



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, 6 September 2016 at 4.00pm.**

Yours faithfully

**MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER**

1 September 2016

Committee Members:

Members:

Cr Chen (Presiding Member)
Cr Linnios
Cr Yong

1st Deputy:

Cr Davidson

2nd Deputy:

Cr Green



Please convey apologies to Governance on 9461 3250
or email governance@cityofperth.wa.gov.au

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

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

Members:	1st Deputy:	2nd Deputy:
Cr Chen (Presiding Member)	Cr 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.
- Question Sheets are also available on the City's web site: www.perth.wa.gov.au.

Deputations

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

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

Disclaimer

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

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

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

ORDER OF BUSINESS

- 1. Declaration of Opening**
- 2. Apologies and Members on Leave of Absence**
- 3. Question Time for the Public**
- 4. Confirmation of Minutes – 16 August 2016**
- 5. Correspondence**
- 6. Disclosure of Members' Interests**
- 7. Matters for which the Meeting may be Closed**
- 8. Reports**
- 9. Motions of which Previous Notice has been Given**
- 10. General Business**
 - 10.1. Responses to General Business from a Previous Meeting**

Nil
 - 10.2. New General Business**
- 11. Items for Consideration at a Future Meeting**

Outstanding Reports:

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

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ITEM NO: 1

EVENT SPONSORSHIP (PARTNERSHIP) – PERTH HERITAGE DAYS

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. approves event sponsorship of \$100,000 (excluding GST) to Heritage Perth Inc. to present Heritage Perth Open Days on Saturday, 15 October and Sunday, 16 October 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth;***
 - 2.1 the City of Perth to be acknowledged as the Principle sponsor of the event;***
 - 2.2 the event to be recognised as ‘Perth Heritage Days, supported by the City of Perth’;***
 - 2.3 the City of Perth crest to appear on all event programs (245,000) distributed through The West Australian and other outlets;***
 - 2.4 the City of Perth crest to appear on all printed materials for the event;***
 - 2.5 the City of Perth crest to appear on all advertisements for the event;***
 - 2.6 the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;***
 - 2.7 the support of the City of Perth to be acknowledged in all media for the event, including radio;***
 - 2.8 the support of the City of Perth to be acknowledged in the quarterly Heritage Perth newsletter;***
 - 2.9 an opportunity for the City of Perth to provide signage for the event;***

(Cont’d)

- 2.10 an opportunity for the City of Perth to provide input to the newspaper lift-out for the event (eg. for cross promotion of other campaigns or showcasing of City of Perth projects);**
 - 2.11 Heritage Perth to provide image and video content for the event for use on City of Perth social media;**
 - 2.12 the Lord Mayor or representative, to be invited to provide a message for the event program;**
- 3. a detailed acquittal report, including all media coverage obtained, by 20 January 2017.**

BACKGROUND:

FILE REFERENCE: P1032438#03
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 9 August 2016
MAP / SCHEDULE: N/A

Heritage Perth Inc. was established in 2005. The purpose of the organisation is to present the heritage of the city in a positive way. The organisation is partially funded by the City of Perth through a Partnership arrangement. Heritage Perth Inc. has been presenting Perth Heritage Days since 2009, with the City of Perth supporting it since that time.

Summary of Event:

Perth Heritage Days will be held on Saturday, 15 October and Sunday, 16 October 2016 from 9.00am to 4.00pm. The event will be held across significant spaces including parks, buildings, outdoor and historic locations within the city.

The event celebrates Perth's history, culture and architecture, both Indigenous and colonial, by allowing visitors free access to walks, tours, activities, properties and places that are not usually open to the public, or would usually charge an entrance fee. All components of the event are free to the public to attend, and the event is family friendly.

The theme for Perth Heritage Days 2016 is "The way we worked". This theme will be showcased through exhibitions, guided walks, talks, presentations and workshops, and interactive music and drama presentations at relevant venues. High profile buildings such as Parliament House and Supreme Court are key locations for the event annually.

Organisers work closely with local media for promotion and advertising of the event. The event program is distributed through The West Australian newspaper in the lead-

up to the event. The 2015 event received extensive media coverage on television and radio, as well as in press media and social media.

Perth Heritage Days aim to increase audience awareness, understanding and perception of Perth's heritage, to encourage people to explore the City, to increase the understanding of the importance of conservation and protection, and to increase the public's desire to protect the city's heritage.

Organisers expect an attendance of 35,000 over the event weekend.

Funding

The total cost of the event is \$176,000. Organisers have requested cash sponsorship of \$110,000 for the event (62.5% of the total cost of the event). Cash sponsorship of \$100,000 is recommended. This represents 56.82% of the total cost of the event.

Organisers are also seeking the following support for the event:-

Organisation	Amount	Confirmed/Unconfirmed?
Lotterywest	\$40,000	Unconfirmed
Department of Aboriginal Affairs	\$5,000	Unconfirmed
Perth Airport	\$5,000	Unconfirmed
State Heritage Office	\$7,000	Confirmed
Department of Culture and the Arts	\$10,000	Unconfirmed

The City of Perth has supported the event with funding since 2009. The following table shows the City's previous support for the event.

Year	Amount	Attendance
2009	\$40,000	unknown
2010	\$60,000	17,500
2011	\$60,000	29,000
2012	\$70,000	51,000
2013	\$100,000	43,000
2014	\$100,000	23,000
2015	\$100,000	30,000
2016 (requested) (recommended)	\$110,000 \$100,000	35,000

The 2013 event saw an attendance peak due to the 150th Anniversary of Government House being included in the event.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

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

Policy

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

DETAILS:

Acquittal

Whilst the event has been financially supported by the City of Perth since 2009, previous support for the event has been provided as annual partnership funding, administered through the annual budget approval process, rather than via a formal sponsorship agreement.

The Arts, Culture and Heritage Unit and Business Support and Sponsorship Unit have been working together to review and standardise the processes and guidelines for our partnerships, sponsorships and grants. Heritage Perth is one of many organisations to benefit from the increased clarity and transparency of process this financial year. As such, 2016 will be the first year of a formal sponsorship arrangement for the event and therefore there is no previous sponsorship acquittal. However an event report from the 2015 event is available in the Elected Members Portal (TRIM 145086/16).

Eligibility for Sponsorship:

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

**the event makes usually private or pay-for-entry spaces publically accessible.*

Assessment of Application (Partnership):

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

The event will attract 35,000 people to the event over the weekend. REMPLAN economic modelling for this event shows that the event will generate an expected economic output of \$5.38 million. This is a return on investment for the recommended level of sponsorship of 1:54

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

As the State Capital, the city's history incorporates a large part of Western Australia's settled past. The event is a significant event for Western Australia; similar events are held in other Capital Cities around Australia. The event is promoted interstate and has the potential to grow in profile.

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;

Similar events are held in other Capital Cities in Australia. The event celebrates the city's history and heritage and helps to position the city as a city of regional and significance.

- to increase visitation to the city;

The event will increase visitation to the city with an estimated 35,000 expected to attend the event over the weekend.

- to increase economic investment in the city;

Economic modelling for the event shows a projected economic output of \$5.38 million.

- to create a vibrant, energetic 24 hour city.

The event will create vibrancy in the city and adds to the city's portfolio of events by celebrating its heritage and history, both Indigenous and colonial.

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

The event is free to the public to attend.

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

The event will be held exclusively in the city.

6. 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.

Event Sponsorship Category:

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

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

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	9288 5000 7901
BUDGET ITEM:	Heritage Open Day
BUDGET PAGE NUMBER:	85
	BUDGET ITEM
BUDGETED AMOUNT:	\$100,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$100,000
BALANCE:	\$0

All figures quoted in this report are exclusive of GST.

