

**Marketing, Sponsorship and  
International Engagement  
Committee**

**Notice of Meeting  
30 January 2018  
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 – 5 December 2017
- 5 Correspondence
- 6 Disclosure of Members' interests
- 7 Matters for which the meeting may be closed

<b>Attachment No.</b>	<b>Item No. and Title</b>	<b>Reason</b>
Confidential Attachment 8.4B	Item 8.4 - East End Improvement Grants – Stage 1 East End Improvement Model	s 5.23(2)(e) (ii)
Confidential Attachment 8.5B	Item 8.5 - Business Event Sponsorship – Australian Medical Students' Association National Convention 2018	s 5.23(2)(e) (ii)

- 8 Reports
  - 8.1 - Industry Sector Development Sponsorship – Forum Advocating For Cultural and Eco-Tourism
  - 8.2 - Industry / Sector Development Sponsorship – Flux Specialty Tech Labs Program
  - 8.3 - Industry/Sector Development Sponsorship – Western Australian Indigenous Tourism Operators Council
  - 8.4 - East End Improvement Grants – Stage 1 East End Improvement Model
  - 8.5 - Business Event Sponsorship – Australian Medical Students' Association National Convention 2018
  - 8.6 - Heritage Grant – 55-59 Goderich Street, East Perth
  - 8.7 - Heritage Grant – 7 Queen Street, Perth

9 Motions of which Previous Notice has been given

10 General Business

10.1 - Responses to General Business from a Previous Meeting

- Ferris Wheel (raised at WKS on 5/12/17)

Cr Limnios requested the administration to explore options for a Ferris Wheel along Riverside Drive (near Supreme Court Gardens).

The Director Planning and Development advised community consultation would be required and this will be investigated by the administration with a response to be provided to the Marketing, Sponsorship and International Engagement Committee.

- Zip Lines (raised at WKS on 5/12/17)

Cr Limnios requested the administration explore the options for a zip line within in the City of Perth similar to Las Vegas.

The Director Construction and Maintenance advised this request will be taken on notice with a response to be provided to the Marketing, Sponsorship and International Engagement Committee.

10.2 - New General Business

11 Items for consideration at a future meeting

Outstanding Reports:

- Street Arts Work Program (raised at MKT on 7/11/17)

12 Closure



**MARTIN MILEHAM**  
**CHIEF EXECUTIVE OFFICER**  
25 January 2018

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

## MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

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

<b>Members:</b>	<b>1st Deputy:</b>	<b>2nd Deputy:</b>
Cr Chen (Presiding Member)	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](mailto:governance@cityofperth.wa.gov.au).
- Question Sheets are also available on the City's web site: [www.perth.wa.gov.au](http://www.perth.wa.gov.au).

## Deputations

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

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

## Disclaimer

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

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

# 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.



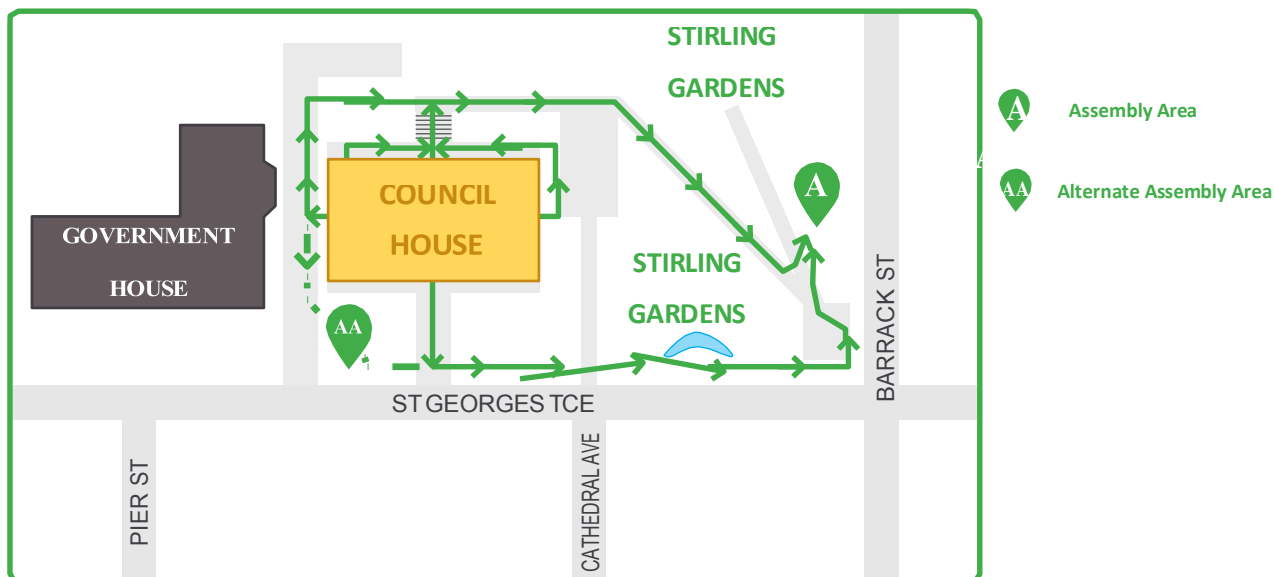
### EVACUATION ALARM / PROCEDURES

**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**                      **Industry Sector Development Sponsorship – Forum Advocating**  
**Item 8.1**                      **For Cultural and Eco-Tourism**

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**Recommendation:**

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

- 1. APPROVES cash sponsorship of \$9,000 (excluding GST) to Forum Advocating For Cultural And Eco-Tourism to present an annual program of events;**
- 2. NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.1A;**
- 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 30 April 2019.**

FILE REFERENCE:                      P1034443#03  
 REPORTING UNIT:                      Economic Development Unit  
 RESPONSIBLE DIRECTORATE:        Economic Development & Activation  
 DATE:                                      4 January 2018  
 ATTACHMENT/S:                      Attachment 8.1A – 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:**

**Integrated Planning and Reporting Framework Implications**

**Strategic Community Plan**  
Goal 5: A prosperous city

### **Policy**

Policy No and Name: 18.13 – Sponsorships & Grants

## **Purpose and Background:**

Forum Advocating Cultural and Eco-Tourism (FACET) was founded in 1991 and is a not for profit peak tourism body based in Western Australia. FACET is a specialist organisation that represents the cultural, heritage, arts, eco and nature-based niche sectors of tourism.

The organisation promotes tourism for economic growth, as well as social, cultural and environmental development whilst working to connect like-minded people to inspire passion for the environment.

FACET facilitates a wide range of high quality forums and workshops including an annual conference that focuses on showcasing industry best practice aimed at supporting the development and awareness of cultural, heritage, arts, eco and nature based tourism.

The objectives of FACET are to:

- promote the sustainable use of WA's cultural and natural resources for tourism;
- provide opportunities for the community and key stakeholders to raise, discuss and debate issues regarding cultural and nature-based tourism;
- encourage the tourism industry to deliver authentic cultural and nature-based tourism experiences;
- foster understanding and appreciation of cultural and natural heritage through appropriate interpretation; and
- advocate and influence government, industry and the public to achieve professional, well managed, ethical conduct in tourism.

FACET works with state and local government and industry bodies to provide advice and advocacy into tourism policy development and strategic planning.

FACET members include key tourism industry and economic development stakeholders, state and local government, major tourism organisations, tourism operators, researchers, students and specialists in areas of tourism, environment, marketing, economic development, planning and hospitality.

## **Details:**

A table of the program of events is contained within the Detailed Officer Assessment in Attachment 8.1A. The program is currently set at 10 events for the calendar year, with the majority of events being held within the City of Perth boundaries.

All FACET events are open to members and the broader tourism sector, and attract attendance from across the State.

**Financial Implications:**

ACCOUNT NO:	93 971 000 7901
BUDGET ITEM:	Economic Development Program – Donations and Sponsorships
BUDGETED AMOUNT:	\$ 50,000
AMOUNT SPENT TO DATE:	\$ 40,165
PROPOSED COST:	\$ 9,000
BALANCE REMAINING:	\$ 835
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	

All figures quoted in this report are exclusive of GST.

**Comments:**

It is recommended that the Committee approves \$9,000 (excluding GST) towards Industry Sector Sponsorship of FACET's annual program of events.

FACET has exhibited to the City it is capable of organising worthwhile and quality events. It is recommended an increase from previous years' sponsorship to allow FACET the opportunity to build on current activities and grow the organisation's capabilities, which in turn could benefit the tourism sector, a key area of economic growth and employment for the city.

With tourism injecting approximately \$11.9 billion in Gross State Product into the West Australian economy every year, and creating more than 109,000 jobs, it is a valuable industry to the economy of Perth and WA, and a key priority sector for the City's Economic Development Unit.

The annual events program will allow those in the tourism industry to build valuable connections, particularly at a time when Perth and Western Australia is seeking to diversify its economic base and tourism offering to coincide with the delivery of major city projects.

Through continual alignment with FACET, the City will continue to build its relationship with industry, cementing its commitment to the tourism industry and reflecting the important role that the City plays within the sector.



