to include dragon dancing and traditional Chinese instrument performances, and anticipate an attendance of 550 at the event.

Organisers will hang the lanterns in Forrest Place for two - three days after the event.

The event is scheduled to occur during Chinese New Year in 2017. WAFA advise that many Chinese Families will be in Perth visiting their family at that time and are likely to attend the Lantern Festival.

## Previous Support

The event has not previously been supported by the City of Perth.

## Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Songkran Festival 2015	\$10,988	6,000	\$1.83
Japan Festival 2016	\$8,400	15,000	\$0.56
<i>Chinese Lantern Festival (requested)</i>	<i>\$8,400</i>	<i>550</i>	<i>\$15.27</i>

## Assessment of Application (Events):

Criterion
Increase visitation to the city
Encourage use of the city's public spaces
Generates free events
Increases activity and tourism within the City of Perth
Provide economic benefits to businesses within the municipality
Provide cultural and entertainment opportunities to the local community
Promotes Perth as the premier destination for business, entertainment, and culture
Adequate benefits/ recognition for the City
Organisation has ability/ capacity to deliver event

The assessment panel scored this event 14 out of 36.

## 5. Benefits to be provided to the City of Perth:

It is recommended that cash sponsorship is declined for this event. The organisers would provide the following benefits for the requested cash sponsorship of \$8,400:

- the City of Perth to receive naming rights to the event;
- an opportunity for the City to carry out on site activities at the event;
- the support of the City of Perth to be acknowledged in social media for the event;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- a sponsor profile on the event website;
- an opportunity for the City to provide signage at the event;
- the support of the City to be acknowledged in all media releases for the event;
- an opportunity for the Lord Mayor, or representative, to speak at the event; and
- the City of Perth crest to appear on all print and outdoor advertising.

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**Comments:**

The Chinese Lantern Festival is a very small scale event which is unlikely to provide much benefit in the way of activation or economic spend for the City, with a projected return on investment of \$10.11 per person for the level of sponsorship requested from the City. The City is currently investigating support for a significant scale lantern event to be held at Wellington Square over many months in summer and autumn.

Event organisers have not spoken to City of Perth Marketing Officers about the availability of Forrest Place for the event on this date, and it is subsequently unavailable for the event due to Twilight Hawker Markets. The event organisers have not demonstrated to the panel that they have the experience necessary to run a successful event and for this reason it is recommended that cash sponsorship is declined for the event.

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CONFIDENTIAL SCHEDULE 7  
ITEM 4 – EVENT SPONSORSHIP 2016/17 – ROUND TWO  
ASSESSMENT

FOR THE MARKETING, SPONSORSHIP AND  
INTERNATIONAL ENGAGEMENT COMMITTEE MEETING

29 NOVEMBER 2016

DISTRIBUTED TO ELECTED MEMBERS UNDER  
SEPARATE COVER

## ITEM NO: 5

### ARTS AND CULTURAL SPONSORSHIPS 2016/17 – ROUND TWO ASSESSMENT

**RECOMMENDATION:** (APPROVAL)

***That Council:***

**1. *approves Round Two Arts and Cultural Sponsorship for 2016/17 to the following applicants:***

**1.1 *Arts Projects – Round Two:***

**1.1.1 *Emma Humphreys, \$6,000;***

**1.1.2 *WA Youth Jazz Orchestra Inc. \$3,000;***

**1.1.3 *Music Book Stories Inc. \$7,000; and***

**1.1.4 *Uniting Church in the City, \$10,000.***

**1.2 *Creative Community Projects – Round Two:***

**1.2.1 *Ausdance WA Inc. \$9,500;***

**1.2.2 *Camera Story, \$9,000; and***

**1.2.3 *Badlands Bar, \$9,000.***

**1.3 *Arts and Cultural Sponsorship – Round Two:***

**1.3.1 *STRUT Dance, \$12,500;***

**1.3.2 *RTRFM, \$5,000; and***

**1.3.3 *The Last Great Hunt, \$15,000.***

**2. *approves the applicants listed in part one above being required to provide the benefits to the City of Perth as outlined in the Arts and Cultural Sponsorship Assessment Report attached as Schedule 8;***

**3. declines Round Two funding of Arts & Cultural Sponsorship for 2016/17 to the applicants as follows:**

**3.1 Catface Productions for “Catface Productions Fringe World 2017 Program”;**

**3.2 Imaginarium Virtual Reality PTY LTD for “EVR ARK”;**

**3.3 Association of Australian Gallery Guiding Organisations for “AAGGO Conference”;**

**3.4 The Song Room for “Community Connections in Perth”; and**

**3.5 Propel Youth Arts WA for “MOSAIC 2017”.**

**BACKGROUND:**

FILE REFERENCE:	P1032432#02
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	10 November 2016
MAP/SCHEDULE:	Schedule 8 – Assessment Schedule Confidential Schedule 9 – List of Funding Sources

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

This report details the assessment of applications for the second round of arts and cultural sponsorship funding for the 2016/17 financial year.

Each application was assessed by a four person panel according to the criteria outlined in Policy 18.8 and within the program guidelines. The assessment panel comprised the Manager Business Support and Sponsorship, Manager Arts, Culture and Heritage, Development and Activation Coordinator and an external arts industry peer. The amount of funding requested was considered in relation to the benefits to be received in return for sponsorship.

Schedule 8 provides a detailed analysis of each application with reasons for the recommendation of support or refusal.

Confidential Schedule 9 provides details of confirmed, unconfirmed or declined funding sought for each project from other providers.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning  
and Reporting  
Framework  
Implications  
Policy**

**Corporate Business Plan**

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

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

**DETAILS:**

The arts and cultural sponsorship round was considered competitive with 17 applications received. Two applications received were subsequently withdrawn prior to assessment.

The remaining 15 applications requested a total sponsorship of \$185,018 with an available budget of \$87,899. All applications were assessed by a four person assessment panel.

Eight applications were received from first time applicants.

10 applications are recommended for approval and five for decline.

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

**APPLICATIONS RECOMMENDED FOR APPROVAL**

<b>Arts Project Grants – Round 2 - Budget</b>			
<b>Applicant</b>	<b>Project</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
Emma Humphreys	The Feast of Bacchus	\$8,000	\$6,000
WA Youth Jazz Orchestra	WAYJO's Perth City Concerts	\$10,000	\$3,000
Music Book Stories	<i>Teacup- One Boy's Story of Leaving his Homeland</i>	\$7,260	\$7,000
Uniting Church in the City	Stations of the Cross	\$10,000	\$10,000
<b>Total Arts Project Grants Round 2</b>		<b>\$32,560</b>	<b>\$26,000</b>

<b>Creative Community Project Grants – Round 2</b>			
<b>Applicant</b>	<b>Project</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
Ausdance WA Inc.	Australian Dance Week	\$10,000	\$9,500
Camera Story	See the Whole World in the City of Perth	\$10,000	\$9,000
Badlands Bar	City Limits Festival	\$10,000	\$9,000
<b>Total Creative Community Grants Round 2</b>		<b>\$30,000</b>	<b>\$27,500</b>

<b>Sponsorship (Project/Program) – Round 2</b>			
<b>Applicant</b>	<b>Project</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
STRUT Dance	One Flat Thing, Reproduced	\$20,000	\$12,500
RTRFM	In the Pines- 40 <sup>th</sup> Anniversary Edition	\$20,000	\$5,000
The Last Great Hunt	WILD WILD LOVE and GOOD PEOPLE DO BAD DANCE	\$20,000	\$15,000
<b>Total Sponsorship (Project/Program) Round 2</b>		<b>\$60,000</b>	<b>\$32,500</b>

### APPLICATIONS RECOMMENDED FOR REFUSAL

<b>Applicant</b>	<b>Project</b>	<b>Requested / Refused</b>
Catface Productions	Catface Productions Fringe World 2017 Program	\$10,000
Imaginarium Virtual Reality Pty Ltd	EVR ARK	\$10,000
Association of Australian Gallery Guiding Organisations	AAGGO Conference	\$10,000
The Song Room	Community Connections in Perth	\$9,758
Propel Youth Arts WA	MOSAIC 2017	\$20,000

### FINANCIAL IMPLICATIONS:

ACCOUNT NO:	93C480007901
BUDGET ITEM:	Cultural Sponsorship – Arts Partnerships
BUDGET PAGE NUMBER:	85
BUDGETED AMOUNT:	\$1,285,000
AMOUNT SPENT TO DATE:	\$ 771,851
PROPOSED COST:	\$ 86,000
BALANCE:	\$ 427,149

All figures in this report are exclusive of GST.

## **COMMENTS:**

The City of Perth received a strong response for the second round of arts and cultural sponsorship applications. All applications have been assessed and recommendations for funding have been provided for the Council's consideration.

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

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

The proposed projects are representative of a broad range of arts and cultural activity and appeal to diverse audiences many of which encourage non-artists to participate in cultural activity. These projects include visual art exhibitions, photography workshops, installations, contemporary dance and theatre performance.

The assessment panel took an approach of supporting the strongest applications to a high level to enable the events to grow and deliver on the benefits for the City, and to decline those events where there was little evidence of potential benefit, activation and economic return for the City of Perth. This approach will allow the City of Perth to transition to a well-balanced, high performing portfolio with clear and identifiable benefits and return on investment.

A total budget allocation of \$87,999 is available to support projects through Arts and Cultural Sponsorship Program - Round Two, a total investment of \$86,000 representing 10 activities is recommended for approval.



City of Perth

# Arts and Cultural Sponsorship Program

## Round Two 2016/17

### Arts Projects Grants

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

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

#### Assessment Criteria

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



### Arts and Cultural Sponsorship Evaluation Form

#### Arts Projects

<b>Applicant:</b>	Emma Humphreys			
<b>Event/Project Name:</b>	Feast of Bacchus			
<b>Date and Time:</b>	7.00pm, 8.00pm and 9.00pm, Thursday, 9 February to Sunday 19 February 2016			
<b>Location:</b>	Queen's Gardens			
<b>Attendance:</b>	1,800			
<b>Ticket Price if applicable</b>	FREE for 6000 postcode; Adult \$32.90 Concession \$28.90; Group Discount \$25.90.			
<b>Total Cost of Event:</b>	\$53,000			
<b>Sponsorship Requested:</b>	\$8,000	<b>City contribution</b>	15%	
<b>Sponsorship Recommended:</b>	\$6,000			
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$174,600	<b>Indirect Return</b>	\$277,000
<b>Previous Acquittal</b>	TRIM 132532/16 (Located on the Elected Members Portal)			

#### Background on Applicant:

Emma Humphries is a film maker, theatre professional and recipient of the Bill Warnock Award for screen writing. Her first feature film starring Bud Tingwell screened at the Sydney Film Festival, Revelation Film Festival and at numerous other film festivals throughout the US.

Humphries has developed considerable ability in her field of interactive theatre and site-based performances in non-traditional performance spaces. In 2013 she commenced *Hunted: the Interactive Horror Experience*, a unique walk through horror theatre performance. The concept has garnered a following in Western Australian and Humphries developed four new productions in its

## Arts and Cultural Sponsorship Program

first 12 months. The production *Tarot* played for six seasons between 2008 and 2010 at various locations around Perth. In 2015, Humphries presented *Hall of Shadows* at the Perth Town Hall, and *Court of Shadows* at Old Courthouse Law Museum.

Humphreys performances have toured nationally and in 2017, her work will tour New Zealand and the UK. Humphries is applying for sponsorship as a sole trader.

### Summary of Event:

*The Feast of Bacchus* is a new interactive theatre performance written and directed by Emma Humphreys and performed by a cast of Western Australian professional actors. *The Feast of Bacchus* focuses on ancient legends, folk tales and revelry.

*The Feast of Bacchus* will combine elaborate costumes with movement and music to set the scene for the ancient festival of Bacchanalia. Audiences must choose between two polarising forces, the devotees of Bacchus, who praise self-expression as the highest of virtues or the Senecans, cultivating an orderly approach to life. The choice the audience makes will impact the outcome of the performance.

