

**Marketing, Sponsorship and
International Engagement
Committee**

**Notice of Meeting
26 April 2017
4.00pm**

**Committee Room 1
Ninth Floor
Council House
27 St Georges Terrace, Perth**



City of Perth

Agenda

ORDER OF BUSINESS AND INDEX

- 1** Declaration of Opening
- 2** Apologies and Members on Leave of Absence
Cr Chen (LOA)
- 3** Question Time for the Public
- 4** Confirmation of minutes – 28 February 2017
- 5** Correspondence
- 6** Disclosure of Members' interests
- 7** Matters for which the meeting may be closed
Nil
- 8** Reports
8.1 - Event Sponsorship Round 1 2017-18
8.2 - Arts Initiative Grants Round 1 2017-18
8.3 - Annual Arts Partnership – Revelation Perth International Film Festival 2017-18
- 9** Motions of which Previous Notice has been given
- 10** General Business
10.1 - Responses to General Business from a Previous Meeting
10.2 - New General Business
- 11** Items for consideration at a future meeting
Outstanding Reports: Nil
- 12** Closure

A handwritten signature in black ink, appearing to read 'Martin Mileham', with a large, sweeping underline that loops back under the first part of the name.

MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER
20 APRIL 2017

This meeting is open to members of the public

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 JP | Cr Green |
| Cr Limnios | | |
| Cr Yong | | |

Quorum: Two
Expiry: October 2017

TERMS OF REFERENCE [Adopted OCM 24/11/15] [Amended OCM 13/12/16]

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;
 - f. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
 - g. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership and other city partnerships;
 - h. the implementation of the Christmas Decorations Strategy;
 - i. the management of the Australia Day Celebrations;
 - j. street busking in the City;
 - k. use of the City's banner and flag sites;
 - l. corporate communications and public relations;
 - m. 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 \$15,000 [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].

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.

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.



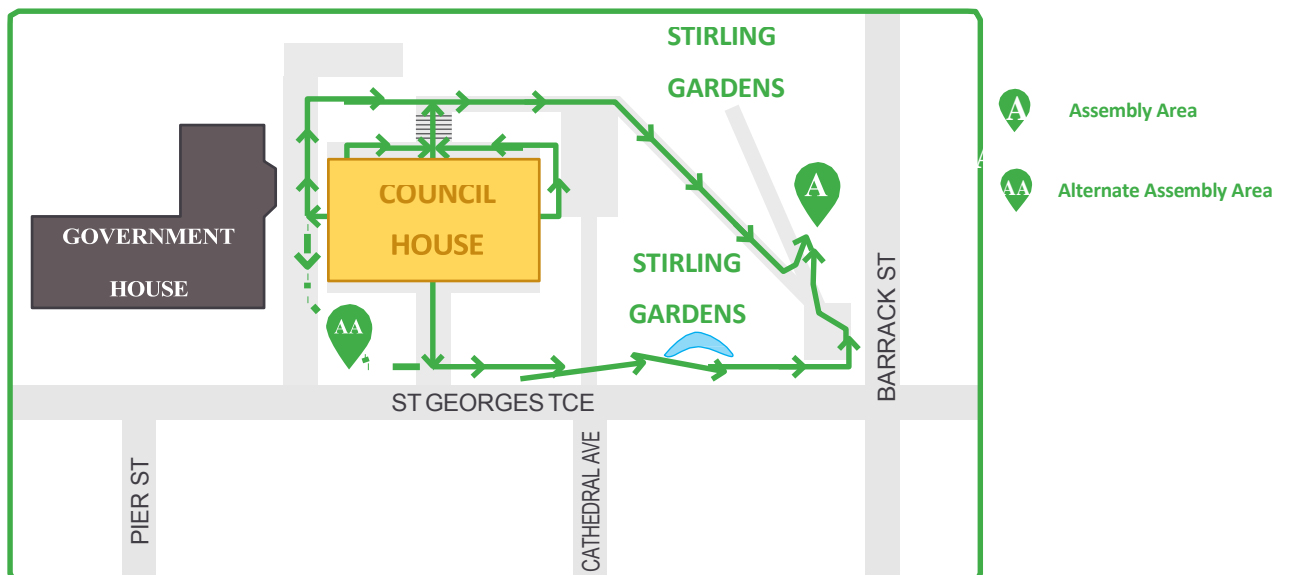
EVACUATION ALARM / PROCEDURES

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



Agenda Event Sponsorship Round 1 2017-18
Item 8.1

Recommendation:***That Council:***

- 1. *approves cash sponsorship of \$189,000 to the following organisations:***
 - 1.1 *Minespace for the IFLScience Festival (\$50,000);***
 - 1.2 *WA Yachting Foundation t/a Swan River Sailing for the 2018 City of Perth Festival of Sail (\$40,000);***
 - 1.3 *Scitech for the Perth Science Festival (\$20,000);***
 - 1.4 *Open House Perth for Open House Perth (\$30,000)***
 - 1.5 *Perth Children's Hospital Foundation for The Big Splash WA (\$14,000);***
 - 1.6 *Hellenic Community of WA Inc. for the 2017 Perth Greek Glendi Festival (\$25,000);***
 - 1.7 *Boating Industry of WA Inc. for the Perth International Boat Show (\$5,000);***
 - 1.8 *Sabre Sailing Association of WA Inc. for the Sabre Sailing Association 2017/18 National Championship Regatta (\$5,000);***

- 2. *notes that the event organisers will provide sponsorship benefits to the City of Perth as detailed in Attachment 8.1A;***

- 3. *declines sponsorship to the following organisations:***
 - 3.1 *Brookfield Commercial Operations for Winter Light Festival;***
 - 3.2 *OzHarvest for Think.Eat.Save;***
 - 3.3 *The Color Run Pty Ltd for The Color Run Perth;***
 - 3.4 *WA Local Government Association for 2017 Banners in the Terrace Competition;***
 - 3.5 *Pink Tank Events Pty Ltd for City of Perth Miss West Coast 2018 Registration Day; and***
 - 3.6 *Tesla Forum of WA Inc. for 2017 Tesla Expo.***

FILE REFERENCE: P1034143#01
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 24 March 2017
ATTACHMENT/S: Attachment 8.1A – Detailed Officer Assessment

Legislation / Strategic Plan / Policy:**Legislation**

N/A

Integrated Planning and Reporting Framework Implications**Strategic Community Plan**

Council Four Year Priorities: Perth as a Capital City

Perth at Night

Healthy and Active in Perth

S5 Increased place activation and use of under-utilised space

S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment

S13 Development of a healthy night-time economy

S15 Reflect and celebrate the diversity of Perth

Policy

Policy No and Name:

18.13 - Sponsorship

Financial Implications:

| | |
|-------------------------|--------------|
| ACCOUNT NO: | 93E170007901 |
| BUDGET ITEM: | TBC |
| BUDGETED AMOUNT: | \$ 380,000 |
| AMOUNT SPENT TO DATE: | \$ 0 |
| PROPOSED COST: | \$ 189,000 |
| BALANCE REMAINING: | \$ 191,000 |
| BALANCE REQUIRED: | \$ 191,000 |
| ANNUAL MAINTENANCE: | N/A |
| ESTIMATED WHOLE OF LIFE | N/A |

All figures quoted in this report are exclusive of GST.

Purpose and Background:

The City of Perth (the City) holds two funding rounds for event sponsorship applications per financial year. The first round of funding is available for events taking place between 1 July 2017 and 31 January 2018. The second round is for events taking place between 1 February 2018 and 31 August 2018.

The City has received requests totalling \$457,000 in Round 1 of Event Sponsorship 2017/18 as follows:

| Applicant | Event | Amount Requested | Amount Recommended |
|----------------------------------|----------------------------------|-------------------------|---------------------------|
| Boating Industry of WA Inc. | Perth International Boat Show | \$10,000 | \$5,000 |
| Brookfield Commercial Operations | Winter Light Festival | \$50,000 | \$0 |
| Hellenic Community of WA Inc. | 2017 Perth Greek Glendi Festival | \$47,000 | \$25,000 |
| MineSpace Events | IFLSscience Festival | \$50,000 | \$50,000 |

| Applicant | Event | Amount Requested | Amount Recommended |
|--|--|-------------------------|---------------------------|
| Open House Perth | Open House Perth | \$50,000 | \$30,000 |
| OzHarvest | Think.Eat.Save | \$10,000 | \$0 |
| Perth Children's Hospital Foundation Limited | The Big Splash WA | \$50,000 | \$14,000 |
| Pink Tank Events | City of Perth Miss West Coast 2018 Registration Day | \$25,000 | \$0 |
| Sabre Sailing Association of Western Australia Inc. | Sabre Sailing Association 2017/18 National Championship Regatta | \$5,000 | \$5,000 |
| Scitech | Perth Science Festival | \$50,000 | \$20,000 |
| Tesla Forum of WA Inc. | 2-17 Tesla Expo | \$25,000 | \$0 |
| The Color Run Pty Ltd. | The Color Run Perth 2017 | \$30,000 | \$0 |
| WA Local Government Association of WA (WALGA) | 2017 Banners in the Terrace Competition | \$5,000 | \$0 |
| Western Australian Yachting Foundation, t/a Swan River Sailing | 2018 City of Perth Festival of Sail incorporating the Warren Jones International Youth Regatta | \$50,000 | \$40,000 |
| | TOTAL | \$457,000 | \$189,000 |

The remaining \$191,000 in the sponsorship account will be used for Event Sponsorship Round 2 for events to be held between 1 February 2018 and 31 July 2018.

Details:

The event sponsorship round was competitive with 15 applications received. One application received was subsequently withdrawn, however the City recognises strong merit in this project and is working with the proponent to further develop the concept for potential at a later date.

The remaining 14 applications requested sponsorship totalling \$457,000 with an available budget of \$190,000. All applications were assessed by a three person assessment panel from the City's Economic Development and Activation Directorate. Eight of these applications are recommended for approval and six for refusal.

Officer assessment of all event sponsorship applications received are detailed in Attachment 8.1A.

Acquittal summaries for the following events previously sponsored are available on the Elected Member Portal:

- City of Perth Festival of Sail 2017;
- Perth Science Festival 2016;
- Open House Perth 2016;
- Winter Light Festival 2016;
- Greek Glendi Festival;
- Sabre Sailing Championships;
- Color Run Perth 2016;
- WALGA Banners in the Terrace 2016; and
- Miss West Coast Miss Universe Registration Day 2016.

Comments:

The City received a strong response for the first round of event sponsorship applications. All applications have been assessed and recommendations for funding have been provided for the Council's consideration. This was the first round of sponsorship applications under the City's new sponsorship policy and revised Event Sponsorship program.

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 reduced evidence of potential benefit, activation and economic return for the City (refer to Attachment 8.1A for Officer comments regarding all applications).

Event Details

| | | | |
|----------------------------------|--|---------------------------------|----------------|
| Event Title | IFLScience Festival | | |
| Event Start Date | 01/12/2017 | Start time | 9.30am |
| Event End Date | 03/12/2017 | End time | 11.00pm |
| Venue | Perth Cultural Centre, University of WA, State Library WA, Art Gallery of WA, PICA | | |
| Applicant | MineSpace Events | | |
| Expected attendance | 117,460 | | |
| Ticket Pricing - Standard | The majority of the event is free, with some ticketed components | | |
| Total Event Cost | \$961,026 | | |
| Total Amount Requested | \$50,000 (5% of the total event cost) | | |
| Cash amount requested | \$44,335 | In kind amount requested | \$5,665 |
| REMPPLAN Impact (Direct) | \$12.616M | Total Impact | \$20.402M |
| Recommendation | Approval | | |
| Recommended amount | \$50,000 | Panel Score (Rank) | 147 (1) |

Event Description

The IFLScience Festival is a three day, multi-site international pop-science event designed to engage all levels of science curiosity from toddlers to adults. The Festival will be held across a range of City venues, with the majority of these free to the public. A small number of events will be exclusive and ticketed.

The event will feature a range of components including:

- Staged panels/interviews;
- High School and University Science Competitions;
- a Gaming Science Expo;
- Workshops at Art Gallery of Western Australia;
- Art Exhibitions/Public Art activation;
- Interactive food science;
- Themed areas for exhibitors (space, medical, food science);
- a live cross to the International Space Station;
- a Great Debate;
- Comedy and Science; and
- a Closing ceremony focusing on Aboriginal Astronomy.

The IFLScience Festival has come from a partnership between Perth based MineSpace Events and London based company IFLScience. IFLScience is an online global leader in promoting popular science and will be moving their online presence into a main stream festival, the first of which will be held in Perth, Western Australia.

The Festival will explore key themes within science and revolve around the core themes of science, technology, engineering, arts, mathematics (STEAM), health care and medicine, space, food science, chemistry, gaming and technology, and expressing science through art.

Organisers advise that the event objectives are as follows:

- to position Perth as the global home of this annual festival;
- to position Perth as a hub where science and innovation is valued locally and celebrated globally;
- to promote cutting-edge science coming out of WA to an international audience;
- to attract science business to WA;
- to inspire future generations with science and to enter STEAM related study pathways and jobs;
- to promote businesses surrounding the major locations in the city of Perth;
- to produce a festival where the whole of the city of Perth have the opportunity to be involved including businesses, volunteers, and attendees; and
- to position Perth as a science and innovation hub for the Asian markets.

This event is the first ever festival for IFLScience, and organisers will not only be looking to continue with this event annually and to help it grow, but also for Perth to be the home of future IFLScience Festivals.

Organisation mission

Minespace Events aims to deliver publically accessible and engaging science based events to the community. Minespace delivered the neXtek conference in 2015 and 2016.

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.

Key Event Personnel

- Adrian Large – MineSpace Events;
- Jasmine Trethewey – MineSpace Events;
- Danielle Emina – IFL Science Manager of New Business; and
- Alfredo Carpinetti – IFL Science Writer.

Organisation Capacity

MineSpace Events alongside IFLScience are responsible for organising the event as well as sourcing sponsorship and finance for its running. They are responsible for the programming of the event, the engagement of the speakers, the curation of exhibitors, identification and engagement of volunteer workforce, curation of busking line up and creation of a sustainable business plan to ensure the success of the festival over the coming years.

An event manager will be utilised to oversee the general management of the event. The event manager will be responsible for the overall management of the festival, management of permits, legal considerations, document management, financial management and other roles as required.

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|---------------------|-----------------|
| Public Building Fee | \$168 |
| TOTAL | \$168 |

No other City fees and charges are identified for the event at this time.

Previous City of Perth Support (last five years)

| Year | Amount |
|-------------|------------------|
| 2015 | \$2,000 (Nextek) |
| 2016 | \$8,800 (Nextek) |

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|-------------------|
| Affordable or free to the public | 9 |
| Accessible to a broad demographic | 10 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 10 |

The majority of the IFLScience Festival is free to the public to attend, with activities and events catering to a wide range of ages and interests. The event will engage a broad range of demographics including those identified as key target markets for the City.

Organisers anticipate that advertising of the event will be seen by up to 50 million people per month globally from the IFLScience web page alone.

| Economic Impact | Score (12) |
|--|-------------------|
| Local businesses and traders are given opportunity to actively engage in the event | 12 |
| Opportunities for City of Perth Parking (CPP) to benefit from increased visitation and revenue | 10 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 11 |
| Provides attendees with opportunities to engage with City businesses pre and/or post event | 11 |

Given the location of the event, and its proximity to City of Perth car parks, organisers will advertise the CPP app to festival attendees.

Organisers advise that a key feature of the event planning to date is engagement with local businesses and ensuring that the festival impacts them positively. They plan to achieve this by encouraging businesses to participate in the event, advertise their business within the festival, and limiting external food and beverage supply within festival locations.

Organisers are planning a series of “fringe” events to run alongside the event. Local businesses and service providers have been contacted and introduced to the event already, with a number identifying opportunities to run science themed events within their own businesses to capitalise on the festival.

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 8 |
| A realistic, achievable budget | 7 |
| Applicants proven ability to deliver the project within the timeline | 6 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 9 |

Minespace have undertaken several risk management assessments to accompany this event. These include a risk assessment for both sites and a specific medical risk assessment for each site.

Organisers plan for the event to be cost neutral within five years of the inaugural Festival. They plan to achieve this through retaining the profit of ticketed events to fund second and subsequent years, leveraging partnerships for long term, mutually beneficial success, and smart investment to ensure returns to the event for the future.

| Healthy and Active City | Score (12) |
|---|-------------------|
| Event compliments and diversifies the existing offering within the City | 11 |

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event does not clash or conflict with other events on the events calendar | 7 |
| Environmentally sustainable practices for the event have been adequately addressed | 10 |
| Increased place activation and use of under-utilised space | 8 |

The event will increase place activation in a wide range of locations across the city. With the proposed add-on or “fringe” events, organisers plan to extend the reach of the Festival. The Festival has the potential to grow into a key Festival offering on the City’s calendar.

Event organisers are committed to sustainable waste practices, and the trial of organic waste bins for the event is currently being explored with the City of Perth waste management team. This would be a city first in terms of waste management at festivals, and sustainable waste practices.

Sponsorship Benefits

Organisers will provide the following benefits for the recommended sponsorship of \$50,000:

- City of Perth Logo to appear on all event collateral;
- a sponsor profile on the official event website;
- the support of the City to be acknowledged on social media for the event;
- the City of Perth logo to be displayed prominently on all sponsorship opportunities, including:
 - on a large banner to be displayed in the Perth Cultural Centre;
 - IFLScience webpage event space (Monthly Audience of 50 Million worldwide);
 - On all communications to MineSpace members;
- the support of the City of Perth to be acknowledged at key Festival events;
- the City of Perth to have access to the patron ticket database for marketing purposes;
- the City of Perth to have exclusive access to one of the international talent team for a promotional video;
- event organisers to offer cross promotional activities from the IFLScience Facebook page and the IFLScience Festival Facebook event page (Current fan base, 25 Million world wide)
- organisers to create a waste management trial with the City of Perth for the use of Organic Waste bins and their impact on festival events;
- organisers to use City of Perth waste management services for all Festival components held on public land;
- the Lord Mayor, or representative, to be invited to attend and speak at the opening of the event.

| Benefits | Score (12) |
|---------------------------------------|-------------------|
| Level of benefits offered to the City | 8 |

Assessment Panel Comments

Organisers have been working on the proposal for the IFLScience Festival for over 12 months and have revised an application which was previously presented to Council. The assessment panel has rated this application highly and sees benefit in the spread of events across the City for the IFLScience Festival. The Festival will activate a range of city areas, and appeal to a broad demographic. Cash sponsorship of \$50,000 is recommended for the event.

Event Details

| | | | |
|----------------------------------|--|---------------------------------|----------------|
| Event Title | 2018 City of Perth Festival of Sail incorporating the Warren Jones International Youth Regatta | | |
| Event Start Date | 22/01/2018 | Start time | 12.00 pm |
| Event End Date | 12/02/2018 | End time | 7.00 pm |
| Venue | Perth Waters, the Lucky Shag Waterfront Bar, Elizabeth Quay | | |
| Applicant | Western Australian Yachting Foundation t/a Swan River Sailing | | |
| Expected attendance | 28,280 | | |
| Ticket Pricing - Standard | Free to watch, cost for participants | | |
| Total Event Cost | \$235,540 | | |
| Total Amount Requested | \$50,000 (21% of the total event cost) | | |
| Cash amount requested | \$50,000 | In kind amount requested | \$0 |
| REMPPLAN Impact (Direct) | \$4.408M | Total Impact | \$7.129M |
| Recommendation | Approval | | |
| Recommended amount | \$40,000 (17 % of the total event cost) | Panel Score (Rank) | 129 (2) |

Event Description

City of Perth Festival of Sail incorporating the Warren Jones Regatta will be conducted exclusively on Perth Waters during the afternoons and early evenings from 22 January 2018 to 12 February 2018.

The event will include the following components:

- Warren Jones International Youth Regatta;
- WA Kite Foiling Fleet regatta;
- WA International Foiling Moth fleet;
- Sailing dinghy fleet racing;
- Australian Sailing "Tackers" Introduction to sailing;
- Women in sailing promotional event; and
- Various corporate sailing charters.

Organisers will be inviting a collection of sailing fleets to the event to provide intermissions to the regular monohull regatta. These may include the WA kitefoiling fleet, WA international foiling moth fleet, M32 catamarans, and Yacht Club dinghy fleets. These fleets will sail before and during the main event to provide spectators with an opportunity to view continuous and diverse action on the water.

Organisers also propose to hold a “Women in Sailing” event to promote sailing to females and improve female participation within the sport of sailing. A junior event ("tackers") is also anticipated.

The winner of the Warren Jones International Youth Regatta will receive automatic invitation to various follow up regattas such as England's Royal Southern Match Cup and the Perth Match Cup. Both are pathways to competing on the World Match Racing Tour.

Swan River Sailing proposes to have a yacht berthed in Elizabeth Quay to promote the event and hope to once again engage the Lucky Shag Waterfront Bar as an event host, supporter and sponsor.

Organisation mission

Swan River Sailing has four main purposes:

- To provide high quality sailing opportunities and events for the benefit of all Western Australians through a range of appealing activities;
- To encourage and conduct state, national and international yachting events in Perth utilising its matched fleet of 36 foot racing yachts;
- To provide sailing opportunities for the benefit of corporate organisations and tourism, predominantly in the inbound tourism and incentive sectors; and
- To support the profile of Perth as an internationally recognised yachting and water sport venue and world class location for competitive yachting.

Key Event Personnel

- Andy Fethers – Regatta Chairman;
- Carolyne Bush – Regatta Manager;
- Georgia Bivens – Sponsorship Manager;
- Megan Beaumont – Special Events Manager; and
- Mike Taylor – Maintenance Manager.

Organisation Capacity

The Warren Jones International Youth Regatta has been sustained for 15 years. The event has a sound existing sponsorship in the Warren Jones Foundation. The partnership between Swan River Sailing, who is a non for profit organisation motivated to run international events and has been in business for 26 years, and the Warren Jones Foundation which is substantially funded, ensure the ongoing underwriting of this event.

Estimate of City Fees and Charges

No City fees and charges are estimated to be applicable to the event at this stage.

Previous City of Perth Support (last five years)

| Year | Amount |
|------|----------|
| 2016 | \$40,000 |

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|------------|
| Affordable or free to the public | 9 |
| Accessible to a broad demographic | 7 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 6 |

The event is free to the public to attend and is accessible to a broad demographic. With the event including youth and women components, it may encourage families to the city. City Officers have provided feedback to event organisers that more marketing of the event including signage and improved spectator facilities will be required in 2018 to increase public awareness and engagement.

| Economic Impact | Score (12) |
|--|------------|
| Local businesses and traders are given opportunity to actively engage in the event | 9 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 7 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 6 |
| Provides attendees with opportunities to engage with City businesses pre and/or post event | 8 |

There is little opportunity for businesses to engage directly with the event; however attendees may visit city businesses before or after the event. Spectators viewing from Elizabeth Quay will also be able to view the action on a live screen, which may encourage spectators to remain within the area, and drive some business to surrounding traders.

The event attracts international participants, umpires and coaches who are accommodated in the city for the duration of the event, which will generate substantial economic benefits in accommodation, food and beverage.

| Sustainability | Score (12) |
|--------------------------------------|------------|
| Safe for participants and the public | 7 |
| A realistic, achievable budget | 8 |

| Sustainability | Score (12) |
|---|-------------------|
| Applicants proven ability to deliver the project within the timeline | 10 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 9 |

The Warren Jones International Youth Regatta has been sustained for 15 years. The event has an existing sponsorship base and generates income from participant fees, as well as from ticket sales from the events Gala luncheon

Swan River Sailing runs a safety and risk management plan covering all areas of the events activities. All participants are briefed and receive a copy of this plan which includes the Quick Response Emergency Plan.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the city | 10 |
| Event does not clash or conflict with other events on the events calendar | 9 |
| Environmentally sustainable practices for the event have been adequately addressed | 8 |
| Increased place activation and use of under-utilised space | 7 |

The event activates the city foreshore, Perth Waters and Elizabeth Quay. The Festival adds a new dimension to the City's calendar of events in a usually quiet time post-Christmas.

The event organisers are committed to running the event in an environmentally sustainable fashion. In 2017, event managers teamed up with the "River Guardians" and "Clean up Australia" to host a "Clean-up the River" morning and informational session of the river's ecology. This was attended by local citizens, competitors, umpires and event volunteers.

Sponsorship Benefits

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

- City of Perth Logo to appear on all event collateral;
- a sponsor profile on the official event website;
- the support of the City to be acknowledged on social media for the event;
- the City of Perth to receive exclusive naming rights to the event i.e. City of Perth Festival of Sail incorporating the Warren Jones International Youth Regatta;
- Officiating opportunities for the Lord Mayor, or representative, at events held during the Festival;
- the support of the City of Perth to be acknowledged within online social media channels (Facebook, Instagram) and the event managers e-commerce initiatives, including on the event website;
- the City of Perth logo to appear on any on-site signage and print media advertisements.

- access for a "hot seat" opportunity offered to the City of Perth for the purpose of video promotion during racing aboard competing yachts on selected days;
- provision for City of Perth flags to be displayed from the backstays of each yacht during the event;
- the City of Perth logo to appear on the hull of each of the competing yachts;
- one yacht to be permanently installed within the Elizabeth Quay waters for the duration of the event;
- access to "Sponsors Races" for up to four guests for use of City of Perth for cross promotion activities;
- City of Perth signage to be displayed at the event village and all event functions;
- City of Perth signage at the spectator area on the foreshore;
- organisers to provide event facilities for spectators (i.e. seating, shade, food trucks, event info, race commentary); and
- a manned marquee or information booth to be positioned within Elizabeth Quay to provide event information and direct people to spectator facilities.

Should the City choose to provide the requested sponsorship of \$50,000, no additional benefits will be provided.

| Benefits | Score (12) |
|---------------------------------------|------------|
| Level of benefits offered to the City | 9 |

Assessment Panel Comments

The assessment panel believes that the event adds a new component to the City’s calendar of events in the post-Christmas event space. The panel commented that spectator facilities should be improved for 2018 as well as increased event signage and marketing activities to justify the same level of funding as that provided in 2017. Cash sponsorship of \$40,000 is recommended on this basis.

