

**Marketing, Sponsorship and
International Engagement
Committee**

**Notice of Meeting
7 November 2017
4pm**

**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
- 3** Question Time for the Public
- 4** Confirmation of minutes – 12 September 2017
- 5** Correspondence
- 6** Disclosure of Members' interests
- 7** Matters for which the meeting may be closed
Nil
- 8** Reports
 - 8.1 - Marketing, Sponsorship and International Engagement Committee – Election of Presiding Member
 - 8.2 - Consideration of Lighting Based Festival for the City of Perth
 - 8.3 - Signing of Letter of Intent with Representatives of Denpasar City, Indonesia
 - 8.4 - Industry Sector Development Sponsorship – Unearthed 2017-18
 - 8.5 - Business Event Sponsorship – 2017 Qantas Australian Tourism Awards
 - 8.6 - Business Event Sponsorship – Australasian Oil and Gas Exhibition and Conference (AOG) 2018
 - 8.7- Arts Grants Round 2 (2017-18)
 - 8.8 - Event Sponsorship Round 2 (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:

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

A handwritten signature in black ink, appearing to read 'Martin Mileham', enclosed within a thin black rectangular border.

MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER

2 November 2017

This meeting is open to members of the public

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

Established: 17 May 2005 (Members appointed 24 October 2017)

Members:	1st Deputy:	2nd Deputy:
Cr Chen	Cr Adamos	Cr Limnios
Cr Barton		
Cr Hasluck		

Quorum: Two
Expiry: October 2019

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. Oversee all aspects of the management of the Australia Day Celebrations including:
 - Determine an appropriate name;
 - Determine location of selling points and negotiate exclusive selling rights for catering, amusements and merchandise;
 - Engage appropriate consultants;
 - Negotiate advertising and promotion campaign;
 - Negotiate rights to broadcast the event [s.3.57 and F&G Reg18(2) and (4)].
2. Approve or decline officer recommendations for donations, grants or sponsorships of up to \$15,000 [FM Reg.12(1)(b)].
3. Approve or decline requests to waive fees for the hire of the City's exhibition screens with a value in excess of \$5,000 [s.6.12].

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



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.



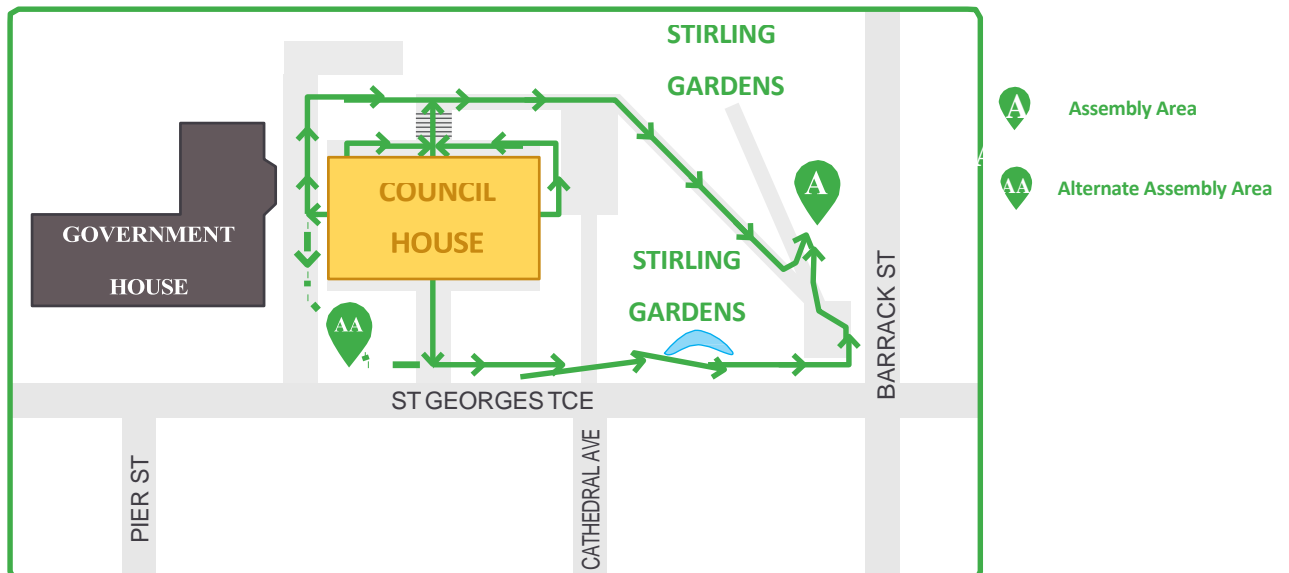
EVACUATION ALARM / PROCEDURES

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 **Marketing, Sponsorship and International Engagement**
Item 8.1 **Committee – Election of Presiding Member**

Recommendation:

That in accordance with Section 5.12 of the Local Government Act 1995, the Marketing, Sponsorship and International Engagement Committee elects a Presiding Member.

FILE REFERENCE: P1033372
 REPORTING UNIT: Governance
 RESPONSIBLE DIRECTORATE: Office of the CEO
 DATE: 27 October 2017
 ATTACHMENT/S: N/A

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |
| <input type="checkbox"/> | Information | <i>For the Council/Committee to note.</i> |

Legislation / Strategic Plan / Policy:

Legislation Section 5.12 of the *Local Government Act 1995*

Integrated Planning and Reporting Framework Implications **Strategic Community Plan**
 Goal 7 An open and engaged city

Purpose and Background:

At its meeting held on **13 December 2016**, Council resolved to amend the Terms of Reference for the Marketing, Sponsorship and International Engagement Committee (originally adopted on **24 November 2015**) to the following:

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.

The delegation to the Marketing, Sponsorship and International Engagement Committee was amended to the following at the Ordinary Council meeting held **1 August 2017**.

NOTE:

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

1. Oversee all aspects of the management of the Australia Day Celebrations including:
 - Determine an appropriate name;
 - Determine location of selling points and negotiate exclusive selling rights for catering, amusements and merchandise;
 - Engage appropriate consultants;
 - Negotiate advertising and promotion campaign;
 - Negotiate rights to broadcast the event [s.3.57 and F&G Reg. 18(2) and (4)].
2. Approve or decline officer recommendations for donations, grants or sponsorships of up to \$15,000 [FM Reg.12(1)(b)].

3. Approve or decline requests to waive fees for the hire of the City's exhibition screens with a value in excess of \$5,000 [s.6.12].

Membership:

Membership (Members appointed at the Special Council Meeting held **24 October 2017**):

Members:	1st Deputy	2nd Deputy
Cr Chen	Cr Adamos	Cr Limnios
Cr Barton		
Cr Hasluck		

Quorum:

Two

Terms Expire:

Local Government Elections October 2019

Details:

Section 5.12 of the *Local Government Act 1995* (Act) requires the members of the Committee to elect a Presiding Member.

The procedure that is required to be followed is detailed in Schedule 2.3, Division 1 of the Act which is as follows:

2. When Committee elects Presiding Member

- (1) The office is to be filled as the first matter dealt with —
- (a) at the first meeting of the Committee after an inaugural election or a section 4.13 or 4.14 election or after an ordinary elections day; and
 - (b) at the first meeting of the Committee after an extraordinary vacancy occurs in the office of Presiding Member.
- (2) If the first ordinary meeting of the Committee is more than three weeks after an extraordinary vacancy occurs in the office of Presiding Member, a special meeting of the Committee is to be held within that period for the purpose of filling the office of Presiding Member.

3. CEO to preside

The CEO is to preside at the meeting until the office is filled.

4. How Presiding Member is elected

- (1) The Committee is to elect a Committee Member to fill the office.
- (2) The election is to be conducted by the CEO in accordance with the procedure prescribed.

- (3) Nominations for the office of Presiding Member are to be given to the CEO in writing before the meeting or during the meeting before the close of nominations.
 - 3a) Nominations close at the meeting at a time announced by the CEO, which is to be a sufficient time after the announcement by the CEO that nominations are about to close to allow for any nominations made to be dealt with.
- (4) If a Committee member is nominated by another Committee member the CEO is not to accept the nomination unless the nominee has advised the CEO, orally or in writing, that he or she is willing to be nominated for the office.
- (5) The Committee members are to vote on the matter by secret ballot as if they were electors voting at an election.
- (6) Subject to clause 5(1), the votes cast under subclause (5) are to be counted, and the successful candidate determined, in accordance with Schedule 4.1 (which deals with determining the result of an election) as if those votes were votes cast at an election.
- (7) As soon as is practicable after the result of the election is known, the CEO is to declare and give notice of the result in accordance with regulations, if any.

5. Votes may be cast a second time

- (1) If when the votes cast under clause 4(5) are counted there is an equality of votes between two or more candidates who are the only candidates in, or remaining in, the count, the count is to be discontinued and the meeting is to be adjourned for not more than seven days.
- (2) Any nomination for the office of Presiding Member may be withdrawn, and further nominations may be made, before or when the meeting resumes.
- (3) When the meeting resumes the Committee members are to vote again on the matter by secret ballot as if they were electors voting at an election.
- (4) The votes cast under subclause (3) are to be counted, and the successful candidate determined, in accordance with Schedule 4.1 as if those votes were votes cast at an election.

The votes are to be counted in accordance with Schedule 4.1 of the *Local Government Act 1995* as if those votes were cast at an election. If two or more candidates receive the same number of votes so that Clause 2, 3 or 4 cannot be applied, the CEO, or his nominee, is to draw lots in accordance with regulations to determine which candidate is elected.

Financial Implications:

There are no financial implications associated with this report.

Comments:

The Marketing, Sponsorship and International Engagement Committee is required to elect a Presiding Member in accordance with section 5.12 of the *Local Government Act 1995*.

Recommendation:

That the Marketing, Sponsorship and International Engagement Committee NOTES a high-level summary of considerations and options for a lighting based festival within the City of Perth.

FILE REFERENCE: 220655/17
 REPORTING UNIT: Arts, Culture and Heritage
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 25 August 2017
 ATTACHMENT/S: Attachment 8.2A - Major Lighting Festival Case Studies
 Attachment 8.2B - Example Scope for City owned lighting event feasibility

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |
| <input checked="" type="checkbox"/> | Information | <i>For the Council/Committee to note.</i> |

Legislation / Strategic Plan / Policy:

Legislation: Section 8 of the *City of Perth Act 2016*

Integrated Planning and Reporting Framework Implications **Strategic Community Plan**
 Goal 6 A city that celebrates its diverse cultural identity.

Policy

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

Purpose and Background:

At the Marketing and International Engagement Committee meeting held on **20 June 2017**, the following action was raised:

That Officers investigate the feasibility of holding an annual City of Lights Festival for the City of Perth.

The motion was put and carried.

The Administration has investigated high-level options for developing an annual multimedia lighting festival in Perth based on examples in other major cities around the world. The focus of this analysis was on the feasibility and impact of the City delivering a large scale lighting event with the aim of creating vibrancy and attracting visitors to the City.

Details:

Investigations have been undertaken into the development, cost and impact of existing lighting festivals in Australia and internationally, along with existing and planned lighting and projection activations in Perth. A selection of the festivals and events researched have been summarised below. Further information regarding content and programming is provided in Attachment 8.2A.

Case Studies

- **Vivid Sydney**

The annual lighting, music and ideas festival, Vivid Sydney, started in 2009 and has grown progressively in terms of its footprint, number of installations and ancillary programs. Vivid is owned, managed and produced by Destination NSW, the New South Wales Government's tourism and major events agency.

Funded by: NSW State Government, corporate sponsors
Cost: Total not revealed as deemed commercial in confidence.
Income: \$21.6m over three years from NSW Government (2013)
 \$270,000 from City of Sydney in 2016
Impact: 2.3m attendees (2016)
 \$110m visitor spend (2016)

Website URL: <https://www.vividsydney.com/>

- **White Night Festival, Melbourne**

White Night is a one night only projection festival owned and managed by the Victorian State Government (Visit Victoria) and Melbourne Major Events Corporation, who have never revealed the cost of the event, deeming it commercial in confidence.

White Night is Australia's contribution to the global phenomenon Nuit Blanche, and has been presented annually in Melbourne since 2012, taking place throughout the streets and laneways of the City.

Funded by: Victorian State Government, corporate sponsors
Cost: Total not revealed as deemed commercial in confidence.
Impact: Approximately 500,000 attendees (2015)
 \$16.8m visitor spend (2015)

Website URL: <https://whitenightmelbourne.com.au/>

- **Dark Mofo, Tasmania**

Dark Mofo is an annual festival celebrating the winter solstice in Tasmania. Owned and managed by the Museum of Old and New Art and Tasmanian State Government (Events Tasmania), Dark Mofo has evolved and expanded since it was launched in 2013. The festival program showcases cutting edge contemporary visual art, music and installation.

Funded by: David Walsh (owner Museum of Old and New Art), Tasmanian State Government, corporate sponsors, ticket sales
Cost: Total not revealed, deemed commercial in confidence.
Income: \$2.1m from Tasmanian State Government (2016)
 \$700,000 over three years from City of Hobart (2016)
 A further \$10.5m over five years committed by Tourism Tasmania (2017)
 The majority of events in the Dark Mofo program are ticketed.
Impact: 427,000 attendees (2017)
 70,000 interstate and international visitors (2017)
 \$46m boost to the Tasmanian economy (2016)

Website URL: <https://darkmofo.net.au/>

- **Amsterdam Light Festival**

The Amsterdam Light Festival is an annual outdoor exhibition/walking trail which takes place over land and water. The festival, founded by Enterprising Amsterdam, has grown to form a private foundation (Foundation Amsterdam Light Festival), which now owns and manages the event. The festival is a public-private collaboration between the City of Amsterdam, the cultural sector and numerous businesses.

The festival is programmed via a call for applications, with selected artworks being purchased by the festival for a cost of between 25,000 Euro (\$37,500 AUD) and 60,000 Euro (\$90,000 AUD) per artwork.

Funded by: City of Amsterdam, Blockbuster Fonds (grant), corporate sponsors
Cost: Approximately 3.5m Euro (equivalent to \$5.2m AUD)
Impact: 900,000 attendees (2016)
 Economic impact not revealed

Website URL: <https://amsterdamlightfestival.com/en>

- **Kaleidoscope Festival, Joondalup**

The Kaleidoscope Festival was delivered by Mellen Events in collaboration with the City of Joondalup in 2016. Featuring projection, illuminated installations, music and performances throughout the Joondalup City Centre, the festival attracted over 50,000 people over the course of the four day event.

Funded by: City of Joondalup, corporate sponsors
Income: \$550,000 from City of Joondalup
 \$120,000 corporate sponsorship
Cost: Total not revealed
Impact: Approximately 50,000 attendees
 Approximately \$1.65 million visitor spend

City of Perth Sponsored Events

The City sponsors a variety of creative events and activities, the following two of which have delivered large scale projections in the City in the past 12 months.

- **Boorna Waanginy (Perth International Arts Festival opening event 2017)**

A three night projection event held in Kings Park to launch the 2017 Perth International Arts Festival saw trees transformed into a cathedral of light, sound and imagery, telling Nyoongar stories of the six seasons.

Funded by: Western Australian State Government, City of Perth, corporate sponsors
Cost: approximately \$1m
Income: \$365,000 City of Perth (spread across entire PIAF festival)
 \$9m Western Australian State Government (spread across festival)
 \$1.5m corporate sponsors (spread across festival)
Impact: Approximately 110,000 people over three nights
 Economic impact unknown

YouTube Video Link: <https://www.youtube.com/watch?v=2Qsgwy1vVJE>

- **Brookfield Winter Lights**

Since 2012 Brookfield Place has presented an annual winter lighting festival, spanning ten days in July. In 2017 the Brookfield Winter Lights Festival consisted of projections on buildings along St Georges Terrace and throughout the Brookfield Place site. The program also consisted of roving performers and interactive light installations.

Funded by: City of Perth, Curtin University, corporate sponsors
Cost: \$250,000 (2017)
Income: \$20,000 City of Perth
 \$30,000 corporate sponsors
Impact: 20,000 attendees (2017)

Website URL: <http://brookfieldplaceperth.com/whats-on/brookfield-winter-lights-festival>

City Owned Existing and Planned Lighting Activity

Currently there are a number of ongoing and annual lighting activations owned and presented by the City, with additional lighting installations planned to be installed by the City's Coordination and Design Unit.

- **Council House Lighting**

The City of Perth has shown leadership in regards to lighting infrastructure within the municipality by successfully delivering an iconic lighting display at Council House that operates nightly. The lighting system can be programmed to display changing colours, patterns and text and is utilised in celebration of a wide variety of events and occasions. However, the infrastructure as it exists, is nearing the end of its life. A report is due to be submitted to Council recommending a number of options regarding the future of the Council House exterior lighting system.

- **Christmas Lights**

Each year the Street Presentation and Maintenance and Marketing and Activation Units plan and deliver the City's Christmas decorations and lights throughout City streets.

In 2017, the total cost of leasing decorations, upgrading City owned decorations and installing City owned decorations is \$951,488 (this figure does not include the cost of storage, cleaning, inspections and packing down the decorations).

- **Christmas Projections**

In recent years the Christmas Projections have brought the GPO building to life in Forrest Place with moving animated projections accompanied by a soundtrack for the first time in 2016. In 2017, the projections will be relocated to Cathedral Square, on St George's Cathedral due to an unprecedented increase in attendance in 2016 and to assist in the move to deliver a lighting trail through the City streets. An estimated 10,000 people filled Forest Place to witness the turning on of the Christmas lights in 2016, an increase from 6,000 people the previous year.

The City has engaged a contractor to deliver projections on St George's Cathedral for 37 nights over the Christmas period in 2017 at a cost of \$274,740.

- **Christmas Lights Trail**

The Marketing, Communications and Engagement unit will deliver a Christmas Lights Trail this year which will add new lighting installations around the City to provide a better offering for people to visit in addition to the existing Christmas lights/decorations. A tender is currently advertised for the creative and production management of a lighting trail, consisting of feature lighting installations that consider the theme 'Christmas Elegance', positioned in various locations throughout the City.

The total budget for the 2017 Christmas Lights Trail is \$550,000.

- **Skyworks**

The City of Perth Skyworks will light up the City skyline on 26 January, as the nation's biggest Australia Day event returns in 2018. An estimated 300,000 people made their way to Perth's foreshore to view the Skyworks in 2016.

The budget for the 2018 Skyworks is \$1,964,500.

- **Russell Square Lighting and Projections**

In November 2017 a series of lights and projectors will be installed in Russell Square by the City's Co-ordination and Design unit. The Russell Square lighting project realises the vision of transforming this green urban space into a dynamic and visually stimulating environment through the use of coloured lights and animated images projected into the Morten Bay Fig trees and ground cover around the tree bases.

The lighting and images will be choreographed to create a living light show, adjusted seasonally, and to reflect particular themes and events in the City.

MRA Owned Lighting Activity

City precincts currently managed by the Metropolitan Redevelopment Authority are scheduled to be handed over to the City of Perth in the coming years. Significant programmable lighting infrastructure has been incorporated into these precincts, providing opportunities for the display of curated content and theming to increase the vibrancy of these areas.

- **Elizabeth Quay**

There are a number of ongoing lighting activations in place around Elizabeth Quay and Barrack Square. The Elizabeth Quay Bridge, Bell Tower and Edge (an illuminated artwork which runs the entire length of the inlet) each operate nightly and can be programmed to display a colour spectrum across the rainbow.

- **Yagan Square**

A digital tower and canopies will be a striking feature of Yagan Square. The digital tower will be 45 metres high, with a wrap-around circular digital screen which will display curated content.

The largest digital canopy in the southern hemisphere will provide shade during the day and come to life with a dynamic lighting installation at night.

Website URL: <https://www.mra.wa.gov.au/projects-and-places/perth-city-link/places-attractions/yagan-square>

- **Kings Square**

The light installation *Connectus* by Sydney based artist Warren Langley features a bold continuous form suspended over the retail laneway inside the Kings Square precinct.

Website URL:

<https://www.mra.wa.gov.au/see-and-do/perth-city-link/attractions/connectus>

Financial Implications:

The financial implications are dependent upon the form of any lighting based festival chosen by Council.

Comments:

Large scale lighting festivals such as Vivid Sydney and White Night Melbourne, are largely funded by Victorian State Government and the private sector. While the cost of delivery of these events has not been disclosed as they are deemed commercial in confidence, the Victorian State Government contributions alone are estimated to amount to several million dollars per festival.

The cost of delivering projection and lighting activities in Perth would be significantly higher than in Sydney or Melbourne, as the majority of projection equipment and technical staff would need to be flown over from the eastern states. As this cost is unbudgeted, additional funding would be required to deliver this content.

Lighting festivals have received criticism in recent years for presenting a lack of variety and creative/innovative content. As lighting and projection is such an expensive medium, often the majority of a festival's budget is spent on equipment hire and technical staff, leaving little for the development of engaging, meaningful content. For example, the total cost of Christmas projections in Forrest Place in 2016 was \$270,000, with only \$52,500 (19.4%) of that amount covering the cost of creative services. In contrast, \$216,338 (80%) was spent on projection equipment, with the remaining budget allocated to equipment insurance, freight, structures, personnel and travel expenses.

Should the City decide to proceed with a large scale lighting based festival, engagement and leadership by the Western Australian State Government would be required, along with an innovative curatorial approach to set the event apart from similar events that have been delivered elsewhere.

Attachment A - Major Lighting Festival Case Studies

Event	Funding Model	Development/Curation	Content/Programming	Impact
<p>Vivid Sydney</p> <p>Total cost withheld as deemed commercial in confidence.</p> <p>State Government contributed \$21.6m over three years in 2013.</p> <p>City of Sydney contributed \$270,000 in 2016.</p>	<p>Owned and managed by Destination NSW / NSW Government.</p> <p>Partners: Huawei, Ford, American Express</p> <p>Supporters: Allianz, Canon, City of Sydney, NSW Department of Industry, Google, Oracle Liquid, Property NSW, Sensis, Sydney Airport, Sydney Opera House, NSW Tafe, Technical Direction Company, 32 Hundred Lighting</p> <p>Sustainability Partners: Banksia Foundation, Greenbizcheck</p> <p>Access and Inclusion Partner: Cushman & Wakefield</p>	<p>Vivid started in 2009 and has grown progressively in terms of its footprint and number of installations and side programs. Vivid is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency.</p> <p>Vivid Sydney is the largest event of its kind in the world, combining a program of lighting installations, music and ideas (discussions, presentations and debate).</p>	<p><u>Light</u> Vivid Light transforms Sydney into a wonderland of 'light art' sculptures, innovative light installations and grand scale projections on building facades. More than 90 light installations and projections created by more than 150 artists from 23 different countries.</p> <p><u>Music</u> A cutting edge contemporary music program featuring local and international acts performing at the Sydney Opera House, other large venues and small bars. Over 190 events.</p> <p><u>Ideas</u> During the festival, Vivid Ideas brings</p>	<p>In 2016 Vivid Sydney injected \$110m of visitor spend into the state's economy.</p> <p>2.3m attendees in total</p> <p>184,000 visitors travelled to Sydney specifically for the festival.</p>

Event	Funding Model	Development/Curation	Content/Programming	Impact
<p>White Night Festival, Melbourne</p> <p>Cost not revealed by state government, deemed commercial in confidence.</p>	<p>Owned and managed by the Victorian State Government (Visit Victoria) and Melbourne Major Events Corporation, who have never revealed the cost of the event.</p>	<p>One night of projections across the City – Australia’s contribution to the global phenomenon Nuit Blanche. Currently Victoria is the only state that offers the all-night event (in 2017 and 2018 presented in both Melbourne and Ballarat).</p>	<p>together business and creative leaders for professional development, information updates on their industries, market opportunities and innovation. 658 speakers, over 180 events took place in more than 40 venues across Sydney.</p>	<p>In 2016 more than 1600 creative artists took part, more than 1500 from Victoria.</p> <p>Approximately 580,000 people attended the event in 2016.</p>
<p>Dark Mofo, Tasmania</p> <p>Majority funded by MONA and corporate sponsorship, amount not revealed (ticketed events).</p>	<p>Owned and managed by Museum of Old and New Art and state government (Events Tasmania). In 2016 City of Hobart announced a contribution of \$700,000 for the next three years of the festival. State</p>	<p>Mona Foma (acronym for Museum of Old and New Art: Festival Of Music and Art), is an annual festival based in Hobart. Dark Mofo is a winter version of the festival, celebrating the southern winter solstice over ten</p>	<p>Showcasing contemporary music and the work of artists across a broad range of art forms; sound, noise, dance, theatre, visual art, performance and new media.</p>	<p>In 2017 more than 427,000 people attended Dark Mofo. An estimated 70,000 people a year visit Tasmania specifically to attend the event, with 480,000 people visiting the state between April</p>

Event	Funding Model	Development/Curation	Content/Programming	Impact
<p>Supported by State Government - \$2.1m in 2016.</p> <p>City of Hobart contributed \$700,000 over three years.</p>	<p>government contributed \$2.1m for 2016 alone.</p> <p>The City's support extends beyond cash, also closing down roads and entire precincts.</p> <p>Seven major supporting partners</p> <p>Two major presenting partners</p> <p>Seven media partners</p> <p>15 supporting partners</p>	<p>nights with large scale light installations.</p> <p>The first Dark Mofo was held in 2013 and has been growing rapidly since.</p> <p>The festival has attracted controversy on a number of occasions.</p> <p>In 2017:</p> <p>666 artists, curators and performers collaborating across 67 events at 25 venues.</p> <p>Over 1,000 support staff</p>		<p>and September in 2015.</p> <p>One of the most popular events was the Winter Feast, with approximately 95,000 people paying \$20 each to attend over the five nights.</p>
<p>Amsterdam Light Festival</p> <p>Total cost approximately 3.5m Euro (equivalent to \$5.2m AUD)</p> <p>Approximately 2m Euro spent on artist fees alone. Cost of infrastructure,</p>	<p>Public-private collaboration between the municipality (City of Amsterdam), the cultural sector and numerous businesses. The Board consists of representatives from the cultural sector and various businesses in Amsterdam.</p>	<p>Artists, architects and designers bring their works from all over the world each year, which are positioned along two routes (each with their own set theme) – a boat route and a walking route which incorporates interactive works.</p> <p>Artists invited to participate</p>	<p>Amsterdam Light Festival is an annual outdoor exhibition/walking trail which takes place on both land and water over seven weeks.</p> <p>The 2017/18 festival features artworks and installations by over 40 national and</p>	<p>The 2016-17 festival was visited by more than 900,000 people from around the world.</p>

Event	Funding Model	Development/Curation	Content/Programming	Impact
<p>technical staff, programming and administration not revealed.</p> <p>Festival purchases all works from artists (artists cover the cost of shipping). Cost of artworks range from 25,000 Euro to 60,000 Euro</p>	<p>Founded by Enterprising Amsterdam, has grown to form a private foundation (Foundation Amsterdam Light Festival).</p>	<p>via a call for concepts. Almost all the works presented are created especially for the festival, many artists using concepts and techniques that they have never applied before. Every year the technical team from the festival supports the artists in the development and implementation of their concepts.</p> <p>The festival has now started a partnership with Toronto, Canada.</p>	<p>international artists and designers (including renowned Chinese artist Ai Weiwei).</p>	
<p>Lumiere London</p> <p>2016 funding: £625,000 from Mayor of London (equivalent to just over \$1m AUD)</p> <p>£1.652m from partners including in-kind support (equivalent to \$527,500 AUD)</p>	<p>Owned and produced by Artichoke, the UK's leading producer (registered charity, funded by the Arts Council England, Lottery Fund and philanthropy)</p>	<p>Each Lumiere festival invites international and local artists to create works that light buildings and public spaces, transforming cities across the UK and changing the way we think and feel about public space.</p> <p>The first Lumiere light festival took place in Durham in 2009. Originally planned as a one-off, Artichoke has brought the</p>	<p>Projection, lighting installation, immersive and interactive light based artworks.</p>	<p>In 2016 the festival brought more than 1m visitors to the City over four nights.</p> <p>Estimated economic value: £15.8m (equivalent to \$25,644,998 AUD)</p>

Event	Funding Model	Development/Curation	Content/Programming	Impact
<p>Total expenditure: £2,277,000 (equivalent to \$3,695,801 AUD).</p>		<p>event back to England's north east every other year since, commissioned by Durham County Council. Lumiere has also travelled to other cities in the UK, including in 2013 when Lumiere Derry Londonderry was the finale to the first UK City of Culture celebrations. In January 2016, Lumiere London came to the capital for the first time. Pedestrianising large parts of the West End.</p>		
<p>Boorna Waanginy (Perth International Arts Festival opening event 2017) Cost: approximately \$1m</p>	<p>The Perth International Arts Festival received funding from the City of Perth (\$365,000), state government (\$9m) and corporate sponsors (\$1.5m).</p>	<p>A three night projection event held in Kings Park to launch the 2017 Perth International Arts Festival saw trees transformed into a cathedral of light, sound and imagery, telling Nyoongar stories of the six seasons.</p>	<p>Narrative projection on trees, sound, installation.</p>	<p>Attracted 110,000 people over three nights</p>
<p>Kaleidoscope, Joondalup Cost: Total not revealed</p>	<p>City of Joondalup contributed \$500,000 Corporate sponsorship amounted to \$120,000</p>	<p>The Kaleidoscope Festival was delivered by Mellen Events in collaboration with City of Joondalup in 2016.</p>	<p>Featuring projection, illuminated installations and music throughout the Joondalup City Centre.</p>	<p>Attracted over 50,000 people over the course of four days. Approximately \$1,650,000 visitor spend and overall</p>

Event	Funding Model	Development/Curation	Content/Programming	Impact
				output of \$2.05m in Joondalup's Gross Regional Product (GRP).



