



City of Perth

Agenda Briefing Session

AGENDA 18 August 2020 5pm



Notice is hereby given that an Agenda Briefing Session of the City of Perth will be held in the Council Chamber, Level 9, 27 St Georges Terrace, Perth on Tuesday, 18 August 2020 at 5pm.

Ms Michelle Reynolds | Chief Executive Officer | 14 August 2020

This meeting is open to members of the public

INFORMATION FOR PUBLIC ATTENDING AGENDA BRIEFING SESSIONS

Welcome to this evening's Agenda Briefing Session. This information is provided on matters which may affect members of the public. If you have any queries on procedural matters please contact a member of the City's staff in attendance tonight.

Presentations

Applications for presentations to an Agenda Briefing Session must be in writing to the CEO and sent to governance@cityofperth.wa.gov.au and received by midday on the day of the meeting.

Please refer to the City's website www.perth.wa.gov.au for further information on making a presentation.

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 Commissioner 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 an Agenda Briefing Session prior to written advice on the resolution of the Council being received.

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Order of Business

Item

1. Acknowledgement of Country/Prayer
2. Declaration of opening
3. Apologies
4. Disclosures of interest
5. Matters for which the meeting may be closed
6. Reports

Reports from Planning and Economic Development Alliance		
6.1	City of Perth Long Term Cycle Network (LTCN) Plan	X
6.2	City of Perth Submission on A Stronger Tomorrow - State Infrastructure Strategy Discussion Paper	X
Reports from Community Development Alliance		
6.3	COVID-19 Rebound Economic Development Sponsorship Business Events Perth Bid Funding, Destination Marketing and ASPIRE Awards	X
6.4	COVID-19 Rebound Arts and Cultural Sponsorship 2020/21	X
Reports from Infrastructure and Operations Alliance		
	Nil	
Reports from Corporate Services Alliance		
6.5	Financial Activity Statement for the Period Ended 30 June 2020	X
6.6	Payments from Municipal Fund – July 2020	X
6.7	Rates Concession – Western Australia Cricket Association (WACA) - 2020-2021	X
6.8	Execution of the Local Government Master Lending Agreement	X
6.9	Appointment of Deputy of the Local Government for the <i>Health (Miscellaneous Provisions) Act 1911</i>	X
Reports from Chief Executive Officer Alliance		
6.10	Chief Executive Officer – Key Focus Areas	X
Reports from Committees – Audit and Risk Committee		
6.11	Risk Management Policy 19.1 Revision	X
6.12	Compliance Audits – City of Perth and NSW/Victorian Government Transport Authority Agreements	X
Reports from Committees – City Amenity Advisory Committee		
6.13	City Amenity Advisory Committee – Hay Street Lighting	X

Reports from Committees – Events, Arts and Culture Advisory Committee		
6.14	Events, Arts and Culture Advisory Committee – COVID19 Economic Rebound Strategy - Events and Activation Program 2020/2021	X
Reports from Committees – Marketing and Promotions Advisory Committee		
6.15	Marketing and Promotions Advisory Committee – Financial Year 2020/21 Marketing Activities and Budget Allocation	X

Attachments

Attachment No.	Page No.
6.1A	X
6.2A	X
6.3A	X
6.4A	X
6.4B	X
6.4C	X
6.5A	X
6.6A	X
6.8A	X
6.11A	X
6.13A	X
6.14A	X

7. Closure

Item 6.1 – City of Perth Long Term Cycle Network (LTCN) Plan

File reference	P10227228-7
Report author	Jayson Miragliotta, GM Planning and Economic Development
Other contributors	Chris Watts, Alliance Manager Transport and Urban Design
Reporting Service Unit and Alliance	Planning and Economic Development
Report author disclosure of interest	Nil
Date of report	9 July 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 6.1A – Department of Transport Overview Memo and LTCN Plans

Purpose

The purpose of this report is to seek Council endorsement of the Department of Transport's (DoT) Long-Term Cycle Network (LTCN) Plan to guide the future development of an integrated cycle network within the City of Perth.

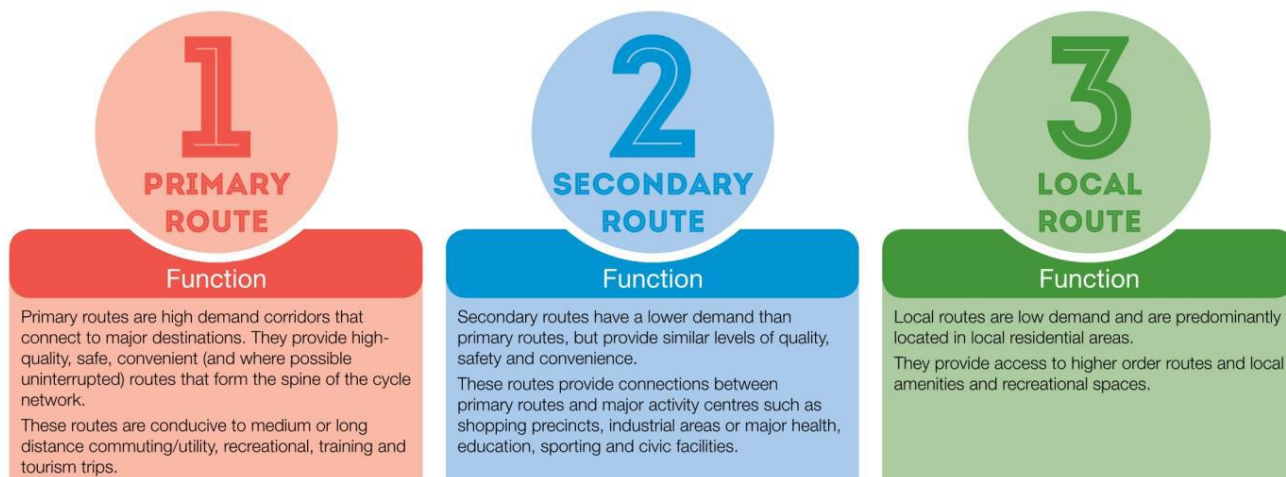
Background

The LTCN provides a framework for developing an integrated cycle network (both on-road and off-road cycle lanes) within the City of Perth and the surrounding metropolitan area. The City of Perth is one of the last remaining municipalities requested to endorse an LTCP, which is critical to accessing cycle network funding (Perth Parking Management Act (PPMA) and Bike Network Plan (BNP) grants to facilitate the accelerated rollout of the integrated cycle network.

Endorsement of the LTCN by Council indicates a collaboration between both Local and State Government agencies to delivering the LTCN over the longer term and is consistent with the intent of the executed PPMA MOU.

Details

The LTCN highlights future cycle network routes through the City of Perth and the rest of the metropolitan area and it categorises routes using a new simplified three tier route hierarchy of Primary, Secondary and Local Routes:



Primary Routes - high quality cycle only or shared paths, located adjacent to major roads, rail corridors, river and ocean foreshores. Where the environment allows, these are in the form of a Principal Shared Path (PSP), which is a fully lit and separated path facility. In locations where vehicles have been grade separated the cycle route will also be grade separated. PSPs are designed in accordance with the WA Transport Portfolio's PSP Policy.

Secondary Routes - can take on many forms and are designed to suit the environment in which they are located. These forms include:

- a) High quality shared paths;
- b) Bi-directional protected bike lanes;
- c) Protected on-road bike lanes; and
- d) Safe Active Streets (Bicycle Boulevards).

Local Routes - take on various forms depending on the environment in which they are located. These forms include:

- a) Shared paths;
- b) Bi-directional protected bike lanes;
- c) Protected on road bike lanes; and
- d) Safe Active Streets (Bicycle Boulevards). In some locations, quiet residential streets incorporating signage and wayfinding may be appropriate for local routes.

The vision of the LTCN is for safe and attractive bicycle routes that provide:

- a) Continuous cycle routes along major corridors;
- b) Links between strategic, secondary, district, specialised activity centres and public transport services; and
- c) Connections to schools, education sites and local centres.

A copy of the DoT's overview memo (dated 31 July 2020) outlining the purposed of the LTCN and requesting endorsement of the City of Perth LTCN Plan is at Attachment 6.1A for reference. It should be noted the Langley Park portion of the LTCN Plan dated July 2020 has been amended (refer Attachment 6.1A) to reference the pending Perth Waterfront Master Plan processes and therefore the specific LTCN routes within Langley Park are indicative only and subject to change.

Stakeholder Engagement

DoT has undertaken a comprehensive stakeholder engagement process (community, local government, relevant government agencies and relevant stakeholders) as part of the preparation of its Greater CBD Transport Plan, which has subsequently informed the development of the City of Perth's LTCN. This process has ensured that the relevant stakeholders, particularly State agencies are aware of the aspirational LTCN routes proposed and have made comments to assist in shaping the LTCN plans in relation to their State controlled assets.

It should be noted that endorsement of the LTCN does not specifically commit either DoT or City of Perth to proceed with implementation, as each cycle route will be subject to further detailed design, consultation (affected stakeholders), Council/DoT prior approvals and business case approval to secure either PPMA or BNP funding. On this basis, the City of Perth's endorsement of the LTCN is only the first step (strategic cycle framework) in implementing and integrated cycle network within the City, which will be provided over multiple years.

Strategic Alignment

This item addresses the community's vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	Partnership
Strategic Objective:	6.2 Genuine collaboration between the City and State on major projects that add considerable value to the city's economic, social and environmental fabric
Aspiration:	Place
Strategic Objective:	2.4 A connected and accessible city with well utilised and sustainable non-car transport options 2.9 Land use, transport and infrastructure planning that encourages and facilitates a wide range of public and private sector investment and development.

The City of Perth has recently signed a MOU with the Department of Transport to facilitate the funding of the LTCN from the eligible PPMA funding allocation. This is a joint government initiative to integrate the PTCN into the City's urban development.

Corporate Business Plan

Aspiration:	Partnership
Number:	6.1
Operational Initiative:	PPMA MOU Agreement

The implementation of the LTCN Plan is consistent with objectives of the PPMA MOU Partnership with DoT/Minister for Planning for the provision of non-car modes of transport within the City of Perth.

Issue and Area Specific Strategies or Plans

- CBD Integrated Transportation Plan

The adoption of the LTCN Plan for Perth is consistent with the objectives of the CBD Integrated Transportation Plan to provide for integrated cycle networks and supporting infrastructure to overall reduce car dependence within the City.

Legal and Statutory Implications

The LTCN Plan as presented is non-binding and does not commit the City of Perth to funding any projects. However, should the City of Perth receive funding either from the PPMA or BNP grants to implement designated LTCN routes then these funds will be subject to DoT acquittal conditions (time, budget and deliverables). Additionally, once the LTCN route is constructed, ongoing maintenance and replacement of this asset would become the responsibility of the City of Perth.

Connection with mandates contained in the City of Perth Act 2016:

8(1) (i) - to develop and maintain collaborative inter-governmental relationships with a view to improve the City of Perth

Endorsement of the LTCN Plan will subsequently replace the City of Perth's previous Cycle Plan 2029 (adopted by Council on 9 October 2012).

Risk Implications

The risk implications to the City are deemed medium and the risk relates specifically to the City's capacity to deliver the agreed projects within the allocated timeframe and budget constraints. Whilst this is a possible risk to the City, it can be adequately mitigated through rigorous project management systems and plans.

Impact of decision	
Organisation	Medium
Community	Low

Risk Assessment Matrix

Risk domain	Consequence	Likelihood	Risk rating
Financial	Moderate	Possible	Medium
Service Delivery/Strategic Objectives	Moderate	Possible	Medium
Reputation and External Stakeholders	Moderate	Possible	Medium

The design and provision of any of the identified LTCN routes will need to take into consideration other kerbside uses including:

- a) pedestrian amenity;
- b) business activity;
- c) ACROD Bays;
- d) Loading Bays;
- e) Outdoor dining;
- f) Urban Forest;
- g) Short/Long Term Parking; and
- h) Existing bus routers.

In this regard, the design and rollout of the LTCN will be phased over multiple years and will evolve as the City develops. Notwithstanding, the LTCN provides a framework for developing a fully integrated cycle network within the City of Perth and connectivity with the surrounding metropolitan areas. The provision of the integrated cycle network will also be dependent on reducing vehicle volumes within the City roads and transitioning into greater use of public transport and other sustainable modes of mobility.

Approval Implications

The LTCN is non-binding and does not commit the City of Perth to funding any projects (cycle routes), however only routes within the endorsed LTCN will be eligible for BNP grants or PPMA funding.

It should also be noted that endorsement of the LTCN is only the first step in the approval process as each cycle route will be subject to detailed design, consultation (affected stakeholders), Council/DoT approvals and required to be supported by a business case to secure either PPMA or BNP funding. On this basis, the implementation of the LTCN plan will take many years and will be subject to continuous review.

Financial Implications

The LTCN is non-binding and does not commit the City of Perth to funding any projects as the implementation of the LTCN will be funded via either PPMA or BNP funding. Notwithstanding, the implementation of the LTCN Plan will require road and infrastructure modifications along specific routes, which will be identified and costed as part of the detailed cycle lane design process and subject to City of Perth pre-approval before constructing. Construction of the cycle lane routes will only proceed on the basis that either PPMA or BNP funding is received from DoT.

Comments

The City of Perth has been an advocate for increased cycling within the City as an alternative and sustainable mobility modes (including both electric bicycles and shooters). The LTCN plan provides a list of routes that the DoT supports to increase cycling for people of all ages and abilities. Although the LTCN Plans are non-binding, endorsement of the plan will provide the City with accesses to both the available PPMA and BNP funding and provide a clear indication to the community and stakeholders that the City of Perth is moving forward with the aspiration to create a cycle friendly based City.

Officer Recommendation

That Council ENDORSES the Department of Transport's (DoT) Long-Term Cycle Network (LTCN) Plans dated the 31 July 3030 at Attachment 6.1A to guide the development of the integrated cycle network within the City of Perth.

Item 6.2 – City of Perth Submission on A Stronger Tomorrow - State Infrastructure Strategy Discussion Paper

File reference	P1026924
Report author	Roberta Circosta, Sustainability Officer
Other contributors	Robert Farley, Alliance Manager City Planning Samantha Ferguson, Principal Planner – Policy
Reporting Service Unit and Alliance	City Planning, Planning and Economic Development Alliance
Report author disclosure of interest	Nil
Date of report	28 July 2020
Nature of Council’s role	Advocacy
Voting requirement	Simple Majority
Attachment/s	Attachment 6.2 - City of Perth Submission to Infrastructure WA

Purpose

The purpose of this report is to seek Council endorsement of the attached City of Perth submission on Infrastructure WA’s A Stronger Tomorrow - State Infrastructure Strategy Discussion Paper (June 2020) (the discussion paper).

Background

Under the *Infrastructure Western Australia Act 2019*, Infrastructure WA (IWA) must prepare a 20-year State Infrastructure Strategy (the Strategy) at least every five years to provide advice and recommendations to the State Government on key infrastructure priorities and monitor the Strategy’s implementation. The State Government must respond to the Strategy and prepare a 10-year State Infrastructure Programme (the Programme) based on the Strategy’s recommendations.

IWA is undertaking stakeholder engagement to inform the development of the Strategy and has released the discussion paper for this purpose. Submissions are due on 21 August 2020 however the City’s Administration has confirmed with IWA that its submission will be lodged after the 25 August 2020 Ordinary Council Meeting and that this late submission will be accepted.

A draft Strategy is expected to be completed around mid-2021 and will be released for public comment.