Event Details

| | | | |
|----------------------------------|---|---------------------------------|----------------|
| Event Title | Perth Science Festival | | |
| Event Start Date | 12/08/2017 | Start time | 10.00am |
| Event End Date | 13/08/2017 | End time | 5.00pm |
| Venue | Perth Cultural Centre, Flux/CORE (St Georges Terrace) | | |
| Applicant | Scitech | | |
| Expected attendance | 25,250 | | |
| Ticket Pricing - Standard | \$0.00 | | |
| Total Event Cost | \$421,536 | | |
| Total Amount Requested | \$50,000 (12% of the total event cost) | | |
| Cash amount requested | \$50,000 | In kind amount requested | \$0 |
| REMPPLAN Impact (Direct) | \$2.548M | Total Impact | \$4.121M |
| Recommendation | Approval | | |
| Recommended amount | \$20,000 (5% of the total event cost) | Panel Score (Rank) | 127 (3) |

Event Description

The 2017 Perth Science Festival (PSF) will be held in the Perth Cultural Centre (PCC) from August 12-13 2017. The event will feature science, technology, engineering and maths (STEM) organisations participating to engage and inspire participants of all ages in science through stage shows, displays, lectures, discussions and hands-on experiences. The event is free to the public to attend and will feature an estimated 50 stallholders and performers.

The PSF is the premiere event of National Science Week in Western Australia. The event is run primarily by volunteers, through a coordinating committee.

The event will include the following components:

- Live science shows;
- Celebrity scientists and National Science Week guests;
- University outreach teams. Research institutes and other science organisations;
- Community STEM education groups and businesses; and
- Roving entertainment.

In addition organisers plan to partner with organisations in the vicinity of the PCC to deliver activities as part of the Festival.

Organisation mission

Scitech's mission is to increase awareness, interest, capability and participation by all Western Australians in STEM activities. Scitech leads the National Science Week Coordinating Committee which is responsible for delivering activities through National Science Week.

Key Event Personnel

Festival Coordinator to be appointed.

Organisation Capacity

The WA National Science Week Coordinating Committee consists of representatives from the four major public universities, the WA Museum, Engineers Australia (WA), Chem Centre, Office of Science (Department of Premier and Cabinet). With the oversight of this Committee, Scitech has delivered the Perth Science Festival since its inception in 2013.

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|---------------------|-----------------|
| Public Building Fee | \$1,102 |
| TOTAL | \$1,102 |

Previous City of Perth Support (last five years)

| Year | Amount | Attendance |
|-------------|---------------|-------------------|
| 2014 | \$30,000 | 10,000 |
| 2015 | \$30,000 | 26,000 |
| 2016 | \$25,000 | 25,363 |

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|--|-------------------|
| Affordable or free to the public | 11 |
| Accessible to a broad demographic | 10 |
| Encourages new visitors, specifically those identified as key target markets for the city (Families, Baby Boomers, city workers/young professionals) | 9 |

Organisers estimate that over 25,000 people will attend the event in 2017. The event has a broad range of activities aimed at a broad demographic. Organisers advise that 50% of the event attendees in 2016 were under the age of 15.

| Economic Impact | Score (12) |
|--|-------------------|
| Local businesses and traders are given opportunity to actively engage in the event | 6 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 8 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 7 |
| Provides attendees with opportunities to engage with City businesses pre and/or post event | 8 |

Organisers advise that 55% of those surveyed at the 2016 event had driven to the city. They therefore believe that the City of Perth Carparks will be well utilised by event attendees.

In 2016 major institutions surrounding the PCC were actively engaged in the event, including PICA, the State Library of WA, Art Gallery of WA, North Metropolitan TAFE, and the WA Museum. Other institutions, such as the City of Perth Library and St Georges Anglican College will be encouraged to link attendees to their campuses for the 2017 Festival.

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 8 |
| A realistic, achievable budget | 8 |
| Applicants proven ability to deliver the project within the timeline | 10 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 8 |

Event organisers are seeking financial support from the Metropolitan Redevelopment Authority, as well other key event sponsors. In addition, organisers expect to receive financial contributions from the Australian Government Department of industry, Innovation and Science and The WA Office of Science in the Department of Premier and Cabinet.

As in previous years, organisers will request financial support of the Coordinating Committee's activities from each of the four major WA universities, North Metropolitan TAFE, the Chem Centre, WA Museum and Engineers Australia (WA).

Scitech has delivered the Perth Science Festival since its inception in 2013. The Committee will again engage Scitech which has a long history of developing and delivering STEM engagement events and festivals across the State. Scitech makes a considerable in kind contribution to the Festival through management, administration, promotional materials and digital communications.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the City | 8 |
| Event does not clash or conflict with other events on the events calendar | 6 |
| Environmentally sustainable practices for the event have been adequately addressed | 9 |
| Increased place activation and use of under-utilised space | 5 |

The PSF is currently one of only two major City-supported science festivals in Australia, as a part of National Science Week (the other being Sydney). The event will activate the PCC and surrounding businesses over the weekend. In 2016, the Perth Science Festival expanded its footprint to include the Urban Orchard.

The 2017 NSWk theme – Future Earth - will focus on Australia’s sustainability science and will highlight those issues that are unique to Australia. Future Earth launched in 2015 and is a major 10-year international initiative to advance global sustainability science. This theme will provide the opportunity to highlight the City of Perth’s sustainable practices, projects and objectives at the Festival. Organisers work closely with stallholders to ensure the Festival addresses environmentally sustainable practices.

Sponsorship Benefits

Organisers will provide the following benefits for the recommended sponsorship:

- City of Perth logo to appear on all event collateral including event banners, print advertisements, sponsor boards, and on bus backs;
- the City of Perth logo to appear on promotional material including event booklets, posters and flyers across the metropolitan area and regional WA;
- a sponsor profile on the official event website;
- the support of the City to be acknowledged on social media in the lead up to and during the event;
- the support of the City to be acknowledged in electronic direct mail for the event (sent to over 900 subscribers);
- the support of the City to be acknowledged by the MC at the event; and
- the Lord Mayor, or representative, to be invited to the VIP Opening of the Perth Science Festival.

Should the City choose to provide the requested sponsorship of \$50,000, the following additional benefit will be provided:

- the City to be invited to appoint a Perth Science Festival Ambassador who will be provided with opportunities to present the City and STEM activities relating to its Economic Development Strategy and other significant undertakings.

| Benefits | Score (12) |
|---------------------------------------|------------|
| Level of benefits offered to the City | 9 |

Assessment Panel Comments

The event increases visitation to the city, and reaches a broad demographic. In addition the event promotes STEM related activities which is a key focus of Economic Development for the City. However there is anecdotal feedback of declining numbers for the event. In addition the City has been requested to be the primary funder of the event. As the event does not have any spaces confirmed outside the PCC, Organisers are not eligible for sponsorship of greater than 10% of the total event cost. Cash sponsorship of \$20,000 is recommended for the event.

Event Details

| | | | |
|----------------------------------|---|---------------------------------|----------------|
| Event Title | Open House Perth | | |
| Event Start Date | 11/11/2017 | Start time | 9.00am |
| Event End Date | 12/11/2017 | End time | 6.00pm |
| Venue | A number of venues across the city | | |
| Applicant | Open House Perth | | |
| Expected attendance | 60,400 | | |
| Ticket Pricing - Standard | Free to attend | | |
| Total Event Cost | \$120,000 | | |
| Total Amount Requested | \$50,000 (42% of the total event cost) | | |
| Cash amount requested | \$50,000 | In kind amount requested | \$0 |
| REMLAN Impact (Direct) | \$5.980M | Total Impact | \$9.671M |
| Recommendation | Approval | | |
| Recommended amount | \$30,000 (25% of the total event cost) | Panel Score (Rank) | 124 (4) |

Event Description

Open House Perth will be held in various locations across Perth from Saturday 11 to Sunday 12 November 2017. The focus of Open House Perth is to provide a better understanding of architecture and design in the city. In 2017, Open House Perth destinations will include a range of residential, commercial, hospitality, civic and performance spaces showcasing world class design projects.

The event will include:

- the opening of 70-100 buildings and landscapes across the city and its fringe areas;
- a food and retail program designed to promote high quality spaces and increase spend during the event weekend;
- Open design studio spaces to promote the local creative industry;
- promotion of the heritage architecture and its impact on the city;
- showcasing of local design and emerging talent; and
- a fringe program to activate spaces outside of the event weekend and increase visitation to the city.

In the lead up to the event weekend, Open House Perth collaborates with the Australian Institute of Architects and the West Australian Emerging Architect's group to facilitate and promote fringe events including public speaking and walking tours.

Since its inception in 2012, Open House Perth has facilitated an estimated 840,000 visits to destinations as part of the event weekend. Organisers anticipate an attendance of over 60,000 to the 2017 event. The post-event survey from the 2016 event demonstrated that around 200,000 hours were spent in the City of Perth because of the event weekend, and that over half of the event visitors will visit the city again based on the spaces they visited during the event weekend.

Organisation mission

Open House Perth is a not-for-profit organisation that aims to promote great quality design and Perth as world class destination for design. The organisations mission is to showcase key locations in the central business district and surrounding areas to attract people to visit for the event weekend. Throughout the year, Open House uses their online presence to continue to promote these spaces.

Key Event Personnel

- Carly Barrett - Creative Director, Event Coordinator;
- Stephen Corns - Financial Director, Volunteers Coordinator;
- Bec Warger - Event Manager;
- Grant Capriotti and the Muse Bureau team - PR and Launch Event Coordination;
- Harmonic New Media – Website; and
- Melissa Hillman - Board Secretary.

Organisation Capacity

Open House Perth has delivered Open House Perth annually since 2012. The event is one of a series of independently run global Open House events held annually. Open House Perth is managed by a board, and delivered by a team of individuals including architects, PR Professionals and volunteers. The Architect's Institute of Australia WA chapter provides in kind assistance to the Open House Perth team.

Estimate of City Fees and Charges

No City fees and charges are identified for the event at this time.

Previous City of Perth Support (last five years)

| Year | Amount | Attendance |
|-------------|---------------|-------------------|
| 2012 | \$10,000 | 47,640 |
| 2013 | \$40,000 | 27,500 |
| 2014 | \$40,000 | 28,500 |
| 2015 | \$45,000 | 65,000 |

| Year | Amount | Attendance |
|------|----------|------------|
| 2016 | \$40,000 | 50,000 |

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|-------------------|
| Affordable or free to the public | 11 |
| Accessible to a broad demographic | 9 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 8 |

Open House Perth is free to the public to attend and with a broad range of destinations, has the potential to appeal to a broad demographic. Organisers advise that their largest audience group is 25-34 year olds, followed by 45-54 year olds.

| Economic Impact | Score (12) |
|--|-------------------|
| Local businesses and traders are given opportunity to actively engage in the event | 6 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 7 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 6 |
| Provides attendees with opportunities to engage with City businesses pre and/or post event | 10 |

In 2016 44% of event attendees drove to the event, indicating the potential for revenue for benefit for City of Perth Parking.

Statistics from the 2016 End of Event Report (available on the Elected Members Portal) indicate that event attendees spent over \$1.5 million during the event weekend, including over \$750,000 in food and beverage spend.

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 10 |
| A realistic, achievable budget | 7 |
| Applicants proven ability to deliver the project within the timeline | 10 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 6 |

Open House Perth has worked with a variety of budgets from \$90,000 - \$175,000. The event is backed by members of the board and organisation and organisers are committed to presenting a world class event in line with the international family of Open House cities. The event relies on 96% sponsorship and organisers advise that the event is not sustainable without this. The 2017 event has currently secured 7% of the sponsorship identified in their event budget.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the city | 7 |
| Event does not clash or conflict with other events on the events calendar | 5 |
| Environmentally sustainable practices for the event have been adequately addressed | 6 |
| Increased place activation and use of under-utilised space | 10 |

Open House Perth organisers advise that the event encourages sustainability for the built environment.

On approval of sponsorship of the event in 2016, Officers advised the event organiser that the event has some strong cross-over with Heritage Perth Open Days which is held within weeks of Open House Perth. Open House Perth and Heritage Perth have commenced discussions on the potential future of the two events and the capacity to merge them into one event.

Sponsorship Benefits

Organisers will provide the following benefits for the recommended sponsorship of \$30,000:

- City of Perth logo to appear on all event collateral including event signage, volunteer programs and the event program;
- the City of Perth logo to appear on the event website;
- a sponsor profile on the official event website;
- the support of the City to be acknowledged each month on social media in the lead up to the event;
- the City to receive a quarterly sponsorship profile on the event e-news;
- an opportunity for the City to display signage at selected event destinations (up to 40 signage opportunities); and
- the City to have a two page advertisement in the official event publication.

Should the City choose to provide the requested sponsorship of \$50,000, no additional benefits will be provided.

| Benefits | Score (12) |
|---------------------------------------|-------------------|
| Level of benefits offered to the City | 7 |

It should be noted that under the sponsorship policy, the maximum support that the City can provide to an event is 30% of the total event budget. This equates to \$36,000 for this event.

Assessment Panel Comments

There are concerns around the sustainability of the event given that it relies on such a large percentage of sponsorship. In addition, the heritage component of this event is almost identical to Perth Heritage Days which is held one month prior to this event. The Council previously indicated and the assessment panel concurs, that only one Heritage focussed “open day” event is required to avoid duplication. Whilst the event has potential for broad appeal, the marketing and promotion of Open House Perth is limited and therefore it reaches a limited audience. Cash sponsorship of \$30,000 is recommended for the event.

Event Details

| | | | |
|----------------------------------|--|---------------------------------|----------------|
| Event Title | The Big Splash WA | | |
| Event Start Date | 20/01/2018 | Start time | 9.00am |
| Event End Date | 18/03/2018 | End time | 5.00pm |
| Venue | Perth and surrounds | | |
| Applicant | Perth Children's Hospital Foundation Limited | | |
| Expected attendance | 100,100 | | |
| Ticket Pricing - Standard | \$0.00 | | |
| Total Event Cost | \$1,283,725 | | |
| Total Amount Requested | \$50,000 (4% of total event cost) | | |
| Cash amount requested | \$50,000 | In kind amount requested | \$0 |
| REMPPLAN Impact (Direct) | \$11.525M | Total Impact | \$18.638M |
| Recommendation | Approval | | |
| Recommended amount | \$14,000 (1% of the total event cost) | Panel Score (Rank) | 118 (5) |

Event Description

The Big Splash WA is a public art event to be held across Perth and surrounds from 20 January 2018 to 18 March 2018.

The event will include the following components:

- Art Reveal – (September 2017) - sponsor event for participating sponsors to select the designs for their dolphin/s from artists submissions (invitation only);
- a Public art trail of 35- 50 large dolphin sculptures in Perth and surrounds (Jan-March 2018). Free of charge to the public;
- an Art Hub sponsored by South 32 in January 2018 for first two weeks of trail - the general public will be invited to participate and help paint two community dolphins which will then form part of the trail. Free of charge to the public;
- Farewell - 16-18 March 2018. Once the trail is over the dolphins will be brought together in one location over a weekend and exhibited with a number of the participating school dolphins. This will be a carnival type event with a programme of entertainment. Ticketed component; and
- Auction - 20 March 2018. After the Farewell, the dolphins will be auctioned with monies raised supporting the campaign.

The event will centre around a public art trail of large-scale Dolphin sculptures and will operate as a fundraising event for the Perth Children's Hospital Child and Adolescent Mental Health Service located in the City of Perth.

Organisers will call for designs for the dolphins from artists, students, community groups, businesses and the public. Up to 50 designs will be selected by sponsors to feature on The Big Splash WA Sculpture Trail. The trail will be accompanied by an app which will help the public to navigate around the trail, as well as featuring special offers from participating local businesses.

The initiative will also have a supporting education program open to all schools in WA. This component will provide an opportunity for schools to engage students, carers, parents and teachers in conversations around mental health. Participating schools will receive a small dolphin which will be decorated by students and teachers in late 2017. School sculptures will be publically exhibited at the Farewell event in March 2018 alongside the large trail dolphins. Education packs will also be made available to participating schools.

Organisation mission

Perth Children's Hospital Foundation Limited acts as a Registered Health Promotion Charity to promote the prevention or the control of disease in children. The Foundation is called upon to fund initiatives outside of its day to day running, including supporting:

- Professorial Chairs of Expertise;
- Research Fellowships and funding for clinical research;
- Unique training opportunities for staff;
- Leading-edge equipment; and
- Moments of happiness, respite and fun for patients and families.

Key Event Personnel

- Emma Tearne, Louise Scott, Tanvi Haria, David Pusey, Matthew MacPherson, Matt Lucarelli, Louise Forster, Deirdre Whiston and PCH Foundation Corporate Partnerships Team – Strategy and Sponsorship Procurement;
- Avid Events – Critical Path Analysis development;
- Denys Pearce, Deirdre Whiston, Karen Kagi, Samantha Walsh – Project Management;
- Schools Programme Co-ordinator – to be appointed;
- Operations /Logistics Manager – to be appointed; and
- Georgia Malone – Artist Manager.

Organisation Capacity

Perth Children's Hospital Foundation has successfully managed public events for several years including the John Hughes Big Walk, Gala Balls, Abseil for Princess Margaret Hospital, and the Christmas Lights Campaign. The Perth Children's Hospital Foundation's Emerging Leaders in Philanthropy (ELiP) team will lead the project in conjunction with the Perth Children's Hospital Foundation Corporate partnerships division. Perth Children's Hospital Foundation will work with

Child and Adolescent Mental Health at Princess Margaret Hospital and Mentally Healthy WA to create the schools programme in the arts and health curriculum.

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|--------------------|---------------------------|
| Possible Bond Hire | \$5,000 - \$10,000 |
| Permits | \$150 |
| TOTAL | \$5,150 – \$10,150 |

Further City fees and charges may apply depending on the final sculpture locations.

Previous City of Perth Support (last five years)

The City of Perth has not previously supported this organisation.

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|-------------------|
| Affordable or free to the public | 10 |
| Accessible to a broad demographic | 10 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 9 |

The Big Splash WA will be a free public art trail. The event will reach a broad demographic, and will have a strong emphasis on children and families. The Big Splash will incorporate an app designed to help attendees to plan a trail around the sculptures. Visitors to the trail will also be able to vote for their favourite dolphin and learn about the artist through the app.

| Economic Impact | Score (12) |
|--|-------------------|
| Local businesses and traders are given opportunity to actively engage in the event | 8 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 7 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 6 |
| Provides attendees with opportunities to engage with City businesses pre and/or post event | 9 |

Event organisers are currently working with local businesses to offer special deals and rewards to visitors on the trail through the Big Splash WA app. Organisers are committed to promoting City of Perth parking as part of the event promotion. The event is likely to secure widespread media and therefore the event may assist in raising the profile of the City.

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 9 |
| A realistic, achievable budget | 6 |
| Applicants proven ability to deliver the project within the timeline | 7 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 6 |

Organisers advise that locations for the dolphin trail will be finalised in agreement with the City of Perth, Metropolitan Redevelopment Authority and private landowners. A road and footpath obstruction permit has been lodged with the City of Perth with final locations yet to be agreed. All dolphins will be attached to concrete plinths aiding their stability. Artists will be given specific guidelines with regard to painting and adornment of the dolphins and anti graffiti varnish will be used on all dolphins. Perth Children's Hospital Foundation hopes to gain valuable feedback from the City of Perth from experience gained regarding the placement of the sculptures for the Cow Parade in 2016.

Perth Children's Hospital Foundation is seeking funding from a variety of sources for the campaign and is not reliant on any one funding body. Opportunities for large and small investors have been created and organisers anticipate that many products and services can be procured at cost or on an in kind basis.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the City | 6 |
| Event does not clash or conflict with other events on the events calendar | 6 |
| Environmentally sustainable practices for the event have been adequately addressed | 5 |
| Increased place activation and use of under-utilised space | 8 |

The Big Splash WA Dolphin Art Trail and app will be designed to motivate families and participants to visit as many dolphin sculptures as possible. The sculptures will be located in city streets, laneways and squares. Organisers will encourage families to download the app so that children can scan the QR codes of each dolphin to reveal additional dolphin information and take advantage of offers and rewards from participating businesses. Mini trails and trail within trail suggestions will be included for people with impaired mobility or younger children.

Sponsorship Benefits

Organisers will provide the following benefits for the recommended sponsorship:

- City of Perth Logo to appear on all event collateral;
- a sponsor profile on the official event website;
- the support of the City to be acknowledged on social media for the event;
- Two x dolphin sponsorships;
- Two x individually designed dolphin sculptures to be displayed on the trail;
 - the support of the City to be acknowledged on the event website;
 - the Lord Mayor, or representative, to be invited to the sponsors preview event to view artist submissions and select preferred logo;
 - acknowledgement on the official trail map;
 - rights to the Big Splash title for PR and advertising;
 - adoption certificate and photography of dolphins; and
 - the Lord Mayor, or representative, to be invited to the final charity auction.

Should the City choose to provide the requested sponsorship of \$50,000, the following additional benefits will be provided:

- Sponsorship of an additional dolphin sculpture;
- City of Perth branding to be included at all Big Splash WA events including but not limited to sponsor preview and auction;
- an opportunity for the City to provide prizes for major promotion and activation with key media; and
- an opportunity for the City to leverage The Big Splash WA social media channels.

| Benefits | Score (12) |
|---------------------------------------|-------------------|
| Level of benefits offered to the City | 8 |

Assessment Panel Comments

The Big Splash WA event has obvious and clear similarities to the Cow Parade campaign. The assessment panel noted that given the campaign results show that Cow Parade was very successful for the City, the ability to run something similar without the resource drain on the City is appealing. Cash sponsorship of \$14,000 is recommended. This is equivalent to the sponsorship of two dolphins for the trail and showcases the City's support for the new Perth Children's Hospital which is within the City's expanded boundaries.

Event Details

| | | | |
|----------------------------------|---|---------------------------------|----------------|
| Event Title | Winter Light Festival | | |
| Event Start Date | 29/07/2017 | Start time | 6.00pm |
| Event End Date | 13/08/2017 | End time | 11.30pm |
| Venue | Brookfield Place and potentially 108 St Georges Terrace | | |
| Applicant | Brookfield Commercial Operations | | |
| Expected attendance | 20,010 | | |
| Ticket Pricing - Standard | \$0.00 (free to the public) | | |
| Total Event Cost | \$250,000 | | |
| Total Amount Requested | \$50,000 (20% of the total cost of the event) | | |
| Cash amount requested | \$50,000 | In kind amount requested | \$0 |
| REMPPLAN Impact (Direct) | \$1.961M | Indirect | \$3.171M |
| Recommendation | Decline | | |
| Recommended amount | \$0 | Panel Score (Rank) | 118 (6) |

Event Description

Brookfield's Winter Lights Festival takes place on St Georges Terrace annually with a display of light projections on the buildings. The event was first held in 2012 and organisers have continued to run the festival each year with the aim to grow its reputation as a must see event for city workers, residents and tourists. The event has grown from light projections to include exhibitions, performance art and interactive elements.

In 2017 the festival will again include installations, lighting, exhibitions, performance pieces and interactive events. In addition to the projections on the Brookfield Place heritage building this year organisers are looking to include 108 St Georges Terrace in the activation.

Organisers believe that the Winter Light Festival offers an opportunity for light, projection and performing artists to engage with the city and present their work in a public arena. The works selected for the Winter Lights Festival will be those that best highlight the buildings and create a spectacle to attract audiences from around Perth and beyond. The aim of the event is to showcase local, international and overseas talent as part of the program to ensure the festival remains a major event on the Perth calendar.

Brookfield's Winter Light Festival is free to the public to attend.

Organisation mission

Brookfield is a diversified global real estate company that owns, operates and develops one of the largest portfolios of office, retail, multifamily, industrial, hospitality, triple net lease and self-storage assets.

Brookfield helps invigorate public spaces by offering free cultural experiences in their office buildings around the world. This program offers business opportunities commercial tenants within Brookfield Place to connect with new and existing audiences in an innovative way. This delivers positive potential economic benefits to these stakeholders and allows Brookfield to add value to this relationship, ensuring Brookfield Place remains an attractive location for businesses and for the community.

Key Event Personnel

- Andrea Ahearn – WA Marketing Manager;
- Anita Mason – WA Team Assistant;
- GT Media – PR Company; and
- Events company to be confirmed.

Organisation Capacity

Arts Brookfield is the division of Brookfield Commercial Operations which is responsible for the delivery of the Winter Light Festival. Incorporating over 20 placemaking activations, community and ephemeral arts, exhibitions and charity initiatives the 2015/16 Arts Brookfield program saw Brookfield Place Perth come to life through a calendar of world-class events held between 1 July 2015 and 30 June 2016. Key events and initiatives included Christmas decorations and carols, Fringe World, Chinese New Year, Perth International Jazz Festival and the Winter Lights Festival.

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|--------------|-----------------|
| Permits | \$150.00 |
| TOTAL | \$150.00 |

Previous City of Perth Support (last five years)

| Year | Amount |
|-------------|---------------|
| 2016 | \$20,000 |

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|-------------------|
| Affordable or free to the public | 11 |
| Accessible to a broad demographic | 9 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 7 |

The organiser intends to ensure they meet the public outcomes by continuing to run the Brookfield Winter Lights program as a free public event whereby spectators of all ages, nationalities and physical ability are encouraged to come into the city to view the festival.

Specifically the organiser will have different activations that form the festival running at various times that will be enticing for the various target markets. This will encourage attendance by families with their children and grandparents, be attractive to city workers and residence as well as have international draw cards to attract new visitors into the city.

| Economic Impact | Score (12) |
|--|-------------------|
| Local businesses and traders are given opportunity to actively engage in the event | 7 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 5 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 5 |
| Provides attendees with opportunities to engage with city businesses pre and/or post event | 9 |

Organisers work with numerous businesses to put on the festival, including events companies, creative agencies, public relations, artists, performers, designers and hire companies. Organisers also engage with local businesses to encourage them to provide event specials to further entice visitation into the city. Organisers believe that the event provides great opportunities for public transport and the City of Perth parking to benefit financially.

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 10 |
| A realistic, achievable budget | 7 |
| Applicants proven ability to deliver the project within the timeline | 11 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 5 |

2017 will be the sixth year for organisers to manage the event. The success of past Winter Light Festivals demonstrates their ability to deliver the project within the timeline.