### Previous Support (last five years)

Year	Amount	Participants	Attendance
2015/16	\$5,500	7	582
2014/15	\$5,500	11	491

### Assessment of Application (Arts Project):

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

The assessment panel scored this activity 24 out of 32.

### 5. Benefits to be provided to the City of Perth:

The organiser will provide the following benefits for the recommended cash sponsorship of \$6,000:

- Supporting rights, to be cited as "*The Feast of Bacchus* proudly supported by City of Perth";

## Arts and Cultural Sponsorship Program

- licence to use event crest images and/or trademark for sponsors promotion, advertising, or other leverage activities;
  - City of Perth support to be acknowledged in social media coverage;
  - promotion of City of Perth activities through social media, e-newsletter and website;
  - City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
  - City of Perth sponsor profile on the event website;
  - City of Perth signage displayed at the location;
  - inclusion in all media releases and other media activity;
  - inclusion of City of Perth crest in all print, outdoor and broadcast advertising;
  - inclusion of City of Perth crest in all promotional material including posters and flyers;
  - unlimited access to event database;
  - opportunity to include content in e-newsletters;
  - access to research, data, images and video for use at the City's discretion; and
  - opportunity to provide questions on event surveys.
- 

### **Comments:**

Emma Humphreys has demonstrated a successful history of producing high quality immersive theatre experiences in site-specific venues. This performance season represents a unique opportunity to activate an under-utilised space and provides an opportunity to support a local artist to extend her practice.

Based on the successful acquittal of past projects, the popularity of interactive theatre performances locally and Emma Humphreys' large social media network, it is anticipated that Feast of Bacchus will attract the estimated audience.

Cash sponsorship of \$6,000 is recommended. This amount represents a contribution of 11% of the total project budget and a direct return on investment for the City of \$29 for every sponsorship dollar invested.

### Arts and Cultural Sponsorship Evaluation Form

#### Arts Projects

<b>Applicant:</b>	WA Youth Jazz Orchestra Inc.		
<b>Event/Project Name:</b>	WAYJO's Perth City Concert Series		
<b>Date and Time:</b>	Wednesday 1 February to Friday 3 February and Thursday 4 May 2017		
<b>Location:</b>	Fringe World Temporary Venue (TBC) and Perth Concert Hall		
<b>Attendance:</b>	1,825		
<b>Ticket Price if applicable</b>	Perth Concert Hall \$10; and Hip Hop Hooray \$35.		
<b>Total Cost of Event:</b>	\$44,756		
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	22%
<b>Sponsorship Recommended:</b>	\$3,000		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$177,025	<b>Indirect Return</b> \$281,000
<b>Previous Acquittal</b>	TRIM 13329/14 (Located on the Elected Members Portal)		

#### **Background on Applicant:**

W.A. Youth Jazz Orchestra (WAYJO) is a not-for-profit organisation, formally established in 1984. The organisation provides unique opportunities for talented young jazz players in WA, aged 14-25, to reach their creative potential and gain invaluable performance experience. Young musicians are auditioned each year and successful musicians are rewarded with career-defining experiences including touring, training, recording and performing with world-class guest artists.

Many WAYJO alumni have gone on to successful careers in the music industry both locally and internationally.

### Summary of Event:

WAYJO has applied for sponsorship of two projects.

#### *Hop Hop Hooray (request \$3,000)*

*Hop Hop Hooray* is a collaborative project developed by WAYJO alumnus Brendon Grey and featuring some of Australia’s top emerging MCs, Coin Banks, Silvertongue, Marksman Lloyd, Hyclass and Alex Ford. The collaboration will showcase original hip hop with a live band, including horn section, DJ and vocalists.

*Hop Hop Hooray* will comprise of three performances located in a Fringe World temporary venue within the City of Perth.

WAYJO presented an early version of this project as the Premiss Collective at the State Theatre Centre of WA. As a result of its success, WAYJO would like to remount the collaboration during Fringe World Festival to introduce new audiences to the art form.

#### *Act-Belong-Commit Concert for schools at Perth Concert Hall (request \$7,000)*

WAYJO’s orchestras, comprising of approximately 36 musicians will play a concert at Perth Concert Hall in collaboration with guest artists as the highlight to WAYJO’s Education Program.

Guest artists are yet to be confirmed. This concert represents a renewed effort by WAYJO to develop its education program.

### Previous Support (last five years)

Year	Amount	Participation	Attendance
2012/13	\$4,000	19	514
2011/12	\$3,000	40	762

### Assessment of Application (Arts Project):

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

The assessment panel scored this activity 25 out of 32.

### 5. Benefits to be provided to the City of Perth:

The organisers will provide the following benefits for the recommended cash sponsorship of \$3,000:

- Supporting rights, to be cited as "*Hip Hop Hooray* proudly supported by City of Perth";
- promotion of City of Perth activities through WAYJO social media, e-newsletter and/or website;
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- City of Perth signage displayed at the venue (to be delivered and collected by City of Perth at no cost to WAYJO);
- verbal recognition of City of Perth support;
- inclusion of City of Perth crest in all promotions and advertising including posters, flyers etc.

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#### Comments:

*Hip Hop Hooray* presents an opportunity for WAYJO musicians to utilise their improvisational skills and attract new audiences in an accessible setting.

Whilst the *Act-Belong-Commit for schools at Perth Concert Hall* performance meets the objectives of the Arts Project category, the panel noted that Healthway is likely to be awarded naming rights to the schools concert program. It was determined that the City's support for this component would result in reduced exposure for the City due to the shared nature of the arrangement.

Cash sponsorship of \$3,000 to support *Hip Hip Hooray* is recommended. This amount represents a contribution of 7% of the total project budget.

## Arts and Cultural Sponsorship Program

### Arts and Cultural Sponsorship Evaluation Form

#### Arts Projects

<b>Applicant:</b>	Music Book Stories Inc.			
<b>Event/Project Name:</b>	Teacup – One Boy’s Story of Leaving his Homeland			
<b>Date and Time:</b>	Friday 27 January to Sunday 29 January 2017			
<b>Location:</b>	State Library of WA - theatrette			
<b>Attendance:</b>	1,000			
<b>Ticket Price if applicable:</b>	\$12 adult; \$10 children; \$38 family; \$9 each groups of 6+; \$6 each - Special Promo*, friends, and Rushtix will be offered depending on number of ticket sales as 2 for 1 or 50% off; and *special promo discounts to a number of groups ie WA Deaf Society members for shows with Auslan Interpreters).			
<b>Total Cost of Event:</b>	\$60,520			
<b>Sponsorship Requested:</b>	\$7,260	<b>City contribution</b>	12%	
<b>Sponsorship Recommended:</b>	\$7,000			
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$97,000	<b>Indirect Return</b>	\$154,000
<b>Previous Acquittal</b>	N/A			

#### Background on Applicant:

Music Book Stories Inc. is a Perth not-for-profit organisation committed to educating and encouraging young people’s enjoyment, understanding and appreciation of literature, music and art.

## Arts and Cultural Sponsorship Program

Music Book Stories members include Danielle Joynt, an early childhood specialist and author of Cantaris Early Childhood Music Resource web program. Joynt studied Trombone performance at the Canberra School of Music, Australian National University and attended Kodaly Institute in Kecskemet, Hungary and is widely regarded as one of Australia's most senior early childhood specialist. Other members include internationally trained performers and musicians.

### Summary of Event:

*Teacup – One Boy's Story of Leaving His Homeland* is a new work based on the award winning picture book written by Rebecca Young and illustrated by Matt Ottley.

The narrative will be combined with evocative live music, projections, spoken word and song and explores themes of migration and displacement.

Music Book Stories is commissioning Matt Ottley to compose new music for the performance, with additional lyrics composed by author Rebecca Young. The live music will be performed by two singers and a chamber ensemble comprised of cello, double bass, violin and piano.

*Teacup* will be presented during the school holidays and as part of Fringe World to capitalise on broad audiences open to new cultural experiences. A free exhibition of Ottley's original art works will be displayed in the State Library exhibition space throughout the performance season.

*Teacup* has multisensory appeal and will be accessible to people with disabilities, afternoon performances on Friday and Saturday will include Auslan interpreters and discounts will be offered to WA Deaf Society members.

### Previous Support (last five years)

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

### Assessment of Application (Arts Project):

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



The assessment panel scored this activity 25 out of 32.

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

The organisers will provide the following benefits for the recommended cash sponsorship of \$7,000:

- Supporting rights, to be cited as "*Teacup - One Boys' Story of Leaving his Homeland* proudly supported by City of Perth";
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- City of Perth signage displayed at the venue;
- verbal recognition of City of Perth support;
- inclusion of City of Perth crest in all promotions and advertising including posters, flyers;
- promotion of City of Perth activities through social media, e-newsletter and/or website.

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### Comments:

*Teacup* represents a new hybrid art work based on the highly awarded book by Australian author Rebecca Young.

The project is well planned and the requested contribution represents a proportionate level of funding.

Cash sponsorship of \$7,000 is recommended. This amount represents a contribution of 12% of the total project budget and a return on investment for the City of \$13.80 for every sponsorship dollar invested.

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### Arts and Cultural Sponsorship Evaluation Form

#### Arts Projects

<b>Applicant:</b>	Uniting Church in the City		
<b>Event/Project Name:</b>	Stations of the Cross		
<b>Date and Time:</b>	Friday 7 April to Monday 17 April 2017		
<b>Location:</b>	Wesley Church		
<b>Attendance:</b>	3,000		
<b>Ticket Price if applicable:</b>	FREE		
<b>Total Cost of Event:</b>	\$62,100		
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	16%
<b>Sponsorship Recommended:</b>	\$10,000		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$291,000	<b>Indirect Return</b> \$1,254,000
<b>Previous Acquittal</b>	TRIM 109958/15 (Located on the Elected Members Portal)		

#### Background on Applicant:

The Uniting Church in the City (UCIC) is a city based congregation of the Uniting Church in Australia. UCIC is a registered charity organisation and has provided an ABN.

UCIC has identified the objectives of Stations of the Cross as:

- an artistic offering to the people of Perth; and
- to create a reflective space that allows conversations so that we gain a better understanding of our journey as humans together.

#### Summary of Event:

*Stations of the Cross 2016* is the 8<sup>th</sup> annual exhibition depicting a Christian tradition, Stations of the Cross.

## Arts and Cultural Sponsorship Program

Fifteen artists have been invited to present works that invite the community to reflect on the significant questions of existence and mortality. Experienced Curator, Claire Bushby has been appointed to oversee the selection of the artists and their progress. By restricting participation to Western Australian Artists who have not been selected to exhibit for *Stations of the Cross* previously, the exhibition presents a unique professional development for emerging and mid-career artists.

*Stations of the Cross* refer to an artistic representation, often sculptural, depicting Jesus carrying a cross to his crucifixion. The tradition of *Stations of the Cross* originates from as early as the 5<sup>th</sup> century and continues to be a significant Christian tradition and an important aspect of Art History studies.

Of the 15 artists involved, at least one Indigenous artist and one emerging artist will be invited to exhibit. Each artist will be paid \$400 as an acknowledgment of their effort. The artists will provide their three most preferred stations, and the curator will endeavor to allocate each participant with their preferred subject. Should the artist request, their work may be available for sale. No commission will be charged and no fees sought by UCIC.

### Previous Support (last five years)

Year	Amount	Participants	Attendance
2015/16	\$8,000	60	1,968
2014/15	\$8,000	49	2,157

### Assessment of Application (Arts Project):

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

The assessment panel scored this activity 25 out of 32.

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

The organisers will provide the following benefits for the recommended cash sponsorship of \$10,000:

- Supporting rights, to be cited as "*Stations of the Cross* proudly supported by City of Perth"
- City of Perth support to be acknowledged in social media coverage;
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- City of Perth sponsor profile to appear on event website;
- City of Perth signage displayed at the venue (to be delivered and collected by City of Perth at no cost to UCIC);
- verbal recognition of City of Perth support;
- opportunity for the Lord Mayor or representative to officiate at the opening event;
- inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers, media releases.