Relationship with Infrastructure Australia

Infrastructure projects that receive a federal funding contribution of more than \$100 million are required to be submitted to Infrastructure Australia (IA) for evaluation. IWA coordinates and provides advice to the Premier on the State’s submissions to (IA). IWA’s proposed Strategy will inform future submissions to IA.

Details

The Discussion Paper provides the foundation for the development of the Strategy which is available on [IWA's website](#).

Stakeholder engagement

No stakeholder engagement was undertaken in relation to this report.

Strategic alignment

Strategic Community Plan

This item addresses the community's vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	Partnership
Strategic Objective:	6.2 Genuine collaboration between the City and State on major projects that add considerable value to the City's economic, social and environmental fabric. 6.3 The City of Perth Committee embraced as an effective and collaborative forum for the exploration of ideas and opportunities and the integration of planning processes and major project facilitation between the City and the State.

There are opportunities for the City and the City of Perth Committee to work with the State Government in preparing the State Infrastructure Strategy to identify State infrastructure which will benefit the city.

Corporate Business Plan

Aspiration:	Place
Number:	CBP 2.6 CBP 2.7 CBP4.2
Operational Initiative:	Riverfront Masterplan Citiplace Redevelopment and Proactive Planning Initiatives WACA Redevelopment

The Corporate Business Plan identifies a range of projects involving State infrastructure which should be considered for inclusion in the State Infrastructure Strategy.

Issue and Area Specific Strategies or Plans

- City Planning Strategy
- Integrated Transport Strategy
- Long Term Financial Plan

- Community Infrastructure Plan

The City Planning Strategy highlights the need for a wide range of infrastructure to support the growth of the city whilst the Integrated Transport Strategy specifically focusses on the City's transport infrastructure needs. Both of these strategies provide platforms for advocacy to the State Government in relation to the City's State infrastructure needs. The Long-Term Financial Plan and Community Infrastructure Plan will identify any City contributions towards any State infrastructure projects.

Legal and statutory implications

Perth Parking Management Act 1999

Levies are collected in the Perth Parking Management Area by the State Government for expenditure on transport infrastructure within the city.

Connection with mandates in the City of Perth Act 2016

8(1)(i) - to develop and maintain collaborative inter-governmental relationships with a view to improve the City of Perth

Risk implications

Impact of decision	
Organisation	Low
Community	Medium

Risk domain	Consequence	Likelihood	Risk rating
Reputation and External Stakeholders	Minor	Unlikely	Low
Service Delivery/Strategic Objectives	Moderate	Possible	Medium

Should Council not endorse the submission, as presented or in a modified form, this may reduce the City's ability to influence how the strategy is prepared.

Approval implications

There are no approval implications associated with this report.

Financial implications

There are no direct financial implications associated with this report.

Policy references

There are no relevant policy references associated with this report.

Comments

The City's Administration has prepared a submission on the discussion paper for Council's consideration and endorsement (Attachment 6.2A).

The preparation of the Strategy is strongly supported. It will provide for a more coordinated and strategic approach to the State Government's investment in infrastructure across sectors, agencies and regions, and ensure that social, economic and environmental benefits are maximised. It will also enable the State Government to be in a better position to attract Federal Government infrastructure funding.

Given its capital city role, Perth has a wide range of infrastructure of state and regional significance including civic and cultural, health, education and transport infrastructure.

It is important that the Strategy is informed by State and local government strategic land use plans. The State Government's Central Sub-Regional Planning Framework (March 2018) seeks to achieve more consolidated urban form and development and envisages an additional 285,000 jobs and 215,000 dwellings in the sub-region by 2050. Likewise, the City's draft City Planning Strategy envisages significant employment and residential growth within Perth city, with a population target of 90,000 by 2050.

There is likely to be a need for a wide range of new infrastructures and upgrades to existing infrastructure to support the growth in employment and residents envisaged in the central sub-region and Perth city. This includes community and social infrastructure, education (primary, secondary and tertiary), health, public open space, transport infrastructure (public transport, roads, freight and aviation, and active transport) and service infrastructure (water, power, drainage, gas and telecommunications and waste).

There is a need to ensure that the interests of Perth city and the broader Perth metropolitan region are captured. Given the City's unique role, as recognised under the *City of Perth Act 2016*, it is recommended that IWA undertakes specific engagement with the City of Perth and the City of Perth Committee which was established under the Act and is intended to facilitate collaboration between the State Government and the City.

It will be important for the City's Long-Term Financial Plan (10 years), Community Infrastructure Plan (4 years) and Asset Management Plan (4 years) to identify infrastructure of State significance for possible inclusion in the Strategy and the Programme.

Transport infrastructure needs and priorities for the Perth Parking Management Area should also be identified and included in the Strategy and Programme to ensure that infrastructure and its associated benefits are delivered.

Officer Recommendation

That Council ENDORSES the submission to Infrastructure WA on the State Infrastructure Strategy Discussion Paper as detailed in Attachment 6.2A.

Item 6.3 – COVID-19 Rebound Economic Development Sponsorship Business Events Perth | Bid Funding, Destination Marketing and ASPIRE Awards

File reference	P1038987#02#02
Report author	Adam Gregory, Sponsorship Support Officer Candice Beadle, Sponsorship Officer
Other contributors	Virginia Withers, Senior Sponsorship Officer
Reporting Service Unit and Alliance	Activation and Cultural Experience, Community Development Alliance
Report author disclosure of interest	Nil
Date of report	16 July 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 6.3A – Detailed Officer Assessment

Purpose

To provide a recommendation in relation to a COVID-19 Rebound Economic Development Sponsorship application from Business Events Perth (formerly Perth Convention Bureau).

Background

This application has been considered under the City's COVID-19 Rebound Grants and Sponsorship Program, which has been developed to support the objectives outlined in the City's COVID-19 Rebound Strategy. This application has been submitted in the [Economic Development Sponsorship Program](#).

Applicant Details

Entity name	Business Events Perth
ABN	30008766541
Entity type	Australian Public Company
ABN status	Active
ATO endorsed charity type	Not endorsed

Business Events Perth is a member-based not-for profit organisation, with around 130 members comprising large and small businesses in the events industry. Business Events Perth (BEP) is chartered to market Perth and Western Australia to national and international health, academic, professional, arts and cultural not-for-profit organisations with the intent of securing their high-value association events.

The City of Perth was a founding member of the Perth Convention Bureau (PCB) in 1972 and has continued to be a major stakeholder in the organisation, along with the State Government through Tourism WA. Other major partners are Crown Perth and the Perth Convention and Exhibition Centre.

In February 2020, PCB changed their name to 'Business Events Perth' (BEP). The organisation's new name reflects a new identity and a re-energised strategy to attract events and conferences to WA.

Funding

BEP receives core funding from the State Government through Tourism WA with the City of Perth being the second highest financial supporter after the State Government. Additional funding support is received from membership fees and industry funded contributions.

The previous sponsorship was for a three-year term. BEP is now seeking a one-year sponsorship term at a reduced amount (\$245,000) for their activities in 2020/21 financial year, which includes multiple projects and events. BEP acknowledges the significant impact COVID-19 has had on the City's revenue and disruption to the City's long-term planning as a result.

The budget breakdown of the requested \$245,000 is as follows:

- Bid Funding - \$70,500
- Destination Marketing - \$164,500
- ASPIRE Awards Program - \$10,000

Details

Project title	Business Events – Bid Funding, Destination Marketing and ASPIRE Awards
Project start date	01/07/2020
Project end date	30/06/2021
Total project cost	\$6,250,000
Total amount requested	\$245,000 (3.92% of the total project cost)
Recommendation	Approve
Recommended amount	\$230,000 (3.68% of the total project cost)
Assessment score	49.9 out of 65 (76.8%)

BEP markets Perth and Western Australia as a business events destination, identifies new business event opportunities and brings them to WA. BEP offers complimentary assistance to association and corporate event planners to help stage their business events in Perth. In addition, it offers marketing funding, bidding assistance, hosted site inspections, promotional assistance and connections to more than 200 industry suppliers.

BEP utilises funding to secure MICE (meetings, incentives, conferencing and exhibitions) events for Perth via bidding and to increase the per-delegate funding commitments as part of the bids for MICE, which will be critical in attracting such events in a competitive post-COVID-19 environment.

The business events' sector is an important contributor to tourism and economic activity in Perth and WA. High profile conferences and conventions held in the State bring significant benefit to WA, including economic benefits to the tourism sector and social benefits such as cultural activities, education and State development. In 2018/19, BEP secured 210 events in the city, generating \$121.7M in Direct Delegate Expenditure (DDE)¹, \$104.6 million in Gross Regional Product (GRP), 868 jobs and a return on investment to the city of \$1 to \$445, meaning that for every \$1 of sponsorship, the economy within the city receives \$445 in return.

The business events and delegates secured from both the international and national markets provide a

¹ Direct Delegate Expenditure (DDE) is a universal key performance indicator (KPI) specific to convention bureaus nationally and internationally. It is an economic KPI based on a calculation of the average on-ground spend of conference delegates whilst in the State of Western Australia. This value includes accommodation, delegate fee and all on-ground costs.

substantial increase to local visitor expenditure. Business events provide considerable economic benefit to the city through DDE at accommodation, hospitality, convention and retail businesses.

Business events not only stimulate visitor expenditure, they are also a 'front door' for investment and trade and a forum to collaborate, exchange knowledge and showcase the expertise of WA business, industry, research institutions, start-ups and people. These broader economic and social impacts are amplified by focusing on securing events in key sectors where WA has a competitive advantage.

BEP supports the City's strategy for economic growth around key sectors by focusing on attracting and leveraging business events in key sectors such as:

- Resources and Energy - LNG
- Education - WorldSkills 2022
- Medical Life Sciences – AusBiotech 2022

Business events attract notable speakers, presenters and attendees, including Prime Ministers, Premiers, State and Federal Ministers, and leaders and specialists in key sectors, as well as government and financial institutions.

By bringing decision makers and experts in key sectors to the City for business events, Western Australians have an opportunity to connect with national and global leaders and showcase their own expertise. These events enhance the City's reputation as a leader in these sectors.

ASPIRE Award

The Aspire Awards is an initiative which supports locals in their professional development and builds a network of expert conveners in WA. The aim of the program is to assist an individual's personal and professional development through attendance at a relevant international conference in their chosen field of endeavour.

The City of Perth ASPIRE Award is given annually to an individual representing a non-profit / corporate organisation in the following sectors which are key priorities for the city:

- Tourism, Resource & Energy;
- Education;
- Technology and Innovation; or
- Medical Life Sciences.

The City of Perth ASPIRE Award is the flagship award as part of the ASPIRE Award Program. \$10,000 of the sponsorship request will be used to fund this award.

Impacts of COVID-19

The impact of COVID-19 on business events has been significant with 84% of events secured by BEP scheduled for 2020 being cancelled or postponed due to restrictions on borders, interstate and international travel, mass gatherings and physical distancing. This represents a loss of 66,000 business visitors and \$153.5M in DDE. The majority of these events (85%) would have been held in Perth.

The requested funding from the City will enable BEP to increase and re-set its business development, marketing and key sector strategies to mitigate the impacts of COVID-19 as quickly and effectively as possible, to support the recovery of the business event industry and, in turn, assist in the economic and social recovery of Perth city. The severity of the impact of COVID-19, means the immediate support required to kick-start the recovery will be most acute in 2020-21 and there will be some quick wins, such as:

- 2020 events postponing to 2021 (more than half of postponed events have already been rescheduled);
- the staging of WA-based events (while hard borders remain) and hybrid events; and
- rescheduled/new corporate and incentive tours (shorter lead times).

While hard border restrictions are in place due to COVID-19, BEP will promote Perth as a premium hybrid (combined actual and virtual attendees) event destination options (with world-leading technological capabilities), to ensure those connections continue to be made where delegates or speakers cannot attend in person. While virtual events won't deliver on the City's key priorities of increasing visitation to the city and supporting local businesses, virtual or hybrid conferencing can provide opportunities to reach a wider audience to promote Perth as a business and leisure destination, which will ensure Perth remains in the forefront for MICE events when the borders re-open.

In the longer term, the proposed sponsorship will support outcomes post-COVID-19, when the borders re-open; BEP has a positive, unified and compelling brand narrative, deployed through targeted marketing strategies, to secure business events in the City across key sectors. This narrative aligns with the [City's Think Perth](#) investment attraction. strategy and focuses on Perth's:

- unique attractions and environment (natural and cultural);
- quality tourism infrastructure (new hotels, event venues and tourism precincts);
- economic strengths (for example, a 'global energy city');
- safe, clean and spacious reputation; and
- proximity to Asia and Europe and western gateway to Australia.

An Officer Assessment of the application is included at Attachment 6.3A.

Previous five years of City of Perth Support

Year	Amount	Project
2015-16	\$276,547	Perth Convention Bureau
2016-17	\$280,652	Perth Convention Bureau
2017-18	\$284,861	Perth Convention Bureau
2018-19	\$293,406	Perth Convention Bureau
2019-20	\$308,077	Perth Convention Bureau
<u>Total</u>	<u>\$1,443,543</u>	

Sponsorship Recognition

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

- the City to be recognised as having Platinum Partner and Major Sponsor status;
- recognition in the Business Events Perth Annual Report as Platinum Partner and Major Sponsor (with text and logo);
- reference to City of Perth in presentations (where applicable);
- reference (text and visual such as photos, drone footage, videos) to the City and its attributes in bid submissions;
- media releases, where appropriate;
- recognition across Business Events Perth's social platforms (where appropriate);
- recognition of City of Perth's Major Sponsor status in external communications (where appropriate);

- inclusion of City of Perth imagery (photos, videos, drone footage) in content creation for digital marketing campaigns;
- inclusion of City of Perth activities for members in e-newsletters;
- City of Perth recognition as Major Sponsor on Business Events Perth website;
- inclusion in the digital Meeting and Incentive Planners Guide;
- access to Business Events Perth's calendar of events, including conference organiser contacts;
- opportunities for a City representative to be involved in familiarisation ('famils') programs (where appropriate);
- a quarterly strategic update between key officers of Business Events Perth and the City of Perth with the agenda, date, time and location to be mutually agreed and a formal report provided by Business Events Perth;
- an opportunity for Elected Members to be briefed on the activities and results of Business Events Perth;
- reporting on the materialisation of direct delegate expenditure (DDE) at events to be provided to the City of Perth annually (an acquittal report);
- invitations for City representatives(s) to attend and speak at Business Events Perth member networking functions and workshops, public forums and corporate presentations (where appropriate); and
- formation of a working group with key officers from Business Events Perth and the City of Perth to identify opportunities for business events in the City.

City of Perth ASPIRE Award Benefits:

- the City of Perth to be recognised with the sponsorship title being "City of Perth ASPIRE Award" and the Award being promoted as the 'flagship' Award of the ASPIRE Program;
- reference to the City of Perth in all correspondence, brochures, media statements, website content and social media posts referencing the scholarship;
- the City of Perth crest or 'Think Perth' logo to appear on all promotional material relating to the scholarship;
- City of Perth representative be invited to present the award to the scholarship winner at the Awards Ceremony (if proceeding); and
- acknowledgement of the City of Perth's support for the Program in the Business Events Perth Annual Report. Opportunity for a City of Perth representative to sit on the judging panel.

Stakeholder engagement

No stakeholder engagement has been undertaken in relation to this report.

Strategic alignment

This item addresses the community's vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	Prosperity
Strategic Objective:	4.1 A sustained increase in leisure and business tourism activation.

This sponsorship specifically aligns with the objective for sustained increase in business tourism activation. This is the City's key sponsorship to support this objective. Sponsorship of Business Events

Perth allows the City to work towards this objective in a holistic and strategic way, consolidated with significant State Government investment.