Organisers are currently talking with a number of potential sponsors to come on-board to the support the 2017 festival.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the City | 7 |
| Event does not clash or conflict with other events on the events calendar | 8 |
| Environmentally sustainable practices for the event have been adequately addressed | 5 |
| Increased place activation and use of under-utilised space | 7 |

The Winter Lights Festival will form part of the City’s Winter Arts campaign. Brookfield advise that they will work closely with our chosen event company to ensure environmentally sustainable practices for the festival are adequately addressed.

Sponsorship Benefits

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

Organisers will provide the following benefits for the requested sponsorship of \$50,000:

- The City of Perth logo to appear on all event collateral including:
 - digital projections;
 - the event website;
 - social media;
 - lift screen advertising; and
 - print, namely posters and flyers;
- a sponsor profile for the City of Perth on the Brookfield Place Perth and Arts Brookfield websites;
- the City of Perth logo appear on electronic communications regarding the event;
- the support of the City to be acknowledged on social media;
- the support of the City to be acknowledged in all media releases and where possible during media interviews;
- the support of the City to be acknowledged in the speeches at the VIP launch event; and
- the Lord Mayor, or representative, to be invited to officially launch the 2017 Winter Lights Festival at the VIP event.

| Benefits | Score (12) |
|---------------------------------------|-------------------|
| Level of benefits offered to the City | 5 |

Assessment Panel Comments

The panel noted that this request was for an increase of \$30,000 from the previous year however there was no justification provided as to substantiate such an increase. City officers had previously spoken with event organisers about activating other public buildings with light projections as part of this event in order to expand its footprint, however this does not appear to be within the scope of this application and the previous inclusion of Council House in the 2016 event as a destination has been excluded from the 2017 event. It is recommended that cash sponsorship is declined for this event. The event will however receive promotional support as part of the City's Winter Arts Campaign.

Event Details

| | | | |
|----------------------------------|--|---------------------------------|----------------|
| Event Title | 2017 Perth Glendi Greek Festival | | |
| Event Start Date | 22/10/2017 | Start time | 11.00am |
| Event End Date | 22/10/2017 | End time | 9.00pm |
| Venue | Russell Square, Northbridge | | |
| Applicant | Hellenic Community of Western Australia (Inc.) | | |
| Expected attendance | 30,250 | | |
| Ticket Pricing - Standard | \$0.00 | | |
| Total Event Cost | \$161,000 | | |
| Total Amount Requested | \$47,000 (29% of the total event cost) | | |
| Cash amount requested | \$40,000 | In kind amount requested | \$7,000 |
| REMPPLAN Impact (Direct) | \$2.953M | Total Impact | \$4.775M |
| Recommendation | Approved | | |
| Recommended amount | \$25,000 (16% of the total event cost) | Panel Score (Rank) | 116 (7) |

Event Description

Perth Glendi is a free, family-friendly festival with a focus on showcasing Greek Culture. The event will include the following components:

- market stalls and food stalls;
- kid's zone;
- animal farm;
- face painting;
- community/organisation/information stalls;
- Greek dancing performances;
- competitions; and
- cooking Demonstrations; and more.

The Festival will take place at Russell Square in Northbridge and is expected to attract an estimated 30,000 attendees.

Organisers advise that part proceeds of the event will be donated to a chosen charity with this year's charity still to be decided.

Organisation mission

The aim of the Hellenic Community of WA is to promote Greek culture and customs through inclusiveness.

Key Event Personnel

- Peter Economis – Coordinator;
- Zak Chrisostomou – Coordinator;
- Milena Djurasinovic – Secretary;
- Lexine French – Treasurer;
- John Pappas - Brand Manager;
- Despene Kalaf - PR representative; and
- Stell Limnios - Stage Entertainment.

Organisation Capacity

The 2017 Perth Glendi committee has delivered the event for the last two years. The Committee has established relationships with stakeholders, sponsors and market stall holders.

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|---------------------|-------------------|
| Public Building Fee | \$1,102.00 |
| Reg 18 | \$1,000.00 |
| TOTAL | \$2,102.00 |

Previous City of Perth Support (last 5 years)

| Year | Amount | Attendance |
|-------------|---------------|-------------------|
| 2015 | \$25,000 | 20,000 |
| 2016 | \$25,000 | 30,000 |

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|--|-------------------|
| Affordable or free to the public | 10 |
| Accessible to a broad demographic | 7 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/young professionals) | 8 |

The event is free to the public to attend and is likely to attract a broad demographic and has a range of entertainment to attract visitors including families.

| Economic Impact | Score (12) |
|--|-------------------|
| Local businesses and traders are given opportunity to actively engage in the event | 7 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 7 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 4 |
| Provides attendees with opportunities to engage with city businesses pre and/or post event | 8 |

City of Perth Parking (CPP) may benefit from increased revenue with a number of CPP carparks close to the event location. Event attendees may visit local businesses in the vicinity prior to or after the event.

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 9 |
| A realistic, achievable budget | 7 |
| Applicants proven ability to deliver the project within the timeline | 9 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 7 |

The event is in its third year running and organisers have successfully delivered the event over the past two years. The funding of the event includes a variety of support sources, including Government funding, business and personal sponsorship and money made on the day used to cover the cost and donate to the charity of choice.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the city | 8 |
| Event does not clash or conflict with other events on the events calendar | 7 |
| Environmentally sustainable practices for the event have been adequately addressed | 6 |
| Increased place activation and use of under-utilised space | 6 |

Perth Glendi activates Russell Square on a weekend and brings vibrancy to the area. The event is one of a range of cultural events held annually across the city and has become a fixture on the city's calendar of events.

Sponsorship Benefits

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

- City of Perth Logo to appear on all event collateral;
- a sponsor profile on the official event website;
- the support of the City to be acknowledged on social media for the event;
- the City of Perth logo to appear prominently on the main event stage;
- an opportunity for the City to display signage at the event;
- the support of the City to be acknowledged in radios and promotional material including media releases in the lead-up to the event; and
- the Lord Mayor, or representative, to be invited to open the event.

Should the City choose to provide the requested sponsorship of \$47,000, no additional benefits will be provided.

| Benefits | Score (12) |
|---------------------------------------|-------------------|
| Level of benefits offered to the City | 5 |

Assessment Panel Comments

The sponsorship request for this event has significantly increased from that of last year, with no justification for the increase provided by the applicant. The City has been requested to be a primary funder for the event. The event reaches a broad demographic and targets families. Cash sponsorship of \$25,000 is recommended. The City of Perth sponsorship team plan to produce a detailed impact report including measured attendance figures for this event should funding be approved.

Event Details

| | | | |
|----------------------------------|---|---------------------------------|----------------|
| Event Title | Perth International Boat Show | | |
| Event Start Date | 22/09/2017 | Start time | 9.00pm |
| Event End Date | 25/09/2017 | End time | 5.00pm |
| Venue | Perth Convention and Exhibition Centre and Elizabeth Quay | | |
| Applicant | Boating Industry Association of Western Australia | | |
| Expected attendance | 31,000 | | |
| Ticket Pricing - Standard | \$20.00 | | |
| Total Event Cost | \$1,000,000 | | |
| Total Amount Requested | \$10,000 | | |
| Cash amount requested | \$10,000 (1% of the total event cost) | In kind amount requested | \$0 |
| REMPPLAN Impact (Direct) | \$7.171M | Total Impact | \$11.597M |
| Recommendation | Approval | | |
| Recommended amount | \$5,000 (0.5% of the total event cost) | Panel Score (Rank) | 115 (8) |

Event Description

The Perth International Boat Show will be held at the Perth Convention and Exhibition Centre and Elizabeth Quay from Friday 22 to Sunday 24 September 2017. The event is designed to be the major boating event for Western Australia. The event will combine a trade-show with entertainment and related activities and will include an on-water display at Elizabeth Quay.

Indoor Displays planned for the event include:

- Trailerboats from all major brands and manufacturers from across Australia;
- Marine electronics including navigation and communications;
- Safety equipment;
- Aquatic recreation equipment;
- Displays from government agencies;
- Travel and tourism information;
- Insurance and finance; and
- Fishing and outdoor related products.

On-Water Displays planned for the event include:

- Boats under 15m within the Quay;
- Big Boats (over 15m) outside the Quay;
- Covered walkways and pontoons; and
- On water boat demos and trials.

Entertainment and activities planned for the event include:

- Boat trials and demonstrations;
- “How to” demonstrations on a variety of topics;
- Celebrity entertainers and special guests;
- Stage shows;
- On-water entertainment;
- Activities for children and families;
- Fishing demonstrations;
- Seafood cooking demonstrations; and
- Sailing and boating demonstrations and rides.

Organisers advise that the vision for the Show is to create one major boat show for Western Australia that is of an international standard and reflects Western Australia’s prosperous and diverse marine industry.

Organisation mission

The Boating Industry Association of WA (BIAWA) is a non-profit organisation which represents the retail boating industry. Member companies include boat builders, retailers, engine distributors, yacht brokers, trailer manufacturers, ship chandleries, hire and charter boat operators, marinas, shipwrights, mechanical and electrical engineers plus ancillary services. One of the major projects for the BIAWA in 2017 is the launch of the Perth International Boat Show.

Key Event Personnel

- Peter Woods – Festival Director;
- Anne Duncombe – Events Manager;
- Karen Tiedtke – Marketing Manager; and
- Julie Edey – Account Manager.

Organisation Capacity

The Perth International Boat Show is proudly presented by the BIAWA. BIAWA has contracted Premiere Events, to manage the Perth International Boat Show. Premiere Events is a West Australian event and marketing company with more than 20 years industry experience, Premiere Events manages some of WA’s major trade shows including the Perth 4WD and Adventure Show, the Hillarys Boat Dive & Fishing Show, Perth Truck and Trailer Show and the Perth Motorcycle and Scooter Show. In addition, Premiere Events manages the South Australian Boat and Fishing and 4WD & Adventure Shows, the Sydney 4WD and Adventure Show, and a number of regional events and festivals in WA.

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|---------------------|-----------------|
| Public Building Fee | \$168 |
| TOTAL | \$168 |

No other City fees and charges for the event are identified at this time.

Previous City of Perth Support (last five years)

The City has not previously provided support for this organisation.

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|-------------------|
| Affordable or free to the public | 8 |
| Accessible to a broad demographic | 7 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 9 |

The component of the event to be held at the Perth Convention Centre is ticketed at \$20.00 for a standard ticket and \$9.00 for a child's ticket. The event components to be held at Elizabeth Quay are free to the public to attend. The event will be accessible to a broad demographic and will encourage new visitors to the city. Organisers anticipate an attendance of 30,000 to the event.

| Economic Impact | Score (12) |
|--|-------------------|
| Local businesses and traders are given opportunity to actively engage in the event | 5 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 10 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 7 |
| Provides attendees with opportunities to engage with City businesses pre and/or post event | 8 |

The Perth International Boat Show is estimated to attract 30,000 visitors. Approximately 1,000 people are involved in running the event such as exhibitors, staff, contractors and entertainers.

Organisers estimate that approximately 5,000 attendees will travel from regional WA to attend the event, and will stay in the city over the event weekend, thus increasing benefit to the City through food and beverage and accommodation providers.

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 8 |
| A realistic, achievable budget | 6 |
| Applicants proven ability to deliver the project within the timeline | 10 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 7 |

The Perth International Boat Show will have a strong focus on safety on the water. Event organisers work closely with the Department of Transport to promote water safety and boat safety. In addition organisers advise that the event supports sustainable fishing and works closely with Department of Fisheries and Recfishwest to educate people on sustainability.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the city | 9 |
| Event does not clash or conflict with other events on the events calendar | 6 |
| Environmentally sustainable practices for the event have been adequately addressed | 2 |
| Increased place activation and use of under-utilised space | 6 |

Organisers believe that the Perth International Boat Show promotes a healthy lifestyle by encouraging people to be outdoors and on the water.

Sponsorship Benefits

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

- the City of Perth Logo to appear in all advertising material, posters and press advertising (including national advertising) within the Sponsors Panel;
- the City of Perth Logo to appear on the official event website with a hyper link to the City of Perth website;
- the support of the City to be acknowledged on social media for the event;
- an opportunity for the City to display signage at the event;
- an opportunity to promote the City of Perth on the official event website within the Visitor's section, to encourage tourism;
- the Lord Mayor to be invited to present a "welcome" message in the Show's official program;
- the Lord Mayor, or representative to be invited to participate in the official event opening; and

- City of Perth Parking to be promoted as the “Preferred Parking Provider” for the event.

Should the City choose to provide the requested sponsorship of \$10,000, no additional benefits will be provided.

| Benefits | Score (12) |
|---------------------------------------|------------|
| Level of benefits offered to the City | 7 |

Assessment Panel Comments

The Perth International Boat Show will attract a new audience to the city than who otherwise may attend, including families, baby boomers, and retirees. However with the event at the Perth Convention and Exhibition Centre, the visitation is unlikely to spread to other areas of the city. The event will significantly increase patronage to City of Perth Parking facilities, with organisers committed to promoting City of Perth Parking as the preferred parking provider for the event. Cash sponsorship of \$5,000 is recommended for the event.

Event Details

| | | | |
|----------------------------------|---|---------------------------------|----------------|
| Event Title | Think.Eat.Save | | |
| Event Start Date | 24/07/2017 | Start time | 11:30am |
| Event End Date | 24/07/2017 | End time | 2:00pm |
| Venue | Forrest Place | | |
| Applicant | OzHarvest | | |
| Expected attendance | 1,100 | | |
| Ticket Pricing - Standard | \$0.00 | | |
| Total Project Cost | \$31,693 | | |
| Total Amount Requested | \$10,000 (31% of the total event cost) | | |
| Cash amount requested | \$10,000 | In kind amount requested | \$0 |
| REMPPLAN Impact (Direct) | \$0.116M | Total Impact | \$0.118M |
| Recommendation | Decline | | |
| Recommended amount | \$0 | Panel Score (Rank) | 112 (9) |

Event Description

Oz Harvest will present Think.Eat.Save in Forrest Place on 24 July 2017. The event is a free hot lunch event to raise awareness of food waste. Food for the event will be made from rescued ingredients that would have otherwise been deposited in landfill (i.e. cosmetically imperfect fruit and vegetables). Organisers anticipate that they will be able to accommodate up to 1,000 participants in the event.

Similar Think.Eat.Save events will be run across the country on the same day. The event will convey the message of reducing and eliminating food waste.

The aim of Think.Eat.Save is to bring attention to the amount of food wasted in Australia and around the world. OzHarvest are looking to influence the way we produce and consume our food and natural resources.

Organisation mission

OzHarvest is a not-for-profit organisation that rescues surplus food from restaurants, retailers, food outlets and corporate kitchens and delivers that good food at no cost to charities who feed vulnerable men, women and children in need.

OzHarvest WA was launched in December 2014 and has since delivered over 858,900 kilograms of good quality surplus food which equates to the delivery of 2,576,700 meals to vulnerable men, women and children in need.

Key Event Personnel

Jennifer Keen – WA State Manager

Organisation Capacity

OzHarvest will team up with the United Nations Environment Programme (UNEP) and conduct Think.Eat.Save events across Australia (including Perth, WA). 2017 will be the fifth year of this event. Think.Eat.Save has been successfully run in locations including Perth, Sydney, Adelaide, Brisbane, Canberra, Gold Coast, Melbourne, Newcastle, Armidale, Cairns and Sapphire Coast.

OzHarvest WA is a small team with a high level of experience in conducting the Think.Eat.Save events. The OzHarvest WA team works with dedicated volunteers to deliver events throughout the year including corporate engagement programs (Cooking for a Cause), educational programs (NEST) and a range of community fundraising events throughout the year (festivals and markets).

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|-------------------------|-----------------|
| Hire of Forrest Place | \$290 |
| Forrest Place Hire bond | \$700 |
| TOTAL | \$990 |

Previous City of Perth Support (last 5 years)

The City has not previously supported this event.

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|-------------------|
| Affordable or free to the public | 11 |
| Accessible to a broad demographic | 10 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 3 |

Whilst the event is free to the public to attend, it is to be held on a Monday after school holidays and therefore is unlikely to receive a high attendance from families or other visitors. It is

anticipated that the majority of event attendees will be already in the city for work or other activities.

| Economic Impact | Score (12) |
|--|-------------------|
| Local businesses and traders are given opportunity to actively engage in the event | 9 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 3 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 4 |
| Provides attendees with opportunities to engage with City businesses pre and/or post event | 6 |

The event provides very limited opportunity for local businesses to participate in the event. Organisers advise that three local businesses in the City of Perth will be sought to participate in this unique community event. Given the location of the event, attendees will have the opportunity to engage with city businesses pre and/or post event, however it is unlikely that attendees will go on to spend money in the city after an event of this nature.

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 8 |
| A realistic, achievable budget | 7 |
| Applicants proven ability to deliver the project within the timeline | 9 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 4 |

Organisers advise that risk assessments are conducted prior to the event to ensure any hazards are identified and risks are mitigated before the event takes place, with particular consideration given to food hygiene and safety. Organisers have requested a high percentage of event funding from the City with no other sponsors or funders identified in the event budget. All other event costs are to be covered from the OzHarvest Operating Budget.

OzHarvest has previously delivered this event successfully and advise that should they be unsuccessful in securing the support requested from the City, they have other avenues of funding to produce the event.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the city | 9 |
| Event does not clash or conflict with other events on the events calendar | 8 |
| Environmentally sustainable practices for the event have been adequately addressed | 11 |

| | |
|--|-------------------|
| Healthy and Active City | Score (12) |
| Increased place activation and use of under-utilised space | 5 |

This event does not clash or conflict with other Perth events, however it is unlikely the event will have a large visitation due to the timing of the event on a Monday after School holidays.

Environmentally sustainable practices for the event have been addressed through the use of biodegradable products. Meals are created through rescued food ingredients from large-scale supermarket chains and other commercial outlets.

Sponsorship Benefits

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

- City of Perth logo to appear on all event collateral;
- the City of Perth to receive a sponsor profile on the event website;
- the support of the City to be acknowledged on social media for the event; and
- the support of the City to be acknowledged in the OzHarvest Annual Book of Thanks.

| | |
|---------------------------------------|-------------------|
| Benefits | Score (12) |
| Level of benefits offered to the City | 4 |

Assessment Panel Comments

The assessment panel recognised the social benefits of this event; however the event is not suited to event sponsorship and therefore did not rate highly in the assessment process. The application was referred to the Sustainability Unit, however they do not currently have budget to support this event. Organisers have requested cash sponsorship of 31% of the total cost of the event. Under the City's sponsorship policy the City cannot support more than 30% of the total cost of the event. It is recommended that cash sponsorship is declined for this event.

Event Details

| | | | |
|----------------------------------|---|---------------------------------|-----------------|
| Event Title | Sabre Sailing Association 2017/18 National Championship Regatta | | |
| Event Start Date | 29/12/2017 | Start time | 12.00pm |
| Event End Date | 04/01/2018 | End time | 4.00pm |
| Venue | Perth Dinghy Sailing Club and Matilda Bay | | |
| Applicant | Sabre Sailing Association of Western Australia Inc. | | |
| Expected attendance | 300 | | |
| Ticket Pricing - Standard | \$260.00 (for entrants) | | |
| Total Event Cost | \$31,987 | | |
| Total Amount Requested | \$5,000 (16% of the total event cost) | | |
| Cash amount requested | \$5,000 | In kind amount requested | \$0 |
| REMPPLAN Impact (Direct) | \$0.204M | Total Impact | \$0.330M |
| Recommendation | Approval | | |
| Recommended amount | \$5,000 (16% of the total event cost) | Panel Score (Rank) | 111 (10) |

Event Description

The Sabre Sailing National Championships is a National Sailing Championship Regatta for the Sabre class of yacht and is held once a year on a rotational basis around Australia. The event takes place during late December/early January. It most recently has been held in Black Rock Victoria (Dec 2016) Tasmania (Dec 2015) and Adelaide Sailing Club in South Australia (Dec 2014) and Perth WA (Dec 2013).

The regatta consists of an invitation race and nine heats over seven days. The 2011 National Championships in Victoria achieved 130 entries. These numbers put the regatta, currently in the top handful of class championships in Australia with many sailors having impressive national and international sailing credentials.

The Championship caters for all age groups with trophies awarded to the first five places in the open category as well as the first three places in the following categories:

- OPEN – Overall;
- LADIES - Ladies Overall;
- JUNIOR - Less than 18 years old;
- SENIOR - 18 and less than 40 years old;
- MASTER - 40 and less than 50 years old;

- GRAND MASTER - 50 and less than 60 years old;
- VETERAN - 60 years and less than 70; and
- SUPER VETERANS - Over 70.

Spectators will be able to watch the race from the Perth Dinghy Sailing Club or the grounds around the Swan River including from Mounts Bay Road and the Matilda Bay Foreshore.

Organisation mission

The Sabre Sailing Association Western Australia Inc. is affiliated with the National Sabre Association. The objectives of the WA Association are:

- To encourage the growth, racing and popularity of the Sabre yacht in Western Australia and to foster the sport of yachting generally;
- To bring interest back to sailing for the older and less agile sailor as well as younger sailors who may leave due to difficulty in finding crew;
- To regulate the Sabre yachting class by ensuring compliance with established Class Rules for measurement and construction;
- To foster the sport of yachting in general, whether racing or pleasure in Perth, Western Australia; and
- To encourage and promote racing under uniform rules, organise championships and other events, to act as liaison with other yachting organisations and to represent the Sabre Class at State, National and International levels.

Key Event Personnel

- Ms Chelsea Baker - Event Manager and Marketing Officer;
- Mr Brian Jones – President;
- Mr Robin Olsen - Race Officer; and
- Mr Mike Dean – Treasurer.

Organisation Capacity

The Committee managed the event when it was last held in Perth in 2013. Members of the committee have experience in the management of sailing regattas, business and event management. As a non-for profit organisation they are seeking a broad range of funding as well as raising funds where possible.

Feedback received from the previous regatta hosted in Perth was that it was the "Best Regatta Yet" which is why WA and the Perth Dinghy Sailing Club was requested to host the regatta once again, so soon since the last WA Regatta.

Estimate of City Fees and Charges

No applicable City fees and charges are identified for this event.

Previous City of Perth Support (last five years)

| Year | Amount | Attendance |
|------|---------|------------|
| 2013 | \$5,000 | 300 |

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|------------|
| Affordable or free to the public | 7 |
| Accessible to a broad demographic | 6 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 6 |

The event is free to the public to attend and appeals to a broad demographic. The event has the potential to attract people who see the spectacle of 70+ boats racing on the Swan River. Organisers expect a number of Interstate competitors, many of whom will bring families given the time of year the event is held.

| Economic Impact | Score (12) |
|--|------------|
| Local businesses and traders are given opportunity to actively engage in the event | 6 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 3 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 5 |
| Provides attendees with opportunities to engage with City businesses pre and/or post event | 10 |

The event will be held over a week and will include interstate and regional participants who will be accommodated in the city for the duration of the event. This will positively impact the city's accommodation and food and beverage providers.

As part of the event structure, organisers hold the races in the afternoon allowing competitors and their families to visit sights and shop in the mornings. In addition to this they provide a rest day in the middle of the regatta allowing a full day off for competitors.

| Sustainability | Score (12) |
|--|------------|
| Safe for participants and the public | 8 |
| A realistic, achievable budget | 9 |
| Applicants proven ability to deliver the project within the timeline | 10 |

| Sustainability | Score (12) |
|---|-------------------|
| A demonstrated variety in funding sources to ensure sustainability of the project | 9 |

Event organisers will comply with all safety requirements for the event. Members of the committee have experience in the management of sailing regattas, business and event management. As a non-for profit organisation organisers are seeking a range of funding as well as raising funds from fundraising, competitor fees, corporate sponsorship and government grants.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the city | 8 |
| Event does not clash or conflict with other events on the events calendar | 8 |
| Environmentally sustainable practices for the event have been adequately addressed | 5 |
| Increased place activation and use of under-utilised space | 4 |

Organisers believe that the sport of sailing brings benefit to the community through promoting health and fitness, an active lifestyle, sport and water safety. Competitors range in age from 16 to 80 and sailing allows competitors to remain active and healthy.

Sponsorship Benefits

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

- City of Perth Logo to appear on all event collateral including newsletters, information booklets, and registration brochures distributed nationally;
- a sponsor profile on the official event website with a hyperlink to the City of Perth website;
- the support of the City to be acknowledged on social media for the event;
- an opportunity for the City of Perth display signage at the event;
- the City to receive a full page advertisement in the event programme;
- an opportunity to provide promotional brochures to be distributed in welcome packs for the event;
- an opportunity for the City to have a space at the event for activation or promotion;
- the support of the City to be verbally acknowledged at the event;
- the Lord Mayor, or representative, to be invited to officially open the event; and
- event organisers to approach a City-based accommodation provider to be the preferred accommodation provider for the event.

| Benefits | Score (12) |
|---------------------------------------|-------------------|
| Level of benefits offered to the City | 7 |

Assessment Panel Comments

The Sabre Sailing Championships is a relatively low cost sponsorship with the potential to achieve positive economic return for the city. The event will attract interstate visitors to Perth and activate the river during a traditionally quiet time. Cash sponsorship of \$5,000 is recommended.

Event Details

| | | | |
|----------------------------------|---------------------------------------|---------------------------------|-----------------|
| Event Title | The Color Run Perth 2017 | | |
| Event Start Date | 05/11/2017 | Start time | 7:00am |
| Event End Date | 05/11/2017 | End time | 1:00pm |
| Venue | Langley Park, Perth CBD | | |
| Applicant | The Color Run Pty Ltd | | |
| Expected attendance | 25,000 | | |
| Ticket Pricing - Standard | \$50.00 | | |
| Total Project Cost | \$1,037,000 | | |
| Total Amount Requested | \$30,000 (3% of the total event cost) | | |
| Cash amount requested | \$30,000 | In kind amount requested | \$0 |
| REMPPLAN Impact (Direct) | \$2.425M | Total Impact | \$3.922M |
| Recommendation | Decline | | |
| Recommended amount | \$0 | Panel Score (Rank) | 110 (11) |

Event Description

The Color Run is a 5km community fun run involving all ages, all standards of fitness and all abilities. Participants start the event in white shirts and pass through color zones where volunteers throw coloured corn starch powder. At the end of the event participants are able to enjoy the Finish Festival in front of the stage where periodic color throws create a unique experience in a fun celebratory atmosphere.

Organisation mission

The Color Run Pty Ltd was established to deliver the Color Run event in Australia. The event is designed to be a fun mass participation event with a focus on happiness.