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### Comments:

*Stations of the Cross* is considered a high quality visual arts platform for emerging and mid-career Western Australian artists to gain exposure to broad audiences. The exhibition is free to attend and adds vibrancy to the CBD. The exhibition attracts large numbers of tourists visiting the city, estimated to be 39% of the total exhibition audience (based on UCIC surveys). This incidental engagement with the exhibition enhances the cultural profile of the city.

Cash sponsorship of \$10,000 is recommended. This amount represents a contribution of 16% of the total project budget and a return on investment for the City of \$29.10 for every sponsorship dollar invested.

## Arts and Cultural Sponsorship Program

### Arts and Cultural Sponsorship Evaluation Form Arts Projects

<b>Applicant:</b>	Levon Polinelli trading as Catface Productions		
<b>Event/Project Name:</b>	Catface Productions Fringe World 2017 Program		
<b>Date and Time:</b>	Friday, 20 January to Sunday, 19 February 2017		
<b>Location:</b>	Noodle Palace and Central Institute of Technology		
<b>Attendance:</b>	3,680		
<b>Ticket Price if applicable</b>	\$20 tickets with some shows offering cheaper preview night tickets or discounts for groups of 6+ \$17.50.  Trivia Death Match \$25 groups of 6+ \$20-21.		
<b>Total Cost of Event:</b>	\$35,600		
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	28%
<b>Sponsorship Recommended:</b>	Decline		
<b>REMPAN Economic Impact</b>	<b>Direct Return</b>	\$357,000	<b>Indirect Return</b> \$566,000
<b>Previous Acquittal</b>	N/A		

#### Background on Applicant:

Levon Polinelli is applying as an individual/sole trader trading as Catface Productions. Catface Productions will produce eleven local shows in the 2017 Fringe World Festival. Polinelli is an experienced theatre and comedy writer, he wrote, directed and produced Werewolf Priest! The lamentable Ballad of Father Hank Grimby presented at the Blue Room Theatre in 2014. Ben Elton described the work as “quite possibly one of the most fun and entertaining things I’ve ever seen.” Polinelli has previously been nominated for a Fringe World Award.

### Summary of Event:

Catface Productions will present eleven shows as part of Fringe World 2017. The venture will provide writing, directing and performance opportunities for 20 local artists. The program comprises of various genres including comedy, game shows, rock opera, theatre and variety acts.

Whilst some of the proposed performances do not yet have a confirmed venue, it is expected that at least 32 performances will be programmed as part of Fringe World at Fringe World venues Noodle Palace and Central Institute of Technology.

### Previous Support (last five years)

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

### Assessment of Application (Arts Project):

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

The assessment panel scored this activity 21 out of 32.

### 5. Benefits to be provided to the City of Perth:

The program is not recommended for support; however the organisers will provide the following benefits for the requested cash sponsorship of \$10,000:

- Supporting rights, to be cited as "*Catface Productions Fringe World 2017 Program* proudly supported by City of Perth"
- City of Perth support to be acknowledged in social media coverage;
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- City of Perth sponsor profile to appear on event website;
- City of Perth crest displayed on theatre screen;
- inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers, media releases.

### **Comments:**

Whilst the panel accepts that Levon Polinelli is a talented local writer and producer, it was noted that the City already provides substantial cash support directly to Artrage Inc. and Blue Room Theatre Company to support infrastructure and programming in relation to Fringe World Festival. The proposed budget identifies costs associated with registrations, venue hire, sets and marketing and promotion, and provided limited provision for artist fees. The project is not recommended for support.

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### Arts and Cultural Sponsorship Evaluation Form

#### Arts Projects

<b>Applicant:</b>	IMAGINARIUM VIRTUAL REALITY PTY LTD		
<b>Event/Project Name:</b>	EVR ARK		
<b>Date and Time:</b>	10am – 4pm, Thursday, 26 January to Sunday, 29 January 2017		
<b>Location:</b>	TBC Perth Town Hall foyer or City Arts Space		
<b>Attendance:</b>	640		
<b>Ticket Price if applicable</b>	FREE		
<b>Total Cost of Event:</b>	\$14,000		
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	71%
<b>Sponsorship Recommended:</b>	Decline		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$62,000	<b>Indirect Return</b> \$98,000
<b>Previous Acquittal</b>	N/A		

#### Background on Applicant:

Imaginarium Virtual Reality PTY LTD is the events arm of Frame Mixed Reality, a digital production studio that creates augmented reality, virtual reality and mixed reality experiences. Frame Mixed Reality, an Australian Private Company, aims to make Perth a creative hub for virtual reality and other associated technology, and build a local, viable and sustainable creative industry that provides world-class virtual reality experiences, stories and artistic work.

In 2015 Imaginarium developed an award winning augmented reality app in collaboration with West Coast Institute and the Returned and Services League of WA. The app shares the fictional character ANZAC Tom's experiences as a soldier and was developed as a commemoration and educational tool.



### Summary of Event:

*EVR ARK*, an interactive virtual reality project and installation will be an immersive participatory virtual reality experience. *EVR ARK* is a virtual and digitised eco-city that invites participants to bring their own thoughts, beliefs and attitudes to shape the evolution of the *EVR ARK*.

The project will be free for the public to attend.

### Previous Support (last five years)

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

### Other funding

The project does not identify any other sources of funding. The applicant is contributing \$4,000 cash to the project budget.

### Assessment of Application (Arts Projects):

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

The assessment panel scored this activity 16 out of 32.

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

The program is not recommended for support; however the organisers will provide the following benefits for the requested cash sponsorship of \$10,000:

- Presenting rights, to be cited as "*EVR ARK* proudly presented by City of Perth"
- City of Perth support to be acknowledged in social media coverage;
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- City of Perth sponsor profile to appear on event website;

- City of Perth signage to be displayed on-site;
  - inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers, media releases; and
  - Invitation for the Lord Mayor to officially open the event.
- 

### Comments:

Whilst the applicant has a successful history of developing virtual reality experiences, and has attracted significant funding for other projects, the *EVR ARK* project budget has not identified any other sources of income and is therefore considered a high risk project.

The panel noted that the application does not provide sufficient artistic rationale to assess its artistic merits. Additionally no supporting documentation has been provided that indicates a suitable level of project development. The project is not recommended for support.

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### Creative Community Grants

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

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

#### Assessment Criteria (Creative Community Projects)

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

### Arts and Cultural Sponsorship Evaluation Form

#### Creative Community

<b>Applicant:</b>	Ausdance WA Inc.		
<b>Event/Project Name:</b>	Australian Dance Week		
<b>Date and Time:</b>	Saturday 29 April to Friday 5 May 2017		
<b>Location:</b>	Perth Cultural Centre and Kings Street Arts Centre		
<b>Attendance:</b>	6,000		
<b>Ticket Price if applicable:</b>	FREE		
<b>Total Cost of Event:</b>	\$25,750		
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	39%
<b>Sponsorship Recommended:</b>	\$9,500		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$582,000	<b>Indirect Return</b> \$922,000
<b>Previous Acquittal</b>	TRIM 136174/15 (Located on the Elected Members Portal)		

#### **Background on Applicant:**

Ausdance WA is a membership organisation based in the King Street Arts Centre. Ausdance WA supports both the professional and non-professional dance community. Core activities include advocacy and sector development, information resources for members, networking and consultancy services. With project funding and sponsorship Ausdance WA initiates community based dance projects that develop and profile Ausdance WA's diverse membership.

Ausdance WA is part of a national network, the Australian Dance Council, and has a State-wide membership base of approximately 300 people including dance teachers, community-based dance artists and groups, young people and professional dancers.

### Summary of Event:

#### Dance Day (Australian Dance Week 2017 Opening Event)

*Dance Day* is the free Australian Dance Week opening celebration to be held at James Street Amphitheatre on Saturday 29 April 2017 from 3pm to 9pm. Live performers of all ages and both professional and non-professional capabilities will perform in over 20 different cultural dance forms. The event *Dance Day* will include youth dance ensembles, dance studios, secondary schools, community dance groups, cultural dance groups and professional companies and has been presented in Forest Place in previous years.

*Dance Day* will include the following programming:

#### *Dance Live*

A two hour dance extravaganza showcasing multiple styles of dance, performed by both professional and non-professional dancers.

#### *Trigger*

An interactive dance event that invites the public to step up and dance in front of a live-feed camera that projects their dancing bodies in a variety of cartoon-like forms onto the big screen.

Throughout the event, a series of performances by groups from the urban/street dance scene will complement the TRIGGER song. The program is set up is like a 'dance karaoke', where groups nominate their song/s ahead of time, scheduled to play throughout the event.

#### *Workshop*

Ausdance WA will invite a teacher onstage to lead a short 20-minute workshop in a particular dance style during the interval in DANCE LIVE.

#### *#Dance Grabs*

Prior to *Dance Day*, the dance community will be invited to submit a short film or "grab" of themselves dancing; the films will be uploaded and featured on the Ausdance website throughout the year.

#### *Information Booth*

Ausdance WA will host an information booth throughout *Dance Day*.

### Dance Week Open Classes

As a means of engaging professional and commercial networks, Ausdance WA will provide opportunities for new and existing participants to access dance classes during Australian Dance Week.

Ausdance WA will program 10 classes across the week: five contemporary morning classes and five commercial evening classes.

The morning classes will be led by professional dance artists providing five free open classes to the existing dance sector, targeting recent graduates, young professionals, independent dancers and choreographers from the industry to engage with our Australian Dance Week program.

The evening classes will be delivered at King Street Arts Centre and encourage an active healthy lifestyle, strong social and mental health benefits while providing a free activity in the Perth city.

Ausdance WA estimates a total of 175 participants will attend the open classes.

### **Previous Support (last five years)**

<b>Year</b>	<b>Amount</b>	<b>Participation</b>	<b>Attendance</b>
2015/16	\$9,500	477	5,100
2014/15	\$9,350	128	700
2013/14	\$9,350	TBC	TBC
2012/16	\$6,000	135	2,500
2011/12	\$12,000	N/A	761

### **Assessment of Application (Creative Community):**

<b>Criterion</b>	<b>Y/N</b>
The project relates to and provides benefit to the intended audience	Y
Demonstrated capacity to manage and deliver the project as described	Y
Provide evidence of support from other sources (cash and in-kind)	Y

The assessment panel scored this activity 26 out of 32.

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

The organisers will provide the following benefits for the recommended cash sponsorship of \$9,500:

- Presenting rights, to be cited as "*Australian Dance Week* proudly presented by City of Perth";
- City of Perth support to be acknowledged in social media coverage;
- Provision of content for sponsor activities (i.e. health tips, dance regime, podcast or other downloadable content);
- Promotion of City of Perth activities through social media, e-newsletters and/or website;
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- City of Perth sponsor profile to appear on event website;
- City of Perth signage displayed at the venue;
- Inclusion in all press releases and other media activities;
- Verbal recognition of City of Perth support;
- Opportunity for the Lord Mayor or representative to officiate at the opening event;
- Inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers, media releases;
- Opportunity to provide questions on event surveys; and
- Opportunity to provide content in e-news.

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### Comments:

Ausdance has been in operation for 33 years and has a successful history of managing the presentation of the annual program.

*Dance Day* is a family event showcasing many dance styles from a range of participating dance schools, community groups, schools and professional dancers, attracting friends and family as well as general public visiting a central city precinct with high visitation.

This project unites individuals and community groups with a common interest in dance in its many forms. All activities are accessible to the public and encourage varying levels of participation. *Dance Week Open Classes* represent a new initiative by Ausdance and are intended to attract new

## Arts and Cultural Sponsorship Program

dance participants. The panel considered the proposal to strongly meet the assessment criteria of this category.

Cash sponsorship of \$9,500 is recommended. This amount represents a contribution of 37% of the total project budget and a return on investment for the City of \$61.20 for every sponsorship dollar invested.