Corporate Business Plan

Aspiration:	Prosperity
Number:	CBP 4.3
Operational Initiative:	Grants for Businesses – COVID-19 Rebound

The Business Events Perth sponsorship brings significant visitation into Perth which supports retail, hospitality and accommodation businesses.

Issue and Area Specific Strategies or Plans

- COVID-19 Economic Rebound Strategy

The project is aligned to the objective to *drive local visitation and tourism into the City in ways that it is safe to do so*, by supporting the rebound, growth and development of an established key sector that represents strategic importance to the City of Perth’s economy.

BEP will assist in building long term relationships that provide business and community members with the opportunity to share best practice and promote Perth’s expertise with visiting local, interstate and international thought leaders. The activities of BEP has the potential to generate long term economic outcomes and the City recognises the importance of business events as a significant economic driver for the city.

BEP underpins knowledge creation and exchange and stimulates research, innovation and investment. In this way BEP supports the development and enrichment of the Perth and WA community.

Legal and statutory implications

Connection with mandates in the *City of Perth Act 2016*

8(1)(g) - to strengthen Perth's reputation as an innovative, sustainable and vibrant city that attracts and welcomes all

Risk implications

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Reputation and External Stakeholders	Minor	Unlikely	Medium
Financial	Minor	Unlikely	Low

Service Delivery/Strategic Objectives	Minor	Unlikely	Low
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Risk Summary Narrative

Reputation and External Stakeholders

Decisions relating to grant and sponsorship applications have resulted in heightened concerns from stakeholder groups and negative one-off media coverage in the past, which is considered to be of moderate impact to the City. As this application is recommended to be approved at a level less than the request, there is potential this may result in unavoidable dissatisfaction from the applicant. This is normal and the risk has generally been within tolerated levels.

Financial

The total request and recommendation in this report can be accommodated within the available budget for Economic Development Sponsorship. Therefore, the financial risks to the City are considered low.

The potential extension of travel restrictions to control COVID-19 may require projects to be modified, postponed or cancelled, and may result in Business Events Perth failing to meet their agreed KPIs. This could be a financial risk to the City in the instance where a proportion of the funding has already been paid. To minimise financial risk, the City will tie payments of the sponsorship fee to the delivery of agreed performance milestones.

Legal and Regulatory / Ethical

Funding programs have inherent risks due to the discretionary nature of the decision making that can be open to unethical actions relating to fraud and corruption when adequate controls are not implemented. City of Perth officers are confident that the recommendation relating to this report reflects a transparent application process and robust assessment process which ensure risks in this area are controlled.

Approval implications

Approving the sponsorship at the recommended amount may result in a level of dissatisfaction from the applicant, as the recommendation is for less than the amount they have requested.

The recommended funding amount reflects a number of considerations, including uncertainty around domestic and international travel, anticipated reduction in the incentives market and the competitive environment for City of Perth funding.

The level of risk involved with running large scale MICE events has significantly increased due to COVID-19 and related travel restrictions. The sector is also likely to be significantly affected through reduced corporate expenditure in a contracted economic environment.

COVID-19 has placed a great deal of uncertainty in this sector, including when travel into Australia will again be permitted as well as the willingness of international delegates to travel in the future.

In this environment the outcomes of the sponsorship are difficult to predict, particularly the number of delegates who will travel to Perth in the short-term. Outcomes in the next twelve months will likely be more focused on awareness and consideration campaigns compared to the conversion activities that would usually be conducted.

This funding will provide economic benefits to businesses in the medium to long term. Given the immediate impacts of COVID-19 on City of Perth businesses, City funding needs to prioritise economic

rebuild in the short term.

If the sponsorship is not approved at the recommended level or declined, this is likely to have a significant impact on Business Events Perth's operations and its ability to secure business events may be severely compromised.

In approving the application for an amount higher than the recommended level, potential implications include:

- community and stakeholder perceptions of governance and transparency, which are supported through the implementation of a robust application and assessment processes, may be reduced; and
- perceptions of equity amongst applicants may be reduced.

Financial implications

Within existing budget

The recommended funding is fully accommodated within the 2020/2021 Discretionary Operating Projects budget approved by Council at its meeting on 4 August 2020, as detailed below:

Account number:	SP 1066 - 100 - 10 - 10095 - 7901
Description:	Economic Development Sponsorship
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$690,000
Existing commitments previously approved by Council:	\$84,000
Proposed cost:	\$230,000
Balance remaining:	\$376,000 The remaining budget will be used for Economic Development sponsorship to support investment in key economic sectors for the remainder of the 2020/21 Financial Year.

Policy references

18.13 – Sponsorship and Grants

The policy outlines a consistent and transparent assessment process and criteria which guides the recommendation to Council. An Eligibility check has been conducted on this application to ensure it is compliant with the Policy.

Comments

Business Events Perth is responsible for driving significant economic returns to the city and Western Australia through their targeted, high value business event focus. Direct Delegate Expenditure in the 2018/19 financial year suggests \$104.6million of economic returns to the City's convention centres, meeting hosts, accommodation providers, food and beverage operators and retailers.

BEP has considered the impacts of COVID-19 and will continue to work to long lead times for future events as well as offering hybrid events/rescheduled events in the shorter term which is practical. -

Officer Recommendation

That Council APPROVES an Economic Development Sponsorship of \$230,000 (excluding GST) to Business Events Perth for the Business Events Marketing project.

Item 6.4 – COVID-19 Rebound Arts and Cultural Sponsorship 2020/21

File reference	P1038989#05
Report author	Virginia Withers, Senior Sponsorship Officer
Other contributors	Tabitha McMullan, Alliance Manager Activation and Cultural Experience Adam Gregory, Acting Sponsorship Officer
Reporting Service Unit and Alliance	Activation and Cultural Experience, Community Development
Report author disclosure of interest	Nil
Date of report	13 July 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 6.4A - Arts Grants Detailed Officer Assessment Attachment 6.4B - Arts Sponsorship Detailed Officer Assessment Attachment 6.4C - Major Event and Festivals Detailed Officer Assessment

Purpose

To provide recommendations in relation to COVID-19 Rebound Arts and Cultural Sponsorship applications received by the City of Perth.

Background

To support the City's COVID-19 Rebound Strategy, all existing grant and sponsorship programs have been suspended. The 'COVID-19 Grants and Sponsorship Program' has been developed to align with the objectives of the Strategy and replace the 'business-as-usual' sponsorship programs for the 2020/21 Financial Year.

The applications submitted in Arts Grants, Arts Sponsorship and Major Events and Festivals rounds were received by the application deadlines of 21 April, 24 April and 30 June 2020 respectively. The applications were assessed against the criteria in the 2020/21 Arts Grants and Sponsorship and Major Events and Festivals Guidelines, as publicly advertised.

These applications were put on hold while the COVID-19 Grants and Sponsorship Program was developed. Subsequently, all applicants have been required to submit additional information under the below criteria to ensure that events and projects recommended for approval are aligned to the COVID-19 Economic Rebound Strategy and have appropriate risk management plans in place should restrictions return at any stage.

Economic Rebound and Support for Local Businesses

- How will your event encourage people to support and drive traffic to local Perth businesses in the hospitality, retail and/or tourism sectors?

Support for Local Employment and Businesses

- How will your event help to support the local events and/or cultural sectors through opportunities for employment of local practitioners and/or businesses?

COVID-19 Risk Mitigation

- What is your contingency plan should restrictions on large gatherings be reintroduced before your event?
- How do you plan to build confidence in the public that your event is safe to attend?
- What measures will you put in place to ensure the health and safety of attendees and staff at your event? (How will you address physical distancing and hygiene requirements so that they are in-line with the Department of Health’s regulations which may be applicable at the time of your event?)

Details

The following applications have been received and assessed as part of the City’s COVID-19 Rebound Arts & Cultural Sponsorship for Financial Year 2020/21.

The Total Operating Project Expenditure for 2020/2021 includes a budget of \$1,400,000 for COVID-19 Arts and Cultural Sponsorship.

Taking into account existing commitments previously approved by Council, and an amount of \$100,000 is quarantined to support Arts and Cultural Quick Response Grants over the course of the financial year, there is \$925,000 available to be allocated to the applications considered under this Report.

Item	Budget
Existing commitments previously approved by Council (<i>detailed in the Financial Implications section below</i>).	\$375,000
Amount reserved for Arts and Cultural Quick Response Grants FY 20/21	\$100,000
Remaining budget available for applications in this Report	\$925,000
TOTAL	\$1,400,000

COVID-19 Rebound Arts & Cultural Sponsorships						
<u>ARTS GRANTS</u>						
Rank	Applicant	Project	Previous Funding (FY 19/20)	Requested amount	Recommendation	
1 (94%)	Community Arts Network Western Australia	Burdiya Karni Waangkinny	\$0	\$29,990	\$23,000	
2 (83%)	WA Poets	Perth Poetry Festival 2020	\$5,500	\$11,125	\$6,000	
3 (81%)	Centre for Stories Limited	Side Walks	\$6,000	\$9,000	\$7,500	
4 (80%)	Barking Gecko Theatre Company	New Audiences. New Stories. New Writers.	\$0	\$30,000	\$25,000	
5 (73%)	The Perth Centre for Photography	PCP Artistic Development and Presentation Program	\$15,000	\$20,000	\$10,500	

6 (73%)	Nulsen Group	As We Are Art Award & Exhibition	\$8,000	\$9,429	\$8,000
7 (71%)	Propel Youth Arts WA	Mosaic	\$8,000	\$20,000	\$7,500
8 (70%)	Magic Nation	Magic Nation Presents	\$0	\$18,398	\$10,000
9 (67%)	Emma Humphreys	The Stranger	\$0	\$5,604	Decline
10 (59%)	Gandhi Creations	Confluence: Festival of India in Australia	\$0	\$30,000	Decline
11 (54%)	Wirrin Foundation	Black and White Exhibition	\$0	\$24,268	Decline
12 (54%)	Sioux Tempestt	Innominate	\$0	\$10,370	Decline
13 (49%)	Listen Up Music	The Songwriting Prize - Perth Semi Final	\$0	\$2,500	Decline
14 (N/A)	Clara Francesca Pagone	Bunjil Redux	\$0	\$4,000	Ineligible
SUB-TOTAL				\$224,684 Requested	\$97,500 Recommended

ARTS SPONSORSHIP 20/21

Rank	Applicant	Project	Previous Funding (FY 19/20)	Requested amount	Recommendation
1 (76%)	The Blue Room Theatre	2021 Artistic Program	\$58,000	\$68,000	\$65,000
2 (75%)	West Australian Ballet Company	WAB City Connections	\$25,000	\$80,000	\$30,000
3 (75%)	Black Swan State Theatre Company	Sector Development Program	\$45,000	\$45,000	\$45,000
4 (74%)	The West Australian Music Industry Association	WAMFest	\$20,000	\$80,000	\$60,000
5 (74%)	STRUT Dance	The Statement	\$25,000	\$25,000	\$25,000
6 (73%)	The Lester Prize	Exhibition and Public Program	\$60,000	\$80,000	\$50,000
7 (62%)	The Contemporary Dance Company of WA	Sector Development Program	\$40,000	\$40,000	\$25,000
SUB-TOTAL				\$418,000 Requested	\$300,000 Recommended

MAJOR EVENTS AND FESTIVALS 20/21

Rank	Applicant	Project	Previous Funding (FY 19/20)	Requested amount	Recommendation
1 (89%)	ARTRAGE	FRINGE WORLD Festival 2021	\$300,000	\$300,000	\$263,750

2 (76%)	Perth International Arts Festival	Perth Festival 2021	\$300,000	\$360,000	\$263,750
SUB-TOTAL				\$910,000 Requested	\$527,500 Recommended
TOTAL				\$1,552,684 Total Requested	\$925,00 Total Recommended

Stakeholder engagement

The grant and sponsorship programs are informed by the community priorities as identified in the COVID-19 Rebound Strategy stakeholder survey and detailed in the Total Operating Project Expenditure for 2020/2021.

The Guidelines have been endorsed by the Events, Arts and Culture Advisory Committee and approved by Council at its Ordinary Council Meeting on 28 July 2020.

Strategic alignment

Strategic Community Plan

This item addresses the community's vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Aspiration:	Prosperity
Strategic Objective:	4.8 Iconic signature events positioned strategically to create vibrancy that attracts intrastate, interstate and international visitors

Key considerations which have informed the Recommendations in this report:

- ensuring year-round activation of the city with programs that occur across the whole year and not just in the busy summer festival season; and
- maximising benefits for local businesses through clearly articulated plans for engaging, supporting and promoting local city businesses.

Aspiration:	People
Strategic Objective:	1.6 Thriving and sustainable cultural, artistic and heritage industries, activities and events that encourage locals and visitors to come back for more.

The COVID-19 Arts Sponsorship program aims to provide strategic investment in the sector, recognising it is not only an important employer and contributor to a diverse and healthy economy, but also drives significant flow-on economic benefits to Perth through visitation to local hospitality and retail businesses.

To ensure a flourishing and diverse local arts and cultural sector, the City of Perth looks to support programs which:

- assist in skill and professional development opportunities and employment for local artists and arts workers; and

- reflect diversity in artforms across the visual arts, contemporary and classical dance, theatre and music.

Aspiration:	Place
Strategic Objective:	2.1 A city that is seen by all as a great place to be.

Key considerations which have informed the Recommendations in this report:

- ensuring activation across all of the City’s six neighbourhoods; and
- prioritising projects which occur in public space, are offered free-of-charge, promote broad community access and contribute to street-level vibrancy, in preference to ticketed events occurring inside major institutions.

Corporate Business Plan

Aspiration:	Prosperity
Number:	CBP4.4
Operational Initiative:	Grants to support Arts & Cultural Sector – COVID-19 Rebound

Issue and Area Specific Strategies or Plans

- COVID-19 Economic Rebound Strategy

This item addresses the strategic objective ‘Re-invent and Revive’, by supporting events/projects that have widespread appeal which return vibrancy to the city, encourage people to support local businesses, promote Perth as a destination of choice and enhance the city’s reputation as a great place to be.

Legal and statutory implications

Connection with mandates in the *City of Perth Act 2016*

8(1)(g) - to strengthen Perth's reputation as an innovative, sustainable and vibrant city that attracts and welcomes all

Risk implications

Impact of decision	
Organisation	Low
Community	Medium

Risk domain	Consequence	Likelihood	Risk rating
Reputation and External Stakeholders	Moderate	Possible	Medium
Financial	Major	Unlikely	Medium
Legal and Regulatory / Ethical	Major	Possible	High

Risk Summary Narrative

Reputation and External Stakeholders

Decisions relating to grant and sponsorship applications have resulted in heightened concerns from stakeholder groups and negative one-off media coverage in the past, which is considered to be of moderate impact to the City. As the number of requests for grants and sponsorship exceed the funds available, it is generally not possible to support every application or the total request of each applicant. This may result in unavoidable dissatisfaction from some applicants. This is normal and the risk has generally been within tolerated levels.

Financial

The total request by applications in this report represents 168% of the available budget. Approving the full requests of all applicants would result in a budget overrun of over 40%, generally considered unacceptable within the City's risk management framework.

Legal and Regulatory / Ethical

Funding programs have inherent risks due to the discretionary nature of the decision making that can be open to unethical actions relating to fraud and corruption when adequate controls are not implemented.

Approval implications

If any grants or sponsorships are declined, or approved for an amount less than the recommended level, it is likely the events and projects will be scaled back or not proceed within the City of Perth.