**Detailed Officer Assessment – Industry / Sector Development Sponsorship**

<b>Applicant</b>	Forum Advocating for Cultural and Eco-Tourism
<b>Program</b>	Annual Program (approximately 9 events over 2018)
<b>Event Title</b>	Forum Advocating for Cultural and Eco-Tourism Annual Program
<b>Event Start Date</b>	01/02/2018
<b>Event End Date</b>	31/12/2018
<b>Venue</b>	Various venues
<b>Total Project Cost</b>	\$91,000
<b>Total Amount Requested</b>	\$9,000 (<10% of the total project cost)
<b>Recommendation</b>	Approval
<b>Recommended amount</b>	\$9,000
<b>Assessment Score</b>	25.34 out of 36 (70%)

**Applicant Details***Information from the Australian Business Register*

ABN	65924883562
Entity Name	Forum Advocating Cultural And Ecotourism Inc.
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	N/A
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6029
Main Business Location State	WA

**Associate Details**

Board members of FACET are:

<b>NAME</b>	<b>POSITION</b>
Ryan Mossny	Chair
Steve Crawford	Deputy Chair
Pauline McMullan	Secretary
Pat Barblett, AM	Founder
Ellen Bradley	Member

Helena Coulson	Member
Wendy Dowling	Member
Sally Hollis BBus	Member
Sharon O'Reilly	Member
Dr Amanda Smith	Member
Michael Collins	Member
Mark Delane	Member
Michael Hughes	Member
Peta McAuliffe	Member
Tracy Shea	Member
Cath Sutherland	Member

### **Project Summary**

The project consists of an annual program of forums and workshops, including an annual conference which will showcase the latest tourism trends and initiatives. The events will provide attendees access to industry leaders, experts and tourism professionals. They aim to deliver opportunities for professional development for business owners, government employees, related professionals, tourism operators and students.

Sponsorship funds would contribute to the annual program of events taking place over 2018. The annual program of events aim to support and advocate for the sustainable development of cultural, Aboriginal, heritage, eco and nature-based, food and wine tourism sectors.

### **Project Description**

An overview of the proposed 2018 events are as follows:

<b>NO.</b>	<b>MONTH</b>	<b>EVENT</b>	<b>LOCATION</b>	<b>DESCRIPTION</b>
1	February	Showcasing New Tourism Products	Willie Creek Pearls, Elizabeth Quay	This event is a collaboration with Willie Creek Pearls. FACET will invite its members and the tourism sector to attend a tour of the recently opened business followed by a presentation from management and finally networking opportunities.
2	February/ March	Universities Working with Tourism	Matilda Bay, Crawley and/or Curtin Business School (CBD)	An annual forum that connects the education sector with the tourism sector and highlights opportunities to provide win/win scenarios for both sectors through research opportunities and credible research data for tourism businesses.

3	March/ April	Who's Who in Tourism	Matilda Bay, Crawley	A breakfast forum that will celebrate and showcase some of the key tourism award winners, providing an opportunity for winners to share their approach in achieving best practice with attendees.
4	May	Geo-tourism Workshop	Dept. of Biodiversity, Conservation and Attractions, Kensington	The workshop will highlight the growing international interest in geo-tourism and showcase, explore and develop the opportunities and potential for Western Australia as a geo-tourism destination.
5	June	Heritage Tourism Workshop	TBC (possibly at a heritage venue within the City of Perth)	The workshop will be a celebration of the State's heritage; it will explore tourism related opportunities and share information to encourage the development of initiatives and programs to raise awareness of WA's heritage and culture through tourism, hospitality and other economic opportunities.
6	July	Food and Wine Tourism Conference	Busselton	The conference is a collaboration with Tourism WA, showcasing new and innovative operators. The conference will highlight the blend of climate, culture, people and the land of WA that makes WA's food and wine special and unique.
7	August	Who's Who in Local Government	Matilda Bay, Crawley	This breakfast forum will provide an overview from WALGA in relation to local government and tourism economic development. It will showcase a number of creative and innovative local government initiatives.
8	September	Social Media Workshop	TBC	This workshop will deliver current trends on social media platforms relevant to tourism. With particular focus on tourism & hospitality, this workshop will be interactive and include live online demonstrations of Facebook, Instagram and other social media platforms. It will offer tips, statistics, content advice, image control, time management and apps that are essential for business operators.
9	December	Christmas Networking Drinks	TBC (Perth boutique bar)	The event will showcase a unique boutique venue/bar in Perth and will provide an opportunity for the proprietor to share their vision and passion for their business.

### **Previous City of Perth Support**

The City has previously supported FACET over financial year programs, however, in 2017 moved to a calendar year program.

<b>Year</b>	<b>Amount</b>
2013/14	\$5,000
2014/15	\$5,000
2015/16	\$5,000
2017	\$5,000
2018	<i>Requested (\$9,000)</i> <i>Recommended (\$9,000)</i>

### **Sponsorship Benefits**

The City of Perth will receive the following sponsorship benefits:

- Logo recognition on all program promotional material;
- Logo recognition on project/applicant website;
- Sponsor profile on project/applicant website;
- Opportunity to display signage at event locations;
- Verbal acknowledgement as a sponsor at all events
- Opportunity for a representative to deliver a short relevant corporate message/update at appropriate events, in consultation with the FACET Chair;
- Media release to FACET's database acknowledging the City as a sponsor and supporter of the cultural, heritage, eco and nature based tourism sectors, including arts and hospitality sectors;
- Opportunity to distribute promotional material at events (where appropriate).
- Five free memberships to distribute to stakeholders;
- Promotion of the City's tourism initiatives/programs to the broader tourism industry through FACET's database, events and activities;
- Profiling of relevant City programs in the FACET newsletter;
- Opportunity to include an article in each newsletter (maximum 1 page) – text and images to be provided by City and approved by FACET Newsletter Editor; and
- Promotion of the City's tourism related initiatives on FACET's social media platforms.

### **Assessment Score Card**

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

<b>ECONOMIC OUTCOMES</b>	
Promote industry development and professional development opportunities in key economic sectors	3.33
Build long term relationships that provide business and community members with the opportunity to share best practice with visiting industry thought leaders	3

Enhance opportunities for business development and investment within key sector markets to stakeholders including new and emerging opportunities and export markets	2.67
Provide an economic benefit to businesses within the City of Perth	1.67
Provide competitive or comparative advantage by linking sector and industry stakeholders to achieve clusters or cooperative programs within the City of Perth LGA	2.67
Support ongoing development programs that provide training and skill development opportunities for businesses within the City of Perth including business incubators and/or accelerators	3.00
Reflect and add value to the City's Economic Development Strategy outcomes	3.00
Reflect and add value to the City's Strategic objectives	2.67
<b>Subtotal 22.01 out of 32</b>	
<b>ORGANISATIONAL COMPETENCY</b>	
Level of benefits and recognition offered to the City	3.33
<b>Subtotal 3.33 out of 4</b>	
<b>TOTAL ASSESSMENT SCORE 25.34 out of 36   70%</b>	

### Assessment Panel comments

Two members of the panel noted that the benefits to the City, both from a sponsorship and an economic impact point of view, are reasonable considering the requested amount and represent good value for the City in terms of recognition.

FACET has exhibited they are capable of delivering high quality events, and thus the recommendation to increase funding and show greater support to a unique tourism organisation that supports and advocates for the sustainable development of the cultural, Aboriginal, heritage, eco and nature-based, food and wine tourism sectors. Increased funding is considered timely given Perth and Western Australia is seeking to diversify its economic base.

FACET has also recently appointed Mr Ryan Mossny (Two Feet and a Heartbeat) as Chairperson. Mr Mossny is a business operator in the Perth tourism sector.

With his business background and contacts, he endeavours to use increased funding to organise even higher quality FACET events and draw larger attendee numbers.

**Agenda**                      **Industry / Sector Development Sponsorship – Flux Specialty**  
**Item 8.2**                      **Tech Labs Program**

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**Recommendation:**

***That Council:***

1. ***APPROVES Industry/Sector Development Cash Sponsorship of \$20,000 (excluding GST) to Flux Perth Pty Ltd to assist with the delivery of a specialty tech labs program over the next 12 months;***
2. ***NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.2A; and***
3. ***NOTES that Flux will provide the City with a detailed report relating to their program at the conclusion of the project.***

FILE REFERENCE:                      P1034443#03  
 REPORTING UNIT:                      Economic Development  
 RESPONSIBLE DIRECTORATE:        Economic Development and Activation  
 DATE:                                      15 November 2017  
 ATTACHMENT/S:                      Attachment 8.2A – 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:**

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

**Purpose and Background:**

Flux was established in 2016 and is a prominent co-working space located in the CBD, occupying the lower levels of Parmelia House at 191 Georges Terrace, Perth. The co-working space currently includes several sub-spaces:

- CORE Innovation Hub, Australia's first co-working space focuses on resources technology; and
- Solder, a dedicated hardware and makerspace for product creation, advanced manufacturing and prototyping.

Managed by Spacecubed employees, Flux focuses on facilitating scale and growth in start-up businesses and activating innovation in small to medium enterprises and larger corporations. Flux also plays a significant role in WA's start-up community by providing users with a quality space to work and facilitating connections, workshops, programs, investment exposure, business opportunities and events for the technology sector.

Flux is currently expanding its facilities onto two additional floors at 191 Georges Terrace, Perth. This expansion will include specialty tech labs providing the appropriate facilities and equipment to accommodate businesses working in the technology hardware and virtual and augmented reality (AR/VR) space.

Local market analysis identifies technology hardware and applications of virtual AR/VR as two major growth industries in the technology sector. However, access to quality space, isolation of practitioners and the high costs of associated equipment, impede the growth of these industries. Therefore, the establishment of the specialty tech labs, accompanied by a related program of events and masterclasses, will assist in lowering the threshold for local innovation and improving the landscape of Perth's dynamic technology start-up ecosystem.