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### Arts and Cultural Sponsorship Evaluation Form

#### Creative Community

<b>Applicant:</b>	Camera Story		
<b>Event/Project Name:</b>	See the Whole World in the City of Perth		
<b>Date and Time:</b>	Friday 3 February to Sunday 26 February 2016		
<b>Location:</b>	Kings Square		
<b>Attendance:</b>	2,635		
<b>Ticket Price if applicable:</b>	FREE		
<b>Total Cost of Event:</b>	\$15,900		
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	63%
<b>Sponsorship Recommended:</b>	\$9,000		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$256,000	<b>Indirect Return</b> \$405,000
<b>Previous Acquittal</b>	N/A		

#### Background on Applicant:

Camera Story is a not-for-profit organisation that uses photography to empower and connect communities. Camera Story believes photographic image is the most influential tool for communication and to understand images and clearly narrate through them is fundamental to contemporary communication practice and global thought exchange. Camera Story regularly works with local government authorities throughout Perth Metropolitan area and other organisations to deliver photographic workshops and installations.

#### Summary of Event:

Over a four week period Camera Story will connect individuals through free creative camera sessions; provide a public space for the community to engage with and engage with each other through a community driven public art projected exhibition.

The hub, a sea container temporarily located in Kings Square, will be a community driven space activation tool that will invite members of the public to participate in accessible, creative smartphone workshops. Participants will be encouraged to *See The Whole World in the City of Perth* through their camera, documenting their local surroundings and the people who make up

the city. They will then bring their photographs back to the hub to be included in a public art installation that will be projected on the outside of the shipping container, making the hub transform into a giant lightbox by night. The projectors will be placed inside the container and project from the inside out.

Additionally, Camera Story have partnered with the Perth Centre for Photography (PCP) to invite a selection of local, emerging and established artists to run specialised portrait sessions via the hub. Members of the community will have the opportunity to experience a portrait session with a local artist. This in turn will result in a photographic archive of artistic portraits celebrating the individual that make up the city.

A public reading room, donated by PCP will encourage people to stay and enjoy the space.

### Previous Support (last five years)

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

### Assessment of Application (Creative Community):

Criterion	Y/N
The project relates to and provides benefit to the intended audience	Y
Demonstrated capacity to manage and deliver the project as described	Y
Provide evidence of support from other sources (cash and in-kind)	Y

The assessment panel scored this activity 24 out of 32.

### 5. Benefits to be provided to the City of Perth:

The organisers will provide the following benefits for the recommended cash sponsorship of \$8,900

- Supporting rights, to be cited as "*See the Whole World in the City of Perth* proudly supported by City of Perth";
- City of Perth support to be acknowledged in social media coverage;
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- Promotion of City of Perth activities through social media, e-newsletter and/or website;

## Arts and Cultural Sponsorship Program

- City of Perth signage displayed at the venue (to be delivered and collected by City of Perth at no cost to Camera Story);
  - Verbal recognition of City of Perth support;
  - Opportunity for the Lord Mayor or representative to officiate at the opening event; and
  - Inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers, media releases.
- 

### Comments:

*See The Whole World in the City of Perth* provides an opportunity for the public to participate in a high quality arts activity in the City. The project will activate Kings Square within the Perth City Link and add to the vibrancy of the precinct and is expected to actively engage with over 2,000 members of the public and encourage them to experience new art forms in an engaging and innovative way. The projection of participant photography at night-time will encourage multiple visits and increased night time economy to the precinct.

Cash sponsorship of \$9,000 is recommended. This amount represents a contribution of 56% of the total project budget and a direct return on investment for the City of \$28.40 for every sponsorship dollar invested. Activation of Kings Square is seen as a key priority of the City at this time.

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### Arts and Cultural Sponsorship Evaluation Form

#### Creative Community

<b>Applicant:</b>	Badlands Bar		
<b>Event/Project Name:</b>	City Limits Festival		
<b>Date and Time:</b>	Sunday 5 March 2017		
<b>Location:</b>	Badlands Bar		
<b>Attendance:</b>	1,000		
<b>Ticket Price if applicable:</b>	\$50 + booking fee		
<b>Total Cost of Event:</b>	\$90,000		
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	11%
<b>Sponsorship Recommended:</b>	\$9,000		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$97,000	<b>Indirect Return</b> \$154,000
<b>Previous Acquittal</b>	N/A		

#### **Background on Applicant:**

Badlands Bar is a live music venue and late night bar situated on the old Devilles Pad site at Unit 1, 3 Aberdeen Street, Perth.

The venue had been closed for approximately 16 months from April 2015 to August 2016 whilst renovation works were undertaken. The venue is now specifically tailored to host live music shows. The venue currently has a 400 person capacity and liquor licence to trade seven days a week.

Badlands Bar has recently received development approval in order to extend the footprint of the venue, which will lead to a revised capacity of 700 people (largely accommodated in the extended beer garden).

Badlands Bar is owned by The Trustee for Eagle Rock Lobster Trust and managed by Director Mark Partridge.

### Summary of Event:

Badlands Bar will utilise the adjacent car park of approximately 1,000sqm to run a day long music festival featuring popular local bands over two stages, being the existing indoor stage, plus a temporary stage in the car park.

Band manager Luke Rinaldi, in conjunction with well-known Western Australian music promoter Paul Sloan (Falls Festival Fremantle (2017), Wave Rock Weekender Festival, Rock-It Festival) have secured a number of acts in the process of securing acts to promote this show. Successful Western Australian and National acts including Jebediah, Gyroscope and Bodyjar have confirmed. The event will provide an opportunity for emerging bands to perform to a large audience.

The 1,000sqm car park space is privately owned by the strata. Mark Partridge, the owner of Badlands Bar, also owns 70% of the strata. The remaining 30% is owned by Andrew Gattini (Director of South AM Tours) and his written consent to use of the car park has been provided.

### Previous Support (last five years)

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

### Other funding

The remainder of budget income is derived from ticket sales (\$50,000) and bar revenue (\$30,000).

### Assessment of Application (Creative Community):

Criterion	Y/N
The project relates to and provides benefit to the intended audience	Y
Demonstrated capacity to manage and deliver the project as described	Y
Provide evidence of support from other sources (cash and in-kind)	Y

The assessment panel scored this activity 24 out of 32.

### 5. Benefits to be provided to the City of Perth:

The organisers will provide the following benefits for the recommended cash sponsorship of \$9,000:

- Supporting rights, to be cited as "*City Limits Festival* at Badlands proudly supported by City of Perth";
- City of Perth support to be acknowledged in social media coverage;
- Promotion of City of Perth activities through social media, e-newsletters or website;
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- City of Perth sponsor profile to appear on event website;
- City of Perth signage displayed at the venue (to be delivered and collected by City of Perth at no cost to you);
- Acknowledgement of City of Perth in all press releases and other media activities; and
- Inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers, media release.

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### Comments:

The panel noted that this activity will add vibrancy to an under-utilised area of Aberdeen Street, and supports the economic development of city businesses. The festival will showcase local and national musicians and provide an audience development opportunity for emerging acts. The event will increase cultural vibrancy to the city during the Labour Day long weekend.

Contemporary music events in WA generate over \$111 million in ticket sales and 1.1 million attendees per year according to a recent WA Music economic impact report. The City should take a lead role in supporting the live music industry as a capital city in order to generate economic returns for the community.

Cash sponsorship of \$9,000 is recommended. This amount represents a contribution of 10% of the total project budget and a return on investment for the City of \$9.70 for every sponsorship dollar invested.

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### Arts and Cultural Sponsorship Evaluation Form

#### Creative Community

<b>Applicant:</b>	Association of Australian Gallery Guiding Organisations		
<b>Event/Project Name:</b>	AAGGO Conference		
<b>Date and Time:</b>	Tuesday 14 March – Friday 17 March 2017		
<b>Location:</b>	AGWA, State Library of WA, PICA, UWA, Kings Park		
<b>Attendance:</b>	230 - 250		
<b>Ticket Price if applicable:</b>	Not applicable		
<b>Total Cost of Event:</b>	\$116,371		
<b>Sponsorship Requested:</b>	\$10,000	<b>City contribution</b>	9%
<b>Sponsorship Recommended:</b>	Decline		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$231,000	<b>Indirect Return</b> \$366,000
<b>Previous Acquittal</b>	N/A		

#### Background on Applicant:

Established in 1977 by the voluntary guides at 10 Australian galleries and museums, the Association of Australian Gallery Guiding Organisations (AAGGO) is a non-profit organisation that helps guides get in touch with one another. There are currently 20 member galleries and approximately 900 Voluntary Gallery Guides including:

- Art Gallery of New South Wales;
- Art Gallery of South Australia;
- Art Gallery of Western Australia;
- Geelong Gallery;
- Heide Museum of Modern Art;
- Museum of Contemporary Art;
- National Gallery of Australia; and
- National Gallery of Victoria.

### Summary of Event:

AAGGO holds a biennial conference in one of the 20 member galleries. All major galleries in Australia are members and in 2017 it is the Volunteer Gallery Guides (VGG) from the Art Gallery of WA (AGWA) who are hosting the conference.

In March 2017 the VGG of AGWA as members, of AAGGO, are responsible for the hosting of a national conference for State/Territory VGG's as a key component of their professional development program.

The VGGs from Australia's 20 major State/Territory galleries under the auspices of AAGGO, take turns in hosting this event on a biennial basis to share information and experiences to improve the quality of the art experiences of the many community members who visit our State galleries.

Approximately 1.9 million people visited AGWA during the period July 2009 to June 2015. Of these visitors 140,902 participated in guided tours (an average of 23,483 participants per year over that period).

VGG aims to educate and inspire through the sharing of information and experiences for the cultural, social and educational benefit of the community.

### Previous Support (last five years)

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

### Assessment of Application (Creative Community):

Criterion	Y/N
The project relates to and provides benefit to the intended audience	Y
Demonstrated capacity to manage and deliver the project as described	Y
Provide evidence of support from other sources (cash and in-kind)	Y

The assessment panel scored this activity 20 out of 32.

### 5. Benefits to be provided to the City of Perth:

The program is not recommended for support; however the organisers will provide the following benefits for the requested cash sponsorship of \$10,000:



- Supporting rights, to be cited as "*AAGGO Conference* proudly supported by City of Perth";
- Promotion of City of Perth activities through website;
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- City of Perth signage to be displayed on-site;
- inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers, media releases; and
- Invitation for the Lord Mayor to officially open the event.

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**Comments:**

The panel noted the clear merit of this conference and the important role it plays in educating volunteers to become ambassadors for Australian galleries, however, the project did not rank highly in the assessment, and does not satisfactorily meet the objectives of this category. The project is not recommended for support.

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### Arts and Cultural Sponsorship Evaluation Form

#### Creative Community

<b>Applicant:</b>	The Song Room		
<b>Event/Project Name:</b>	Community Connections in Perth		
<b>Date and Time:</b>	Wednesday 7 June 2017		
<b>Location:</b>	Perth Town Hall		
<b>Attendance:</b>	150		
<b>Ticket Price if applicable:</b>	FREE		
<b>Total Cost of Event:</b>	\$13,758		
<b>Sponsorship Requested:</b>	\$9,758	<b>City contribution</b>	71%
<b>Sponsorship Recommended:</b>	Decline		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$15,000	<b>Indirect Return</b> \$23,000
<b>Previous Acquittal</b>	N/A		

#### Background on Applicant:

The Song Room (TSR) is recognised as one of the leading arts education providers in Australia, delivering face-to-face creative arts based programs to over 1,500 disadvantaged communities nationally since 2005. TSR is a registered not-for-profit, registered as a Public Benevolent Institution.

TSR places a professional artist into a disadvantaged school to develop an arts-based program for a minimum of six months per school for one day per week. Teaching artists are experts in their art form and use the arts to engage children to help improve social and personal development outcomes.

TSR has been awarded a number of awards recognising its excellence in education innovation, including the World Innovation Summit for Education Award (WISE) Winner – the first Australian Recipient of this global award.