COMMENTS:

Perth Heritage Days are an annual event which offers public access to some of the city's most historically significant spaces and promotes Perth's heritage as an important social and economic asset. Cash sponsorship of \$100,000 (excluding GST) is recommended for the event.

City of Perth Officers have identified synergies between Open House Perth, another City of Perth sponsored event, and Heritage Open Days and have begun discussions with the event organisers about a collaborative approach to these events in 2017 and beyond.

ITEM NO: 2

CORPORATE SPONSORSHIP – PERTH-TAIPEI ART EXHIBITION 2016

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship, and International Engagement Committee:

- 1. approves cash corporate sponsorship of \$9,850 (excluding GST) to Turner Galleries to participate in the 2016 ART TAIPEI exhibition from Friday, 11 November to Tuesday, 15 November 2016;***
- 2. notes that in addition to participation in ART TAIPEI, Turner Galleries will facilitate a public exhibition of the City of Perth owned work “Perth” by local artist Gregory Pryor in Taipei;***
- 3. notes that the event organisers will provide the following sponsorship benefits to the City of Perth;***
 - 3.1 rights to content (images and video) produced at the events;***
 - 3.2 the City of Perth crest to appear on all social media and printed event branding material;***
 - 3.3 verbal recognition of the City of Perth’s support in all speeches and media interviews;***
- 4. a detailed acquittal report, including all media coverage obtained, by 31 March 2017.***

BACKGROUND:

FILE REFERENCE: P1014753-3
REPORTING UNIT: Economic Development Unit
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 22 August 2016

MAP / SCHEDULE: Schedule 1 – Letter of support from the Lord Mayor (TRIM 58100/16)
 Schedule 2 – Request for support from Turner Galleries (TRIM 141116/16)

The City of Perth has received a request for corporate sponsorship of \$9,850 (excluding GST) from Turner Galleries to support the Perth-Taipei Art Exhibition 2016.

Turner Galleries is one of the largest commercial galleries in Perth and displays a broad range of contemporary art including painting, sculpture and new technologies. Originally known as the Church Gallery, it opened in 1999 in Claremont. In March 2007, the gallery relocated and reopened as Turner Galleries in a newly refurbished 1920's-era old factory workshop in Northbridge.

Last month, Turner Galleries was accepted as an exhibitor to ART TAIPEI 2016, a world-renowned international art fair held annually in Taipei. This will be the 23rd edition of ART TAIPEI, which has grown every year.

In 2014, there were 145 exhibiting galleries and in 2015, there were 168, including 38 international galleries. It has become increasingly competitive to secure exhibition space at ART TAIPEI as collectors from across Asia attend the fair to buy art. Total sales at the first day VIP preview of the 2015 event reached AUD\$6.19 million.

ART TAIPEI will be held from Friday, 11 November to Tuesday, 15 November 2016. Turner Galleries plans to display a new solo painting exhibition titled "Yilgarn Lacunae" by Gregory Pryor, who lives and works in Perth. Mr Pryor has had a distinguished international career as an academic and as a painter, with works represented in prestigious art collections across Australia. Over the past decade, he has been exploring aspects of the unique Western Australian landscape through his paintings.

In 2007, Mr Pryor was selected to participate in the City of Perth sponsored Taipei Artist Exchange program and completed a residency at the Taipei Artist Village. Taipei and Perth have had a Sister City relationship since 1999.

The Artist Exchange program is the City's only current project with Taipei, and provides an opportunity for a Western Australian professional artist to travel to Taiwan and complete a residency at the Taipei Artist Village. A reciprocal residency of two months in Perth is offered for a Taipei-based artist. The exchange program was developed to facilitate the exchange of ideas and understanding between Taipei and Perth and to foster the creative development of artists in both cities. Participants are expected to make a contribution to the cultural life of the host community.

Following his residency in Taipei, the City of Perth commissioned Mr Pryor in 2011 to produce a large scale oil diptych painting (presented on two separate panels) on Belgian linen titled *PERTH*. Half of this large painting highlights the water that connects the shores of Western Australia and those of Taiwan. It makes reference to a Chinese scroll from the 12th century by Ma Yuan titled "*Twenty Scenes of Water*" which is located in the National Palace Museum in Taiwan. The painting is a symbol

of the trade and exchange links between Western Australia and Taiwan across this ocean. *PERTH* is currently on display in the City of Perth Council Dining Room in Council House.

Summary of Event:

In addition to Turner Galleries' participation in ART TAIPEI, the owners have proposed shipping *PERTH* to Taipei and displaying it at the Australian Office in Taipei (which is run by the Department of Foreign Affairs and Trade and functions as a de facto Embassy) for the duration of the art fair.

An opening event for the Perth-Taipei Art Exhibition 2016 will be organised by the Australian Office in Taipei to highlight the Perth-Taipei Sister City relationship, share the story of Mr Pryor's journey to Taipei and back, and highlight the importance of international relations and exchange programs.

Key VIP government, business, and community leaders will be invited to attend the event. Arrangements are also being made for Mr Pryor to deliver a lecture at the Taipei Artist Village, where he will share his experience working in Taipei and highlight the importance of the Perth-Taipei Sister City relationship.

The Perth-Taipei Art Exhibition 2016 in conjunction with the Turner Galleries exhibition at ART TAIPEI presents a unique opportunity to showcase Perth to a large audience from the Asia Pacific region. Turner Galleries' aim is to provide substantial open-ended opportunities for this Western Australian artist whilst also promoting Perth, Western Australia, and the Sister City relationship between Perth and Taipei.

Funding:

Organisers have estimated the total cost of the event to be \$69,779. Organisers have requested cash sponsorship of \$9,850 (14.11% of the total cost of the event).

Cash sponsorship of \$9,850 (excl. GST) is recommended. This amount has been budgeted in 2015/16 for the ongoing Taipei Artist Exchange program and this initiative is proposed to take place in lieu of the annual exchange program.

Other confirmed sponsors include the WA Department of Culture and the Arts, which awarded the Turner Galleries a \$15,000 seed funding grant to participate in ART TAIPEI. In addition Art Angels, a philanthropic programme run by the Turner Galleries which has raised \$612,894 to support Western Australian artists, will contribute \$5,000. Edith Cowan University has confirmed sponsorship of \$20,000 and Turner Galleries have committed \$22,000 to the project.

LEGISLATION/STRATEGIC PLAN / POLICY:

Integrated and Framework Implications	Planning and Reporting	Corporate Business Plan	
		Council Four Year Priorities:	Perth as a Capital City
		S6	Maintain a strong profile and reputation for Perth as a City that is attractive for investment
		S6.5	Implement the International Engagement Strategy

Policy

Policy No and Name: Policy 11.3 - Sister City Relationships
Policy 18.8 – Provision of Sponsorships and Donations

DETAILS:

Eligibility for Sponsorship:

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

Markets/audiences who will be exposed to sponsorship information:

The City of Perth’s sponsorship of the Perth-Taipei Art Exhibition 2016 will be exposed to a broad audience, including:

- Key VIP government, business, and community stakeholders in Taiwan;
- Attendees from across the world at ART TAIPEI 2016;
- Key members of the art community in Taiwan; and
- Members of the Perth, Western Australian, and Australian art communities.

Promotion of City of Perth to markets/audiences:

The Turner Galleries will promote the City’s support for this event as per the sponsorship benefits outlined in the recommendation section of this report. The benefits and exposure from this promotion will be global.

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

- Social Media networks of the Turner Galleries and the Australian Office in Taipei;
- International news outlets in Taipei; and
- Verbal recognition of the City of Perth’s support at programme events.