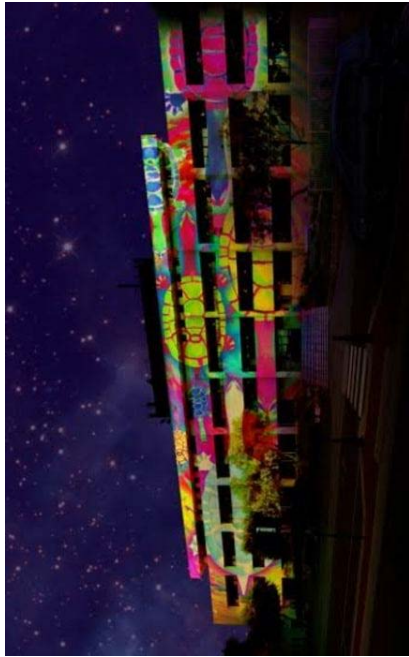
White Night Festival Melbourne



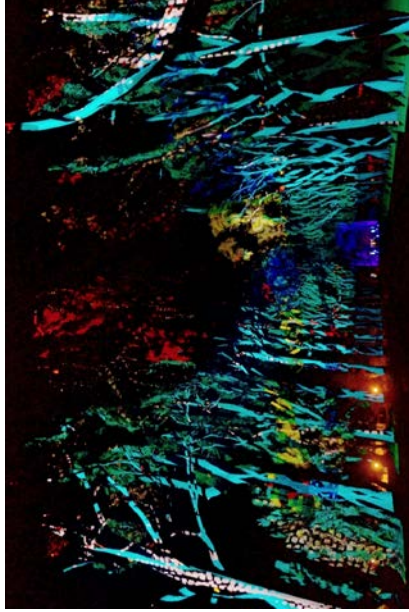
Vivid Sydney 2016



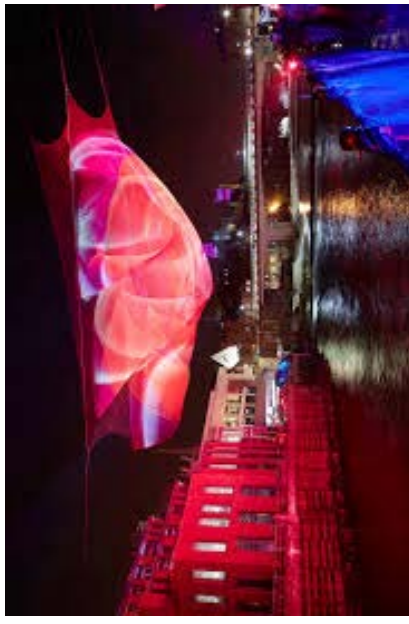
Dark Mofo Tasmania



Kaleidoscope Festival Joondalup 2016



Boorna Waanginy 2017



Lumiere London 2016

Attachment B – Example Scope for City owned lighting event feasibility

Activity	Timeframe
PRELIMINARIES	3 weeks
Establishing working group	
Establishing objectives/aspirations	
Identify requirements for meetings and presentations	
Identification of document requirements	
Identify budget ranges and reference of benchmark projects	
INVESTIGATION	6 weeks
Stakeholder engagement (surveys and interviews)	
Develop shared vision	
Consider obvious barriers to use of mediums	
Appraisal of ambient feel of the environment / location to ensure concept development is keeping with the surrounds and site familiarisation	
Ambient light evaluation	
Identification of surfaces and / or areas to be treated	
Identification of audience viewing locations	
Identify culturally sensitive issues	
Identify local weather and seasonal conditions	
Review associated lighting strategies	
Identify Noise and environmental impacts of a multimedia attraction	
Consider context or ongoing development cycles that may impact on location	
Examine impacts on existing planning and design guidelines	
CONCEPT DEVELOPMENT	8 weeks
Creative ideas	
Draft Audio or associated system requirements	
Draft Layout Plan	
Artist impressions	
REQUIREMENTS IDENTIFICATION	5 weeks
Preliminary electrical and data requirements identified	
Preliminary infrastructure requirements identified	
Integration with existing architecture and Public lighting	
Integration with existing public art	
Identify impact on any operations of location (including aquatic/ transport etc)	
Flexibility and scalability of attraction for special events	
Content creation, management and renewal strategy - recommendations	
INVESTMENT ANALYSIS	4 weeks
Identification of economic, social and place impacts and benefits	
Cost benefit analysis and risk analysis	
Assessment of funding options	
Public and Private investment opportunities	
PROGRAM IMPLEMENTATION	3 weeks
Draft project timeline and delivery schedule including phased implementation as required	
Analyse delivery capacity of Australian and regional designers	
Analyse delivery capacity of Australian and international contractors	
PATH FORWARD	1 week
Feasibility recommendation and next steps	

Agenda Item 8.3 **Signing of Letter of Intent with representatives of Denpasar City, Indonesia.**

Recommendation:

That Council APPROVES the City, becoming a signatory to a Letter of Intent with Denpasar City Indonesia, about cooperation on creative and digital economy ecosystems.

FILE REFERENCE: P1028377
 REPORTING UNIT: Economic Development Unit
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 26 October 2017
 ATTACHMENT/S: Attachment 8.3A - Letter of Intent between Denpasar City and City of Perth

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |
| <input type="checkbox"/> | Information | <i>For the Council/Committee to note.</i> |

Legislation / Strategic Plan / Policy:

Legislation Section 8 of the *City of Perth Act 2016*

Integrated Planning and Reporting Framework Implications **Strategic Community Plan**
 Goal 5 A prosperous city

Policy
 Policy No and Name: N/A

Purpose and Background:

In April 2017, the Australian Consul General in Bali, Dr Helena Studdert, visited with representatives from the City of Perth to discuss the Consulate's role in Bali and to identify opportunities for possible collaborations between Perth and Indonesia.

Following initial discussions, Dr Studdert advised of an opportunity to progress a cooperative arrangement with Denpasar City around digital start-ups, and creative and digital ecosystems.

Details:

The foundation of collaborative initiatives between the City of Perth and Denpasar can commence with the signing of a Letter of Intent (Attachment 8.3A). A legally non-binding document, it outlines the desire for the respective cities to collaborate on initiatives that will foster the exchange of skills, knowledge, business to business trade opportunities and resources, and outlines the following key areas of interest:

- Establishing an entrepreneur and founder exchange program.
- Facilitating and encouraging collaboration and connections between universities, co-working spaces and incubator programs.
- Engaging in regular knowledge sharing that will develop innovation ecosystems within each City.

Following the signing of the Letter of Intent by both parties, discussions will commence about the development of initiatives that will serve the above criteria. Once developed, these initiatives will be specifically outlined within an Implementation Agreement, which will be approved and signed by representatives of both city governments.

A six-person delegation from Denpasar City, detailed below, intend on visiting Perth across the 22-26 November:

- Mayor of Denpasar;
- Head of Denpasar City's Communications and Information Agency;
- Head of Denpasar City's Regional Development Planning Agency;
- Head of Denpasar City's Cooperation Agency;
- Head of Denpasar City's Creative Agency; and
- Mr Made Arta, Founder of the Primakara Computer and Information Management College, Bali.

City Officers are currently developing a visit program for the delegation that will showcase the City's co-working spaces, business incubators, universities and digital ecosystem, as well as opportunities to showcase the tourism and liveability aspects of Perth.

As part of this visit program, a Courtesy Call and Signing Ceremony will be arranged with the Office of the Lord Mayor, where Denpasar delegates and a small number of key guests will be invited to meet and both representatives will be invited to sign the Letter of Intent.

Financial Implications:

Currently, there are no financial implications in becoming a signatory to the Letter of Intent.

Any programs or initiatives that may arise in future will be subject to their own business case and subsequent relevant approvals.

Comments:

Progressing this Letter of Intent between Perth and Denpasar is in strong alignment with the City's International Engagement Strategy, which recommends the City increase engagement and economic activities with cities within the Indian Ocean Rim region.

Initiatives to increase the level of collaboration and knowledge exchange related to start-ups and innovation between Perth and Denpasar will benefit the stakeholders in each of the respective cities. The City's role as a facilitator in helping to foster and encourage this collaboration will also strengthen connections and relationships with local organisations.

It is recommended the City progress and sign the Letter of Intent.



City of Perth

**LETTER OF INTENT FOR
COOPERATION ON CREATIVE AND
DIGITAL ECONOMY ECOSYSTEMS
BETWEEN THE CITY OF PERTH AND
THE DENPASAR CITY GOVERNMENT**

The City of Perth and the Denpasar City Government, hereinafter referred to as the "Parties", have a desire to collaborate on initiatives that support the development of the creative and digital economy ecosystem through exchanges and collaboration of skills, knowledge and resources between the two cities.

Recognising the importance of the principles of equality and mutual benefit, both parties hereby declare their intention to develop and progress initiatives, in accordance with applicable laws and regulations, in the following areas:

- Creation of an entrepreneur and founder exchange program between the two cities;
- Facilitating and encouraging collaboration and connections between universities, co-working spaces and incubator programs in each city; and
- Engaging in regular knowledge exchange and information sharing about initiatives that help to develop each city's innovation ecosystem.

The details of initiatives arising from this cooperation will be specifically described in a future Implementation Agreement, which will be developed, agreed and signed by both parties.

Signed in Perth, on..... in four original copies, two each in Indonesian and English.



**SURAT PERNYATAAN UNTUK KERJASAMA
TENTANG EKOSISTEM EKONOMI KREATIF
DAN DIGITAL ANTAR PEMERINTAH KOTA
PERTH DAN PEMERINTAH KOTA DENPASAR**

Pemerintah Kota Denpasar dan Kota Perth selanjutnya disebut sebagai "Para Pihak" memiliki keinginan untuk berkolaborasi dalam inisiatif yang mendukung pengembangan ekosistem ekonomi kreatif dan digital melalui pertukaran dan kolaborasi keterampilan, pengetahuan dan sumber daya di antara kedua kota tersebut.

Menyadari pentingnya prinsip-prinsip kesetaraan dan saling menguntungkan, kedua belah pihak dengan ini menyatakan niat untuk mengkonfirmasi kesepakatan bersama sebagai dasar pengembangan lebih lanjut, sesuai dengan hukum dan peraturan yang berlaku, di bidang berikut:

- Penciptaan program pertukaran wirausaha dan pendiri antara kedua kota tersebut;
- Memfasilitasi dan mendorong kolaborasi dan hubungan antara universitas, ruang kerja bersama dan program incubator di setiap kota; dan
- Terlibat dalam pertukaran pengetahuan umum dan berbagi informasi secara biasa mengenai inisiatif yang membantu mengembangkan ekosistem inovasi masing-masing kota.

Rincian inisiatif yang timbul dari kerjasama ini akan secara khusus dijelaskan dalam Perjanjian Pelaksanaan di masa depan yang akan dikembangkan, disepakati dan ditandatangani kedua belah pihak.

Ditandatangani di Perth, pada tanggal dalam empat salinan asli, masing-masing dua dalam Bahasa Indonesia dan Inggris.

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

1. ***APPROVES cash sponsorship of \$15,000 (excluding GST) to Unearthed Solutions Pty Ltd (Unearthed) to hold its Demo Day and Perth Hackathon events in Perth during 2017/18;***
2. ***NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.4A; and***
3. ***NOTES that Unearthed will provide the City with detailed impact reports relating to the events receiving this support.***

FILE REFERENCE: P1027729
 REPORTING UNIT: Economic Development
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 25 October 2017
 ATTACHMENT/S: Attachment 8.4A – Detailed Officer Assessment
 Attachment 8.4B – Unearthed Houston WECP Case Study

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |
| <input type="checkbox"/> | Information | <i>For the Council/Committee to note.</i> |

Legislation / Strategic Plan / Policy:

Legislation Section 8 of *City of Perth Act 2016*

Integrated Planning and Reporting Framework Implications **Strategic Community Plan**
Goal 5 A prosperous city

Policy
Policy No and Name: 18.13 - Sponsorships

Purpose and Background:

The City has received a sponsorship request from Uearthed to support two of its upcoming events, the Uearthed Demo Day, to be held on 5 December 2017, and its 2018 Uearthed Perth Hackathon, which will be held in early 2018.

Uearthed Solutions Pty Ltd, based in Perth, was established in 2014 to improve the efficiency and competitiveness of the resources sector by driving sustainable technology and innovation within the sector.

Uearthed's Directors all have significant experience in the resources and oil and gas industry, and have contributed to the growth in Perth's creative industries network through initiatives such as Start-up Weekend, GovHack, West Tech Fest and Morning Start-up.

Uearthed are the anchor tenants of the new resources technology focused co-working space CORE, Australia's second industry specific co-working space, and the first to be focused specifically on the resources sector.

The company hosts open innovation "Hackathon" events where top tier resource companies host challenges supported by proprietary data, providing an environment where entrepreneurs and innovators can build prototype solutions that solve particular industry challenges.

The Hackathon program, having started in Perth in 2014, has grown to having a presence in the majority of Australian cities as well as internationally, with Uearthed events in Toronto, Buenos Aires, Denver, Vancouver in 2017 and planning for events in Houston and Santiago in the first quarter of 2018.

Uearthed also run an Accelerator Program, which invests in early-stage companies that will deliver technical solutions and efficiency gains in the resource sector. As with other technology accelerator programs, the Uearthed program involves a combination of education, mentorship and facilitated introductions to industry stakeholders.

Since 2015, Uearthed have also held an annual Demo Day as part of the West Tech Fest, a technology and innovation festival held in Perth in December. This event summarises Uearthed's events held in the previous year, showcasing some of the companies and solutions that have emerged from the various hackathons, as well as giving companies that have been involved with the accelerator program the opportunity to 'pitch' their companies to the assembled audience assisting in venture capital raising and profile building for their start-ups.

The Demo Day also involves key note addresses and panel discussions with industry experts on topics related to innovation and technology solutions in the resources and energy industries.

Details:

Demo Day

For the third consecutive year, Uearthed will host its Demo Day conference and pitching event on 5 December 2017. Technologists, entrepreneurs and innovators from around the world will be invited to Perth to attend the event, which will be divided into part conference and part pitching event for start-up companies with applicable technologies to the resources, mining, oil and gas and energy sectors.

In a change from previous years, the 2017 Demo Day will be a curated event and invitation only, rather than a ticketed event that is open to the public. The day will gather all the government, resource and tech industry partners that Uearthed has worked with over the course of 2017 to discuss the issues that are affecting the resources, energy and technology industries, emerging trends and highlight new innovation.

The overall purpose of the Demo Day is to position Uearthed as the go-to organisation for innovation in the resources sector. Through the Demo Day, Uearthed showcases new technologies and their creators.

By hand-picking each of the start-ups, Uearthed validates their credentials, and allows industry to know ahead of time, new innovations that can shape their operations. By making the event invite-only, Uearthed will use its event to create the right conversations, and match attendees and their skills on with those organisations that present strong innovation and economic opportunities.

The short-term objective will be to demonstrate how new technologies such as blockchain, artificial intelligence and digital security are going to impact the resources industry. The invited speakers will come from these sectors and explain to the audience their thoughts on how industry can better engage with these developing technologies. The speakers will provide that initial insights and the start-ups will attempt to validate it through the use of their technologies.

The day will not only showcase the industries involved but also, by hosting it in the City of Perth, the event organisers are encouraging more investment into Western Australia and helping to promote the comparative advantage Perth has in all aspects of the resources and energy sector. Uearthed will promote the work that has been done around the tech innovation community of Perth and assist in positioning our State as the resources technology hub of the world. This is in strong alignment with the City's economic development objectives.

Uearthed Hackathon event

An Uearthed "Hackathon" is a 54-hour open innovation event where software developers, engineers, designers, data scientists and entrepreneurs gather together to produce prototype solutions to challenges faced by global resources companies. Unlike other hackathon events the City supports, Uearthed Hackathons are specifically related to the mining and resources sector and have been well received by industry previously.

To date, the hackathons have been supported by major companies such as BHP Billiton, Rio Tinto, Anglo American, Newcrest and Woodside, many of whom have adopted solutions that have been developed from the events.

The Uearthed Hackathon events have resulted in the creation of companies keen to progress the ideas or solutions they have developed during the event. The winner of the inaugural 2014 Uearthed Hackathon event, Newton Labs, was also awarded the Emerging Innovation Award in the 2015 West Australian Innovator of the Year awards. They also successfully completed the Uearthed Accelerator program in 2015.

Through the Uearthed competition, Newton Labs created a Rock Detection System to address the mining industry's issue of oversized rocks damaging equipment. The company now design and build systems based on the Internet of Things (IoT) for the mining industry which helps improve business intelligence and enables real-time decision making. The company now works with major corporations including Rio Tinto, FMG, Newmont and BGC.

Planning for the 2018 Uearthed hackathon is currently underway, with the event to be held in Perth in early 2018. The City is also helping to promote Uearthed and its hackathon activities through the World Energy Cities Partnership (WECP) network, with growing interest from other member cities about the possibility of hosting Uearthed events in their cities. See Attachment 8.4B for further information regarding an example of this type of collaboration.

Financial Implications:

ACCOUNT NO:	CL93 793000 7901
BUDGET ITEM:	Innovation and Technology
BUDGETED AMOUNT:	\$180,000
AMOUNT SPENT TO DATE:	\$ 57,273
PROPOSED COST:	\$ 15,000
BALANCE REMAINING:	\$107,728

All figures quoted in this report are exclusive of GST.

Comments:

The events organised by Uearthed closely align with the objectives and priorities identified in the City's Economic Development Strategy. The events will deliver positive outcomes for the City by demonstrating its firm commitment to supporting entrepreneurial activity within the technology and knowledge intensive industries in Perth, which have the potential to have a positive impact the Western Australian economy.

Technology companies and co-working/shared working spaces have seen high growth in office occupancy in the last year – with increased office occupation of 20% (albeit coming from a relatively low base).

The City of Perth support of the innovation ecosystem has been instrumental in creating growth in this sector, which leads to new ventures employing more staff and graduating into their own office spaces. This, in turn, assists in addressing vacancy rates within the CBD, where most start-ups are clustered.

Ongoing support for these initiatives will contribute to strengthened industry networks and increased opportunities for collaboration and innovation, ultimately supporting the aim of attracting and supporting technology and knowledge intensive industries within the city and driving economic growth in Perth.

The events also capitalise on Western Australia's global reputation as a centre of excellence for mineral engineering technical services and innovation in the mining and resource sector.

Detailed Officer Assessment – Unearthed Events Program Perth 2017/18: Demo Day 2017 and Unearthed Perth Hackathon 2018.

Applicant	Unearthed Solutions Pty Ltd		
Event Title	Unearthed Events Program Perth 2017/18: Demo Day 2017 and Unearthed Perth Hackathon 2018.		
Event Start Date	05/12/2017		
Event End Date	30/06/2018		
Venue	Various		
Total Project Cost	\$70,000		
Total Amount Requested	\$30,000 (42.86%)		
REMPPLAN Impact (Direct)	N/A		
Recommendation	Approve		
Recommended amount	\$15,000		
Assessment Score	73.6%		

Applicant Details

Information from the Australian Business Register

ABN	84 602 886 895
Entity Name	Unearthed Solutions Pty Ltd
Entity Type	Australian Private Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6000
Main Business Location State	WA

Associate Details

Board Members and key staff of Startup WA are:

- Zane Prickett-Director
- Justin Strharsky-Director
- Paul Lucey-Director
- Mikey Kailis-Growth Manager
- Chris Schmid-Industry Lead-Crowdsourcing

- Eunice Ho-Events Coordinator
- Hannah Frankish- Marketing&Communications
- Holly Bridgwater-Industry Lead-Crowdsourcing
- Ben Dougherty-Lead Developer

Event Summary

The City has received a sponsorship request from Uearthed to support two of its upcoming events, the Uearthed Demo Day, to be held on 5 December 2017, and its 2018 Uearthed Perth Hackathon which will be held in early 2018.

Uearthed Solutions Pty Ltd, based in Perth, was established in 2014 to improve the efficiency and competitiveness of the resources sector by driving sustainable technology and innovation within the sector.

The company are committed to the development of the local startup and innovation industry and in using technology to deliver benefits to industry. The company's Directors are passionate about the economic opportunities that are available by leveraging of Perth and WA's strengths in the resources and energy industries and capitalising on existing industry knowledge and expertise that exist in these sectors.

Event Description

Demo Day

For the third consecutive year, Uearthed will host its Demo Day conference and pitching event on 5 December 2017. Technologists, entrepreneurs and innovators from around the world will be personally invited to Perth to attend the event, which will be divided into part conference and part pitching event for startup companies with applicable technologies to the resources, mining, oil and gas and energy sectors.

Uearthed Hackathon event

An Uearthed "Hackathon" is a 54 hour open-innovation event where software developers, engineers, designers, data scientists and entrepreneurs gather together to produce prototype solutions to challenges faced by global resources companies. Unlike other hackathon events the City supports, Uearthed Hackathons are specifically related to the mining and resources sector and have been well received from industry and participants previously.

The hackathon program, having starting in Perth in 2014, has now grown to having a presence in the majority of Australian cities as well as internationally, with Uearthed holding events in Toronto, Buenos Aires, Denver, Vancouver in 2017 and planning for events in Houston and Santiago in the first quarter of 2018.

Planning for the 2018 Uearthed Hackathon is currently underway, with the event to be held in Perth in early 2018.

The City is also helping to promote Uearthed and its Hackathon activities through the World Energy Cities Partnership (WECP) network, with growing interest from other member cities in the possibility of hosting Uearthed events in their cities. The City will continue to work with Uearthed regarding these opportunities.

Previous City of Perth Support

Previous City support for Uearthed is as follows:

Year	Amount
2015	\$10,000
2016	\$25,000
TOTAL	\$35,000

Sponsorship Benefits

If approved, the City will be designated as a Major Sponsor of the 2017 Uearthed Demo Day and as a Supporting Sponsor of the 2018 Perth Hackathon.

The benefits assigned to the City in exchange for the sponsorship are as follows:

- City's logo to appear on Uearthed promotional material, including emails, event flyers and the like.
- Verbal recognition as a sponsor at events.
- Opportunity for the Lord Mayor or City representative, to speak at launch/opening of events.
- Opportunity to display City of Perth banners at events.

In addition to these standard event sponsorship benefits, Uearthed have suggested two additional projects that will add value to the City benefits:

- The ability for the City to access international speakers attending the 2017 Demo Day event for the opportunity to hold other additional events during their time in Perth. These other potential events include opportunities to host networking events, business workshops or masterclasses. This leverages the fact that these international experts will be in Perth and maximises the opportunities for the local business community to benefit from their expertise.
- Collaboration with the City on a website post/article on the Uearthed website (and associated communications channels) that will summarise the City's previous three years of support of Uearthed and wider aspects of the local startup ecosystem. Content for this article would include statistics regarding the growth of the local startup community and success stories from the Uearthed program that have been made possible through the City's support.

Assessment Score Card

The application received a total score of 26.5 out of 36 (73.6%).

The application was assessed by a two person panel and the scoring has been averaged for each outcome.

ECONOMIC OUTCOMES	
To what extent does initiative promote industry development and professional development opportunities in key economic sectors?	4
Will the initiative build long term relationships that provide business and community members with the opportunity to share best practice with visiting industry thought leaders?	3
Does initiative enhance opportunities for business development and investment within key sector markets to stakeholders including new and emerging opportunities and export markets?	3.5
Does initiative provide an economic benefit to businesses within the City of Perth?	2
Does initiative provide competitive or comparative advantage by linking sector and industry stakeholders to achieve clusters or cooperative programs within the City of Perth Local Government Area?	3
Does the initiative support ongoing development programs that provide training and skill development opportunities for businesses within the City of Perth including business incubators and/or accelerators?	2.5
To what extent does the application reflect and add value to the City's Economic Development Strategy outcomes?	3
To what extent does application reflect and add value to the City's Strategic objectives?	2.5
Subtotal 23.5 out of 32 (73.4%)	
ORGANISATIONAL COMPETENCY	
Level of benefits and recognition offered to the City	3
Subtotal 3 out of 4 (75%)	
<u>TOTAL ASSESSMENT SCORE 26.5 out of 36 (73.6%)</u>	

Assessment Panel comments

- The panel were positive in their comments about the proposed events and the quality of the application submitted by Uearthed.
- Panel members felt the event provides important networking and facilitates development opportunities within the resources and energy sector.
- The Uearthed program is a fantastic initiative that brings a lot of benefits to Perth, especially through supporting an emerging sector which Perth has a competitive advantage in, resource-related innovation and start-ups.

Comments

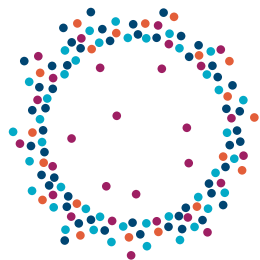
While Uearthed are using its programs to help new companies to form and develop, Uearthed itself is an example of the journey of a successful startup company. Having started as just the three Directors initially in 2014, Uearthed have now grown to employing approximately ten staff and have operations in both Perth and Brisbane, and regularly holding events internationally.

This is the City's goal for startups across the local ecosystem – to develop their business idea, then scale and grow it into a successful company. This creates employment, bringing more workers into the city and easing office vacancy rates.

Currently, 3.3 per cent of Perth's office space is occupied by technology companies, which has increased 19.4 per cent in the last 12 months. Technology represents Perth's eighth largest industry sector and the highest users of coworking spaces.

Technology and startup companies also assist with diversifying the city's economy, easing the reliance on traditional industries and transitioning Perth out of the boom and bust cycles that the city has historically experienced.