TSR has conducted its programs in Western Australia since 2007, having delivered over 170 programs to more than 34,000 disadvantaged children across the state including Metropolitan Perth, the Goldfields and Pilbara regions.

**Summary of Event:**

The *Community Connections in Perth* concert will bring together five school groups from across metropolitan Perth who are engaged in TSR programs to perform to their peers, family and members of the public.

The event is intended to honour WA Day and reflect on what it means to live in Perth.

**Previous Support (last five years)**

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

**Assessment of Application (Creative Community):**

Criterion	Y/N
The project relates to and provides benefit to the intended audience	Y
Demonstrated capacity to manage and deliver the project as described	Y
Provide evidence of support from other sources (cash and in-kind)	Y

The assessment panel scored this activity 18 out of 32.

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

The program is not recommended for support; however the organisers will provide the following benefits for the requested cash sponsorship of \$9,758:

- City of Perth signage to be displayed at the event;
- inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers, media releases;
- City of Perth support acknowledged in social media coverage; and
- Promotion of City of Perth activities through social media and e-newsletters.

**Comments:**

This project did not meet the assessment criteria to a satisfactory extent. It was noted that the project attracted relatively low participant numbers and did not encourage participation outside the established TSR program. The project is not recommended for support.

### Sponsorship

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

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

#### Assessment Criteria

- Artistic Excellence/ Cultural Relevance;
- Ability to satisfy all or some of the objectives of the relevant category of sponsorship;
- Performance Excellence. The organisation must have an established relationship with the City of Perth and have demonstrated excellence in service and program delivery; and
- Evidence of a financial contribution to the project from other sources.

### Arts and Cultural Sponsorship Evaluation Form

#### Sponsorship

<b>Applicant:</b>	STRUT Dance		
<b>Event/Project Name:</b>	William Forsythe's One Flat Thing, Reproduced		
<b>Date and Time:</b>	Thursday 6 April – Saturday 8 April 2017		
<b>Location:</b>	State Theatre Centre of WA Courtyard		
<b>Attendance:</b>	1,000		
<b>Ticket Price if applicable:</b>	FREE		
<b>Total Cost of Event:</b>	\$219,910		
<b>Sponsorship Requested:</b>	\$20,000	<b>City contribution</b>	10%
<b>Sponsorship Recommended:</b>	\$12,500		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$97,000	<b>Indirect Return</b> \$154,000
<b>Previous Acquittal</b>	TRIM 78533/15 (Located on the Elected Members Portal)		

#### Background on Applicant:

STRUT Dance, the National Choreographic Centre located at the King Street Arts Centre, is a member-based organisation whose key objective is to facilitate the development of independent Australian choreography, with a mission to make Perth a beacon of aspiration, excellence and opportunity for dance artists across the nation.

STRUT'S program delivers internationally benchmarked training, collaboration and development opportunities for Australian independent choreographers, with a focus on building the WA dance profile through local, national and international programs. Previously exclusive to major dance organisations these programs are now available to the independent sector exclusively through STRUT for independent artists wishing to tailor their own pathway through STRUT'S programs.

#### Summary of Event:

William Forsythe is considered one of the world's most visionary choreographers. His works sit in the repertoire of most of the large ballet and contemporary dance companies, the world over. Forsythe's artistic practice extends from dance through to architecture, visual arts, installation and publications.

## Arts and Cultural Sponsorship Program

Since 2014, STRUT has been working with the methodology and repertoire of Forsythe as one of its key choreographic training programs.

The program draws on choreographic methodologies and repertoire including Robert Scott (1986) and Synchronous Objects (2009) and has been delivered strategically across five master workshops. To date more than 175 dance artists and choreographers have engaged in STRUT'S Forsythe Program.

The Forsythe Foundation has now offered STRUT the seminal work *One Flat Thing, Reproduced* as a choreographic model of excellence. This is the first time the work will be presented outside of a major company context and on a cohort of 14 of Australia's finest independent dancers, selected from across STRUT'S Forsythe program.

*One Flat Thing, Reproduced* will be presented over three nights in the courtyard of the State Theatre Centre of WA as a free-event and strategic add-on to an existing program in the Studio Underground from Co3, WA's contemporary dance company. Thorn Willems, Forsythe's longstanding composer, will play a live, industrial score to accompany the performance.

### Previous Support (last five years)

Year	Amount	Participation	Attendance
2014/15	\$20,000	21	486
2013/12	\$4,000	14	1545
2012/13	\$4,000	62	1642

### Assessment of Application (Sponsorship):

Criterion	Y/N
Invest in the development and presentation of local arts and cultural activity	Y
Enhance social well-being and provoke engagement in cultural life	Y
Enhance the profile of Perth	Y

The assessment panel scored this activity 30 out of 32.

### 5. Benefits to be provided to the City of Perth:

The organisers will provide the following benefits for the recommended cash sponsorship of \$12,500:

- Presenting rights, to be cited as "*One Flat Thing* proudly presented by City of Perth";
- City of Perth support to be acknowledged in social media coverage;

## Arts and Cultural Sponsorship Program

- promotion of City of Perth activities through social media, e-newsletters and/or website;
- access to artists for curation of new, exclusive, ownable content;
- access to background information, statistics, photos, video, Q&As etc for creation of new exclusive content and provision of content for sponsor activities (e.g. dancer fitness regime);
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- City of Perth sponsor profile to appear on event website;
- City of Perth signage displayed at the venue;
- verbal recognition of City of Perth support;
- opportunity for the Lord Mayor or representative to officiate;
- inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers, media releases, newspapers;
- acknowledgement of City of Perth in all press releases, radio and other media activities;
- public relations campaign designed for City of Perth;
- unlimited access to event database;
- opportunity to provide content for event newsletter;
- access to research, reports, video and images; and
- opportunity to provide questions in event survey.

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### Comments:

As a 20 minutes free performance, *One Flat Thing, Reproduced* represents a pre-show, pop up event for an audience heading into the State Theatre for a main stage performance, or to dine in the Northbridge area. The program supports the development of independent dancers and choreographers and adds vibrancy through an accessible program of high quality arts activity over three nights.

Cash sponsorship of \$12,500 is recommended. This amount represents a contribution of 6% of the total project budget and a direct return on investment for the City of \$7.70 for every sponsorship dollar invested.

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**Arts and Cultural Sponsorship Evaluation Form  
Sponsorship**

<b>Applicant:</b>	RTRFM		
<b>Event/Project Name:</b>	In the Pines – RTRFM 40 <sup>th</sup> Anniversary Edition		
<b>Date and Time:</b>	Sunday 30 April 2017		
<b>Location:</b>	Somerville Auditorium		
<b>Attendance:</b>	1,720		
<b>Ticket Price if applicable:</b>	Presale: \$30 General Public \$25 RTRFM Subscribers Door: \$35 General Public \$30 RTRFM Subscribers		
<b>Total Cost of Event:</b>	\$91,000		
<b>Sponsorship Requested:</b>	\$20,000	<b>City contribution</b>	22%
<b>Sponsorship Recommended:</b>	\$5,000		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$244,000	<b>Indirect Return</b> \$385,000
<b>Previous Acquittal</b>	TRIM 201546/16 (Located on the Elected Members Portal)		

**Background on Applicant:**

RTRFM is a not-for-profit community radio station. RTRFM holds deductible gift recipient status. RTRFM exists as an FM radio station, an online radio station, a podcast and film outlet and as an online independent media company showcasing West Australian arts and cultural expression.

RTRFM provides a platform for local news and issues with a strong focus on arts, culture, social justice, politics and the environment.

RTRFM has a listener base of 103,000 weekly listeners and engages large audiences at live music events each year, showcasing the talent of West Australian artists.



### Summary of Event:

In *The Pines* is a 10 hour festival and Outside Broadcast from the Somerville Auditorium at the University of Western Australia (UWA), featuring back-to-back live performances and interviews from 20 local WA artists in front of a live crowd of over 1,400 people. It is one of WA's most loved festivals, and the live broadcast is one of RTRFM's most listened-to programs. Over the last 23 years, *In The Pines* has been responsible for supporting and showcasing the emerging talents of artists like Tame Impala, Eskimo Joe, Jebediah, Methyl Ethyl, Pond, The Panics, Turnstyle, Tired Lion, Abbe May and more.

2017 sees RTRFM celebrate its 40th anniversary. As such, organisers are planning a special 40<sup>th</sup> Anniversary Edition of *In The Pines*. The festival area will extend to include the Octagon Theatre and will be drawing on bands from past and present to fill UWA with a celebration of Perth's rich and diverse musical culture from the last 40 years.

### Previous Support (last five years)

Year	Amount	Attendance
2015/16	\$2,000	867

### Other funding

The remainder of budget income is derived from ticket sales (\$45,000) and bar revenue (\$30,000). As *In the Pines* is one of RTRFM's primary fundraising activities, it is noted that the budget identifies an anticipated surplus of \$35,000.

### Assessment of Application (Sponsorship):

Criterion	Y/N
Invest in the development and presentation of local arts and cultural activity	Y
Enhance social well-being and provoke engagement in cultural life	Y
Enhance the profile of Perth	Y

The assessment panel scored this activity 29 out of 32.

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

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

- Supporting rights, to be cited as "*In the Pines*" proudly supported by City of Perth";
- Promotion of City of Perth activities through social media, e-newsletters and/or website; and
- City of Perth support to be acknowledged in social media coverage;

- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
  - City of Perth sponsor profile to appear on event website;
  - City of Perth signage displayed at the venue (to be delivered and collected by City of Perth at no cost to RTRFM);
  - Verbal recognition of City of Perth;
  - Inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers;
  - Acknowledgement of City of Perth in all press releases and other media activities;
  - Access to event research;
  - Provision of reports, data, video and images; and
  - An opportunity to provide questions on event survey.
- 

### Comments:

Whilst fundraising activities are not eligible for support through this category of sponsorship, the panel recognises the significance of events such as *In the Pines*, which support the development of local artists and encourage participation in cultural life.

*In the Pines* has previously been supported by the City of Subiaco prior to the Local Government boundary changes, and in consideration of this, the project is recommended for support at the same level as supported by the City of Subiaco.

Cash sponsorship of \$5,000 is recommended. This amount represents a contribution of 5% of the total project budget and a return on investment for the City of \$48.80 for every sponsorship dollar invested.

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### Arts and Cultural Sponsorship Evaluation Form Sponsorship

<b>Applicant:</b>	The Last Great Hunt		
<b>Event/Project Name:</b>	Wild Wild Love and Good People Do Bad Dance		
<b>Date and Time:</b>	Thursday 25 May 2017 to Thursday 8 June 2017 and Wednesday 14 June to Saturday 24 June 2017		
<b>Location:</b>	State Theatre Centre of WA & PICA		
<b>Attendance:</b>	1,100		
<b>Ticket Price if applicable:</b>	\$28 concession and \$32 full price		
<b>Total Cost of Event:</b>	\$78,133		
<b>Sponsorship Requested:</b>	\$20,000	<b>City contribution</b>	26%
<b>Sponsorship Recommended:</b>	\$15,000		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$106,700	<b>Indirect Return</b> \$169,000
<b>Previous Acquittal</b>	N/A		

#### Background on Applicant:

The Last Great Hunt (TLGH) is a Perth based theatre company that supports seven award-winning artists and theatre makers: Gita Bezard, Adriane Daff, Jeffery Jay Fowler, Arielle Gray, Chris Isaacs, Kathryn Osborne and Tim Watts.

Between them, the seven 'Hunters' are playwrights, dramaturges, actors, puppeteers, directors and improvisational devisors. TLGH receives triennial core funding from Department of Culture and the Arts.

In its short history, TLGH have produced six new critically acclaimed and award-winning works in Perth. In the financial year 2014/15 TLGH touring programme made up over 40% of total revenue, with 169 National performances, 41 international performances, 136 performances of new work and 74 tours or remounts. Between 2014 and 2015 TLGH performed 73 performances of THE ADVENTURES OF ALVIN SPUTNIK: DEEP SEA EXPLORER, by Tim Watts in six countries to over 3,000 audience members.