Assessment of Application (Corporate):

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

The sponsorship will promote Perth globally and assist with strengthening ties between the City of Perth and other regions. The sponsorship will demonstrate the City’s commitment to international engagement and cultural exchange.

The sponsorship meets the principles and goals of the City’s International Engagement Strategy – Looking West, which are to:

- Focus on the international promotion of Perth;
- Position Perth as a great place to work, live, study, visit and do business;
- Develop closer relationships with other international cities;
- Add to the exchange of cultural awareness, knowledge, skills and experiences; and
- Facilitating community and private sector involvement in international relationships by enhancing worldwide connections through cultural, educational, sporting and community relationships.

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

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

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

- To position the City as a City of regional and international significance;
- To increase visitation to the City; and
- To increase economic investment in the City.

The project meets the following objectives:

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

- The City of Perth will be recognised as a key city in the Asia-Pacific region that contributes to international collaboration and creative industry development;
- The Australian and Taiwanese markets will be exposed to promotional material and online and print media coverage of ART TAIPEI 2016 and the Perth-Taipei Art Exchange 2016;
- The exhibition opening event will attract key government and business leaders from Taipei and expose them to the many business and tourism opportunities available in Western Australia; and
- This investment will also bring intangible benefits in the form of Western Australia being promoted as a tourism destination and an ideal city for investment.

To increase visitation to the City:

- The Perth-Taipei Art Exhibition 2016 will promote Perth as a city that offers natural beauty and a desirable lifestyle, and which has a proven record of success in facilitating cultural and business collaboration with international partners in the Asia Pacific region.

To increase economic investment in the City of Perth:

- This event will showcase Perth’s work in international affairs and the cultural, artistic, educational, and economic benefits it brings to our City of Perth and our international partners.

4. Benefits to be provided to the City of Perth

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	93A0 8000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	85
	BUDGET ITEM
BUDGETED AMOUNT:	\$55,000
AMOUNT SPENT TO DATE:	\$22,000
PROPOSED COST:	\$9,850
BALANCE:	\$23,150

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Perth-Taipei Art Exhibition 2016 presents a unique opportunity for the City of Perth to highlight the importance of its Sister City relationships and the benefits that come from our international engagement and collaboration.

Sponsorship of the Perth-Taipei Art Exhibition 2016 provides an opportunity for the City of Perth to continue support for our relationship with Taipei through their thriving art sector. This initiative is also an opportunity to reinvigorate our relationship with Taipei with the aim of expanding mutually beneficial collaboration into other emerging sectors such as technology and innovation.

It is recommended that the Marketing, Sponsorship, and International Engagement Committee approve sponsorship of \$9,850 (excl. GST) to be recognised as a principal sponsor of the Perth-Taipei Art Exhibition 2016.

CORPORATE SPONSORSHIP – Perth-Taipei Art Exhibition 2016

Letter of support from Lord Mayor



CITY of PERTH

OFFICE OF THE LORD MAYOR
The Rt Hon. The Lord Mayor Ms Lisa Scaffidi
Council House, 27 St George's Terrace
GPO Box C120 Perth, Western Australia, 6839
T: +61 8 9461 3339 F: +61 8 461 3053
E: lisa.scaffidi@cityofperth.wa.gov.au

11 April 2016

Mr Rick Wang
Chair
Art Taipei
2F - 1, No1, Guangfu S. Rd.
Songsshan District
Taipei 105
Taiwan, R.O.C

E-mail: callingrick@gmail.com
CC: helen@turnergalleries.com.au
CC: aa-tzu@mail.taipei.gov.tw, andyliu0912@gmail.com

Dear Mr Wang,

RE: Turner Galleries Application for ART TAIPEI 2016

I hope this letter finds you well and in good health and that the early spring months are matched with an appropriate sense of growth and optimism in your beautiful city.

Here in Perth we are very excited to be in the midst of a period of substantial growth that has flowed on to the cultural sector – a “Cultural Spring” if you like. This letter is to inform you of a project that will once again open doors and cultural dialogues between our two cities.

One of Perth's longest running and successful contemporary art galleries, Turner Galleries, has decided to submit an application to attend your world renowned international art fair, **ART TAIPEI 2016**. It is my distinct pleasure to endorse the application being made by the owner and Director of the Gallery, Ms Helen Turner.

This application has special significance for us, as the artist who is being proposed by Turner Galleries is the renowned Australian artist Mr Gregory Pryor, who lives and works here in Perth. Gregory has a distinguished international career both as an academic and as a painter, with works represented in prestigious art collections across Australia. Over the past decade Gregory has been exploring aspects of the unique Western Australian landscape in order to better understand and identify with his homeland. Gregory also has had a strong connection to Taipei having been the recipient of the City of Perth Taipei Art Exchange in 2007 where he completed a residency at the Taipei Artist Village.

SCHEDULE 1



CITY of PERTH

-2-

In 2011 the City of Perth awarded Gregory a major commission that resulted in the artist completing a large-scale oil on Belgian linen diptych titled, **PERTH**. Half of this large painting highlights the water that connects the shores of Western Australia and those of Taiwan making reference to a Chinese scroll from the 12th century by Ma Yuan "Twenty Scenes of Water" from the National Palace Museum, Taiwan. The painting is therefore a symbol of the link for trade and flow of exchange between our two countries across this ocean.

Exhibiting Gregory's most recent artworks at **ART TAIPEI 2016** may provide an opportunity for the artwork **PERTH** to be showcased in Taipei at the Australian Trade Office, thereby supporting our Sister City relationship through cultural exchange programming and enabling the engagement of mutual stakeholders. Whilst in Taipei for **ART TAIPEI 2016**, Ms Turner plans to arrange events that promote the Perth-Taipei and greater Australia-Taiwan relationship through artist talks and networking opportunities for key members of Taipei society.

I think Ms Turner's initiative to foster cultural exchange through **ART TAIPEI 2016** is fantastic and provides a platform to broaden and deepen our collaboration with your great city and its people. On behalf of the City of Perth, I wish the Turner Galleries all the best in their application to be accepted for **ART TAIPEI 2016**.

The City of Perth is proud to call Taipei a Sister City and we look forward to continuing to strengthen our wonderful friendship in the years to come.

Yours sincerely,

Lisa-M. Scaffidi
The Rt Hon the Lord Mayor

SCHEDULE 2

CORPORATE SPONSORSHIP – Perth-Taipei Art Exhibition 2016

Request for support from Helen Turner

turnergalleries

Ms Tabitha McMullan
Manager Arts, Culture and Heritage,
City of Perth
Council House,
Level 2, 27 St Georges Tce
Perth WA 6000

12th August 2016

Dear Tabitha,

Thank you so much for the enthusiasm expressed by you and your Arts and International Relations colleagues in partnering with Turner Galleries, to provide the opportunity for *PERTH* by Gregory Pryor, to be showcased in Taipei, at the Australian Office in Taipei.

The in principal confirmation of partnership from the City of Perth is a wonderful outcome and along with our other project partners, will provide a great collaboration of art and international relations.

Whilst we appreciate there is a final phase of approvals, to confirm the funding level. Turner Galleries would like to acknowledge the support of the Lord Mayor of Perth and her letter to Mr Rick Wang (Chair of Art Taipei) copied to the Mayor of Taipei endorsing our application to take part in the 2016 Art Taipei, Art Fair.

The letter was instrumental to the gallery's inclusion in this much sort after, prestigious, Taipei Art Fair, and supported our success in being granted \$15,000 seed funding from Department of Culture and the Arts WA and for this we are extremely grateful.

Art Angels, a philanthropic program run by Turner Galleries that has raised \$612,894 to support artists, will also support the project with a \$5,000 contribution. Edith Cowan University will offer financial assistance of \$20,000 and Turner Galleries will commit \$22,000 to the project.