Key Event Personnel

- Graeme Hannan - Managing Director;
- Luke Hannan - General Manager;
- Rob McElligot - Race Director;
- Sarah White - Event Director; and
- Evan Calvert - Race Director.

Organisation Capacity

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

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|---------------|-----------------|
| TOTAL* | \$12,500 |

* Based on 2016 event costs

Previous City of Perth Support (last 5 years)

| Year | Amount | Attendance |
|-------------|---------------|-------------------|
| 2015 | \$25,000 | 19,466 |
| 2016 | \$20,000 | 22,000 |

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|-------------------|
| Affordable or free to the public | 6 |
| Accessible to a broad demographic | 8 |
| Encourages new visitors, specifically those identified as key target markets for the city (Families, Baby Boomers, city workers/ young professionals) | 8 |

The event is ticketed and is unlikely to attract visitation from those who are not actively participating in the event. The event will attract an estimated 25,000 people to the city to participate in the event.

The event participants are statistically made up of 75 - 80% females with the main age group being 18 - 35. Organisers advise that the participation of families, children in prams and multigenerational groups has increased over recent years.

| Economic Impact | Score (12) |
|--|-------------------|
| Local businesses and traders are given opportunity to actively engage in the event | 4 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 6 |
| Contributes to a strong reputation for Perth as a city that is attractive for | 5 |

| Economic Impact | Score (12) |
|--|-------------------|
| investment | |
| Provides attendees with opportunities to engage with city businesses pre and/or post event | 4 |

Whilst the event attracts a large attendance, these attendees are unlikely to continue into the city post-event due to the nature of the event. Event organisers are NSW-based and fly a team of event professionals to Perth for the event, sourcing accommodation within the City's CBD.

All food vendors, equipment suppliers, staff and volunteers for the event are sourced locally however the event area is self-contained and there is little flow on effect for local business.

Whilst a large percentage of event attendees use public transport (41% for travelling to the event and 59% for travelling home from the event in 2016), organisers promote City of Perth Parking to attendees who choose to drive to the event

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 8 |
| A realistic, achievable budget | 9 |
| Applicants proven ability to deliver the project within the timeline | 11 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 7 |

Event organisers have experience delivering the event safely in several cities nation-wide. Organisers have a range of income sources including ticket fees, national sponsors and state-based sponsors.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the city | 9 |
| Event does not clash or conflict with other events on the events calendar | 7 |
| Environmentally sustainable practices for the event have been adequately addressed | 8 |
| Increased place activation and use of under-utilised space | 6 |

The Color Run compliments the city's program of events and has the colourful, fun aspect as a point of difference. The event is the only one of its kind to be held in WA. The Color Run is the largest national and international running series with Perth being one the largest event on a per capita basis.

Organisers follow a strict waste management plan and the colour powder that is used for the event is a food grade corn starch that meets the Australian MSDS standards.

Sponsorship Benefits

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

- City of Perth logo to appear on all event collateral;
- the City of Perth to receive a sponsor profile on the event website;
- the support of the City to be acknowledged on social media for the event;
- the City of Perth logo to appear on the “city” page of the event website as well as all electronic direct mail sent to participants;
- the City of Perth will be entitled to 10 X 2.5M coreflute signs to be place in the event Village and around the course;
- the Lord Mayor, or representative, to be invited to start the event and to take part in a photo opportunity prior to the start of the event;
- The Lord Mayor, or representative, to be invited to be on the stage for one of the “color throws”.

| Benefits | Score (12) |
|---------------------------------------|-------------------|
| Level of benefits offered to the City | 4 |

Assessment Panel Comments

The event is a vibrant colourful event held annually in the city. The event is ticketed and is not reliant on City funding as it is funded entirely by ticket sales and the event is run for profit for a private business. Whilst the event has a large attendance, it is unlikely that attendees will go on to visit other businesses in the city as they are covered in coloured powder. Organisers have requested an increase on the level of sponsorship provided in 2016. Despite the event adding vibrancy and colour to the Perth CBD, It is recommended that cash sponsorship is declined for this event and funding directed to other applications.

Event Details

| | | | |
|----------------------------------|--|---------------------------------|-----------------|
| Event Title | 2017 Banners in the Terrace Competition | | |
| Event Start Date | 23/07/2017 | Start time | 12.00 am |
| Event End Date | 05/08/2017 | End time | 12.00 am |
| Venue | Banners: St Georges Terrace and Adelaide Terrace | | |
| Applicant | WA Local Government Association (WALGA) | | |
| Expected attendance | 10,060 | | |
| Ticket Pricing - Standard | \$0.00 | | |
| Total Event Cost | \$9,000 | | |
| Total Amount Requested | \$5,000 (55% of total event cost) | | |
| Cash amount requested | \$5,000 | In kind amount requested | \$0 |
| REMLAN Impact (Direct) | \$0.970M | Total Impact | \$1.569M |
| Recommendation | Decline | | |
| Recommended amount | \$0 | Panel Score (Rank) | 101 (12) |

Event Description

WALGA Banners in the Terrace is an annual community arts competition. WA Councils are invited to paint a banner depicting their local area to be hung in St Georges and Adelaide Terraces as part of the annual WA Local Government Convention held at the Perth Convention and Exhibition Centre in August.

Organisation mission

WALGA is the peak industry body for local government in Western Australia. WALGA advocates on behalf of 138 WA Local Governments and negotiates service agreements for the sector.

Key Event Personnel

No event personnel were identified in this sponsorship application.

Organisation Capacity

WALGA have delivered this event annually for over 20 years.

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|---------------------|----------------|
| Public Building Fee | \$168 |
| Permits | \$150 |
| Banner Hire fees* | \$5,000 |
| TOTAL | \$5,318 |

*Based on 2016 fees

Previous City of Perth Support (last five years)

| Year | Amount |
|------|---------|
| 2012 | \$4,022 |
| 2013 | \$4,174 |
| 2014 | \$4,412 |
| 2015 | \$4,597 |
| 2016 | \$5,000 |

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|------------|
| Affordable or free to the public | 11 |
| Accessible to a broad demographic | 8 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 5 |

Whilst the event is free to the public to attend, it is very unlikely that any people will travel into the city specifically to view the banners. Rather, the installation is more likely to be largely seen by those who are already in the city for work or leisure.

| Economic Impact | Score (12) |
|--|------------|
| Local businesses and traders are given opportunity to actively engage in the event | 2 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 5 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 1 |
| Provides attendees with opportunities to engage with city businesses pre | 5 |

| | |
|-------------------|--|
| and/or post event | |
|-------------------|--|

The event has some significance as a showcase of local government community art held in the WA capital annually. As such it assists in raising the profile of the city. However it is unlikely to have any flow on benefit to businesses, traders or the City of Perth Parking (CPP).

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 9 |
| A realistic, achievable budget | 11 |
| Applicants proven ability to deliver the project within the timeline | 11 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 6 |

The event has been delivered annually for 20 years. Organisers request that the City covers the cost of the banner hire for the event annually.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the City | 4 |
| Event does not clash or conflict with other events on the events calendar | 7 |
| Environmentally sustainable practices for the event have been adequately addressed | 6 |
| Increased place activation and use of under-utilised space | 5 |

Sponsorship Benefits

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

- A sponsor profile on the event website;
- the City of Perth logo and acknowledgement in the Convention Program and Delegate Pocket Program;
- the City to be recognised as an Banners in the Terrace Sponsor with due acknowledgement by the Conference Chair;
- an opportunity for the City to supply promotional material to conference delegates; and
- acknowledgement of City of Perth's support in a special "Banners in the Terrace" colour feature in WALGA's Western Councillor magazine following the Convention.

| Benefits | Score (12) |
|---------------------------------------|-------------------|
| Level of benefits offered to the City | 4 |

Assessment Panel Comments

The City has supported the Banners in the Terrace Competition annually through covering the cost of the banner hire since 1994. Under the new sponsorship framework adopted by Council in December 2016, the competition is not considered to be an event, does not rate highly in the Event Sponsorship assessment process and is more suited to an alternative funding program going forward. Whilst it is recommended that cash sponsorship is declined for this project due to its incompatibility with this program, the City will support the initiative through an appropriate fee waiver with the respective unit responsible for banner hires in order for the City to continue to support WALGA.

Event Details

| | | | |
|----------------------------------|---|---------------------------------|-----------------|
| Event Title | City of Perth Miss West Coast 2018 Registration Day | | |
| Event Start Date | 18/11/2017 | Start time | 12pm |
| Event End Date | 18/11/2017 | End time | 4pm |
| Venue | Forrest Place | | |
| Applicant | Pink Tank Events Pty Ltd. | | |
| Expected attendance | 5,400 | | |
| Ticket Pricing - Standard | \$0.00 | | |
| Total Project Cost | \$69,000 | | |
| Total Amount Requested | \$25,000 | | |
| Cash amount requested | \$25,000 | In kind amount requested | \$0 |
| REMPPLAN Impact (Direct) | \$0.531M | Total Impact | \$0.858M |
| Recommendation | Decline | | |
| Recommended amount | \$0 | Panel Score (Rank) | 100 (13) |

Event Description

The Miss West Coast – Miss Universe Registration Day is to be held on Saturday 18 November from 12.00 noon to 4.00pm. The event is the official launch of the Miss West Coast program in which the top 70 contestants are chosen from over 400 entrants across Western Australia.

The event is the registration for, and the first in the series of lead up events to, Miss Universe 2018. Females aged between 17 and 27 will parade before a panel of judges, hoping to secure a place in the top 70. The ultimate winner of Miss West Coast goes on to compete in Miss Universe Australia.

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

Judges who attend the day include prominent and local WA business owners such as designer Steph Audino and Enriqueta McGrath from Queta Brows.

Media are invited to attend this event and cover the day. The 2017 the Registration Day received coverage from The West Australian, The Sunday Times and The Social Pages.

Organisation mission

Pink Tank Events was formed by Troy Barbagallo with a goal to create something unique, fresh and exciting in the corporate world and to bring a fresh change to a market already full of the same events. Pink Tank Events owns the rights to the Miss Universe Australia Program and The Miss West Coast Program and supports local charities such as ToyBox International via its events.

Key Event Personnel

- Troy Barbagallo - Event Director;
- Sophia Barbagallo - General Manager;
- Stephanie White - PR, Events and Marketing; and
- Brooke Parker - Events and Marketing Assistant.

Organisation Capacity

The Miss West Coast/Miss Universe Australia (WA) Registration Day has been held exclusively in the City of Perth since its inception in 2009. Pink Tank Events has experience in hosting and organising a range of corporate events in Perth and Australia-wide throughout the past 10 years.

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|---------------------|-----------------|
| Public Building Fee | \$168 |
| Application fee | \$68 |
| Site Hire | \$1,464 |
| Power Fee | \$63.00 |
| Refundable Bond | \$1,200 |
| TOTAL | \$2,963 |

Previous City of Perth Support (last five years)

| Year | Amount | Attendance |
|-------------|---------------|-------------------|
| 2012 | \$20,000 | 3,000 |
| 2013 | \$25,000 | 5,000 |
| 2014 | \$18,750 | 5,000 |
| 2015 | \$20,000 | 5,000 |

| Year | Amount | Attendance |
|------|----------|------------|
| 2016 | \$15,000 | 5,000 |

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|------------|
| Affordable or free to the public | 9 |
| Accessible to a broad demographic | 5 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 7 |

The City of Perth Miss West Coast Registration Day is free to the public to attend and accessible to a broad demographic. However the appeal may be limited and the event is unlikely to be attended by families.

The City of Perth Miss West Coast Registration Day has been free for the public since its inception.

| Economic Impact | Score (12) |
|--|------------|
| Local businesses and traders are given opportunity to actively engage in the event | 7 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 7 |
| Contributes to a strong reputation for Perth as a city that is attractive for investment | 5 |
| Provides attendees with opportunities to engage with city businesses pre and/or post event | 10 |

Local businesses in Forrest Place are contacted by Pink Tank Events in the lead up to the Registration Day to ask if they would like to submit pamphlets or brochures to be included in the Miss West Coast Goodie Bags which are handed out to the public on the day. Organisers believe that local businesses receive increased foot traffic as guests and supporters at the event may purchase food and drink and spend leisure time at retail outlets during and/or after the event.

| Sustainability | Score (12) |
|---|------------|
| Safe for participants and the public | 8 |
| A realistic, achievable budget | 9 |
| Applicants proven ability to deliver the project within the timeline | 11 |
| A demonstrated variety in funding sources to ensure sustainability of the | 7 |

| | |
|---------|--|
| project | |
|---------|--|

The event has been incident-free event for the past nine years. Organisers have not identified any other funding sources outside the sponsorship request from the City of Perth.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the city | 9 |
| Event does not clash or conflict with other events on the events calendar | 7 |
| Environmentally sustainable practices for the event have been adequately addressed | 8 |
| Increased place activation and use of under-utilised space | 6 |

Organisers advise that the City of Perth Miss West Coast Registration Day and Miss West Coast program have an emphasis on health, fitness and culture.

Sponsorship Benefits

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

- the City of Perth logo to appear on all event collateral;
- the City of Perth to receive a sponsor profile on the event website;
- the support of the City to be acknowledged on social media for the event;
- naming rights to the event as the City of Perth Registration Day;
- City of Perth logo displayed on the Pink Tank Events website with direct link to the City of Perth website (displayed throughout the entire 2018 program);
- Verbal recognition of the City of Perth during the Registration Day;
- Invitation for the Right Honorable Lord Mayor to officiate and judge;
- Invitations for all elected members and their guests to attend and sit VIP;
- The City of Perth logo will be displayed on the Miss West Coast truss banner at all events throughout the program, plus the venue sticker will sit front and venue on the backdrop at Registration Day;
- Opportunity for City of Perth retailers to place promotional flyers/brochures in the Miss West Coast goodie bags which are handed out to the public on the event day;
- City of Perth continually and extensively mentioned pre and post event via social media and marketing channels (including Facebook, Instagram, Electronic Direct Mail (EDM) and website);
- City of Perth mentioned as event venue and event partner in all press releases issued to the press and pitching; and
- City of Perth branding and Forrest Place venue featured prominently in all professional photography and videography arranged by Pink Tank Events. This collateral is shared across all of our social media channels and online via our website and EDM send-out.

| Benefits | Score (12) |
|---------------------------------------|-------------------|
| Level of benefits offered to the City | 4 |

Assessment Panel Comments

The assessment panel acknowledged the history of the event with the City. However, the competition is restricted to a selective group of people eligible to participate through the rules and regulations of the pageant and was not considered to be inclusive by the assessment panel. It is recommended that cash sponsorship is declined for this event.

Event Details

| | | | |
|----------------------------------|--|---------------------------------|----------------|
| Event Title | 2017 Tesla EXPO | | |
| Event Start Date | 01/07/2017 | Start time | 10:00am |
| Event End Date | 16/07/2017 | End time | 4:00pm |
| Venue | Perth Town Hall | | |
| Applicant | Tesla Forum of WA Inc | | |
| Expected attendance | 10,010 | | |
| Ticket Pricing - Standard | \$0 – Free to the public | | |
| Total Project Cost | \$93,854 | | |
| Total Amount Requested | \$25,000 (27% of the total event cost) | | |
| Cash amount requested | \$25,000 | In kind amount requested | \$0 |
| REMLAN Impact (Direct) | \$1.417M | Total Impact | \$2.292M |
| Recommendation | Decline | | |
| Recommended amount | \$0 | Panel Score (Rank) | 97 (14) |

Event Description

The 2017 Tesla Expo is an exhibition and associated lecture series around the inventor Nikola Tesla. The project aims to promote the role and importance of science, innovation and education within the community, and aims to inspire young people to take an interest in science and technology. The scope of the project is a free exhibition of Nikola Tesla's life invention replicas, and a collection of his research, drawings, patents, published material, personal correspondence and photos. All exhibits are drawn from the Museum of Nikola Tesla from Belgrade.

The event will also include relevant lectures held at Engineers Australia and in high schools, as well as a Dr Electric show. Organisers are currently investigating the possibility of having a Virtual Reality show as part of the event.

Organisers have held similar events in 2006 and 2011. Attendance at the 2011 event was close to 10,000.

Organisation mission

The Tesla Forum of WA Inc. aims to promote science, innovation and education within general, professional and academic communities and among youth. Tesla Forum is registered not-for-profit and charity organization.

Key Event Personnel

No key event personnel identified for the event.

Organisation Capacity

Organisers presented a similar event at Perth Town Hall in 2011 with an estimated 10,000 people attending. Organisers advise that some travelled from Eastern States, Singapore and Japan specifically to see Tesla's Exhibition.

Estimate of City Fees and Charges

| ITEM | ESTIMATE |
|-------------------------|-----------------|
| Street Banners | \$1,938 |
| Venue fees | \$2,800 |
| Perth Town Hall signage | \$3,045 |
| TOTAL | \$7,783 |

Previous City of Perth Support (last five years)

In 2011 the City provided sponsorship of \$1,000 for the event at Perth Town Hall. The City has not supported this event in the last five years.

Sponsorship Assessment

| Public Outcome in the City of Perth | Score (12) |
|---|-------------------|
| Affordable or free to the public | 11 |
| Accessible to a broad demographic | 8 |
| Encourages new visitors, specifically those identified as key target markets for the City (Families, Baby Boomers, city workers/ young professionals) | 6 |

The event is free to the public to attend and is expected to attract visitors from various professional and academic backgrounds, including students from schools and universities.

| Economic Impact | Score (12) |
|--|-------------------|
| Local businesses and traders are given opportunity to actively engage in the event | 3 |
| Opportunities for City of Perth Parking to benefit from increased visitation and revenue | 6 |
| Contributes to a strong reputation for Perth as a city that is attractive for | 4 |

| Economic Impact | Score (12) |
|--|-------------------|
| investment | |
| Provides attendees with opportunities to engage with city businesses pre and/or post event | 7 |

There are no opportunities for local businesses and traders to engage in the event, however attendees may visit local businesses prior to or after the event.

| Sustainability | Score (12) |
|---|-------------------|
| Safe for participants and the public | 8 |
| A realistic, achievable budget | 5 |
| Applicants proven ability to deliver the project within the timeline | 7 |
| A demonstrated variety in funding sources to ensure sustainability of the project | 5 |

Organisers are seeking funding from a range of sources including Lotterywest and corporate sponsors. Organisers have previously delivered similar exhibitions on two separate occasions.

| Healthy and Active City | Score (12) |
|--|-------------------|
| Event compliments and diversifies the existing offering within the City | 7 |
| Event does not clash or conflict with other events on the events calendar | 8 |
| Environmentally sustainable practices for the event have been adequately addressed | 2 |
| Increased place activation and use of under-utilised space | 5 |

The event will be held in a “low season” over the winter months, including over the July school holidays.

Sponsorship Benefits

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

- the City of Perth logo to appear on all event collateral;
- the City of Perth to receive a sponsor profile on the event website;
- the support of the City to be acknowledged on social media for the event;
- an opportunity for the City of Perth to display signage at the event;
- an opportunity for the City to include information in the event newsletter;
- the City of Perth to have access to all engineering organizations, schools and universities attending the event;
- Space for City of Perth at venue i.e. for its VR presentation (or jointly with Tesla Museums VR and MimicLab's VR presentations);

- the Lord Mayor, or representative, to be invited to speak at the Opening ceremony of the event; and
- the Lord Mayor to be invited to write a welcome forward note in the EXPO booklet/brochure for visitors.

| Benefits | Score (12) |
|---------------------------------------|------------|
| Level of benefits offered to the City | 5 |

Assessment Panel Comments

The event is free to the public to attend, however it scored low in the assessment process and was ranked 14th and last of all applications. It is recommended that cash sponsorship is declined for this event.

Agenda Arts Initiative Grants Round 1 2017-18
Item 8.2

Recommendation:

That Council:

- 1. *approves cash sponsorship of \$30,000 to the following organisations within the Arts Initiative Grants Program category:***
 - 1.1 *Ms Sarah Rowbottam for the Proximity Festival 2017 (\$15,000); and***
 - 1.2 *Tura New Music Ltd for the 2017 Totally Huge New Music Festival (\$15,000).***

- 2. *approves cash sponsorship of \$38,500 to the following organisations within the Arts Initiative Grants Project category:***
 - 2.1 *Let's Make Games Inc for the Perth Games Festival 2017 (\$10,000);***
 - 2.2 *Nulsen Disability Services for 2017 As We Are Art Awards and Exhibition (\$8,500);***
 - 2.3 *Perth Symphony Orchestra for Perth Chamber Orchestra Heritage Series (\$5,000);***
 - 2.4 *St Georges Cathedral Foundation for the Arts Inc for St George's Art Award (\$2,500);***
 - 2.5 *Propel Youth Arts WA for MOSAIC 2017 (\$7,500); and***
 - 2.6 *WA Poets Inc for 2017 Perth Poetry Festival (\$5,000).***

- 3. *declines sponsorship to the following organisations:***
 - 3.1 *West Australian Youth Jazz Orchestra for Jazz at the Maj;***
 - 3.2 *West Australian Youth Jazz Orchestra for Jazz for Juniors;***
 - 3.3 *WA Museum Foundation for Heath Ledger: Above the Art Cinema Season;***
 - 3.4 *Lucky Projects Pty Ltd for Contemporary Confessional;***
 - 3.5 *Mr Mark Hurry for PocketPenjing;***
 - 3.6 *Mr Victor Gentile for The Virtual Reality American Dream of Brett Whiteley;***
 - 3.7 *The Last Great Hunt for One Minute Theatre Festival;***
 - 3.8 *Black Swan State Theatre Company for tour of the Caucasian Chalk Circle to The People's Republic of China;***
 - 3.9 *Perth Symphony Orchestra for CALM and Rush Hour Concerts; and***
 - 3.10 *The Artists' Foundation of Western Australia Ltd for Artists in the SPOTLIGHT.***

FILE REFERENCE: P1034140#02
 REPORTING UNIT: Business Support and Sponsorship
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 19 April 2017
 ATTACHMENT/S: Attachment 8.2A – Detailed Officer Assessment

Legislation / Strategic Plan / Policy:

| | |
|---|---|
| Legislation | N/A |
| Integrated Planning and Reporting Framework Implications | <p>Strategic Community Plan Council Four Year Priorities: Perth as a Capital City Perth at Night Healthy and Active in Perth</p> <p>S5 Increased place activation and use of under-utilised space S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment S13 Development of a healthy night-time economy S15 Reflect and celebrate the diversity of Perth</p> |

Policy

Policy No and Name: 18.13 - Sponsorship

Financial Implications:

| | |
|-------------------------|--------------|
| ACCOUNT NO: | 93E210007901 |
| BUDGET ITEM: | TBC |
| BUDGETED AMOUNT: | \$ 150,000 |
| AMOUNT SPENT TO DATE: | \$ 0 |
| PROPOSED COST: | \$ 68,500 |
| BALANCE REMAINING: | \$ 81,500 |
| BALANCE REQUIRED: | \$ 81,500 |
| ANNUAL MAINTENANCE: | N/A |
| ESTIMATED WHOLE OF LIFE | N/A |

All figures quoted in this report are exclusive of GST.

Purpose and Background:

The City of Perth (the City) holds two funding rounds for arts grants applications per financial year. The first round of funding is available for projects taking place between 1 July 2017 and 31 January 2018. The second round is for projects taking place between 1 February 2018 and 31 August 2018.

There are two categories within the arts grants for applicants, the program category is for applicants seeking funding of between \$10,001 and \$30,000 and the project category is for applicants seeking funding of between \$2,000 and \$10,000. The program category has additional outcomes which applications must be assessed against.

The City has received requests totalling \$262,395 in Round 1 of Arts Initiative Grants 2017/18 as follows:

| Applicant | Project | Amount Requested | Amount Recommended |
|--|--|-------------------------|---------------------------|
| Black Swan State Theatre Company | Tour of the Caucasian Chalk Circle to The People's Republic of China | \$30,000 | \$0 |
| Let's Make Games Inc | Perth Games Festival 2017 | \$10,000 | \$10,000 |
| Lucky Projects Pty Ltd | Contemporary Confessional | \$6,000 | \$0 |
| Mr Mark Hurry | PocketPenjing | \$10,000 | \$0 |
| Mr Victor Gentile | The Virtual Reality American Dream of Brett Whiteley | \$28,500 | \$0 |
| Ms Sarah Rowbottam | Proximity Festival 2017 | \$25,000 | \$15,000 |
| Nulsen Disability Services | 2017 As We Are Art Awards and Exhibition | \$10,000 | \$8,500 |
| Perth Symphony Orchestra | CALM and Rush Hour Concerts | \$29,395 | \$0 |
| Perth Symphony Orchestra | Perth Chamber Orchestra Heritage Series | \$9,500 | \$5,000 |
| Propel Youth Arts | MOSAIC 2017 | \$10,000 | \$7,500 |
| St Georges Cathedral Foundation for the Arts | St Georges Art 2017 | \$5,000 | \$2,500 |
| The Artists' Foundation of Western Australia Ltd | Artists in the SPOTLIGHT | \$23,500 | \$0 |
| The Last Great Hunt | One Minute Theatre Festival | \$20,000 | \$0 |
| Tura New Music Ltd | 2017 Totally Huge New Music Festival | \$20,000 | \$15,000 |
| West Australian Youth Jazz Orchestra | Jazz at the Mazz | \$7,500 | \$0 |
| West Australian Youth Jazz Orchestra | Jazz for Juniors | \$4,000 | \$0 |
| WA Museum Foundation | Heath Ledger: Above the Art Cinema Season | \$7,500 | \$0 |
| WA Poets Inc | 2017 Perth Poetry Festival | \$6,500 | \$5,000 |
| | TOTAL | \$262,395 | \$68,500 |

Details:

The arts grant round was very competitive with 18 applications received.

The 18 applications requested sponsorship totalling \$262,395 with an available budget of \$75,000 for Round One. The unallocated funds of \$6,500 from Round One will be carried over to Round Two which is for projects to be held from 1 February 2018 to 31 July 2018. All applications were assessed by a four person assessment panel from consisting of members from two City directorates. Eight of these applications are recommended for approval and 10 for refusal.

Officer assessment of all arts sponsorship applications received are detailed in Attachment 8.2A.

Acquittal summaries for applicants previously supported are available on the Elected Member Portal.