The budget for arts and cultural sponsorship at the City will be fully allocated for the Financial Year 2020/21, which would reduce the ability of the City to support other initiatives, in the unlikely event of an ad hoc opportunity later in the year.

If any grants or sponsorships are approved for an amount higher than the recommended level, potential implications include:

- the budget would be overspent which may affect the City's ability to support other applicants or programs, or deliver other discretionary operating projects;
- community and stakeholder perceptions of governance and transparency, which are supported through the implementation of a robust application and assessment processes, may be reduced; and
- perceptions of equity amongst applicants may be reduced.

Financial implications

The financial implications associated with this report are fully accommodated within the Total Operating Project Expenditure for 2020/2021, approved by Council at its meeting on **4 August 2020** and outlined in the Economic Rebound Strategy.

Account number:	Arts Sponsorship (\$1,200,000) 1066-100-50-10271-7901 Arts and Cultural Grants (\$200,000) 1066-100-50-10008-7901
Description:	<i>Grants and sponsorship to support arts and cultural sector rebound and recovery</i>
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$1,400,000

Existing commitments previously approved by Council	\$375,000
Budget reserved for Arts & Cultural Quick Response Grants	\$100,000
Proposed cost:	\$925,000
Balance remaining:	\$0

Proposed Cost Breakdown

Organisation	Program	Recommendation
Perth Festival	Perth Festival 2021	\$263,750
Artrage	Fringe World 2021	\$263,750
The Blue Room Theatre	Artistic Program 2021	\$65,000
The West Australian Music Industry Association Incorporated	WAMFest 2020	\$60,000
The Lester Prize	Exhibition and Public Program	\$50,000
Black Swan State Theatre Company	Sector Development Program	\$45,000
West Australian Ballet Company	WAB City Connections	\$30,000
The Contemporary Dance Company of Western Australia Limited	Sector Development Program	\$25,000
STRUT dance incorporated	The Statement	\$25,000
Barking Gecko Theatre Company Ltd	New Audiences. New Stories. New Writers.	\$25,000
Community Arts Network Western Australia Ltd	Burdiya Karni Waangkinny	\$23,000
The Perth Centre for Photography Inc	PCP Artistic Development and Presentation Program	\$10,500
Magic Nation Pty Ltd	Magic Nation Presents	\$10,000
Nulsen Group Ltd	As We Are Art Award & Exhibition	\$8,000
Centre for Stories Limited	Side Walks	\$7,500
Propel Youth Arts WA Incorporated	Mosaic	\$7,500
WA Poets Inc	Perth Poetry Festival 2020	\$6,000
Total		<u>\$925,000</u>

Existing commitments previously approved by Council

Organisation	Program	Commitment
WASO	Symphony in the City 2020	\$150,000
WA Opera	Opera in the Park 2021	\$145,000
PICA	Community Program	\$60,000
Chamber of Arts and Culture WA	Keystone Partnership	\$20,000
Total		<u>\$375,000</u>

Policy references

18.13 – Sponsorship and Grants

The policy outlines a consistent and transparent assessment process and criteria which guides the recommendation to Council. An eligibility check has been conducted on all applications included in the Report to ensure that they are compliant with the policy.

Comments

The arts and cultural sector has been profoundly affected by the COVID-19 pandemic. Many events and programs have had to be postponed, changed or cancelled, with an immediate impact on Perth's arts and cultural industries, organisations, artists and arts workers. The loss of income due to cancelled events, programs and touring has been compounded by a reduction in corporate and philanthropic support in many circumstances.

As a result, the COVID-19 Rebound Arts & Cultural Sponsorship 2020/21 program has been significantly oversubscribed. In most cases, the recommendation for support is not for the applicant's full request and in some cases, is a decrease to 2019/20 funding levels.

The following considerations have been carefully reviewed in relation to each individual application and to the composition of the program as a whole:

- ensuring the highest quality applications are recommended for approval to support excellence and return-on-investment for the community;
- maximising benefits for local businesses through clearly articulated plans for engaging, supporting and promoting local city businesses;
- sector and industry development;
- diversity in artforms supported;
- activation across all the City's Neighbourhoods;
- prioritisation of projects which contribute to street-level vibrancy;
- year-round activation of the city;
- equitable allocations and responsible budgeting;
- clear COVID-19 contingency and risk planning; and
- ensuring organisations supported are in a sound financial position and can demonstrate financial viability through support from other government, private and philanthropic avenues.

Officer commentary on individual applications is included in the Attachments 6.4A, 6.4B and 6.4C.

Officer Recommendation

That Council:

1. APPROVES cash funding of \$925,000 (excluding GST) to the following applicants:
 - 1.1 Perth International Arts Festival Ltd for the 2021 Perth Festival program, specifically the 'Opening event', City of Lights precinct and local business engagement activities (\$263,750);
 - 1.2 ARTRAGE Inc for FRINGE WORLD 2021 program, specifically the City of Perth Power Hour, Woodside Pleasure Garden and Perth Girls School Hubs and local business engagement activities (\$263,750);

- 1.3 Performing Arts Centre Society Inc for 2021 Artistic Program (\$65,000);
- 1.4 The West Australian Music Industry Association Incorporated for WAMFest (\$60,000);
- 1.5 The Lester Prize for The Lester Prize (\$50,000);
- 1.6 Black Swan State Theatre Company Ltd for Sector Development Program (\$45,000);
- 1.7 West Australian Ballet Company for WAB City Connections (\$30,000);
- 1.8 The Contemporary Dance Company of Western Australia Limited for Sector Development Program (\$25,000);
- 1.9 STRUT dance incorporated for The Statement (\$25,000);
- 1.10 Barking Gecko Theatre Company Ltd for New Audiences, New Stories, New Writers (\$25,000);
- 1.11 Community Arts Network Western Australia Ltd for Burdiya Karni Waangkinny (\$23,000);
- 1.12 The Perth Centre for Photography Inc for PCP Development and Presentation Program (\$10,500);
- 1.13 Magic Nation Pty Ltd for Magic Nation Presents (\$10,000);
- 1.14 Nulsen Group Ltd for 2020 As We Are Art Awards and Exhibition (\$8,000);
- 1.15 Centre for Stories Limited for Side Walks (\$7,500);
- 1.16 Propel Youth Arts WA Incorporated for Mosaic (\$7,500); and
- 1.17 WA Poets Inc for Perth Poetry Festival (\$6,000).

2. DECLINES grants to the following applicants:

- 2.1 Emma Humphreys for The Stranger;
- 2.2 Gandhi Creations Pty Ltd for Confluence: Festival of India in Australia;
- 2.3 Wirrin Foundation Pty Ltd for Black and White Exhibition;
- 2.4 The Trustee for THE TEMPESTT FAMILY TRUST for Innominate; and
- 2.5 Listen Up Music Ltd for The Songwriting Prize- Perth Semi Final.

Item 6.5 – Financial Activity Statement for the Period Ended 30 June 2020

File reference	P1014149-25
Report author	Neil Jackson, Acting Senior Management Accountant
Other contributors	Reshma Jahmeerbacus, Acting Manager Finance
Reporting Service Unit and Alliance	Finance, Corporate Services
Report author disclosure of interest	Nil
Date of report	3 August 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 6.5A – Financial Statements and Financial Activity Statement for the Period Ended 30 June 2020

Purpose

For Council to receive the Financial Activity Statement for the period ended 30 June 2020.

Background

The Financial Activity Statement is submitted to Council as per the requirement of Section 6.4(1) and (2) of the *Local Government Act 1995 Regulation 34(1) of the Local Government (Financial Management) Regulations*

Details

The Financial Activity Statement commentary compares the actual results for the 12 months to 30 June 2020 with the budget approved by Council on 23 July 2019 and subsequent amendments on 24 September 2019, 3 October 2019, 26 November 2019, 31 March 2020 and 30 June 2020.

Stakeholder engagement

There is no stakeholder engagement related to this report.

Strategic alignment

This item addresses the community's vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	Performance
Strategic Objective:	5.5 A financial business model underpinned by a culture of cost management, best value and strategic financial analysis that is subject to ongoing oversight, transparency and accountability.

The Financial Activity Statement is a statutory report that provides for the City's financial transparency and accountability.

Corporate Business Plan

Aspiration:	Performance
Number:	CBP5.5
Operational Initiative:	Core Systems Consolidation Release 2

Issue and Area Specific Strategies or Plans

Nil

Legal and statutory implications

Section 6.4(1) and (2) of the *Local Government Act 1995 Regulation 34(1) of the Local Government (Financial Management) Regulations*.

Connection with mandates in the City of Perth Act 2016

8(1)(d) - to continuously improve the services and facilities provided to the community, visitors and tourists

Risk implications

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Financial	Minor	Unlikely	Low

Approval implications

There are no approval implications to this report.

Financial implications

There are no financial implications related to this report.

Policy references

There are no policy references related to this report.

Comments

Nil

Officer Recommendation

That Council RECEIVES the Financial Statements and the Financial Activity Statement for the period ended 30 June 2020 as detailed in Attachment 6.5A.

Item 6.6 – Payments from Municipal Fund – July 2020

File reference	P1036562-9
Report author	Reshma Jahmeerbacus, Acting Manager Finance
Other contributors	Sarah Gosling, Senior Financial Accountant
Reporting Service Unit and Alliance	Finance, Corporate Services
Report author disclosure of interest	Nil
Date of report	6 August 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 6.6A - Warrant of Payments

Purpose

In accordance with *Regulation 13(1) of the Local Government (Financial Management) Regulations 1996*, the list of payments made under delegated authority for the month ended 31 July 2020 to be received and recorded in the Minutes of the Council.

Background

A monthly report that summarises the payments for the Municipal Account for the month ended 31 July 2020 as required by *Regulation 13(1) of the Local Government (Financial Management) Regulations 1996*.

Details

Payments for the month of July 2020 included the following significant items, but exclude payroll and payroll taxation payments to the Deputy Commissioner of Taxation:

- \$1,587,088.24 to Densford Civil Pty Ltd (supplier 09508) for payment of the Wellington Square Enhancement Project-Main contract schedule C1, Landscape & Civil for works from 01/05/2020 – 31/05/2020;
- \$1,526,647.24 to LGISWA (supplier 59864)) for the following payments of Insurances –
 - \$775,795.80 - 50% contribution – Work Care Insurance - 2020/2021
 - \$301,400.00 - 50% contribution – LGIS Liability Insurance - 2020/2021
 - \$172,593.30- 50% contribution – Property Insurance - 2020/2021
 - \$162,101.32 - Motor Fleet Insurance - 2020/2021
 - \$142,450.00 - Management Liability Insurance - 2020/2021
 - \$ 28,799.91 - Commercial Crime and Cyber Liability - 2020/2021
 - \$ 1,004.41 - Corporate Travel insurance - 2020/2021
 - \$ 708.68 - Personal Accident insurance - 2020/2021
 - \$ -58,206.18 – Contribution assistance package 1st instalment - Liability Insurance;
- \$818,596.00 to Georgiou Group Pty Ltd (supplier 36770) for the payment of East End Revitalisation – civil, electrical and landscape construction works – Stage 1;

- \$756,545.45 to WA Treasury (supplier 94510) for loan payments of-
 - \$711,834.69 - Perth City Library and Public Plaza
 - \$ 44,710.76 - Government Guarantee Fee;
- \$726,103.85 to Visual Inspirations Australia Pty Ltd (supplier 01618) for the Gross rental values General Revaluation 2019/20;
- \$526,685.39 to Landgate (supplier 26770) including the following;
 - \$329,320.28 – Cleaning Concourse Tenant TLT
 - \$ 7,322.61 – General Cleaning & consumables public toilets & Bathrooms;
- \$490,658.41 to Sundry Creditors (supplier 99991) for the following reimbursements;
 - \$480,355.94 – Refund of Work Bonds, Infringements, Parking deposits and Parking cards, and function refund due to Covid 19;
 - \$10,302.47 – refunds to City of Perth Staff;
- \$422,243.32 – Infor Global Solutions Australia Pty Ltd including the following
 - \$282,411.20 - Renewal of Pathway annual maintenance 2020/2021
 - \$133,628.12- Annual Hansen Asset Management System Renewal Pathway annual Maintenance support 2020/2021
 - \$ 2,068.00 – Work for migrating & updating new charts of accounts in Pathway.

Stakeholder engagement

There is no stakeholder engagement related to this report.

Strategic implications

This item addresses the community’s vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	Performance
Strategic Objective:	5.5 A financial business model underpinned by a culture of cost management, best value and strategic financial analysis that is subject to ongoing oversight, transparency and accountability.

The Warrant of Payments is a statutory report that provides for the City’s financial transparency and accountability.

Corporate Business Plan

Aspiration:	Performance
Number:	CBP5.5
Operational Initiative:	Core Systems Consolidation Release 2

Issue and Area Specific Strategies or Plans

Nil

Legal and statutory implications

Regulation 13 (1) of the *Local Government (Financial Management) Regulations 1996*

Connection with mandates in the *City of Perth Act 2016*

8(1)(d) - to continuously improve the services and facilities provided to the community, visitors and tourists

Risk implications

There are no risk implications related to this report.

Approval implications

There are no approval implications related to this report.

Financial implications

There are no financial implications related to this report.

Policy references

There are no policy implications related to this report.

Officer Recommendation

That Council:

1. RECEIVES the list of payments made under delegated authority for the month ended 31 July 2020, in accordance with Regulation 13(1) of the *Local Government (Financial Management) Regulations 1996*; and
2. RECORDS in the Ordinary Council Meeting minutes, the summary of which is as follows:

FUND	PAID
Municipal fund	\$21,567,699.26
Trust fund	\$0
TOTAL	\$21,567,699.26

Item 6.7 – Rates Concession – Western Australia Cricket Association (WACA) – 2020 - 2021

File reference	P1019031-9
Report author	Amanda Bentley, Senior Rates Coordinator
Other contributors	Michael Kent, Project Director Strategic Finance
Reporting Service Unit and Alliance	Finance, Corporate Services
Report author disclosure of interest	Nil
Date of report	7 August 2020
Nature of Council's role	Legislative
Voting requirement	Absolute Majority
Attachment/s	Nil

Purpose

The purpose of this report is for Council to approve the rates concession of \$175,789.15 for the Western Australia Cricket Association (WACA) sporting ground to reflect the role of the WACA in the community and the activities that are undertaken at the ground for the 2020/21 financial year.

Background

Historically the WACA received an exemption for rates under S6.26(2)(g) – charitable purposes. An exemption review in 2013 revealed the organisation is not exempt under the provisions of the *Local Government Act 1995* (the Act) as they are not considered a charitable organisation, therefore the exemption was cancelled.

The WACA then sought Ministerial Approval for an exemption of rates under S6.26(2)(k) of the Act for 2013/14. The Minister approved the exemption which continued for 5 years until 2017/18.

Before the WACA had received a ministerial exemption in 2013, the City proposed to stage the introduction of full rates over a 3-year period. 33.33% in Year 1, 66.66% in Year 2 and 100% in Year 3. This option was discussed with the WACA.

The Local Government Minister did not approve an exemption for 2018/19. The Minister did not provide reasons to the City of Perth for the discontinuance of the exemption. Due to the nature of the use of the ground and the community activities undertaken there, the City was asked to conduct a site inspection in May 2018 and meet with representatives of the WACA to discuss options for 2018/19. As a result, the City approved to grant an 88.4% rate concession under Section 6.12 (1)(b) of the Act.

The option selected to determine the rateable portion was based on the proportion of the property that was generating commercial income. The identified commercial areas were the Museum, Prindiville stand, including Administration, the Player's Pavilion and Bradman, Boundary, President's and Willow Rooms. The playing surface was also classified as commercial on the 27 days where cricket was played at the ground and tickets were sold to the public. Based on this methodology a Rates levy of \$20,795.63 was calculated which equates to 11.6% of the full Rates levy.