As you are aware, in 2011 the City of Perth awarded Gregory a major commission that resulted in the artist completing, a large-scale oil on Belgian linen diptych titled, *PERTH*. Half of this large painting highlights the water that connects the shores of Western Australia and those of Taiwan making reference to a Chinese scroll from the 12th century by Ma Yuan "Twenty Scenes of Water" from the National Palace Museum, Taiwan. The painting is a symbol of the link for trade and flow of exchange between Western Australia and Taiwan across this ocean.

Turner Galleries will be exhibiting Pryor's most recent artworks titled, *Yilgam Lacunae*, depicting the abstracted landscape of Western Australia, at ART TAIPEI 2016. Whilst in Taipei, we plan to arrange events that promote the Perth-Taipei and greater Australia - Taiwan relationship through artist talks and networking opportunities for key members of Taipei business and society. We will also be pursuing the opportunity to celebrate the artists' work at both the Art Taipei Art Fair and the Australian Office in Taiwan and possibly the Taipei Artist's village.

If Pryor's *Perth* could be on show at a venue such as the Australian Office in Taipei, at the same time as his work is exhibited at the Art Fair it would not only provide an opportunity for a diverse range of audiences and interested stakeholders to appreciate the very tangible outcomes of such initiatives but strengthen the Sister City relationship and possibly lead to further cultural activity between the City of Perth, Western Australia and Taipei, Taiwan.

To this end it is proposed to loan *PERTH*, from the City of Perth's art collection and exhibit this painting at the Australian Office in Taipei. Turner Galleries respectfully requests that the City of Perth partnership meet the costs of staging this aspect of the project. I attach the draft budget outlining the initial estimate costs.


Turner Galleries undertakes to organise the project and the international engagement program through Ashley Yihsin Chang, our International Project Manager, with advice and input from the City of Perth's Steve McDougall and Claire Smith.

Turner Galleries is a member of the Australian Commercial Galleries Association and can be entrusted to manage, insure, freight, and install the painting *PERTH* in Taipei and ensure its safe return.

This exciting collaboration will provide a platform to broaden and deepen collaboration with Taipei and its people and strengthen the Sister City relationship fostered between Perth and Taipei.

I look forward to final confirmation of funding from City of Perth, however should you require any further information or clarification, please do not hesitate to contact me.

yours sincerely,



Helen Turner
Director Turner Galleries

ITEM NO: 3

EVENT SPONSORSHIP (PARTNERSHIP) – IGA CAROLS BY CANDLELIGHT FOR VARIETY

RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves Event Sponsorship of \$60,000 (excluding GST) to Variety WA to present IGA Carols by Candlelight for Variety on Sunday, 18 December 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 the City of Perth to receive presenting rights to the event;***
 - 2.2 the City of Perth crest to appear on:***
 - a. sponsor banners around the stage at the event;***
 - b. volunteer T shirts worn at the event;***
 - c. all advertising in the Sunday Times and Perth Now in the lead up to the event;***
 - d. television advertising;***
 - e. the event website with a hyperlink to the City of Perth website;***
 - 2.3 acknowledgement of the City of Perth as a sponsor on the inside cover of the event program and on a giant screen prior to the event;***
 - 2.4 the support of the City of Perth to be acknowledged on media releases and social media for the event;***
 - 2.5 the City of Perth to be verbally acknowledged in all radio and television advertising for the event;***
 - 2.6 an opportunity for the City of Perth to have a booth at the event;***

(Cont'd)

- 2.7 an opportunity for the City of Perth to display signage at the event;**
 - 2.8 an invitation for the Lord Mayor to give a short Christmas message at the event;**
 - 2.9 the Lord Mayor to be invited to provide a welcome message in the event songbook.**
- 3. a detailed acquittal report, including all media coverage obtained, by 31 March 2017.**

BACKGROUND:

FILE REFERENCE: P1032438#03
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 22 August 2016
MAP / SCHEDULE: N/A

IGA Carols by Candlelight for Variety is a Christmas carols event with over 70 years history within the City of Perth.

The event was run by volunteer organisation The Apex Club of Perth Incorporated until 2015 when Variety WA took over management of the event. The Apex Committee worked closely with Variety WA to ensure a smooth handover process and a successful event.

Variety WA is a children's charity which aims to empower Western Australian children who are sick, disadvantaged or have special needs. Variety WA gives practical equipment, programs and experiences to these children with an aim to help them live, laugh and learn.

Summary of Event:

Variety WA has requested cash sponsorship of \$60,000 for the IGA Carols by Candlelight for Variety which is a large scale carolling event now in its 72nd year.

The event will take place on Sunday, 18 December 2016 from 6.30pm to 9.45pm. It is historically held on the Sunday before Christmas and has become an integral part of the City of Perth's annual Festival of Christmas program. Gates will open at 4.00pm for families to find a spot and picnic prior to the event. The event then commences at 6.30pm with interactive children's activities, with the main show starting at 7.30pm.

The event has previously been ticketed with prices of \$10 per child, \$15 per adult, and \$40 for a family. In 2016, organisers plan to present the event as free to the public for the first time, with candles and event programs for sale. All proceeds from

the event are donated to charity. In 2015 the event attracted approximately 8,000 people. The event organisers anticipate an attendance of 12 - 15,000 at the 2016 event, with numbers boosted by the fact that it will be free to attend for the first time.

The event was held in Supreme Court Gardens until 2014 however in 2015 it moved to Langley Park due to Supreme Court Gardens being unavailable. The event organisers are now keen to see the event continue in Langley Park as it had reached audience capacity at Supreme Court Gardens. Continuing to hold the event at Langley Park will enable audience growth, which is anticipated with the event no longer being ticketed, and is a strategic objective of the organisers and the City of Perth.

In 2014, Channel Nine became a media partner for the event, creating a television broadcast to be shown in the week leading up to Christmas. This occurred again in 2015, however in 2016, organisers have advised that they would require significant funding to enable this to occur.

The event organisers have plans to raise the profile of the event as the signature Carols by Candlelight event for Western Australia. To this end they have secured big name talent for the event, and are in discussions with sponsors, including the City of Perth, about ways to maximise event growth in 2017 and beyond.

Funding

The total cost of the event is \$285,000. The event organisers have requested cash sponsorship of \$60,000 (21% of the total cost of the event). Organisers have requested the increased sponsorship amount of \$24,000 from the City of Perth to enable them to make the event free to the public. In 2015, an adult ticket cost \$15 with a family of four charged \$40.

Organisation	Amount	Confirmed/Unconfirmed?
IGA	\$80,000	Confirmed
Lotterywest	\$20,000	Unconfirmed
Novotel	\$10,000	Unconfirmed
Wet and Wild Theme Park	\$10,000	Unconfirmed
Sea Containers WA	\$10,000	Unconfirmed
Tourism WA	\$10,000	Unconfirmed

The following table shows the City of Perth's support for the event.

Year	Amount
1996 – 1997	\$8,000
1998 – 2002	\$9,000
2003 – 2004	\$17,000
2005	\$19,000
2006	\$21,000
2007	\$24,404
2008	\$28,000

2009	\$28,000
2010	\$28,560
2011	\$29,303
2012	\$33,000
2013	\$35,000
2014	\$36,015
2015	\$36,015

The event organisers advise that with the move of the event to Langley Park, costs have increased by 20%. The City of Perth venue hire fees and charges for the 2016 event are estimated at \$17,000, with banner hire fees valued at approximately \$12,000. These fees do not include traffic management, advertising, or Environmental Health fees which are also applicable. The event organisers advise that they would be unable to run the event successfully without the support of the City of Perth.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

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

Policy

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

DETAILS:

Acquittal of 2015 Event

An acquittal report for the 2015 event has been received by the City of Perth and is available on the Elected Member Portal (TRIM 109960/16). Key details from the acquittal report include:

- Attendance of 8,836 at the event;
- Event and marketing costs increased due to change of venue;
- Dami Im was the headline act for the event; and
- All sponsorship benefits were met.