Comments:

The City received a strong response for the first round of arts initiative grant applications. All applications have been assessed on their merits and recommendations for funding have been provided for the Council's consideration. This was the first round of sponsorship applications under the City's new grants policy and revised Arts Sponsorship program.

The assessment panel took an approach of supporting the strongest applications to a high level to enable the projects to deliver on their stated outcomes in consideration of the oversubscription of funding requests submitted. The panel believes the projects recommended for funding will diversify and complement the existing offering within the City and strongly enhance and support the local arts industry.

Arts Initiative Grants

Program Category (\$10,000 - \$30,000)

Through this grant category the City supports a variety of activities with extended periods of programming such as performance seasons, exhibition programs and festivals.

This category is expected to support high quality arts activities that demonstrate artistic rigour and generate significant outcomes for the local arts sector, with a core focus on arts audience and sector development.

Project Details

| | | | |
|------------------------------------|---|---------------------------------|----------------|
| Project Title | Proximity Festival 2017 | | |
| Project Start Date | 03/07/2017 | | |
| Project End Date | 13/10/2017 | | |
| Venue | St George's Cathedral, Burt Hall, Perth Town Hall, City of Perth Library, Outdoor Surrounds | | |
| Applicant | Ms Sarah Rowbottam | | |
| Expected attendance numbers | 900 | | |
| Ticket Pricing - Standard | \$50.00 | | |
| Total Project Cost | \$144,438 | | |
| Total Amount Requested | \$25,000 (17% of total cost of the event) | | |
| Cash amount requested | \$25,000 | In kind amount requested | Nil |
| Recommendation | Approval | | |
| Recommended amount | \$15,000 (10% of the total cost of the event) | Panel Score (Rank) | 236 (1) |

Project Description

Proximity Festival 2017 will be held in Perth throughout September and October. The festival features a series of one-on-one performances which will be held across multiple sites in Cathedral Square. Event organisers advise that the festival is Australia's only platform of intimate one-on-one performance. Independent artists are encouraged to make cost effective, portable, small-scale, work.

2017 will be the fifth year of the festival which has previously sold out events at the Art Gallery of WA, Fremantle Arts Centre, Perth Institute of Contemporary Arts, and The Blue Room Theatre. Proximity has become a leading national platform, providing artists the chance to experiment in making new, intimate experiences for an audience of one. Organisers aim to provide their audiences with transformative experiences that place them at the centre of the work, activating them to rethink what performance can be. As such, they have become a key programming reference for major Festivals and venues.

Proximity 2017 will involve:

- Three month provocateur sessions;
- One week Lab intensive/rehearsals;
- Two week season of performances;
- Three public talks; and
- Opening event featuring new intimate works by local artists.

The 2017 festival will mark a shift for the event from indoor arts venues to outdoor locations. The event will allow critical exploration of the architecture, history, purpose and speculative futures of urban icons such as Cathedral Square.

Curated by Sarah Rowbottam and Kelli McCluskey, with guest Provocatuer Jeff Khan of Sydney’s Performance Space, artists in this year’s program includes some of Australia’s most urgent and diverse voices across a variety of disciplines - Hannah Bronte (QLD), Tyrone Robinson (WA), Rachael Dease (WA), Cigdem Aydemir (NSW), Mike Bianco (WA/USA), Atlanta Eke (VIC), Nat Randall (NSW), and Liam Colgan (WA).

Organisation mission

Proximity Festival is the first one-on-one intimate performance platform of its kind. Based in Perth, Western Australia, Proximity is a national artist platform known for commissioning unique intimate experiences for audiences of one at a time. Each year Proximity takes over a venue in its entirety and invites artists from all disciplines to re-purpose buildings and seek out alternative uses for hidden, forgotten or negative spaces. Curatorially the Festival considers works that are experiential, challenge the notion of the audience/performer relationship and embody a sense of creative risk-taking in experiences for an audience of one.

Previous City of Perth Support (last 5 years)

| Year | Amount |
|------|---------|
| 2013 | \$6,000 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|------------|
| Does the project activate public spaces with dynamic cultural programming? | 14 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 14 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 15 |
| Does the project contribute to building and sustaining a local arts economy? | 13 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 14 |
| Does the project increase access to and opportunities to participate in cultural life? | 15 |

Proximity is a Perth-based artist-led initiative with a global profile. Proximity is committed to providing paid professional development opportunities for local artists to workshop, create, present new work and showcase it to future commissioning partners.

Proximity offers a platform for artists to expand their practice into new territories and opens up their work to National peers and touring opportunities. The area of one-on-one, live-art, socially

engaged and participatory theatre is an unsupported area of practice in WA. Proximity is the only dedicated testing ground for emerging and established practitioners to experiment with this form of making in Australia and offers a space for exploration and exchange.

For audiences, Proximity is becoming part of Perth's unique cultural identity, as the only festival for one-on-one performance in the world. Audiences have responded by buying tickets in the first 24 hours, selling out each season.

| Essential Grant Outcomes (Program only) | Score (16) |
|--|-------------------|
| Does the project encourage engagement and participation of the local arts community? | 13 |
| Does the project contribute to a unique cultural tourism offering for local, national and international audiences? | 14 |
| Does the event reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms? | 13 |
| Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways? | 16 |
| Does the project increase visibility and understanding of the cultural heritage of the city in and its precincts through immersive projects and interventions? | 14 |
| Does the project utilise innovative technologies to widen audience engagement? | 11 |

Organisers believe that the 2017 partnership with Cathedral Square is an exciting progression and perfect timing for the organiser's new biannual format which provides the necessary time to build relationships.

Proximity benefits local artists by developing new work, incubating their ideas with rigorous support and critique from industry professionals and expanding their networks with inter-state peers. Proximity artists have often gone on to forge new collaborations and develop projects together.

Audiences and the local community benefit by having access to high quality, nationally and internationally acclaimed contemporary performance works, having access to an exciting Perth based initiative, run by local artists and celebrating local work and engaging in critical conversations.

| General Assessment Criteria | Score (16) |
|---|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 12 |
| Are the project plan and budget realistic and value for money? | 10 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 12 |
| What is the level of anticipated community benefits for the project? | 12 |
| Does the project demonstrate a high quality arts project and personnel? | 13 |

| General Assessment Criteria | Score (16) |
|--|------------|
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 11 |

Proximity Festival is in its fourth year of operation. Organisers advise that it has been critically acclaimed as a significant incubator of emerging and established art makers and innovative performance practice.

Since 2012, Proximity has partnered with four major institutions to present work from diverse experimental artists from around the world. Organisers advise that Proximity is leading to significant changes in institutions' programming mentality allowing more lateral and experimental approaches.

Organisers believe that Proximity Festival sets a National and International benchmark for live performance practice, due to its mentoring rigour, quality of artistic output and intensive lab incubation process for artists. Artists who have participated in Proximity have gone on to win awards, tour their work and present their Proximity works nationally and internationally.

Assessment Panel Comments

The Proximity Festival has potential to link into site-specific works and cultural heritage of the City and could become an ongoing fixture in years to come. The panel noted the provision of quality development and innovation opportunities for artists which outweighs the relatively small audience that can experience the festival. The panel ranked this application first within the Program category. Funding of \$15,000 is recommended.

Project Details

| | | | |
|------------------------------------|---|---------------------------------|----------------|
| Project Title | The 2017 Totally Huge New Music Festival: 7 days of wild imagination and sonic adventure | | |
| Project Start Date | 23/10/2017 | | |
| Project End Date | 29/10/2017 | | |
| Venue | CBD and Northbridge, WA State Theatre Centre, PICA, Perth Cultural Centre, The State Library of WA, The University of Western Australia and The Western Australian Academy of Performing Arts | | |
| Applicant | Tura New Music Ltd | | |
| Expected attendance numbers | 3,000 | | |
| Ticket Pricing - Standard | \$30.00 | | |
| Total Project Cost | \$93,000 | | |
| Total Amount Requested | \$20,000 | | |
| Cash amount requested | \$20,000 (22% of the total project cost) | In kind amount requested | Nil |
| Recommendation | Approval | | |
| Recommended amount | \$15,000 (16% of the total project cost) | Panel Score (Rank) | 235 (2) |

Project Description

The Totally Huge New Music Festival is presented by Tura New Music. The festival will be held across the city from 23 to 29 October 2017. The event is held biennially, with 2017 marking the 13th Totally Huge New Music Festival and Tura's 30th Anniversary Year. The event will feature artists from around the world presenting concerts, installations, screenings, workshops and master classes over seven days. Organisers are proposing a new dynamic music/sound event that will use the City's under-utilised spaces in a location yet to be determined.

The Festival will be broadcast by ABC Classic FM. Organisers believe that this broadcast will reach a broad audience base throughout Australia and assist with developing public awareness for the event.

Organisers advise that the event audience traditionally represents a wide range of demographics including musicians, artists from other disciplines, arts workers, students, tourists, scientists, family groups and the general public. Attendees are made up of people who are passionate about new and innovative music and cultural events in general.

New Music is created by composers living and practicing today in a variety of genres and forms, all sharing the common theme that they rigorously explore new ground in their particular field of creativity, exposing audiences to new possibilities in music and sound.

Organisation mission

Tura New Music aims to be the peak body for New Music in Western Australia, advocating for and supporting the full life cycle of New Music – the creation, development, promotion, presentation and distribution of New Music – for its artists, organisations and audiences, locally, nationally and internationally.

Tura also houses an archive of Western Australian New Music material which is currently being catalogued and prepared for establishing an online archive, in partnership with Edith Cowan University.

The vision for Tura's Totally Huge New Music Festival is that the lives of residents and visitors are enriched by extraordinary, challenging and innovative cultural experiences, with Perth recognised as a hotbed of New Music making and experimentation.

Previous City of Perth Support (last 5 years)

| Year | Amount |
|-------------|----------------|
| 2012 | \$15,000 |
| 2013 | \$15,000 |
| 2014 | \$8,000 |
| 2015 | No application |
| 2016 | No application |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 13 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 14 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 14 |
| Does the project contribute to building and sustaining a local arts economy? | 13 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 14 |
| Does the project increase access to and opportunities to participate in cultural life? | 13 |

The Totally Huge New Music Festival will contract local artists, arts workers, technical crews, volunteers and venues. Organisers advise that the event encourages engagement and participation of the local arts community and will provide professional development opportunities for local artists and/or cultural workers.

The festival program will deliver innovative arts activity with the inclusion of national and international artists whose specialties are virtuosic instrumentalism, theatrical music and synesthetic displays of light and sound.

Tura focuses on cutting edge artistic practice with the engagement of new forms of technology and multidisciplinary art forms. Tura sees the Totally Huge New Music Festival as the flagship example of this practice.

| Essential Grant Outcomes (Program only) | Score (16) |
|--|-------------------|
| Does the project encourage engagement and participation of the local arts community? | 13 |
| Does the project contribute to a unique cultural tourism offering for local, national and international audiences? | 11 |
| Does the event reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms? | 11 |
| Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways? | 12 |
| Does the project increase visibility and understanding of the cultural heritage of the city in and its precincts through immersive projects and interventions? | 13 |
| Does the project utilise innovative technologies to widen audience engagement? | 11 |

The festival offers the Perth community sound and music experiences that are otherwise difficult to access, and builds a relationship between international and national artists to benefit the WA arts community.

In addition, the event provides opportunity for valuable skills exchange that otherwise may not be accessible for young and emerging artists in WA (through the Festival's Workshop and Master Class Program and the Young Composers Night).

Organisers believe that businesses in the CBD and Northbridge stand to gain from the increased activity and traffic flow from festival audiences and participants throughout the seven days of the event.

Under-utilised locations or locations prioritised for activation by the City will be identified in consultation with City of Perth Officers and be brought to life by AEON, a dynamic and participatory event of sound, movement and group dynamics to question what we think of as 'natural'.

| General Assessment Criteria | Score (16) |
|---|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 12 |
| Are the project plan and budget realistic and value for money? | 14 |
| Does the applicant have a demonstrated capacity to undertake all aspects of | 14 |

| General Assessment Criteria | Score (16) |
|--|-------------------|
| the project including evaluating and documenting the results? | |
| What is the level of anticipated community benefits for the project? | 14 |
| Does the project demonstrate a high quality arts project and personnel? | 14 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 15 |

With the festival held across the course of a week, it is likely that audience members and artists alike will visit local food and beverage businesses prior to or after the event.

Tura has a reputation for maintaining ongoing, deep relationships with Aboriginal communities around the State and believe that their ability to forge and maintain these close connections both in Perth and in regional WA is one of the organisation's key strengths.

Assessment Panel Comments

Tura New Music is regarded as a developing arts organisation that is providing contemporary and high quality artistic outcomes, as evidenced by their recent success in securing Federal and State Government grants. There are multiple venues and locations proposed for the event throughout the city and key cultural precincts, and the applicants are keen to engage with City Officers on other underutilised locations. The application ranked second within the Program category and is recommended for \$15,000 in funding.

Project Details

| | | | |
|------------------------------------|---|---------------------------------|----------------|
| Project Title | The Virtual Reality American Dream of Brett Whiteley | | |
| Project Start Date | 03/07/2017 | | |
| Project End Date | 24/12/2017 | | |
| Venue | Art Gallery of Western Australia (AGWA) and online for the AGWA website | | |
| Applicant | Mr Victor Gentile | | |
| Expected attendance numbers | 30,000 | | |
| Ticket Pricing - Standard | Free | | |
| Total Project Cost | \$130,000 | | |
| Total Amount Requested | \$28,500 (21.9% of the total project cost) | | |
| Cash amount requested | \$ 28,500 | In kind amount requested | N/A |
| Recommendation | Decline | | |
| Recommended amount | \$0.00 | Panel Score (Rank) | 195 (3) |

Project Description

Victor Gentile has requested grant funding of \$28,500 to present The Virtual Reality American Dream of Brett Whiteley at the Art Gallery of WA from July to December 2017. The work is a virtual reality (VR) experience with an immersive soundscape depicting Brett Whiteley's 22 metre artwork "American Dream". The work will also be available via the AGWA website to extend the reach to a larger audience. The VR experience recreates the artist's year long struggle in creating the artwork depiction of heaven and hell, accompanied by escalating madness and substance addiction. Animations will bring to life dozens of minute and hidden details within the painting which are only visible with magnification, pulling elements to the fore as they would have been seen and felt by the artist, including newspaper clippings, photos and scribbles.

The VR utilises the soundtrack created for the Brett Whiteley feature documentary, facilitating a full stereo experience. New interviews with curator, Robert Cook, will provide a contemporary perspective on Whiteley's work and will be exclusive to this VR experience. Also accompanying the VR will be a suite of video content to be published on a variety of social media platforms promoting the work - which can otherwise only be seen in the flesh in Perth.

New interviews with WA artists and creatives will also illuminate the importance of Whiteley's legacy to local contemporary arts practice. "American Dream" is Whiteley's masterwork, reviled and unwanted at the time of creation but now AGWA's most frequently requested artwork.

Organisation mission

The applicant is an individual with a registered Australian Business Number as a sole trader.

Previous City of Perth Support (last 5 years)

The applicant has not previously received funding from the City.

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 10 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 12 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 13 |
| Does the project contribute to building and sustaining a local arts economy? | 8 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 8 |
| Does the project increase access to and opportunities to participate in cultural life? | 12 |

The “American Dream” VR project will be made readily and interactively accessible within numerous public spaces operated by the AGWA.

The organiser believes that the VR component will provide a new way for audiences to participate with the work of Brett Whiteley. Instead of the usual passive painting-on-a-wall, “American Dream” VR will allow patrons to lean-in close and interrogate the work and, with video attachments, navigate the context, history and the artist's personal circumstances at the time of the painting’s origins. Organisers believe that the initiative will extend the reach of the artwork outside that of the AGWA to a wider audience. This, in turn, may attract more attendees to the AGWA to view the work itself.

| Essential Grant Outcomes (Program only) | Score (16) |
|--|-------------------|
| Does the project encourage engagement and participation of the local arts community? | 11 |
| Does the project contribute to a unique cultural tourism offering for local, national and international audiences? | 11 |
| Does the event reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms? | 14 |
| Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways? | 9 |
| Does the project increase visibility and understanding of the cultural heritage of the city in and its precincts through immersive projects and interventions? | 10 |
| Does the project utilise innovative technologies to widen audience engagement? | 14 |

Whilst the event utilises new and emerging technologies in the form of VR, it does not activate under-utilised locations or greatly encourage the engagement and participation of the local arts community.

The organiser believes that this VR project will present a new model by which other works can be staged and presented to audiences and its success will be key to how AGWA uses digital technologies in the future to engage with its audience

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 9 |
| Are the project plan and budget realistic and value for money? | 9 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 12 |
| What is the level of anticipated community benefits for the project? | 11 |
| Does the project demonstrate a high quality arts project and personnel? | 12 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 10 |

Organisers anticipate that the initiative will attract an increased audience to AGWA. The VR experience will attract first timers to visit the gallery having engaged with the work online. A successful VR endeavour will also help AGWA launch other similar projects that in turn will also help attract more non-traditional patrons.

In addition, the organiser proposes cross promotional opportunities tied to an international release date for the documentary which will promote Perth and AGWA and allow the documentary viewers to pursue Whiteley's work through the more intimate and detailed approach presented by the VR material.

Assessment Panel Comments

The applicant should be applauded for investigating the use of technology within the visual arts space. The City does not generally support exhibitions or displays within the Art Gallery of Western Australia as this is considered to be a State Government responsibility. The budget provided with the funding application lacked significant detail and was overly reliant on City of Perth funding for the non in kind elements. There was limited evidence of professional development opportunities for artists as a result of this project. The application ranked 3 of 7 in the Program Grant category however due to the significant oversubscription of funding in this program, has been recommended for decline.

Project Details

| | | | |
|------------------------------------|---|---------------------------------|----------------|
| Project Title | An Inaugural Perth Season: The Last Great Hunt presents the "One Minute Theatre Festival" | | |
| Project Start Date | 25/11/2017 | | |
| Project End Date | 03/12/2017 | | |
| Venue | Riverview on Mount Street Hotel (42 Mount Street) | | |
| Applicant | The Last Great Hunt | | |
| Expected attendance numbers | 400 | | |
| Ticket Pricing - Standard | \$35.00 | | |
| Total Project Cost | \$63,268 | | |
| Total Amount Requested | \$20,000 (31% of the total project cost) | | |
| Cash amount requested | \$ 20,000 | In kind amount requested | Nil |
| Recommendation | Decline | | |
| Recommended amount | \$0.00 | Panel Score (Rank) | 189 (4) |

Project Description

In 2017, The Last Great Hunt (TLGH) received City of Perth funding to assist with the presentation of their first Perth season of works. TLGH also received State and Federal Funding to support this season.

TLGH are now requesting funding to include a third City of Perth supported work within this season. The work will be entitled One Minute Theatre Festival to be staged at the Riverview on Mount Street Hotel in December 2017.

The Perth season is designed to:

- service Perth-based audience and donors;
- develop new Perth-based audiences;
- employ Perth-based arts workers, artists and technical staff;
- increase the level of new tour-ready work; and
- challenge TLGH to present in new spaces and venues.

In 2014 TLGH created three one-minute theatre pieces for Fringe World's Summer Nights launch party. This initiative was a one night only experiment to explore storytelling within a time limit. 'Hunter' Arielle Gray will turn this experiment into an annual festival, exploring the limits of the one-minute theatre experience. The One Minute Theatre Festival will be made up of a series of one minute shows that:

- vary in form and audience experience;
- provide a tasting plate of theatre for the impatient theatre-goer with a short attention span;
- challenge the artists to compact theatrical storytelling to one minute; and

- create a social space where audiences see all shows at the Festival in a single evening.

Organisation mission

TLGH is a Perth based theatre company that supports seven core artists: Gita Bezard, Adriane Daff, Jeffery Jay Fowler, Arielle Gray, Chris Isaacs, Kathryn Osborne and Tim Watts. Each of these artists are young, award-winning and innovative theatre makers, including playwrights, dramaturges, actors, puppeteers, directors and improvisational devisors.

TLGH was founded in 2013 and the period 2016-2018 marks their first three years as a triennially State funded company, receiving \$200,000 per year from the Department of Culture and the Arts. Since inception, TLGH have produced 12 critically acclaimed new works in Perth, including five award-winning works.

In the financial year 2014/15 TLGH touring programme made up over 40% of their 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. TLGH develop their work in WA, collaborating with local, national and international artists, and are committed to premiering all new works in Perth. The organisation invests in the touring market, growing connections and creating opportunities for new works on the national and international stage.

Previous City of Perth Support (last five years)

| Year | Amount |
|------|----------|
| 2016 | \$15,000 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|------------|
| Does the project activate public spaces with dynamic cultural programming? | 8 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 14 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 14 |
| Does the project contribute to building and sustaining a local arts economy? | 12 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 12 |
| Does the project increase access to and opportunities to participate in cultural life? | 11 |

The project is innovative and explores new ideas as well as providing opportunities for ideas exchange. Whilst arts festivals are traditionally experienced over days or weeks, this project offers a bite sized festival experience, offering a new and fun exploration of the theatre genre.

Organisers plan for the One Minute Theatre Festival to become an annual, curated event and will encourage the submission of bite sized theatre pieces from other WA based theatre makers, extending their networks to include emerging and diverse theatre makers.

| Essential Grant Outcomes (Program only) | Score (16) |
|--|-------------------|
| Does the project encourage engagement and participation of the local arts community? | 10 |
| Does the project contribute to a unique cultural tourism offering for local, national and international audiences? | 8 |
| Does the event reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms? | 12 |
| Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways? | 7 |
| Does the project increase visibility and understanding of the cultural heritage of the City in and its precincts through immersive projects and interventions? | 7 |
| Does the project utilise innovative technologies to widen audience engagement? | 7 |

TLGH contributes to the thriving Perth independent theatre scene, making a contribution as a leader in the field of small-medium theatre companies. The project will reflect new practices and encourage the engagement of the local arts community.

With the event held at the Mount Street Hotel, it will not activate under-utilised locations, and does not use innovative technologies. Organisers believe that the sector will benefit through the employment of local Perth creatives, enabling more emerging and mid-career arts workers and artists to remain in their home city for a fulfilling creative career.

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 11 |
| Are the project plan and budget realistic and value for money? | 10 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 13 |
| What is the level of anticipated community benefits for the project? | 9 |
| Does the project demonstrate a high quality arts project and personnel? | 12 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 12 |

The applicant has a demonstrated capacity to undertake the project and has demonstrated financial viability of the project. However, the project delivers limited community benefits.

TLGH are committed to building a strong artistic ecology in Perth. The organisation was formed to allow the then-emerging artists to explore a fulfilling career in Perth, and to help contribute to the artistic environment in Perth in the wake of Deckchair Theatre and Perth Theatre Company's demise. TLGH develop and premiere new theatre in Perth, then showcase the best of Perth theatre with their best works remounting and touring.

Assessment Panel Comments

The City of Perth is very supportive of the emergence and continued development of TLGH who are filling a void in the theatre sector following the demise of the Deckchair Theatre and Perth Theatre Company in recent years. The panel noted that the City of Perth have already approved funding for two of the seven planned programs as part of their full season of works in 2017 and this would have been the third funded program. The applicant ranked fourth of those submitted in the Program category and combined with the limited available budget, has not been recommended for funding. The Arts, Culture and Heritage unit along with Business Support and Sponsorship unit believe the applicant may be suitable for an Arts Organisation Development Grant in the future and will discuss this further with the applicant at the appropriate time. It is recommended that funding is declined for this project.

Project Details

| | | | |
|------------------------------------|--|---------------------------------|----------------|
| Project Title | Black Swan State Theatre Company tour of The Caucasian Chalk Circle to The People's Republic of China - a collaboration between Black Swan and the National Theatre of China | | |
| Project Start Date | 23/10/2017 | | |
| Project End Date | 19/11/2017 | | |
| Venue | The People's Republic of China. Potential host cities include Beijing, Shanghai, Chengdu and Hangzhou. | | |
| Applicant | Black Swan State Theatre Company | | |
| Expected attendance numbers | 6,748 | | |
| Ticket Pricing - Standard | \$87.00 | | |
| Total Project Cost | \$743,871 | | |
| Total Amount Requested | \$30,000 | | |
| Cash amount requested | \$30,000 | In kind amount requested | Nil |
| Recommendation | Decline | | |
| Recommended amount | \$0.00 | Panel Score (Rank) | 186 (5) |

Project Description

In 2013, the Black Swan State Theatre Company (Black Swan) initiated a collaboration with the National Theatre of China (NTC), whereby Australian and Chinese artists work alongside each other to provide audiences in both countries with enriching cultural experiences.

In July 2016 Black Swan produced the play The Caucasian Chalk Circle (CCC) directed by Dr Wang Xiaoying, Deputy Director of the NTC. Dr Wang worked alongside a cast of WA actors and a creative team of both Chinese and Australian theatre artists. This initiative became the centrepiece of Black Swan's 25th Anniversary year. The initiative was a success for Black Swan, who advise that the project provided exciting development opportunities for local artists, insight into Chinese culture through the medium of theatre, attracting new audiences from the Chinese community and showcased that Perth as a centre of cultural excellence. The production has now been invited to tour to The People's Republic of China in October/November 2017.

Organisers are requesting funding to assist with a four week tour of this work, taking in up to four locations. Proposed touring locations include:

- Beijing for the National Theatre of China's International Drama Festival;
- Shanghai International Arts Festival;
- Chengdu, City of Perth's Sister City; and
- Hangzhou, the Capital of Western Australia's Sister State Zhejiang Province.

The CCC was chosen jointly by Black Swan and NTC, as being relevant for both cultures, due to its universal themes of motherhood and exploration of what makes someone a mother. While

written by German playwright Bertolt Brecht, it is based on an 800-year-old Yuan dynasty classical Chinese fable “The Circle of Chalk”.

The Perth season of CCC and tour to China are stages one and two of Black Swan’s relationship with NTC. The third stage of the collaboration will see the two companies working together to co-produce a theatre work across two continents. It is proposed that this will occur in 2019 – 2020.

Organisation mission

Black Swan was founded in 1991 and has earned both critical and popular acclaim for its world premiere productions and distinctive reinterpretations of international theatre classics. The organisation nurtures Western Australian audiences and artists, and promotes artists within the state, nationally and internationally. Black Swan maintains a core focus on artist development and broadening access and engagement with the WA community. Organisers advise that the organisations three areas of core strategic focus are artist development, education and regional engagement.