**Details:**

Flux has approached the City seeking financial support for a series of workshops and panel discussions, to attract and engage professionals and businesses in the technology hardware and AR/VR sectors from across the State, into the Perth technology community.

It is anticipated that the event program will complement the establishment of the speciality tech labs and also enable the formation of a technology community within this emerging space, fostering connections between national and international thought leaders and the Perth technology ecosystem.

The specialty technology labs and program will:

- provide a designated space for businesses;
- create a centre of gravity for innovation;
- provide a quantum of low cost or no cost working space for pre-revenue start-ups;
- encourage openness and cooperation among practitioners/entrepreneurs;
- develop interconnectivity among the community of innovators;
- accelerate start-up business growth into occupying vacant floorspace;
- drive exposure across multiple platforms for the capabilities and potentials in these industries; and
- better facilitate the attraction of businesses and talent into Perth both locally and internationally.

The program, to be delivered in the next 12 months, will include:

- ten technical panel discussions; and
- two structured learning workshops.

Further details of this sponsorship request and the sponsorship benefits that will be provided to the City are provided in Attachment 8.2A.

### **Financial Implications:**

ACCOUNT NO:	CL 93 793000 7901
BUDGET ITEM:	Innovation and Technology
BUDGETED AMOUNT:	\$ 180,000
AMOUNT SPENT TO DATE:	\$ 115,909
PROPOSED COST:	\$ 20,000
BALANCE REMAINING:	\$ 95,909
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

### **Comments:**

Establishment of the specialty tech labs and supporting program by Flux is directly aligned with improving the business environment for high-growth technology companies in Perth.

The City of Perth has invested significantly in, and supported spaces, events and activities that have helped underpin the development of the local start-up ecosystem in WA. This support has been acknowledged and appreciated by many stakeholders within the local industry.

Support for Flux and its activities, as detailed in this report, will help to realise the City's objective of growing the local start-up technology industry, and for Perth to be central focal point for the sector, not just locally, but more broadly within the Indian Ocean region.



It is therefore recommended that Council approve Industry/Sector Development Cash Sponsorship of \$20,000 (excluding GST) to Flux to assist with delivery of a specialty tech labs program over the next 12 months.

**Detailed Officer Assessment - Industry / Sector Development Sponsorship | Flux Specialty Tech Labs event program**

<b>Applicant</b>	Flux Perth Pty Ltd
<b>Program</b>	Industry / Sector Development Sponsorship
<b>Project Title</b>	Flux specialty tech labs program
<b>Project Start Date</b>	01/02/2018
<b>Project End Date</b>	31/01/2019
<b>Venue</b>	Flux Perth – 191 Georges Terrace, Perth
<b>Total Project Cost</b>	\$40,000
<b>Total Amount Requested</b>	\$20,000
<b>REMPPLAN Impact (Direct)</b>	N/A
<b>Assessment Score</b>	30.68 out of 36 (85%)
<b>Recommendation</b>	Approval
<b>Recommended amount</b>	\$20,000

**Applicant Details**

*Information from the Australian Business Register*

ABN	30 611 295 571
Entity Name	Flux Perth 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	6000
Main Business Location State	WA

**Associate Details**

<b>Name</b>	<b>Relationship Type</b>
Mr Aaron Wai-Keat Wong	Company Secretary
Mr Aaron Wai-Keat Wong	Public Officer
Mr Brodie Mcculloch	Director

Name	Relationship Type
Mr Nigel Tasman Jones	Director
Mr Norman Mel Ashton	Director
Mr Richard Kilbane	Director
Oahu Management Pty Ltd	Company Shareholder
Spacecubed Innovation Ltd	Company Shareholder

### **Project Summary**

Flux Perth Pty Ltd is currently expanding its facilities into two additional floors at Parmelia House, 191 Georges Terrace, Perth. This expansion will include a new special tech lab specifically designed for businesses working in the major growth technologies industries, technology hardware and virtual and augmented reality (AR/VR) and complement the existing makerspace, Solder, within the facility.

The launching of the specialty tech labs will be supported with an events program, consisting of workshops and panel discussions, for entrepreneurs and business in the technology hardware and AR/VR space.

### **Project Description**

The specialty tech labs will provide the facilities and equipment to assist in the expansion of businesses in the tech hardware and AR/VR space. Such a space is the first of its kind in Perth; it facilitates growth and viability of two major industries in the technology sector, as well as attracting ambition practitioners/entrepreneurs, both nationally and internationally to Perth by minimising barriers to innovation. These are all a key factors contributing to economic diversification in Perth within the current economic climate.

To complement the establishment of the specialty tech labs, Flux will be facilitating a program consisting of a series of workshops and panel discussions, to attract and engage technology professionals and businesses from across the State into Perth, while fostering the growing technology community and connections between national and international thought leaders and the Perth technology ecosystem.

The specialty technology labs and program will:

- provide a designated space for businesses;
- create a centre of gravity for innovation;
- provide a quantum of low cost or no cost working space for pre-revenue start-ups;
- encourage openness and cooperation among practitioners/entrepreneurs;
- develop interconnectivity among the community of innovators;
- drive exposure across multiple platforms for the capabilities and potentials in these industries; and

- better facilitate the attraction of businesses and talent both locally and internationally.

The program, to be delivered in the next 12 months, will include:

- ten technical panel discussions; and
- two structured learning workshops.

### **Previous City of Perth Support**

The City has not previously provided direct financial support to Flux, its premises or its event programs.

### **Sponsorship Benefits**

The City will receive the following sponsorship benefits for supporting the proposed event program:

- Logo recognition on all promotional material;
- Logo recognition on project website and including on social media platforms:
  - Facebook (7,000+ reach);
  - Twitter (7,500+ reach);
  - LinkedIn (8,000+ reach);
- Logo recognition at project events;
- Direct promotion of sponsor contribution to Flux membership base (800+ members);
- Sponsor mentions in wider circulation newsletters (8,000 reach);
- Sponsor profile on project website;
- Opportunity to display City of Perth signage at the project location; and
- Opportunity for the Lord Mayor or delegate to speak or present at the project launch and other events.

### **Assessment Score Card**

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

<b>ECONOMIC OUTCOMES</b>	
Promote industry development and professional development opportunities in key economic sectors	4
Build long term relationships that provide business and community members with the opportunity to share best practice with visiting industry thought leaders	3.67
Enhance opportunities for business development and investment within key sector markets to stakeholders including new and emerging opportunities and export markets	4
Provide an economic benefit to businesses within the City of Perth	2.67
Provide competitive or comparative advantage by linking sector and industry stakeholders to achieve clusters or cooperative programs within the City of Perth LGA	4

Support ongoing development programs that provide training and skill development opportunities for businesses within the City of Perth including business incubators and/or accelerators	3.67
Reflect and add value to the City's Economic Development Strategy outcomes	3
Reflect and add value to the City's Strategic objectives	2.67
<b>Subtotal   27.68 out of 32</b>	
<b>ORGANISATIONAL COMPETENCY</b>	
Level of benefits and recognition offered to the City	3
<b>Subtotal   30.68 out of 36</b>	
<b>TOTAL ASSESSMENT SCORE   30.68 out of 36   (85%)</b>	

### Assessment Panel comments

The project/applicant:

- has strong alignment with the City's desired industry development outcomes;
- assists with diversification of the local economy;
- supports the emerging AR/VR industry and provide exposure to key sector players, ensure development of projects into sustainable operations; and
- is well known and already produces excellent outcomes in the Perth start-up, technology and innovation space.

### Officer Comments

This project is in direct alignment with outcomes of the City's Strategic Community Plan and Economic Development Strategy 2010. The specialty tech labs and program provide low threshold access to technical infrastructure that will allow the growth and viability local entrepreneurs and business in Perth's growing technology hardware and AR/VR technology sector.

In changing economic times and with the focus on economic diversification, the labs and program also will encourage and nurture sectoral diversity in the economy as well as having the potential to attract enterprise, both nationally and internationally, to the Perth start-up ecosystem.

It is important to highlight that this project is embedded within the greater Perth start-up ecosystem, of which the City of Perth has significant investment with its strong focus on growing and development of the technological, innovation and entrepreneurial sector in Perth.

Flux and the industry specific labs will only further capitalise on existing resources and relationships with in the expanding ecosystem, and enable the global success of Perth-based, high-growth technology ventures.

It is therefore recommended that Council approve Industry/Sector Development Cash Sponsorship of \$20,000 (excluding GST) to Flux to assist with delivery of a specialty tech labs event program over the next 12 months.

### **Recommendation:**

#### ***That Council:***

1. ***APPROVES Cash Sponsorship of \$30,000 (excluding GST) to Western Australian Indigenous Tourism Operators Council for the 2018 Aboriginal Tourism Product Development Program Perth;***
2. ***NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.3A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council approved funding amount; and***
4. ***NOTES that a detailed acquittal report, including all media coverage, will be obtained by the City by 30 April 2019.***

FILE REFERENCE:                      P1034443#03  
 REPORTING UNIT:                      Economic Development  
 RESPONSIBLE DIRECTORATE:        Economic Development and Activation  
 DATE:                                      11 January 2018  
 ATTACHMENT/S:                        Attachment 8.3A – 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:**

<b>Legislation</b>	<i>City of Perth Act 2016</i>
<b>Integrated Planning and Reporting Framework</b>	<b>Strategic Community Plan</b>
<b>Implications</b>	Goal 5 A prosperous city
<b>Policy</b>	Goal 6 A city that celebrates its diverse cultural identity
Policy No and Name:	18.13 – Sponsorships and Grants

## **Purpose and Background:**

Established in 2002, Western Australian Indigenous Tourism Operators Council (WAITOC) is the peak not-for-profit association representing Aboriginal tourism operators in Western Australia.