A review was conducted for the 2019/20 financial year and the WACA has advised that the property was

used for only 25 days of the financial year. This amended the rates concession to 88.5%. Based on the 2019/20 rates of \$171,416.15, the concession amount was \$151,832.20.

Details

Last year, an agreement was reached with the WACA to continue the process of calculating the commercial percentage use of the property each year to determine a rates concession until the ground use changes. The WACA had advised they were attempting to obtain State and Federal funding for redevelopment of the ground. It was agreed that if the redevelopment commenced, the rates concession would be reviewed.

The WACA have confirmed no change to the calculation of commercial use from 2019/20. It is recommended that the City approve to grant an 88.5% concession to the WACA to acknowledge:

- That only 25 days of cricket will be played at the venue in 2020/21;
- That the principal activity undertaken at the WACA ground is administration; and
- The organisation’s broad community role in developing grassroots cricket.

Stakeholder engagement

The City held several discussions and site meetings with the WACA and visited the premises over the past few years.

Strategic alignment

This item addresses the community’s vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	Performance
Strategic Objective:	5.5 A financial business model underpinned by a culture of cost management, best value and strategic financial analysis that is subject to ongoing oversight, transparency and accountability.

This report demonstrates financial oversight that encourages transparency and accountability for use of the City’s financial resources.

Corporate Business Plan

Aspiration:	Partnership
Number:	6.5
Operational Initiative:	N/A

This report demonstrates the financial implications of the City’s execution of this initiative contained in the Corporate Business Plan.

Issue and Area Specific Strategies or Plans

Nil

Legal and statutory implications

Section 6.47 of the Local Government Act 1995 states that a local government may at the time of imposing a rate or service charge or at a later date resolve to waive* a rate or service charge or resolve to grant other concessions in relation to a rate or service charge.

* *Absolute majority required.*

Connection with mandates in the City of Perth Act 2016

8(1)(a) - to provide for the good government of persons in the City of Perth, including residents, ratepayers and visitors

Risk implications

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Financial	Moderate	Possible	Low
Legal and Regulatory/Ethical	Moderate	Possible	Low

Approval implications

By approving the officer's recommendation, the City will be reflecting the significant role that the WACA plays in the community through the activities that are undertaken at the ground.

Financial implications

The rates levy for 2020/21 is \$198,631.80. The proposed rates concession of 88.5% is \$175,789.15 and would reduce the Commercial Rates revenue. The City has taken this into consideration in formulating its annual budget.

Policy references

There are no policy references related to this report.

Comments

It is the intention that the rate calculation and any applicable concession is reviewed on an annual basis and the WACA will continue to be rated based on the percentage of commercial activities until such time that the property is redeveloped, and the property use is changed.

Officer Recommendation

That Council APPROVES the rates concession of \$175,789.15 for the Western Australia Cricket Association (WACA) sporting ground under section 6.47 of the *Local Government Act 1995* for the 2020/21 financial year.

Item 6.8 – Execution of the Local Government Master Lending Agreement

File reference	P1014149-26
Report author	Sarah Gosling, Senior Financial Accountant
Other contributors	Michael Kent, Project Director Strategic Finance
Reporting Service Unit and Alliance	Financial Services, Corporate Services Alliance
Report author disclosure of interest	Nil
Date of report	7 August 2020
Nature of Council's role	Legislative
Voting requirement	Absolute Majority
Attachment/s	Attachment 6.8A - Local Government Master Lending Agreement (LGMLA), City of Perth - July 2020

Purpose

The purpose of this report is to seek Council approval to execute a Local Government Master Lending Agreement with WA Treasury Corporation under Common Seal.

Background

Western Australian Treasury Corporation (WATC) is streamlining its loan application process and now requires local government clients to become a party to a Local Government Master Lending Agreement (LGMLA) between the local government and WATC. Agreeing to becoming a party to such agreement is necessary for the City of Perth to access the online loan portal and arrange future borrowing from WATC.

Most other local governments in Western Australia have already transitioned to a Local Government Master Lending Agreement (LGMLA).

For the LGMLA to be effective, the City of Perth is required to execute the LGMLA under its Common Seal as authorised by a resolution of the City of Perth.

Details

This Agreement consolidates all existing loans from WATC to the City of Perth under the Local Government Master Lending Agreement and facilitates future borrowings under the one agreement thereby removing the need for individual loan agreements to be executed under seal each time the City of Perth borrows from WATC.

Council will still have responsibility for approving the proposed borrowing through the budget process - the agreement simply facilitates the operational aspects of the borrowing transaction following Council approval.

Any borrowing under the LGMLA will be subject to WATC's credit approval policy at the time of application, and the release of funds is subject to the issuance of a firm rate.

Stakeholder engagement

The actions arising from this report are procedural in nature and no stakeholder engagement is required.

Strategic alignment

This item addresses the community's vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	Performance
Strategic Objective:	A financial business model underpinned by a culture of cost management, best value and strategic financial analysis that is subject to ongoing oversight, transparency and accountability.

Execution of the Local Government Master Lending Agreement enables the proposed funding model associated with the City of Perth's Long Term Financial Plan by allowing the responsible use of debt in the funding mix.

Corporate Business Plan

Aspiration:	Performance
Number:	N/A
Operational Initiative:	N/A

Issue and Area Specific Strategies or Plans

The Long Term Financial Plan represents what is considered to be the optimal model to deliver a responsible and sustainable financial blueprint for the City for the next ten years. The Plan includes the responsible use of cash reserves and borrowings to supplement other forms of income. The execution of this agreement will streamline the borrowing approval process.

Legal and statutory implications

Section 6.20 of the *Local Government Act 1995* sets out the legislative provisions relating to local government borrowings and the City will, of course, be required to meet all those legislative obligations in addition to being a party to the LGMLA.

Connection with mandates in the *City of Perth Act 2016*

8(1)(a) - to provide for the good government of persons in the City of Perth, including residents, ratepayers and visitors

Risk implications

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Financial	Minor	Unlikely	Low

Approval implications

The LGMLA should be executed under Common Seal to facilitate efficient management of current loans and access to the future borrowings detailed in the Long Term Financial Plan.

Financial implications

The financial implications associated with this report are fully accommodated within the existing 2020/21 Budget and Long Term Financial Plan.

Policy references

There are no policy references related to this report.

Comments

For administrative efficiency, it is recommended that Council adopts the following recommendation.

Officer Recommendation

That Council

1. ENTERS into a Master Lending Agreement with Western Australian Treasury Corporation as at Attachment 6.8A; and
2. APPROVES the affixation of the Common Seal of the City of Perth to the Master Lending Agreement in the presence of the Chair Commissioner and the Chief Executive Officer.

Item 6.9 – Appointment of Deputy of the Local Government for the *Health (Miscellaneous Provisions) Act 1911*

File reference	P1023849-1
Report author	Kathleen O’Brien, Paralegal
Other contributors	Nil
Reporting Service Unit and Alliance	Governance, Corporate Services
Report author disclosure of interest	Nil
Date of report	29 June 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Nil

Purpose

To appoint officers to be the local government’s deputy for the purposes of *the Health (Miscellaneous Provisions) Act 1911* (Act) and the regulations made under the Act.

Background

At its Ordinary Council Meeting held 29 May 2018, Council appointed the Chief Executive Officer, Director Corporate Services, Manager Health and Activity Approvals and Coordinator Environmental Health to be its deputies for the purposes of the Act, and its regulations.

Due to a restructure and changes to position titles the majority of these position titles are no longer accurate.

Details

To allow for appropriate authority it is proposed that the previous authorisation is replaced with an authorisation to the Chief Executive Officer, General Manager Community Development, Alliance Manager Community Safety and Amenity, and Principal Environmental Health. These roles have responsibility over the administration of the Act and the appointment of various roles will allow decisions to be made at the most appropriate level. The proposed roles are either at a management level and above or the most senior environmental health officer at the City.

Stakeholder engagement

No stakeholder engagement has been undertaken in relation to this report.

Strategic alignment

This item addresses the community’s vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	Performance
Strategic Objective:	5.6 Decision-making that is ethical, informed and inclusive.

The deputation will support efficient decision making in relation to matters under the *Health (Miscellaneous Provisions) Act 1911*.

Aspiration:	Place
Strategic Objective:	2.9 Land use, transport and infrastructure planning that encourages and facilitates a wide range of public and private sector investment and development.

Various decisions made under the *Health (Miscellaneous Provisions) Act 1911* relate to land use approvals for temporary buildings and lodging houses, decisions on the safety of dwellings, and provisions relating to sanitarianess of certain infrastructure. Efficient and responsive decision making in this area supports ongoing amenity.

Corporate Business Plan

Aspiration:	Performance
Number:	N/A
Operational Initiative:	N/A

The appointment of a deputy is not a new initiative but instead enables ongoing efficient decision making.

Issue and Area Specific Strategies or Plans

- Corporate Recovery Implementation Plan.

The review of authorisations and delegations is an identified requirement within the Corporate Recovery Implementation Plan.

Legal and statutory implications

The Act does not have an instrument of delegation, as such there is no statutory power for Council to delegate its powers and functions under the Act. However, section 26 of the Act provides a process for council to appoint a deputy to undertake its functions which is a similar process:

26. Powers of local government

Every local government is hereby authorised and directed to carry out within its district the provisions of this Act and the regulations, local laws, and orders made thereunder:

Provided that a local government may appoint and authorise any person to be its deputy, and in that capacity to exercise and discharge all or any of the powers and functions of the local government for such time and subject to such conditions and limitations (if any) as the local government shall see fit from time to time to prescribe, but so that such appointment shall not affect the exercise or discharge by the local government itself of any power or function.

Matters can still be referred to Council for consideration where the circumstances indicate this is appropriate.

Connection with mandates in the *City of Perth Act 2016*

8(1)(a) - to provide for the good government of persons in the City of Perth, including residents, ratepayers and visitors

Risk implications

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Legal and Regulatory/Ethical	Moderate	Unlikely	Medium

Appointment of officers for the purposes of administering the local government’s function under the Act is to be carefully considered as there are a range of functions. The risk of poor decision-making in relation to these functions is mitigated by the authorisation being limited to the proposed roles.

Approval implications

If Council does not appoint the proposed deputies, various administrative functions under the Act will require executive level decision making.

Financial implications

There are no financial implications associated with this report.

Policy references

There are no policy implications associated with this report.

Comments

Appointing additional officers as deputies of the City under the Act will assist the City to efficiently and effectively fulfil its functions under the Act. It should be noted that appointing deputies as proposed does not prevent a matter from being referred to Council for consideration where appropriate.

Officer Recommendation

That Council:

1. APPOINTS the following officers as its deputies, with the authority to exercise all of its powers and functions, conferred or imposed upon the City by the *Health (Miscellaneous Provisions) Act 1911* and its regulations:
 - 1.1 Chief Executive Officer;
 - 1.2 General Manager Community Development;
 - 1.3 Alliance Manager Community Safety and Amenity; and
 - 1.4 Principal Environmental Health; and
2. REVOKES the previous authorisations under the *Health (Miscellaneous Provisions) Act 1911*.

Item 6.10 – Chief Executive Officer – Key Focus Areas

File reference	P1029514
Report author	Karin Strachan, Project Director Corporate Recovery
Other contributors	Chris Noble, Corporate Strategy and Risk Advisor
Reporting Service Unit and Alliance	Corporate Recovery, CEO Alliance
Report author disclosure of interest	Nil
Date of report	10 August 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Nil

Purpose

The purpose of this report is for Council to endorse the key focus areas for the City's Chief Executive Officer for financial year 2020/21.

Background

A number of Key Focus Areas have been identified that will facilitate a smooth transition of the City from a Commissioner-led organisation to a Council-led organisation. The focus areas provide clear direction, in both external and internal environments, for the CEO to continue the City of Perth's transformation program.

The City's transformation has been commenced and overseen by the previous CEO, Murray Jorgensen. It is important for the City's sustainability into the future that this journey of recovery is continued and finalised by the City's new CEO, Michelle Reynolds. A set of clearly defined Key Focus Areas and Key Performance Indicators (KPI's) will guide this continuation.

Details

In August 2020, the City of Perth welcomed its new CEO, Michelle Reynolds. To enable a seamless transition, the City's Commissioners and the CEO have developed a series of Key Focus Areas, to be progressed in the current financial year. These Key Focus Areas are:

Implementation of policy and strategy	1. Integrated Strategic Planning and Reporting Framework (ISPRF) 2. City Deal and major infrastructure 3. Perth City Parking 4. Covid-19 business recovery
Organisational review, reform and recovery	5. Audit and Risk Management 6. Governance
Local Government	7. Quality of exchange between elected members and executive 8. Local Government Industry Orientation and Networking 9. Elected member orientation, induction and engagement

The above Key Focus Areas provide the basis for the CEO's Annual Performance Review and subsequent KPIs, all of which will be reviewed by the new Council in July 2021 as part of the performance review process.

Stakeholder engagement

There has been no stakeholder engagement undertaken in relation to this report.

Strategic alignment

Delivery against these Key Focus Areas will support strategies outlined in the Strategic Community Plan, particularly "A city led by a Council and supported by an administration that is committed to sound strategy and governance, excellence in customer service and effective and sincere engagement with all stakeholders.", as well as alignment with priorities established in the Corporate Business Plan 2020/21 - 2023/24.

Legal and statutory implications

Section 5.38 and 5.39 of the *Local Government Act 1995*

Connection with mandates in the *City of Perth Act 2016*

8(1)(a) - to provide for the good government of persons in the City of Perth, including residents, ratepayers and visitors

Risk implications

Impact of decision	
Organisation	Medium
Community	Medium

The following risk profile is in place based on Council accepting the officer's recommendation(s):

Risk domain	Consequence	Likelihood	Risk rating
Service Delivery/Strategic Objectives	Minor	Possible	Medium
Reputation and External Stakeholders	Minor	Unlikely	Low

The recommendation in this report impacts the organisation's focus, which has flow on effects to the City's community. Due to this impact, this report is of **medium risk** and careful consideration has been given to ensure that the areas of focus are relevant for this point in time.

Approval implications

Should Council not endorse the officer recommendation, the City's CEO may have insufficient guidance on the Commissioners key priorities for focused transformation.

Financial implications

There are no financial implications related to this report.

Policy references

There are no policy references related to this report.

Comments

Nil

Officer Recommendation

That Council ENDORSES the following Key Focus Areas for the City's Chief Executive Officer:

1. Integrated Strategic Planning and Reporting Framework (ISPRF);
2. City Deal and major infrastructure;
3. Perth City Parking;
4. COVID-19 business recovery;
5. Audit and Risk Management;
6. Governance;
7. Quality of exchange between elected members and executive;
8. Local Government Industry Orientation and Networking; and
9. Elected member orientation, induction and engagement.

Item 6.11 – Audit and Risk Committee - Risk Management Policy 19.1 Revision

File reference	P1013822-3
Report author	Chris Noble, Corporate Strategy and Risk Advisor
Other contributors	Tess Jackson, Risk and Business Continuity Officer
Reporting Service Unit and Alliance	Strategy and Risk Unit, CEO Alliance
Report author disclosure of interest	Nil
Date of report	17 July 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 6.11A - Risk Management Policy (Revised)

Purpose

The Council is requested to adopt a proposed revision of the current Risk Management Policy (Council Policy Number 19.1).