Previous City of Perth Support (last five years)

| Year | Amount |
|------|----------|
| 2012 | \$30,000 |
| 2013 | \$30,000 |
| 2014 | \$30,000 |
| 2015 | \$50,000 |
| 2016 | \$30,000 |

Previous support listed above was through the City’s annual Arts and Cultural sponsorship program and not through the Arts Grants program.

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|------------|
| Does the project activate public spaces with dynamic cultural programming? | 2 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 16 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 16 |
| Does the project contribute to building and sustaining a local arts economy? | 14 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 10 |
| Does the project increase access to and opportunities to participate in cultural life? | 10 |

With the proposal to tour the production of the CCC to China, the event will not provide any activation to public spaces in the city. However, the project will contribute to international idea exchange and artistic representations of Perth's cultural identity. Black Swan advise that their approach to forging international collaborations comes from a desire to engage cross culturally with global markets on a deeper level than simply touring work overseas.

Black Swan advises that their decision to collaborate with a Chinese theatre company for their first international collaboration was not only driven by fact that China is Western Australia's largest trading partner, but also that Perth is home to a very large Chinese community. In the lead up to and during the Perth season of CCC, organisers engaged numerous Chinese cultural and community groups and received coverage from local Chinese media. Black Swan believe that the tour to China and potential participation in Beijing and Shanghai festivals presents an opportunity for Black Swan to feature on the international stage. This may in turn enhance their standing and reputation among stakeholders and national and international peers, as a frontrunner in new forms of international collaborations.

| Essential Grant Outcomes (Program only) | Score (16) |
|--|-------------------|
| Does the project encourage engagement and participation of the local arts community? | 7 |
| Does the project contribute to a unique cultural tourism offering for local, national and international audiences? | 15 |
| Does the event reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms? | 12 |
| Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways? | 3 |
| Does the project increase visibility and understanding of the cultural heritage of the city in and its precincts through immersive projects and interventions? | 4 |
| Does the project utilise innovative technologies to widen audience engagement? | 7 |

The project contributes to Perth's cultural tourism offering, however as an international tour it will not activate city locations and will not encourage the engagement and participation of the local arts community. Organisers believe that through the medium of theatre, this collaboration will provide audiences in both Australia and China with insight and understanding into each other's culture, both at a grass roots community level and a cultural diplomacy level.

| General Assessment Criteria | Score (16) |
|---|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 9 |
| Are the project plan and budget realistic and value for money? | 12 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 14 |
| What is the level of anticipated community benefits for the project? | 10 |
| Does the project demonstrate a high quality arts project and personnel? | 16 |

| General Assessment Criteria | Score (16) |
|--|------------|
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 9 |

The project demonstrates a high quality arts project with high quality personnel from a well-respected arts organisation. Organisers believe that the project will foster a better relationship with China, as it is widely acknowledged that deeper cultural links with other countries foster better relationships with international trading partners.

NTC is one of eight designated national performing arts organisations of The People’s Republic of China and is affiliated with the Chinese Ministry of Culture. Considered the most prestigious contemporary theatre company in China, the collaboration with Black Swan is their first engagement with a WA company.

Assessment Panel Comments

The panel noted that the City provided \$20,000 of support for the WA season of the CCC in 2015/16 and Officers from the International Engagement unit have assisted in introductions to overseas delegates and agencies since then in order to develop this project. The application scored extremely highly in artistic outcomes, however scored extremely lowly for criteria linked to activating Perth locations and other local outcomes. It is not possible for the project to meet these key components of the grants program due to its international focus. The proposed project has strong merit to further develop the local theatre industry however was deemed to not be a strong alignment with the intent of this grants program. The City’s International Engagement and Arts, Culture and Heritage teams are currently exploring opportunities for developing an international cultural exchange program across the two area portfolios, where projects such as this may fit in the future, but there is limited budget and scope for these kinds of initiatives currently. The panel therefore recommends that funding is declined for this project.

Project Details

| | | | |
|------------------------------------|--|---------------------------------|----------------|
| Project Title | CALM and Rush Hour Concerts | | |
| Project Start Date | 01/07/2017 | | |
| Project End Date | 30/06/2018 | | |
| Venue | Perth Town Hall | | |
| Applicant | Perth Symphony Orchestra | | |
| Expected attendance numbers | 1,200 | | |
| Ticket Pricing - Standard | \$30.00 | | |
| Total Project Cost | \$55,172 | | |
| Total Amount Requested | \$29,395 (53% of the total project cost) | | |
| Cash amount requested | \$29,395 | In kind amount requested | Nil |
| Recommendation | Decline | | |
| Recommended amount | \$0.00 | Panel Score (Rank) | 170 (6) |

Project Description

Perth Symphony Orchestra (PSO) has requested funding to assist with the presentation of two works in the City between July 2017 and June 2018 – Come and Listen to Music (CALM) Concerts, and Rush Hour Concerts.

CALM Concerts are mindfulness concerts aimed at providing an oasis in the middle of the busy working week. The concerts will be presented at Perth Town Hall every fortnight on a Wednesday lunchtime over the winter period. The concerts are aimed at city workers who can experience a 45 minute mindfulness experience involving live classical music.

Audience members will be invited to bring their own yoga mats and can stretch out on the floor or sit in a seat and be guided by a yoga instructor from Como Shambala in breathing and relaxation, whilst listening to calming, classical music performed live in concert by PSO string musicians. Organisers aim for these concerts to provide brief interludes of mindfulness to bring joy, calm and peace to the busy lives of city workers.

Rush Hour Concerts are proposed to be held at Perth Town Hall at the end of the working day. City workers will be invited to hear a small ensemble playing a variety of chamber music, to end their working day with 30 minutes of classical music. Rush Hour Concerts are proposed to be held fortnightly over a period of eight weeks in spring.

Organisation mission

PSO was founded in 2011. The organisation aims to change lives, bringing music to people where they live and work. Their mission is Music for Everyone. PSO aims to challenge the conventions of classical music, taking it out of concert halls and into the community, seeking unique and

interesting venues that attract new audiences. The organisation also incorporates Perth Chamber Orchestra (PCO), which was launched in April 2013. PCO aims to provide opportunities for experienced and emerging PSO musicians to play at the highest level in WA, performing Chamber Orchestra repertoire, experimenting with new works, and targeting a new audience for classical music through delivering immersive concerts in Heritage Venues. To date, the PSO and PCO have played in a shed, in old churches and cathedrals, the Perth GPO, at parks and universities, at wineries, and on cliffs and beaches from the South West to the Pilbara

Previous City of Perth Support (last five years)

| Year | Amount |
|-------------|---------------|
| 2016 | \$5,000 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 12 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 12 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 10 |
| Does the project contribute to building and sustaining a local arts economy? | 8 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 11 |
| Does the project increase access to and opportunities to participate in cultural life? | 13 |

The CALM and Rush Hour Concerts are designed to attract workers in the central city, either in their lunchbreak or as they head home from work, in accessible spaces, close to where people work. Both series offer access to recital-standard concerts presented in unique ways, activating spaces in the city at times of day when they are often underused, and bring a variety of music to the lives of city workers.

Organisers have designed these concerts to challenge preconceptions of classical music, by allowing a less formal, relaxed space, encouraging people to lie down and close their eyes - specifically with the intention of them unwinding, relaxing, being mindful and peaceful. Organisers intend to remove all the stress and formality of a traditional orchestral concert.

| Essential Grant Outcomes (Program only) | Score (16) |
|--|-------------------|
| Does the project encourage engagement and participation of the local arts community? | 9 |
| Does the project contribute to a unique cultural tourism offering for local, national and international audiences? | 8 |
| Does the event reflect new practices through engagement of new forms of | 8 |

| Essential Grant Outcomes (Program only) | Score (16) |
|--|-------------------|
| technology and/or multidisciplinary art forms? | |
| Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways? | 11 |
| Does the project increase visibility and understanding of the cultural heritage of the City in and its precincts through immersive projects and interventions? | 10 |
| Does the project utilise innovative technologies to widen audience engagement? | 5 |

Both the CALM concerts and Rush Hour Concerts aim to increase the visibility and heritage of the city through immersive experiences, and aim to activate underutilised city spaces. Organisers advise that bringing high quality music to people in their neighbourhood is at core goal of the organisation.

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 10 |
| Are the project plan and budget realistic and value for money? | 7 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 9 |
| What is the level of anticipated community benefits for the project? | 11 |
| Does the project demonstrate a high quality arts project and personnel? | 11 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 5 |

Organisers advise that participation in the arts and attendance at arts events are known to have a positive long-term impact on mental and physical health. The CALM and Rush Hour Concerts are designed to encourage attendees to mingle and talk, promoting a sense of community and connection between participants. PSO aim to present the CALM concerts as an antidote to today's high pressure corporate environment, offering a tranquil moment in an otherwise frantic working week, giving city workers something unique.

Assessment Panel Comments

The assessment panel noted that despite being an interesting concept, the funding request was extremely large at 53% of the event budget for an audience of only 1,200 who are also required to purchase a ticket for \$30 to attend. Linking in with Como Shambala was considered a positive way to engage new audiences, however there was concern at how many attendees the Rush Hour event in particular would attract. The panel recommended a decline for this project on this occasion.

Project Details

| | | | |
|------------------------------------|---|---------------------------|----------------|
| Project Title | Artists in the SPOTLIGHT: a series of digital catalogues focussing on individual Perth Visual Artists | | |
| Project Start Date | 04/07/2017 | | |
| Project End Date | 29/06/2018 | | |
| Venue | No venue – digital project. Launch event proposed for City of Perth Library | | |
| Applicant | The Artists' Foundation of Western Australia Ltd. t/a Artsource | | |
| Expected attendance numbers | 5,000 | | |
| Ticket Pricing - Standard | Free – Digital project | | |
| Total Project Cost | \$43,900 | | |
| Total Amount Requested | \$23,500 (53.5% of the total project cost) | | |
| Cash amount requested | \$23,500 | In kind amount requested | Nil |
| Recommendation | Decline | | |
| Recommended amount | \$0.00 | Panel Score (Rank) | 142 (7) |

Project Description

The Artists Foundation of WA t/a Artsource (Artsource) have requested City of Perth funding to assist with the implementation of online digital catalogues – Artists in the Spotlight – documenting Perth artists and their practice.

The applicants propose that Artists in the Spotlight will serve to document Perth artists and will be a permanent record to build upon in the future. The catalogues will initially focus on 12 mid-career Perth-based artists. These artists typically experience barriers to promoting their work to new audiences as they lack the networks and profile of more established artists. Artsource advise that with the closure of nine of WA's premier galleries over the last four years, the issue has become increasingly significant.

The project also proposes to produce a digital story featuring the selected artists' work. This story will be hosted on the Artsource website via Vimeo and can be shared on large public screens such as the City's Piazza, or Cultural Centre screens, on the City's website, and via social media.

The Artists in the Spotlight catalogues will also be published on a dedicated page on the Artsource website and will be available to view through the Issuu digital platform. The project is designed to empower featured artists with resources to generate new contacts and opportunities, to raise their professional profile, and to capitalise upon the potential of printed and digital distribution.

Organisation mission

Artsource has a thirty year history of supporting the visual arts in Western Australia. Formed in 1986, Artsource has grown to be the peak body for visual artists in WA, with a membership of 900 artists and affiliates. As the peak body their primary objective is to directly support visual artists in WA with studios, residencies, professional services, work opportunities, professional development, information and advice. They work with partners to deliver and support initiatives that lead the way in creating an environment where art is valued and artists can flourish.

Their flagship building, Old Customs House, is located in Fremantle, and as well as hosting the office, is home to more than 20 individual artists studios. Artsource also have an office in the centrally located Kings Street Arts Centre in the City of Perth.

Previous City of Perth Support (last five years)

The applicant has not previously received City of Perth funding.

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 5 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 11 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 9 |
| Does the project contribute to building and sustaining a local arts economy? | 12 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 10 |
| Does the project increase access to and opportunities to participate in cultural life? | 11 |

This project exists in digital form only and as such it does not activate public spaces. The project is designed as a form of record or documentation and therefore does not challenge existing practice. However, the project will assist in building and sustaining a local arts economy and could assist with providing professional development opportunities for local artists.

Artsource advise that the artists selected for inclusion in the project will encompass the variety of media for which Perth artists are recognised, the focus on craftsmanship and quality, and several emerging themes that artists are concerned with. Organisers believe that the 12 Spotlight catalogues are designed to radically transform the career trajectories of 12 mid-career Perth based visual artists.

| Essential Grant Outcomes (Program only) | Score (16) |
|---|-------------------|
| Does the project encourage engagement and participation of the local arts | 9 |

| Essential Grant Outcomes (Program only) | Score (16) |
|--|-------------------|
| community? | |
| Does the project contribute to a unique cultural tourism offering for local, national and international audiences? | 4 |
| Does the event reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms? | 10 |
| Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways? | 4 |
| Does the project increase visibility and understanding of the cultural heritage of the City in and its precincts through immersive projects and interventions? | 4 |
| Does the project utilise innovative technologies to widen audience engagement? | 10 |

Organisers believe that the project encourages engagement and participation of the local arts community in identifying Perth-based artists. However, the project is limited to 12 artists at this stage, and therefore is extremely limited in terms of accessibility and engagement of the local arts community.

Organisers advise that promotion of local artists through this project highlights Perth as a visual arts hub, and raises visibility in the national and international market. The project leverages contemporary digital engagement practices including social media and digital storytelling. However, the event does not activate city locations and increase the understanding and visibility of the cultural heritage of the city and city precincts.

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 8 |
| Are the project plan and budget realistic and value for money? | 7 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 8 |
| What is the level of anticipated community benefits for the project? | 6 |
| Does the project demonstrate a high quality arts project and personnel? | 8 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 6 |

The project is a digitally-based proposal incorporating a limited number of artists and therefore does not provide significant or far-reaching benefits to the local community outside of those chosen artists. The project is not linked to the City of Perth local government area and therefore does not directly benefit the City by linking to the Strategic Plan.

Assessment Panel Comments

The panel noted the project approach to embrace digital and new technology should be applauded as a way to continue to develop the industry. The proposed project has no identifying links to the City of Perth as a digitally-based project. The assessment panel believes that the project could be supported by any government or corporate funder and is more suited to funding from the Department of Culture and the Arts. The application scored well in the common Essential Program Outcomes however scored extremely lowly in the Essential Grant Outcomes for the Program Category as it does not engage with the City of Perth itself. This application would have been more suited to the Project Category. It is recommended that funding is declined.

Arts Initiative Grants

Project Category (\$5,000 - \$10,000)

Through this grant category the City supports projects that represent a broad range of art forms and creative cultural practice, with a core focus on artistic and professional development, and audience engagement. Applicants are encouraged to demonstrate experimentation, innovation and creativity.

Project Details

| | | | |
|------------------------------------|---|---------------------------------|----------------|
| Project Title | Perth Games Festival 2017 | | |
| Project Start Date | 25/11/2017 | | |
| Project End Date | 26/11/2017 | | |
| Venues | Perth Town Hall, Cathedral Square and Perth Library | | |
| Applicant | Let's Make Games Inc. | | |
| Expected attendance numbers | 3,400 | | |
| Ticket Pricing - Standard | Free | | |
| Total Project Cost | \$89,131.60 | | |
| Total Amount Requested | \$10,000 (11.2% of the total project cost) | | |
| Cash amount requested | \$10,000 | In kind amount requested | N/A |
| Recommendation | Approval | | |
| Recommended amount | \$10,000 (11.2% of the total project cost) | Panel Score (Rank) | 150 (1) |

Project Description

The Perth Games Festival (PGF) is a free, family friendly event that focuses on connecting the community with locally made, independent games and digital experiences. It acts to create community awareness of game making and gaming culture in Western Australia and encourages discussion between game developers and the public. The event will include do this via three main components:

- **Showcase:** The main component where developers showcase their games to the general public which includes public talks on game development and gaming to encourage participation from the public;
- **Perth Arcade:** In the lead up to the festival arcade machines will be installed in public places around Perth. The machines will contain games created by local developers to help promote the Festival and encourage participation from the public; and
- **Unconference:** The day after the showcase event, game developers and the general public are encouraged to come together for a day of learning and development. Keynote speakers will give presentations on key subjects.

Organisation mission

Let's Make Games Inc. is a non-profit organisation that seeks to encourage community awareness of and engagement with locally made games, both digital and physical. The initiative also acts to support and promote the growing game development community in Western Australia.

Let's Make Games Inc. is run by a team of volunteers, dedicated to coordinating educational and networking events for local game developers, as well as sharing entertaining events and experiences with the wider Perth community.

The core objectives of Let's Make Games Inc. are to:

- Record and showcase significant activities and achievements of the community;
- Raise the profile and advocate the interests of the community;
- Hold events that engage the community and the public;
- Maintain a website with information relevant to the community and the public; and
- Maintain an online presence to facilitate communication within the community and with the public.

Previous City of Perth Support (last five years)

| Year | Amount |
|-------------|---------------|
| 2014 | \$2,000 |
| 2015 | \$7,500 |
| 2016 | \$10,000 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 14 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 12 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 13 |
| Does the project contribute to building and sustaining a local arts economy? | 13 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 14 |
| Does the project increase access to and opportunities to participate in cultural life? | 14 |

Let's Make Games Inc. presents dynamic programming, innovative arts activity, contributes to building a local arts economy and increases access to and opportunities to participate in cultural life. Organisers work with developers in experimental and analogue game fields. In 2015 they hosted Amani Naseem and Harry Lee, pervasive game creators who brought their game "The Whistler" to PGF. Dr Kate Raynes-Goldie is a frequent collaborator with PGF who specialises in experimental and innovative games. PGF works with Dr Kate Raynes-Goldie to help encourage and foster different projects for the festival.

PGF runs a series of talks during the showcase, focused on starting game development, art and design and what people have been creating in Perth. These talks are designed to encourage

questions from the audience, making the field more accessible and breaking down the barriers that may prevent the public from developing games.

| General Assessment Criteria | Score (16) |
|---|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 12 |
| Are the project plan and budget realistic and value for money? | 11 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 12 |
| What is the level of anticipated community benefits for the project? | 13 |
| Does the project demonstrate a high quality arts project and personnel? | 13 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations` | 9 |

The project provides strong community benefit and represents a high quality arts project. Organisers advise that game development in Perth is comprised of people from all walks of life, including students, hobbyists, part and full time developers to those that seek to explore making interesting and fun games for personal enjoyment. Let's Make Games Inc. encourages all kinds of games and their developers and work towards bringing forward what makes Perth games development great.

Assessment Panel Comments

The assessment panel sees merit in this event with its focus on science, technology, engineering, art and maths (STEAM) and promotion of digital and emerging technologies. The panel would like to see an increased focus on marketing and promotion in order to grow the event attendance. The applicant will be required to meet with the City's Digital Engagement team to leverage and promote the event through the City's substantial social media channels. Funding of \$10,000 is recommended for this project, with Perth Town Hall hire fees and charges to be deducted from the approved funding.

Project Details

| | | | |
|------------------------------------|---|---------------------------------|----------------|
| Project Title | 2017 As We Are Art Awards and Exhibition | | |
| Project Start Date | 04/08/2017 | | |
| Project End Date | 19/08/2017 | | |
| Venue | Central Park Building Foyer (152-158 St Georges Terrace, Perth) | | |
| Applicant | Nulsen Disability Services | | |
| Expected attendance numbers | 3,500 | | |
| Ticket Pricing - Standard | Free to attend | | |
| Total Project Cost | \$55,337 | | |
| Total Amount Requested | \$10,000 (18.1% of the total project cost) | | |
| Cash amount requested | \$10,000 | In kind amount requested | Nil |
| Recommendation | Approval | | |
| Recommended amount | \$8,500 (15.4% of the total project cost) | Panel Score (Rank) | 149 (2) |

Project Description

The 2017 As We Are Art Award and Exhibition (As We Are) project will be held in the foyer of Central Park from 4 to 19 August 2017. The exhibition will feature art from WA-based artists with an intellectual disability. Organisers advise that over 180 artists will submit works for the event, representing a 30% increase on the artists involved in 2016. Artworks will be for sale over the duration of the exhibition with 85% of the sales going to the artists and 15% retained by As We Are.

Entrants may submit one entry in any medium (with a \$10 fee per entry), including but not limited to ceramics, painting, sculpture, textiles, jewellery, drawing, photography and prints. The exhibition will run for two weeks and include a celebratory opening night which is free to the public. A group of five professional WA artists will judge the works and present seven funded awards with cash prizes and 10 certificates of high commendation. Live music and a showcase of theatre arts performance by the local disability community will also be part of the festivities.

Organisers estimate an increased number of entrants for the 2017 exhibition with an increased focus on marketing to a wider rural and indigenous population.

Organisation mission

Nulsen Disability Services exists to enable people with complex disabilities to lead the life they want while maintaining their wellbeing. They do this by collaborating with people with complex disabilities and their families so they have the opportunity of a good life with choice and control over the services they receive.

As We Are is part of Nulsen and exists to develop and coordinate opportunities that recognise the intrinsic value of Western Australian artists with an intellectual disability and their contribution to society through art awards and exhibitions, art advocacy and education, and artistic skills development.

Previous City of Perth Support (last 5 years)

| Year | Amount |
|------|---------|
| 2012 | \$5,000 |
| 2013 | \$8,000 |
| 2014 | \$8,000 |
| 2015 | \$8,000 |
| 2016 | \$8,250 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|------------|
| Does the project activate public spaces with dynamic cultural programming? | 12 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 12 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 13 |
| Does the project contribute to building and sustaining a local arts economy? | 13 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 12 |
| Does the project increase access to and opportunities to participate in cultural life? | 13 |

Organisers believe that the quality and diversity of the art exhibited, challenges possible prejudice and established ideas about intellectual disability and its limitations. People with intellectual disabilities are represented in the judging group and the speeches throughout the opening night, as well as part of the volunteer task force that mans the exhibition throughout the week. The project contributes to building and sustaining a local arts economy, will represent Perth’s unique cultural identity and provides professional opportunities for local artists and cultural workers.

Artists who have previously exhibited in the exhibition have gone onto establish their own personal practice, have shown art in mainstream exhibitions and have become highly regarded artists.

| General Assessment Criteria | Score (16) |
|---|------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 13 |
| Are the project plan and budget realistic and value for money? | 13 |

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 14 |
| What is the level of anticipated community benefits for the project? | 11 |
| Does the project demonstrate a high quality arts project and personnel? | 10 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 13 |

The Central Park Building foyer is an open and accessible space which will be brought alive for the opening night and the two weeks of exhibition time with diverse, intriguing and surprising works from the As We Are artists. The organisers have successfully presented the exhibition for over ten years and have demonstrated capacity to deliver the project.

Assessment Panel Comments

The As We Are Art Awards and Exhibition will be held in a prominent CBD location over two weeks. The exhibition will engage, challenge and reward the community that experiences it on a daily basis. The project provides valuable opportunities to artists with disabilities to further their practice and has assisted in establishing careers for a number of former exhibiting artists. The application was ranked second in the Arts Grants Project stream and was recommended for a slight increase on 2016 levels of funding due to budget limitations. Funding of \$8,500 is recommended.

Project Details

| | | | |
|------------------------------------|---|---------------------------------|-----------------|
| Project Title | Perth Chamber Orchestra Heritage Series - String Serenades and Baroque by Candlelight | | |
| Project Start Date | 01/07/2017 | | |
| Project End Date | 29/09/2017 | | |
| Venue | Government House Ballroom and St George's Cathedral | | |
| Applicant | Perth Symphony Orchestra | | |
| Expected attendance numbers | 800 | | |
| Ticket Pricing - Standard | \$85.00 | | |
| Total Project Cost | \$122,125 | | |
| Total Amount Requested | \$9,500 (7.8% of the total project cost) | | |
| Cash amount requested | \$9,500 | In kind amount requested | Nil |
| Recommendation | Approval | | |
| Recommended amount | \$5,000 (4.1% of the total project cost) | Panel Score (Rank) | 137 (=3) |

Project Description

Perth Chamber Orchestra's (PCO) Heritage Series will be held from July to September in heritage venues across Perth. The concerts are designed to challenge every element of the classical concert 'norm', innovating the format and content of a concert on every level.

String Serenades will be held on a Sunday in July 2017. The concert will be held at Government House Ballroom and will be accompanied by a winter High Tea – champagne on arrival, scones and hot tea, serenades and fireside stories to bring some of the world's most beautiful string music to life. Organisers intend to present this concert in partnership with The White Ribbon Project which works to end violence against women and will fundraise for that charity at this event.

In August, organisers will present "Baroque by Candlelight" at St George's Cathedral. This concert will present well-known music from a collection of Baroque composers alongside less well-known works. The concert is designed to provide the audience with new awareness of the music of the era performed by candlelight and brought to life through theatre. Each concert will provide an opportunity for the professional development of musicians as well as collaborations with other arts organisations and artists.

Organisation mission

Perth Symphony Orchestra (PSO) was founded in 2011. The organisation aims to change lives, bringing music to people where they live and work. Their mission is Music for Everyone. PSO aims to challenge the conventions of classical music, taking it out of concert halls and into the

community, seeking unique and interesting venues that attract new audiences. The organisation also incorporates Perth Chamber Orchestra (PCO), which was launched in April 2013. PCO aims to provide opportunities for experienced and emerging PSO musicians to play at the highest level in WA, performing Chamber Orchestra repertoire, experimenting with new works, and targeting a new audience for classical music through delivering immersive concerts in Heritage Venues. To date, the PSO and PCO have played in a shed, in old churches and cathedrals, the Perth General Post Office, at parks and universities, at wineries, and on cliffs and beaches from the South West to the Pilbara

Previous City of Perth Support (last 5 years)

| Year | Amount |
|------|---------|
| 2016 | \$5,000 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|------------|
| Does the project activate public spaces with dynamic cultural programming? | 10 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 12 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 11 |
| Does the project contribute to building and sustaining a local arts economy? | 13 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 12 |
| Does the project increase access to and opportunities to participate in cultural life? | 11 |

The Heritage series will bring interesting and diverse music to the Perth CBD. PSO will bring Government House Ballroom to life with String Serenades over high tea, featuring the Perth Chamber orchestra string section playing the works of Elgar and Dvorak and with a guest appearance by prominent Perth musician Cathy Travers. As a contrast, “Baroque by Candlelight” will be performed in a darkened St George’s Cathedral, lit only by candles and artistic lighting, and feature the works of composers such as Couperin Scarlatti, Pergolesi, Corelli, Vivaldi and Bach. Whilst the events are held in differing locations activating the city, the concerts will not be held in public spaces and, as ticketed events, may not be accessible to a wide audience.