WAITOC comprises membership from all regions within Western Australia, representing over 145 Aboriginal tourism operators ranging from accommodation, traditional dance and dreamtime stories to contemporary history, art, safari and bush tours.

Providing every visitor with the opportunity to enjoy an authentic Aboriginal tourism experience is an integral component of the *State Government Strategy for Tourism in Western Australia 2020*, and is considered an important way in which Western Australia can differentiate from other tourism destinations. There is also strong alignment with current work programs within the City such as the Reconciliation Action Plan (RAP).

Independent research conducted in 2016/17 found 78% of visitors to Western Australia were interested in participating in an Aboriginal experience while on holiday in Western Australia if it were readily available. However, only 21% of visitors to Western Australia participate in an Aboriginal experience.

Furthermore, in Western Australia, Perth currently features the lowest number of Aboriginal tourism experiences out of all the regions, highlighting a gap in the economy which this sponsorship will assist in addressing.

In 2017, the City sponsored WAITOC's Perth Aboriginal Tourism Product Development Pilot Program (Marketing, Sponsorship and International Engagement Committee - 31 January 2017); the \$55,000 Pilot Program was jointly funded by the City of Perth, WAITOC and Tourism WA.

The Pilot Program was a metropolitan version of the State Government funded Aboriginal Tourism Development Program (ATDP) business development initiative; a four year Royalties for Regions program which began in 2015 with an investment of \$4.6 million. ATDP is a business development program with the aim to provide business support to Aboriginal businesses; commissioned by Tourism WA and run by WAITOC.

Breakaway Tourism Pty Ltd was engaged in April 2017 as the Business Development Consultant to work with four selected Aboriginal tourism businesses in the Perth metropolitan area. Two out of the four businesses were located within the City of Perth. The primary objective was to provide product development support and improve the capacity and capability of all four enlisted businesses.



The Pilot Program was highly successful, with all businesses significantly increased their industry connectivity, operational capacity and service levels to deliver quality, export ready Aboriginal tourism products and services. Furthermore, all four businesses are now fully accredited tourism businesses, providing them with competitive advantage and increasing consumer confidence in their offering.

The Pilot Program gave great insight into the Aboriginal tourism sector, including issues and needs which may assist to inform future planning, policies and workforce development within the City of Perth.

A comprehensive acquittal report for the Pilot Program, including detailed recommendations for the Aboriginal tourism sector, has been received by the City of Perth.

The purpose of this proposed sponsorship request is to carry on works from the successful Pilot Program, again focussing efforts on Aboriginal tourism in the Perth metropolitan area.

### **Details:**

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

The requested sponsorship from WAITOC is a continuation and extension of the successful Perth Aboriginal Tourism Development Program Pilot.

The project titled '2018 Aboriginal Tourism Product Development Program Perth'. It is a metropolitan version of the State Government funded Aboriginal Tourism Development Program 2015 – 2018.

Indigenous Business Australia, an Australian Government statutory authority set up to assist and enhance Aboriginal and Torres Strait Islander self-management and economic self-sufficiency, has confirmed \$136,000 of sponsorship funding towards the 2018 program.

The Aboriginal Tourism Product Development Program Perth will take place in 2018. Funds will be used as payment for a Business Development Officer that will work on the initiative.

### **Financial Implications:**

ACCOUNT NO:	93 971 000 7901
BUDGET ITEM:	Economic Development Program – Donations and Sponsorships
BUDGETED AMOUNT:	\$ 625,271
AMOUNT SPENT TO DATE:	\$ 380,850
PROPOSED COST:	\$ 30,000
BALANCE REMAINING:	\$ 244,421
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

**Comments:**

It is recommended that the Council approves sponsorship of \$30,000 (excluding GST) to support WAITOC's the 2018 Aboriginal Tourism Development Program Perth.

Aboriginal tourism is an important element of the Western Australian visitor offering and business coaching will help grow the potential of Perth-based Aboriginal tourism businesses.

By aligning strategic objectives with WAITOC, the City of Perth will enhance its image by being able to actively demonstrate its corporate commitment to the tourism industry and working in collaboration with key stakeholders such as Tourism WA.

A sound relationship has been built between the City and WAITOC and this corporate sponsorship will allow a continued, mutually beneficial relationship.

**Detailed Officer Assessment – Industry / Sector Development Sponsorship**

<b>Applicant</b>	Western Australian Indigenous Tourism Operators Council
<b>Program</b>	Industry Sector Development Sponsorship
<b>Event Title</b>	Aboriginal Tourism Development Project Perth
<b>Event Start Date</b>	01/02/2018
<b>Event End Date</b>	31/12/2018
<b>Venue</b>	N/A
<b>Total Project Cost</b>	\$166,363.64
<b>Total Amount Requested</b>	\$30,000 (18% of the total project cost)
<b>REMPPLAN Impact (Direct)</b>	N/A
<b>Recommendation</b>	Approval
<b>Recommended amount</b>	\$30,000
<b>Assessment Score</b>	25.67 out of 36 (71.29%)

**Applicant Details***Information from the Australian Business Register*

ABN	88206818729
Entity Name	WAITOC Association Incorporated
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	N/A
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6005
Main Business Location State	WA

**Associate Details**

Board members of WAITOC are:

<b>NAME</b>	<b>POSITION</b>
Doc Reynolds	Chair Person
Neville Poelina	Vice Chair
Tahn Donovan	Member
Clinton Walker	Member
Josh Whiteland	Member

Darren Capewell	Member
Dale Tilbrook	Member
Glen Mesch	Member
Marie Redman	Member

### **Project Summary**

While Perth has the highest number of international visitors out of all the regions in Western Australia, it offers the least number of market ready and export-ready Aboriginal tourism businesses. The Aboriginal Tourism Product Development Program Perth (ATPDP) aims to address this gap in the market.

The ATPDP will continue on from the successful Perth Aboriginal Tourism Development Program Pilot which was run in 2017 and sponsored by the City of Perth, Tourism WA and Western Australian Indigenous Tourism Operators Council (WAITOC).

The aim of the ATPDP is to provide important business knowledge, skills, tools and direction to privately owned Aboriginal businesses, allowing them to grow and prosper, thereby expanding the quality, authentic Aboriginal tourism experiences available in Perth.

The program hopes to create a cluster of capable, market and export ready Aboriginal tourism businesses within the Perth region, with the hope that the visitor experience will be enhanced and economic benefits will be driven into the local economy.

### **Project Description**

This ATPDP will facilitate the business and workforce development of approximately ten Aboriginal tourism operators, enabling them to become high quality tourism and community assets into the Perth metropolitan area. The four Aboriginal tourism businesses that took part in the pilot program have expressed interest in continuing to take part in new program, and a further six Aboriginal tourism businesses will be considered. An expression of interest has been advertised for participants and is open to both new and existing Aboriginal businesses.

Breakaway Tourism Pty Ltd, led by Managing Director Michelle Sidebottom, will be responsible for the day to day management and implementation of the project including the industry advisory and mentoring role to each participating business.

The selected businesses will work with Breakaway Tourism on:

- Industry connectivity, collaborations and partnerships;
- Formalised operational systems and processes;
- Bookings management and reporting systems;
- Access to trained and experienced Aboriginal employees;
- Professional development and training;
- Business planning;
- Credit management; and
- Strategic marketing.

Businesses will receive individualised, one-on-one mentoring and product development advice from Breakaway Tourism.

### **Previous City of Perth Support**

The City has previously sponsored WAITOC to support the Perth Aboriginal Tourism Development Program Pilot.

<b>Year</b>	<b>Amount</b>
2016/17	\$15,000
2017/18	\$30,000 ( <i>requested</i> ) \$30,000 ( <i>recommended</i> )

### **Sponsorship Benefits**

The City of Perth will receive the following sponsorship benefits:

- Logo recognition on all program promotional material;
- Logo recognition on project/applicant website;
- Sponsor profile on project/applicant website;
- Opportunity to display City of Perth signage at the project location;
- Opportunity for the Lord Mayor, Deputy Lord Mayor, Elected Members or key staff (CEO) to participate, speak or present at the project launch (if applicable);
- WAITOC to liaise with the City of Perth on the set up of the Program;
- Verbal acknowledgements of the City of Perth as a sponsor at any events mentioning the Program;
- The City of Perth crest and logo to be displayed on WAITOC marketing material (where appropriate);
- Opportunity for City representatives to attend familiarisation tours of the Aboriginal businesses at the end of the program;
- WAITOC to collaborate with the City of Perth to promote the selected businesses in the Program;
- WAITOC to collaborate with the City on marketing activities associated with the Program;
- Promotion of the Program on social media will highlight the City of Perth (where appropriate); and
- Opportunity for City of Perth to seek advice from WAITOC board members regarding cultural, heritage and nature based tourism matters.