### Summary of Event:

TLGH has requested support of two of its 2017 annual season productions.

#### *GOOD PEOPLE DO BAD DANCE:*

Featuring four performers and multiple 'guest' choreographers, *Good People Do Bad Dance* will see the performers use good dance, ridiculous dance and funny dance to explore personal stories surrounding what makes us a good - or not so good person.

TLGH will fund an extensive development period for the show in February and April 2017, involving scriptwriter and theatre maker Gita Bezard (YOSHI'S CASTLE, GIRL SHUT YOUR MOUTH), with the input from various choreographers for each 'chapter'.

#### *WILD WILD LOVE:*

"Hunters" Tim Watts and Adriane Daff have been making theatre with Side Pony Production's Zoe Pepper for over ten years. This work is the result of two extensive creative development seasons, and is the first co-production between TLGH and Side Pony Productions (Zoe Pepper). *WILD WILD LOVE* will be directed by Zoe Pepper and devised by all three artists.

Catherine and Wilson take a honeymoon hunting trip. In the wilderness Catherine's obsessive love begins to reveal itself through her desire to be just like Wilson. She starts to copy his dress, copy his haircut and mannerisms.

Whilst Catherine finds power in her new identity, Wilson is deeply rattled by this replica version of himself. Now a matching duo they descend into a surreal and brutal battle each defending their place at the table as Wilson. This tussle over identity will have added complexity by reversing gender in casting. Catherine is played by Tim Watts and Wilson by Adriane Daff. This reversal creates an implicit gender discussion; subverting our subconscious assumptions about power, the behaviours of each sex and the interrelationship between them.

*WILD WILD LOVE* will have a sophisticated, darkly surreal design, combining Tim Watts' understanding of AV projection with the aesthetic of Sydney's internationally acclaimed visual theatre company, Erth.

### Previous Support (last five years)

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

### Assessment of Application (Sponsorship):

Criterion	Y/N
Invest in the development and presentation of local arts and cultural activity	Y
Enhance social well-being and provoke engagement in cultural life	Y

Enhance the profile of Perth	Y
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The assessment panel scored this activity 29 out of 32.

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

The organisers will provide the following benefits for the recommended cash sponsorship of \$15,000:

- Major Sponsorship status;
- promotion of City of Perth activities through social media, e-newsletters and/or website;
- City of Perth support to be acknowledged in social media coverage;
- City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- City of Perth sponsor profile to appear on event website;
- sponsor profile on event website;
- verbal recognition of City of Perth support and Elected Member attendance at the event;
- opportunity for the Lord Mayor or representative to officiate at launch;
- inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers;
- acknowledgement of City of Perth in all press releases and other media activities;
- opportunity to provide content in e-newsletter;
- access to event research;
- provision of reports, data, video and images; and
- an opportunity to provide questions on event survey.

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### Comments:

TLGH has been identified as a new, leading arts organisation and has made known its desire to undertake its local program and operations from within the City. The proposal is considered to demonstrate artistic rigour, and provides development opportunities for local artists. Support of this project reflects a strategic investment in the development of the emerging independent performing arts sector.

Cash sponsorship of \$15,000 is recommended. This amount represents a contribution of 19% of the total project budget and a return on investment for the City of \$7.10 for every sponsorship dollar invested.

### Arts and Cultural Sponsorship Evaluation Form Sponsorship

<b>Applicant:</b>	Propel Youth Arts WA		
<b>Event/Project Name:</b>	MOSAIC 2017		
<b>Date and Time:</b>	Thursday 1 June – Friday 30 June 2017		
<b>Location:</b>	State Theatre Centre of WA & other City Spaces		
<b>Attendance:</b>	5,000		
<b>Ticket Price if applicable:</b>	FREE		
<b>Total Cost of Event:</b>	\$34,040		
<b>Sponsorship Requested:</b>	\$20,000	<b>City contribution</b>	59%
<b>Sponsorship Recommended:</b>	Decline		
<b>REMPPLAN Economic Impact</b>	<b>Direct Return</b>	\$485,000	<b>Indirect Return</b> \$769,000
<b>Previous Acquittal</b>	TRIM 9682/14 (Located on the Elected Members Portal)		

#### Background on Applicant:

Propel Youth Arts WA (Propel) is a membership based not-for-profit organisation. Established in 2003, Propel defines itself as the peak body for youth arts in Western Australia dedicated to creating opportunities for young people to engage in the Arts.

Propel programs span across all art forms from contemporary dance to photography, music to design, theatre to visual art. Propel's work is focused on arts advocacy, skills development and access to opportunities for those already engaged in the arts and for those who would like to be.

Propel is supported by the Government of Western Australia through the Department of Culture and the Arts, and also receives project-specific support from the Department of Local Government and Communities and Healthway.

#### Summary of Event:

*MOSAIC* is a public photography exhibition open to all people within WA. The exhibition displays images from a moment in time within a set 24 hour period. The exhibition provides a snapshot of everyday life from the perspective of hundreds of people.

*HIVE* is a platform for young and emerging multi-disciplinary artists to develop skills, make work and collaborate in a supported environment. As part of *MOSAIC* 2017, the *HIVE* artists will develop a site-specific work in response to the projected digital images.

### Previous Support (last five years)

Year	Amount	Participation	Attendance
2015/16	\$15,000	30	4500
2014/15	\$5,000	35	4000
2013/12	\$4,000	30	4000
2012/13	\$4,000	70	2000

### Assessment of Application (Sponsorship):

Criterion	Y/N
Invest in the development and presentation of local arts and cultural activity	Y
Enhance social well-being and provoke engagement in cultural life	Y
Enhance the profile of Perth	Y

The assessment panel scored this activity 26 out of 32.

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

The program is not recommended for support; however the organisers will provide the following benefits for the requested cash sponsorship of \$20,000:

- Presenting rights, to be cited as "*MOSAIC* proudly supported by City of Perth"
- City of Perth signage to be displayed at the event;
- inclusion of City of Perth crest in all promotions and advertising including but not limited to signage, posters, flyers, media releases; and
- City of Perth support acknowledged in social media coverage.

### Comments:

Whilst Propel has received sponsorship for *MOSAIC* through the Arts and Cultural Sponsorship Program in the past, the panel noted that no other sources of cash income have been identified in the budget. As a result, the project is considered a higher-risk investment. The project is not recommended for support.

CONFIDENTIAL SCHEDULE 9  
ITEM 5 – ARTS AND CULTURAL SPONSORSHIPS 2016/17  
– ROUND TWO ASSESSMENT

FOR THE MARKETING, SPONSORSHIP AND  
INTERNATIONAL ENGAGEMENT COMMITTEE MEETING

29 NOVEMBER 2016

DISTRIBUTED TO ELECTED MEMBERS UNDER  
SEPARATE COVER



## ITEM NO: 6

### ARTS AND CULTURAL SPONSORSHIP 2016/17 – CIVIC PARTNERSHIP – PERTH INTERNATIONAL ARTS FESTIVAL

**RECOMMENDATION:** (APPROVAL)

***That Council:***

- 1. approves cash Arts and Cultural Sponsorship - Civic Partnership, of \$360,000 (excluding GST) to Perth International Arts Festival (PIAF) for sponsorship of the 2017 Perth International Arts Festival;***
- 2. notes that PIAF will provide the following event and sponsorship benefits to the City of Perth:***
  - 2.1 acknowledgement as PIAF Civic Partner;***
  - 2.2 written acknowledgement of the City of Perth on sponsor's page of the 2017 Festival brochure (circulation 145,000) and inclusion in the West Australian Newspaper's The West Guide to the Festival (circulation 280,000), Event Programs and Annual Report;***
  - 2.3 inclusion of the City of Perth crest or line acknowledgement on printed materials (Main Brochure, Lotterywest Festival Films, Perth Writers Festival, posters, press advertisements and outdoor advertisements) pertaining to aligned projects;***
  - 2.4 a dedicated full-page advertisement in main brochure and print advertisement in aligned programs (if produced);***
  - 2.5 thirty second television commercial at every Lotterywest Festival Films screening at Joondalup Pines and Somerville Auditorium;***

***(Cont'd)***

- 2.6** *City of Perth crest acknowledgement and hyperlink on Festival Partners webpage (3,600,000 page views) aligned project webpage and aligned project email reminders;*
  - 2.7** *City of Perth crest or line acknowledgement on onscreen cross-promotions pertaining to aligned projects at Joondalup Pines and Somerville Auditorium;*
  - 2.8** *verbal acknowledgment of the City's support by a Perth International Arts Festival representative at the Perth Festival Program Launch, Development Launch, Opening Party and aligned project launches;*
  - 2.9** *inclusion of City of Perth crest in publicity kit distributed to local, national and international media and aligned project press releases;*
  - 2.10** *inclusion of the City of Perth crest on all co-signage produced by PIAF for display at the associated venues;*
  - 2.11** *opportunity to display signage at aligned project events (to be provided by City of Perth);*
  - 2.12** *opportunity to engage in free and on-charged leveraging opportunities;*
- 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 Perth International Arts Festival and an audited financial report of PIAF within 6 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: 19 October 2016  
MAP / SCHEDULE: Schedule 10 – Partnership Alignment Opportunities

The Perth International Arts Festival (PIAF) has applied for sponsorship to support the presentation of the 2017 Perth International Arts Festival (Perth Festival). The Festival will take place between Friday, 10 February and Sunday, 5 March 2017.

Perth Festival is the longest running multi-arts celebration in the Southern Hemisphere. PIAF and the City of Perth have a strong and long standing partnership spanning over 60 years. Each year the festival brings new experiences and every four years, under a new Artistic Director a fresh creative vision and new opportunities for the cultural development of the Perth community.

PIAF's mission is:

*To be recognised as one of the greatest festivals of the world. We will showcase clarity of vision and artistic confidence. We will deliver a significant quality of diverse and high quality arts experiences that are unmissable, irresistible, transformational and unforgettable.*

As stated by PIAF, the goals for the Festival are to:

- achieve the Artistic Directors Vision;
- stimulate cultural life in Western Australia;
- be competitive with and distinctive from other international festivals; and
- be valued by more people.

Artistic Director, Wendy Martin's vision for PIAF 2016- 2019 is identified below:

*Bringing energy, ideas and arts to the city, and inspiring and engaging our audiences, Perth International Arts Festival provides a unique moment in our year to experience outstanding work by the leading artist and thinkers from our region and across the globe.*

*We celebrate the role that artists play in creating extraordinary ways for us to see, understand and re-imagine our world.*

*We will present free and ticketed events in our venues, in our streets, on our beaches, in parklands and in hidden corners of our built and natural environment, connecting with the widest possible audience and transforming our city and our regions into a stage.*

*We are committed to:*

- *presenting and commission work by the world's leading visionary artists;*
- *raising the profile of Western Australia artists by presenting their work in the context of the international arts festival;*
- *creating opportunities for dynamic exchanges between Australian and international artists; and*
- *building a diverse and engaged audience by creating projects with the community that will resonate with the lives of people living in Western Australia today.*

*Driven by a sense of place and bound to its people, its landscape and its location, the same characteristics that define Perth and Western Australia will distinguish our Festival.*

*We explore:*

- *Our stories;*
- *Our rich Indigenous culture;*
- *Our splendid isolation;*
- *Our central position on the Indian Ocean Rim;*
- *Our climate and natural environment; and*
- *Our diverse cultural community.*

*We will embrace the broadest definition of culture and place values of learning and participation at the heart of what we do. Responding to the ideas of the world's great artists and the daring work they make, Perth International Arts Festival will be a big, bold adventure for all of us.*

Perth Festival was founded by the University of Western Australian (UWA) in 1953. Perth Festival is a business operation of the University of Western Australia, which is incorporated under *The University of Western Australia Act 1911*.

UWA is registered with the Australian Charities and Not-for-Profit Commission.