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

Eligibility for Sponsorship:

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

Assessment of Application (Partnership):

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

The event occurs on a Sunday night after trading. Some families may take advantage of Sunday trading and then attend the event, visiting food and beverage businesses before or after the event. City of Perth carparks and some accommodation providers in the city will benefit from the event, with attendees travelling from regional areas annually to attend.

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

IGA Carols by Candlelight is a major Capital City event which attracts visitors from all over the greater metropolitan area. The event is Perth's signature Carols event and has the potential to grow into a high profile event such as Sydney's Carols in the Domain. City of Perth Officers are actively engaging with the event organisers and other sponsors to increase the attendance and profile of the event in the future.

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.

The event creates vibrancy and increases visitation to the city. The event may provide a limited economic benefit to city businesses, with families spending time at retailers and restaurants prior to the event, particularly in close proximity to the event location. The event is a key initiative for the City of Perth over the Christmas period and is promoted through the City of Perth's annual Christmas marketing and events program which also includes the Channel 7 Christmas Pageant.

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

For the first time, in 2016 the event will be free to the public to attend. Funds for Variety WA are raised through donations and the sales of candles and event programmes, with all proceeds granted to WA children in need.

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

The event will be held exclusively in the city.

6. 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.

In addition, the City of Perth has negotiated with the event organisers for City of Perth based food and beverage businesses to be provided with the first opportunity to participate in the event through popup offerings.

Event Sponsorship Category:

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

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

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	9386 5000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	
	BUDGET ITEM
BUDGETED AMOUNT:	\$446,229
AMOUNT SPENT TO DATE:	\$ 55,000
PROPOSED COST:	\$ 60,000
BALANCE:	\$331,229

All figures quoted in this report are exclusive of GST.

COMMENTS:

The City of Perth has been a long standing supporter of IGA Carols by Candlelight for Variety WA under its Event Sponsorship program. Event attendance numbers have stayed static in recent years due to the capacity of Supreme Court Gardens, where the event was previously held. Another factor inhibiting crowd growth in previous years is the ticket costs to attend, with a family of four charged \$40 in 2015.

With the 2016 event being free to the public, attendance is expected to vastly increase which is a key objective of the City of Perth. The event will be held on

Langley Park and is expected to attract 12,000 to 15,000 people to the city on the Sunday prior to Christmas.

Variety WA has plans to anchor the event at Langley Park for future years, thereby increasing the capacity of the event. The City of Perth has commenced discussions with the organisers around the 2017 event and the potential for the City of Perth to assume a more prominent role in order to grow the event in scale and profile to become a signature event on the State's Christmas calendar.

It is recommended that the Council approves sponsorship of \$60,000 (excluding GST) on the basis that the event is free to the public to attend.

ITEM NO: 4

ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – PERFORMING ARTS CENTRE SOCIETY

RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves cash sponsorship - associate partnership, of \$64,000 (excluding GST) to Performing Arts Centre Society for sponsorship of the 2017 Blue Room Theatre Program;***
- 2. notes that Performing Arts Centre Society will provide the following program and sponsorship benefits to the City of Perth:***
 - 2.1 2017 Blue Room Theatre Program, consisting of Summer Nights and The Blue Room Theatre Seasons;***
 - 2.2 inclusion of the City of Perth crest on all promotional materials relating to the 2017 Blue Room Theatre Program, including but not limited to season brochures and programs, media releases and media packs, posters, flyers, annual report and website;***
 - 2.3 supporting rights to Summer Nights and two seasons within the 2017 Blue Room Theatre Program, cited as “proudly supported by the City of Perth”;***
 - 2.4 City of Perth signage to be displayed at The Blue Room Theatre for the duration of the supported seasons;***
 - 2.5 A6 size advertisement in the 2017 Season One and Season Two brochures;***
 - 2.6 acknowledgement of sponsorship in all production advertisements including production programs;***
 - 2.7 inclusion of the City of Perth crest on the front cover of the 2017 Season One, Season Two and Summer***

Nights brochures, with acknowledgement cited as “proudly supported by the City of Perth”;

2.8 invitation for the Lord Mayor or representative to speak and launch the Blue Room Theatre Awards;

2.9 verbal acknowledgement of the City of Perth’s support in any formal proceedings including the 2017 Season Launch;

2.10 verbal acknowledgement of the City of Perth’s support in all related public programs and events;

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 2017 Blue Room Theatre Program and an audited annual financial report of Performing Arts Centre Society within 6 months of the conclusion of the relevant financial year.

BACKGROUND:

FILE REFERENCE: P1032405#03
REPORTING UNIT: Business Support & Sponsorship
RESPONSIBLE DIRECTOR: Economic Development & Activation
DATE: 29 July 2016
MAP / SCHEDULE: N/A

Performing Arts Centre Society has requested sponsorship of \$72,351 to support the presentation of the 2017 Blue Room Theatre Program (two seasons) and Summer Nights including an additional free Summer Nights event, *aMoment Caravan* by Maybe () Together, an immersive 10 minute experience for one audience member at a time, through the Arts and Cultural Sponsorship Program.

Performing Arts Centre Society, trading as The Blue Room Theatre (TBRT), manages The Blue Room Theatre venue located in James Street, Northbridge. TBRT is a not-for-profit organisation, incorporated in 1989.

The *Summer Nights* program commenced in 2009 and is now presented as an independent curated program within the *Fringe World Festival*.

In 2015, TBRT launched the LOFT initiative which exists to support as range of professional theatre projects being developed or presented outside of TBRT’s performance programs.

Since 2014/2015, the City of Perth approved an increase of \$10,000 in arts and cultural sponsorship to TBRT to facilitate increased support to independent artists

participating in the *Summer Nights* program. The organisation has demonstrated that the increased support, intended to produce professional development outcomes to independent artists and support sustainable audience growth, has been successful.

As the only independent theatre venue in Western Australia, TBRT offers a unique environment for encouraging development of local artists. The Development Season, open to both professional and emerging theatre-makers, has a particular emphasis on innovation and the development of artists and art form. 90% of the box office is returned directly back to the production, benefiting local artists.

In 2015, TBRT attracted approximately 22,000 audience members into the city through its annual program. Audiences were actively encouraged to engage in pre or post show dining opportunities through TBRT partnerships with local restaurants. An audience survey indicated that audience members on average spent an additional \$40 within the city per visit, representing approximately \$880,000 invested back into the local economy.

TBRT has identified its purpose and vision:

Purpose

TBRT enables the development of local performing artists by providing a venue, resources and support to create and produce their work.

Vision

To strengthen the West Australian theatre sector through our program and be recognised as the preeminent organisation in Australia for independent performing artists to make and present their own work.

Past support

The City of Perth has provided sponsorship to TBRT for eight years. Sponsorship history is as follows:

Year	Sponsorship Amount	Supported Program
<i>2008/09</i>	<i>\$30,000</i>	<i>Season One and Two</i>
<i>2009/10</i>	<i>\$30,600</i>	<i>Season One and Two</i>
<i>2010/11</i>	<i>\$31,365</i>	<i>Season One and Two</i>
<i>2011/12</i>	<i>\$50,000</i>	<i>Season One and Two and Summer Nights</i>
<i>2012/13</i>	<i>\$51,250</i>	<i>Season One and Two and Summer Nights</i>
<i>2013/14</i>	<i>\$52,531</i>	<i>Season One and Two and Summer Nights</i>
<i>2014/15</i>	<i>\$62,531</i>	<i>Season One and Two and Summer Nights</i>
<i>2015/16</i>	<i>\$62,531</i>	<i>Season One and Two and Summer Nights</i>

Year	Sponsorship Amount	Supported Program
2016/17 Requested	\$72,351	2017 Blue Room Theatre Program
2016/17 Proposed	\$64,000	2017 Blue Room Theatre Program

An acquittal report for the 2014/2015 supported project and the 2015 audited financial statements has been received (TRIM 130421/16 and 60829/16) and are accessible within the Elected Member Portal.