### Assessment Score Card

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

<b>ECONOMIC OUTCOMES</b>	
Promote industry development and professional development opportunities in key economic sectors	3
Build long term relationships that provide business and community members with the opportunity to share best practice with visiting industry thought leaders	2.67
Enhance opportunities for business development and investment within key sector markets to stakeholders including new and emerging opportunities and export markets	3
Provide an economic benefit to businesses within the City of Perth	2.67
Provide competitive or comparative advantage by linking sector and industry stakeholders to achieve clusters or cooperative programs within the City of Perth LGA	2.67
Support ongoing development programs that provide training and skill development opportunities for businesses within the City of Perth including business incubators and/or accelerators	3
Reflect and add value to the City's Economic Development Strategy outcomes	3
Reflect and add value to the City's Strategic objectives	3
<b>Subtotal 23 out of 32</b>	
<b>ORGANISATIONAL COMPETENCY</b>	
Level of benefits and recognition offered to the City	2.67
<b>Subtotal 2.67 out of 4</b>	
<b>TOTAL ASSESSMENT SCORE 25.67 out of 36 (71.29%)</b>	

### Assessment Panel comments

Sponsorship has been recommended to the full value (\$30,000) by each assessor. Comments from assessors are as follows:

"I have selected to support the level of funding requested in order to allow the full development of the proposed program which has a total budget of \$166,363.64. This should allow up to 10 new operators to receive support."

"An important development project which supports the City's strategic priorities."

"Proposed program will extrapolate from 2017 ATDP, strengthening the four Perth CBD/Perth Metropolitan Aboriginal tourism businesses supported by the 2017 ATDP and provide opportunity for emerging Perth CBD/Perth Metropolitan Aboriginal tourism."

Sponsorship of the Aboriginal Tourism Development Project Perth is recommended as it aligns with several of the City's eight goals, as set out in the *Strategic Community Plan 2029*. Most specifically, this program aligns with Goal 6 - "A city that celebrates its diverse cultural identity".

The City is also working towards completion of the first stage of its Reconciliation Action Plan (RAP). The RAP will outline the ways in which the City can work towards improving its relationship and provide opportunities to the Aboriginal and Torres Strait Islander community. Whilst the RAP has not been endorsed by Council and publicised, the ATPDP shows the City is serious about providing sustainable opportunities to the Aboriginal community.

At State Government level under the *State Government Strategy for Tourism in Western Australia 2020*, the program aligns with the strategic pillar "Indigenous Tourism – Provide every visitor the opportunity to have an Aboriginal tourism experience".

Lastly, with the launch of Qantas Airlines Perth-London direct flight, there is potential for upcoming growth in the Aboriginal tourism sector. As noted above, a key gap in the tourism market is the lack of opportunity to experience Aboriginal culture; this project helps to address this gap and improve the visitor experience, in turn raising the profile of Perth as a destination of choice for travel and investment.

It is recommended Council approve sponsorship for the proposed sum of \$30,000 to support the Aboriginal Tourism Product Development Program Perth.

**Agenda**                      **East End Improvement Grants – Stage 1 East End Improvement**  
**Item 8.4**                      **Model**

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**Recommendation:**

***That Council:***

1. ***APPROVES the provision of two East End Improvement Grants totalling \$30,000 (excluding GST) as follows:***
  - 1.1 ***\$20,000 (excluding GST) to ‘Hifumiya Udon Noodle House’, to assist with the new business fit-out (Japanese restaurant) at ground floor, fronting McLean Lane, 100-104 Murray Street, Perth; and***
  - 1.2 ***\$10,000 (excluding GST) to ‘ALPHA Property and Facilities Management’ acting on behalf of ‘Makmal Capital’, to assist with façade upgrades to three, new food and beverage tenancies fronting McLean Lane at ground floor, 100-104 Murray Street, Perth;***
  
2. ***NOTES that the capital works assisted by the City’s grant funding above form part of the desired enhancements of the Stage 1 East End Improvement Model approved by Council at its meeting held 1 August 2017.***

FILE REFERENCE:	P1027658
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	Economic Development and Activation Unit
DATE:	18 January 2017
ATTACHMENT/S:	Attachment 8.4A – Location Plan Confidential Attachment 8.4B – Assessment Summary – Distributed to Elected Members under separate cover

**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>  |



- Quasi-Judicial *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.*
- Information *For the Council/Committee to note.*

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

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

#### **Strategic Community Plan 2029**

Goal 4: A future focused and resilient city

Goal 5: A prosperous city

Goal 8: A city that delivers for its community

#### **Policy**

Policy No and Name: 18.13 – Sponsorship and Grants

### **Purpose and Background:**

The city's East End (bounded by Barrack, Wellington, Hill Streets and St Georges Terrace) is located adjacent to the city's core (Elizabeth Quay, Hay and Murray Street Malls, the Central Train Station and the Cultural Precinct) and connects this core to redevelopment areas on the eastern riverfront including Perth Stadium, Waterbank and the broader Riverside precinct.

The East End is therefore strategically located and is attracting significant interest for enhancement through public and private investment. In response to proposals to enhance the East End, Officers reviewed the City's current policies, models and funding programs to identify avenues from which the City may leverage private investment into its public and private realms. The review incorporated legal advice on private entities operating in the public realm, and the City's ability to provide sponsorships, donations and grants to these types of entities. The outcomes of this work were presented to Council at a Council Briefing held on 28 June 2017.

At its meeting held on **1 August 2017**, Council approved Stage 1 of a three-year, East End Improvement Model (improvement model). The improvement model is an extension of the trial Barrack Street Improvement Model which concluded in December 2017 and saw the City's investment of \$334,498 resulting in generating \$4,161,824 in private investment for enhancements across 19 sites located on Barrack Street.

The Stage 1 Improvement Area is located within the parameters of Barrack, Hay, Murray and Pier Streets (see Attachment 8.4A – Location Plan) and is considered a natural progression to complement Barrack Street improvements, the Hay Street Mall and Revitalisation Plans and current and programed public realm enhancement projects, including but not limited to, Historic Heart's landscape and art-led project to regenerate and encourage visitation to the city's East End.

The improvement model aims to target property and business owners located within the improvement area, with existing grant programs and business incentives, to leverage public and private realm enhancements that will improve the overall appearance, vibrancy and business competitive advantage of the area. Examples include:

- cleaning, painting, improving material finishes and building presentation;
- upgrading and/or rationalising existing signage;
- maintenance works to canopies over the footpath; and
- providing improvements to the heritage fabric of buildings.

Based on an initial dilapidation audit, Council also received, at its meeting held on **1 August 2017**, a 'Preliminary Improvement Snapshot' identifying potential improvement opportunities, mechanisms and options purely to guide the targeted approach with property and business owners for Stage 1.

Furthermore, in conjunction with the availability of existing grant programs such as the Heritage (for heritage listed buildings only), Small Business and Business Improvement Grant Programs, specific East End Improvement Grant Program funding of \$50,000 is included in the 2017/18 Budget to also assist with enhancements specific to the Stage 1 Improvement Area.

In November 2017 each business within the East End Improvement Area received letters (both via mail and letter drop) from the City detailing the improvement model and encouraging involvement in the program, which included details of all grants available, free graffiti removal services provided by the City, details of key contacts and the opportunity to be involved in initiatives such as the East End Business Safety Information Session held in December 2017.

This report therefore seeks grant funding endorsement from Council with regards to applications received in the East End Improvement Grant Program, as part of the Stage 1 East End Improvement Model. There has also been further follow up with other future potential applicants at a less advanced stage of development.

### **Details:**

Two applications have been received requesting funding to assist with projects within the Stage 1 East End Improvement Area.

### **Assessment**

All applications were assessed against desired outcome of the East End Improvement Model as well as objectives of the Strategic Community Plan 2029, the Economic Development Strategy 2010, the Forgotten Spaces Laneway Strategy, SafeCity Strategy 2016-2020 and the assessment criteria of the Business Improvement Grants Program Guidelines.

Assessment was undertaken by an internal panel of three officers including:

- Economic Development Principal;
- International Engagement Officer; and
- Business Support Officer.

## Summary of Recommendations

The below table provides a summary of applications and the Panel's recommendations. A detailed summary of the assessments is provided in Confidential Attachment 8.4B.

No.	Business/Property Owner	Address	Project	Requested	Recommended
1	Hifumiya Udon Noodle House (new Japanese restaurant)	Ground floor, 100-104 Murray Street, Perth (fronting laneway)	New business fit-out (Japanese restaurant)	\$25,000	<b>\$20,000</b>
2	ALPHA Property and Facilities Management acting on behalf of Makmal Capital (Property Owner)	Ground floor, 100-104 Murray Street, Perth (fronting laneway)	Façade upgrade (for three new food and beverage tenancies)	\$10,000	<b>\$10,000</b>
<b>Total Funding Proposed</b>					<b>\$30,000</b>

### Financial Implications:

ACCOUNT NO:	CL 43 245 000 7901
BUDGET ITEM:	Economic Development Other
BUDGETED AMOUNT:	\$50,000 (specific East End Improvement Grants allocation)
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 30,000
BALANCE REMAINING:	\$ 20,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

### Comments:

It is recommended that Council award two East End Improvement Grants as detailed in the recommendation section of this report. The City's contribution of \$30,000 leverages a total private spend of \$229,358 into enhancements of the city's East End.

These improvements form part of the desired enhancements of the Stage 1 East End Improvement Model approved by Council at its meeting held **1 August 2017**. The projects complement current and programed public realm enhancements projects, including but not limited to, Historic Heart's art-led initiate project to regenerate and encourage visitation to the City's East End. They also leverage the City's \$1.4 million upgrade of McLean Lane to realise the vision of this enhancement project in accordance with the City's SafeCity Strategy 2016-2020: laneway activation, provision of active and passive surveillance and deterrence of anti-social behaviour.

Post Council decision, officers will liaise with the successful recipients to agree on payment schedules and timeframes that suit the needs of each business project and minimise the City's financial risk.