Organisers advise that they have an established Concertmaster Development Program where they are currently working closely with a young musician to develop him as a future concertmaster.

| General Assessment Criteria | Score (16) |
|---|------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 11 |

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Are the project plan and budget realistic and value for money? | 10 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 13 |
| What is the level of anticipated community benefits for the project? | 10 |
| Does the project demonstrate a high quality arts project and personnel? | 12 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 12 |

PSO has a history of delivering similar events and has the capacity to deliver the proposed projects. Organisers believe that activating the proposed spaces at less common times will enhance the city's vibrancy and attractiveness. The concert formats build on concepts more commonly seen in cities like London or New York. Organisers believe that events such as these will position Perth as a culturally daring city that has a feast of offerings to suit every audience.

Participation in the arts and attendance at arts events are known to have a positive long-term impact on mental and physical health. Organisers believe that the nature of PCO concerts, with long intervals, food service and the audience being encouraged to mingle and talk encourages a sense of belonging, community and connection between participants.

Assessment Panel Comments

The model of PSO and PCO to take chamber and orchestral music to non-traditional venues should be applauded and aligns well to the new sponsorship framework of the City. The ticket price for the concerts is high and may act as a barrier to further engaging a new audience. The panel noted that one of the proposed locations, Government House, is not prioritised for activation and would not assist to grow the audience for this art form. Funding of \$5,000 is recommended to support the "Baroque by Candlelight" at St Georges Cathedral component only.

Project Details

| | | | |
|------------------------------------|--|---------------------------------|-----------------|
| Project Title | St George's Art 2017 | | |
| Project Start Date | 15/07/2017 | | |
| Project End Date | 23/07/2017 | | |
| Venue | St George's Cathedral | | |
| Applicant | St George's Cathedral Foundation for the Arts (Inc.) | | |
| Expected attendance numbers | 3,000 | | |
| Ticket Pricing - Standard | Free to attend | | |
| Total Project Cost | \$42,295 | | |
| Total Amount Requested | \$5,000 (11.8% of the total project cost) | | |
| Cash amount requested | \$5,000 | In kind amount requested | Nil |
| Recommendation | Approval | | |
| Recommended amount | \$2,500 (5.9% of the total project cost) | Panel Score (Rank) | 137 (=3) |

Project Description

St George's Art is a professional exhibition of artwork selected by heads of art in participating secondary schools. The exhibition is an established event in WA's arts education calendar with 2017 marking the 15th year of the exhibition.

The exhibition is open to art and design students in Years 10, 11 and 12 in all educational sectors. Organisers encourage new work and multi-media entries. There is no entry cost to the school or the students to participate in the exhibition.

The 2016 exhibition featured 144 works of art from 54 participating schools, providing each student with an opportunity to present their work introducing them to the experience of a professional art exhibition. The educational focus of the exhibition teaches and critiques the student on the preparation of the work for display, artistic merit and the expectations of the curator, all of which prepares them for the realities of the professional art world.

Organisation mission

St George's Cathedral Foundation for the Arts Inc. was established in 1997. Its object is to raise funds for the support of music and the arts associated with the Cathedral. The Foundation supports the music of the Cathedral's liturgical worship as well as concerts, recitals, festivals, exhibitions, theatrical productions and recordings.

Previous City of Perth Support (last five years)

| Year | Amount |
|-------------|---------------|
| 2012 | \$2,500 |
| 2013 | \$2,000 |
| 2014 | \$5,000 |
| 2015 | \$5,000 |
| 2016 | \$4,545 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 11 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 10 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 10 |
| Does the project contribute to building and sustaining a local arts economy? | 10 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 12 |
| Does the project increase access to and opportunities to participate in cultural life? | 10 |

The Exhibition is held in the gallery of St George's Cathedral. The Cathedral holds an annual programme of arts events, ranging from this exhibition to concerts, recitals, drama, dance and theatre performances.

Whilst the event provides opportunities for development of young artists, the exhibition may not have an innovative point of difference to its programming.

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 11 |
| Are the project plan and budget realistic and value for money? | 13 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 14 |
| What is the level of anticipated community benefits for the project? | 12 |
| Does the project demonstrate a high quality arts project and personnel? | 11 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 13 |

The Exhibition is free to enter (gold coin donation) and is timed to allow participants, their family and the public the opportunity to visit via public transport or when more parking facilities are

available on the weekend. Participants from outside the metropolitan area often visit the exhibition over a weekend, offering some potential economic benefit to City businesses.

Assessment Panel Comments

The panel noted a history of grant funding for this project, however under the new arts funding framework, the application did not adequately address some key criteria. The project was therefore recommended for support at a lower level than that of previous years. Some areas for future consideration include what types of ongoing mentoring is available to students from the industry to improve their practice, which exhibition participants have gone on to careers in the arts as a result of this program and how this exhibition helps to sustain the local arts industry.

Project Details

| | | | |
|------------------------------------|--|---------------------------------|-----------------|
| Event Title | MOSAIC 2017: 24 hours. Your camera. Our collective memory. | | |
| Event Start Date | 23/09/2017 | | |
| Event End Date | 25/11/2017 | | |
| Venue | City Arts Space, Northbridge or pop-up retail space, Carillon City | | |
| Applicant | Propel Youth Arts WA | | |
| Expected attendance numbers | 3,000 | | |
| Ticket Pricing - Standard | Free | | |
| Total Project Cost | \$22,524 | | |
| Total Amount Requested | \$10,000 (44.4% of the total project cost) | | |
| Cash amount requested | \$10,000 | In kind amount requested | Nil |
| Recommendation | Approval | | |
| Recommended amount | \$7,500 (33.2% of the total project cost) | Panel Score (Rank) | 136 (=5) |

Project Description

MOSAIC is a public photography project and exhibition, open to contributions from people of all walks of life within Western Australia, displaying images of a moment from their day within a set 24-hour timeframe.

Displayed in chronological order, the physical MOSAIC exhibition provides a snapshot of everyday life from the perspective of hundreds of people from Western Australia. Each photograph reveals an intimate story and every story forms part of a collective memory, designed to facilitate a connection between each individual within the community.

MOSAIC explores the idea of digital image sharing in a physical setting, offering everybody the opportunity to have their work displayed in a professionally presented exhibition. Unlike other Propel Youth Arts (Propel) projects which have a youth focus, MOSAIC is open to all ages. Contributors are asked to provide a caption and detail the time of day they took the image. Submissions from professional photographers appear alongside smartphone shots taken by hobbyists.

Propel also provides opportunities for aspiring photographers to hone their skills as MOSAIC Capture Day approaches by offering subsidised workshop opportunities with professional photographers, with topics spanning from urban landscape photography to smartphone photography.

Organisation mission

Propel Youth Arts WA is the peak body for youth arts in Western Australia, dedicated to creating opportunities for young people (aged between 12 and 26) to engage in the Arts.

Established in 2003, Propel is a membership-based, not-for-profit organisation that provides a range of programs and services across all art forms. Propel focuses on arts advocacy, skills development and access to opportunities for those already engaged in the arts and for those who would like to be.

Previous City of Perth Support (last five years)

| Year | Amount |
|-------------|---------------|
| 2012 | \$4,000 |
| 2013 | \$4,000 |
| 2014 | \$5,000 |
| 2015 | \$15,000 |
| 2016 | \$0 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 11 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 12 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 13 |
| Does the project contribute to building and sustaining a local arts economy? | 10 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 11 |
| Does the project increase access to and opportunities to participate in cultural life? | 13 |

Organisers preference of venue for the exhibition is City Arts Space at Northbridge Piazza.

As a "crowdsourcing" photography project, MOSAIC relies upon the lives and stories of its participants: ordinary Western Australians. Every photograph in MOSAIC reveals a personal story and a unique moment in time, forming a collective memory of our life and culture in WA. The event increases access to and opportunities to participate in cultural life, and provides professional development opportunities for local artists and artists to be.

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 12 |
| Are the project plan and budget realistic and value for money? | 12 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 12 |
| What is the level of anticipated community benefits for the project? | 11 |
| Does the project demonstrate a high quality arts project and personnel? | 10 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 9 |

The MOSAIC project is an innovative concept that is unique to Propel Youth Arts WA. The concept typifies their mission of driving youth arts and culture through supporting young artists. The project is delivered annually, and as such organisers have a demonstrated capacity to deliver the project. The aim of the MOSAIC project is to foster the engagement of young people and the community in an arts project, on a mass scale. MOSAIC aims to encourage a positive image of young Western Australians, harnessing the creative power of young people and showcasing their contributions in a tangible and visible product. By raising the profile of Propel Youth Arts WA, and other associated youth organisations, organisers hope to subsequently grow and cultivate positive youth culture within Perth.

Funding conditions

The event organisers must commit to activating the Northbridge Piazza green space with appropriate signage and other engaging material in order to promote the exhibition.

Assessment Panel Comments

The assessment panel believes that this project is an innovative concept which needs to continue to develop to strengthen its participant base and engage a larger part of the community. The panel commented that there is potential for the Northbridge Piazza public open space (lawn and outdoor seating areas) to be activated to extend the footprint of the event and attract a larger audience. Funding of \$7,500 is recommended for the event on the provision that Propel activates the Piazza public open space with signage and other activation to raise the profile of the exhibition and extend the audience.

Project Details

| | | | |
|------------------------------------|--|---------------------------------|-----------------|
| Project Title | Jazz at the Maj | | |
| Project Start Date | 01/07/2017 | | |
| Project End Date | 26/08/2017 | | |
| Venue | His Majesty's Theatre (Downstairs) | | |
| Applicant | West Australian Youth Jazz Orchestra Association | | |
| Expected attendance numbers | 404 | | |
| Ticket Pricing - Standard | \$45.00 | | |
| Total Project Cost | \$22,566 | | |
| Total Amount Requested | \$7,500 | | |
| Cash amount requested | \$7,500 | In kind amount requested | Nil |
| Recommendation | Decline | | |
| Recommended amount | \$0.00 | Panel Score (Rank) | 136 (=5) |

Project Description

West Australian Youth Jazz Orchestra's inaugural Jazz at the Maj series is designed to establish a jazz presence in one of the City's cabaret hotspots. West Australian Youth Jazz Orchestra's (WAYJO) is seeking support for two special guest artists to work with WAYJO as part of the Jazz at the Maj series.

The series is a revised part of WAYJO's annual program that organisers hope will not only attract audiences but also provide invaluable development experience and mentorship for their young musicians.

Organisers are seeking support from the City of Perth for four concerts in the series, featuring guest artists Mat Jodrell and Ed Partyka. Both artists have been confirmed.

WAYJO alumni Mat Jodrell is a home grown Jazz artist. Organisers advise that since leaving Perth, Mat has become one of the most sought after trumpet players in the world, performing at Carnegie Hall. He has also held positions as a lecturer at the Juilliard School of Music (New York) and now at the James Morrison Academy of Music.

Ed Partyka is an American born instrumentalist, composer, arranger and conductor who today leads the bigband scene in continental Europe. The Ed Partyka Orchestra is one of the hottest European big bands performing today. His modern big band sound mixes the classic swinging sound of Thad Jones with sophisticated harmonies and contemporary grooves.

Organisation mission

WAYJO's purpose is to engage and develop emerging jazz musicians, inspiring them to reach their greatest potential.

Their vision is to provide unparalleled opportunities for emerging musicians and composers to achieve excellence on an international level.

Previous City of Perth Support (last five years)

| Year | Amount |
|-------------|---------------|
| 2012 | \$3,000 |
| 2013 | \$4,000 |
| 2014 | \$0 |
| 2015 | \$0 |
| 2016 | \$3,000 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 10 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 11 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 12 |
| Does the project contribute to building and sustaining a local arts economy? | 11 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 14 |
| Does the project increase access to and opportunities to participate in cultural life? | 12 |

WAYJO has represented Perth throughout the state, across the country and internationally. As an organisation they are leaders in developing local talent, providing opportunity and commissioning new works. The organisation invests in commissioning new musical works on an annual basis. These works are performed publicly for the first time during events, incorporating a repertoire that combines new and existing work.

WAYJO's programming is adaptable to new opportunities that arise. This project sees the company exploring opportunities in a new venue for WAYJO with the aim to enrich and expand the offering of local cultural programming, and activate the downstairs space of His Majesty's Theatre with the venue's support.

| General Assessment Criteria | Score (16) |
|---|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 11 |
| Are the project plan and budget realistic and value for money? | 10 |
| Does the applicant have a demonstrated capacity to undertake all aspects of | 12 |

| | |
|--|----|
| the project including evaluating and documenting the results? | |
| What is the level of anticipated community benefits for the project? | 11 |
| Does the project demonstrate a high quality arts project and personnel? | 14 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 7 |

WAYJO's annual programming is dedicated to nurturing talented people and identifying opportunity for local artists. By working with highly successful alumni this performances series is designed to highlight the role of WAYJO in supporting local talent and encouraging them to maintain a connection with Perth. Artists are educated at local performing arts institutions that are highly regarded nationally - WAYJO provides real life performing opportunities to complement formal learning.

Whilst there are community benefits for the project and it involves high quality personnel, it does not show evidence of financial support from a broad range of sources and is not dynamic and innovative programming.

Assessment Panel Comments

The panel had concerns on the financial sustainability of this project and there was no evidence of additional support from the venue or other partners. The project is to be held in a venue that already attracts a lot of activation from major arts companies such as WA Ballet and WA Opera and was not considered to be an innovative choice. The proposed attendance was considered low with ticket pricing in the mid-range. It is recommended that funding is declined for this project.

Project Details

| | | | |
|------------------------------------|--|---------------------------------|----------------|
| Project Title | 2017 Perth Poetry Festival "Western Australian Poetry Then and Now" | | |
| Project Start Date | 11/08/2017 | | |
| Project End Date | 20/08/2017 | | |
| Venues | The Northbridge Piazza Community Centre, The Art Gallery of WA, The State Library of WA, The Moon Café, Lorikeet House - Leederville | | |
| Applicant | WA Poets Inc. | | |
| Expected attendance numbers | 1,050 | | |
| Ticket Pricing - Standard | \$15.00 | | |
| Total Project Cost | \$13,063.60 | | |
| Total Amount Requested | \$6,500 (49.8% of the total project cost) | | |
| Cash amount requested | \$6,500 | In kind amount requested | Nil |
| Recommendation | Approval | | |
| Recommended amount | \$5,000 | Panel Score (Rank) | 128 (7) |

Project Description

The Perth Poetry Festival was founded in 2004 and is one of only two dedicated poetry festivals in Australia. The Festival has grown in size and stature since its inception and is now a respected celebration of verse in all its forms. The Festival is designed to be inclusive and to encourage participation from all who enjoy words and their artistic expression.

The 2017 Festival will be held from 17 to 20 August with satellite events beginning on 11 August. This year's theme is Western Australian Poetry Then and Now, drawing inspiration from the Fremantle Press Anthology of Western Australian Poetry published in February 2017.

The Festival features invited guest poets: two international, two national, two local established and two local emerging. Other WA and interstate writers' organisations and the general public participate in open readings and competitions.

The Festival includes a range of genres from traditional, mainstream and niche forms: multicultural poetry, LGBTI poetry, slam poetry, poetry from the mental wellness and physical disability sectors, together with electronic and multimedia poetry.

Organisers advise that the Festival enables established and emerging poets to make contact and develop networks alongside a variety of professional development seminars. Guest poets are also encouraged to visit and participate in local writers' groups.

Organisation mission

WA Poets Inc. (WAPI) is the peak poetry body in Western Australia. Established in 2006 as an incorporated not-for-profit organisation, WAPI is run by volunteers and relies on membership fees, ticket and book sales, donations, sponsorship and grants to fund all its activities.

WAPI's mission is twofold: to develop and promote local poets and poetry and to raise public awareness of poetry in all its forms in WA.

Previous City of Perth Support (last 5 years)

| Year | Amount |
|-------------|---------------|
| 2012 | \$3,000 |
| 2013 | \$2,000 |
| 2014 | \$5,857 |
| 2015 | \$5,128 |
| 2016 | \$0 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 12 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 12 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 12 |
| Does the project contribute to building and sustaining a local arts economy? | 8 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 12 |
| Does the project increase access to and opportunities to participate in cultural life? | 13 |

The Perth Poetry Festival has a tradition of presenting poetry in unusual public spaces. Past events have taken place on the Cultural Centre Wetlands Stage, the big screens at the Cultural Centre and Northbridge Piazza, Perth Railway Station and on pop-up stages in Forrest Place as well as bookshops, cafes and licensed venues. This activation will continue in 2017 with Northbridge Piazza as the hub and satellite events planned for the Art Gallery of WA, Paper Mountain gallery and others.

The 2017 Festival theme of Western Australian Poetry Then and Now is inspired by the new Fremantle Press Anthology of Western Australian Poetry, a volume which “brings together the poems that have contributed to and defined the ways that Western Australians see themselves”. With this theme the Festival celebrates the diverse voices of Perth poetry from Indigenous songs to slams.

The festival includes key professional development opportunities including a program of seminars. The interactive nature of the seminars helps poets at all levels develop professional networks. This is important in helping to overcome the feeling of isolation sometimes experienced by the West Australian writing community.

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 10 |
| Are the project plan and budget realistic and value for money? | 10 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 11 |
| What is the level of anticipated community benefits for the project? | 9 |
| Does the project demonstrate a high quality arts project and personnel? | 12 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 7 |

The Festival provides exposure to quality international, national and local poets and poetry in all its forms. Many events welcome participation through open mic sessions, seminars and other interactive performances, creating both teaching and learning opportunities. The Festival also promotes community building by providing spaces that are diverse and welcoming.

Assessment Panel Comments

The applicant failed to receive funding in the 2016 Round 1 grant program however has been recommended for funding in 2017. The panel would like to see this event become part of the Winter Arts Season and leverage off this City led campaign to promote the arts. There is opportunity for organisers to leverage off surrounding infrastructure at the Northbridge Piazza including the Northbridge Brewing Company to further enhance the event. Organisers will need to demonstrate increased community engagement, wider marketing appeal and diversified funding base in order to secure additional funding in future years. Funding of \$5,000 is recommended.

Project Details

| | | | |
|------------------------------------|--|---------------------------------|----------------|
| Project Title | Jazz for Juniors | | |
| Project Start Date | 04/07/2017 | | |
| Project End Date | 26/09/2017 | | |
| Venue | His Majesty's Theatre Dress Circle | | |
| Applicant | West Australian Youth Jazz Orchestra Association | | |
| Expected attendance numbers | 240 | | |
| Ticket Pricing - Standard | \$12.00 | | |
| Total Project Cost | \$8,255 | | |
| Total Amount Requested | \$4,000 (48.5% of the total project cost) | | |
| Cash amount requested | \$4,000 | In kind amount requested | Nil |
| Recommendation | Decline | | |
| Recommended amount | \$0.00 | Panel Score (Rank) | 108 (8) |

Project Description

Jazz for Juniors is a new initiative by West Australian Youth Jazz Orchestra (WAYJO) for children aged 4-6 and their carers, designed to introduce inquisitive young minds to jazz instruments and music and to get them moving.

WAYJO presenters will integrate music with stories and nursery rhymes and children will have the chance to meet the musicians and try out some instruments of their own. Performers will be drawn from a six person ensemble, including some senior members of the orchestra.

Organisation mission

WAYJO's purpose is to engage and develop emerging jazz musicians, inspiring them to reach their greatest potential.

Their vision is to provide unparalleled opportunities for emerging musicians and composers to achieve excellence on an international level.

Previous City of Perth Support (last 5 years)

| Year | Amount |
|-------------|---------------|
| 2012 | \$3,000 |
| 2013 | \$4,000 |
| 2014 | \$0 |
| 2015 | \$0 |
| 2016 | \$3,000 |

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 6 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 8 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 9 |
| Does the project contribute to building and sustaining a local arts economy? | 8 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 10 |
| Does the project increase access to and opportunities to participate in cultural life? | 13 |

This project is designed to encourage families to enjoy the city together, exploring its cultural venues and local arts. Organisers believe that the programming is accessible to a broad audience and hope that these activities will allow children to develop an appreciation for live music that will stay with them throughout their life, or inspire to play music themselves. The project employs local musicians and provides them with opportunities to gain deeper understanding of audience engagement. Organisers hope that over time demand for the Jazz for Juniors concerts will increase and provide opportunity for local artists through increased age specific educational cultural programming.

The event does not activate public spaces with dynamic cultural programming or deliver innovative arts activity.

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 9 |
| Are the project plan and budget realistic and value for money? | 10 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 12 |
| What is the level of anticipated community benefits for the project? | 11 |
| Does the project demonstrate a high quality arts project and personnel? | 8 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 4 |

The Jazz for Juniors series is designed to expand the use and audience demographic of one of the city's night time entertainment hubs with daytime programming suitable for Perth's youngest city dwellers. Organisers believe that the project encourages families with young children to visit the city for a cultural experience in a safe environment.

Assessment Panel Comments

The panel noted that intent of the project to engage with young children to expose them to music should be applauded. However the panel believes the project could be held either anywhere within the Perth Local Government Area or in a neighbouring locality and the proposed venue of His Majesty's would add little to no value to the proposition for parents. The panel also noted that the organisers may be better suited to partnering with the Awesome Festival which is an already existing festival aimed at children, where a ready-made audience is available for organisers to exploit. It is recommended that funding is declined for this project.

Project Details

| | | | |
|------------------------------------|---|---------------------------------|----------------|
| Project Title | Heath Ledger: Above the Art Cinema Season | | |
| Project Start Date | 15/10/2017 | | |
| Project End Date | 31/01/2018 | | |
| Venue | The Rooftop, Art Gallery of WA | | |
| Applicant | WA Museum Foundation | | |
| Expected attendance numbers | 1,000 | | |
| Ticket Pricing - Standard | Free for exhibition, \$13.00 for cinema | | |
| Total Project Cost | \$75,000 | | |
| Total Amount Requested | \$7,500 (10% of the total project cost) | | |
| Cash amount requested | \$7,500 | In kind amount requested | N/A |
| Recommendation | Decline | | |
| Recommended amount | \$0.00 | Panel Score (Rank) | 104 (9) |

Project Description

The WA Museum is working closely with the Art Gallery of WA on the World Premiere of the "Heath Ledger: A Life in Pictures" exhibition. The exhibition is a culmination of several years of close collaborative work between the Museum and the Ledger family. This exhibition will celebrate Ledger's life, career and creative projects. It is scheduled to open in October 2017, and will be on show at the Art Galley of WA for a five-month season. Entry to the exhibition will be free.

In addition to the exhibition, organisers propose an "Above the Art" cinema season within the Perth Cultural Centre, providing evening activation and extending the audience of the "Heath Ledger: A Life in Pictures" exhibition. Organisers are proposing a program of 4-6 film events with a guest speaker from the film industry. Films will be shown on selected dates between October 2017 and January 2018. Screenings will tie in with late night exhibition opening times and will offer locals and visitors to Perth an offering of art, film, food and wine in the heart of the city. Organisers believe that the diverse audience appeal of Heath Ledger provides an opportunity to attract a broad and potentially new audience to the Cultural precinct, providing an option for after dark entertainment, art, cinema and socialising.

Organisation mission

The Western Australian Museum Foundation is registered charity with a deductible gift recipient status. As the fundraising partner of the Western Australian Museum, the Foundation's vision is for the WA Museum to be a place of discovery, discussion and debate about WA's collective past, present and future.

The WA Museum Foundation is managed by a Board of Governors and further supported by a financial Investment Committee. An advocacy group of Ambassadors also shares the Museum’s vision and promotes its valuable work across the community. Their role is to create and sustain meaningful relationships and facilitate financial investment for WA Museum initiatives.

Previous City of Perth Support (last 5 years)

No previous funding has been identified in the previous five years.

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 14 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 12 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 13 |
| Does the project contribute to building and sustaining a local arts economy? | 13 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 14 |
| Does the project increase access to and opportunities to participate in cultural life? | 14 |

The Heath Ledger “Above the Art” cinema season is designed to offer locals and visitors to Perth a rooftop cinema experience, in a distinctive cultural setting. The program development, structure and content of the project is yet to be confirmed, but it is planned to include films that influenced Heath’s creative and professional career. An immersive experience offering an insight into his creative interests, such as music, chess, photography and directing is also proposed.

Aspects of the programme will collaborate with local arts organisations such as Screen West. Proposed engagement with educational institutions, including The University of Western Australia, Curtin University and West Australian Academy of Performing Arts will provide opportunities for mentoring.

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 7 |
| Are the project plan and budget realistic and value for money? | 9 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 12 |
| What is the level of anticipated community benefits for the project? | 9 |
| Does the project demonstrate a high quality arts project and personnel? | 10 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or | 9 |

| | |
|-------------------------|--|
| community organisations | |
|-------------------------|--|

Organisers believe The Heath Ledger exhibition and film season will attract enormous interest locally and internationally, recognising Heath’s hometown as a vibrant and liveable capital city, full of creativity and opportunity. The release of the documentary titled “I AM Heath Ledger” (2017), which captures Heath’s generous and creative spirit, will coincide with the film season.

Assessment Panel Comments

Whilst the application scored highly against the essential program outcomes, it failed to score well in the general assessment criteria category particularly for its links to the strategic community plan despite the international standing of the subject of the exhibition. The application ranked 9th out of 11 applications in the Project Grant category. It is recommended that funding is declined for this project.

Project Details

| | | | |
|------------------------------------|---|---------------------------------|----------------|
| Project Title | Contemporary Confessional (Listening to Strangers) | | |
| Project Start Date | 01/07/2017 - The work will be staged for a season of ten days in November 2017. | | |
| Project End Date | 31/12/2017 | | |
| Venue | The locations are not confirmed | | |
| Applicant | Lucky Projects Pty Ltd | | |
| Expected attendance numbers | 100 | | |
| Ticket Pricing - Standard | Free | | |
| Total Project Cost | \$11,700 | | |
| Total Amount Requested | \$6,000 (51.3% of the total project cost) | | |
| Cash amount requested | \$6,000 | In kind amount requested | Nil |
| Recommendation | Decline | | |
| Recommended amount | \$0.00 | Panel Score (Rank) | 90 (10) |

Project Description

Contemporary Confessional is a participatory art project to be staged in public spaces. The project will explore forgiveness and renewal, learning to listen, and the therapeutic potential of talking to strangers.