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

- In 2015, a total audience of over 22,000 attended TBRT productions throughout the year, representing an average capacity of 85.6%. Approximately 12,000 patrons attended a total of 296 *Summer Nights* performances during the *Fringe World Festival*;
- 465 Western Australian artists were supported to present new work resulting in a box office return of \$405,000, of which 90% was returned to artists; and
- The 2015 *Summer Nights* program offered longer seasons over more venues. In total, 32 productions were presented over six venues. Martin Sims Award Winner *Monroe & Associates* (The Last Great Hunt) ran for 23 days in a custom-built caravan in the Perth Cultural Centre.

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:

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

DETAILS:

Project Summary

Project A – Summer Nights

The *Summer Nights* program is a multi-award winning independent program featuring the best of local, national and international theatre, performance and dance. The *Summer Nights* program has won Best Independent Program at *Fringe World Festival* for the past five consecutive years.

In 2017, TBRT will present productions over four weeks in January and February and for the first time, will present two and half weeks of live performances in Studio Underground at the State Theatre Centre of Western Australia.

TBRT has requested an additional \$10,000 arts and cultural sponsorship to present *aMoment Caravan* by Maybe () Together, Melbourne street artist aMoment in collaboration with sculptor Kathy Holowko as part of The *Summer Nights* Program.

aMoment Caravan is an immersive 10 minute experience for one audience member at a time, described by TBRT as asking big questions in an intimate way, TBRT hopes the event will engage a broad audience who might not have otherwise had the opportunity to participate in unique, artistic experiences.

Project B – The Blue Room Theatre Seasons One and Two

TBRT presents two seasons annually, showcasing a minimum of 14 productions. Each season presents original work or work not previously seen in Western Australia by emerging and mid-career artists.

Applications to present works are submitted by independent producers and are assessed by an industry peer assessment panel against established criteria.

TBRT seasons provide development opportunities for local artists. In addition to providing the venue free of charge, TBRT also provides professional support including technical and production support, marketing support and a booking service, with artists receiving 90% of box office sales.

TBRT seasons have sustained consistent audience growth. In 2014, the program attracted 83% capacity, in 2015, 85% capacity was achieved and the first season of the 2016 program reached 88% capacity.

TBRT offers WA local and mid-career artists the opportunity to present their work in a low-risk supportive environment.

Venues

TBRT Season's performances take place within TBRT and The Blue Room Studio performance spaces. Studio Underground at the State Theatre Centre of Western Australia and TBRT and Studio are used during *Summer Nights* to accommodate the volume of productions presented in the four week period. TBRT and State Theatre Centre of Western Australia are located in Northbridge within the Perth Culture Centre Precinct.

Ticket Prices

Standard tickets are priced from \$20 to \$28 and concession tickets are priced from \$15 to \$25.

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.

Located in the Perth Cultural Centre precinct, Northbridge, TBRT's year round programs attract many thousands of people to the area with its innovative programs.

TBRT is a popular venue for its annual program and during the *Fringe World Festival* when the *Summer Nights* program is presented, as demonstrated by consistently high patronage. The venue supports other cultural activity in the area and in recent years has been used to accommodate and partner with other cultural activities, this has included NAIDOC Week celebrations and Awesome International Arts Festival.

The project must demonstrate shared objectives as an Associate Partner

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

TBRT is committed to supporting the development of new works and the presentation of local arts and cultural activity. TBRT's Development Season, is a unique opportunity for professional and professional emerging theatre makers to present their work in a supportive environment.

The local economy benefits from regular and ongoing cultural programming which ensures that the Cultural Centre, easily accessible from Northbridge and the city's retail precincts, facilitates an active and vibrant destination to visit. A recent survey conducted by TBRT indicates that TBRT patrons contribute approximately \$880,000 to the local economy annually, based on an average spend of \$40 per patron (in addition to expenditure at TBRT).

The 2017 seasons are expected to attract 22,500 people, of which 860 are expected to be interstate visitors and 180 international visitors. In addition, approximately 25 international participants, 40 interstate participants, 28 regional and 379 Perth metropolitan participants will be involved in the seasons.

Visiting audiences are expected to stay a total of 9,651 overnight stays. The City's Economic Impact Modelling tool, REMPLAN, estimates the total economic impact of TBRT Annual Seasons and *Summer Nights* is \$6,977,000, with a direct effect of \$4,403,000.

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

TBRT offers a successful suite of opportunities for local theatre makers to develop their art form.

In 2015, TBRT presented 43 new works, 22 works originally supported by TBRT have gone on to interstate or international presentation. TBRT has nurtured an environment where creative development is encouraged. Emerging and mid-career producers are supported by industry mentors to extend their skills and take creative

risks. In a sector where risk taking can be considered a significant factor in presenting innovative and celebrated works, TBRT offers a unique environment where the financial implications of such risks are lessened by the support, both cash and in-kind, provided by the venue.

Applications to present independent productions at TBRT are assessed by an independent assessment panel of industry peers. Productions are assessed against established assessment criteria.

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

TBRT has a successful history of managing the presentation of TBRT Program. TBRT has an active and experienced Board of Management and a professional staff.

TBRT has been supported through the Arts & Cultural Sponsorship Program since 2008. The organisation has demonstrated successful achievement of its objectives since this time.

As part of its application for sponsorship, TBRT has submitted a copy of the 2015 Annual Report, providing evidence that the organisation has generally met and exceeded most of its performance indicator benchmarks, attracting larger audiences and presenting critically-acclaimed work.

A detailed marketing plan and a schedule of 2017 programming has been submitted in support of the application. The organisation has a membership base of over 500 paid members and a subscriber list of 6,950.

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

TBRT has provided a consolidated project budget for the proposed programs indicating a confirmed financial contribution from the Australia Council and Department of Culture and the Arts totalling \$193,534.

The consolidated project budget for the proposed program includes State and Federal Grants (29% of total budget) and an estimated figure for ticket sales (45% of total budget, 90% of which is returned to artists), bar revenue, donations, in-kind support and corporate sponsorship.

The sponsorship request represents a contribution of approximately \$3.59 per audience member.

Acknowledgement

For \$64,000 (exc. GST) the applicant will be required to provide the benefits as outlined in recommendation section of this report.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	93C4 8000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,285,000
AMOUNT SPENT TO DATE:	\$247,250
PROPOSED COST:	\$64,000
BALANCE:	\$973,750

All figures quoted in this report are exclusive of GST

COMMENTS:

The 2017 TBRT Program meets the City's Arts and Cultural Sponsorship objectives and responds to the aims and goals as articulated in the City's Arts and Culture Policy 18.1.

TBRT seasons are affordable and accessible for the public to attend and consistently provide value to the community who are encouraged to engage with local theatre in a unique environment. This environment encourages the presentation of high quality, innovative theatre, and supports the economic enhancement of the Northbridge and Cultural Centre precincts through partnerships with local businesses.