The events organised by Unearthed closely align with the objectives and priorities identified by the City's Economic Development Strategy. The events will deliver positive outcomes for the City by demonstrating its firm commitment to supporting entrepreneurial activity within the technology and knowledge intensive industries in Perth which have the potential to have a positive impact the Western Australian economy.



WECP
WORLD ENERGY CITIES PARTNERSHIP

AUGUST • 2017

The **World Energy Cities Partnership** is an international, city-led organization headquartered in Houston, Texas, comprised of some of the world’s leading Energy cities, including:

- ABERDEEN SCOTLAND • ATYRAU KAZAKHSTAN
- CALGARY CANADA • CAPE TOWN SOUTH AFRICA
- DAMMAM SAUDI ARABIA • DAQING CHINA
- DOHA QATAR • DONGYING CHINA
- ESBJERG DENMARK • HALIFAX CANADA
- HOUSTON USA • KARAMAY CHINA
- KUALA LUMPUR MALAYSIA • LUANDA ANGOLA
- PERTH AUSTRALIA • RIO DE JANEIRO BRAZIL
- ST. JOHN'S CANADA • STAVANGER NORWAY
- VILLAHERMOSA MEXICO

WECP goals are to collaborate on opportunities for economic growth, best practices and to ensure city-to-city learning.



Station Houston (www.stationhouston.com)

Perth-Houston strengthen ties with innovation hubs

On August 1, 2017, leaders from CORE (www.corehub.com.au) and Station Houston (www.stationhouston.com) – tech & innovation incubators on opposite sides of the world – met to establish a Memorandum of Understanding. The agreement was in part a product of a lasting WECP relationship between Perth and Houston and was wholeheartedly supported by the WECP’s Education Committee. This collaboration not only serves to strengthen both cities’ tech and innovation communities, but also exemplifies the positive impact of WECP relationships.

Who are CORE and Station Houston?

CORE

CORE is Australia’s first co-working, collaboration and innovation hub focused on resources technology, where the resources and energy sectors power the human enterprises of tomorrow. Positioned alongside Australia’s leading resources companies and universities in the Perth CBD, CORE provides proximity to skills, solutions and opportunity along the supply chain, and a culture of entrepreneurship, open innovation, collaboration and speed to market.

Station Houston

Station Houston aims to transform Houston into a world-leading hub for technology innovation and entrepreneurship. Station Houston brings together the region’s diverse startup, business and enterprise ecosystem under one roof to support high-potential entrepreneurs, activate angel and venture capital, foster inclusive community, and create the high-growth, high-impact tech density that helps people with great ideas launch companies that change the world.

Results of the Memorandum of Understanding

As a result of this agreement, Station Houston will host ‘Digital Tribes’ in early 2018, in conjunction with Uearthed, CORE’s resident open innovation and accelerator program (www.uearthedsolutions/hackathons/digital-tribes-houston). Uearthed will collaborate with BHP and Houston-area innovators to focus digital problem-solving skills on the energy sector’s global challenges, prototyping solutions over a weekend.

This ongoing collaboration between Perth and Houston (and other WECP cities) highlights the value that co-working hubs and entrepreneurs are contributing to the growing innovation ecosystem of our Energy Cities.

About the Perth-Houston WECP Relationship

Perth and Houston have been sister cities since 1984 and are both founding members of the WECP. Houston is the energy capital of the world, while Perth is the energy and resource capital of South East Asia. Not only do we share deep roots in the oil and gas industry, but also our commitment to embracing the emerging renewable energy industry.

The WECP’s purpose is to empower the world’s leading energy cities by driving collaboration to build a better future. As its member cities share best practices and unique areas of expertise around the energy sector, opportunities for collaboration in other sectors also arise. New connections between emerging technology and innovation hubs like CORE and Station Houston add ideas and capabilities to the regular exchanges of skills, people and technologies between the two cities.



CORE (www.corehub.com.au)

Agenda **Business Event Sponsorship – 2017 Qantas Australian Tourism**
Item 8.5 **Awards**

Recommendation:

That the Marketing, Sponsorship and International Engagement Committee:

- 1. APPROVES cash sponsorship of \$8,000 (excluding GST) to Australian Tourism Industry Council to present the 2017 Qantas Australian Tourism Awards;**
- 2. NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.5A;**
- 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 media coverage, will be obtained by the City by 23 May 2018.**

FILE REFERENCE: P1034443
 REPORTING UNIT: Economic Development
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 25 October 2017
 ATTACHMENT/S: Attachment 8.5A – Application Assessment

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |
| <input type="checkbox"/> | Information | <i>For the Council/Committee to note.</i> |

Legislation / Strategic Plan / Policy:

Legislation	Section 8 of the <i>City of Perth Act 2016</i>
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Goal 1 A city for people Goal 5 A prosperous city
Policy	
Policy No and Name:	18.13 – Sponsorship

Purpose and Background:

The Australian Tourism Industry Council (ATIC), a peak national tourism industry body, has been operating the Australian Tourism Awards for over 30 years, recognising and celebrating businesses that have demonstrated a commitment to excellence.

The Australian Tourism Awards program concludes with a formal awards presentation and gala dinner, the 2017 Qantas Australian Tourism Awards, for which funding is sought.

ATIC has requested sponsorship of \$10,000 (excluding GST) to host the 2017 Qantas Australian Tourism Awards at Perth Stadium.

Details:

The 2017 Qantas Australian Tourism Awards will be held on the evening of Friday, 23 February 2018 at Perth Stadium.

The location of the gala dinner is rotated between Australian States and Territories each year, with this year being Perth's turn. This will be Perth's first time hosting the event.

The event sees an average of over 800 guests from around Australia including Federal and State Tourism Ministers, the CEOs of State and Regional marketing bodies, Tourism Industry Councils, National Tourism Industry Associations and tourism business and service providers.

In addition to attending the event in Perth, attendees are strongly encouraged to participate in pre and post event touring, as well as meetings and business event opportunities showcasing new tourism infrastructure, in the city of Perth.

Financial Implications:

ACCOUNT NO:	CL939710007901
BUDGET ITEM:	Economic Development Program – Tourism
BUDGETED AMOUNT:	\$50,000
AMOUNT SPENT TO DATE:	\$28,000
PROPOSED COST:	\$ 8,000
BALANCE REMAINING:	\$14,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The Assessment Panel commented that this high profile event provides opportunity to promote Perth as a tourism destination and a thriving capital city. Additionally, the event will attract many people who may travel from the regions, or interstate, and will provide significant economic return to the city.

Cash sponsorship of \$8,000 is recommended for the event.

Detailed Officer Assessment – Business Event Sponsorship | 2017 Qantas Australian Tourism Awards

Applicant	Australian Tourism Industry Council (ATIC)
Program	Business Event Sponsorship
Event Title	2017 Qantas Australian Tourism Awards
Event Start Date	23/02/2018
Event End Date	23/02/2018
Venue	Perth Stadium
Total Project Cost	\$240,000
Total Amount Requested	\$10,000 (4.16% of the total project cost)
REMPPLAN Impact (Direct)	\$0.392M
REMPPLAN Impact (Total)	\$0.634M
Recommendation	Approval
Recommended amount	\$8,000 (3.3% of the total project budget)
Assessment Score	28.3 out of 36 (78%)

Applicant Details

Information from the Australian Business Register

ABN	31 095 626 976
Entity Name	Australian Tourism Industry Council Ltd
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	3000
Main Business Location State	VIC

Associate Details

Nil

Event Summary

The 2017 Qantas Australian Tourism Awards is a celebration of national quality tourism businesses at a formal awards presentation and gala dinner.

Event Description

The 2017 Qantas Australian Tourism Awards will be held at the Perth Stadium on Friday, 23 February 2018 from 5.00pm until 11.30pm.

The Qantas Australian Tourism Awards, has been operating for 30 years and is the pinnacle event of the tourism industry, celebrating the outstanding work being done by individuals and businesses in providing exceptional visitor experiences.

The aim of the Australian Tourism Awards is to:

- support improved business planning, development and internal analysis among tourism operators;
- provide a benchmark for best practice within the tourism industry;
- recognise and reward excellence;
- reinforce the value of the tourism industry;
- reinforce consumer confidence in the tourism industry;
- promote networking opportunities for operators; and
- encourage continuous improvement.

Award finalists are drawn from the State and Territory Tourism Awards winners and span across 26 categories including attractions, tour and transport operators, tourist and caravan parks, all levels of accommodation, events and new tourism development.

Organisers anticipate the awards event will attract approximately 800 guests, with attendees representing: finalists from each State and Territory; Award Sponsors; Federal and State Tourism Ministers; CEOs of State and Regional Tourism Organisations; and representatives of National Industry associations, including Australian Tourism Council.

In addition to visiting Perth for the awards, pre and post event touring in and around the city is encouraged by organisers as well as attending meetings and business event opportunities. This will provide an opportunity to expose national tourism operators to the new tourism and infrastructure developments within the city such as Elizabeth Quay, Yagan Square and new hotel developments.

Previous City of Perth Support (last five years)

The City has not previously supported this event in the last five years.

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Sponsor profile on event website.
- Opportunity to display City of Perth signage at the event.
- Opportunity for the Lord Mayor, Deputy Lord Mayor, Elected Members or Key Staff (CEO) to participate, speak or present at the event.
- Sponsorship of an Awards Category and presentation of corresponding award.
- Recognition of Sponsorship by MC during event.
- Full page ad in the Awards Program provided to all guests (artwork at cost of City).
- Access to the event for the City of Perth Digital team to produce content at our own cost.
- The City of Perth logo to appear on all event promotion including the website; event program and invitations.
- Promotion of the City's sponsorship to be acknowledged on social media for the event.

Please note that organisers also included an invitation/ticketing component (a total estimate of \$2,000) as part of their listed sponsorship benefits for this event. As invitations/tickets cannot be accepted by the City as a sponsorship benefit, the Assessment Panel deducted this estimated amount from their funding recommendation.

Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

ECONOMIC OUTCOMES	
How do you rate the number of attendees the event will attract?	4
How do you rate the calibre of speakers and participants in the event?	3
What level of opportunity is there for business networking and links to existing WA industry sectors?	3.67
What is the level of anticipated economic impact to the City?	3.33
Does the event position Perth as a Capital City and lift the status, awareness or profile of Perth?	3.67
Has the applicant provided evidence of a robust business plan including other funding sources to ensure sustainability of the event?	2.33
How well does the application reflect and add value to the City's Economic Development Strategy outcomes?	3.00
How well does the application reflect and add value to the City's strategic objectives?	2.67
Subtotal 25.66 out of 32	

ORGANISATIONAL COMPETENCY	
Level of benefits and recognition offered to the City	2.67
Subtotal 2.67 out of 4	
TOTAL ASSESSMENT SCORE 28.33 out of 36 (78%)	

Assessment Panel comments

A summary of the Assessment Panel's comments is provided below:

- High profile event.
- Launches the new Perth Stadium as a national tourism destination.
- Provides networking and promotional opportunities for the local tourism industry.
- Attracts people from the regions or interstate to the city i.e., investment opportunities and hotel room stays.
- Promotes the city as a tourist destination.
- Provided a well-developed application.

Agenda **Business Event Sponsorship – Australasian Oil and Gas**
Item 8.6 **Exhibition and Conference (AOG) 2018**

Recommendation:

That Council:

1. ***APPROVES cash sponsorship of \$50,000 (excluding GST) to Diversified Exhibitions Australia Pty Ltd to present the 2018 Australasian Oil and Gas Exhibition and Conference, to be held from 14 to 16 March 2018;***
2. ***NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.6A;***
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 16 June 2018.***

FILE REFERENCE: P1034443#02#01
 REPORTING UNIT: Business Support and Sponsorship
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 26 October 2017
 ATTACHMENT/S: Attachment 8.6A – Detailed Officer Assessment

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |
| <input type="checkbox"/> | Information | <i>For the Council/Committee to note.</i> |

Legislation / Strategic Plan / Policy:

Legislation	Section 8 of the <i>City of Perth Act 2016</i>
Integrated Planning and Reporting Framework Implications	<p>Strategic Community Plan</p> <p>Goal 1 A city for people</p> <p>Goal 2 An exceptionally well designed, functional and accessible city</p> <p>Goal 5 A prosperous city</p>
Policy	
Policy No and Name:	18.13 - Sponsorships

Purpose and Background:

The City of Perth has received a request for Business Event Sponsorship of \$50,000 from Diversified Exhibitions Australia Pty Ltd to present the Australasian Oil and Gas Exhibition and Conference (AOG) in Perth in 2018. AOG is Australia's largest and most successful petroleum industry event. The City has sponsored the event since 2013.

Diversified Exhibitions Australia is a proprietary limited company founded in 1982 under the name Australian Exhibition Services (AES) specialising in providing paramount market knowledge for customers across a variety of industries.

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

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

Details:

The 2018 AOG conference will be held over three days from 14 to 16 March 2018 at the Perth Convention and Exhibition Centre. The event comprises a trade exhibition, conference and networking events.

AOG has been staged in Perth for the past 36 years. In that time, it has grown to be the largest oil and gas event of its type in the Southern Hemisphere. It has mirrored the growth of the hydrocarbon industry in the region and has been a major contributor to positioning Australia as a world leader in LNG development.

AOG is held annually in Perth in line with its vision of becoming the largest oil and gas conference of the Australasian region. It is comparable to internationally renowned conferences such as the Offshore Technology Conference (OTC) in Houston, Offshore Europe in Aberdeen and Offshore Northern Seas (ONS) Conference in Stavanger.

AOG is supported by the Federal Government-funded National Energy Resources Australia (NERA) Industry Growth Centre, Society for Underwater Technology, Subsea Energy Australia, Subsea UK, Engineers Australia, UWA, Curtin University, Institute of Instrumentation Control & Automation, Australian Institute for Non-destructive Testing, Royal Institution of Naval Architects, UK Trade & Industry, Scottish Development International, NORWEP Norway and the Petroleum Club of WA.

AOG receives major sponsorship from the City of Perth, the State Government of Western Australia and Woodside Energy.

Financial Implications:

ACCOUNT NO:	939730007901
BUDGET ITEM:	Economic Development – Resource Sector Support
BUDGETED AMOUNT:	\$50,000
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$50,000
BALANCE REMAINING:	\$ 0
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The oil and gas sector is a major contributor to the Perth economy, with AOG representing the most significant local industry event for the sector. Staging the event annually in Perth highlights Perth's significance as a major oil and gas city and showcases its capability, desirability and opportunities in investment, supply chain, research and education.

AOG facilitates international partnerships and continued support for the event will enhance Perth's status as a 'World Energy City' and reinforce the City of Perth's positive association with the oil and gas sector.

The assessment panel confirmed the significant economic return to the City associated with the event, tracked and validated over several years. According to the 2017 AOG impact report carried out by the Audited Media Association of Australia, the event had a direct economic impact of over \$12 million. In addition, 9% of exhibitors and 17% of visitors surveyed have made an investment in Western Australia as a result of AOG 2017.

AOG facilitates key economic relationships in the oil and gas industry by attracting major international and interstate companies, trade bodies and research organisations and increased visitation to the City including high spending exhibiting companies and delegates.

Cash sponsorship of \$50,000 (excluding GST) is recommended for the event.

Detailed Officer Assessment – Business Event Sponsorship**Event Summary**

The Australasian Oil and Gas Conference and Exhibition (AOG) is Australia's largest and most successful oil and gas industry event. The event comprises a trade exhibition, conference and networking events. AOG has been staged annually in Perth for the past 36 years and in that time has grown to be the largest oil and gas show of its type in the Southern hemisphere. It has mirrored the growth of the hydrocarbon industry in the region and has been a major contributor to positioning Australia, and specifically Perth, as a world leader in LNG development.

Applicant	Diversified Exhibitions Australia Pty Ltd
Program	Business Event Sponsorship
Event Title	2018 Australasian Oil and Gas Conference and Exhibition (AOG)
Event Start Date	14/03/2018
Event End Date	16/03/2018
Venue	Perth Convention and Exhibition Centre
Total Project Cost	\$1,592,500
Total Amount Requested	\$50,000 (3% of the total project cost)
Audited Media Association of Australia Impact (Direct)	\$12M
Recommendation	Approval
Recommended amount	\$50,000 (excluding GST)
Assessment Score	35 out of 36(97%)

Applicant Details

Information from the Australian Business Register

ABN	18 006 002 286
Entity Name	Diversified Exhibitions Australia Pty Ltd
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	3004
Main Business Location State	VIC

Associate Details

Board members of Diversified Communications (parent company of Diversified Exhibitions Australia Pty Ltd) are:

- Daniel Hildreth (Chair)
- Horace Hildreth
- Malcolm Hildreth
- Thomas Hildreth
- Charles Hildreth
- Josephine Detmer
- Zareen Mirza
- David Lowell
- Paul Clancy

Project Description

The 2018 AOG will be held over three days from 14 to 16 March 2018 at the Perth Convention and Exhibition Centre.

The event attracts over 10,300 participants and features over 250 exhibiting companies, including international and interstate groups from: Scotland / UK, Norway, Belgium, Italy, Tasmania and Northern Territory.

The AOG conference is free to attend and features over 145 speakers comprising:

- Collaboration Forum - Theme "Opportunities in Operations";
- Subsea Forum - Theme "Preparing for the Next Wave";
- Knowledge Forum - With sessions curated by key industry bodies.

Networking events to take place at AOG 2018 include:

- Opening Party;
- Subsea Welcome Drinks – A networking event for the subsea component of AOG 2018;
- AOG Diversity and Inclusion Breakfast – Event featuring presenters exploring the issues around diversity and inclusion in the oil and gas industry;
- AOG Festival – New to 2018, the AOG Festival will be held in the Summer Garden of the PCEC.

Also new for AOG 2018 is the staging of the below events, in cooperation with the Federal Government's National Energy Resources Australia (NERA) Industry Growth Centre:

- Technology and Skills Hub;
- Meet the Buyer initiative;
- Pitch Fest and Technology Road Map.

Previous City of Perth Support

Year	Amount
2013	\$50,000
2014	\$50,000
2015	\$50,000
2016	\$50,000
2017	\$50,000
TOTAL	\$250,000

Sponsorship Benefits

As AOG's Principal Sponsor, the City of Perth will receive the following sponsorship benefits:

- City of Perth 'recharge lounge' in the exhibition hall including the ability to meet the delegates and distribute promotional literature.
- Opportunity to contribute two questions for the post event exhibitor and visitor survey.
- Opportunity to provide a half page Welcome Letter from the Lord Mayor for the official AOG Show Guide.
- A half page advertisement in the official AOG Show Guide.
- Media coverage including: Newspaper, Trade magazines, radio and electronic digital media.
- As a Principal Sponsor of AOG, the City of Perth will receive logo recognition on promotional material, including:
 - AOG website including registration page;
 - A 24 page lift out feature in *The West Australian*;
 - Electronic direct mail (includes a link) to industry contacts;
 - Event promotional brochure - distributed by direct mail, inserts and by exhibitor distribution;
 - Trade Magazine advertisements in leading Australian and international journals including: *Oil and Gas Australia, Tradequip, Oil and Gas Australasian, Business News, Australian Energy Review, Gas Today, National Resources Review, LNG Industry, OE Magazine, Safety Solutions, What's New in Process Technology, Upstream, World Pipelines, Oilfield Technology*; and
 - At event signage.

Assessment Score Card

The application was assessed by a two person assessment panel and the scoring has been averaged for each outcome.

ECONOMIC OUTCOMES	
How do you rate the number of attendees the event will attract?	4
How do you rate the caliber of speakers and participants in the event?	4
What level of opportunity is there for business networking and links to existing WA industry sectors?	4
What is the level of anticipated economic impact to the City?	4
Does the event position Perth as a Capital City and lift the status, awareness or profile of Perth?	4
Has the applicant provided evidence of a robust business plan including other funding sources to ensure sustainability of the event?	3.5
How well does the application reflect and add value to the City's Economic Development Strategy outcomes?	4
How well does the application reflect and add value to the City's strategic objectives?	3.5
Subtotal 31 out of 32	
ORGANISATIONAL COMPETENCY	
Level of benefits and recognition offered to the City	4
Subtotal 4 out of 4	
TOTAL ASSESSMENT SCORE 35 out of 36 (97%)	

Assessment Panel comments

- The assessment panel noted that the sponsorship aligns closely with the City's Economic Development Strategy and strategic outcomes by providing not only a platform for the promotion of Perth to local, domestic and international markets, but also delivering great economic returns to the City.
- The assessment panel commented that whilst the conference centers on the service and supply side of the oil and gas industry it evidently attracts a major audience of exploration, development and production companies as well.
- The assessment panel remarked that the City's ongoing support is important to ensure that the event remains in Perth with significant interest from cities such as Adelaide or Brisbane to relocate the event.

Agenda **Arts Grants Round 2 (2017-18)**
Item 8.7

Recommendation:

That Council:

1. **APPROVES arts grants of \$86,350 (excluding GST) to the following applicants:**
 - 1.1 ***Badlands Bar for the City Limits Festival (\$10,000);***
 - 1.2 ***STRUT Dance for Punchdrunk/STRUT Workshop Development (\$18,000);***
 - 1.3 ***Paper Mountain for Peaks 2018 (\$10,000);***
 - 1.4 ***Black Swan Theatre Company for the Sector Development Program (\$18,000);***
 - 1.5 ***WA Youth Jazz Orchestra for the King Street Jazz Festival (\$10,000);***
 - 1.6 ***The Stella Prize for Girls Write Up Perth (\$5,350); and***
 - 1.7 ***Co3 for Fitness Fridays (\$15,000).***

2. **DECLINES arts grants to the following applicants:**
 - 2.1 ***Ausdance WA for Australian Dance Week;***
 - 2.2 ***Mandorla Centre for Inner Peace for the Mandorla Art Award;***
 - 2.3 ***Centre for Stories for Crossings: Journeys to Perth;***
 - 2.4 ***Uniting Church in the City for Stations of the Cross 2018;***
 - 2.5 ***WA Youth Theatre Company for yourseven;***
 - 2.6 ***The Last Great Hunt for IMPROVEMENT CLUB;***
 - 2.7 ***The Lucky Cat for The Lucky Cat @ Perth Town Hall;***
 - 2.8 ***West Australian Ballet Company for the Great Leaps program;***
 - 2.9 ***Australasian Photographic Association for Perth Cup Photographic Competition; and***
 - 2.10 ***Art Gallery of WA Foundation for ART BALL.***

3. **NOTES the provisional list of sponsorship benefits for each application contained in the Detailed Officer Assessment in Attachment 8.7A;**

4. **AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the successful applicants the final list of sponsorship benefits for inclusion in the agreement according to the Council approved funding amount; and**

5. **NOTES that a detailed grant acquittal report, including any supporting material, will be submitted to the City of Perth four months following the completion of each supported project.**

FILE REFERENCE: P1034140#03
 REPORTING UNIT: Business Support and Sponsorship
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 18 October 2017
 ATTACHMENT/S: Attachment 8.7A - Detailed Officer Assessment

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |
| <input type="checkbox"/> | Information | <i>For the Council/Committee to note.</i> |

Legislation / Strategic Plan / Policy:

Legislation Section 8 of the *City of Perth Act 2016*

Integrated Planning and Reporting Framework Implications	Strategic Community Plan
	Goal 1 A city for people
	Goal 6 A city that celebrates its diverse cultural identity
	Goal 8 A city that delivers for its community

Policy

Policy No and Name: 18.15 - Grants

Purpose and Background:

The City of Perth holds two funding rounds for Arts Grants applications each financial year:

- Round 1 (for projects taking place between 1 July 2017 and 31 January 2018); and
- Round 2 (for projects taking place between 1 February 2018 and 31 August 2018).

There are two categories within the Arts Grants program:

- Under \$10,000; and
- \$10,001 - \$30,000.

Details:

The City has received 17 applications, with a total request of \$328,600 in Round 2 of Arts Grants 2017/18, as follows:

RANK	APPLICANT	PROJECT	ASSESSMENT SCORE	AMOUNT REQUESTED	RECOMMENDATION	ARTFORM
1	Badlands Bar	City Limits Festival and Ball Park Music	64%	\$10,000	\$10,000	Contemporary Music
2	STRUT Dance	Workshop Development	63%	\$28,000	\$18,000	Contemporary Dance
3	Paper Mountain	Peaks 2018	62%	\$10,000	\$10,000	Visual and Performance Art
4	Black Swan Theatre Company	Sector Development Program	60%	\$30,000	\$18,000	Theatre
5	WA Youth Jazz Orchestra	Jazz @ the Maj King St Jazz Festival The Chuckle Club	59%	\$30,000	\$10,000	Jazz
6	The Stella Prize	Girls Write Up Perth	59%	\$5,350	\$5,350	Literature
7	Co3	Arts and Community Access Program	56%	\$30,000	\$15,000	Contemporary Dance
8	Ausdance WA	Australian Dance Week	55%	\$10,000	Decline	Dance
9	Mandorla Centre for Inner Peace	Mandorla Art Award	55%	\$6,000	Decline	Visual Arts
10	Centre for Stories	Crossings: Journeys to Perth	55%	\$9,450	Decline	Literature
11	Uniting Church in the City	Stations of the Cross	54%	\$10,000	Decline	Visual Arts
12	WA Youth Theatre Company	yourseven	49%	\$9,800	Decline	Theatre
13	The Last Great Hunt	Improvement Club	48%	\$30,000	Decline	Theatre
14	The Lucky Cat	The Lucky Cat @ Perth Town Hall	48%	\$30,000	Decline	Performance
15	West Australian Ballet Company	Great Leaps Access and Education program	45%	\$30,000	Decline	Ballet
16	Australasian	Perth Cup 2018	43%	\$20,000	Decline	Photography

RANK	APPLICANT	PROJECT	ASSESSMENT SCORE	AMOUNT REQUESTED	RECOMMENDATION	ARTFORM
	Photographic Association	Photographic Competition				
17	Art Gallery of WA Foundation	ART BALL presented by VOGUE Australia in support of the AGWA Foundation	38%	\$30,000	Decline	Visual Arts
<u>TOTAL</u>				<u>\$328,600</u> <u>Requested</u>	<u>\$86,350</u> <u>Recommended</u>	

The 17 applications requested support totalling \$328,600, with an available budget of \$86,500 for Round 2. Of the 17 applications received, seven are recommended for approval and ten for decline.

All applications were assessed by a four person assessment panel consisting of members from the City of Perth administration. A detailed Officer Assessment of all applications is included in Attachment 8.7A. The applications were assessed using the schema of measurable outcomes for cultural engagement, developed by the Cultural Development Network.

Financial Implications:

ACCOUNT NO: 93E210007901
 BUDGET ITEM: Arts Grants
 BUDGETED AMOUNT: \$155,000
 AMOUNT SPENT TO DATE: \$ 68,500
 PROPOSED COST: \$ 86,350
 BALANCE REMAINING: \$ 150
 ANNUAL MAINTENANCE: N/A
 ESTIMATED WHOLE OF LIFE COST: N/A

All figures quoted in this report are exclusive of GST.

Comments:

The City received a strong response for the second round of Arts Grants. Due to an oversubscription of funding requests compared to the limited budget available, the assessment process was highly competitive and the assessment panel determined a minimum assessment score of 56% was required for support.

The Assessment Panel is confident the projects recommended for support will diversify and complement the existing offering within the City and enhance and support the local arts industry within Perth.