Approved funding must be spent and claimed by 30 June 2018, and each business must provide evidence of eligible expenditure, along with before and after photographs of the project undertaken using grant funding, and a short testimonial that will be used for promotional purposes.

## Location Plan | East End and Improvement Area



— East End

- - - Improvement Area

CONFIDENTIAL ATTACHMENT 8.4B  
ITEM 8.4 – EAST END IMPROVEMENT GRANTS – STAGE 1 EAST END  
IMPROVEMENT MODEL

FOR THE MARKETING, SPONSORSHIP AND INTERNATIONAL  
ENGAGEMENT MEETING

30 JANUARY 2018

DISTRIBUTED TO ELECTED MEMBERS UNDER SEPARATE COVER

**Agenda**                      **Business Event Sponsorship – Australian Medical Students’**  
**Item 8.5**                      **Association National Convention 2018**

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**Recommendation:**

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

- 1. APPROVES cash sponsorship of \$10,000 (excluding GST) to Australian Medical Students’ Association Limited, to present the Australian Medical Students’ Association National Convention, to be held from 2 to 8 July 2018;**
- 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 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 1 November 2018.**

FILE REFERENCE:	P1034443#02#01
REPORTING OFFICER:	Michael Pasquale, Economic Development Officer
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	16 January 2018
ATTACHMENT/S:	Attachment 8.5A – Detailed Officer Assessment Confidential Attachment 8.5B – Sponsorships under negotiation schedule - Distributed to Elected Members under separate cover

**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>  |

- Quasi-Judicial *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.*
- Information *For the Council/Committee to note.*

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

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

### **Purpose and Background:**

The City of Perth has received a request for a Business Event Sponsorship of \$40,000 from The Australian Medical Students' Association Limited (ASMA) to present the Australian Medical Students' Association National Convention in Perth from 2 – 8 July 2018.

The AMSA National Convention (the convention) is an annual event consisting of four academic day sessions, one sports day including an annual 'Emergency Medical Challenge', and several social evenings culminating in a Gala Ball on the final night.

### **Details:**

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

The AMSA is the peak representative body for medical students in Australia. Representing over 17,000 medical students studying at Australia's 20 medical schools, the AMSA aims to connect, inform and represent the medical sector through advocacy, events, programs and publications. The annual highlight of the AMSA's events calendar is the National Convention and is the world's largest student-run convention.

In 2018, the event now in its 59th year, will be returning to Perth for the first time in six years and will host over 850 medical students from across Australia and New Zealand. Over the course of the convention, students will be involved in a world-class academic and social program, enhanced by intervarsity competitions, field trips, workshops and an employment tradeshow and careers expo.



The convention is based around creating an academic program which educates current medical students across Australia. The program features keynote speakers from Australia and overseas, 15 plenary sessions and 42 breakout and clinical sessions. Proposed themes for the 2018 academic program centre are around the unique features of Western Australia, including rural and remote medicine, Aboriginal health, and the future of medical technology. The academic program also includes an inter-university debating competition, opportunities for students to present their research, and field trips to iconic Perth destinations.

The convention's social program includes four themed nights and a Gala Ball. The event will be an opportunity to showcase Perth's social venues to interstate and overseas attendees. Nightlife venues are all based within the Perth CBD and Northbridge areas, with the proposal having conditional approval from unconventional locations such as the Roe Street Carpark (City of Perth Parking), and local artists and bands have been approached by the event organisers to provide entertainment.

The mid-point of the event is the Sports Day, providing an opportunity for friendly interstate sporting competition, which is highlighted by the Emergency Medical Challenge. The event also provides an opportunity for attendees to contribute back to the community by fundraising for the local community through activities such as raffles and comedy debates.

The convention is fully ticketed, with tickets priced at \$540 each.

AMSA have one confirmed sponsorship agreement from the Perth Convention Bureau in conjunction with Tourism WA to the value of \$50,000. In addition, they are expecting additional partnerships to the value of \$60,000. Information is included in Confidential Attachment 8.5B.

#### **Financial Implications:**

ACCOUNT NO:	93C450007901
BUDGET ITEM:	Business Event Sponsorship
BUDGETED AMOUNT:	\$232,770
AMOUNT SPENT TO DATE:	\$ 14,545 (commitment of \$188,273 to StudyPerth pending payment)
PROPOSED COST:	\$ 10,000
BALANCE REMAINING:	\$ 19,952
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

#### **Comments:**

The City is pro-active in supporting the development of the medical life science and education sectors. This convention support sector development as well as provide a substantial economic contribution through the approximate 850 delegates attending from local, intrastate, interstate and international destinations as outlined in the attached Detailed Officer Assessment – Attachment 8.5A.

Both the medical and education sectors are significant contributors to the Perth economy and wider community. The last time the convention was held in Perth was 2012. Since then, there has been significant development in Perth including Elizabeth Quay, Yagan Square and evolving trends in the night time economy. The event provides the opportunity to showcase these developments and improve perceptions of Perth as a place to live, work and visit to the expected 850 delegates. Doctors often relocate during their internship and resident years. This event provides an opportunity to experience what Perth has to offer for future doctors undertaking internship and/or residency.

Cash sponsorship of \$10,000 (excluding GST) is recommended for the event.

**Detailed Officer Assessment – Business Event Sponsorship**

<b>Applicant</b>	The Australian Medical Students' Association Limited
<b>Program</b>	Business Event Sponsorship
<b>Event Title</b>	AMSA National Convention Perth 2018
<b>Event Start Date</b>	02/07/2018
<b>Event End Date</b>	08/07/2018
<b>Venue</b>	<p><b>Confirmed</b> Perth Convention and Exhibition Centre The Court</p> <p><b>Conditionally:</b> Connections Nightclub Metro City Northbridge Print Hall Roe Street CPP car park / rooftop Gloucester Park Curtin Stadium (Sports Day)</p>
<b>Total Project Cost</b>	\$ 911,000.00
<b>Total Amount Requested</b>	\$40,000 (4.39% of the total project cost)
<b>REMPPLAN Impact (Direct)</b>	\$0.731M
<b>REMPPLAN Impact (Total)</b>	\$1.182M
<b>Recommendation</b>	Approval
<b>Recommended amount</b>	\$10,000 (excluding GST)
<b>Assessment Score</b>	30 out of 36 (83%)

**Applicant Details***Information from the Australian Business Register*

ABN	67 079 544 513
Entity Name	The Australian Medical Students' Association 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
Main Business Location Postcode	2600
Main Business Location State	ACT

### **Associate Details**

<b>Position</b>	<b>Name</b>
Chair	Tom Morrison
AMSA President	Robert Thomas
AMSA Treasurer	Tarren Zimsen
National Convention Convenor	Sid Narula
Global Health Conference Convenor	Gowri Shivasabesan
Board member	Jacqui Loveridge
Board member	Gavin Wayne
Board member	Victoria Berquist
Board member	James Lawler
Board member	Monica Schlesinger

The Australian Medical Students' Association (AMSA) is the peak representative body for medical students in Australia. AMSA connects, informs and represents students studying at 20 medical schools by means of advocacy campaigns, events, and community and wellbeing projects. From July 2, AMSA National Convention Perth 2018 will host over 850 delegates from across Australia and New Zealand. Over the week, students participate in an academic and social program, incorporating intervarsity competitions, field trips, workshops and a tradeshow. The convention is the main event of the AMSA's calendar each year.

### **Project Description**

Representing over 17,000 medical students studying at Australia's 20 medical schools, the Australian Medical Students' Association (AMSA) aims to connect, inform and represent through advocacy, events, programs and publications. The AMSA National Convention is the world's largest student-run conference. In 2018, this event, now in its 59th year, will be returning to Perth for the first time in six years, and will host over 850 medical students from across Australia and New Zealand from 2 –8 July.

The convention is based around creating an academic program which educates current medical students across Australia. The program features keynote speakers from Australia and overseas, 15 plenary sessions and 42 breakout and clinical sessions. The convention also features themes specific to Western Australia including rural and remote medicine, Aboriginal health, and the future of technology. In conjunction with the education aspects of the convention, the Tradeshow and Careers Expo gives sponsors and students the opportunity to interact, and for delegates to gain insight into different career pathways.

The convention incorporates a social program with four themed night events, concluding with a Gala Ball providing an opportunity to showcase Perth's social venues to interstate and overseas guests. Nightlife venues for the social program will be located within the Perth CBD and Northbridge areas and will also feature non-conventional areas such as the Roe Street CPP Carpark. AMSA have also approached local artists and bands to provide entertainment on the social nights. The social program also features a sports day comprising of an interstate sporting competition and an emergency medical challenge.

The event requires a ticket to participate at a cost of \$540.00. Confirmed sponsors of the event include Perth Convention Bureau in conjunction with Tourism WA for \$50,000, with an additional \$60,000 expected from other sponsors currently under negotiation.

### **Previous City of Perth Support**

This is the first time the applicant is applying for funding from the City. This event was not supported in 2012 when last hosted in Perth.