ITEM NO: 5

DONATION – MERCEDES COLLEGE AWARDS AND LEAP LEADERSHIP PROGRAM 2016

RECOMMENDATION:

(APPROVAL)

That the Marketing, Sponsorship and International Engagement Committee approves a donation of \$3,000 (excluding GST) to Mercedes College for the purpose of supporting their annual Student of the Year award and leadership programs including Leadership in the Community awards and the Leadership, Excellence, Accelerating Potential (LEAP) program; Prefect Leadership formation, Amanda Young Foundation, Halogen Leadership Program and Mercy Foundation Programs.

BACKGROUND:

FILE REFERENCE: P1010627-33
REPORTING UNIT: Director Community and Commercial Services
RESPONSIBLE DIRECTORATE: Community & Commercial Services
DATE: 8 June 2016
MAP / SCHEDULE: N/A

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	N/A
Integrated Planning and Reporting Framework Implications Policy	Strategic Community Plan
	S20 Meaningful and contemporary community engagement and communications
Policy No and Name:	18.8 – Provision of Sponsorship and Donations

DETAILS:

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

The City of Perth has donated funds for the Awards since 2010. \$1,000 of these funds goes directly to two student awards named in recognition of the City of Perth's contribution. These are:

- The City of Perth Award for the Mercedes College Student of the Year; and
- The City of Perth Award for Leadership in the Community.

The Lord Mayor is patron of the College's Prefect Council and is to be invited to present these awards at the Annual Presentation Evening on Friday, 21 October 2016.

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

- The LEAP Programme – a USA not-for-profit education foundation that provide scholarships to students around the world to participate in a program which provides the tools for students to excel in high school. The program also guides young adults in new directions by exposing them to skills that are never taught explicitly in a formal education setting. Four students are attending the July 2016 program which includes goal setting, study skills, time management, the use of mentors and pursuing your dream;
- Prefect Leadership Formation, which includes workshops, talks and tours with key business leaders to develop Year 12 Prefect leadership skills for the 32 prefects and deputies;
- The Amanda Young Foundation and Halogen Leadership Program which involve mentors, team building activities and the development of leadership skills (10 students);
- Mercy Formation Programs, which provide for all students to participate in a range of activities supporting social justice in the City of Perth including Mercy Service-Learning, Poverty Immersion, Year 9 Just Leadership, Beyond the Classroom, Face to Faith, and Seeds of Justice;
- Mercedes College is committed to building relationships with their community stakeholders including business, government and community organisations and groups'
- Students of Mercedes College are regularly involved in community service projects in the City of Perth including street appeals at St Vincent de Paul, the Salvation Army and Citiplace Community Centre. They have participated in tree planting programs in gardens throughout the inner city, and in cooking and distributing meals at the Big Issue Soccer Game each Tuesday in Wellington Square. Students volunteer in the Food Rescue Program run by Uniting Care and is the collection of unwanted food from the city's cafes and restaurants

which is passed on to charities for distribution. Students also volunteer for a number of events across the city including ANZAC day march; and

- Mercedes College previously received support from the City as follows:

Year	Amount	Purpose
2001	\$550	Car parking bays
2002	\$2,500	Participation in tournament
2009	\$1,000	Community Service Learning Programme
2010	\$2,709	Annual Awards; NAIDOC Schools Initiative
2011	\$2,000	Student Awards; LEAP Program
2012	\$2,000	City of Perth Annual Awards and LEAP Program
2013/14	\$996	Social Justice Day (TBC) and City of Perth Annual Awards and LEAP Program
2014/15	\$3,000	Annual Awards, LEAP Program, Prefect Leadership Program, Amanda Young Foundation and Halogen Leadership Program and Mercy Foundation Programs
2015/16	\$3,000	City of Perth Annual Awards, LEAP Program, Prefect Leadership Program, Amanda Young Foundation & Halogen Leadership Program, and Mercy Foundation Programs
Requested/ Proposed 2016/17	\$3,000	City of Perth Annual Awards, LEAP Program, Prefect Leadership Program, Amanda Young Foundation & Halogen Leadership Program, and Mercy Foundation Programs

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	29A43000
BUDGET ITEM:	Education and Welfare – Care of Families and children – donation – Families and children
BUDGET PAGE NUMBER:	TBA
BUDGETED AMOUNT:	\$12,825
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$3,000
BALANCE:	\$9,825
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

COMMUNITY DEVELOPMENT OUTCOMES

In relation to community development outcomes, the leadership program enables:

- Supporting and utilising partnerships between school and community and other agencies;
- Students to develop and implement community based projects possible in partnership with other agencies to enhance and support learning;
- Students engage with the wider community; and
- Development of the next generation of leaders capable of developing innovative solutions to social issues.

COMMENTS

Assisting Mercedes College and its students in their annual awards and leadership program ensures that there is recognition of the City's commitment to young leaders.

ITEM NO: 6

EVENT SPONSORSHIP (PARTNERSHIP) – IFLSCIENCE FESTIVAL

RECOMMENDATION: (REFUSAL)

That Council refuses event sponsorship of \$250,000 (excluding GST) to Minespace Events to present the IFLScience Festival from Friday, 25 November to Sunday, 27 November 2016, from 8.30am to 10.00pm.

BACKGROUND:

FILE REFERENCE: P1032438#03
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 24 August 2016
MAP / SCHEDULE: Confidential Schedule 3 – Proposed Festival Talent
Confidential Schedule 4 – Other Funding Sources

Minespace was launched as a co-working space for the mining industry. One of the key areas of the organisation is the event arm which coordinates science type events, including science-based speaking events, industry group gatherings, workshops, hackathons, corporate functions and conferences.

Minespace Events entered the conference calendar in 2015 with neXtek a technology and innovation conference showcasing the best and newest innovations in mining. The event was successful and was again held in July 2016 at the Perth Concert Hall and sponsored by the City of Perth.

Minespace has a vision for an international science festival in Perth. They approached UK based IFLScience to collaborate on the festival concept. Acquiring the rights to present an event as being officially associated with IFLScience is a huge advantage to attract big names to the festival, and gives prestige and a significant international profile to the event.

IFLScience began as a Facebook page in March 2012 and since then has grown into what is considered the largest science communicators in the world. The IFLScience website has a readership of over 50 million people each month and the Facebook page has over 25 million followers. This is second only to the National Geographic page for the communication of science on Facebook.

Summary of Event:

Minespace will present the IFLScience Festival in the Perth Cultural Centre, University of Western Australia (UWA), Northbridge Piazza and at other city locations from Friday, 25 November to Sunday, 27 November 2016. The event will run from 8.30am to 10.00pm and is proposed to include a variety of free and ticketed components. The event taps into key areas of education namely Science, Technology, Engineering, Arts, and Maths (STEAM areas).

The IFLScience Festival will be a science and innovation festival held over three days and will feature a proposed program of events including:

- TED style speaking events;
- Street science – weird, fun and colourful science for all;
- New science – focused on technology developed in WA: Biotechnology, Mining, Oil and Gas, Renewable energy etc.;
- Science themed art;
- Game science – virtual reality and augmented reality hubs;
- Food science;
- Indigenous science; and
- Science debates and panels including renowned members of the science community.

The Festival program of events will include a free component at the Perth Cultural Centre. For the ticketed components, the festival will utilise several facilities at UWA, including the Octagon Theatre, Sunken Garden, Sommerville Auditorium and Winthrop Hall. Other proposed festival locations are the Perth Town Hall, the State Library of WA, Cathedral Square and city pubs. Organisers anticipate that 80% of the event will be free to the public to attend.

FREE EVENTS

Proposed free festival events include:

High School Science Off – WA High Schools will battle it out to be the winner of the inaugural IFLScience Science – Off.

University Challenge – The West vs The Best – Hosted and judged by festival talent, this challenge will see University compete against University and State against State.

Hot Science – TED style presentations of the best science in Australia, featuring talent from peak science bodies and private enterprise.