Operations of PIAF are governed by a Festival Board which is appointed and responsible to the University Senate. The formally identified role of the Festival is stated below:

- *To promote and encourage the arts, and the study of the arts, and for these purposes to organise, promote, manage and conduct festivals of music, drama and other entertainments in Perth annually or at such longer intervals as may be determined by the board;*
- *To encourage and employ persons, firms or companies to present and produce such performances and events in Perth and in other cities and territories of Australia as may tend to promote and encourage the arts in Australia; and*
- *To raise money for the purposes of the Festival by grants, guarantees, gifts or donations and to accept the same and to conform so far as it lawfully may to any conditions upon which such grants, guarantees, gifts or donations may be made or granted.*

PIAF provides an annual report which is presented in a format that is independent from the University's other operations.

## Past support

The City of Perth has provided sponsorship for Perth Festival for more than sixty years. The table below identifies support received in the past 10 years.

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
2006/07	\$300,000	Perth International Arts Festival
2007/08	\$309,000	Perth International Arts Festival
2008/09	\$419,043	Perth International Arts Festival
2009/10	\$325,423	Perth International Arts Festival
2010/11	\$333,559	Perth International Arts Festival
2011/12	\$342,232	Perth International Arts Festival
2012/13	\$350,788	Perth International Arts Festival
2013/14	\$359,558	Perth International Arts Festival
2014/15	\$368,578	Perth International Arts Festival
2015/16	\$365,000	Perth International Arts Festival
<b><i>Requested 2016/17</i></b>	<b><i>\$365,000</i></b>	<b><i>Perth International Arts Festival</i></b>
<b><i>Proposed 2016/17</i></b>	<b><i>\$360,000</i></b>	<b><i>Perth International Arts Festival</i></b>

An acquittal report for the 2016 PIAF and audited financial statements have been received and are accessible within the Elected Members Portal (TRIM 146700/16).

This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding and fair self-assessment of the project's success in meeting a range of cultural, community and activation outcomes:

- 50,000 people attended the free Festival Opening Event *Home* at Langley Park;
- 500 Western Australian artists participated in *Home*; and
- More than 350 events including two World Premieres, eight Australian premieres, 13 Australian exclusives and four commissions.

## LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning and Reporting Framework Implications**

**Strategic Community Plan**  
Council Four Year Priorities: Healthy and Active in Perth  
S15 Reflect and celebrate diversity of Perth

## Policy

Policy No and Name: 18.1 – 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 Perth Festival opening event will showcase Kings Park in an unprecedented journey of animation, sound, music and storytelling, with large scale

three dimensional projections in the tree tops of Kings Park. This installation encourages audiences to move through the cathedral of trees along Fraser Avenue in an immersive exploration of the Noongar history of the site and the concepts of heritage, conservation and preservation of the World's largest natural urban parkland. The themes explored in the opening event are underpinned by Artistic Director Wendy Martin's vision to create an enduring sense of place for West Australians. The opening event will be held over three nights and marketed to regional, interstate and international visitors, increasing tourism economy for the City.

The City of Perth Business Support Officers will explore ways to engage city businesses to offer food and beverage options to the increased visitors to the West Perth/Kings Park precinct.

As a result of City of Perth boundary changes, City of Perth will be acknowledged as a supporter of the Festival's *Chamber Music Series*, *Lotterywest Festival Films* and *Perth Writers Festival* presented at UWA as part of Perth Festival.

*Chamber Music Series* features a weekend of world renowned music ensembles in addition to the Australian String Quartets and local and national musicians in a series of free and ticketed performances in the gardens of Winthrop Hall. In 2017, the *Chamber Music Series* will extend to Government House ballroom for an international exclusive performance featuring the Calder and Brodsky Quartets performing as an Octette. This event is expected to attract local and national audiences.

The *Perth Writers Festival* profiles national and international authors for a weekend of artist talks, interviews, discussions, lectures and other engagements and will incorporate family and school days. In 2017, *Perth Writers Festival* will launch a new program at State Theatre Centre of WA intended to appeal to a broad audience. The 2017 *Perth Writers Festival* will feature 30 international, 60 national and 20 local writers and will include a number of free activities.

In 2017, *Chevron Festival Gardens* will reside at Elizabeth Quay and provide a comprehensive program of international contemporary artists of all genres. Free access to the gardens is offered nightly outside the main auditorium and will feature a casual dining environment. In 2017 the garden will feature free DJ and local band sets from Wednesday to Sunday throughout the festival.

PIAF's curated program of multi-arts events will be presented over 23 days. This year's festival will include works of theatre, visual arts, literature, new media, performance, classical music, contemporary music and film from around the world.

A table of the aligned activity has been provided within Schedule 10.

## **Venues**

2017 Festival venues within the City of Perth include:

- Perth Concert Hall;
- Kings Park;
- State Theatre Centre of WA;
- Perth Institute of Contemporary Arts;
- MOANA;

- Government House Ballroom;
- St George's Cathedral;
- His Majesty's Theatre; and
- University of Western Australia.

### **Times and dates**

PIAF will run for three weeks from Friday, 10 February to Sunday, 5 March 2017.

### **Ticket Prices**

The sponsorship application proposes the City's investment to be aligned with the Festival's opening celebrations, and other encompassing programs *Perth Writers Festival*; *Chamber Music Series*; *Chevron Festival Gardens* and *Lotterywest Film Festival*. These programs, with the exception of *Lotterywest Festival Films*, offer free performances and/or supplementary events to the ticketed program. *Lotterywest Festival Films* ticket prices range in price from \$13.50 to \$18.00.

The free opening celebration is the festival's largest event and anticipated to attract around 60,000 people based on similar events presented during the festival in past years.

Of the ticketed performances, audiences contribute to the cost of a ticket which is heavily subsidised through corporate and government supporters to ensure that outstanding international standard work is accessible to Perth audiences.

### **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 identified objectives of *Arts and Cultural Major Partnership* are to support arts and cultural activities that:

- Facilitate the dynamic celebration of the city through major arts and cultural festivals and activities;
- enhance social well-being and encourage community;
- provide support for the city's key arts and cultural organisations to provide high quality arts and cultural experiences; and
- contribute to the economy of the city.



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

PIAF is Australia's longest running cultural festival which adds to Perth's reputation as a highly desirable cultural destination nationally and internationally.

The festival program is represented in some of the city and state's premiere cultural venues and provides a stimulus for cultural activity to expand to the streets, parks and temporary venues.

As demonstrated by the proposed program, PIAF remains committed to the continued provision for free events and has a strong emphasis on community engagement, new commissions and interactive work.

PIAF boosts the local economy and positively impacts on local retail and hospitality operators. REMPLAN, the City's Economic Impact Modelling Tool estimates the direct economic impact of the festival to be \$56,158,000 with total economic movement of \$88,996,000. Additionally, 227 employment opportunities are created as a result of the festival.

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

PIAF's program is artistically diverse and offers opportunities for all people to engage with the festival and provides the calibre of programming expected by the Festival patrons. The quality of each annual program is benchmarked alongside Australia's major arts festivals.

In 2017, the festival program includes presentations from international artists from USA, UK, Argentina/Chile, Russia, Vietnam, South Africa, Nigeria and Canada. The majority of events in the festival program will be presented within the City's boundaries.

### **A significant component of the supported program should be free or low cost**

In accordance with the objectives of this category of sponsorship, high quality arts activities remain a core focus of the City's PIAF investment. The free opening event, in addition to the free or low cost events within the aligned programs are indicative of the intention to support activities that provide improved access to high quality arts programs.

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

PIAF has a professional management team with considerable experience in the successful delivery of this festival.

PIAF has determined the following measurement strategy to measure the outcomes of the festival:

- PIAF will record paid and free attendances for all events including tourist visitation;
- Market Research studies including brand saliency conducted by Catalise;

- Artistic Vibrancy - based on the Australia Council Model; and
- Media and artistic reports.

All previous funding has been acquitted to a satisfactory standard. All past obligations relating to Activity Approvals, Environmental Health and Traffic Management have been met. PIAF has demonstrated a proactive approach with regards to complying with the regulations governing its large scale events in public spaces.

At the time of preparing this report, preliminary discussions with City of Perth Officers with regards to traffic management plans have occurred, however have not been approved or finalised. It has been noted that no road closures will be required in relation to 2017 festival events; however, road closures will form part of contingency plans.

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

PIAF has provided budget information in relation to the delivery of the aligned program.

The budget includes both confirmed and unconfirmed contributions from Government and corporate supporters. PIAF has also anticipated box office revenue and a confirmed contribution of \$610,000 from UWA and \$7,793,000 from Lotterywest. PIAF anticipates total government and corporate sponsorship of \$10,861,066 will be achieved.

The requested contribution from the City of Perth represents approximately 2% of the total project budget.

### **Acknowledgement**

City of Perth funding of \$360,000 would secure the sponsorship acknowledgement benefits outlined in the recommendations sections 2.1 to 2.12 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:	\$1,285,000
AMOUNT SPENT TO DATE:	\$766,851
PROPOSED COST:	\$360,000
BALANCE:	\$153,149

All figures quoted in this report are exclusive of GST

**COMMENTS:**

The amount of \$360,000 is recommended to support the presentation of the 2017 PIAF.

The recommendation reflects a slight decrease (\$5,000) from 2015/16. The reduced allocation has been considered in the context of the agreed reduction in sponsor benefits associated with invitations, ticketing and hospitality.

PIAF has significant support from the State Government, business and the community and the recommended level of sponsorship reflects the City's ongoing commitment to the event, for which the City benefits greatly, in terms of cultural development, community well-being, city vibrancy and economic development.

PIAF is one of the preeminent cultural events in Western Australia and helps to significantly position Perth as a vibrant Capital City.

## SCHEDULE 10

### City of Perth 2017 Partnership Alignment Opportunities

- **Opening Event** – Kings Park FREE attendance.  
Over (proposed) 3 nights Perth's jewel in the crown Kings Park will come to life for a free event spectacular never before seen in Perth. Celebrating the heritage and history of the largest natural urban parkland in the world the park will come to life via an immersive experience of sight and sound. Film, animation and projection will transform the trees and surrounds into three-dimensional landscapes that impart storytelling, the wisdom of the Noongar elders, and messages of conservation as Wendy Martin builds on the messages entrenched in the personal and resonant telling of Home created for 2016 Festival.
- **The Encounter (UK)** - 11 theatre performances at His Majesty's Theatre.  
In 1969 Loren McIntyre, a *National Geographic* photographer, found himself lost among the people of the remote Javari Valley in Brazil. It was an encounter that was to change his life, bringing the limits of human consciousness into startling focus. Simon McBurney traces McIntyre's journey into the depths of the Amazon rainforest, incorporating innovative binaural technology into his solo performance to build a shifting world of sound.
- **The Dark Mirror: Zender's Winterreise (UK)** – 2 ticketed performances at Perth Concert Hall.  
Director Netia Jones collaborates with tenor Ian Bostridge to present Schubert's haunting song cycle, reinterpreted with Hans Zender's startling orchestration to evoke the abrasive cabaret style of post-Weimar Germany, and adapted for the stage in this theatrical production.
- **Museum of Water (UK)** - 3 activations in Perth and 1 in Albany.  
The Museum of Water builds upon the success of the 2016 Empathy Project and brings UK artist Amy Sharrock's to PIAF as 2017 Artist in Residence. Commencing in 2016 Sharrock will work with WA producer Sarah Rowbottan and designer Zoe Atkinson to gather stories within the community to construct a carefully curated narrative of Western Australia through the lens of water. Setting up a Water Bar at 4 locations during Festival in 2017 the Museum of Water will collect and display bottles and vessels of samples along with the stories that the community has contributed. Over the next 2 years the museum will travel throughout Western Australia to compile a broad collection of stories and samples that reflect our unique relationship with water and the impact that has on individuals and communities. In 2019 Wendy Martin and PIAF will gift the Museum of Water to the Western Australian Museum as an ongoing exhibit.
- **Collisions (AUS)** – free performance (15 min VR film) for one week at the State Library (multiple viewing times).  
Utilising the emerging technology of virtual reality, artist and producer Lynette Wallworth takes audiences on a journey to the Pilbara, home of the Martu people, to tell the story of Martu elder Nyarri Morgan. Nyarri dramatically collided with Western culture when in the late 1950's his people accidentally crossed paths with the testing of bombs at Meerilinga; the first encounter they had ever had with westerners. This magical and immersive experience takes the viewer on an astounding journey using cutting edge technology to impart the wisdom of the world's oldest culture.