### **Sponsorship Benefits**

The City of Perth will receive the following sponsorship benefits:

- Acknowledgement as a Principal Partner at the opening and closing ceremonies, convention website, smartphone app, social media, convention publications and during online delegate registration.
- Double-sized booth at Tradeshow with premium positioning, allowing the City to connect with delegates and promote Perth as an ideal education and lifestyle destination to potential interns, residents and doctors.
- Centre-fold spread advertisement in official convention digital magazine, sent to all 850 delegates via social media, the official smartphone app and email.
- Prominent display of the City of Perth logo on:
  - Banners throughout PCEC for the duration of the convention
  - The official convention t-shirt
- Acknowledgement and banner display at one plenary session.
- Prominent exposure and hyperlink on the convention website.
- The City will have direct access to the delegate smartphone app to utilise:
  - Three social media notifications directly to delegates (content supplied by the City of Perth)
  - City of Perth profile on the convention smartphone app and customised push notifications
  - One delegate satchel insert: promotional or print item
  - Inclusions in email updates sent to all delegates
  - Social media posts
- Speaking opportunities for the Lord Mayor or her delegate subject to Academic Convenors' approval

### Assessment Score Card

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

<b>ECONOMIC OUTCOMES</b>	
How do you rate the number of attendees the event will attract?	3.7
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?	2.7
What is the level of anticipated economic impact to the City?	3.3
Does the event position Perth as a Capital City and lift the status, awareness or profile of Perth?	3.3
Has the applicant provided evidence of a robust business plan including other funding sources to ensure sustainability of the event?	3.3
How well does the application reflect and add value to the City's Economic Development Strategy outcomes?	3.7
How well does the application reflect and add value to the City's strategic objectives?	3
<b>Subtotal   27 out of 32</b>	
<b>ORGANISATIONAL COMPETENCY</b>	
Level of benefits and recognition offered to the City	3
<b>Subtotal   3 out of 4</b>	
<b>TOTAL ASSESSMENT SCORE   30 out of 36   (83%)</b>	

### Assessment Panel comments

- Very supportive of this week-long event being held in Perth in 2018;
- Positive and valuable promotion of the City to 17,000 medical students in a sector identified by the City as a priority for development and attraction;
- Attendees are likely to contribute to the local economy through expenditure on food, beverage and entertainment, particularly as all conference venues are located within the city's boundaries; and
- Event will likely occur regardless of City support and already has high degree of sponsorship from other sources.

### Comments

Support for this event will support the City of Perth's efforts to showcase the strong and growing education and medical sector in Perth, along with moderate contributions to the local economy resulting from delegate expenditure. The conference's 850 delegates will also be exposed to Perth's liveability attributes, which will improve the likelihood of internships and residencies to be undertaken in the City/State.

Cash sponsorship of \$10,000 (excluding GST) is recommended for the event.

**CONFIDENTIAL ATTACHMENT 8.5B  
ITEM 8.5 – BUSINESS EVENT SPONSORSHIP – AUSTRALIAN  
MEDICAL STUDENTS’ ASSOCIATION NATIONAL CONVENTION 2018**

**FOR THE MARKETING, SPONSORSHIP AND INTERNATIONAL  
ENGAGEMENT MEETING**

**30 JANUARY 2018**

**DISTRIBUTED TO ELECTED MEMBERS UNDER SEPARATE COVER**

**Recommendation:**

***That Council APPROVES a Heritage Grant of \$57,000 (excluding GST) for paint removal, restoration of tuck-pointing and reconstruction of the verandah for 55-59 Goderich Street, East Perth, divided equally amongst the three properties.***

FILE REFERENCE: P1023383-3  
 REPORTING UNIT: Arts, Culture and Heritage  
 RESPONSIBLE DIRECTORATE: Economic Development and Activation  
 DATE: 17 January 2018  
 ATTACHMENT/S: Attachment 8.6A – Detailed Officer Assessment  
 Attachment 8.6B – Reference photo and render

**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** **Corporate Business Plan / Strategic Community Plan**

Goal 2 - An exceptionally well designed, functional and accessible city  
 2.6 A beautiful city built on exceptional architecture & infrastructure



Goal 6 – A city that celebrates its diverse cultural identity  
 6.4 Built & Social Heritage that is protected, enhanced and developed, that showcases the City's story

### **Policy**

Policy No and Name: 18.13 – Sponsorship and Grants

### **Purpose and Background:**

The City of Perth has received a request for a Heritage Grant of \$57,000 (excluding GST) from Mr Chris Maher on behalf of the other owners in the block, for restoration and reconstruction works on the three terraced houses at 55-59 Goderich Street, East Perth.

### **Details:**

The owners of the terraces at 55-59 Goderich Street, East Perth, have been working with the City of Perth on a number of matters following the buildings' listing for heritage protection in 2015. The proposed works that are the subject of this Report result from recommendations detailed in the property's Conservation Management Plan.

The three owners in the block are seeking a Heritage Grant to assist with the costs of removing paint, restoring the tuck-pointing and reconstructing the full length of the front verandah of the three terrace houses in a more sympathetic style. The works will remove later interventions to the building and return it to a more original appearance.

### **Financial Implications:**

ACCOUNT NO:	CL 95D30000-7901
BUDGET ITEM:	Donations & Sponsorships – Heritage Grants
BUDGETED AMOUNT:	\$350,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$57,000
BALANCE REMAINING:	\$293,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

### **Comments:**

The proposed works are consistent with the Heritage Grant guidelines and intent of the program.

The Assessment Panel recognised the positive heritage and streetscape outcomes resulting from the proposed works. They also noted the positivity of three individual owners working collaboratively for a beneficial heritage outcome.

A grant of \$57,000 was requested by the applicant, divided equally across the three properties. The Assessment Panel have recommended supporting the full amount requested of \$57,000, which is 50% of the total project budget and consistent with the Heritage Grant guidelines regarding matched funding.

**Heritage Grant Application | 2017-18 | 55-59 Goderich Street**

<b>Applicant</b>	Mr Chris Maher
<b>Project Start Date</b>	01/03/2018
<b>Project End Date</b>	26/04/2018
<b>Project Address</b>	55-59 Goderich Street, East Perth
<b>Project Type</b>	Physical Works
<b>Heritage Status</b>	Listed as a heritage place in the City of Perth Planning Scheme
<b>Total Project Cost</b>	\$114,000
<b>Total Amount Requested</b>	\$57,000 (\$19,000 to each property)
<b>Recommendation</b>	Approval
<b>Recommended amount</b>	\$57,000 (50% of the total project budget)
<b>Assessment Score</b>	29.67 out of 40   (74 %)

**Applicant Details**

*Information from the Australian Business Register*

ABN	32 928 829 200
Entity Name	Christopher Ruben Maher
Entity Type	Individual/Sole Trader
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	6050 WA
ACNC Registration	No

**Project Summary**

The three applicants are seeking a Heritage Grant from the City of Perth , for assistance with Physical Works at the property 55-59 Goderich Street, East Perth, which is listed as a heritage place in the City of Perth Planning Scheme. The proposed works include the removal of paint, restoration of the tuck-pointing and reconstruction of the full length of the front verandah of the three terrace houses in a more sympathetic style, as proposed in the property's Conservation Management Plan. The works will remove later interventions to the building and return it to a more original appearance.

In total the budget for the works is \$114,000, which will be split equally amongst the three owners. The applicants are seeking match funding of \$19,000 each, to the \$57,000 total.

The Grant would allow the project to proceed, as the applicants have noted they would not be able to proceed with the project without the match funding assistance.

### **Previous City of Perth Support**

The three owners were the recipients of a Heritage Grant of \$11,996 in 2015 for the development of a Conservation Management Plan. The proposed works were recommended by this Plan and are consistent with this document.

In May 2016, Chris Maher was granted an Heritage Grant of \$3630 to restore the tuck pointing of the front façade to 57 Goderich Street. This Grant has not been uplifted and will be withdrawn if this application covering works to all three properties is approved.

### **Heritage Grant Application | Assessment Score Card**

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

<b>ASSESSMENT SCORE CARD – ESSENTIAL CRITERIA</b>	
How do the proposed works align with the Heritage Grant Guidelines in terms of the type of project/works and overall intent of the program?	2.67
Do the proposed works result in a positive heritage preservation or adaptive re-use outcome for the place?	2.67
Do the proposed works improve the condition of the heritage place?	2.33
Are the proposed works consistent with best practice heritage conservation?	2.67
Do the proposed works demonstrate good project design and achievability?	2.67
Do the proposed works demonstrate budget rigour and value for money?	3.00
Does the project demonstrate financial support through other external funding sources or suitable funding by the applicant?	2.33
Do the works promote and enhance community appreciation and understanding of the heritage place?	2.67
<b>ASSESSMENT SCORE CARD – DESIRABLE CRITERIA</b>	
Is the heritage place is located in an area that is planned for revitalization or streetscape/laneway enhancement?	1.33
Does the project improve access to a heritage place, either in terms of public accessibility or access for people with disabilities?	1.00
Does the project form part of a tourist or visitor attraction?	1.33
Does the project facilitate activation of a heritage place (upper floors, basements)?	1.33
<b>ASSESSMENT SCORE CARD - GENERAL</b>	
How do you rate the overall quality of the application for accuracy, content, detail, attachments and response to the questions?	3.67
<b>TOTAL ASSESSMENT SCORE   29.67 out of 40   (74 %)</b>	

**Assessment Panel comments:**

- A positive outcome to be achieved by three owners working together on the project;
- The works were motivated by the Conservation Management Plan and consistent with this document;
- The project will result in improvement to the streetscape at a limited cost;
- The works will contribute to the attractiveness of the area and promote it as a historic residential area; and
- The Panel recommended a grant of \$57,000 to support the project, which is 50% of the total project budget and consistent with the Heritage Grant Guidelines related to match funding.