Arts Grants Round 2 | 2017-18 | BADLANDS BAR

Applicant	Badlands Bar
Project Title	City Limits Festival and Ball Park Music
Project Start Date	03/03/2018
Project End Date	04/03/2018
Venues	Badlands Bar and adjoining car park 1/3 Aberdeen St, Perth WA 6000
Estimated attendance	2,800 attendees
Total Project Cost	\$130,000
Total Amount Requested	\$10,000 (8% of the total project budget)
Grant Category	Arts Grants (under \$10,000)
Recommendation	Approval
Recommended amount	\$10,000 (8% of the total project budget)
Assessment Score	30.5 out of 48 (64%)

Applicant Details

Information from the Australian Business Register

ABN	38 262 358 768
Entity Name	The Trustee for Eagle Rock Lobster Trust
Entity Type	Fixed Unit Trust
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6000, WA
ACNC Registration	No

Associate Details

Name	Relationship Type
Eagle Rock Lobster Pty Ltd	Trustee

Program Summary

Badlands Bar is a live music venue for local, contemporary music, across a diverse variety of genres. Following a sold-out event in 2017, Badlands Bar will again host the “City Limits Festival” in 2018.

Program Description

City Limits Festival

Time: 2.00pm – 10.00pm
 Date: Saturday, 3 March 2018
 Venue: Badlands Bar and adjoining car park
 Anticipated attendance: 1,400 attendees
 Ticket price: \$60.00

‘City Limits Festival’ will feature 14 bands across two stages; the main stage will be held outside in the adjoining Badlands car park and Badlands stage will also be operational inside the venue.

‘Ball Park Music’ Concert

Time: 2.00pm – 10.00pm
 Date: Sunday, 4 March 2018
 Venue: Badlands Bar and adjoining car park
 Anticipated attendance: 1,400 attendees
 Ticket price: \$60.00

On the following day, Badlands will host the Perth leg of the tour of Australian band ‘Ball Park Music’, supported by a number of local bands.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	N/A
2014	N/A
2015	N/A
2016	N/A
2017	\$9,000
TOTAL	\$9,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo recognition on all project promotional and marketing materials.
- Opportunity for the City of Perth Digital team to access the project and produce content.
- Opportunity to display City of Perth signage.

Arts Grants Round 2 (under \$10, 000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	3
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.25
ECONOMIC OUTCOMES	
Does the project contribute to building and sustaining a local arts economy?	2.5
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2.75
Does the project increase access to and opportunities to participate in cultural life?	2.75
Does the project challenge established understanding through exploration and exchanging ideas?	2.75
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	1.5
CIVIC OUTCOMES	
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	1.25
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	3.25
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	3.75
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	2.25
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2.5
TOTAL ASSESSMENT SCORE 30.5 out of 48 (64%)	

Assessment Panel comments:

- It is important to support the local, live music sector which is experiencing a challenging time, with fewer opportunities available for local musicians. The event provides professional development opportunities for emerging bands;
- The proposed events provide a platform for audiences to engage with the local music industry and may assist Badlands in developing new audiences who haven't previously attended the venue;
- Badlands Bar has made a positive contribution to the revitalisation of the precinct and the event may further assist in improving public perception of the area and provide an opportunity for nearby residents to engage in cultural activity; and
- In 2017 the event was professionally managed, no noise complaints were received and positive feedback was received from the City's Health and Activities Approval team;
- The Panel recommended a grant of \$10,000 to support the project.

Arts Grants Round 2 | 2017-18 | STRUT DANCE

Applicant	STRUT Dance
Project Title	Punchdrunk & STRUT Dance collaborative workshop development
Project Start Date	12/02/2018
Project End Date	26/02/2018
Venues	King Street Arts Centre - studios and shared spaces
Estimated attendance	500 attendees
Total Project Cost	\$92,800
Total Amount Requested	\$28,000 (30% of the total project budget)
Grant Category	Arts Grants (\$10,001 - \$30,000)
Recommendation	Approval
Recommended amount	\$18,000 (19% of the total project budget)
Assessment Score	47.5 out of 76 (63%)

Applicant Details*Information from the Australian Business Register*

ABN	22 021 834 488
Entity Name	STRUT dance incorporated
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6000 WA
ACNC Registration	Registered

Associate Details

Name	Relationship Type
Mr Michael John Murphy	Office Bearer of a club/association
Mr Shane Owen Colquhoun	Public Officer

Program Summary

STRUT Dance is the national centre for choreographic development, based at the King Street Arts Centre. STRUT Dance's mission is to make Perth a beacon of excellence and innovation for all dance artists across Australia through the provision of internationally benchmarked training, development and performance opportunities.

In 2016, STRUT Dance commenced a three year partnership with choreographer Maxine Doyle from UK-based dance theatre company Punchdrunk, who create site-based, large scale, immersive experiences. In 2018, STRUT Dance, in collaboration with local arts organisations TURA New Music, Ochre Dance, Community Arts Network WA and The Last Great Hunt, will run development workshops with Punchdrunk and local artists.

Program Description

Workshop development from Punchdrunk & STRUT Dance

Date:	12-26 February 2018
Venue:	King Street Arts Centre
Anticipated attendance:	500 attendees
Ticket price:	Free to the public

As part of the 2018 Perth International Arts Festival, STRUT Dance will host development workshops for a new site-specific project under the artistic leadership of international dance company Punchdrunk. The workshops will result in a series of free development showcases to the public at the King Street Arts Centre, which will give both workshop participants and the general public insight into Punchdrunk's methodology. The ultimate objective of the workshops will be the development of work to premiere as part of the 2019 Perth International Arts Festival.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$5,500
2014	\$0
2015	\$20,000
2016	\$10,000
2017	\$12,500
TOTAL	\$48,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo recognition on all project promotional material and relevant content on the project website, e-news and social media;
- Opportunity to display City of Perth signage;
- Opportunity for the City of Perth Digital team to access the project and produce content and
- Verbal recognition at all public workshop showcases.

Arts Grants Round 2 (\$10,000 - \$30,000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	3
Facilitates meaningful collaborations which contribute to building and sustaining a strong local arts economy	3
Does the project provide professional development opportunities for local artists and/or cultural workers?	3
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	2.5
Does the project utilise innovative strategies to widen audience engagement?	2.75
Encourages engagement and participation of the local arts community	3
ECONOMIC OUTCOMES	
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	3
Contribution to building and sustaining a local arts economy	2.75
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2.5
Does the project increase access to and opportunities to participate in cultural life?	3
Does the project challenge established understanding through exploration and exchanging ideas?	2.75
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	1
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	2
CIVIC OUTCOMES	
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	2
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	2.5
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	2.75
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	2.25
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	1.75
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2.25
TOTAL ASSESSMENT SCORE 47.75 out of 76 (63%)	

Assessment Panel comments:

- The event is an innovative initiative and fosters collaborative arts sector development;
- The project contains significant professional development opportunities for local dance artists and offers the public a unique opportunity to experience the development of the work;
- The Panel recommended a grant of \$18,000 to support the project.

Arts Grants Round 2 | 2017-18 | PAPER MOUNTAIN

Applicant	Paper Mountain
Project Title	Peaks 2018
Project Start Date	01/02/2018
Project End Date	25/02/2018
Venues	Paper Mountain Upstairs, 267A William Street, Northbridge
Estimated attendance	3,200 attendees
Total Project Cost	\$17,850
Total Amount Requested	\$10,000 (56% of the total project budget)
Grant Category	Arts Grants (under \$10,000)
Recommendation	Approval
Recommended amount	\$10,000 (56% of the total project budget)
Assessment Score	29.75 out of 48 (62%)

Applicant Details*Information from the Australian Business Register*

ABN	46 765 591 442
Entity Name	Paper Mountain Inc
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	No
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6003 WA
ACNC Registration	No

Associate Details

Name	Relationship Type
Emiko Watanabe	Office Bearer of a club/association
Ms Alisa Yvette Blakeney	Office Bearer of a club/association

Program Summary

Paper Mountain is an artist-run initiative on William Street that consists of a gallery, twelve studios and the Common Room, a multi-purpose space suitable for performance. Paper Mountain is run by volunteers and its mission is to provide support for the development of young, creative people in the Perth metropolitan area.

Peaks 2018 is Paper Mountain's creative development program for experimental and emerging performance and will result in a curated showcase of performance based work produced by emerging visual artists and performance makers.

Program Description

Paper Mountain will provide both financial and in-kind support to artists through mentorship, subsidised venue fees, marketing and photography costs. Paper Mountain will facilitate networking amongst artists, host feedback sessions, grant access to Paper Mountain for creative development sessions and provide marketing and promotional support in the lead up to their event.

Blank Slate Projects

Date:	1 February – 25 February 2018
Times:	9.30am to 5pm, Monday to Friday
Venue:	Paper Mountain, 267 William Street, Northbridge
Anticipated attendance:	1,200 attendees
Ticket price:	Free to the public

Blank Slate is a new gallery space for emerging artists, with the aim of encouraging works that are in-progress and experimental. For Peaks 2018, Paper Mountain will be offering short 3-day exhibitions to emerging artists, favouring group exhibitions and exhibitions with an interactive component. The exhibitions will be free to attend.

Peak Performance

Date:	1 February – 25 February 2018
Times:	5.00pm – 9.00pm
Venue:	Paper Mountain, 267 William Street, Northbridge
Anticipated attendance:	2,000 attendees
Ticket price:	Adult \$15.00; Concession \$13.00

For FringeWORLD 2018, Paper Mountain will support artists who are developing their first piece of performance and interactive work, presented to the public. Peak Performances will aim to include experimental, multidisciplinary and intimate new performance ideas from young emerging performance artists. There will be ten performances per weekend and each performance will be 45 minutes in length.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$0
2014	\$0
2015	\$8,000
2016	\$5,000
2017	\$0
TOTAL	\$13,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo recognition on all project promotional material;
- Opportunity to display City of Perth signage during the project; and
- Opportunity for the City of Perth Digital team to access the project and produce content.

Arts Grants Round 2 (under \$10, 000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	2.5
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.75
ECONOMIC OUTCOMES	
Does the project contribute to building and sustaining a local arts economy	3
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2.5
Does the project increase access to and opportunities to participate in cultural life?	2.75
Does the project challenge established understanding through exploration and exchanging ideas?	2.5
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	1
CIVIC OUTCOMES	
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3
ORGANISATIONAL COMPETENCY	
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?	2.75
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	1.5
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2.5
TOTAL ASSESSMENT SCORE 29.75 out of 48 (62%)	

Assessment Panel comments:

- Paper Mountain are one of the few remaining artist run initiatives in Perth and play an important role in the development of visual arts in our city and in the provision of opportunities for emerging artists to exhibit their work, experiment and gain feedback from their peers;
- This initiative promises to provide a platform for emerging artists to progress their practices and connect with their peers, with the likelihood of new collaborative relationships being formed as a result;
- While the proposed project does not have large scale impact, it encourages experimentation in the arts;
- The Panel recommended a grant of \$10,000 to support the project.

Arts Grants Round 2 | 2017-18 | BLACK SWAN THEATRE COMPANY

Applicant	Black Swan State Theatre Company
Project Title	Sector Development Program
Project Start Date	01/01/2018
Project End Date	31/12/2018
Venues	State Theatre Centre of WA, Blue Room Theatre, City of Perth Library
Estimated attendance	19,476 attendees (across the BSSTC season)
Total Project Cost	\$631,290
Total Amount Requested	\$30,000 (5% of the total project budget)
Grant Category	Arts Grants (\$10,001 - \$30,000)
Recommendation	Approval
Recommended amount	\$18,000 (3% of the total project budget)
Assessment Score	45.25 out of 76 (60%)

Applicant Details*Information from the Australian Business Register*

ABN	28 053 092 961
Entity Name	Black Swan State Theatre Company Ltd
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, GST Concession, Income Tax
Main Business Location Postcode	6000 WA
ACNC Registration	Registered

Associate details

Name	Relationship Type
Mr Edward Thomas Wilkes	Director
Mr Errol David Considine	Director
Mr John Malcom Paterson	Director
Mr Kenneth Lewis Dray	Director
Mr Martin Lindsay Griffith	Director
Mr Richard Brien Kagi	Director
Mr Shane Owen Colquhoun	Public Officer
Mrs Janet Lee Holmes A Court	Director
Mrs Margaret Ann Haddrick	Director

Program Summary

Black Swan State Theatre Company (BSSTC) is Western Australia's state theatre company and aims to be a theatre company of national significance and to create exceptional theatre that nurtures Western Australian audiences and artists.

BSSTC's Sector Development Program aims to strengthen and nurture the local theatre industry through a suite of professional development opportunities for local artists.

Program Description

Commissioning Program

Date:	1 January – 31 December 2018
Venue:	State Theatre Centre of Western Australia
Anticipated attendance:	N/A
Ticket price:	N/A

BSSTC will commission leading playwrights to develop three new works that are meaningful to the Western Australian community and reflect our unique position in the world.

Emerging Writers Group

Date:	1 March 2018 – 28 February 2019
Venue:	State Theatre Centre of Western Australia
Anticipated attendance:	N/A
Ticket price:	N/A

BSSTC will support the writing of new plays through the Emerging Writers Group. Six local playwrights will undertake a year-long mentoring program to develop a new play of their choosing.

Good Play Club

Date:	1 January – 31 December 2018
Venue:	Blue Room Theatre
Anticipated attendance:	330
Ticket price:	Free to the public

Good Play Club invites Perth theatre artists (emerging and professional) to meet each month and read aloud a play from the canon of theatrical works, followed by a guided conversation.

Resident Artist Program

Date:	1 January – 31 December 2018
Venue:	State Theatre Centre of WA
Anticipated attendance:	N/A
Ticket price:	N/A

The Resident Artist Program will support two artists with specific areas of expertise, to work at BSSTC for one year to develop leadership skills, collaborate on developing future programs and take on key creative positions throughout the 2018 season.

Play Readings of Australian Plays

Date:	5 - 6 May 2018
Venue:	City of Perth Library
Anticipated attendance:	114
Ticket price:	Free to the public

The Play Readings aim to complement productions at the State Theatre Centre and foster discussion between theatre audiences, artists and the broader community.

Inter-organisational collaboration

Date:	1 March – 2 September 2018
Venue:	State Theatre Centre of WA
Anticipated attendance:	2,560
Ticket price:	Adult \$55; Concession \$50.

BSSTC will collaborate with small-to medium arts organisations on two productions, making available to them the resources afforded to BSSTC. This will include:

- ‘*You Know We Belong Together*’ (March 2018) - a world premiere co-production with Disability in the Arts Disadvantages in the Arts (DADAA) and Perth Festival; and
- *Skylab* (August 2018) – a world premiere co-production with Yirra Yaakin Theatre Company.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$30,000
2014	\$30,000
2015	\$30,000
2016	\$50,000
2017	\$30,000
TOTAL	\$170,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

Sponsorship Category

- City of Perth known as Sector Development Partner for BSSTC’s 2018 Season;

Acknowledgement

- Acknowledgement as a Black Swan Partner on printed promotional materials, subscriber newsletters, Partners page on Black Swan website, scrolling slideshow on foyer screen in State Theatre Centre and foyer signage;
- Acknowledgement as Sector Development Partner (additional acknowledgment) in associated marketing materials, advertising, signage and welcome speeches.

Additional opportunities

- Opportunity for a joint social media campaign and to offer Black Swan theatre tickets as prizes for City social media promotions or a community engagement activities;
- Opportunities for the Lord Mayor, or nominated representative, to provide a welcome speech at relevant events.

Arts Grants Round 2 (\$10,000 - \$30,000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	2.75
Facilitates meaningful collaborations which contribute to building and sustaining a strong local arts economy	2.5
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.5
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	2
Does the project utilise innovative strategies to widen audience engagement?	1.25
Encourages engagement and participation of the local arts community	2.5
ECONOMIC OUTCOMES	
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2
Contribution to building and sustaining a local arts economy	3
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2.25
Does the project increase access to and opportunities to participate in cultural life?	2.75
Does the project challenge established understanding through exploration and exchanging ideas?	2
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	2.25
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	2
CIVIC OUTCOMES	
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	2
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	2.75
ORGANISATIONAL COMPETENCY	
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?	2.75
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	2.75
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2.25
TOTAL ASSESSMENT SCORE 45.25 out of 76 (60%)	

Assessment Panel comments:

- The commissioned projects have strong conceptual value, are varied in approach and have previously resulted in acclaimed works showcasing Western Australian stories;
- The proposed Sector Development Program facilitates the professional development of emerging Western Australian artists and writers;
- The inter-organisational collaboration is essential for arts sector sustainability;
- The Panel recommended a grant of \$18,000 to support the project.

Arts Grants Round 2 | 2017-18 | WAYJO

Applicant	WA Youth Jazz Orchestra
Project Title	1. The Chuckle Club 2. Jazz @ the Maj 3. King Street Corner Pocket Jazz Festival
Project Start Date	27/01/2018
Project End Date	03/11/2018
Venues	State Theatre Centre His Majesty's Theatre King Street precinct and businesses
Estimated attendance	7,500 attendees
Total Project Cost	\$200,896
Total Amount Requested	\$30,000 (15% of the total project budget)
Grant Category	Arts Grants (\$10,001 - \$30,000)
Recommendation	Approval (King St Corner Pocket Jazz Festival component)
Recommended amount	\$10,000 (5% of the total project budget)
Assessment Score	45 out of 76 (59%)

Applicant Details*Information from the Australian Business Register*

ABN	75 330 922 427
Entity Name	West Australian Youth Jazz Orchestra Association
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6051 WA
ACNC Registration	Registered

Associate Details

Name	Relationship Type
Mr Stephen Hilton Abbott	Office Bearer of a club/association
Ms Fiona Michelle Symonds	Office Bearer of a club/association

Program Summary

The WA Youth Jazz Orchestra (WAYJO) is a youth jazz orchestra for jazz musicians aged 14 to 25 which provides development opportunities including touring, training, recording and performing with world-class guest artists.

Program Description

WAYJO have submitted an application for the following three projects:

The Chuckle Club

Date: 27 January – 3 February 2018
 Times: From 8.00pm
 Venue: Studio Underground - State Theatre Centre
 Anticipated attendance: 1,162 attendees
 Ticket price: \$35.00

The Chuckle Club is a new work in collaboration with Perth-based Mel Cantwell and iOTA, featuring a 12-piece WAYJO band, as part of FringeWORLD 2018 and the Blue Room's Summer Nights Season. Organisers aim to present an innovative new work and provide a unique experience for audiences.

King St Corner Pocket Jazz Festival

Date: 3 – 7 July 2018
 Times: Evenings
 Venue: His Majesty's Theatre, Pop-up venues in King Street, Intercontinental Hotel
 Anticipated attendance: 4,050 attendees
 Ticket price: \$15.00

In celebration of their 35th anniversary, WAYJO will create a four night Jazz Festival in the King Street precinct. The 'King St Corner Pocket Jazz Festival' will showcase young jazz musicians, WAYJO alumni, WAAPA student ensembles, and local professional musicians to create a Festival which celebrates the depth of jazz talent in Perth.

A gala performance on the main stage of His Majesty's will open the Festival. WAYJO will create a performance hub around the corners of King and Hay streets in established and pop-up venues, including His Majesty's Theatre, shop fronts, laneways and spaces in businesses in King St and Hay St, as well as the Intercontinental Hotel, with multiple performances in each venue, over each night of the Festival. To ensure the event has broad accessibility, tickets will be sold at \$15.00 per person.

Jazz @ the Maj - Women in Jazz

Date: 2 March – 3 November 2018
 Times: Start 7.30pm, Finish 9.30pm; Late night sessions 10pm start
 Venue: Downstairs at the Maj, His Majesty's Theatre
 Anticipated attendance: 2,288 attendees
 Ticket price: Adult \$45.00; Concession \$35.00

Following a successful, sold-out inaugural season in 2017, WAYJO plan to develop their Jazz @ the Maj season in 2018 to run from March through to November, making Downstairs at the Maj Perth's premier live jazz venue. In 2018, WAYJO will be celebrating female jazz artists, with a focus on female instrumentalists and a dedicated season focusing on female jazz composers, and another as a female vocal showcase.

WAYJO will also trial reduced price matinee sessions to increase accessibility to seniors and will also offer education concerts and workshops to schools as part of the season.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$4,000
2014	\$0
2015	\$0
2016	\$0
2017	\$3,000
TOTAL	\$7,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- The Lord Mayor, or nominated representative, invited to speak at relevant events;
- Acknowledgment on social media, WAYJO e-news and relevant promotion material;
- Opportunity to display signage at relevant events;
- Opportunity for WAYJO to provide an ensemble for performance at a nominated City of Perth function during 2018.

Arts Grants Round 2 (\$10,000 - \$30,000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	2.75
Facilitates meaningful collaborations which contribute to building and sustaining a strong local arts economy	2.5
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.5
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	1.75
Does the project utilise innovative strategies to widen audience engagement?	2
Encourages engagement and participation of the local arts community	2.25
ECONOMIC OUTCOMES	
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2.5
Contribution to building and sustaining a local arts economy	2.5
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2.25
Does the project increase access to and opportunities to participate in cultural life?	2.5
Does the project challenge established understanding through exploration and exchanging ideas?	2.5
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	2.5
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	2
CIVIC OUTCOMES	
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	2.25
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	2.5
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	2.75
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	2.5
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	2.25
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2.25
TOTAL ASSESSMENT SCORE 45 out of 76 (59%)	

Assessment Panel comments:

- While the Panel noted that the Women in Jazz and Chuckle Club offered significant cultural and social benefits, the Panel concluded that the proposed King St Corner Pocket Jazz Festival represented the best activation to enliven City public space, maximise audience engagement and deliver broad cultural, community and economic outcomes;
- The Panel recommended a grant of \$10,000 to support the *King Street Jazz Festival*.

Arts Grants Round 2 | 2017-18 | THE STELLA PRIZE

Applicant	The Stella Prize
Project Title	Girls Write Up Perth
Project Start Date	17/05/2018
Project End Date	17/05/2018
Venues	State Library of Western Australia
Estimated attendance	100 attendees
Total Project Cost	\$13,300
Total Amount Requested	\$5,350 (40% of the total project budget)
Grant Category	Arts Grants (under \$10,000)
Recommendation	Approval
Recommended amount	\$5,350 (40% of the total project budget)
Assessment Score	28.25 out of 48 (59%)

Applicant Details*Information from the Australian Business Register*

ABN	15 021 275 082
Entity Name	The Stella Prize Inc
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	3000 VIC
ACNC Registration	Registered

Associate Details

Name	Relationship Type
Ms Aviva Tuffield	Office Bearer of a club/association
Ms Catherine Louise Swinn	Office Bearer of a club/association
Ms Elizabeth Anne Chappell	Public Officer
Ms Keren A Murray	Office Bearer of a club/association

Program Summary

The Stella Prize is an Australian annual literary award established in 2013 for writing by Australian women in all genres, worth \$50,000.

The associated Stella Prize Schools Program aims to inspire change and empower young people by encouraging them to critically engage with their own reading habits and imagine a future not limited by their gender. In 2018, the program will be offered in Perth, the first time the opportunity has been offered outside the Eastern States, with the presentation of 'Girls Write Up Perth'.

Program Description

Girls Write Up Perth

Time:	9.00am – 3.45pm
Date:	17 May 2018
Venue:	State Library of Western Australia
Anticipated attendance:	100 attendees
Ticket price:	\$35.00

Girls Write Up is a one day writing festival for teenagers (aged 12–18). Presented by the Stella Prize Schools Program, Girls Write Up aims to explore language and gender, celebrate diversity and teach empowerment through writing and sharing stories.

Girls Write Up Perth will aim to bring interstate and local writers, artists and thinkers together to inspire Western Australian teenagers from a variety of backgrounds through a one-day program of panels and practical workshops.

Previous City of Perth Support

The project has not previously been submitted for funding.

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo recognition on all project promotional material;
- Opportunity to display City of Perth signage during the project; and
- Opportunity for the City of Perth Digital team to access the project and produce content.

Arts Grants Round 2 (under \$10, 000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	3
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.25
ECONOMIC OUTCOMES	
Does the project contribute to building and sustaining a local arts economy	2.5
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2.75
Does the project increase access to and opportunities to participate in cultural life?	2.75
Does the project challenge established understanding through exploration and exchanging ideas?	2.75
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	1.5
CIVIC OUTCOMES	
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	1.25
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	3.25
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	3.75
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	2.25
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2.5
TOTAL ASSESSMENT SCORE 30.5 out of 48 (64%)	

Assessment Panel comments:

- The concept is strong and very important in the development of self-esteem for young women;
- While the event is targeted at a specific social group, the community and social outcomes are high;
- The Panel recommended a grant of \$5,350 to support the project.

Arts Grants Round 2 | 2017-18 | Co3

Applicant	The Contemporary Dance Company of WA Limited (Trading as Co3)
Project Title	Co3 Arts and Community Access Program
Project Start Date	15/01/2018
Project End Date	29/07/2018
Venues	King Street Arts Centre Various public spaces (TBC) for the film project
Estimated attendance	2,220 attendees
Total Project Cost	\$225,000
Total Amount Requested	\$30,000 (13% of the total project budget)
Grant Category	Arts Grants (\$10,001 - \$30,000)
Recommendation	Approval (Fitness Fridays component)
Recommended amount	\$15,000 (7% of the total project budget)
Assessment Score	42.75 out of 76 (56%)

Applicant Details*Information from the Australian Business Register*

ABN	69 169 595 537
Entity Name	The Contemporary Dance Company Of Western Australia Limited
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6000 WA
ACNC Registration	Registered

Associate Details

Name	Relationship Type
Ms Collene Joy Ann Hansen	Company Secretary, Public Officer, Director
Ms Margrete Helgeby	Director
Ms Wendy Wise	Director

Program Summary

Co3 is a contemporary Perth-based dance company which aims to support and inspire the development of contemporary dance. Co3 is guided by the key programming principles of curate, commission, and create.

The Co3 Arts and Community Access program aims to offer a broad range audience engagement and public access programs and to support professional development opportunities for contemporary dance.

Program Description

City of Perth Youth Mentor Artists

Time:	Sundays, 10am - 4pm, Wednesdays, 4.30pm - 7pm
Date:	15 January 2018 – 29 July 2018
Venue:	King Street Arts Centre
Anticipated attendance:	1,400 attendees (attendance of 70 people over 20 weeks)
Ticket price:	\$10.00 (registration fee for participants)

In 2018 the City of Perth Youth Mentor Artists (CPYMA) will support the professional development of two professional dance artists working directly with the CoYouth Ensemble over a six-month period. This period will culminate in the creation of new contemporary dance works and significant artist development.

The CPYMA will receive intensive professional mentoring and development from Co3 Artistic Director Raewyn Hill, Associate Artist Ella-Rose Trew, and Executive Director Richard Longbottom, toward developing and expanding their artistic practice.

CoP Fitness Fridays

Time:	12.30pm - 1.30pm
Date:	2 February - 27 July 2018
Venue:	King Street Arts Centre
Anticipated attendance:	500 attendees
Ticket price:	Free to attend

Continuing its inaugural season in 2017, Fitness Fridays provides 25-weeks of movement and wellness classes, taught by Co3 artists for community participants at the King Street Arts Centre.

Co3's Fitness Fridays is designed to encourage participation in physical activity and promote mindfulness of health and fitness within the community. It is a free initiative offered to the general public in the form of afternoon fitness sessions. Organisers believe the artistic excellence and passion of Co3 dancers will inspire and motivate individuals to achieve their fitness goals within a supportive and fun environment.