Game Jam and Virtual Reality World – Hosted and judged by Hex and Bajo from ABC's Good Game show, this event will entice the best game makers in Australia to compete with their own creations. Each game created will be tested and played by the judges. This component will also feature a virtual world showing the latest in

virtual reality technology, including the Virtuix Omni – the world’s first full motion virtual reality system.

Science in the Pub – utilising the capacity of nearby pubs, some of the best scientists in the world will present to an evening audience.

Q and A Panels – a range of different panels featuring a combination of scientists and topics.

The majority of free events will be held at the Perth Cultural Centre, with UWA hosting the majority of the ticketed components.

Marketing

Minespace will be marketing the event nationally and internationally and plan to heavily rely on social media to promote the event. IFLScience have a strong following on social media and it is anticipated that attending talent will also promote the event via their own social media channels. Organisers therefore believe that the event has the potential to go ‘viral’.

Organisers plan to use Facebook Live to increase the events reach and to record and broadcast components on the event online. This will increase the audience and extend the longevity of the event.

Organisers are aware that pop-up style events can often stimulate businesses which are taking part in them, but that surrounding businesses often do not benefit to the same extent. Organisers have therefore created their food plan to ensure that only uniquely themed food items are to be brought into the event, and that patrons looking for meals will be encouraged to visit one of the many surrounding food vendors. Organisers will work with businesses in the vicinity to advise them of the event and to make recommendations on leveraging off the events attendance. Organisers plan to work specifically with businesses in the immediate vicinity of the Cultural Centre.

Funding

The total cost of the event is \$1,545,000. Organisers have requested cash and in-kind sponsorship of \$250,000 for the event (16% of the total event cost). Organisers have received confirmation of cash and in-kind contributions by other sponsors including the Metropolitan Redevelopment Authority (MRA) and UWA and are awaiting confirmation of funding from a suite of other sources. A table of confirmed and unconfirmed funding can be found at Confidential Schedule 4.

The format of the Festival will include some ticketed components to assist with revenue generation to assist with covering costs.

Organisers have requested cash Sponsorship of \$150,000 to assist with the costs of sourcing talent, accommodation and transport costs, production and infrastructure fees and event staff. Organisers advise that the sourcing of high profile talent comes at a significant cost. The City of Perth notes that much of the talent proposed at Confidential Schedule 3 is as yet unconfirmed.

In addition, organisers have requested in-kind sponsorship from the City to assist with the following costs:

- Town Hall hire fees, including furniture hire (\$20,000);
- Waste management services (\$15,000);
- Use of the City's advertising channels including social media, websites, screens and banner hire (\$15,000);
- Administrative support fees (\$10,000) including;
 - Event application fees;
 - Building permit fees; and
 - Environmental health fees;
- Hire fees for Cathedral Square (\$10,000); and
- Cash sponsorship of one of the science talent team for their appearance at the festival (\$30,000).

The City of Perth's Business Support & Sponsorship unit does not have unallocated funds available in its sponsorship budget to support an event of this scale.

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 spaces

Policy

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

DETAILS:

Organisers have previously received support from the City of Perth for the neXtek Conferences in 2015 and 2016. This most recent event was held in July 2016 and therefore acquittal information is not yet available, however, City of Perth Officers involved with the project have advised that it was a successful project and met its objectives.

Eligibility for Sponsorship:

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

Assessment of Application (Partnership):

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

Economic Modelling for the event shows that the expected economic output for the event is \$31.64 million. This is a return on investment for the requested level of sponsorship of 1:126.

Organisers anticipate that \$400,000 of the event budget will be spent in Perth. In addition, international talent for the event will be accommodated in the city for the duration of the event.

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

IFLSscience have a global following which extends far beyond that of just the science community. The event proposes to bring approximately 20 very high profile international science and innovation personalities to Perth over one weekend and it is anticipated that the event will have an international profile. However, the proposed high profile international talent is unconfirmed at this stage.

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

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

The event will attract international attention through partnering with the UK-based IFLScience. In addition, the high profile international talent will assist with positioning the city as a city of regional and international significance. The event stretches across the City's new boundaries and assists with positioning Perth as a Capital City.

- to increase visitation to the city:

The event will increase visitation to the city with an estimated 150,000 attendees to the event over the weekend. Organisers anticipate a significant attendance from interstate and overseas.

- to increase economic investment in the city:

The event will increase economic investment in the city with a significant projected attendance from interstate and overseas, including high profile talent and celebrities who will be accommodated in the city.

- to create a vibrant, energetic 24 hour city:

The event will create vibrancy across a number of precincts, activating the whole city under the science themed festival. The City of Perth's Marketing and Communications Unit confirm that there is significant potential to leverage off the event through activations and trader involvement.

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

The event will feature a mix of free and ticketed components; however the majority of the event will be free to the public to attend. Organisers anticipate that 80% of the festival will be free.

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

The event will be held exclusively within the city and is exclusive to WA.

6. Benefits to be provided to the City of Perth

Should the City of Perth choose to support the event with sponsorship, organisers will provide the following benefits as a minimum, with further benefits available on negotiation, depending on the level of support:

- the City of Perth crest to appear on all promotional material and advertising for the event;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- the support of the City of Perth to be included in all media coverage of the event;
- the support of the City of Perth to be acknowledged on the events social media accounts;
- the City of Perth to receive a confirmed list of attending talent prior to the event;
- the Lord Mayor, or representative, to be invited to open the event; and
- a detailed acquittal report, including all media coverage obtained, by 28 February 2017.

Event Sponsorship Category:

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

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

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	9386 5000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	85
	BUDGET ITEM
BUDGETED AMOUNT:	\$442,311

AMOUNT SPENT TO DATE:	\$105,000
PROPOSED COST:	\$0
BALANCE:	\$442,311

All figures quoted in this report are exclusive of GST.

COMMENTS:

Should it proceed in its proposed format, the IFLScience Festival has the potential to have a very high profile and attract international celebrities to the city. The event will look to activate several areas of the city, with events proposed to be held at the University of Western Australia, the Perth Cultural Centre and the Northbridge Piazza, as well as roaming performers through city malls.

The projected economic return from the event is significant and the event ties in with key economic development priorities for the City of Perth including promoting the city as a key business, investment and tourism destination; support for science and innovation related education and industries; and activation of the city for the benefit of ratepayers and stakeholders.

However, the requested level of support for the event would position this sponsorship as the City's third largest and over and above what the City of Perth contributes to other events with which it has a longstanding history, such as Fringe Festival and the Christmas Pageant.

The proposed talent includes several very high profile internationally renowned celebrities working across a range of fields which would prove extremely popular in attracting participants to the event. However, it is noted that this talent is not confirmed at this stage, and the City of Perth has doubts about the ability of the event to attract this calibre of talent in the proposed time frame and budget.

Minespace has not previously managed an event of this scale or profile. In addition, key details and logistics of the event are still unconfirmed at this stage, including locations, talent, and most significantly, other sources of funding. Through the City's due diligence, Officers have concerns about the ability of the event organisers to secure the necessary funding to stage an event of this scale. It is therefore recommended that Council refuse the request for sponsorship of this event at this time, however remain open to the possibility to support the event in future years with further planning and evidence of a sustainable business model required.

CONFIDENTIAL SCHEDULE 3
ITEM 6 – EVENT SPONSORSHIP (PARTNERSHIP) –
IFLSCIENCE FESTIVAL

FOR THE MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT MEETING

6 SEPTEMBER 2016

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CONFIDENTIAL SCHEDULE 4
ITEM 6 – EVENT SPONSORSHIP (PARTNERSHIP) –
IFLSCIENCE FESTIVAL

FOR THE MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT MEETING

6 SEPTEMBER 2016

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