- **Chamber Music Series Featuring the Brodsky Quartet and Calder Quartet –** Government House, Winthrop Hall UWA and UWA Chamber Music Gardens. Over the middle weekend of the 2017 Festival two of the worlds most esteemed quartets will come together to headline an exceptional program of Chamber Music for what has become a standout element of the PIAF program. Both quartets will additionally join forces to form a one night only Octet performance at Government House Ballroom; a guaranteed highlight of the 2017 program. Includes food, beverage and free entertainment and activity program open to the public in the grounds of UWA for entire weekend.
- **Chevron Festival Gardens –** February 10 - March 5 2017. Perth audiences will return once again to the PIAF Festival home, Chevron Festival Gardens at Elizabeth Quay for three weeks of carefully curated contemporary music program drawn from all corners of the world.

#### **New Alignment Opportunities for 2017**

- **Lotterywest Festival Films at Somerville UWA –** Nov 2016 – April 2017
- **Perth Writers Festival -** UWA and State Theatre Centre February 2017

#### **Other Proposed Activity in City of Perth for PIAF 2017**

- Program Launch at Cathedral Square - 2 November 2016
- Lotterywest Festival Films Launch at Somerville UWA - 27 November 2016
- Perth Writers Festival Launch at State Theatre Centre - 18 January 2017
- Festival Eve at Chevron Festival Gardens - 9 February 2017
- PIAF Opening Event Kings Park - 10 – 12 February 2017
- Perth Writers Festival program content State Theatre Centre - (New in 2017)
- Retrospective Film program State Library - (New in 2017)
- Sunday Series conversations with artists at State Theatre Centre - February and March 2017
- Recommended Restaurant pre and post show dining program to encourage audiences to enjoy a complete Festival experience
- Artist Bar activation at State Buildings for artists, companies, industry and general audience
- 'See and Stay' exclusive tourism packages at Como Treasury
- Museum of Water pop up Water Bars (2 - 3 days each activation)
- Partnership with 10 businesses in Perth and Northbridge as part of Recommended Restaurant program

## ITEM NO: 7

### ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – WEST AUSTRALIAN BALLET – GREAT LEAPS PROGRAM

**RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. approves cash sponsorship - Associate Partnership, of \$55,000 (excluding GST) to West Australian Ballet for sponsorship of the Great Leaps Program;***
- 2. notes that West Australian Ballet will provide the following sponsorship benefits to the City of Perth:***
  - 2.1 City of Perth crest acknowledgement as Great Leaps Partner on the sponsor 'Applause' page of each season program;***
  - 2.2 City of Perth crest acknowledgement as a Partner in the 2017 annual subscription brochure;***
  - 2.3 City of Perth crest acknowledgement as Great Leaps Partner on West Australian Ballet's website including a link to City of Perth website;***
  - 2.4 City of Perth crest acknowledgement as Great Leaps Partner on the 'Applause' board in His Majesty's Theatre during all His Majesty's Theatre seasons each year;***
  - 2.5 City of Perth crest acknowledgment as Great Leaps Partner on 2017 Access literature where appropriate;***
  - 2.6 City of Perth crest acknowledgment as Great Leaps Partner on all 2017 Great Leaps literature associated with the program;***
  - 2.7 City of Perth crest displayed on screens alongside other partners in auditorium prior to all Access performances acknowledging the city's support;***

***(Cont'd)***

- 2.8 Opportunity to display City of Perth signage at Great Leaps events;**
- 2.9 One promotional opportunity for City of Perth in West Australian Ballet e-newsletters and one cross-promotional opportunity via social media, where appropriate;**
- 2.10 Half page City of Perth advertisement in the performance programs for His Majesty's theatre main stage seasons.**
- 3. notes that the City is to be provided with an acquittal report for the supported project within three months of completion of the supported projects and an audited annual financial report of West Australian Ballet within six months of the conclusion of the relevant financial year.**

**BACKGROUND:**

FILE REFERENCE: P1032405#06  
REPORTING UNIT: Business Support and Sponsorship  
RESPONSIBLE DIRECTOR: Economic Development and Activation  
DATE: 1 November 2016  
MAP / SCHEDULE: N/A

West Australian Ballet (WAB) has applied for sponsorship of \$63,000 to support its *Great Leaps Program*, a ballet performance access program for dance students between five and 17 years of age.

WAB, founded in 1952, is the oldest ballet company in Australia. It is an incorporated association and registered as a charitable institution.

Whilst the foundation of the company's repertoire is classical ballet, WAB increasingly programs contemporary works, and is particularly committed to new Australian choreographies.

The company offers an annual programme, education and community outreach programmes, in addition to regional, national and international touring and employs 32 full time professional dancers, including eight young artists and full time production and wardrobe departments. WAB states that it attracts some of the best artists from around the world contributing to the development of new Australian artists and spirit of aspiration for young dancers.

The vision and mission of WAB is as follows:

*Vision*

*To be a world class ballet company for the benefit of all Western Australians and the pre-eminent ballet company in the Asia Pacific region.*

Mission

To present outstanding classical and contemporary dance, for the enjoyment, entertainment and enrichment of our communities.

**Past support**

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
2009/10	\$40,800	Three Seasons at His Majesty's Theatre
2010/11	\$51,820	Three Seasons at His Majesty's Theatre
2011/12	\$53,167	Three Seasons at His Majesty's Theatre
2012/13	\$54,496	Three Seasons at His Majesty's Theatre
2013/14	\$55,857	Three Seasons at His Majesty's Theatre
2014/15	\$57,253	Three Seasons at His Majesty's Theatre
2015/16	\$55,000	Three Seasons at His Majesty's Theatre
<b>2016/17 Requested</b>	<b>\$63,000</b>	<b>Great Leaps Program</b>
<b>2016/17 Proposed</b>	<b>\$55,000</b>	<b>Great Leaps Program</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 198586/16)

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

- 78 main stage performances were held in 2015 attracting a total of 44,941 attendances at His Majesty's Theatre;
- Ballet at the Quarry season was extended due to high demand;
- Co-production of Coppelia developed with Queensland Ballet;
- Enrolments in Great Leaps increased to 1,300 (+6.2%);
- Four Australian dancers joined the company, and three dancers from the 2014 Young Artists Scholarship Program were offered ballet positions; and
- Seven Australian dancers were awarded Young Artist Scholarships in 2015.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning and Reporting Framework Implications**

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



## Policy

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

## Eligibility:

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**

Students of dance, who are currently enrolled in a WA dance school and are aged between five and 17, are eligible to become a *Great Leaps* member.

*Great Leaps* is a free program that offers members increased access to WAB and its networks, enriching students' ballet experience and providing opportunities for greater development. *Great Leaps* membership benefits include:

- Two \$15 tickets per year to be used at any WAB productions at His Majesty's Theatre (excluding opening nights, closing nights);
- discounts on WAB workshops;
- Ballet News newsletter twice per year;
- regular WAB updates; and
- invitations to special *Great Leaps* events.

### **Venues**

His Majesty's Theatre, WA Ballet Headquarters in Maylands and local dance schools all across Western Australia.

### **Ticket Prices**

*Great Leaps* membership is free for dance students aged between five and 17. Membership includes two \$15 tickets to WAB His Majesty's main stage theatre performances.

The regular price charged for A-Reserve Child tickets is \$57. *Great Leaps* members are entitled to two tickets annually at the reduced rate; this represents a saving of \$84 per member annually.

## **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.

WAB is the State's flagship ballet company and is invested in the development and presentation of high quality ballet performance. His Majesty's Theatre performances attract approximately 45,000 people to the city throughout the year. In addition to the recurrent program of ballet performance, WAB offers support and development

opportunities for West Australian dancers through *Great Leaps* and other access and engagement programs.

### **The project must demonstrate shared objectives as an Associate Partner**

This sponsorship category provides support to arts and cultural programs by established partners and supports the development and presentation of local arts and cultural activity.

WAB reaches approximately 64,000 people annually through performances, workshops and development programs. In 2015 *Great Leaps* achieved a 6.2% increase in membership, for which members are offered attractive benefits including reduced main stage performance tickets. *Great Leaps* achieved a total membership of 1,300 in 2016.

WAB is committed to offering world-class ballet performances to the people of Perth. While the foundation of the company's repertoire is classical ballet, the company reports that it has gained a reputation for adventurous programming and distinctive contemporary outlook.

The company also supports the development of the local dance sector more broadly through its first class dance repertoire, education and access programs. The delivery of consistently high quality performances and programs by WAB, reinforces Perth's status as a cultural destination and as a highly desirable and liveable city for metropolitan residents.

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

WAB regularly seeks feedback from audiences, community program participants and peers to ensure the high levels of programming are maintained. The company benchmarks the artistic quality of its performances against national and international ballet companies.

WAB provides important professional development opportunities for local and international dancers and is committed to regional, school and community based programs.

WAB market research has found their audience is more interested in experiencing ballet outside of the traditional context. The company aims to fulfil this interest by providing audiences with fresh and new experiences.

*Great Leaps* is a high quality free program aimed to provide increased access to high quality performances and provide engagement and development opportunities to young dancers.

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

WAB has been in operation for over 60 years and is an incorporated entity. WAB has a professional management and creative team with many years of experience who manage the daily operations under the supervision of a board of directors.

This is the fourth annual program developed under Aurelien Scannella as Artistic Director. Mr Scannella has an international career as a principal dancer, rehearsal director and ballet master.

WAB has submitted an audited annual report and artistic report for 2015 with its application for sponsorship. An acquittal has been received which relates to the 2015 annual season.

The City of Perth has supported WAB's annual season for more than fifteen years. In a move to support programs that provide increased community access and opportunities for young artists, WAB were invited to apply for sponsorship of its access program initiative *Great Leaps*.

The company has developed an extensive marketing plan which includes:

- Print advertisements in The West Australian and community newspapers;
- Radio campaigns through Nova 93.7;
- Television advertising through Channel 7;
- Online advertising including social media campaigns and digital channels;
- 'Out of Home' advertising in the form of billboards on buses;
- Digital media mail out (up to 12,000 per mail out);
- Ticketmaster and Ticketek agency marketing support;
- Leveraging sponsorship and stakeholder relationships; and
- Ongoing publicity campaigns.

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

WAB has provided a total program budget for 2017 which includes State and Federal Government Grants (44% of the budget) and an estimated amount for ticket sales and corporate sponsorship. The recommended level of sponsorship equates to 5.8% of the total budget.

WAB's major sponsors include Woodside, Wesfarmers Arts, Healthway, Ernst and Young and Singapore Airlines.

## Acknowledgement

City of Perth funding of \$55,000 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:	\$766,851
PROPOSED COST:	\$55,000
BALANCE:	\$458,149

All figures quoted in this report are exclusive of GST

### COMMENTS:

WAB is an important contributor to the life of the city and is one of Western Australia's flagship arts organisations. The City's support of WAB contributes to the profile of the City of Perth as a city of regional and international significance. Sponsorship of *Great Leaps* will support the development of young dancers and ensures increased access to high quality affordable arts activity.

WAB has identified *Great Leaps* participants as the future generation of a loyal and invested audience. By offering *Great Leaps* tickets at an affordable price, WAB is ensuring it's activities are accessible to all children and families. WAB believe the 30,000 children who take extra-curricular dancing lessons across WA are the future audiences, supporters and participants of ballet in WA. By exposing children to high-quality ballet productions from a young age, the theatre experience becomes less intimidating and an enjoyable, sought-after activity for years to come.

Sponsorship of \$55,000 is recommended to support *Great Leaps*. This level of sponsorship is consistent with previous sponsorship of WAB Annual Seasons.