CoP CoYouth Film Project

Time:	Saturday / Sunday 10am - 4pm
Date:	5 February – 29 April 2018 (film release date, no later than 20 July 2018)
Venue:	King Street Arts Centre + various City locations for filming TBC
Anticipated attendance:	320 attendees (40 people over 8 weeks)
Ticket price:	\$10.00 (registration fee)

From February to April, young dancers will be guided by film-maker and musician Eden Mulholland, in a unique contemporary dance short film and City activation project. Once complete, the film will be shared online, and become part of the promotion of Co3's engagement with the City.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2012	\$0
2013	\$0
2014	\$0
2015	\$10,000
2016	\$30,250
TOTAL	\$40,250

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Naming Rights will be awarded to the sponsored projects (City of Perth Youth Mentor Artists, City of Perth Fitness Fridays, City of Perth Youth Dance Film);
- City of Perth support will be acknowledged on all relevant print material, advertising, verbal acknowledgement, social media promotions, online and digital related to the sponsored projects, t-shirts and apparel worn by sponsored artists in relevant projects;
- Facebook and e-newsletter promotion;
- City of Perth signage will be displayed during sponsored events;
- City of Perth logo will be placed on all promotional materials including print advertising and in TVCs and radio advertising (when applicable);
- City of Perth logo will be placed on the Co3 website; and
- City of Perth support will be verbally acknowledged at all activities.

Arts Grants Round 2 (\$10,000 - \$30,000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	2.75
Facilitates meaningful collaborations which contribute to building and sustaining a strong local arts economy	2.5
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.5
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	1.75
Does the project utilise innovative strategies to widen audience engagement?	2.25
Encourages engagement and participation of the local arts community	2.5
ECONOMIC OUTCOMES	
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	1.5
Contribution to building and sustaining a local arts economy	2
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2.25
Does the project increase access to and opportunities to participate in cultural life?	2.25
Does the project challenge established understanding through exploration and exchanging ideas?	2.25
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	1.75
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	2
CIVIC OUTCOMES	
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	1.25
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	2.25
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	3.25
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	2.75
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	3
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2
TOTAL ASSESSMENT SCORE 42.75 out of 76 (56%)	

Assessment Panel comments:

- The proposed initiatives provide opportunities for the community to engage with contemporary dance, foster audience engagement, attract increased visitation to the King Street precinct and enhance the profile of the City as a cultural destination;
- The panel recommended the support of the *Fitness Fridays* initiative as it provides broad community access and social benefits for the general public;
- The Panel recommended a grant of \$15,000 to support *Fitness Fridays*. The Panel noted it would be beneficial to explore if some of the *Fitness Fridays* could be held in a public City space.

Arts Grants Round 2 | 2017-18 | AUSDANCE WA

Applicant	Australian Dance Council (Ausdance WA Inc)
Project Title	Australian Dance Week
Project Start Date	29/04/2018
Project End Date	05/05/2018
Venues	Forrest Place stage King Street Arts Centre James Street Amphitheatre, Perth Cultural Centre
Estimated attendance	7,385 attendees
Total Project Cost	\$30,350
Total Amount Requested	\$10,000 (33% of the total project budget)
Grant Category	Arts Grants (under \$10,000)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	26.5 out of 48 (55%)

Applicant Details*Information from the Australian Business Register*

ABN	51 194 816 993
Entity Name	Australian Dance Council - ausdance WA Branch In
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6000 WA
ACNC Registration	Registered

Associate Details

Name	Relationship Type
Mrs Alison Jane Doran	Office Bearer of a club/association
Mrs Felicity Roma Bott	Director

Program Summary

Ausdance is a national dance advocacy organisation which aims to educate, inspire and support the dance community. Ausdance WA will deliver a program of free activities for the community to celebrate 2018 Australian Dance Week, which is run nationally.

Program Description

Dance Day

Date:	Sunday 29 April 2018
Times:	3.00pm – 5.00pm
Venue:	Forrest Place stage
Anticipated attendance:	3,810 attendees
Ticket price:	Free-to-the-public

Dance Day is the launch event for Australian Dance Week and is a family-focused live performance event celebrating the WA dance sector through a two-hour showcase of over 15 different dance styles and multicultural forms. Dance Day will include a free workshop allowing the public to actively participate. Ausdance WA also provides an information booth during the event for promotion of other Dance Week events and initiatives.

Dance Week Open Classes

Date:	Monday 30 April – Friday 4 May 2018
Times:	Varied throughout the week (60-90 minute classes)
Venue:	King Street Arts Centre Dance Studios
Anticipated attendance:	275 attendees
Ticket price:	Free to the public

Dance Week Open Classes provide a free opportunity for the general public to attend a dance class in a range of dance styles. Ausdance WA will program up to 25 free classes across the week and classes will be offered in a broad range of styles, with an emphasis on "having a go" and trying something new.

TRIGGER – finale event for Australian Dance Week 2018

Date:	Saturday 5 May 2018
Times:	5.00pm – 9.00pm
Venue:	James Street Amphitheatre, Perth Cultural Centre
Anticipated attendance:	3,300 attendees
Ticket price:	Free-to-the-public

Trigger offers a free public participatory event at the Perth Cultural Centre and is positioned as a fun, inclusive and interactive event that offers the general public the opportunity to actively participate in dance. Set up as an outdoor disco, Trigger uses a live-feed camera to project moving bodies onto the big screen in a variety of cartoonlike forms, promoting spontaneous engagement and fun. Scattered throughout the event will be live 'flash- mob' style performances by the urban and street dance performers.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$7,000
2014	\$9,350
2015	\$9,350
2016	\$9,500
2017	\$9,500
TOTAL	\$44,700

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Access to content for City of Perth social media channels;
- City of Perth logo will feature in the Dance 100 brochure (1,000 copies); and
- City of Perth logo will also feature on the Registration Page for Dance Week Open Classes.

Arts Grants Round 2 (under \$10, 000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	2.25
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.25
ECONOMIC OUTCOMES	
Does the project contribute to building and sustaining a local arts economy	1.5
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	1.75
Does the project increase access to and opportunities to participate in cultural life?	2.5
Does the project challenge established understanding through exploration and exchanging ideas?	1.5
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	3.25
CIVIC OUTCOMES	
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	1.5
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	2.75
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	3
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	2
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2.25
<u>TOTAL ASSESSMENT SCORE 26.5 out of 48 (55%)</u>	

Assessment Panel comments:

- The Assessment Panel noted that while the proposed projects aim to activate public spaces and increase community engagement with dance, and the City has supported the project for a number of years, the application did not score above the minimum assessment score of 56% required for support and the available budget has been expended on higher ranking applications.

Arts Grants Round 2 | 2017-18 | Mandorla Art Award

Applicant	Mandorla Centre for Inner Peace Inc
Project Title	Mandorla Art Award
Project Start Date	01/06/2018
Project End Date	30/06/2018
Venues	Turner Galleries, 470 William Street, Northbridge
Estimated attendance	1,000 attendees
Total Project Cost	\$114,000
Total Amount Requested	\$6,000 (5% of the total project budget)
Grant Category	Arts Grants (under \$10,000)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	26.25 out of 48 (55%)

Applicant Details*Information from the Australian Business Register*

ABN	48 804 052 718
Entity Name	The Mandorla Centre Of Inner Peace Inc
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	No tax concessions
Main Business Location Postcode	6010 WA
ACNC Registration	No

Associate details

Name	Relationship Type
Dr Angela Mary Mccarthy	Office Bearer of a club/association

Program Summary

The Mandorla Art Award exhibition has been held in WA since its inception in 1985 and is the only thematic Christian art prize in Australia. The exhibition is held biennially showcasing a selection of contemporary artworks from around Australia responding to the theme, as chosen by the Award Committee.

Program Description

Mandorla Art Award Finalists Exhibition

Date:	1 June – 30 June 2018
Times:	Tuesday - Saturday 11am - 5pm
Venue:	Turner Galleries, 470 William Street, Northbridge
Anticipated attendance:	1,000 attendees
Ticket price:	Free-to-the-public

The Mandorla Award was established in 1985 and organisers believe it to be is the most significant religious art prize in Australia. The exhibition will be held at Turner Galleries in Northbridge and approximately 40 - 50 artists will be selected for display. The Award has a major prize of \$25,000 which is entirely sponsored by St John of God Health Care. The two highly commended awards for 2018 are sponsored by the Catholic Archdiocese of Perth and the Uniting Church Inner City.

The Award's aim is to engage with artists to create new interpretations of the bible. The 2018 theme will be "And then I saw a new heaven and a new earth....."

Artworks are encouraged in all mediums and styles from figurative to abstract and traditional painting to new media and video works. The exhibition is open to artists from any denomination or those with no religious affiliation.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$0
2014	\$0
2015	\$0
2016	\$5,000
2017	\$0
TOTAL	\$5,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo recognition on all project promotional material
- Opportunity to display City of Perth signage during the project
- Opportunity for the City of Perth Digital team to access the project and produce content.

Arts Grants Round 2 (under \$10, 000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	2.75
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.25
ECONOMIC OUTCOMES	
Does the project contribute to building and sustaining a local arts economy	1.5
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	1.75
Does the project increase access to and opportunities to participate in cultural life?	2
Does the project challenge established understanding through exploration and exchanging ideas?	2.25
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	0.5
CIVIC OUTCOMES	
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	1.5
ORGANISATIONAL COMPETENCY	
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?	3.5
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	3.75
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	1.5
TOTAL ASSESSMENT SCORE 26.25 out of 48 (55%)	

Assessment Panel comments:

- The proposed venue of Turner Galleries is outside the City of Perth boundaries and does not produce a public outcome within the City;
- While the Panel noted that the prize attracts highly professional and respected artists, the application did not score above the minimum assessment score of 56% required for support and the available budget has been expended on higher ranking applications.

Arts Grants Round 2 | 2017-18 | Centre for Stories

Applicant	Helm Wood Publishing PTY LTD trading as Centre for Stories
Project Title	Crossings: Journeys to Perth
Project Start Date	01/02/2018
Project End Date	03/04/2018
Venues	ENEX100 Piccadilly Arcade Other venues TBC by City of Perth Centre for Stories (confirmed)
Estimated attendance	2,000 attendees
Total Project Cost	\$24,350
Total Amount Requested	\$9,450 (39% of the total project budget)
Grant Category	Arts Grants (under \$10,000)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	26.5 out of 48 (55%)

Applicant Details*Information from the Australian Business Register*

ABN	93 053 695 515
Entity Name	Helm Wood Publishers Pty Ltd
Entity Type	Australian Private Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6014 WA
ACNC Registration	No

Associate details

Name	Relationship Type
Dr John Cunningham Wood	Director
Mrs Caroline Wood	Director, Public Officer

Program Summary

The Centre for Stories (CFS) is a community and arts organisation based in Northbridge, which collects, shares and preserves stories online and through live events. The aim of the Centre is to tell good stories in the hope of strengthening connections between people and encouraging a more inclusive and informed community.

In 2018, CFS will produce "Crossings: Journeys to Perth".

Program Description

Crossing- Journeys to Perth

Date: 20 March – 20 April 2018
 Venue: ENEX100, Piccadilly Arcade, Council House, CoP library TBC
 Anticipated attendance: 2,000 attendees
 Ticket price: Free to the public

The project will be an exhibition which aims to capture stories and portraits of people crossing from the outer suburbs of Perth (bicycles, trains, buses) into the City and people who have crossed sea or air from other parts of Australia or other countries to make Perth home. The theme of "crossings" captures the act of crossing, traversing or travelling. "Crossings: Journeys to Perth" aims to highlight the role of Perth City as a hub for the dynamic cultural identity of Perth.

From a public call out, fifteen participants will be selected and trained to tell their stories. These interviews will be recorded and later developed into printed stories. A photographer will capture portraits of each of the participants and a producer and storyteller will capture the written and audio components of the stories.

The exhibition will be staged in spaces around Perth, and on the Centre for Stories' website, following the exhibition. The exhibition will be launched on World Storytelling Day on 20 March 2018 and will be exhibited for a minimum of one month with possible locations including empty shopfronts in ENEX100, Piccadilly, Council House and City of Perth library.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$0
2014	\$0
2015	\$0
2016	\$11,136
2017	\$6,022
TOTAL	\$17,158

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Centre for Stories will acknowledge the City of Perth in all project material including promotional material, social media coverage and e-newsletters.

Arts Grants Round 2 (under \$10, 000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	1.75
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.25
ECONOMIC OUTCOMES	
Does the project contribute to building and sustaining a local arts economy	1.5
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2
Does the project increase access to and opportunities to participate in cultural life?	3
Does the project challenge established understanding through exploration and exchanging ideas?	2.75
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	3.25
CIVIC OUTCOMES	
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	2.5
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	2.25
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	2
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	1
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2.25
TOTAL ASSESSMENT SCORE 26.5 out of 48 (55%)	

Assessment Panel comments:

- The budget provided by the applicant listed the City of Perth as the sole funding source and the Panel noted concerns as the proposed venues were not confirmed;
- The application did not score above the minimum assessment score of 56% required for support and the available budget has been expended on higher ranking applications.

Arts Grants Round 2 | 2017-18 | Stations of the Cross 2018

Applicant	Uniting Church in the City
Project Title	Stations of the Cross 2018
Project Start Date	23/03/2018
Project End Date	14/05/2018
Venues	Wesley Church, Corner William & Hay Streets, Perth Geraldton Regional Art Gallery
Estimated attendance	2,600 attendees
Total Project Cost	\$53,982
Total Amount Requested	\$10,000 (19% of the total project budget)
Grant Category	Arts Grants (under \$10,000)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	25.75 out of 48 (54%)

Applicant Details*Information from the Australian Business Register*

ABN	93 351 192 498
Entity Name	The Uniting Church In Australia Property Trust
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6000 WA
ACNC Registration	Registered

Associate Details

Name	Relationship Type
Mr Robert Victor Locke	Director, Public Officer

Program Summary

The Wesley Uniting Church is one of Perth's oldest and most iconic churches. Running for the 9th year in 2018, the Stations of the Cross is a curated exhibition, featuring fifteen artists from diverse cultural and religious backgrounds, which aims to aims to facilitate a more open-ended and broader contemplation of the Easter message.

Program Description

Stations of the Cross 2018

Date:	23 March – 2 April 2018
Time:	9.00am – 5.00pm
Venue:	Wesley Church, corner William and Hay Street.
Anticipated attendance:	2,200 attendees
Ticket price:	Free to the public

A curator will invite and select 15 Western Australian artists to create their own interpretation of the narrative of the Stations of the Cross.

No account is taken of the religious convictions of the artists. To encourage diversity of medium and range of interpretations no restriction is placed on the size, scale or medium. Also no prizes are offered, only a fee of \$500 per work but with no commission being charged on works that are sold.

Following the exhibition in the Wesley Church, works will be transported to Geraldton Regional Art Gallery to be exhibited from 27 April to 14 May 2018.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$0
2014	\$0
2015	\$8,000
2016	\$8,000
2017	\$10,000
TOTAL	\$26,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo recognition on all project promotional material
- Opportunity to display City of Perth signage during the project
- Opportunity for the City of Perth Digital team to access the project and produce content.

Arts Grants Round 2 (under \$10, 000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	3
Does the project provide professional development opportunities for local artists and/or cultural workers?	1.75
ECONOMIC OUTCOMES	
Does the project contribute to building and sustaining a local arts economy	1.25
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2
Does the project increase access to and opportunities to participate in cultural life?	2
Does the project challenge established understanding through exploration and exchanging ideas?	2.25
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	1
CIVIC OUTCOMES	
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	1.25
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	3.25
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	3.25
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	2.5
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2.25
TOTAL ASSESSMENT SCORE 25.75 out of 48 (54%)	

Assessment Panel comments:

- The Panel noted that Stations of the Cross is a highly respected exhibition that showcases new work created by respected and emerging visual artists. Whilst the City has supported the event in recent years, the application did not score above the minimum assessment score of 56% required for support and the available budget has been expended on higher ranking applications.

Arts Grants Round 2 | 2017-18 | WA YOUTH THEATRE COMPANY

Applicant	WA Youth Theatre Company (WAYTCo)
Project Title	yourseven
Project Start Date	10/02/2018
Project End Date	25/10/2018
Venues	Rehearsals and Development - King Street Arts Centre Performance - Perth Institute of Contemporary Art (PICA)
Estimated attendance	350 attendees
Total Project Cost	\$34,300
Total Amount Requested	\$9,800 (29% of the total project budget)
Grant Category	Arts Grants (under \$10,000)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	23.75 out of 48 (49%)

Applicant Details*Information from the Australian Business Register*

ABN	77 839 836 159
Entity Name	Western Aust Youth Theatre Company
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6000 WA
ACNC Registration	Registered

Associate Details

Name	Relationship Type
Mr Allan Victor Blagaich	Office Bearer of a club/association
Mr Robin Pascoe	Office Bearer of a club/association
Mrs Melanie Suzanne Jasper	Public Officer
Ms Gillian Lesley Kerr-Sheppard	Office Bearer of a club/association
Ms Heather Louise Dransfield	Office Bearer of a club/association
Ms Melinda Dransfield	Office Bearer of a club/association

Program Summary

Established in 1990, The WA Youth Theatre Company (WAYTCo) provides a platform for young West Australians to engage in theatre through performance, workshops, directing, writing and technical production roles. WAYTCo's mission is to provide open access to an education in theatre making and to nurture aspiring theatre artists.

WAYTCo will stage a world premiere of *yourseven*, an interactive performance production, as part of the 2018 FringeWORLD.

Program Description

yourseven

Date: 10 – 25 February 2018
 Times: 5.00pm - 7:30pm; 8.00pm -10:30pm
 Venue: Perth Institute of Contemporary Art, Perth Cultural Centre
 Anticipated attendance: 350 attendees
 Ticket price: Adult \$25.00; Concession \$20.00

yourseven is a live, one-on-one immersive performance structured around seven installations in 'photo booths'. In each booth the audience member is invited to take a Polaroid photograph, which are presented in album form to the audience member, to keep at the conclusion their journey. Each circuit of the performance takes approximately 45 minutes and fifty audience members can be accommodated each night.

Created by WA artist James Berlyn in collaboration with the performers, *yourseven* has a cast of 16 WAYTCo performers and two professional senior WA theatre artists who act as mentors. Members of the WA Youth Theatre Company are aged from 16 to 25 and the Ensemble represents diverse cultural and gendered backgrounds.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$5,000
2014	\$5,000
2015	\$8,000
2016	\$0
2017	\$0
TOTAL	\$18,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo recognition on all project promotional material including social media and e-newsletter;
- Opportunity to display City of Perth signage during the project;
- Opportunity for the City of Perth Digital team to access the project and produce content.

Arts Grants Round 2 (under \$10, 000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	2
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.25
ECONOMIC OUTCOMES	
Does the project contribute to building and sustaining a local arts economy	1.75
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2
Does the project increase access to and opportunities to participate in cultural life?	2.5
Does the project challenge established understanding through exploration and exchanging ideas?	2
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	1.5
CIVIC OUTCOMES	
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	2.75
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	1.75
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	2
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	1.5
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	1.75
<u>TOTAL ASSESSMENT SCORE 23.75 out of 48 (49%)</u>	

Assessment Panel comments:

- While the Panel noted the proposed project would provide valuable professional development for young actors, the application did not score above the minimum assessment score of 56% required for support and the available budget has been expended on higher ranking applications.

Arts Grants Round 2 | 2017-18 | THE LAST GREAT HUNT

Applicant	The Last Great Hunt
Project Title	A 2018 Perth Season: The Last Great Hunt presents IMPROVEMENT CLUB by Jeffrey Jay Fowler
Project Start Date	25/06/2018
Project End Date	07/07/2018
Venues	State Theatre Centre of Western Australia, Rehearsal Studio
Estimated attendance	768 attendees
Total Project Cost	\$97,902
Total Amount Requested	\$30,000 (31% of the total project budget)
Grant Category	Arts Grants (\$10,001 - \$30,000)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	36.25 out of 76 (48%)

Applicant Details*Information from the Australian Business Register*

ABN	53 557 696 975
Entity Name	The Last Great Hunt Inc
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, Income Tax Exemption
Main Business Location Postcode	6000 WA
ACNC Registration	Registered

Associate Details

Name	Relationship Type
Miss Kathryn Louise Osborne	Office Bearer of a club/association
Ms Adriane Daff	Office Bearer of a club/association
Ms Toban Harris	Office Bearer of a club/association

Program Summary

The Last Great Hunt (TLGH) is a collective of seven Perth-based theatre makers. TLGH makes a range of theatre in a variety of forms and styles, including new writing, visual and physical theatre and interactive experiences and strives to give audiences an engaging, challenging and moving experiences.

Program Description

The Last Great Hunt presents IMPROVEMENT CLUB by Jeffrey Jay Fowler

Date:	25 June – 7 July 2018
Times:	7.30pm – 9.00pm
Venue:	Rehearsal Studio, State Theatre Centre of WA
Anticipated attendance:	768 attendees
Ticket price:	\$35.00 (Adult); \$28.00 (Concession)

IMPROVEMENT CLUB by Jeffrey Jay Fowler, is a new work play by one of Australia's leading theatre makers, premiering at the State Theatre Centre of WA in July 2018. TLGH aim, through IMPROVEMENT CLUB, to provide an insightful, interactive experience and make audiences consider their relationships with the people in their lives, and where we are going as individuals, as communities, and the world as a whole.

This project will employ 17 arts workers and TLGH will aim to contribute to the Perth independent theatre scene through exploring new ideas, engaging audiences and the provision of professional development opportunities for local theatre workers.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$0
2014	\$0
2015	\$0
2016	\$0
2017	\$15,000
TOTAL	\$15,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo recognition on all project promotional material including social media and e-newsletter;
- Opportunity to display City of Perth signage during the project
- Opportunity for the City of Perth Digital team to access the project and produce content.

Arts Grants Round 2 (\$10,000 - \$30,000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	3
Facilitates meaningful collaborations which contribute to building and sustaining a strong local arts economy	1.5
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.75
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	1.5
Does the project utilise innovative strategies to widen audience engagement?	1.5
Encourages engagement and participation of the local arts community	1.75
ECONOMIC OUTCOMES	
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	1.75
Contribution to building and sustaining a local arts economy	1.75
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	1.5
Does the project increase access to and opportunities to participate in cultural life?	2
Does the project challenge established understanding through exploration and exchanging ideas?	1.75
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	1.75
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	1.5
CIVIC OUTCOMES	
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	1.5
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	1.75
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	2.5
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	2.25
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	2.25
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2
TOTAL ASSESSMENT SCORE 36.25 out of 76 (48%)	

Assessment Panel comments:

- TLGH create works of a consistently high standard that attract large audiences and provide significant professional development opportunities for emerging artists;
- The funding of a single production within the season limits the reach and community benefits of the project, generating limited outcomes within the City;
- The application did not score above the minimum assessment score of 56% required for support and the available budget has been expended on higher ranking applications.

Arts Grants Round 2 | 2017-18 | THE LUCKY CAT

Applicant	Mr Levon Polinelli
Project Title	The Lucky Cat @ Perth Town Hall
Project Start Date	27/01/2018
Project End Date	26/02/2018
Venues	Perth Town Hall.
Estimated attendance	45,000 attendees
Total Project Cost	\$133,023
Total Amount Requested	\$30,000 (23% of the total project budget)
Grant Category	Arts Grants (\$10,001 - \$30,000)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	36.5 out of 76 (48%)

Applicant Details*Information from the Australian Business Register*

ABN	28 774 525 742
Entity Name	L Polinelli & A.m Thompson
Entity Type	Other Partnership
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	No
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6153 WA
ACNC Registration	No

Associate Details

Name	Relationship Type
Mr Levon Polinelli	Partner
Ms Angela Mary Claire Thompson	Partner

Program Summary

The Lucky Cat will curate a new independent venue and program for FringeWORLD 2018 at the Perth Town Hall.

Program Description

The Lucky Cat at Perth Town Hall

Date:	27 January – 25 February 2018
Venue:	Perth Town Hall
Anticipated attendance:	45,000 attendees across free & ticketed programs
Ticket price:	\$20.00 / Free-to-the-public

The Lucky Cat plan to transform Perth Town Hall in to a vibrant destination hub with a pop up bar, food trucks, roving entertainment and weekend markets in the Undercroft, alongside a ticketed program of over fifty shows across twenty-six nights.

The Lucky Cat aim to provide a high quality venue to local artists, allowing them professional development opportunities performing alongside interstate and international artists. Organisers aim to foster collaborations between artists, and expose them to a wide audience.

Previous City of Perth Support

The project has not previously been submitted for funding.

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo recognition;
- Opportunity to display signage;
- Social media and digital promotion opportunities; and
- A full page advertisement in the printed guide.

Arts Grants Round 2 (\$10,000 - \$30,000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	1.75
Facilitates meaningful collaborations which contribute to building and sustaining a strong local arts economy	2.25
Does the project provide professional development opportunities for local artists and/or cultural workers?	1.75
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	1.25
Does the project utilise innovative strategies to widen audience engagement?	1.75
Encourages engagement and participation of the local arts community	2.25
ECONOMIC OUTCOMES	
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2
Contribution to building and sustaining a local arts economy	1.5
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2
Does the project increase access to and opportunities to participate in cultural life?	2.25
Does the project challenge established understanding through exploration and exchanging ideas?	1.75
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	3.25
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	2.5
CIVIC OUTCOMES	
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	1.5
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	2.5
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	1.75
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	1.25
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	1.5
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	1.75
TOTAL ASSESSMENT SCORE 36.5 out of 76 (48%)	

Assessment Panel comments:

- While the Panel was positive about the proposal to activate the Perth Town Hall over FringeWORLD, plans to include pop up bars and food trucks do not meet with the City's strategy to support bricks and mortar businesses;
- The application did not score above the minimum assessment score of 56% required for support and the available budget has been expended on higher ranking applications.

Arts Grants Round 2 | 2017-18 | WA BALLET

Applicant	West Australian Ballet Company Inc.
Project Title	Great Leaps Access and Education program
Project Start Date	01/01/2018
Project End Date	31/12/2018
Venues	His Majesty's Theatre, Hay Street, Perth West Australian Ballet Centre, Maylands, Perth
Estimated attendance	5,790 attendees
Total Project Cost	\$100,500
Total Amount Requested	\$30,000 (30% of the total project budget)
Grant Category	Arts Grants (\$10,001 - \$30,000)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	34.25 out of 76 (45%)

Applicant Details*Information from the Australian Business Register*

ABN	55 023 843 043
Entity Name	West Australian Ballet Company
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6051 WA
ACNC Registration	Registered

Associate Details

Name	Relationship Type
Mr John Leslie Langoulant	Director
Ms Patricia Anne Wyn-Jones	Public Officer

Program Description

West Australian Ballet (WAB) is the State ballet company of Western Australia. The company was founded in 1952 and is one of the oldest ballet companies in Australia.

WAB runs Great Leaps, a free membership program which enables young dance students across the State to connect with WAB through a program of engagement and development activities.

Program Summary

Great Leaps membership

Date:	1 January – 31 December 2018
Venue:	N/A
Anticipated attendance:	1,600 members
Ticket price:	Free

Great Leaps is for dance students (aged five-seventeen years), enabling them to connect with the Company through initiatives including discounted tickets to performances, opportunities to meet professional ballet dancers, reduced fees for workshops, discounts on merchandise, opportunities to audition for roles in WAB's productions and direct communication about everything happening at the Company. WAB aims to have at least 1,600 registered Great Leaps members in 2018.

Teacher's Event

Date:	19 May 2018
Time:	6.30pm-7.30pm
Venue:	His Majesty's Theatre
Anticipated attendance:	40 attendees
Ticket price:	Free

The annual, free Teacher's Event invites teachers across dance schools in WA to network and access a professional development opportunity.

Open Day and other workshops

Date:	15 January – 5 October 2018
Venue:	West Australian Ballet Centre, Maylands
Anticipated attendance:	550 attendees
Ticket price:	One-off workshops range from \$15-\$30, full-day activities range from \$25-\$50, and the Masterclass program, which runs across the whole year is \$250 for Great Leaps members.