Background

A review of the Policy has been undertaken to align to the ISO 31000:2018 Risk Management Standard, as well as integrate other disjointed elements that guide the City's Administration. This includes integrating existing Risk Appetite Statements as well as creating further clarity on the existing policy intent, to assist in creating a clear position of Council.

Council last endorsed a revised Risk Management Policy, accompanied by a detached set of Risk Appetite Statements, at the Ordinary Council Meeting held on 22 November 2016.

At the Audit and Risk Committee Meeting, 5 August 2020, it was recommended that the Policy undergo a minor change. This change has seen one element of the appetite statements modified from 'Adverse' to 'Zero', in order to accurately reflect the Committee's tolerance views.

Details

The revised policy keeps the existing intent of previous Risk Management Policy, with focus applied on creating a clearer direction and integrating already established risk appetite statements.

To manage risk carefully, the policy outlines various statements that identify its tolerance to risk in various domains, known as risk appetite. Risk appetite is the amount of risk to which an organisation is prepared to be exposed to before it judges action to be necessary.

The Risk Management Policy forms an integral part of the City's Risk Management Approach (as shown below in Figure 1).



Figure 1: City of Perth Risk Management Approach

The proposed policy identifies the following key focus areas for the organisation, in order to embed enterprise wide risk management:

- Maintain compliance with Regulation 17 of the *Local Government (Audit) Regulations 1996*.
- Utilise and align risk management to the principles and guidelines outlined in the ISO standard(s).
- Promote a risk awareness and active risk management culture.
- Provide regular education to staff regarding risk management practices.
- Integrate risk management into the strategic planning and decision-making processes.
- Continuously improve the City’s approach to Risk Management.

It is anticipated that the Risk Management Policy is reviewed biennially, with a focus on testing the existing Risk Appetite Statements with Elected Members.

Stakeholder engagement

A discussion paper as well as the proposed revised policy was tabled with the City’s Executive Leadership Team, as well as informally with the City’s Commissioners. There has been no external consultation as it has been viewed as a minor adjustment to an already existing policy position of Council.

Strategic alignment

Strategic Community Plan

This item addresses the community’s vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	Performance
Strategic Objective:	5.1 An integrated strategic framework with clear line of sight between community vision and operational outcome.

The Risk Management Policy will assist in creating a risk culture that is integrated with the City’s planning and decision-making processes.

Legal and statutory implications

Risk Management in local government is guided by Regulation 17 of the Local Government (Audit) Regulations 1996 (the Regulations), which requires the Chief Executive Officer (CEO) to undertake a review to assesses the appropriateness and effectiveness of the City's systems and procedures in relation to:

- risk management;
- internal controls; and
- legislative compliance.

This policy assists creating assurance that the City is focused on Risk Management practices.

Connection with mandates in the *City of Perth Act 2016*

8(1)(a) - to provide for the good government of persons in the City of Perth, including residents, ratepayers and visitors

Risk implications

Impact of decision	
Organisation	Medium
Community	Medium

Risk domain	Consequence	Likelihood	Risk rating
Service Delivery/Strategic Objectives	Moderate	Possible	Medium

To ensure the City's approach to Risk Management is continually maturing, ongoing reviews of the Risk Management Policy is important. Not approving the proposed policy maintains the disconnection of risk appetite and its operational application.

Approval implications

It is acknowledged that having a mature risk management culture is key to assisting in the achievement of organisational goals and objectives. Without the revision of the Risk Management Policy, some organisational objectives may not be achieved, as well as potential non-compliance with Regulation 17 of the *Local Government (Audit) Regulations 1996*.

Financial implications

There are no direct financial implications associated with this report.

Policy references

The proposed policy is a revision on the existing Council Policy 19.1 – Risk Management and Council Policy Framework Policy.

Officer Recommendation

That the Audit and Risk Committee recommends that Council ADOPTS the revised version of the Risk Management Policy 19.1, as detailed in Attachment 8.2A.

Audit and Risk Committee Recommendation

That Council ADOPTS the revised version of the Risk Management Policy 19.1, as detailed in Attachment 8.2A subject to minor amendments to the policy wording in relation to the description of the appetite statement.

Item 6.12 – Compliance Audits – City of Perth and NSW/Victorian Government Transport Authority Agreements

File reference	P1026043-2
Report author	Niloha Mendoza, Assistant Internal Auditor
Other contributors	Mario Cheldi, Internal Auditor
Reporting Service Unit and Alliance	CEO, CEO Alliance
Report author disclosure of interest	Nil
Date of report	7 July 2020
Nature of Council’s role	Executive
Voting requirement	Simple Majority
Attachment/s	Nil

Purpose

The purpose of this report is to seek approval of the Compliance Audits – City of Perth and New South Wales/Victorian Government Transport Authority Agreements completed as part of the Internal Audit Plan for 2019/20 and 2020/21.

Background

Access to interstate vehicle registration details are required by the City of Perth (the City) for the purpose of enforcing parking infringements incurred by interstate vehicle owners/drivers within the City’s boundaries.

In 2014 the City entered into two agreements to access and use interstate vehicle registration details. These agreements are as follows:

- DRIVES24 Terms of Access Agreement – Roads and Maritime Services (RMS), New South Wales (NSW) Government.
- Information Protection Agreement (IPA) – Victorian Department of Transport (DoT) formerly Roads Corporation of Victoria or VicRoads.

The abovementioned agreements were superseded by new agreements in June and March 2019 respectively.

NSW and Victoria are the only states/territories in which the City has an agreement with for accessing motor vehicle registration details. These agreements are a result of NSW and Victoria transport government authority obligations to protect customer personal information (vehicle owner/driver details) as required by their respective state privacy legislation.

The City is required by the abovementioned state government authorities to have a review undertaken for each financial year with respect to its compliance with the relevant agreement. Failure to carry out these audits by the due date may result in access to vehicle registration detail information being suspended by the relevant government authority which in turn affects the ability of the City to enforce and collect revenue from parking infringements incurred by NSW/Victorian vehicle owners/drivers.

Parking infringements are being managed by Infringement Support Services section of the Parking Services Unit.

In 2014, Internal Audit was requested by the abovementioned section to carry out audits in relation to compliance with the abovementioned agreements. These compliance audits were undertaken by Internal Audit for the 2014/15 financial year and have been included within the approved Internal Audit Plan for each financial year since.

This report provides a summary of the abovementioned compliance audits completed for the 2019/20 financial year.

As per Pathway system records, during the 2019/20 financial year the City issued 250 parking infringements to New South Wales vehicle owners/drivers and 497 parking infringements to Victorian vehicle owners/drivers which raised revenue of \$20,770 and \$42,210 respectively.

Details

Compliance with DRIVES24 Terms of Access Agreement (RMS)

NSW Roads and Maritime Services (RMS) is an agency of the New South Wales Government responsible for the registration of vehicles and the issuing of drivers licences in New South Wales.

DRIVES is the RMS database of driver licensing and vehicle registration data. This database includes Personal Information regulated under the *Privacy Act 1988* (Cth) and *Privacy and Personal Information Protection Act 1998* (NSW) as well as the Road Transport Law Confidentiality Provisions of the *Road Transport Act 2013* (NSW) and *Photo Card Act 2005* (NSW).

DRIVES24 is the interface by which the City obtains read-only access to DRIVES. The current agreement to access DRIVES24 in order to obtain NSW vehicle registration information was entered into by the City on 4 June 2019.

Access to the DRIVES24 interface and the use of DRIVES Information has been granted by RMS and is restricted to staff within the Infringement Support Services section of the Parking Services Unit with a legitimate need for DRIVES Information i.e. to facilitate the issue of parking infringements and who have signed a DRIVES External User Account Request Form (Authorised Users). Under the DRIVES24 Terms of Access Agreement with RMS, the Supervisor Legal Compliance & Infringement Services is the Security Administrator.

The DRIVES24 Terms of Access Agreement provides for Authorised Users to access the records held in DRIVES24 for the purpose of enforcing offences under the following legislation as listed within this agreement:

- *Local Government Act 1995* (WA);
- *Fines, Penalties and Infringement Notices Enforcement Act 1994* (WA);
- *Local Government (Parking for People with Disabilities) Regulations 2014* (WA);
- *City of Perth Parking Local Law 2017*; and
- *City of Perth Thoroughfares and Public Places Local Law 2017* (WA).

This audit comprised a review of the City's compliance with requirements of the abovementioned agreement categorised under the following broad guidelines:

- Use of DRIVES24 and DRIVES Information;
- Internal guidelines and procedures;
- Personnel security checks;
- Premises (local and remote access);
- Records, audit and inspection; and
- Review of access audit logs for users for Annual Compliance Certificate.

As per the DRIVES24 Terms of Access Agreement, RMS has provided the City with access logs for four out of eight Authorised Users who accessed the DRIVES24 interface from February to May 2020. These access logs were required to be reviewed as part of this audit to confirm that access to DRIVES24 Information is in accordance with the permitted purpose contained within the agreement. A total of 57 out of 57 searches were reviewed on the access logs and compliance with this permitted purpose was confirmed. No issues of concern were identified.

The audit has found that the City has complied with the RMS DRIVES24 Terms of Access Agreement and Guidelines for the 2019/20 financial year.

As per the DRIVES24 Terms of Access Agreement an annual audit report template and Compliance Audit Certificate (provided by RMS) were completed and submitted to RMS prior to the 30 June 2020 deadline.

Compliance with Information Protection Agreement (IPA)

The Victorian Department of Transport (DoT), formerly VicRoads, is responsible for driver licensing and vehicle registration in the state of Victoria. According to the current IPA with the City, the use and disclosure of information maintained by the DoT is subject to the confidentiality provisions of the *Road Safety Act 1986* (Vic) and Privacy Laws i.e. Australian Privacy Principles contained within the *Privacy Act 1988* (Cth).

The City's access to DoT information (the Information) was agreed on 13 March 2019 as per the current Information Protection Agreement (IPA). Access and use of the Information is granted by the DoT and is restricted to only those employees who have a genuine operational need to use the Information. Under the current IPA the Supervisor, Legal Compliance & Infringement Services is the Organisational Representative. The City is required to have a review undertaken for each financial year to assess compliance with the IPA.

The City obtains the Information (Victorian vehicle registration details i.e. vehicle owner names and addresses) from DoT via email containing a secure file attachment in order to enforce infringements as per the following legislation listed within the current IPA:

- *Local Government Act 1995* (WA);
- *Fines Penalties and Infringement Notice Enforcement Act 1994* (WA);
- *Road Traffic Act 1974* (WA); and
- *Road Traffic (Administration) Act 2008* (WA).

Under the current IPA, DoT has adopted a risk-based audit approach. A template was provided by DoT for the City to assess its compliance with the following broad areas:

- Privacy and Data Security;
- Records and Change Management (employee changes);
- Breach Management;
- Working from Home; and
- Subcontractors (not applicable for the City of Perth).

The City was required to provide its controls under each of the above areas and these were listed on the IPA Annual Audit Report template. In addition, the City was required to rate its controls under a DoT maturity rating scale (0 to 3). The Internal Audit Team has rated relevant controls at an average of 2.5. Under the DoT maturity rating scale 2 means “The Recipient’s controls are designed and approaching maturity, with only minor improvements needed, but only partially implemented”.

IPA Annual Audit Report template also requested recommendations for improvements to controls as required. One recommendation for improvement was included on the template and this related to the Organisational Representative to carry out and keep evidence of Pathway/Content Manager user access report reviews at least every six months as required under the DoT IPA *Schedule 1: Security Controls* to ensure that only Nominated Personnel with a business need to access the DoT Information are able to do so.

The abovementioned recommendation for improvement was discussed and agreed with the Organisational Representative.

In addition, the IPA Annual Audit Report template requires spot checks to be undertaken to test whether the “Information is requested, accessed, used or disclosed for the Purpose [of the IPA] only”.

Under the IPA the City requires the DoT Information for the following purpose: “The prevention, detection, investigation and prosecution of offences and enforcement of penalties in relation to parking, traffic, abandoned vehicles and other local matters, where the council is the law enforcement agency, including the preparation for and conduct of related proceedings or the protection of public revenue.”

An audit sample of 25 (out of 345) searches on DoT vehicle registration details were reviewed for the period 1 July 2019 to 30 June 2020. This sample size meets the DoT requirement to carry out spot checks on a sample of 5% of searches for the year. Audit sample testing has confirmed that this information was accessed and used for the abovementioned purpose by Nominated Persons (refer above). No issues of concern were identified from this sample testing.

Overall conclusion for this audit is that there is evidence to provide assurance that existing controls over the management of DoT Information security and access requirements as per the Information Protection Agreement are adequate and being observed by the City of Perth. However, there is scope for improvement in these controls as per the recommendation summarised above.

The completed and signed off annual audit report template was submitted to DoT prior to the 30 August 2020 deadline.

Stakeholder engagement

- Supervisor, Legal Compliance & Infringement Services – Parking Services Unit
- Infringement Support Officers – Parking Services Unit;
- Manager Parking Services;
- Business Systems Administrator - ICT Unit;
- City Records Team;
- Risk & Business Continuity Officer – CEO Alliance;
- Senior Learning and Development Advisor - HR Unit;
- General Manager Corporate Services; and
- Registration and Licensing - Data Provisioning Unit, Victorian DoT (formerly VicRoads).

Strategic alignment

Strategic Community Plan

This item addresses the community's vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019 – 2029:

Aspiration:	Performance
Strategic Objective:	5.5 A financial business model underpinned by a culture of cost management, best value and strategic financial analysis that is subject to ongoing oversight, transparency and accountability.

This report provides assurance that the City is working to deliver good governance in line with the abovementioned strategic objective.

Legal and statutory implications

Regulation 17 of the Local Government (Audit) Regulations 1996.

Connection with mandates in the *City of Perth Act 2016*

8(1)(a) - to provide for the good government of persons in the City of Perth, including residents, ratepayers and visitors

Risk implications

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Legal and Regulatory/Ethical	Minor	Unlikely	Low
Financial	Insignificant	Unlikely	Low
Reputation and External Stakeholders	Minor	Unlikely	Low

Failure to carry out these audits by the due date may result in access to vehicle registration detail information being suspended by the relevant government authority which in turn affects the ability of the City to enforce and collect revenue from parking infringements incurred by NSW/Victorian vehicle owners/drivers.

Approval implications

If Council does not approve this report, there will be no formal acceptance of the 2020 DRIVES24 (NSW)/Victorian DoT Security and Access Audits completed in accordance with the Internal Audit Plan 2019/20 and the recommendation to improve controls as contained within the report of this review.

Financial implications

There are no financial implications related to this report.

Policy references

19.1 – Risk Management.

Comments

The cooperation and assistance received from a number of staff members, as listed under the stakeholder engagement section of this report, to enable the completion of this review is appreciated.

Officer and Audit and Risk Committee Recommendation

That Council APPROVES the report, Compliance Audits - City of Perth and New South Wales/Victorian Government Transport Authority Agreements, as part of the Internal Audit Plan for 2019/20 and 2020/21.

Item 6.13 – City Amenity Advisory Committee – Hay Street Lighting

File reference	P1039099#08
Report author	Chris Kopec General Manager Operations
Other contributors	Nil
Reporting Service Unit and Alliance	Infrastructure and Operations Alliance
Report author disclosure of interest	Nil
Date of report	30 July 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 6.13A – Hay St Mall Lighting Concept

Purpose

The purpose of this report is to seek Council approval for the City Amenity Advisory Committee recommendations to upgrade lighting in the Hay St Mall to increase the amenity and support reactivation of the City through the Economic Rebound Strategy.