A bespoke cardboard confessional booth will be positioned in public locations across the City. Members of the public will be invited to step inside and make their confession; unburden themselves; or share their secrets. The artist, Karen Lee, will receive their confession in sympathetic silence, and conclude the session by passing a small piece of the wisdom of popular music to the confessor, offering absolution and forgiveness in a lyrical fragment.

The artist describes the project as people accidentally making art together, in the street: taking the risk of sharing an intimate moment with a stranger, and seeing what happens.

Organisation mission

Lucky Projects creates and manages diverse arts and community projects, with a particular focus on conscientious local projects where people make art and craft together; share skills and memories; create new connections and communities; slow down; and have meaningful, face to face interactions with diminished distraction from technology.

Previous City of Perth Support (last 5 years)

There is no previous funding to this applicant.

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 11 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 11 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 9 |
| Does the project contribute to building and sustaining a local arts economy? | 4 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 5 |
| Does the project increase access to and opportunities to participate in cultural life? | 8 |

The project is a newly devised Western Australian work which incorporates the installation of a unique temporary structure designed specifically for this project. The project will provide some activation to public spaces and will explore relationships between the people of Perth, including them as makers of experiential art.

Organisers believe that the bespoke, architecturally designed confessional booth made from an unexpected material offers a temporary space activation, while stimulating curiosity and engagement with the work.

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 6 |
| Are the project plan and budget realistic and value for money? | 10 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 8 |
| What is the level of anticipated community benefits for the project? | 6 |
| Does the project demonstrate a high quality arts project and personnel? | 7 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 5 |

The applicant proposes to cooperate with the City of Perth to place this work in locations where it will provide a place activation benefit for the City, however this has not been identified at the time of application. This work would be unlikely to be suitable for night time activation.

This is a free participatory art project which makes an offer to anyone who encounters it to participate, however it is not expected to attract more than 100 participants.

Assessment Panel Comments

The proposed experiential artwork project would have limited appeal to the broader community and would not engage with a high number of people. The applicant has failed to provide details on a location for this project, which made it difficult for the panel to adequately assess in regards to potential benefits. It was noted that this applicant should be encouraged to consider applying in the City's TRANSART program. It is recommended that funding is declined within this grants program.

Project Details

| | | | |
|------------------------------------|--|---------------------------------|----------------|
| Project Title | PocketPenjing - Perth's virtual bonsai | | |
| Project Start Date | 01/09/2017 | | |
| Project End Date | 31/01/2018 | | |
| Venue | No fixed location | | |
| Applicant | Mr Mark Hurry | | |
| Expected attendance numbers | 3,000 | | |
| Ticket Pricing - Standard | Free to play and download | | |
| Total Project Cost | \$38,800 | | |
| Total Amount Requested | \$10,000 (25.8% of the total project cost) | | |
| Cash amount requested | \$10,000 | In kind amount requested | Nil |
| Recommendation | Decline | | |
| Recommended amount | \$0.00 | Panel Score (Rank) | 89 (11) |

Project Description

PocketPenjing is a free mobile app that uses Augmented Reality (AR) and allows users to create trees that people can 'grow' on their mobile devices using an Android app. App users may plant their own trees at one of four key locations situated within the City of Perth (locations currently unconfirmed).

The locations will each have an individual "Registration Marker" that is used as a planting point for the tree. The Registration Marker is 1 metre square and will be marked by a stencilled painted representation of the tree to be grown at that location. Once planted, app users may use their mobile device camera and point it at the marker in order to immediately see a real-time 3D tree grow before their eyes.

How the trees grow depends on the real live weather and air quality information that is automatically retrieved from local online weather and air quality data sources. Users will also have the ability to customise their tree by virtually pruning them.

Organisers believe that the popularity of Pokémon Go! shows that projects such as this have the ability to attract large numbers of people to explore their local environment on foot, and to learn more about the city they live in. The app can be used by anyone with an Android mobile device to interact with Perth and learn about climate change.

Organisation mission

The applicant is registered as a sole trader and is conducting a private business. The stated mission is to engage users with technology and the integration of technology in new and innovative ways.

Previous City of Perth Support (last 5 years)

The applicant has not previously received funding from the City of Perth.

Sponsorship Assessment

| Essential Program Outcomes | Score (16) |
|--|-------------------|
| Does the project activate public spaces with dynamic cultural programming? | 10 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 7 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 10 |
| Does the project contribute to building and sustaining a local arts economy? | 5 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 6 |
| Does the project increase access to and opportunities to participate in cultural life? | 9 |

The project, PocketPenjing, reflects the use of new technology in arts practice. The project does not contribute to building and sustaining the local arts economy. Organisers believe that the app is convergence of art, mathematics, botany, environmental science and technology which expresses these subjects and data by providing a fun, innovative and engaging experience. Organisers have envisaged this project as a collaborative work with the City of Perth whose input is essential in selecting suitable locations for the AR trees to improve foot traffic to underutilised areas and provide an engaging and stimulating environment that people wish to visit.

| General Assessment Criteria | Score (16) |
|--|-------------------|
| Does the proposal contribute towards the achievement of the Strategic Community Objectives endorsed by Council? | 7 |
| Are the project plan and budget realistic and value for money? | 6 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 8 |
| What is the level of anticipated community benefits for the project? | 9 |
| Does the project demonstrate a high quality arts project and personnel? | 7 |
| Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations | 5 |

Organisers believe that PocketPenjing would help contribute to the City of Perth Environment Strategy by helping meet its target of reaching 50,000 community members per year to raise awareness of environmental sustainability by 2030. They also believe that the project will help to inform community members about the city's three main objectives around Environmental Sustainability and Health.

Assessment Panel Comments

The assessment panel noted that the marketing plan was not comprehensive and failed to satisfy them that it would reach a wide audience who would engage with the technology. The applicant proposes to use Android platform only and is therefore eliminating the substantial percentage of the community which use Apple devices. The application has some alignment to the City's sustainability program however it scores poorly on the artistic criteria which this program is based on. The panel ranked this last in the Project Category. It is recommended that funding is declined for this project.

**Agenda Annual Arts Partnership – Revelation Perth International Film
Item 8.3 Festival 2017-18**

Recommendation:

That, subject to approval of the 2017/18 budget, Council:

- 1. approves cash sponsorship of \$90,240 excl GST to Revelation Perth International Film Festival Incorporated for the production of the following projects:***
 - 1.1 Revelation Perth International Film Festival (\$36,100);***
 - 1.2 Accidental Cinema (\$23,190);***
 - 1.3 Virtual Busker (\$14,200);***
 - 1.4 Mini Rev School Holiday Program (\$16,750);***
- 2. notes the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.3A;***
- 3. authorises the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council approved funding amount; and***
- 4. notes that a detailed acquittal report, including all supporting material, will be submitted to the City of Perth by 31 July 2018.***

| | |
|--------------------------|---|
| FILE REFERENCE: | P1033188#01 |
| REPORTING UNIT: | Business Support and Sponsorship |
| RESPONSIBLE DIRECTORATE: | Economic Development and Activation |
| DATE: | 7 April 2017 |
| ATTACHMENT/S: | Attachment 8.3A – Detailed Officer Assessment |

Legislation / Strategic Plan / Policy:

Legislation N/A

**Integrated Planning and
Reporting Framework
Implications**

Strategic Community Plan

Council Four Year Priorities: Perth as a Capital City

Perth at Night

Healthy and Active in Perth

S5 Increased place activation and use of under-utilised space

S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment

S13 Development of a healthy night-time economy

S15 Reflect and celebrate the diversity of Perth

Policy

Policy No and Name: 18.13 - Sponsorship

Financial Implications:

| | |
|-------------------------|--------------|
| ACCOUNT NO: | 93E190007901 |
| BUDGET ITEM: | TBC |
| BUDGETED AMOUNT: | \$ 900,000 |
| AMOUNT SPENT TO DATE: | \$ 0 |
| PROPOSED COST: | \$ 90,240 |
| BALANCE REMAINING: | \$ 809,760 |
| BALANCE REQUIRED: | \$ 809,760 |
| ANNUAL MAINTENANCE: | N/A |
| ESTIMATED WHOLE OF LIFE | N/A |

All figures quoted in this report are exclusive of GST.

Purpose and Background:

The City of Perth has received a request for Arts Sponsorship Annual of \$200,000 from Revelation Perth International Film Festival for a suite of projects to be held from 3 July 2017 until 30 June 2018.

This is the first time that Revelation Perth International Film Festival have been invited to apply in the Arts Sponsorship Annual program after having been supported within the Arts Grant Rounds program previously.

Details:

Revelation Perth International Film Festival (Rev) has submitted an application to the City for sponsorship support of nine separate projects totalling \$200,000 in requested funding. Each project has been independently costed to allow the City to select appropriate projects that are closely aligned with the City's strategic community objectives and arts priorities.

The assessment panel has recommended the City support four of the nine projects, with the four chosen for their close alignment with the outcomes of the Arts Sponsorship Annual program, in alignment with the National Local Government Cultural Forum measurable cultural outcomes.

| Project | Dates | Funding Amount |
|--|--|-----------------------|
| Revelation Perth International Film Festival | 6-19 July 2017 | \$36,100 |
| Accidental Cinema | 7 August 2017 to 30 June 2018 | \$23,190 |
| Mini Rev School Holiday Program | School Holidays - October 2017, January & April 2018 | \$16,750 |
| Virtual Busker | 1-31 January 2018 | \$14,200 |

Over the nine projects the expected attendance is 125,200 however for the four recommended projects the expected attendance is 86,000.

Officer assessment of this event sponsorship application is detailed in Attachment 8.3A.

An acquittal summary for the previous funding to Revelation Perth International Film Festival is available on the Elected Member Portal.

Comments:

Four projects have been recommended for funding due to their ability to activate the city throughout the entire year, their use of underutilised spaces, the opportunity for night time activations to strengthen the 18 hour economy and their cultural, social and economic benefits to the community, under the City's new sponsorship guidelines and expected program outcomes. Organisers have indicated a willingness to work collaboratively with City Officers to carefully curate all project locations to maximise the benefits.

The applicant has responded strongly to the new Arts Sponsorship framework adopted in December and has presented a compelling case for support.

Project Details

| | | | |
|------------------------------------|---|---------------------------------|--------------|
| Project Title | "Invigorate" tailor made by Revelation Perth International Film Festival for the City of Perth | | |
| Project Start Date | 03/07/2017 | | |
| Project End Date | 30/06/2018 | | |
| Venue | State Library of Western Australia (Confirmed) St George's Cathedral (Confirmed) Museum of Perth (confirmed) Other venues to be confirmed in partnership with the City | | |
| Applicant | Revelation Perth International Film Festival Inc. | | |
| Expected attendance numbers | 125,200 | | |
| Ticket Pricing - Standard | \$15.00 for ticketed components, numerous free events | | |
| Total Project Cost | \$592,500 | | |
| Total Amount Requested | \$200,000 (33.8 % of the total project cost) | | |
| Cash amount requested | \$200,000 | In kind amount requested | Nil |
| Recommendation | Approval | | |
| Recommended amount | \$90,240 | Assessment Score | 73 out of 84 |

Program Summary

Revelation Perth International Film Festival (Revelation) has requested sponsorship to support a range of projects under the banner of "Invigorate". "Invigorate" is designed to offer a new chapter for the city's artistic landscape by extending the notions of "projection", "discovery" and "imagination" that underpin the Revelation Perth International Film Festival. Organisers have designed this moving image program specifically to showcase the city as a destination for creative excellence.

Organisers advise that "Invigorate" is designed to activate and re-imagine existing spaces, draw attention to architecture, encourage artistic practice and creative collaborations and provide a dynamic and fascinating insight into the world of the moving image.

Event Descriptions

The "Invigorate" program comprises of nine separate projects on offer, to be considered for City of Perth funding, either as one complete package of projects, or to be individually selected according to relevance to the City's strategic objectives. All of these projects are summarised

below along with the panel recommendation for each project. Further detailed information about the recommended projects is contained later in the report.

Project # 1:

Title: 2017 Revelation Perth International Film Festival

Dates: 6 - 19 July 2017

Synopsis: Suspended Voices - City of Perth/Revelation Commission, Picture Palaces of the Golden West & Rev Retrospective, Mini Rev, Australian Teachers of Media: Media Perspectives

Panel recommendation: Supported

Project # 2:

Title: City Voices - Christmas Special - City of Perth/Revelation Commission

Dates: Christmas 2017 in negotiation with artist

Synopsis: A large-scale exterior building video art installation featuring beautiful ethereal voices that visually flow in and out of view.

Panel recommendation: Not supported

Project # 3:

Title: Accidental Cinemas

Dates: Flexible

Locations: Directed by City of Perth's Activation Team

Synopsis: Working strategically with the National Film and Sound Archive, Museum of Perth and Frankensound, organisers will present location specific new and archival films designed to animate empty spaces. This project is responsive to themes and messaging and provides vibrancy and audience engagement in unexpected places.

Panel recommendation: Supported

Project # 4:

Title: Silent Cinemas

Dates: Flexible

Locations: Negotiated with the City's Activation Team

Synopsis: This one film per season series harnesses Bluetooth technology to provide a boutique and tailor-made audience experience in a high fidelity, high-concept environment.

Panel recommendation: Not supported

Project # 5:

Title: Games and your Imagination! (City of Perth/Rev Commission)

Dates: Flexible

Venues: Negotiated with the City's Activation Team

Synopsis: Revelation has invited Perth based ACS Digital Disruptor and ICT Professional of the Year 2016, Dr Kate Raynes-Goldie to design and deliver an up to the minute VR, AR and gaming program just for the City including workshops, gaming forum and street based games.

Panel recommendation: Not supported

Project # 6:

Title: Experiments at the Piazza

Dates: 1 x 60 minute film program per season

Synopsis: A series of visually stunning experimental film works via curated programs from the Australian Centre of the Moving Image, Channels Festival and internationally acclaimed found footage artists, Soda Jerk.

Panel recommendation: Not supported

Project # 7:

Title: Virtual Busker - (City of Perth/ Revelation Commission)

Dates: Flexible

Venues: Negotiated with the Artist and City's Activation Team

Synopsis: An interactive mobile pop-up installation projected onto any building surface. The projection is a life-sized rendering of a musician that can play many instruments, but remains still until someone places money in its "hat"! This project is an audience activation piece.

Panel recommendation: Supported

Project # 8:

Title: Celebration Cinema

Synopsis: Working directly with the City of Perth, themed film programs to compliment specific City events throughout the year. These may include Eat, Drink, Perth, Open House Perth, Telstra Perth Fashion Festival and other major events. They may be undertaken at existing cinema venues or in site-specific pop-up spaces

Panel recommendation: Not supported

Project # 9:

Title: Mini Rev

Synopsis: Further to the "Mini Rev" presented as part of the Revelation Perth International Film Festival, "Mini Rev" animation packs of 2 x 60 minute durations are available for October 2017, January and April 2018 school holiday programs.

Panel recommendation: Supported

Applicant Details

| Information from the Australian Business Register | |
|---|--|
| ABN | 61 039 339 914 |
| Entity name | Revelation Perth International Film Festival Inc |
| ABN status | Active |
| Entity type | Other Incorporated Entity |
| Goods & Services Tax (GST) | Yes |
| DGR Endorsed | No |
| ATO Charity Type | Not endorsed |
| ACNC Registration | No |
| Tax Concessions | No tax concessions |
| Main business location | 3123 VIC |

Information current as at 12:00am on 3 Apr

The main business location refers to where the ABN is registered and is linked to the current Melbourne address of Festival Director Richard Sowada. Revelation Perth International Film Festival continues to operate daily from Perth.

Organisation Mission

Revelation Business Plan 2015-2017 states their primary mission:

"Through a unique approach to the arts, Revelation seeks to contribute to the development of a creative community based on principles of social justice, creativity, individuality, collaboration and equality."

Revelation has been in operation for 20 years as a not-for-profit organisation.

Previous City of Perth Support (last 5 years)

| Year | Amount |
|-------------|---------------|
| 2015 | \$11,000 |
| 2016 | \$20,000 |

Recommended Projects for Funding

The assessment panel identified four projects from the projects offered as part of the application which are recommended for funding support. Full details of these projects are detailed below.

Mini Rev

Dates: School holidays in October 2017, January 2018 and April 2018

Times: To be confirmed.

Projected attendance: 12,000 over three holiday periods

Location: State Library of WA (to be confirmed)

Description: Further to the "Mini Rev" presented as part of the Revelation Perth International Film Festival, "Mini Rev" animation packs of 2 x 60 minutes are available for October 2017, January and April 2018 school holiday programs.

Revelation has invited Awesome Festival, State Library of WA and WA Museum to consider partnership ideas that offer to join Revelation with theme related activity to boost the creative activation of the Perth Cultural Centre all year round.

Accidental Cinema

Dates: 7 August 2017 until 30 June 2018

Times: To be confirmed.

Projected attendance: 50,000

Location: As determined by the City of Perth

Description: Working strategically with a variety of partners such the National Film and Sound Archive, Museum of Perth, the City of Perth and Frankensound, Accidental Cinemas will present location specific new and archival films in vacant shopfronts in arcades, malls and other locations.

Designed to animate empty spaces, this project provides the casual passer-by or tourist with a glimpse in to the location's past. Where new works are presented they may provide playful and colourful uses of empty space adding vibrancy and movement in unexpected locations.

Films may be presented throughout the day and night. Locations in bright sun (such as the Hay Street and Murray Street Malls) will be limited to evenings and night-time while certain locations in arcades will be viable 24 hours a day.

Accidental Cinemas will consist of four separate moving image packs per season (16 per year) for visual activation at the City's discretion. The image packs can be kept to build a visual archive for future content purposes. Edith Cowan University Design Students have registered interest in producing complimentary design items to style the Accidental Cinemas where feasible.

Virtual Busker

Dates: 1 to 31 January 2018

Times: Thursday, Friday and Saturday night for three hours

Projected attendance: 12,000

Location: As determined by the City of Perth

Description: Virtual Busker represents a new creative work by award winning Western Australian projection artist Roly Skender. This work is yet to be seen by the Perth community.

This interactive mobile pop-up installation can be projected onto any building surface and presents a life-size musician that may play violin, harp, banjo or other instruments. The projection will remain still until someone places money in its hat. This action activates the busker who – like any busker – will then perform for the audience. This is an engaging activation that is perfect for large public spaces.

Organisers propose that funds provided by audiences to the busker can go to a designated charity to be determined by the City of Perth.

Revelation Perth International Film Festival

Dates: 6 to 19 July 2017

Times: Various days and times

Projected attendance: 12,000

Location: Various

Description: This project is the major festival component presented by Revelation annually. The Festival includes over 120 international films presented at cinemas, galleries, cafes and bars across Perth. It is expected to attract 12,000 patrons and 50 national and international guests over 13 days.

The Festival includes an academic component (introduced in 2012), industry discussion sessions, live performances, masterclasses, visual art exhibitions and other hybrid activity generated by the event or by independent curators. Revelation welcomes independently curated or initiated

programs and ideas and actively embraces creative professional development and mentoring opportunities.

The Festival sees over 500 films submitted for selection from local and international filmmakers and features world and Australian premiere films of all genres. It has a particularly strong representation in experimental and documentary films.

Sponsorship Assessment

| Essential Program Outcomes | Score (4) |
|--|------------------|
| Does the project activate public spaces with dynamic cultural programming? | 3.5 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity? | 3.5 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 4 |
| Does the project contribute to building and sustaining a local arts economy? | 3.5 |
| Does the project provide professional development opportunities for local artists and/or cultural workers? | 4 |
| Does the project increase access to and opportunities to participate in cultural life? | 3 |

“Invigorate” proposes nine programs of activity designed specifically to enhance the cultural landscape of the City of Perth during 2017/18. This specially curated program is aimed at all demographics, offering a unique local flavour for visitors and tourists, encouraging public participation in large public spaces and providing memorable moments. Organisers believe that these factors align the City of Perth as a destination of choice for bold and innovative programming.

“Invigorate” will appear in popular city venues such as malls, Forrest Place, CBD shop fronts, corporate foyers, Northbridge Piazza and arcades, whilst also appearing in unexpected spaces determined for activation by the City. Revelation specialises in the moving image and has the distinct advantage of being responsive to sites, times and themes and can be re-packaged as required.

“Invigorate” includes specific commissions initiated by Revelation with the brief to be dynamic, bold and mesmerising.

| Essential Sponsorship Outcomes | Score (4) |
|--|------------------|
| Does the project drive social engagement and participation of the broader community? | 3.5 |
| Does the project contribute to a unique cultural tourism offering for local, national and international audiences? | 3 |

| Essential Sponsorship Outcomes | Score (4) |
|--|------------------|
| Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms? | 3.5 |
| Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways? | 4 |
| Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions? | 4 |
| Does the project utilise innovative technologies to widen audience engagement? | 3.5 |
| Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence? | 3 |

The assessment panel believe "Invigorate" will benefit the local community by:

- offering a brand new moving picture program to entertain, delight, inspire and engage;
- offer high quality art experiences that encourage social inclusion, welcomes all cultures and age demographics;
- seek to present memorable, tailor made, site specific only in the city moments that help to build a sense of community pride in their city;
- offer an annual program of night time activation that celebrate our local architecture, heritage and unique culture;
- attract people to the city to enjoy restaurants, bars, clubs , niche locations as part of their Invigorate experience;
- aim to develop links with innovative business that wish to align their brand with the latest in Perth;
- increase city activation in public realms and spaces determined by the City of Perth;
- contribute to activation strategies where people and families feel safe;
- encourage people to wonder, walk and explore the city enhancing physical and mental well being;
- offer bold, contemporary moving image installations, silent and accidental cinema experiences that takes screen culture to the people;
- offer themed experiences to excite specific demographics such as seniors, millennials, cultural groups and the edgy experimental crowd; and
- highlight hidden and unexplored City spaces and encourage exploration and interaction.

| General Assessment Criteria | Score (4) |
|---|------------------|
| Are the project plan and budget realistic and value for money? | 3 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results? | 4 |
| What is the level of anticipated community benefits for the project? | 3.5 |
| Is the Arts activity of international calibre, with suitably experienced personnel? | 3.5 |

| General Assessment Criteria | Score (4) |
|---|------------------|
| Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations? | 3 |
| Is the project concept and planning well developed and articulated? | 3 |
| Does the project attract a broad audience and stimulate the local economy? | 3 |

Sponsorship Return on Investment

Conservative economic modelling on the projected attendance for the four projects within the City's economic modelling tool REMPLAN indicates a total estimated economic impact of \$4,171,000 to the local City of Perth economy.

The proposed projects have significant activation benefits, with underutilised spaces throughout the wider Perth local government area identified, along with night time activation for many of the projects. This activation will encourage visitation and exploration within the city, which is expected to have flow on effects for business.

The projects have been identified as having strong cultural and social impacts which the City will measure with the Culture Counts analysis software.

Sponsorship Benefits

Organisers have offered the following benefits for the sponsorship, with the final agreed benefits subject to final Council approved funding amount and successful negotiation:

1. The City of Perth to be recognised with "In association rights" - cited as "Invigorate presented in association with City of Perth" with the marketing collateral option of "Invigorate – tailor made by Revelation Perth International Film Festival for City of Perth";
2. a designated "Invigorate" drop down menu on the Revelation website with year-round promotional activity in collaboration with City's marketing, activation and digital strategy teams;
3. an opportunity for the City of Perth to host an "Invigorate" launch with moving image content supplied to assist as required;
4. Revelation to provide "access all areas" to the Digital Engagement team for content creation purposes to maximise the marketing outcomes of the partnership;
5. Revelation to create a dedicated "Invigorate" TVC and Promo slide in conjunction with the City's Digital Engagement team for use on cinema, digital, web and social media platforms;
6. "Proudly supported by" and City logo representation in the official Revelation program for supported City based events pages - Building Voices, Picture Palaces of the Golden West and Rev Retrospective and Mini Rev;
7. the City of Perth logo to appear on key marketing collateral for the projects, including posters, festival passes, opening night invitations and media releases;
8. the City of Perth logo to appear on the Revelation home page carousel and partnership page with a hyperlink to the City of Perth website for the duration of the partnership;

9. an opportunity for the Lord Mayor, or representative, to launch high profile Revelation initiatives such as Games and Your Imagination, Virtual Busker and Building Voices - Christmas Special;
10. an opportunity for the Lord Mayor, or representative, to engage with families in a fun and creative way at the Mini Rev event
11. an opportunity for the City to provide promotional gifts and ticket giveaways to disadvantaged community groups to attend the event;
12. Revelation to work closely with the City of Perth to promote youth program areas of Invigorate enabling special sneak peeks, ticket giveaways, and any City driven initiatives encouraging positive youth activities;
13. one full page colour advertisement in the Revelation program;
14. an opportunity for a City of Perth TVC to be screened prior to the Mini Rev animation program;
15. opportunities for City of Perth signage, giveaways and marketing collateral at all Invigorate events;
16. the City of Perth logo to appear on key partnership cinema slides prior to all Revelation Film Festival screenings (over 130);
17. organisers to conduct targeted digital promotions and ticket giveaways in discussion with the City;
18. an opportunity for individually tailored creative promotions as required by the City;
19. Revelation to actively seek out potential PR moments promoting the Partnership and City of Perth Strategic Community Objectives; and
20. organisers to commit to regular meetings with the City's Digital Engagement team and Activation and Development Coordinator (Arts, Culture and Heritage) to maintain a cohesive delivery approach to the partnership.

| Assessor Rating | Score (4) |
|---|-----------|
| Overall quality of the application for accuracy, content, detail, attachments and response to the questions | 4 |

Assessment Panel Comments

Key personnel within Revelation Perth International Film Festival have proactively engaged with City Officers to understand the changes to the City's sponsorship framework which were implemented in December. As a result, the City has been presented with a comprehensive package of projects to consider, which align to the strategic outcomes and City objectives. The assessment panel have recommended four projects for support totalling \$90,240 in funding and strongly commend the applicant for the quality of their proposal. The four projects will provide significant economic, cultural and social returns along with activating wide parts of the city throughout the entire year. These projects rank highly on cultural outcomes; in particular Stimulation; Enrichment; Insight; and Belonging.