The Great Leaps Open Day, School Holiday Workshops, Masterclass Program and other workshops offers members a variety of training experience across all levels. Great Leaps members have the opportunity to learn from WAB's artistic staff, professional dancers and teaching artists, to meet with and create connections with students from other schools, and to watch WAB's professional dancers and artists at work in the studios at the West Australian Ballet Centre, and His Majesty's Theatre.

Great Leaps performance discounted tickets

Date:	1 January – 31 December 2018
Venue:	His Majesty's Theatre
Anticipated attendance:	3,600 attendees
Ticket price:	Adults \$74.00; Concession \$15.00

Great Leaps membership allows dance students to buy tickets at a significantly discounted rate (\$15 a ticket) twice a year to any main stage performance at His Majesty's Theatre, improving accessibility for all children to see a professional ballet production.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$54,496
2014	\$55,857
2015	\$57,253
2016	\$55,000
2017	\$55,000
TOTAL	\$277,606

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo acknowledgement on WAB marketing and promotional materials, including the 2018 season brochure, performance programs and 'Applause board' for all His Majesty's Theatre main stage seasons in 2018;
- Logo acknowledgement on project-specific 'Access' marketing materials;
- Opportunity to display City of Perth signage at all related events;
- Dedicated half-page, full-colour City of Perth advertisement in souvenir programs;
- City of Perth logo included on WAB website with link to CoP's own website;
- Opportunities for City of Perth to be acknowledged via WAB social media channels;
- Opportunities for the City of Perth to be acknowledged where appropriate in digital newsletters ('Straight to the Pointe' and 'Backstage at the Ballet') sent to WAB subscribers and patrons.

Arts Grants Round 2 (\$10,000 - \$30,000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	2.75
Facilitates meaningful collaborations which contribute to building and sustaining a strong local arts economy	2
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.5
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	0.5
Does the project utilise innovative strategies to widen audience engagement?	1.25
Encourages engagement and participation of the local arts community	2
ECONOMIC OUTCOMES	
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	1.25
Contribution to building and sustaining a local arts economy	2
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	1.75
Does the project increase access to and opportunities to participate in cultural life?	2
Does the project challenge established understanding through exploration and exchanging ideas?	1.75
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	1
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	2
CIVIC OUTCOMES	
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	1.5
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	1.25
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	2.5
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	3.25
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	1
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	2
TOTAL ASSESSMENT SCORE 34.25 out of 76 (45%)	

Assessment Panel comments:

- While the City has a history of supporting WA Ballet, the Community and Social Outcomes of the application were assessed as low, as the proposed project is targeted to a very specific interest group, without broad community benefit and engagement;
- The components of the Great Leaps program have limited impact within the City of Perth Local Government Area;
- The event budget was noted to be incomplete as it did not list anticipated income;
- The application did not score above the minimum assessment score of 56% required for support and the available budget has been expended on higher ranking applications.

Arts Grants Round 2 | 2017-18 | Perth Cup Photography

Applicant	Australasian Photographic Association
Project Title	Perth Cup 2018 Photographic Competition
Project Start Date	16/10/2017
Project End Date	29/06/2018
Venues	Perth Town Hall
Estimated attendance	3,100 attendees
Total Project Cost	\$75,000
Total Amount Requested	\$20,000 (27% of the total project budget)
Grant Category	Arts Grants (\$10,001 - \$30,000)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	33 out of 76 (43%)

Applicant Details*Information from the Australian Business Register*

ABN	29 351 284 152
Entity Name	Australasian Photographic Association Inc.
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	No
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6062 WA
ACNC Registration	No

Associate Details

Name	Relationship Type
Ms Dan Zhou	Office Bearer of a club/association

Program Summary

The Australasian Photographic Association will present the Perth Cup 2018 Photographic Competition and Awards, the fifth Awards since the competition was established in 2009.

Program Description

The Competition encourages photographers to observe and record the characteristics of Perth, its architecture, lifestyle, people and multicultural heritage. Competition categories will include Perth Landscape, Perth Events and Mobile Phone Photography.

Perth Cup 2018 Photographic Competition Exhibition

Date: 9 June – 22 June 2018
 Time: 9.00am – 4.00pm
 Venue: Perth Town Hall
 Anticipated attendance: 2,000 attendees
 Ticket price: Free-to-the-public

Organisers anticipate 200 entries and participants are able to enter the competition for a small entry fee of \$30 and \$15 (concession). The free-to-the-public photographic exhibition of the winning entries will be held at Perth Town Hall for two weeks commencing 9 June 2018.

Perth Cup 2018 Photographic Competition Award Night Banquet Dinner

Date: 16 June 2018
 Time: 6.00pm – 11.00pm
 Venue: Perth Town Hall
 Anticipated attendance: 100 attendees
 Ticket price: \$100 adult; \$50 concession

The Awards Night will be attended by competition winners, sponsors, photographers and APA members. A group of renowned Chinese photographers will be invited to Perth for the Awards and spend ten days in Perth to capture Perth-based imagery.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$2,000
2014	\$0
2015	\$4,000
2016	\$0
2017	\$0
TOTAL	\$6,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- City of Perth's name and Crest will be used in the title of the project as "Perth Cup 2018" and all promotional materials, publications, advertisements and prize certificates;
- Logo acknowledgement and hyperlink included on the APA website;
- Opportunity to display signage;
- Social media acknowledgment and digital promotion opportunities;
- Opportunity for the Lord Mayor, or nominated representative, to be invited to present the Awards;
- All prize winning photos will be kept on a database and can be used for free by the City of Perth on its publication and promotional materials for non-commercial purposes for two years during 2018-2020. Copyrights of the photos will be reserved to the photographers.

Arts Grants Round 2 (\$10,000 - \$30,000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	1.75
Facilitates meaningful collaborations which contribute to building and sustaining a strong local arts economy	2
Does the project provide professional development opportunities for local artists and/or cultural workers?	1.75
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	0.75
Does the project utilise innovative strategies to widen audience engagement?	1
Encourages engagement and participation of the local arts community	1.75
ECONOMIC OUTCOMES	
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2.25
Contribution to building and sustaining a local arts economy	1
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	2
Does the project increase access to and opportunities to participate in cultural life?	2.25
Does the project challenge established understanding through exploration and exchanging ideas?	1.5
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	4
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	2
CIVIC OUTCOMES²	
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	2
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	1
ORGANISATIONAL COMPETENCY	
Are the project plan and budget realistic and value for money?	1
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	2.5
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	1
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	1.5
TOTAL ASSESSMENT SCORE 33 out of 76 (43%)	

Assessment Panel comments:

- The Assessment Panel noted that the marketing channels identified by the applicant were perceived as limited, and the Panel were concerned the event would not reach a broad audience;
- The application did not score above the minimum assessment score of 56% required for support and the available budget has been expended on higher ranking applications.

Arts Grants Round 2 | 2017-18 | ART GALLERY OF WESTERN AUSTRALIA FOUNDATION

Applicant	Art Gallery of Western Australia Foundation
Project Title	ART BALL presented by VOGUE Australia in support of the AGWA Foundation
Project Start Date	26/05/2018
Project End Date	26/05/2018
Venues	The Art Gallery of Western Australia
Estimated attendance	800 attendees
Total Project Cost	\$218,000
Total Amount Requested	\$30,000 (14% of the total project budget)
Grant Category	Arts Grants (\$10,001 - \$30,000)
Recommendation	Decline
Recommended amount	\$0
Assessment Score	28.75 out of 76 (38%)

Applicant Details*Information from the Australian Business Register*

ABN	63 876 434 375
Entity Name	Art Gallery Of Western Australia Foundation
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes (Items 1 & 4)
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6000 WA
ACNC Registration	Registered

Associate Details

Name	
No Associates registered	

Program Summary

ART BALL is an annual, black-tie, cocktail-style ball event held at the Art Gallery of Western Australia (AGWA).

Program Description

ART BALL presented by VOGUE Australia in support of the AGWA Foundation

Date:	26 May 2018
Time:	7.00pm - midnight
Venue:	Art Gallery of Western Australia
Anticipated attendance:	800 attendees
Ticket price:	\$250.00

ART BALL is an initiative loosely modelled on the Met Gala, which is held at the Metropolitan Museum of Art in New York to raise funds for the Costume Institute. The event runs for one evening and organisers state that they aim to delight the audience with a program of entertainment, music acts, numerous performance art related activations, beverages and canapé style food service.

A key objective of the event is to raise funds for the AGWA Foundation that directly assists in the acquisition of new artworks for the gallery. The event is also positioned as an audience development activity and is designed to attract a younger demographic to AGWA.

Previous City of Perth Support

Support for the last five years is as follows:

Year	Amount
2013	\$0
2014	\$0
2015	\$0
2016	\$0
2017	\$1,500
TOTAL	\$1,500

Sponsorship Benefits

Organisers will provide the below benefits for the requested funding:

- Logo inclusion on event website including a hyperlink to the City of Perth website;
- Logo inclusion on digital signage (logo loop);
- Logo inclusion on media release;
- Acknowledgement of support via the ART BALL Facebook page and other social media (over 1,000 followers);
- Verbal acknowledgement by AGWA Director in speech on the night;
- Permission to use the ART BALL logo to acknowledge your support.

Arts Grants Round 2 (\$10,000 - \$30,000) Assessment Score Card

The application was assessed by a four person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	SCORE
Does the project demonstrate a high quality arts project and personnel?	1.5
Facilitates meaningful collaborations which contribute to building and sustaining a strong local arts economy	1.5
Does the project provide professional development opportunities for local artists and/or cultural workers?	1
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	1
Does the project utilise innovative strategies to widen audience engagement?	1.25
Encourages engagement and participation of the local arts community	1.25
ECONOMIC OUTCOMES	
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	1.25
Contribution to building and sustaining a local arts economy	1.5
COMMUNITY AND SOCIAL OUTCOMES	
What is the level of anticipated community benefits for the project?	1
Does the project increase access to and opportunities to participate in cultural life?	1
Does the project challenge established understanding through exploration and exchanging ideas?	1.25
ENVIRONMENTAL AND PLACE OUTCOMES	
Does the project activate public spaces with dynamic cultural programming?	1.75
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	1.25
CIVIC OUTCOMES	
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	0.5
Does the project deliver innovative arts activity that represents Perth's cultural identity?	2
ORGANISATIONAL COMPETENCY	
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?	2.75
Does the project demonstrate financial viability and/or sustainability via evidence of support from other government agencies, business or community organisations?	2.75
To what extent does the proposal contribute towards the achievement of the Strategic Community Goals endorsed by Council?	1.25
TOTAL ASSESSMENT SCORE 28.75 out of 76 (38%)	

Assessment Panel comments:

- Art Ball is a well-executed event and an important opportunity for Art Gallery of WA to engage with a younger, developing philanthropic community;
- The benefits to the broad community are limited, the event lacks community accessibility and generates limited community and social outcomes;
- The application did not score above the minimum assessment score of 56% required for support and the available budget has been expended on higher ranking applications.

Agenda **Event Sponsorship Round 2 (2017-18)**
Item 8.8

Recommendation:

That Council:

1. **APPROVES** sponsorship of \$200,000 (excluding GST) to the following applicants:
 - 1.1 ***HBF Health Limited for HBF Run for a Reason (\$36,500);***
 - 1.2 ***Fairfax Media Publications Pty Ltd for Night Noodle Markets (\$30,000);***
 - 1.3 ***Chung Wah Association for Chinese New Year Fair (\$50,000);***
 - 1.4 ***Brookfield Commercial Operations for Brookfield Winter Lights Festival (\$20,000);***
 - 1.5 ***The Home Away From Home Incorporated and Ronald McDonald House for Perth Ramble (\$8,500);***
 - 1.6 ***Buddha's Light International Association Western Australia Incorporated for Buddha's Birthday & Multicultural Festival (\$20,000);***
 - 1.7 ***Harry Perkins Institute Of Medical Research Inc. for Hawaiian Walk for Women's Cancer (\$5,000);***
 - 1.8 ***Japan Festival Association in Perth Inc. for Perth Japan Festival Matsuri 2018 (\$10,000);***
 - 1.9 ***Living Stone Foundation Inc. for Young Butchers Picnic (\$10,000);***
 - 1.10 ***Tee-Ball Association of WA Inc. for Tee-Ball State Championships (\$5,000); and***
 - 1.11 ***The Trustee for Mother's Day Classic Foundation for Perth Mother's Day Classic (\$5,000).***

2. **DECLINES** sponsorship to the following applicants:
 - 2.1 ***The Trustee for the Olszowy Family Trust for Indonesian Multicultural Harmony Day;***
 - 2.2 ***Perth Glendi Association of WA for Greek Festival, Perth Glendi;***
 - 2.3 ***Marcio Paulino Mendes for Brazilian Carnival 2018;***
 - 2.4 ***Western Australian Swimming Association Inc. for Swim the Swan; and***
 - 2.5 ***Hellenic Community of WA Inc. for Greek Orthodox Easter Celebration.***

3. **NOTES** the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.8A;

4. **AUTHORISES** the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits for inclusion in the agreement according to the Council approved funding amount; and

5. ***NOTES that a detailed acquittal report, including any supporting material, will be submitted to the City of Perth four months following the completion of each supported project.***

FILE REFERENCE: P1032438#02
 REPORTING UNIT: Business Support and Sponsorship
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 18 October 2017
 ATTACHMENT/S: Attachment 8.8A - Detailed Officer Assessment

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |
| <input type="checkbox"/> | Information | <i>For the Council/Committee to note.</i> |

Legislation / Strategic Plan / Policy:

Legislation Section 8 of the *City of Perth Act 2016*

Integrated Planning and Reporting Framework Implications	Strategic Community Plan
	Goal 1 A city for people
	Goal 6 A city that celebrates its diverse cultural identity
	Goal 8 A city that delivers for its community

Policy
 Policy No and Name: 18.13 - Sponsorship

Purpose and Background:

The City of Perth holds two funding rounds for Event Sponsorship each financial year:

- Round 1 (for projects taking place between 1 July 2017 and 31 January 2018); and
- Round 2 (for projects taking place between 1 February 2018 and 31 August 2018).

Details:

The City received 16 applications in Round 2 of Sponsorship 2017/18, as follows:

RANK	APPLICANT	PROJECT	REMLAN	ASSESSMENT SCORE	AMOUNT REQUESTED	RECOMMENDATION
1	HBF Health Limited	HBF Run for a Reason	\$1.178M (Direct) \$1.905M (Total)	76%	\$37,500	\$36,500
2	Fairfax Media Publications Pty Ltd	Night Noodle Markets	\$9.375M (Direct); \$15.159M (Total)	76%	\$50,000	\$30,000
3	Chung Wah Association	Chinese New Year Fair	\$1.612M (Direct); \$2.605M (Total)	74%	\$75,000	\$50,000
4	Brookfield Commercial Operations	Brookfield Winter Lights Festival	\$2.658M (Direct); \$4.298M (Total)	73%	\$30,000	\$20,000
5	The Home Away From Home Inc & Ronald Mcdonald House	Perth Ramble	\$0.601M (Direct); \$0.973M (Total)	66%	\$10,000	\$8,500
6	Buddha's Light International Association Western Australia Incorporated	Buddha's Birthday & Multicultural Festival	\$1.825M (Direct); \$2.951M (Total)	60%	\$50,000	\$20,000
7	Harry Perkins Institute Of Medical Research Inc	Hawaiian Walk for Women's Cancer	\$0.053M (Direct); \$0.087M (Total)	60%	\$50,000	\$5,000
8	Japan Festival Association in Perth Inc.	Perth Japan Festival Matsuri 2018	\$1.050M (Direct) \$1.698M (Total)	59%	\$10,000	\$10,000
9	Living Stone Foundation Inc.	Young Butchers Picnic	\$0.350M (Direct); \$0.566M (Total)	56%	\$20,000	\$10,000
10	Tee-Ball Association of WA Inc.	Tee-Ball State Championships	\$0.350M (Direct); \$0.566M (Total)	55%	\$5,000	\$5,000
11	The Trustee for Mother's Day Classic Foundation	Perth Mother's Day Classic	\$0.125M (Direct); \$0.202M (Total)	54%	\$30,000	\$5,000
12	The Trustee For The Olszowy Family Trust	Indonesian Multicultural Harmony Day	\$0.339M (Direct); \$0.548M (Total)	53%	\$35,000	Decline
13	Perth Glendi Association of WA	Greek Festival, Perth Glendi	\$0.848M (Direct); \$1.371M (Total)	51%	\$40,000	Decline
14	Marcio Paulino Mendes	Brazilian Carnaval	\$0.085M (Direct); \$0.137M (Total)	49%	\$5,000	Decline

RANK	APPLICANT	PROJECT	REMPAN	ASSESSMENT SCORE	AMOUNT REQUESTED	RECOMMENDATION
15	Western Australian Swimming Association Inc	Swim the Swan	\$0.024M (Direct); \$0.039M (Total)	48%	\$10,000	Decline
16	Hellenic Community of WA Inc	Greek Orthodox Easter Celebration	\$0.001M (Direct); \$0.002M (Total)	40%	\$15,000	Decline
TOTAL					<u>\$472,500</u> <u>Requested</u>	<u>\$200,000</u> <u>Recommended</u>

The 16 applications requested support totalling \$472,500, with an available budget of \$200,000 for Round 2. Of the sixteen applications received, eleven are recommended for approval and five for decline.

All applications were assessed by a three person assessment panel consisting of members from the City of Perth's Economic Development, Business Support and Sponsorship, and Sustainability Units. A Detailed Officer Assessment of all applications is included in Attachment 8.8A. The applications were also assessed using the schema of measurable outcomes for cultural engagement, developed by the Cultural Development Network.

Financial Implications:

ACCOUNT NO:	93E170007901
BUDGET ITEM:	Event Rounds
BUDGETED AMOUNT:	\$390,000
AMOUNT SPENT TO DATE:	\$184,000
PROPOSED COST:	\$200,000
BALANCE REMAINING:	\$ 6,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The City received a strong response for the second round of event sponsorship. Due to an oversubscription of funding requests submitted, the assessment process was highly competitive and only those applications with an assessment score of 54% or greater were recommended for support.

The Assessment Panel is confident the projects recommended for support will diversify and complement the existing offering within the city and achieve significant outcomes including activation, social, cultural and economic returns for the city.

Event Sponsorship Round 2 | 2017-18 | HBF RUN FOR A REASON

Applicant	HBF Health Ltd		
Event Title	HBF Run for a Reason		
Event Start Date	27/05/2018	Start time	5.45am
Event End Date	27/05/2018	End time	12.00 noon
Venues	Perth CBD; Gloucester Park		
Estimated attendance	38,500		
Ticket Price	\$49.00		
Total Project Cost	\$2,037,000		
Total Amount Requested	\$37,500 (2% of the total project cost)		
REMPPLAN Impact (Direct)	\$1.178M	REMPPLAN Total	\$1.905M
Recommendation	Approval		
Recommended amount	36,500 (2% of the total project cost)		
Assessment Score	48.33 out of 64 (76%)		

Event Summary

The HBF Run for a Reason is an annual fundraising run, walk or jog through the City to raise funds for charity.

Applicant Details

Information from the Australian Business Register

ABN	11 126 884 786
Entity Name	HBF Health Limited
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6000
Main Business Location State	WA

Associate Details

Name	Relationship Type
Dr Rodney Maxwell Moore	Director
Mr Anthony Frank Crawford	Director
Mr Brent Michael Stewart	Director
Mr John Van Der Wielen	Director
Mr Richard England	Director
Mr Verran David Fehlberg	Company Secretary
Mr Warren Andrew Linnell	Public Officer
Ms Helen Kurincic	Director
Ms Lisa Michelle Fitzpatrick	Director
Ms Mary Woodford	Director
Ms Valerie Anne Davies	Director

Event Description

The 2018 HBF Run for a Reason will take place on Sunday 27 May. The event aims to attract 38,500 participants and to raise over \$1.2 million for WA charities.

The HBF Run for a Reason has three distances where participants can walk, jog, run or wheel (prams or wheelchairs) in the half marathon, 12km or 4km.

All distances start in the Perth CBD on the intersection of William and Hay Streets and conclude at Gloucester Park. A bag drop is stationed at Forrest Place Mall which over 15,000 participants utilise. There are shuttle buses post-event to return participants to the CBD where they can collect their bags and spend time in the City before returning home.

The event is not for profit and all of the funds raised go directly back to West Australian health related charities. The HBF Run for a Reason has raised over \$8 million in the previous eight years. HBF Run for a Reason supports four charities - Cancer Council WA, Diabetes WA, Heart Foundation WA and Lifeline WA.

Previous City of Perth Support

Sponsorship for the last five years is as follows:

Year	Amount
2013	\$25,000
2014	\$25,000
2015	\$25,000
2016	\$25,000
2017	\$35,000
TOTAL	\$135,000

Sponsorship Benefits

Organisers are offering the following benefits for the requested sponsorship:

- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Official host of the start area and naming rights to start area stage – “City of Perth Start Stage” (HBF to produce specific branded stage signage as per 2017);
- Opportunity to have City of Perth activation around the start line;
- Opportunity for oncourse entertainment zone (e.g. City of Perth Band);
- Opportunity for the Lord Mayor, or representative, to address participants at start area;
- Inclusion of City of Perth crest on associated marketing collateral including brochures, posters, event pocket guide, participant bib, volunteer t-shirts and start and finish gantry signage (side panels);
- Inclusion of promotional message in one issue of e-newsletter to participant database;
- Logo and hyperlink on the home page of the event website and logo, blurb and hyperlink on the sponsors page of the event website;
- Inclusion of City of Perth promotional video on big screens at the Event Centre, start area and finish line;
- Signage opportunities including fencing panels/tear drop flags in start and finish gantries;
- Acknowledgment via PA announcements;
- Opportunity to promote CPP car park offer to all participants as the preferred event day car park with a preferred parking offer;
- The City to receive access to post-event research conducted by event organisers
- Opportunity for City of Perth employees to take part in the event;
- Official host of the bag drop area ‘City of Perth Bag Drop’ located in Forrest Place;
- Opportunity to showcase specific marketing messages or event at the three-day Event Centre (PCEC) to an audience of over 25,000;
- Opportunity to showcase specific marketing messages or event at the finish line to an audience of over 35,000 participants plus spectators; and
- One Facebook post, one Twitter post and one Instagram post on HBF Run platform promoting the City’s key messages.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	3
Subtotal 3 out of 4 (75%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	2.67
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	3.33
Contributes to a strong reputation for Perth as a city that is attractive for investment	3
Provides attendees opportunities to engage with City businesses pre and/or post event	3
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	3.33
Subtotal 15.33 out of 20 (77%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	2
Safe for participants and the public	2.33
Subtotal 4.33 out of 8 (54%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	2.67
Increased place activation and use of under-utilised space	3
Subtotal 5.67 out of 8 (71%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2
Event does not clash or conflict with other events on the events calendar	3.67
Subtotal 5.67 out of 8 (71 %)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	3.33
Applicants proven ability to deliver the project within the timeline	4
A demonstrated variety in funding sources to ensure sustainability of the project	3.67
Level of benefits and recognition offered to the City	3.33
Subtotal 14.33 out of 16 (90%)	
TOTAL ASSESSMENT SCORE 48.33 out of 64 (73%)	

Assessment Panel comments

- Unlike many mass participation events in Australia, the HBF Run for a Reason has experienced continual growth in participation in the event year-on-year since the events inception;
- The event brings vibrancy and activation to the City with clear economic return for local businesses due to it starting and finishing within the City boundaries;
- Organisers provide the City with a sponsor evaluation report to quantify the benefits of investment;

- The City's investment is relatively minor given the scale of the event, and the event delivers multiple benefits to the City in terms of marketing, health and well-being and activation;
- The assessment panel has recommended cash sponsorship of \$36,500 for the event.

Event Sponsorship Round 2 | 2017-18 | NIGHT NOODLE MARKETS

Applicant	Fairfax Media Publications Pty Ltd		
Event Title	Night Noodle Markets		
Event Start Date	16/03/2018	Start time	5.00pm
Event End Date	25/03/2018	End time	10.00pm
Venues	Supreme Court Gardens, Perth		
Estimated attendance	125,000		
Ticket Price	Free to attend		
Total Project Cost	\$612,070		
Total Amount Requested	\$50,000 (8% of the total project cost)		
REMPPLAN Impact (Direct)	\$9.375M	REMPPLAN Total	\$15.159M
Recommendation	Approval		
Recommended amount	\$30,000 (4.9% of the total project budget)		
Assessment Score	48.33 out of 64 (76%)		

Event Summary

Night Noodle Markets is a contemporary hawker-style food market held annually in the City. The event is managed by Fairfax Media and is held in several capital cities across Australia as a series of related events.

Applicant Details*Information from the Australian Business Register*

ABN	33 003 357 720
Entity Name	Fairfax Media Publications Pty Ltd
Entity Type	Australian Private Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	2009
Main Business Location State	NSW

Associate Details

Name	Relationship Type
Mr David J Housego	Director
Ms Gail Hambly	Director and Public Officer

Event Description

A free community event, the 2018 Night Noodle Markets will be held for the first time in the Supreme Court Gardens each night from 16 to 25 March after previously being held in Elizabeth Quay. Celebrating Asian cuisine and culture, the Market will include over twenty stalls serving fresh Asian inspired dishes. Food stalls participating in the event are likely to include several City-based bricks and mortar businesses.

The Market will also feature family-friendly live music, DJs, LED-lit dancing dragons, and bespoke dessert creations. Organisers advise that previous events have attracted over 120,000 visitors. Organisers have planned the event dates in order to align with the City's 'Eat Drink Perth' campaign.

Previous City of Perth Support

Sponsorship for the last five years is as follows:

Year	Amount
2013	N/A
2014	N/A
2015	\$50,000
2016	Declined
2017	N/A
TOTAL	\$50,000

Sponsorship Benefits

Organisers have offered the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- City of Perth crest to appear on the Good Food Month homepage with link to the City's 'Eat Drink Perth' microsite;
- City of Perth crest and /or 'Eat Drink Perth' logo to be include in event signage;
- 'Eat Drink Perth' promotional material to be distributed at Night Noodle Market;
- The Lord Mayor, or nominated representative, to be invited to speak at the Night Noodle Market launch;
- City of Perth and Eat Drink Perth logo to be included in signage at official launch function;
- 2 Facebook posts on the Good Food Month Facebook Page; and
- 1 eDM inclusion within the Good Food Insider eDM.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	3
Subtotal 3 out of 4 (75%)	
ECONOMIC OUTCOMES	
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	3.67
Contributes to a strong reputation for Perth as a city that is attractive for investment	3
Provides attendees opportunities to engage with City businesses pre and/or post event	2.67
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	3.33
Subtotal 14.67 out of 20 (73%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	4
Safe for participants and the public	3.33
Subtotal 7.33 out of 8 (92%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	2.67
Increased place activation and use of under-utilised space	3
Subtotal 5.67 out of 8 (71%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2.33
Event does not clash or conflict with other events on the events calendar	2.33
Subtotal 4.66 out of 8 (58%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	3.67
Applicants proven ability to deliver the project within the timeline	3.67
A demonstrated variety in funding sources to ensure sustainability of the project	3.33
Level of benefits and recognition offered to the City	2.33
Subtotal 13 out of 16 (81%)	
TOTAL ASSESSMENT SCORE 48.33 out of 64 (76%)	

Assessment Panel comments

- Organisers have worked closely with the City of Perth on the 2018 event including securing Supreme Court Gardens for the first time and plan to invite City-based Asian restaurants to participate in the event;
- The event attracts an estimated 120,000 people, with the key demographics of families, baby boomers and City workers aligning with the City's target markets;
- It is anticipated that the event will have flow on impact to City of Perth Parking carparks, and businesses located at Elizabeth Quay and Barrack Street;
- The assessment panel scored this event highly and recommends cash sponsorship of \$30,000.