Background

On 23 July 2020, the City Amenity Advisory Committee (the Committee) was provided with a PowerPoint presentation which outlined possible lighting outcomes based on recent discussions between Mr Les Wilson (Chair of the City Amenity Advisory Committee), Mr Jayson Miragliotta (GM Planning and Economic Development, City of Perth), Mr Chris Kopec (GM Infrastructure and Operations, City of Perth) and Oliver Loweth Head of Solutions, Technical Alliance (lighting supplier).

The presentation is included as Attachment 6.13A - Hay St Mall Lighting Concept.

In response to that presentation, the Committee requested that a report supporting the implementation of feature lighting in the Hay St Mall be tabled as soon as possible.

The Committee indicated that time was of the essence for the CBD retail sector and that Council approval to proceed would ideally be requested no later than the August Council meeting.

Details

The existing lighting in the Hay St Mall (and the city generally) is functional only in that it only provides white light for visibility, not feature lighting for activations and events, or as an attraction in its own right.

During May and June 2020 Mr Les Wilson contacted the City to discuss the possibility of including feature lighting in the Hay St Mall and introduced options provided by Mr Oliver Loweth who represents a private firm, (Technical Alliance) who are a supplier of specialist lighting systems to theatres, nightclubs etc.

Technical Alliance was made aware of the City's procurement requirements and the likelihood that any works of the scale discussed would require a tender process to be followed. All information provided by Technical Alliance to help the City understand the options available in the market have been provided with the understanding of the City's procurement processes in mind.

The design logic behind the proposed lighting includes a desire to externalise the experience from within the current renovations of sites such as the Piccadilly Arcade to draw visitors into the Mall from the Arcade and attract visitors to the Arcade as extensions of the lighting experiences across both sites.

The planned lighting would be flexible and could be used to support outdoor performances, art installations and events, as well as highlighting the heritage facades that exist in the mall, but which are largely unnoticed and unknown to visitors.

It would also be fully programmable and compatible with the City’s current programmable lighting systems, allowing consistency across all sites (Matagarup Bridge, Trafalgar Bridge, Council House) when specific themes are identified.

Technical Alliance has developed a concept for what might be achieved in the Hay St Mall and provided budget pricing based on their preferred technology solution. These budgets are represented below as an example of the likely value of works being proposed.

Description of Lighting	Location	Potential Cost
Control System supply and installation	Onsite and connection to City of Perth controls	\$45,000
Stage 1 5 full colour rotating projector lights 10 full colour fixed lights	Area between London court and Plaza Arcade. This represents the largest open area between groups of trees.	\$160,000
Stage 2 17 full colour rotating projector lights 83 full colour fixed lights	The remainder of the Mall including both entrances, 4 additional open areas, and lighting of all 6 groves of trees.	\$250,000 \$360,000 \$75,000
	Total	\$890,000

Should the Committee support the level of expenditure represented above, the required next steps are as follows:

1. The City calls tenders for the design, supply and installation of lighting systems based on the sample outcomes presented by Technical Alliance.
2. The Committee reviews and supports the preferred tender based on the lighting outcomes meeting their expectations of functionality and likelihood of providing the desired economic stimulus.
3. The preferred tender outcomes are presented to the Events, Arts and Culture Advisory Committee to ensure the final product supports the activation and events strategies being developed by that committee.
4. Council approval is sought to award a contract for the works, based on the tenders received.
5. Contract is awarded, and installation works commence.

Stakeholder engagement

The following stakeholder engagement was undertaken in the development of this report;

- City of Perth Activation and Cultural Experience Team;
- City of Perth Planning and Economic Development Alliance;
- City of Perth Customer Service Team;
- City of Perth Electrical Design Team;

Strategic alignment

This item addresses the community’s vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	People
Strategic Objective:	1.1 Safe, clean and inviting public places that are well patronised and enjoyed by all.
	1.5 Infrastructure, activities and programs that stimulate and entertain youth to reduce anti-social behaviour.
	1.8 A community that is healthy in its lifestyle and wellbeing, and generous towards helping others.
Aspiration:	Place
Strategic Objective:	2.1 A City that is seen by all as a great place to be.
Aspiration:	Prosperity
Strategic Objective:	4.1 A sustained increase in leisure and business tourism visitation.
Aspiration:	Performance
Strategic Objective:	5.8 Service levels that exceed customer expectations
Aspiration:	Partnership
Strategic Objective:	6.5 Meaningful and sincere engagement with associations and organisations that represent various interest groups to facilitate and promote a shared vision for Perth as a city

Corporate Business Plan

Aspiration:	People
Number:	CBP1.1
Operational Initiative:	Cleaning and presentation of the City

This report supports the activation of the Hay Street Mall through feature lighting that is accessible to everyone and aimed at increasing patronage to assist with the COVID-19 Economic Recovery.

Issue and Area Specific Strategies or Plans

- COVID-19 Economic Rebound Strategy

The installation of feature lighting in the Hay Street mall aims to improve the presentation of the City and encourage patronage into the malls to support the economic recovery of businesses.

Legal and statutory implications

There are no legal or statutory implications related to this report.

Connection with mandates in the *City of Perth Act 2016*

8(1)(d) - to continuously improve the services and facilities provided to the community, visitors and tourists

Risk implications

Impact of decision	
Organisation	Medium
Community	High

Risk domain	Consequence	Likelihood	Risk rating
People	Moderate	Likely	High
Reputation and External Stakeholders	Moderate	Almost certain	High
Financial	Moderate	Possible	Medium

Financial implications

In June 2020, Council approved a list of operational activities and projects for inclusion in the 2020/21 annual planning and budget process. This list has informed the Long Term Financial Plan (LTFP) and the Corporate Business Plan (CBP) which, in turn, has informed the draft budget.

This item recommends approving a feature lighting initiative to maximum total cost of \$900,000.00 inclusive of contingency and GST, and subject to a full tender process which is currently underway.

Policy references

There are no policy references related to this report.

Comments

Given the current level of private construction in the Western end of the Hay St Mall, and the unknown level of activation which might be generated with such an installation, it is proposed that the works be delivered in two stages:

- Stage 1 would include the area in front of London Court, and would be considered a trial.
- Stage 2 would include the balance of the works and would proceed as current construction activities are completed.

A review of the Stage 1 installation would also be undertaken and evaluated along with events, economic and visitation data prior to a decision to proceed with Stage 2 works being made.

Officer Recommendation

That Council:

1. APPROVES \$900,000 being allocated from within the budget allocated to the Covid-19 Economic Rebound Strategy to purchase and install feature lighting in the Hay Street Mall; and
2. DELEGATES to the CEO to award a 2 stage contract (up to the value approved by Council) for the most suitable lighting solution following a formal tender process and endorsement from the City Amenity Advisory Committee. Noting that Stage 1 would constitute a trial and Stage 2 would include the balance of the Mall as detailed in this report.

City Amenity Advisory Committee Recommendation

That Council APPROVES up to \$300,000 being allocated from within the budget allocated to the Covid-19 Economic Rebound Strategy to purchase and install Stage 1 feature lighting in the Hay Street Mall.

The Committee's reason for varying the Officer's Recommendation

The purchase and installation of Stage 1 feature lighting in Hay Street Mall is being recommended by the Committee to progress initially as a trial and supported by an activation strategy and the appropriate public amenities which will be identified at a workshop facilitated by the City between members of the three COVID-19 Economic Rebound Advisory Committees.

Implication of the changes to the Officer's Recommendation

The Committee's alternate recommendation is supported by the Officer.

Item 6.14 – Events, Arts and Culture Advisory Committee – COVID19 Economic Rebound Strategy - Events and Activation Program 2020/2021

File reference	P1039099#10
Report author	Louise Vescovo, Activation Coordinator
Other contributors	Erica Mueller, Events Coordinator
Reporting Service Unit and Alliance	Activation and Cultural Experience, Community Development Alliance
Report author disclosure of interest	Nil
Date of report	8 July 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Attachment 6.14 – 2020/2021 Events and Activation Program

Purpose

The purpose of this report is for Council to approve the Events, Culture and Arts Advisory Committee recommendation for the proposed 2020/2021 Events and Activation Program as part of the COVID-19 Economic Rebound Strategy.

Background

City of Perth Commissioners approved the COVID-19 Economic Rebound Strategy at the 30 June Ordinary Council Meeting. The Strategy included a list of programs, projects, events and activities covered under the \$20.1 million allocated for discretionary projects.

Details

Through stakeholder engagement, the following three priorities were identified as part of the list of programs, projects, events and activities covered under the \$20.1 million for discretionary projects:

Prioritisation of projects as per the Stakeholder Feedback: Keep doing / Do more	Cost allocation	Keep doing / Do more	Do Less / Don't do
Programs and initiatives for families and children	\$ 980,000	64	10
School holiday events	Incl. in Programs for Families	58	16
City managed activations in key retail precincts	Incl. in Programs for Families	51	23

In response to these priorities, the City drafted an annual program of activities for financial year 2020/2021 consisting of events and activations which have proven successful in delivering economic, social and cultural outcomes to the community.

Officers workshopped these priorities and proposed activities with a workshop of the Events, Arts and Culture Advisory Committee on 2 July 2020, and received the following feedback to inform activity planning:

- That spend data be utilised to determine activation/event models which are successful in providing economic impact
- Engage the bricks and mortar businesses to ensure leverage with the events and activations calendar
- Placement of activities at venues and sites which can maximise cross-pollination with businesses
- Encourage alfresco dining
- Ensure a balance of day-time and night-time programming
- Engage in a major media campaign
- Ensure social and cultural impacts are achieved, alongside economic impacts.

This feedback has been incorporated into the final 2020/2021 Events and Activation Program (Attachment 6.14A).

The marketing and media plans, which will be integral to the promotion of these activities, will be developed in collaboration with the Marketing and Promotion Advisory Committee.

Stakeholder engagement

As part of the Economic Rebound Strategy development, the City sought the feedback of its key stakeholders on what is required to assist with the rebound of Perth’s economy. Close to 250 surveys were sent to individuals representing tourism, hotels, property, arts, culture, retail, hospitality and the community. A total of 74 valid responses were returned with feedback. This gives a 30 per cent response rate, which is well within the statistical requirements for a trustworthy sample.

A workshop of the Advisory Committee reviewed the proposed Events and Activation Program for 2020/21 on 2 July 2020.

Strategic alignment

This item addresses the community’s vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	People
Strategic Objective:	1.6 Thriving and sustainable cultural, artistic and heritage industries, activities and events that encourage locals and visitors to come back for more.

Investment in events and other arts and cultural activities is critical to ensure Perth is ready to welcome people back to the city once restrictions on large gatherings have been relaxed. Events and activations are one way the City can attract people back into Perth and support the hospitality, retail and tourism sectors. Events and Activations with widespread appeal create a feeling of safety and vibrancy within the city, encourage people to support local businesses, and enhance the city’s reputation as a great place to be.

Corporate Business Plan

Aspiration:	People
Number:	CBP1.7
Operational Initiative:	COVID-19 Economic Rebound Strategy Projects

Focusing on a strong return to economic performance, City of Perth Commissioners approved a comprehensive \$20,115,000 COVID-19 Economic Rebound Strategy at the 30 June Ordinary Council Meeting to support Perth's community over the next three years. This report details projects that respond to the strategic objective 're-invent and revive'.

Issue and Area Specific Strategies or Plans

- Cultural Development Plan 2019 - 2029

This report supports the cultural activities specified within the Cultural Development Plan 2019 – 2029.

Legal and statutory implications

There are no legal or statutory implications related to this report.

Connection with mandates in the *City of Perth Act 2016*

8(1)(e) - to promote awareness of the facilities and events provided and encourage use of them and participation

Risk implications

Impact of decision	
Organisation	Medium
Community	Medium

Risk domain	Consequence	Likelihood	Risk rating
Reputation and External Stakeholders	Moderate	Unlikely	Medium
Service Delivery/Strategic Objectives	Moderate	Possible	Medium
Financial	Moderate	Possible	Medium

Given the high level of stakeholder engagement associated with the COVID-19 Economic Rebound Strategy, the approval of the recommendation within this report carries a medium level risk to the Reputational and External Stakeholder and Service Delivery/Strategic Objectives categories. The proposed activities are also heavily impacted by restrictions on public gatherings implemented by the State Government in response to the changing COVID-19 environment, and as such carry a medium level risk to the Financial category. These risks are considered tolerable and where required are mitigated through the involvement of the Events, Arts and Culture Advisory Committee and project

risk management strategies respectively.

Approval implications

The purpose of an Economic Rebound Strategy is to support the community and businesses over the next three years with the return to sustainable economic performance that is even better than before COVID-19; timing is crucial and stakeholders are seeking immediate action.

If the recommendation is adopted, planning for the delivery of the 2020/21 Events and Activation Program can commence immediately in line with community and stakeholder expectations.

If the recommendation is not adopted, there will be a delay in implementing the 2020/2021 Activation and Events Program which commences in September, which will hinder the City’s response to stakeholder feedback and impede on attracting the visitation that is required to support local businesses.

Financial implications

Within existing budget

The Events and Activation Plan for 2020/21 has been costed at \$980,000.

Account number:	1064 100 50 10046
Description:	Spring School Holidays
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$150,000
This project	\$150,000
Balance	\$0

Account number:	1064 100 50 10027
Description:	Christmas and New Year
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$215,000
This project	\$215,000
Balance	\$0

Account number:	1064 100 50 10059
Description:	Lunar New Year
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$50,000
This project	\$50,000
Balance	\$0

Account number:	1065 100 50 10062
Description:	Autumn School Holidays
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$100,000
This project	\$100,000
Balance	\$0

Account number:	1063 100 50 10269
Description:	Heritage Perth Weekend
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$95,000
This project	\$95,000
Balance	\$0

Account number:	1065 100 50 11967
Description:	Wellington Square Enhancement
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$50,000
This project	\$50,000
Balance	\$0

Account number:	1064 100 50 10084
Description:	Art Activations
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$320,000
This project	\$320,000
Balance	\$0

Account number:	1064 100 50 10072
Description:	Winter Festival
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$240,000
This project	\$240,000
Balance	\$0

Account number:	1064 100 50 10025
Description:	Busking Program
Account type (Operating/Capital/Reserve):	Operating
Current budget:	\$15,000
This project	\$15,000
Balance	\$0

Through confirmed agreements and ongoing negotiation with stakeholders, we are confident projects within the 2020/2021 Activation and Events Program will attract income through partnerships and grants to the value of \$255,000, taking the total budget to \$1,235,000.

Policy references

1.2 Community Consultation Policy

Developing a strong sense of community ownership for the initiatives of the City

18.1 Arts and Culture Policy

Engagement in arts and culture is essential to community, social and economic wellbeing and to enhancing quality of life

18.9 Street Entertainment (Busking) Policy

Recognising that street entertainment provides a valuable contribution to cultural life within Perth city

Comments

The proposed 2020/2021 Activation and Events Program includes benchmark activities, informed by impact assessment and feedback, which will be further developed by continued engagement with stakeholders to meet mutual expectations.

Officer Recommendation

That Council APPROVES the 2020/2021 Activation and Events Program at a cost of \$980,000 as detailed in Attachment 6.14A for immediate implementation as part of the COVID-19 Economic Rebound Strategy.

Events, Arts and Culture Advisory Committee Recommendation

That Council APPROVES the 2020/2021 Activation and Events Program at a cost of \$980,000 as detailed in Attachment 6.14A for immediate implementation as part of the COVID-19 Economic Rebound Strategy, taking into account the following guiding principles:

- That SpendMap data be utilised to determine activation/event models which are successful in providing economic impact;
- Engage the bricks and mortar businesses to ensure leverage with the events and activations calendar;
- Placement of activities at venues and sites which can maximise cross-pollination with businesses;
- Encourage alfresco dining and activation;
- Ensure a balance of day-time, night-time, midweek and weekend programming;
- Engage in a major media campaign;
- Ensure social and cultural impacts are achieved, alongside economic impacts; and
- Leverage and align with other existing events and activations throughout the city;

which will inform detailed activity planning and delivery.