**Reference photo and render**



Existing verandah and façade



Proposed changes to verandah and façade

**Agenda**                      **Heritage Grant – 7 Queen Street, Perth**  
**Item 8.7**

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**Recommendation:**

***That Council:***

- 1. *APPROVES an exemption to the Heritage Grant eligibility criteria for the building at 7 Queen Street, Perth on the basis of its strong heritage values and location in the proposed Queen Street Heritage Area; and***
- 2. *APPROVES a Heritage Grant of \$90,000 (excluding GST) for paint removal, restoration of tuck-pointing and accessibility improvements for 7 Queen Street, Perth.***

FILE REFERENCE:	P1023383-3
REPORTING UNIT:	Arts, Culture and Heritage
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	17 January 2018
ATTACHMENT/S:	Attachment 8.7A – Detailed Officer Assessment Attachment 8.7B – Reference photo and render

**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****Corporate Business Plan / Strategic Community Plan**

Goal 2 - An exceptionally well designed, functional and accessible city

2.6 A beautiful city built on exceptional architecture &amp; infrastructure

Goal 6 – A city that celebrates its diverse cultural identity

6.4 Built &amp; Social Heritage that is protected, enhanced and developed, that showcases the City's story

**Policy**

Policy No and Name:

18.13 – Sponsorship and Grants

**Purpose and Background:**

The City of Perth has received a request for a Heritage Grant of \$90,000 (excluding GST) from James Litis for restoration and accessibility works on the building at 7 Queen Street, Perth.

**Details:**

The owner of 7 Queen Street, Perth is currently planning to undertake a substantial adaptive re-use project. The proposed works will upgrade the entire building, provide a range of differing tenancy sizes, improve accessibility, remove intrusive elements and involve significant improvements to the exterior of the building, including both restorative works and new interventions.

The building, originally built in 1910, is a fine example of the Federation Warehouse style of architecture. Its original heritage assessment for the City of Perth noted that it had historic significance because it reflects the expansion and development of commerce and trade in the City of Perth in the early years of the twentieth century. It was noted as having aesthetic significance as an example of a commercial building constructed during the period of economic affluence and increased development that followed the gold boom. It was also noted as contributing aesthetically to the streetscape through its simple, robust design, modest scale and rhythm created by the recessed arches.

The owner of 7 Queen Street has been in discussions with City of Perth administration for a number of months about their development application. At an early stage, City of Perth Officers advocated for the owner to remove paint and restore of the tuck-pointing, as opposed to simply re-painting the façade, given the heritage benefits of this work to both the building and surrounding area. The applicant was receptive to this proposal and delayed façade works pending the outcome of Council's consideration of revised Heritage Grant Guidelines which were approved by Council on 19 December 2017.

The applicant is seeking a Heritage Grant to assist with the costs of removing the paint, repairing damaged brickwork and restoring the building's original tuck-pointing. The proposed works will restore the building's original brick exterior, which was a key part of its architectural detail in the past. The applicant is also seeking grant assistance for the



enhancement of the building's accessibility for people with disabilities, by way of the installation of a lift and ramps. The works are part of a much larger adaptive re-use and upgrade of the building costing in excess of \$1.5 million.

The applicant has noted that should their application for a Heritage Grant be unsuccessful, the overall adaptive reuse project will still go ahead. However, the exterior paint removal and tuck-pointing restoration will not be progressed and the building will be repainted instead.

Administration is recommending Council provide a single exemption – allowed for under the revised Heritage Grant Guidelines – for restoration works to 7 Queen Street. The exemption relates to the building not yet being listed in the City's Planning Scheme as a Heritage Building or located within an existing Heritage Area. Grounds for the exemption are that the building is located within the *proposed* Queen Street Heritage Area and recorded on the City's Municipal Heritage Inventory as a building with historic significance. The building has significant identifiable heritage and architectural value and will be recorded as a contributing building in the Heritage Area, meaning it will likely be eligible in the near future should Council adopt the proposed Heritage Area.

### **Financial Implications:**

ACCOUNT NO:	CL 95D30000-7901
BUDGET ITEM:	Donations & Sponsorships – Heritage Grants
BUDGETED AMOUNT:	\$ 350,000
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 90,000
BALANCE REMAINING:	\$ 260,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

### **Comments:**

The proposed works are consistent with the Heritage Grant Guidelines and intent of the program.

The Heritage Grant Guidelines include discretion for Council to consider projects that do not meet all of the eligibility criteria. This flexibility was included in the Guidelines in order that Council could consider supporting projects on a case-by-case basis where there are heritage benefits to doing so. The Assessment Panel have recommended that Council grant a single exemption to 7 Queen Street, on the basis that the building will be located in the Queen Street Heritage Area should this area be formally adopted. In addition, the proposed works contribute significantly to the heritage fabric of the building and contribution to the area.

The Assessment Panel recognised the positive heritage and streetscape outcomes resulting from the proposed works. The grant will help to offset the additional costs of the exterior works to the project and deliver more positive heritage outcomes, in addition to improved accessibility for people with disabilities.

A grant of \$90,000 was requested by the applicant. The Assessment Panel have recommended supporting the full amount requested of \$90,000, which is 28% of the total project budget and consistent with the Heritage Grant Guidelines relating to matched funding.

**Heritage Grant Application | 2017-18 | 7 Queen Street**

<b>Applicant</b>	Mr James Litis
<b>Project Start Date</b>	20/02/2018
<b>Project End Date</b>	31/08/2018
<b>Project Address</b>	7 Queen Street, Perth
<b>Project Type</b>	Physical Works
<b>Heritage Status</b>	Seeking exemption – located in proposed Queen Street Heritage Area
<b>Total Project Cost</b>	Façade and accessibility works: \$311,630 Entire adaptive re-use project in excess of \$1.5m
<b>Total Amount Requested</b>	\$90,000
<b>Recommendation</b>	Approval
<b>Recommended amount</b>	\$90,000 (28% of the total project budget)
<b>Assessment Score</b>	35 out of 40   (87.5 %)

**Applicant Details**

*Information from the Australian Business Register*

ABN	63 115 153 202
Entity Name	The Trustee for the 7 Queen Street 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

**Project Summary**

The applicant is seeking a Heritage Grant to assist with the costs of removing the paint, repairing damaged brickwork and restoring the building's original tuck-pointing. The proposed works will restore the building's original brick exterior, which was a key part of its architectural detail in the past.

The applicant is also seeking grant assistance for the enhancement of the building's accessibility for people with disabilities, by way of the installation of a lift and ramps.

The exterior and accessibility works have been costed at \$311,630. The applicants are seeking matched funding to the \$90,000 limit prescribed in the Heritage Grant Guidelines. The works are part of a much larger adaptive re-use and upgrade of the building costing in excess of \$1.5 million.

The grant assistance will allow the exterior works to proceed, where the applicants have noted they will need to re-paint the building, rather than restore the tuck-pointing, should their application be unsuccessful.

### **Previous City of Perth Support**

The owner has received no previous City of Perth support for this building.

### **Heritage Grant Application | Assessment Score Card**

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

The Assessment Panel were all supportive of an exemption to the eligibility criteria to support this project, on the basis of its location in the proposed Queen Street Heritage Area and the positive benefits of the works on this area as well as to the building itself.

<b>ASSESSMENT SCORE CARD – ESSENTIAL CRITERIA</b>	
How do the proposed works align with the Heritage Grant Guidelines in terms of the type of project/works and overall intent of the program?	3.00
Do the proposed works result in a positive heritage preservation or adaptive re-use outcome for the place?	2.67
Do the proposed works improve the condition of the heritage place?	3.00
Are the proposed works consistent with best practice heritage conservation?	2.33
Do the proposed works demonstrate good project design and achievability?	3.00
Do the proposed works demonstrate budget rigour and value for money?	2.67
Does the project demonstrate financial support through other external funding sources or suitable funding by the applicant?	2.67
Do the works promote and enhance community appreciation and understanding of the heritage place?	2.67
<b>ASSESSMENT SCORE CARD – DESIRABLE CRITERIA</b>	
Is the heritage place is located in an area that is planned for revitalization or streetscape/laneway enhancement?	1.67
Does the project improve access to a heritage place, either in terms of public accessibility or access for people with disabilities?	2.67
Does the project form part of a tourist or visitor attraction?	2.33
Does the project facilitate activation of a heritage place (upper floors, basements)?	2.67
<b>ASSESSMENT SCORE CARD - GENERAL</b>	
How do you rate the overall quality of the application for accuracy, content, detail, attachments and response to the questions?	3.67
<b>TOTAL ASSESSMENT SCORE   35.00 out of 40   (87.5 %)</b>	<b>35.00</b>

**Assessment Panel comments:**

- The proposed façade works and removal of intrusive elements to 7-13 Queen Street will help reinstate the culturally significant rhythms and patterns of the building and visually reconnect the ground floor to upper levels;
- The works will result in a vast improvement of the existing façade and enhance the quality of the building;
- The project represent a well-considered adaptive re-use with contemporary inclusions;
- Constructive negotiations with the Development Approvals Unit revised a number of details to improve the outcome;
- The project will provide a substantial uplift to this part of Queen Street;
- A positive contribution to streetscape in an area that will continue to evolve as a result of ongoing development in the Perth City Link and redevelopment of Raine Square;
- The works reflect in a restrained, yet contemporary manner, the Federation Warehouse typology of the existing building and will strongly contribute to the cultural heritage significance of the streetscape; and
- The Panel recommended a grant of \$90,000 to support the project, which is 28% of the project budget and consistent with the Heritage Grant Guidelines related to matched funding.

Reference photo and render



Existing façade



Proposed façade