Event Sponsorship Round 2 | 2017-18 | PERTH CHINESE NEW YEAR FAIR

Applicant	Chung Wah Association		
Event Title	Perth Chinese New Year Fair 2018		
Event Start Date	18/02/2018	Start time	12.00 noon
Event End Date	18/02/2018	End time	9.00pm
Venues	James Street, Lake Street and Northbridge Piazza		
Estimated attendance	38,000 (based on City survey 2017)		
Ticket Price	Free to attend		
Total Project Cost	\$250,000		
Total Amount Requested	\$75,000 (30% of the total project cost)		
REMPAN Impact (Direct)	\$1.612M	REMPAN Total	\$2.605M
Recommendation	Approval		
Recommended amount	\$50,000 (20% of the total project budget)		
Assessment Score	47.66 out of 64 (74%)		

Event Summary

The Perth Chinese New Year Fair is an annual street carnival celebrating Chinese New Year. The event is free to the public to attend and will include stalls, performances and entertainment.

Applicant Details*Information from the Australian Business Register*

ABN	31 621 821 100
Entity Name	Chung Wah Association
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6003
Main Business Location State	WA

Associate Details

Name	Relationship Type
Mr Yew Chuan Ko	Public officer

Event Description

The Chinese New Year Fair will be held on Sunday 18 February 2018 from 12.00 noon to 9.00pm. The event will be held on James Street, Lake Street, the Northbridge Piazza and Chinatown. The Fair will include stalls in James Street offering food, drink, souvenirs and cultural information and demonstrations. Activities on Lake Street will include a games and ride alley, and street activities such as lion and dragon dances and other cultural parades. The event will conclude with a multicultural concert at the Northbridge Piazza.

Organisers will work with the Perth International Arts Festival for the 2018 event to present shows by a visiting Chinese artists as part of the event.

Organisers claim an estimated attendance of 70,000 at the 2017 event; however the City conducted independent measurement of the event through WIFI analytics, showing an attendance of 38,000. In 2018 the City will again undertake independent evaluation of the event to gauge attendance, audience engagement and economic return generated from the event.

Previous City of Perth Support

Sponsorship for the last five years is as follows:

Year	Amount
2013	\$50,000
2014	\$60,000
2015	\$60,000
2016	\$60,000
2017	\$70,000
TOTAL	\$300,000

Sponsorship Benefits

Organisers have offered the following benefits for the requested sponsorship:

- Presenting rights to the event (Chinese New Year Fair presented by the City of Perth);
- Logo recognition on all event promotional material including the advertisement on the Special Chinese New Year Advertising Supplement in the West Australian (over 100,000 issues);
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Promotion of City of Perth activities through social media, e-newsletters and/ or website;
- City of Perth logo to appear on the event website with a hyperlink to the City of Perth website; and
- Advertisement of City of Perth on one issue of Chung Wah Magazine posted to 1,300 members.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	2.67
Subtotal 2.67 out of 4 (67%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	2.67
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	3.33
Contributes to a strong reputation for Perth as a city that is attractive for investment	3
Provides attendees with opportunities to engage with City businesses pre and/or post event	3.67
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	3.33
Subtotal 16 out of 20 (80%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	4
Safe for participants and the public	3.33
Subtotal 7.33 out of 8 (92%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	1.67
Increased place activation and use of under-utilised space	3.67
Subtotal 5.34 out of 8 (67%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	3
Event does not clash or conflict with other events on the events calendar	3
Subtotal 6 out of 8 (75%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	2.33
Applicants proven ability to deliver the project within the timeline	3.33
A demonstrated variety in funding sources to ensure sustainability of the project	2.33
Level of benefits and recognition offered to the City	2.33
Subtotal 10.32 out of 16 (65%)	
TOTAL ASSESSMENT SCORE 47.66 out of 64 (74.48%)	

Assessment Panel comments

- The Chinese New Year Fair is a high value event showcasing the City's cultural diversity;
- The event is accessible to a broad demographic and shows a high level of risk management and event management planning;
- There are no significant additions to the event which would justify additional funding;
- The assessment panel felt that funding for the event should be slightly scaled back to align more with events of a similar scale;
- The assessment panel recommends sponsorship of \$50,000 for this event.

Event Sponsorship Round 2 | 2017-18 | BROOKFIELD WINTER LIGHTS FESTIVAL

Applicant	Brookfield Commercial Operations Pty Ltd		
Event Title	Brookfield Winter Lights Festival		
Event Start Date	06/06/2018	Start time	6.00pm
Event End Date	16/06/2018	End time	11.00pm
Venues	The Brookfield heritage buildings on St Georges Terrace and within the Brookfield Place public spaces		
Estimated attendance	30,000		
Ticket Price	Free to attend		
Total Project Cost	\$330,000		
Total Amount Requested	\$30,000 (9% of the total project cost)		
REMPAN Impact (Direct)	\$2.658M	REMPAN Total	\$4.298M
Recommendation	Approval		
Recommended amount	\$20,000 (6% of the total project budget)		
Assessment Score	46.5 out of 64 (73%)		

Event Summary

The Brookfield Winter Lights Festival is a journey of art and light with the aim of transforming Brookfield Place through installations, projections, exhibitions and interactive performances.

Applicant Details

Information from the Australian Business Register

ABN	86 120 690 940
Entity Name	Brookfield Commercial Operations Pty Ltd
Entity Type	Australian Private Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	2000
Main Business Location State	NSW

Associate Details

Name	Relationship Type
Brookfield Commercial Property Pty Ltd	Company Shareholder
Mr Neil David Olofsson	Company Secretary
Mr Ross Arnold Mcdiven	Director
Mr Shane Andrew Ross	Public Officer

Event Description

The Brookfield Winter Lights Festival will be held nightly from 6 to 16 June 2018.

The Festival is a free community event curated annually under the global Arts Brookfield banner. The event aims to present a world-class cultural experience which brings public space to life. Organisers aim to provide economic returns for local businesses, attract city workers, residents and tourists into the precinct, and further enhance the revitalisation of the Perth CBD.

Located at Brookfield Place, the 2018 Festival will again have projections on both the front and back of the heritage buildings along St Georges Terrace. In addition the event will include a number of art and light installations, exhibitions and interactive performances pieces throughout the Brookfield Place precinct. A mix of local and international artists will be selected to participate.

The Festival is scheduled to align with the City of Perth's Winter Arts Season in order to take advantage of the extensive coverage and strong promotion the City of Perth campaign receives.

Previous City of Perth Support

Sponsorship for the last five years is as follows:

Year	Amount
2013	\$0
2014	\$0
2015	\$0
2016	\$20,000
2017	\$20,000
TOTAL	\$40,000

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Logo recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;

- City of Perth crest will appear on all event collateral including;
 - the projections on the terrace;
 - social media (including Facebook, Instagram and Twitter);
 - event promotional flyer;
 - event video;
 - lift screen advertising and in print throughout Brookfield managed properties;
- The City of Perth will be recognised as a sponsor on the Brookfield Place website, across social media platforms and in relevant event media releases;
- The City of Perth will be recognised in relevant EDMs to local staff, key tenants contacts and the external Brookfield database; and
- The City of Perth support will be acknowledged during the opening launch.
- Additional sponsorship opportunities can also be discussed.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	3.33
Subtotal 3.33 out of 4 (83%)	
ECONOMIC OUTCOMES	
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	2
Contributes to a strong reputation for Perth as a city that is attractive for investment	2
Provides attendees opportunities to engage with City businesses pre and/or post event	3.33
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	3
Subtotal 12.33 out of 20 (62%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	4
Safe for participants and the public	3.33
Subtotal 7.33 out of 8 (92%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	1
Increased place activation and use of under-utilised space	2
Subtotal 3 out of 8 (38%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	3
Event does not clash or conflict with other events on the events calendar	4
Subtotal 7 out of 8 (88%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	3.67
Applicants proven ability to deliver the project within the timeline	3.67
A demonstrated variety in funding sources to ensure sustainability of the project	3.67
Level of benefits and recognition offered to the City	2.50
Subtotal 13.51 out of 16 (84%)	
TOTAL ASSESSMENT SCORE 46.5 out of 64 (73%)	

Assessment Panel comments

- The event will add vibrancy to the City and will align with the City's Winter Arts Season;
- The City would like organisers to investigate carbon offsetting for the additional energy use over the period of the Festival;
- There are no additional elements to the 2018 event which would justify an increase in the level of sponsorship;
- Cash sponsorship of \$20,000 is recommended for the event.

Event Sponsorship Round 2 | 2017-18 | PERTH RAMBLE

Applicant	Ronald McDonald House Perth		
Event Title	Perth Ramble		
Event Start Date	08/04/2018	Start time	11am
Event End Date	08/04/2018	End time	2pm
Venues	Forrest Place start and finish		
Estimated attendance	6,200		
Ticket Price	Approximately \$43 individual, \$160 team		
Total Project Cost	\$38,490		
Total Amount Requested	\$10,000 (26% of the total project cost)		
REMPPLAN Impact (Direct)	\$0.601M	REMPPLAN Total	\$0.973M
Recommendation	Approval		
Recommended amount	\$8,500 (22% of the total project budget)		
Assessment Score	41.94 out of 64 (66%)		

Event Summary

Perth Ramble is a fundraising initiative for the Ronald McDonald House Perth. Participants are engaged in an event that is inspired by a 'treasure hunt' and an 'amazing race', through the Perth CBD.

Applicant Details*Information from the Australian Business Register*

ABN	17 197 600 778
Entity Name	The Home Away From Home Incorporated And Ronald McDonald House
Entity Type	Other incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Public Benevolent Institution
Goods & Services (GST)	Yes
Endorsed as DGR	Yes (Item 1)
Tax Concessions	FBT Exemption, GST Concession, Income Tax Exemption
Main Business Location Postcode	6009
Main Business Location State	WA

Associate Details

Name	Relationship Type
Mr Glenn McGregor Baker	Office Bearer of a club/association

Event Description

The Perth Ramble will be held on Sunday 8 April 2018 from 11.00am to 2.00pm.

Participants are given a map of Perth and a set of clues. The answers are designed to take them to different places around the CBD in a race against the clock to get to the end, with opportunities to win prizes throughout the event. The Ramble route has been designed to showcase the ease in which participants can move around the city. Organisers aim to include new landmarks and precincts which may have been unveiled or opened in the 12 months prior to the event, and liaise closely with the City to gain advice on areas prioritised for activation.

Registration fees are applicable for the event and participants raise funds for the Ronald McDonald House. Online registration fees and sponsorships cover the costs of running the event which is managed by volunteers.

2018 will be the 7th Perth Ramble, and the first year that the event is managed by Ronald McDonald House. Organisers believe that it is the only event of its kind and scale in the Perth CBD. Organisers anticipate an attendance of 6,200 at the 2018 event.

Previous City of Perth Support

Sponsorship for the last five years is as follows*:

Year	Amount
2013	\$25,000
2014	\$25,000
2015	\$18,750
2016	\$5,000
2017	\$5,000
TOTAL	\$78,750

*Sponsorship was provided to “Rotary Ramble” who previously managed the event. No sponsorship has been provided to Ronald McDonald House in the last five years.

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Logo recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Logo to be placed on Perth Ramble Website on sponsor page;
- City of Perth logo to appear on all event promotional material – printed;
- City of Perth logo to appear on all event promotional material - emailed ;
- Promotion of sponsorship on Perth Ramble and RMH Perth social media channels;
- Inclusion of City of Perth branded location stop within the Perth CBD;

- Opportunity to display City of Perth signage at the start and finish of the event;
- Opportunity for Perth Lord Mayor, or representative, to open or close the event and to present prizes to winning teams;
- Invitation to attend post event sponsor appreciation function;
- Opportunity to use the function room at RMH (catering at own cost); and
- Opportunity to work with RMH Perth Media team to create social/newsletter content for City of Perth communications.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	3
Subtotal 3 out of 4 (75%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	1.67
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	2.67
Contributes to a strong reputation for Perth as a city that is attractive for investment	1.67
Provides attendees with opportunities to engage with City businesses pre and/or post event	3.33
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	2.67
Subtotal 12.01 out of 20 (60%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	2.33
Safe for participants and the public	3.33
Subtotal 5.6 out of 8 (71%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	0.67
Increased place activation and use of under-utilised space	3.67
Subtotal 4.34 out of 8 (54%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	3
Event does not clash or conflict with other events on the events calendar	2.33
Subtotal 5.33 out of 8 (67%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	3.33
Applicants proven ability to deliver the project within the timeline	3.33
A demonstrated variety in funding sources to ensure sustainability of the project	3
Level of benefits and recognition offered to the City	2
Subtotal 11.66 out of 16 (73%)	
TOTAL ASSESSMENT SCORE 41.94 out of 64 (66%)	

Assessment Panel comments

- The Perth Ramble has been held in the City since 2012;
- A large percentage of participants are families and young professionals - both of which fall within the City of Perth's identified target markets;
- City businesses will be given the opportunity to participate in the event by becoming a 'pit stop' which encourages participants to engage with them during the event;
- The assessment panel recommends cash sponsorship of \$8,500 for the event.

Event Sponsorship Round 2 | 2017-18 | BUDDHA'S BIRTHDAY AND MULTICULTURAL FESTIVAL

Applicant	Buddha's Light International Association		
Event Title	Buddha's Birthday and Multicultural Festival 2018		
Event Start Date	14/04/2018	Start time	10am - 8.30pm
Event End Date	15/04/2018	End time	9am - 5 pm
Venues	Elizabeth Quay		
Estimated attendance	40,000		
Ticket Price	Free to attend		
Total Project Cost	\$212,000		
Total Amount Requested	\$50,000 (24% of the total project cost)		
REMPAN Impact (Direct)	\$1.825M	REMPAN Total	\$2.951M
Recommendation	Approval		
Recommended amount	\$20,000 (9% of the total project budget)		
Assessment Score	38.65 out of 64 (60%)		

Event Summary

Buddha's Light International Association of Western Australia Inc. has been organising the Buddha's Birthday and Multicultural Festival (BBMF) as an annual celebration since 1992. The event has been held at various locations including Supreme Court Gardens, Langley Park, Elizabeth Quay and Fo Guang Shan Buddhist Temple, Maylands.

Organisers advise that the 2017 event attracted over 40,000 local and international visitors to Elizabeth Quay to participate in the event.

Applicant Details

Information from the Australian Business Register

ABN	86 642 350 067
Entity Name	Buddha's Light International Association Western Australia Incorporated
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	No
Endorsed as DGR	No
Tax Concessions	FBT Rebate, Income Tax Exemption
Main Business Location Postcode	6051
Main Business Location State	WA

Associate Details

Name	Relationship Type
Mr Jong-Seng Foo	Office Bearer of a club/association

Event Description

Buddha's Birthday and Multicultural festival 2018 will be held at Elizabeth Quay from 14 – 15 April 2018. The event commemorates the birthday of Buddha.

BBMF is a free, family-orientated event, where organisers aim to celebrate the teaching of the Buddha across the two day event program. The event aims to promote multiculturalism and social inclusion and healthy living with vegetarian food, no alcohol and mindfulness activities. The event will also include Dragon and Lion Dances, a Buddha's bathing and prayer ceremony, children's art and craft, mindfulness activities such as Tai Chi, mass meditation and tea meditation and a fireworks display.

BBMF will include performances by over 35 multicultural performance groups and over 400 performers throughout the two days of the event.

Previous City of Perth Support

Sponsorship for the last five years is as follows:

Year	Amount
2013	\$0
2014	\$0
2015	\$39,000
2016	\$39,000
2017	\$39,000
TOTAL	\$117,000

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Logo recognition on event website if applicable;
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- The support of the City to be acknowledged on social media channels;
- Onsite benefits such as dedicated space to carry out on-site leverage activities and demonstration/display opportunities or exhibition space;
- Inclusion in all press releases and other media activities;

- An opportunity for the Lord Mayor, or representative, to officiate at official event functions;
- Verbal recognition of the City of Perth's support;
- Inclusion in all print, outdoor and broadcast advertising, and inclusion on event promotion;
- Inclusions in eDMs or event newsletter;
- The Lord Mayor, or representative, to be invited to speak at the event.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	2.33
Subtotal 2.33 out of 4 (58%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	1
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	2.33
Provides attendees opportunities to engage with City businesses pre and/or post event	2.67
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	2.33
Subtotal 11.33 out of 20 (57%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	4
Safe for participants and the public	2.67
Subtotal 6.67 out of 8 (83%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	2
Increased place activation and use of under-utilised space	1
Subtotal 3 out of 8 (38%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2.33
Event does not clash or conflict with other events on the events calendar	2.33
Subtotal 4.66 out of 8 (58%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	3
Applicants proven ability to deliver the project within the timeline	3.33
A demonstrated variety in funding sources to ensure sustainability of the project	2.33
Level of benefits and recognition offered to the City	2
Subtotal 10.66 out of 16 (67%)	
TOTAL ASSESSMENT SCORE 38.65 out of 64 (60%)	

Assessment Panel comments

- The event is free to the public and will attract a broad demographic;
- Organisers have requested an increased level of sponsorship for 2018 with no rationale or justification provided in the application;
- As the event is to be held at Elizabeth Quay which is an MRA owned space, the maximum contribution allowable under the policy is \$20,000;
- Cash sponsorship of \$20,000 is recommended.

Event Sponsorship Round 2 | 2017-18 | HAWAIIAN WALK FOR WOMEN'S CANCER

Applicant	Harry Perkins Institute Of Medical Research Inc.		
Event Title	Hawaiian Walk for Women's Cancer		
Event Start Date	05/05/2018	Start time	5.30am
Event End Date	05/05/2018	End time	8.00pm
Venues	Various, including UWA, Hawaiian shopping centres, Langley Park and Kings Park		
Estimated attendance	3,500		
Ticket Price	\$50.00 registration fee and fundraising minimum of \$1,000		
Total Project Cost	\$437,500		
Total Amount Requested	\$50,000 (11% of the total project budget)		
REMPAN Impact (Direct)	\$0.053M	REMPAN Total	\$0.087M
Recommendation	Approval		
Recommended amount	\$5,000 (1% of the total project budget)		
Assessment Score	38.31 out of 64 (60%)		

Event Summary

The Harry Perkins Institute of Medical Research held its inaugural Hawaiian Walk for Women's Cancer in 2017. The purpose of the event is to raise funds for charity.

Applicant Details*Information from the Australian Business Register*

ABN	16 823 190 402
Entity Name	Harry Perkins Institute Of Medical Research Inc.
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Health Promotion Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes (Item 1)
Tax Concessions	FBT Exemption, GST Concession, Income Tax Exemption
Main Business Location Postcode	6009
Main Business Location State	WA

Associate Details

Name	Relationship Type
Charles Henry Perkins	Office Bearer of a club/association
Mr Antonio Spezzacatena	Office Bearer of a club/association and Public Officer

Event Description

The Hawaiian Walk for Women's Cancer 2018 will be held on Saturday 5 May 2018 from 5.30am to 8.00pm. The walk will start at the University of WA, and will take a route through Nedlands, Shenton Park, Subiaco and Leederville, North Perth, Perth, Victoria Park and returning to the University of WA. Each participant can walk either 30km or the marathon distance of 42km. Hawaiian shopping centres will provide entertainment precincts along the course route, and food stops and a gourmet lunch are also provided for participants.

Participants must commit to a minimum fundraising effort of \$1,000. Organisers hope to raise \$1,500,000 through the event. All funds raised from the event go directly to the Harry Perkins Institute of Medical Research. Funds support the employment and funding of research into better prevention methods and treatments for breast and ovarian cancer.

Previous City of Perth Support

The City of Perth has not previously supported this event.

Sponsorship Benefits

Organisers have offered the following benefits for the requested sponsorship:

- Sponsorship Designations;
 - City of Perth will be a Major Sponsor;
 - City of Perth will be the Presenting Sponsor for the Lunch Stop (to be located in the City of Perth);
- Logo recognition on all event promotional material, including posters, postcards, flyers, brochures and participants bibs;
- Logo recognition on event website, including on course maps;
- Sponsor profile on event website;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Item inclusion on 3 EDM distributions to a database of 150,000;
- Logo inclusion on EDM distributions and press releases;
- Event signage;
 - Prominently placed CCB mesh and feather flags at the start/finish chutes at the University of Western Australia;
 - All walk through food/water stations within the City of Perth to be provided with CCB and feather flag signage opportunities;
 - Prominent signage at the designated lunch stop for the event located within the City of Perth;

- Lord Mayor to be invited to participate in the official start of the event and to address the participants at the start line;
- City of Perth logo to be used on specific digital marketing content as determined by Corporate Sports Australia;
- City of Perth to be provided with social media inclusions to promote City of Perth services/events/amenities within the City of Perth as nominated by the City of Perth;
 - Minimum of 12 posts on Facebook and connected social media platforms;
- A minimum of 2 pre-event training sessions to take place solely within the City of Perth boundaries, with post training session coffee taking place in the City of Perth; and
- An invitation to councillors, executive and administrative staff of the City of Perth to take part in an educational tour and workshop at the Harry Perkins Institute of Medical Research.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	3
Subtotal 3 out of 4 (75%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	1.33
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	1.33
Contributes to a strong reputation for Perth as a city that is attractive for investment	1.33
Provides attendees opportunities to engage with City businesses pre and/or post event	2.33
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	2.67
Subtotal 8.99 out of 20 (45%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	2.67
Safe for participants and the public	3.33
Subtotal 6 out of 8 (75%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	2
Increased place activation and use of under-utilised space	2.33
Subtotal 4.33 out of 8 (54%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2
Event does not clash or conflict with other events on the events calendar	2.33
Subtotal 4.33 out of 8 (54%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	3.33
Applicants proven ability to deliver the project within the timeline	3.33
A demonstrated variety in funding sources to ensure sustainability of the project	2.33
Level of benefits and recognition offered to the City	2.67
Subtotal 11.66 out of 16 (73%)	
TOTAL ASSESSMENT SCORE 38.31 out of 64 (60%)	

Assessment Panel comments

- Whilst this is a valuable fundraising event, the event attracts a significantly lower attendance than the HBF Run for a Reason and Mother's Day Classic;
- The event will raise funds for Harry Perkins Institute which is located within the City of Perth LGA;
- It is anticipated there will be limited economic returns to the community;
- The assessment panel is recommending cash sponsorship of \$5,000.

Event Sponsorship Round 2 | 2017-18 | PERTH JAPAN FESTIVAL MATSURI

Applicant	Japan Festival Association in Perth		
Event Title	Perth Japan Festival Matsuri 2018		
Event Start Date	10/03/2018	Start time	11:00am
Event End Date	10/03/2018	End time	6:00pm
Venue	Forrest Place		
Estimated attendance	15,000		
Ticket Price	Free to attend		
Total Project Cost	\$50,000		
Total Amount Requested	\$10,000 (20% of the total project cost)		
REMPPLAN Impact (Direct)	\$1.050M	REMPPLAN Total	\$1.698M
Recommendation	Approval		
Recommended amount	\$10,000 (20% of the total project budget)		
Assessment Score	37.67 out of 64 (59%)		

Event Summary

The Japan Festival is an annual event which showcases Japanese cultural performances to the public. Performances will include traditional instruments, martial arts, choir and Japanese Cos-play. Organisers will also have marquees selling Japanese food and Japanese goods.

Applicant Details*Information from the Australian Business Register*

ABN	12 787 414 676
Entity Name	Japan Festival Association in Perth Inc.
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	No
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6005
Main Business Location State	WA

Associate Details

Name	Relationship Type
Blk Benjamin James Opie	Director

Event Description

The Japan Festival will be held in Forrest Place on Saturday 10 March 2018 from 11.00am to 6.00pm. Organisers advise that the event is the largest Japanese cultural event in WA.

The event is designed to promote Japanese culture, traditions and way of life, and to promote business relationships between Japan and Australia. The event also features stalls offering cultural and business information relating to Japan, as well as children's games and activities.

Previous City of Perth Support

Sponsorship for the last five years is as follows:

Year	Amount
2013	N/A
2014	\$8,400
2015	\$8,400
2016	\$8,400
2017	\$10,000
TOTAL	\$35,200

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Logo recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- The City of Perth logo to appear on all event promotion including the website and print advertising;
- The support of the City to be acknowledged on social media for the event;
- The support of the City of Perth to be acknowledged verbally and in radio advertising.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	2.33
Subtotal 2.33 out of 4 (58%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	0.67
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	2.33
Contributes to a strong reputation for Perth as a city that is attractive for investment	2
Provides attendees with opportunities to engage with City businesses pre and/or post event	3
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	2.33
Subtotal 10.33 out of 20 (52%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	4
Safe for participants and the public	2.67
Subtotal 6.67 out of 8 (83%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	0.67
Increased place activation and use of under-utilised space	4
Subtotal 4.67 out of 8 (58%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2.33
Event does not clash or conflict with other events on the events calendar	2
Subtotal 4.33 out of 8 (58%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	2.67
Applicants proven ability to deliver the project within the timeline	3
A demonstrated variety in funding sources to ensure sustainability of the project	2
Level of benefits and recognition offered to the City	1.67
Subtotal 9.37 out of 16 (59%)	
TOTAL ASSESSMENT SCORE 37.67 out of 64 (59%)	

Assessment Panel comments

- The Japan Festival is a free annual event which attracts a broad demographic;
- The City has supported this event since it first moved to the City in 2014;
- The assessment panel is recommending sponsorship of \$10,000 for the event.

Event Sponsorship Round 2 | 2017-18 | YOUNG BUTCHER'S PICNIC

Applicant	Lifeline WA		
Event Title	Young Butchers Picnic		
Event Start Date	21/04/2018	Start time	10.00am
Event End Date	22/04/2018	End time	4.00pm
Venues	Forrest Place Perth		
Estimated attendance	5,000		
Ticket Price	Free to attend		
Total Project Cost	\$80,000		
Total Amount Requested	\$20,000 (25% of the total project cost)		
REMPAN Impact (Direct)	\$0.350M	REMPAN Total	\$0.566M
Recommendation	Approval		
Recommended amount	\$10,000 (12.5% of the total project budget)		
Assessment Score	35.65 out of 64 (56%)		

Event Summary

The Young Butcher's Picnic is an annual celebration of the meat and food industries, local butchers and BBQ enthusiasts. The event is a free family friendly event that includes entertainment, cooking demonstrations, food sampling and local produce.

Applicant Details*Information from the Australian Business Register*

ABN	43 517 756 699
Entity Name	Living Stone Foundation Inc.
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Public Benevolent Institution
Goods & Services (GST)	Yes
Endorsed as DGR	Yes (Item 1)
Tax Concessions	FBT Exemption, GST Concession, Income Tax Exemption
Main Business Location Postcode	6000
Main Business Location State	WA

Associate Details

Name	Relationship Type
Mr Donald McIntyre Bouse	Office Bearer of a club/association
Mr Newland Branch Hutchinson	Office Bearer of a club/association
Mr Peter Robert Mott	Director
Ms Lorna Jane Macgregor	Public Officer

Event Description

The Young Butchers Picnic will be held from 21 to 22 April 2018 in Forrest Place. The event includes butchering competitions, demonstrations and is free to the public to attend. Organisers invite contestants from interstate and international locations to participate in the event. Last year, contestants from New Zealand, America, Canada and Singapore were invited to attend and compete. Organisers advise that WA butchers are the leaders in their industry and this event and competition is a great environment for them to be involved in.

The event has two components; the butchering competition and the “Smokin’ in the City BBQ Challenge”. The butchering competition will involve apprentice butchers from all over the world competing in Australia's only cutting and cooking competition.

“Smokin’ in the City” is a contest for BBQ enthusiasts showcasing their BBQ skills. This competition will consist of teams of one to four cooks. Teams are required to provide approximately 100 tastes to the community to assist Lifeline WA in raising funds.