The Committee's reason for varying the Officer's Recommendation

The Events, Arts and Culture Advisory Committee after general discussion requested that the guiding principles be added to the Officer Recommendation. This would ensure that these principles would be used to inform detailed activity planning in the upcoming months.

Implication of the changes to the Officer's Recommendation

Reference to a specific provider (SpendMap) for gathering spend data is problematic from a procurement perspective. A more generic reference to gathering spend data would be better practice.

The income has not been accounted for in the original recommendation.

Revised Officer Recommendation

That Council APPROVES the 2020/2021 Activation and Events Program at a cost of \$1,235,000 as detailed in Attachment 6.14A for immediate implementation as part of the COVID-19 Economic Rebound Strategy, taking into account the following guiding principles:

- That spend data be utilised to determine activation/event models which are successful in providing economic impact;
- Engage the bricks and mortar businesses to ensure leverage with the events and activations calendar;
- Placement of activities at venues and sites which can maximise cross-pollination with businesses;
- Encourage alfresco dining and activation;
- Ensure a balance of day-time, night-time, midweek and weekend programming;
- Engage in a major media campaign;
- Ensure social and cultural impacts are achieved, alongside economic impacts; and
- Leverage and align with other existing events and activations throughout the city;

which will inform detailed activity planning and delivery.

Item 6.15 – Marketing and Promotions Advisory Committee – FY2021 Marketing Activities and Budget Allocation

File reference	P1039099#07
Report author	Lauren Brophy, Senior Campaigns Officer
Other contributors	Ben Fitzpatrick, Manager Marketing and Communications Christine Lim-Abrahams, Marketing Lead
Reporting Service Unit and Alliance	Marketing and Communications Unit, CEO Alliance
Report author disclosure of interest	Nil
Date of report	31 July 2020
Nature of Council's role	Executive
Voting requirement	Simple Majority
Attachment/s	Nil

Purpose

This report seeks Council approval of the 2020/21 marketing activities and budget allocation as endorsed by the Marketing and Promotions Advisory Committee.

Background

At the Council Meeting on 26 May 2020, the Commissioners endorsed the City of Perth Economic Rebound Strategy, approved the list of Operational Activities and Projects and established the Marketing and Promotion Advisory Committee to recommend and advise on these projects. The following items were listed in the 'Prioritisation of projects' table with the cost allocation 'incl. in Marketing budget':

- Marketing campaign to support retail sector;
- Marketing campaign to support small business sector;
- Marketing of Perth as a visitor destination; and
- Marketing of Perth as a business investment destination.

The City's Marketing and Communications Unit recommended moving towards an Always On approach which was endorsed at the Marketing and Promotion Advisory Committee on 25 June, along with a recommended budget allocation of \$1.15 million which was subsequently approved by Council on 28 July.

This leaves \$1.65 million unallocated from the overall \$2.8 million COVID-19 Economic Rebound marketing budget.

Details

For the past four years, the City of Perth's paid marketing approach has been four to five short term (six-week) campaigns with bespoke branding under the City of Perth masterbrand. These campaigns have centred around activations and events and have focused on driving visitation and spend over the six-week periods. In between campaign periods, paid marketing activity has been significantly scaled back, or non-existent.

The budget allocation for 2019/20 was:

Campaign	Media	Production	Key focus
Winter Fest	\$385k (81%)	\$93k (19%)	State of Origin, Western Derby, Manchester United, Bledisloe Cup, Winter Fest Theatre, Borealis, Gift with purchase etc.
Shop in Full Colour	\$360k (64%)	\$203k (36%)	School holiday activations (e.g. Sense of Spring rooms), Forrest Chase opening weekend, Kings Park Wildflower Festival, Awesome Arts etc.
All You Want For Christmas and Sun's Out Fun's Out	\$492k (66%)	\$248k (34%)	Christmas Lights Trail, Twilight Hawkers Market, Shopping, Parking, Christmas Carnival, RAC Christmas Pageant, WASO Christmas Symphony, NYE family and midnight countdown events etc.
Skyworks Long Weekend	\$230k (70%)	\$100k (30%)	Event day messaging (what's on, what to bring, vantage points, entertainment zone, ease of transport etc), CH9 competition, long weekend activities on offer (Rooftop movies, Twilight Hawkers Market etc), staycation packages.
Other Projects	\$73k	\$158k	Visit Perth brand positioning framework, Audience Segmentation project, Destination Perth (Easter staycation), State on a Plate/Destination WA programs, inner Perth marketing collective content pieces, Good Food Month, Heritage Perth Weekend, street banners etc.
Marketing Impact Research		Fieldwork and Consultancy \$127k	12-month marketing performance dashboard tracking awareness, conversion into visitation and spend that correlate to campaign activities. Also bespoke research pieces for Christmas Lights Trail, Skyworks and events review.

Approach

While the Always On campaign will provide a consistent baseline of paid activity (largely digital channels) over a 12-month period, heightened bursts of activity over key periods and purposes are needed to increase consumer awareness, engagement and conversion into visitation and spend. High impact, mass media channels such as TV, radio, large format outdoor and press typically require a corresponding higher level of media and production investment.

The recommended heightened campaign and project activities include:

CPP Parking Fee Changes

COVID-19 stimulus measures for the period of April to June 2020 in the form of free and reduced parking rates are gradually being transitioned back to pre COVID-19 levels between June and November 2020. To avoid negative experiences or bill shock for large numbers of city workers who have been choosing to drive to work, this campaign aims to raise awareness of the impending changes.

City of Perth Council Elections

The City of Perth's role is to recognise, promote and enhance the social, environmental, economic and cultural setting of the city for society, both now and into the future. Practically speaking, the council delivers against this role by making decisions relating to the provision of services and facilities for a broad range of City stakeholders including residents, commercial and retail business, workers and local, national and international visitors.

Many will be aware of the issues surrounding the previous Council. It is likely that they're looking forward to the opportunity to move forward and have their say in shaping the next era of the City. It is also likely however, that there is limited awareness that elections are coming up and/or understanding around eligibility and the voting process.

The campaign aims to empower relevant audiences with the power to shape the future of their city by promoting registration, candidate nomination and enticement to vote.

Retail, Food & Beverage, Small Business, Visitor Destination

Various campaign executions may be delivered under this project in close collaboration with the City's Marketing and Promotions Advisory Committee. Be it in support of retail, food & beverage, small business or visitor attraction, the main goal is to achieve resonance with the target audience beyond 'what' they can do in the city but 'why' they should do it in the city. Uncovering the real depth and breadth about the city as a place where we remember, connect, learn, escape, be surprised by and can still be in awe of.

With guidance from the Marketing and Promotions Advisory Committee, the City will identify specific opportunities (e.g. daytime retail on Sundays or curtailing post-Easter dip over May and June) for heightened campaign activity over the financial year.

Think Perth (Investment)

With world-class infrastructure being delivered, significant private redevelopment and potential for future growth, it's a great time to invest in Perth. These transformations give rise to new opportunities for businesses and there are a host of industry leader advocates that have key insights to the growth potential of key sectors in property, technology & co-working to name a few. This campaign aims to showcase Perth as the smart investment for growing businesses.

Audience Segmentation

Digital media’s rapid growth and increasing prevalence in the City’s campaign media investment has led to a shift from traditional panel and survey-based segmentation to data-driven, customer-led segmentation. Allowing the City to build segments from actual behaviour that constantly evolves based on real-time information, these data rich segments will offer a granularity in lifecycle stage or creative resonance that’s directly addressable in media buying.

Marketing Impact Tracking, Evaluation and Insights

There are five core City audiences (visitors, investors, workers, residents and students) across three brands (City of Perth, Visit Perth and Think Perth). The tracking and understanding of consumer sentiment towards marketing audiences by audience groups against key marketing performance indicators are critical to deliver insights to the Marketing team as well as the stakeholders with whom the City collaborates with. These actionable, evidence-based insights will be an ongoing guide for the City’s marketing strategy.

City Dressing

The City’s street banners and various digital screens are great ways of signalling what’s on in the city while adding vibrancy. At key opportunities throughout the year, branded or campaign assets will be rolled out to dress the city in readiness to welcome its visitors.

Calendar

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
COVID Recovery - <i>Back to Kinda Normal</i>	CPP Parking Fee Changes	Retail, F&B, Small Business, Visitor Destination		Christmas + New Year’s Eve	
Audience Segmentation			Think Perth (<i>timing TBC</i>)		
CoP Council Elections					
Marketing Impact Tracking, Evaluation and Insights					
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Retail, F&B, Small Business, Visitor Destination					
Marketing Impact Tracking, Evaluation and Insights					

Stakeholder engagement

Stakeholders were engaged as part of the COVID-19 Recovery and Rebound Project. The following table shows the number of votes received in favour of marketing activities:

Prioritisation of projects as per Stakeholder Feedback:	Keep doing / do more	Do less / don't do
Marketing campaign to support retail sector	65	9
Marketing campaign to support small business sector	65	9
Marketing of Perth as a visitor destination	61	13
Marketing of Perth as a business investment destination	58	16

Strategic alignment

This item addresses the community's vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

Aspiration:	Prosperity
Strategic Objective:	<ul style="list-style-type: none"> • 1.6 Thriving and sustainable cultural, artistic and heritage industries, activities and events that encourage locals and visitors to come back for more. • 4.1 A sustained increase in leisure and business tourism visitation. • 4.3 Strategic brand positioning for Perth as a city that is internationally recognisable, unique and inviting. • 4.4 Attract and support new and existing business to create a CBD retail experience that is superior to suburban competition. • 4.5 A “can do” reputation that delivers investment and assists small businesses and development generally, through a willingness to assist and encourage. • 6.5 Meaningful and sincere engagement with associations and organisations that represent various interest groups, to facilitate and promote a shared vision for Perth as a city. • 6.6 Collaboration, support and communication with neighbouring local governments, peak industry associations and community groups to optimise outcomes for wider Perth areas served by all of these stakeholders

The 2020/21 marketing activities and associated budget supports a wide range of strategic objectives through a range of multi-channel campaigns.

Corporate Business Plan

Aspiration:	People
Number:	<ul style="list-style-type: none">• CBP1.8• CBP1.10• CBP1.11• CBP1.13
Operational Initiative:	<ul style="list-style-type: none">• Christmas Lights Trail/similar significant post COVID-19 Activation Trail• Australia Day Celebrations• New Years' Eve• Forrest Place Concerts

The 2020/21 marketing activities and associated budget allocation supports the above initiatives through the *Christmas* and *Australia Day* marketing campaigns.

Aspiration:	Place
Number:	CBP2.33
Operational Initiative:	East End Revitalisation

The 2020/21 marketing activities and associated budget allocation supports the East End Revisitation project through a bespoke marketing campaign.

Aspiration:	Prosperity
Number:	CBP4.5
Operational Initiative:	Marketing Campaign to Promote Perth as Safe & Open

The 2020/21 marketing activities and associated budget allocation supports the above objectives and initiative through the *COVID Recovery - Back to Kinda Normal* campaign; *Retail, F&B, Small Business, Visitor Destination* campaigns; and the *Think Perth* campaign.

Aspiration:	Performance
Number:	CBP5.1
Operational Initiative:	2020 Council Elections & Lord Mayor Election

The 2020/21 marketing activities and associated budget allocation supports the above initiative through the *Council Election* campaign.

Aspiration:	Partnership
Number:	CBP6.1
Operational Initiative:	International Engagement & Inner City Council Collaboration

Whilst considered a core service and not part of the above report, the collaboration with the Inner City Councils is always considered in planning marketing activities. Further, the close collaboration with the Marketing and Promotion Advisory Committee, including their endorsement of this report, addresses Objective 6.5.

Issue and Area Specific Strategies or Plans

- COVID-19 Economic Rebound Strategy

The 2020/21 marketing activities and associated budget allocation was endorsed by the Marketing and Promotion Advisory Committee with the authority as set out COVID-19 Economic Rebound Strategy.

Legal and statutory implications

Connection with mandates in the *City of Perth Act 2016*

8(1)(g) - to strengthen Perth's reputation as an innovative, sustainable and vibrant city that attracts and welcomes all

Risk implications

Impact of decision	
Organisation	Medium
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Service Delivery/Strategic Objectives	Moderate	Possible	Medium
Reputation and External Stakeholders	Minor	Likely	Medium

Approval implications

If the budget allocation below isn't approved, the City will be delayed in commencing or moving forward with some marketing activities, specifically audience segmentation, retail, Christmas/New Year's Eve and Skyworks. This will result in delays which could impact the quality and delivery of this work, ultimately having a negative effect on city ratepayers who stand to benefit from this marketing activity.

Financial implications

Within existing budget

The financial implications associated with this report are fully accommodated within the new 2020/21 budget.

Account number:	Various
Description:	Marketing campaigns and activities
Account type (Operating/Capital/Reserve):	Operating
Financial year 2020/21 budget:	\$2,800,000
Always On campaign	\$1,150,000 (approved on 28 July)
CPP Parking Fee Changes	\$40,000
Elections Campaign	\$40,000
Audience Segmentation Project	\$30,000
Retail, Food & Beverage, Small Business, Visitor Destination Campaigns	\$1,225,000
Think Perth Campaign	\$165,000
Impact evaluation & insights	\$100,000
City dressing	\$50,000

Comments

Officers recommend the proposed budget allocation across the stated marketing activities for the 2020/21 financial year. The proposed breakdown complements the already approved Always On approach with heightened periods of promotion as well as necessary audience segmentation, evaluation and city dressing allowances.

Officer Recommendation

That the Marketing and Promotions Advisory Committee ENDORSES \$1,650,000 to be allocated to marketing activities for FY2020/21 (subject to Council approval of the FY2021 marketing budget) as follows:

- a. CPP Parking Fee Changes \$40,000
- b. Elections Campaign \$40,000
- c. Audience Segmentation Project \$30,000
- d. Retail, F&B, Small Business, Visitor Destination Campaigns \$1,225,000
- e. Think Perth Campaigns \$165,000
- f. Impact Evaluation and Insights \$100,000
- g. City Dressing \$50,000

Marketing and Promotions Advisory Committee Recommendation

That Council APPROVES \$1,650,000 to be allocated to marketing activities for FY2020/21 (subject to Council approval of the FY2021 marketing budget) as follows:

- a. CPP Parking Fee Changes \$40,000
- b. Elections Campaign \$40,000
- c. Audience Segmentation Project \$30,000
- d. Retail, F&B, Small Business, Visitor Destination Campaigns \$1,225,000
- e. Think Perth Campaigns \$165,000
- f. Impact Evaluation and Insights \$100,000
- g. City Dressing \$50,000

The Committee's reason for varying the Officer's Recommendation

N/A

Implication of the changes to the Officer's Recommendation

N/A

Revised Officer Recommendation

That Council APPROVES \$1,650,000 to be allocated to marketing activities for FY2020/21 as follows:

- a. CPP Parking Fee Changes \$40,000;
- b. Elections Campaign \$40,000;
- c. Audience Segmentation Project \$30,000;
- d. Retail, F&B, Small Business, Visitor Destination Campaigns \$1,225,000;
- e. Think Perth Campaigns \$165,000;
- f. Impact Evaluation and Insights \$100,000; and
- g. City Dressing \$50,000.