Previous City of Perth Support

Sponsorship for the last five years is as follows:

Year	Amount
2013	\$12,000
2014	\$20,000
2015	\$20,000
2016	\$20,000
2017	\$20,000
TOTAL	\$92,000

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Logo recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;

- Access to the event for the City of Perth Digital team to produce content at our own cost;
- City of Perth logo included on newspaper promotions;
- The City of Perth to be acknowledged in radio advertising for the event;
- The Lord Mayor, or representative, to be invited to officially open the event; and
- The support of the City of Perth to be acknowledged on the event page on the Lifeline WA website.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	2.33
Subtotal 2.33 out of 4 (58%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	1.33
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	1.67
Contributes to a strong reputation for Perth as a city that is attractive for investment	1.33
Provides attendees opportunities to engage with City businesses pre and/or post event	2.67
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	2.33
Subtotal 9.33 out of 20 (47%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	3.67
Safe for participants and the public	2
Subtotal 5.67 out of 8 (71%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	0.67
Increased place activation and use of under-utilised space	4
Subtotal 4.67 out of 8 (58%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2
Event does not clash or conflict with other events on the events calendar	2.33
Subtotal 4.33 out of 8 (50%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	2.33
Applicants proven ability to deliver the project within the timeline	3.33
A demonstrated variety in funding sources to ensure sustainability of the project	1.33
Level of benefits and recognition offered to the City	2.33
Subtotal 9.32 out of 16 (58%)	
TOTAL ASSESSMENT SCORE 35.65 out of 64 (56%)	

Assessment Panel comments

- The City has supported this event for several years;
- The event has limited other funding sources;
- Cash sponsorship of \$10,000 is recommended for the 2018 event.

Event Sponsorship Round 2 | 2017-18 | TEE-BALL STATE CHAMPIONSHIPS

Applicant	Tee-Ball Association of WA		
Event Title	Tee-Ball State Championships		
Event Start Date	03/03/2018	Start time	8.00 am
Event End Date	05/03/2018	End time	6.00 pm
Venues	Langley Park		
Estimated attendance	10,000		
Ticket Price	Free for spectators		
Total Project Cost	\$28,900		
Total Amount Requested	\$5,000 (17% of the total cost of the event)		
REMPAN Impact (Direct)	\$0.350M	REMPAN Total	\$0.566M
Recommendation	Approval		
Recommended amount	\$5,000 (17% of the total project budget)		
Assessment Score	35.33 out of 64 (55%)		

Event Summary

The State Tee-Ball Championships have been held at Langley Park annually since 1978. The event is comprised of a competition between tee-ball clubs throughout the State to decide the 2018 West Australian champions.

Applicant Details*Information from the Australian Business Register*

ABN	13 684 422 808
Entity Name	Tee-Ball Association of WA Inc.
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	No
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6018
Main Business Location State	WA

Associate Details

Name	Relationship Type
Executor For Elizabeth Ann Geddis	Office Bearer of a club/association
Mr Daniel Robert Hankin	Office Bearer of a club/association
Mr Douglas Noel Sullivan	Office Bearer of a club/association
Mr Eric Lake	Office Bearer of a club/association
Mrs Kay Malcolmson Briggs	Office Bearer of a club/association

Event Description

The State Tee-Ball Championships will be held at Langley Park from 3 – 5 March 2018. West Australian tee-ball clubs send their 12 best players in each age group to play in a competition to decide the champions in their division.

Age divisions for the event are: Under 9, Under 10, Under 11, Under 12 and Under 13. Organisers estimate that 10,000 people attend the event each year including families of teams travelling from regional areas to compete in the championships.

Previous City of Perth Support

Sponsorship for the last five years is as follows:

Year	Amount
2013	\$5,000
2014	\$5,000
2015	\$5,000
2016	\$5,000
2017	\$5,000
TOTAL	\$25,000

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:-

- Logo recognition on all event promotional material, including brochures, flyers, e-newsletters, booklets, adverts, websites;
- Logo recognition on event website;
- Sponsor profile on event website;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Opportunity to display City of Perth signage at the event;
- The City of Perth to be acknowledged verbally during the event;

- The City of Perth to receive a complimentary full page advert in the program for the event;
- The City of Perth to be given the opportunity to place news item in any newsletters produced promoting the event;
- The City of Perth to be given the opportunity to have an information kiosk at the event, staffed by the City;
- VIP invitations to be extended to the Lord Mayor and Elected Members to attend the event;
- The Lord Mayor, or representative, to be invited to speak at the event; and
- The City of Perth crest to be displayed at the Tee-Ball Association of Western Australia Clubrooms acknowledging sponsorship.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	2
Subtotal 2 out of 4 (50%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	0.33
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	2
Contributes to a strong reputation for Perth as a city that is attractive for investment	2
Provides attendees opportunities to engage with City businesses pre and/or post event	2
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	2.33
Subtotal 8.66 out of 20 (43%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	3.67
Safe for participants and the public	1.67
Subtotal 5.34 out of 8 (67%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	0.67
Increased place activation and use of under-utilised space	3
Subtotal 3.67 out of 8 (46%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	3
Event does not clash or conflict with other events on the events calendar	2.33
Subtotal 5.33 out of 8 (67%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	3
Applicants proven ability to deliver the project within the timeline	3.33
A demonstrated variety in funding sources to ensure sustainability of the project	2.33
Level of benefits and recognition offered to the City	1.67
Subtotal 10.33 out of 16 (65%)	
TOTAL ASSESSMENT SCORE 35.33 out of 64 (55%)	

Assessment Panel comments

- The State Tee-Ball Championships have a long history in the City;
- The event is estimated to attract 10,000 people to the City, including several regional teams and their families who are likely to patronise City hotels and food and beverage providers;
- The assessment panel commented that sponsorship of this event was a small contribution for a relatively large economic return, mostly through CPP parking revenue;
- Cash sponsorship of \$5,000 is recommended for the event.

Event Sponsorship Round 2 | 2017-18 b | PERTH MOTHER'S DAY CLASSIC

Applicant	The Women in Super Mother's Day Classic		
Event Title	The Perth Mother's Day Classic		
Event Start Date	13/05/2018	Start time	7.00 am
Event End Date	13/05/2018	End time	10.00 am
Venues	Supreme Court Gardens		
Estimated attendees	5,000		
Ticket Price	\$45		
Total Project Cost	\$108,340		
Total Amount Requested	\$30,000 (28% of the total event cost)		
REMPAN Impact (Direct)	\$0.125M	REMPAN Total	\$0.202M
Recommendation	Approval		
Recommended amount	\$5,000 (5% of the total project budget)		
Assessment Score	34.65 out of 64 (54%)		

Applicant Details*Information from the Australian Business Register*

ABN	16 179 157 565
Entity Name	The Trustee for Mother's Day Classic Foundation
Entity Type	Discretionary Investment Trust
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes (Item 2)
Tax Concessions	GST Concession, Income Tax Exemption
Main Business Location Postcode	3000
Main Business Location State	VIC

Event Summary

The Mother's Day Classic is an annual fundraising event which has been held for the past twelve years. The mission of the event is to deliver an inspirational and fun community event which celebrates those touched by breast cancer, increases awareness of the disease and raises funds for ongoing breast cancer research.

Associate Details

Name	Relationship Type
MDC Foundation Limited	Trustee

Event Description

The Mother's Day Classic will be held on the morning of Mother's Day, Sunday 13 May 2018.

The event consists of a 4km or 8km walk/run around Supreme Court Gardens and parts of Riverside Drive. The event audience is primarily women with 75% of participants being female.

The event is a fundraising activity with participants charged an entry free. The event precinct is free for supporters and the site is open to the general public.

Organisers will stage a variety of activities and free entertainment for participants and supporters, including warm up aerobics, live music, a special zone for children and celebrity appearances. Participants are able to collect their commemorative medallions when they finish the course. Additionally sponsors set up marquees on the day to interact with all attendees.

Many participants wear tribute cards to loved ones who have been lost or are currently fighting breast cancer. They can then place these cards on a tribute wall in the assembly area.

Previous City of Perth Support

Sponsorship for the last five years is as follows*:

Year	Amount
2013	\$12,000
2014	\$12,000
2015	\$12,000
2016	\$12,000
2017	\$10,000
TOTAL	\$58,000

*This event was supported by way of a donation from the Community Services Business Unit until 2017.

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Logo recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;

- Access to the event for the City of Perth Digital team to produce content at our own cost;
- Category of 'Official Venue Partner';
- Two Facebook posts and one 250 promotion included in an event EDM;
- Logo recognition on event website and participant communication;
- Opportunity to display signage at the event (provided by the City of Perth);
- Opportunity for the Lord Mayor, or nominated representative, to speak on stage at the event.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	2.67
Subtotal 2.67 out of 4 (67%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	0.33
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	2
Contributes to a strong reputation for Perth as a city that is attractive for investment	1.33
Provides attendees opportunities to engage with City businesses pre and/or post event	2.33
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	2.33
Subtotal 8.32 out of 20 (42%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	2.33
Safe for participants and the public	2.33
Subtotal 4.66 out of 8 (58%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	2.67
Increased place activation and use of under-utilised space	3
Subtotal 5.67 out of 8 (71%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2.33
Event does not clash or conflict with other events on the events calendar	2.33
Subtotal 4.66 out of 8 (58%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	2.67
Applicants proven ability to deliver the project within the timeline	3
A demonstrated variety in funding sources to ensure sustainability of the project	1.33
Level of benefits and recognition offered to the City	1.67
Subtotal 8.67 out of 16 (54%)	
TOTAL ASSESSMENT SCORE 34.65 out of 64 (54%)	

Assessment Panel comments

- Whilst the event is for a worthwhile cause, it has a lower attendance than other events of a similar nature;
- Organisers have requested increased funding for the 2018 event with no justification or rationale provided in the application;
- Cash sponsorship of \$5,000 is recommended for the event.

Event Sponsorship Round 2 | 2017-18 | INDONESIAN MULTICULTURAL HARMONY DAY

Applicant	Perth Indonesian Community		
Event Title	Indonesian Multicultural Harmony Day		
Event Start Date	28/04/2018	Start time	4.00pm
Event End Date	28/04/2018	End time	9.00pm
Venues	Ozone Reserve		
Estimated attendance	8,000		
Ticket Price	Free to attend		
Total Project Cost	\$71,354.70		
Total Amount Requested	\$35,000 (49% of the total project cost)		
REMPPLAN Impact (Direct)	\$0.339M	REMPPLAN Total	\$0.548M
Recommendation	Decline		
Recommended amount	\$0		
Assessment Score	33.66 out of 64 (53%)		

Applicant Details*Information from the Australian Business Register*

ABN	65 133 640 532
Entity Name	The Trustee For The Olszowy Family Trust
Entity Type	Other trust
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6110
Main Business Location State	WA

Event Summary

Perth Indonesian Community will deliver the Indonesian Multicultural Harmony Day in 2018. The event is a multicultural festival involving different cultures living in the Perth area, to celebrate Harmony Day.

Associate Details

Name	Relationship Type
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M A B PTY LTD	Trustee
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Event Description

The Indonesian Multicultural Harmony Day will be held at Ozone Reserve on 28 April 2018 from 4.00pm to 9.00pm. The event is a multicultural celebration showcasing Indonesian culture, including participation from other cultures such as the Sri Lankan and African communities in Perth.

The event will feature cultural performances, food sales, and art and craft stalls, and will be delivered by the Perth Indonesian Community and Easy Events. Organisers are planning the event to support Living in Harmony in Perth. Organisers are holding the event on this date as the venue was unavailable for the event on the official Harmony Day in March.

Previous City of Perth Support

The City has not previously sponsored this event.

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Logo recognition on event website if applicable;
- Sponsor profile on event website if applicable;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- The support of the City to be acknowledged in all newspaper and radio advertising, including in the West Australian;
- The City of Perth logo to appear on all event banners, flyers and the event website; and
- The support of the City to be acknowledged on social media for the event.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	3
Subtotal 3 out of 4 (75%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	1
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	2.67
Contributes to a strong reputation for Perth as a city that is attractive for investment	1.33
Provides attendees opportunities to engage with City businesses pre and/or post event	1.33
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	2.67
Subtotal 9 out of 20 (45%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	4
Safe for participants and the public	2.33
Subtotal 6.33 out of 8 (79%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	1
Increased place activation and use of under-utilised space	3.33
Subtotal 4.33 out of 8 (54%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2.33
Event does not clash or conflict with other events on the events calendar	2.33
Subtotal 4.66 out of 8 (58%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	2
Applicants proven ability to deliver the project within the timeline	1
A demonstrated variety in funding sources to ensure sustainability of the project	1.67
Level of benefits and recognition offered to the City	1.67
Subtotal 6.34 out of 16 (40%)	
TOTAL ASSESSMENT SCORE 33.66 out of 64 (53%)	

Assessment Panel comments

- Whilst the application demonstrates planning, the assessment panel had concerns on the organisers ability to deliver this event to a high standard;
- Organisers have requested a significant percentage of the total project budget which is in excess of the maximum 30% allowed in the program guideline;
- The application did not show a diversity of funding sources to contribute to the event's sustainability.
- The event did not score above the threshold for funding (54%).

Event Sponsorship Round 2 | 2017-18 | GREEK FESTIVAL, PERTH GLENDI

Applicant	Perth Glendi Association of WA		
Event Title	Greek Festival, Perth Glendi		
Event Start Date	21/04/2018	Start time	11.00am
Event End Date	21/04/2018	End time	10.00pm
Venues	Elizabeth Quay		
Estimated attendance	20,000		
Ticket Price	\$2.00		
Total Project Cost	\$150,000		
Total Amount Requested	\$40,000 (27% of the total project cost)		
REMPAN Impact (Direct)	\$0.848M	REMPAN Total	\$1.371M
Recommendation	Decline		
Recommended amount	\$0		
Assessment Score	32.33 out of 64 (51%)		

Event Summary

The Greek Glendi has been presented by the Hellenic Community since 2015. In 2017, organising members of the event have separated from the Hellenic Community of WA and formed the Perth Glendi Association of WA Inc. in order to deliver the Perth Glendi 2018.

Applicant Details*Information from the Australian Business Register*

ABN	55 816 416 363
Entity Name	Perth Glendi Association of WA
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6000
Main Business Location State	WA

Associate Details

Name	Relationship Type
Mrs Lexine French	Office Bearer of a club/association

Event Description

The Perth Glendi will be held at Elizabeth Quay on Saturday 21 April 2018 from 11.00am to 10.00pm. The event will be a showcase of Greek culture and food and will feature entertainment including:

- cooking demonstrations;
- dance shows;
- entertainment;
- food stalls; and
- children's activities.

Organisers advise that the Greek Glendi is designed to celebrate the contribution that Hellenic migration has made to Western Australia and the opportunities Western Australia has provided migrants and their families.

Organisers advise that the previous events delivered by the Hellenic Community attracted an audience of 20,000.

Previous City of Perth Support

The City of Perth has not previously supported the Perth Glendi Association of WA to deliver this event.

The City has supported the Hellenic Community of WA to deliver the event as per the below:-

Year	Amount
2013	\$0
2014	\$0
2015	\$25,000
2016	\$25,000
2017	\$0
TOTAL	\$50,000

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Logo recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- The City of Perth logo will appear on all promotion and marketing material as a Major Sponsor. The City of Perth will be promoted on the Facebook Page and web site;
- VIP invitations extended to the Lord Mayor, elected members and relevant staff with their guest;
- The Lord Mayor will be asked to speak at the event; and
- The City of Perth logo will also be included as a major sponsor in the electronic newsletter.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	2.33
Subtotal 2.33 out of 4 (58%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	0.67
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	2.33
Provides attendees with opportunities to engage with City businesses pre and/or post event	1.67
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	2.33
Subtotal 10 out of 20 (50%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	2.33
Safe for participants and the public	2.67
Subtotal 5 out of 8 (63%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	0.67
Increased place activation and use of under-utilised space	2
Subtotal 2.67 out of 8 (33%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2.33
Event does not clash or conflict with other events on the events calendar	2
Subtotal 4.33 out of 8 (54%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	2.33
Applicants proven ability to deliver the project within the timeline	2.67
A demonstrated variety in funding sources to ensure sustainability of the project	2
Level of benefits and recognition offered to the City	1
Subtotal 8 out of 16 (50%)	
TOTAL ASSESSMENT SCORE 32.33 out of 64 (51%)	

Assessment Panel comments

- Organisers have separated from the Hellenic Community of WA to deliver the event independently;
- The requested sponsorship of \$40,000 is an increase on the \$25,000 previously provided to the Hellenic Community of WA to deliver the event;
- The event scored low in the assessment process and did not meet the 54% threshold for funding;
- It is recommended that cash sponsorship is declined for this event.

Event Sponsorship Round 2 | 2017-18 | BRAZILIAN CARNAVAL

Applicant	Marcio Mendes & Community Dance Events Inc		
Event Title	Brazilian Carnival 2018		
Event Start Date	10/02/2018	Start time	4.00pm
Event End Date	10/02/2018	End time	10.00pm
Venues	Swan River from Barrack Street Jetty Elizabeth Quay Game Sports Bar, Aberdeen Street		
Estimated attendance	2,300		
Ticket Price	\$150 (Boat Party only)		
Total Project Cost	\$22,000		
Total Amount Requested	\$5,000 (23% of the total project cost)		
REMPPLAN Impact (Direct)	\$0.085M	REMPPLAN Total	\$0.137M
Recommendation	Decline		
Recommended amount	\$0		
Assessment Score	31.33 out of 64 (49%)		

Event Summary

Brazilian Carnival was first held in Perth in 2017. The event is a showcase of Brazilian culture through music and dance.

Applicant Details

Information from the Australian Business Register

ABN	25 232 247 397
Entity Name	Marcio Paulino Mendes
Entity Type	Individual/ Sole trader
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	No
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6050
Main Business Location State	WA

Associate Details

Name	Relationship Type
No Associates registered	

Event Description

The Brazilian Carnival will be held on Saturday 10 February from 4.00pm to 10.00pm. The event is a Brazilian Festival including food, music, children's activities, dancing and workshops. There will be three key elements to the event as follows:-

- Street Party –held at Elizabeth Quay, the event will be free to the public to attend and will feature a range of performances with a carnival atmosphere. The Street Party will end with a Samba parade through Elizabeth Quay. Organisers estimate an attendance of 2,000 at this component;
- Boat party- departing from Elizabeth Quay, the boat party will be ticketed at \$150 per head. Organisers estimate an attendance of 200 at this component; and
- After Party – to be held at the Games Sports Bar in Northbridge, this will be the official after party of the event.

Organisers advise that the boat party and after party are self-funding, and they are seeking funding for the Street Party component only.

Previous City of Perth Support

The City has not previously supported this event.

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Logo recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- The Lord Mayor to be invited to participate in the opening of the event as part of the welcome to country ceremony;
- City of Perth logo on all advertising Media as a major sponsor;
- The event utilises a stage screen that would include snapshots of City of Perth as major Sponsor; and
- Making photography and videography available to City of Perth for use in Marketing.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	2.33
Subtotal 2.33 out of 4 (58%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	1
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	1.33
Contributes to a strong reputation for Perth as a city that is attractive for investment	1
Provides attendees opportunities to engage with City businesses pre and/or post event	2.33
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	1.67
Subtotal 7.33 out of 20 (37%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	2.33
Safe for participants and the public	2.33
Subtotal 4.66 out of 8 (58%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	2
Increased place activation and use of under-utilised space	1.67
Subtotal 3.67 out of 8 (46%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2.67
Event does not clash or conflict with other events on the events calendar	2
Subtotal 4.67 out of 8 (58%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	1.67
Applicants proven ability to deliver the project within the timeline	2.33
A demonstrated variety in funding sources to ensure sustainability of the project	2.67
Level of benefits and recognition offered to the City	2
Subtotal 8.67 out of 16 (54%)	
TOTAL ASSESSMENT SCORE 31.33 out of 64 (49%)	

Assessment Panel comments

- The assessment panel sees value in this event and believes it has the capacity to grow into a vibrant annual event;
- However the attendance is low in comparison to other events of a similar nature supported by the City;
- The event did not rate above the threshold for support; and
- It is recommended that cash sponsorship is declined for this event.

Event Sponsorship Round 2 | 2017-18 | SWIM THE SWAN

Applicant	West Australian Swimming Association Inc.		
Event Title	Swim the Swan		
Event Start Date	25/03/2018	Start time	9.00am
Event End Date	25/03/2018	End time	12.00noon
Venues	Swan River adjacent to Riverside Drive and WA Rowing Club		
Estimated attendance	250		
Ticket Price	Free for spectators		
Total Project Cost	\$35,000		
Total Amount Requested	\$10,000 (29% of the total project cost)		
REMPAN Impact (Direct)	\$0.024M	REMPAN Total	\$0.039M
Recommendation	Decline		
Recommended amount	\$0		
Assessment Score	31 out of 64 (48%)		

Applicant Details*Information from the Australian Business Register*

ABN	19 894 160 812
Entity Name	Western Australian Swimming Association Inc.
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6006
Main Business Location State	WA

Event Summary

Swim the Swan is the final round of the fourteen event Open Water Swimming Series 2017-2018. The series is comprised of 14 Rounds, held across metropolitan and regional WA beaches, a dam, Champion Lakes and the river. The series also includes a special children's event at Rottne Island.

Associate Details

Name	Relationship Type
Mr Christopher John R Conway-Cook	Director and Office Bearer of a club/association
Mr Geoffrey Grant Reid	Office Bearer of a club/association and Public Officer

Event Description

Swim the Swan will be held on Sunday 25 March 2018 from 9.00am to 12.00 noon. Swimmers will enter the water at the WA Rowing Club and swim parallel with Riverside Drive before returning to the rowing club. The course will offer 500m, 1.25k, 2.5k and 5k distances which will provide opportunities for the young, the experienced and inexperienced to challenge themselves against the backdrop of the city. Spectators can follow their swimmer via the river bank.

The series is designed to appeal to a wide group of swimmers and to provide new swimmers an opportunity to swim in a safe, controlled environment.

Organisers advise that in 2018 the event will be promoted to corporate organisations as corporate challenges and/or team building.

Previous City of Perth Support

The City has not previously supported this event.

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- The City to be acknowledged as a Major Partner with the event to be "Proudly supported by the City of Perth";
- Logo recognition on all event promotional material;
- Logo recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- Access to the event for the City of Perth Digital team to produce content at our own cost;
- The Lord Mayor, or representative, to be invited to officially start the event and present awards;
- City of Perth branding will be included in all marketing collateral of the round;
- The City of Perth will be linked via our website on all pages relating to the round;
- All advertising will carry the agreed slogan on radio and print and television;
- The #challenge yourself, tag will link back to the City of Perth and all social media will carry the agreed branding; and
- The City of Perth to be acknowledged in Swimming WA's Annual Report.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	2
Subtotal 2 out of 4 (50%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	1
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	2.33
Contributes to a strong reputation for Perth as a city that is attractive for investment	0.33
Provides attendees with opportunities to engage with City businesses pre and/or post event	2.33
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	2.33
Subtotal 8.32 out of 20 (42%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	3
Safe for participants and the public	1.67
Subtotal 4.67 out of 8 (58%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	0.67
Increased place activation and use of under-utilised space	2.67
Subtotal 3.34 out of 8 (42%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	2.33
Event does not clash or conflict with other events on the events calendar	2.33
Subtotal 4.66 out of 8 (58%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	1.67
Applicants proven ability to deliver the project within the timeline	3
A demonstrated variety in funding sources to ensure sustainability of the project	1.67
Level of benefits and recognition offered to the City	1.67
Subtotal 8.01 out of 16 (50%)	
TOTAL ASSESSMENT SCORE 31 out of 64 (48%)	

Assessment Panel comments

- The event has a very small projected attendance in comparison with other events supported by the City;
- There is unlikely to be any substantial flow on to City traders as a result of the event;
- The application did not score above the threshold for funding;
- The assessment panel recommends that cash sponsorship is declined for this event.

Event Sponsorship Round 2 | 2017-18 | GREEK ORTHODOX EASTER CELEBRATION

Applicant	Hellenic Community of Western Australia Inc.		
Event Title	Greek Orthodox Easter Celebration		
Event Start Date	06/04/2018	Start time	9.00pm
Event End Date	07/04/2018	End time	2.00am
Venues	Procession: Parker St; Aberdeen St; Shenton St Procession and Resurrection Service: Russell Square		
Estimated attendance	2,000		
Ticket Price	Free to attend		
Total Project Cost	\$31,000.00		
Total Amount Requested	\$15,000.00 (48% of the total project cost)		
REMPPLAN Impact (Direct)	\$0.001M	REMPPLAN Total	\$0.002M
Recommendation	Decline		
Recommended amount	\$0		
Assessment Score	25.35 out of 64 (40%)		

Event Summary

The Greek Orthodox Easter Celebration is an annual Easter event, held by the Hellenic Community of Western Australia. The event was supported through the City's Donations Program from 2014 to 2017.

Applicant Details

Information from the Australian Business Register

ABN	43 348 779 338
Entity Name	Hellenic Community of WA Inc.
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6003
Main Business Location State	WA

Associate Details

Name	Relationship Type
Mr John Metaxas	Director
Mr Nicolaos Dimopoulos	Director

Event Description

The Greek Orthodox Easter Celebration event includes a crucifixion procession around Russell Square on the Orthodox Good Friday 6 April 2018 and Resurrection Service in Russell Square commencing on the Orthodox Easter Saturday 7 April 2018. Greek Orthodox Easter is held later than the traditional Easter dates, according to the Gregorian Calendar.

Both the Procession and Resurrection Service will comprise approximately 2,000 people, including priests, priest's assistants, flower girls, altar boys and the choir from the Church of Saints Constantine and Helene.

Previous City of Perth Support

The City has previously provided donations for the event as follows:

Year	Amount
2013	\$0
2014	\$15,000
2015	\$15,000
2016	\$15,000
2017	\$10,000
TOTAL	\$55,000

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

- Logo recognition on all event promotional material;
- Logo recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- Acknowledgement in President's annual report to approximately 1,600 Hellenic Community members;
- Acknowledgement in Hellenic eNews emailed to approximately 500 members;
- Acknowledgement of sponsorship on either the outside broadcast screen of the Church service or on signage beside the screen; and
- Facebook acknowledgement to 750 followers.

Event Sponsorship Round 2: Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

CULTURAL OUTCOMES	
Event is accessible to a broad demographic	0.67
Subtotal 0.67 out of 4 (17%)	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	0
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	1.67
Contributes to a strong reputation for Perth as a city that is attractive for investment	0.67
Provides attendees opportunities to engage with City businesses pre and/or post event	2
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	1
Subtotal 5.34 out of 20 (27%)	
COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public to attend	4
Safe for participants and the public	2.67
Subtotal 6.67 out of 8 (83%)	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	1
Increased place activation and use of under-utilised space	2.67
Subtotal 3.67 out of 8 (46%)	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	1.67
Event does not clash or conflict with other events on the events calendar	1
Subtotal 2.67 out of 8 (33%)	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	2.33
Applicants proven ability to deliver the project within the timeline	3
A demonstrated variety in funding sources to ensure sustainability of the project	0.67
Level of benefits and recognition offered to the City	0.33
Subtotal 6.33 out of 16 (40%)	
TOTAL ASSESSMENT SCORE 25.35 out of 64 (40%)	

Assessment Panel comments

- The event has historically been funded as a donation. With the review of the City's Donations program, organisers were informed in 2016 that the event would no longer be eligible for support;
- The event is purely a religious service and does not meet the objectives of the City's Event Sponsorship program, including increasing economic investment in the City;
- The panel recommends that cash sponsorship is declined for this event.