



City of **Perth**

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# Minutes

Special Council Meeting

7 September 2021

Approved for release

**Michelle Reynolds**

Chief Executive Officer

9 September 2021

**Minutes to be confirmed at the next Ordinary Council Meeting**

These minutes are hereby certified as confirmed.

Presiding member's signature \_\_\_\_\_

Date \_\_\_\_\_

## Information

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 Governance team via [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au)

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Members of the public should note that in any discussion during a meeting regarding any item, a statement or indication of approval by any council member, committee member or officer of the City is not intended to be, and should not be taken as, notice of approval from the City. No action should be taken on any item discussed at a meeting of Council prior to written advice on the Committee or Council's resolution being received.

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## 1. Declaration of Opening

The Presiding Member declared the Ordinary Council Meeting for the City of Perth open at 4.00pm.

The purpose of the meeting is for Council to consider City Activation of the 2021 AFL Grand Final.

## 2. Acknowledgement of Country/Prayer

The Presiding Member gave an Acknowledgement of Country:

*I respectfully acknowledge the Traditional Owners of the land on which we meet, the Whadjuk Nyoongar people of Western Australia, and pay my respects to Elders past and present. It is a privilege to be on Whadjuk Nyoongar country.*

The Chief Executive Officer recited a prayer:

*Almighty God, under whose providence we hold responsibility for this City grant us wisdom to understand its present needs, foresight to anticipate its future growth, and grace to serve our fellow citizens with integrity and selfless devotion. And to Thee, be all blessing and glory forever. Amen.*

## 3. Attendance

### Elected members in attendance

Lord Mayor	Basil Zempilas (Presiding Member)
Councillors	Di Bain
	Clyde Bevan
	Brent Fleeton
	Liam Gobbert
	Rebecca Gordon
	Viktor Ko (entered at 4.09pm)
	Catherine Lezer

### Officers in attendance

Chief Executive Officer	Michelle Reynolds
General Manager Community Development	Kylie Johnson
Acting General Manager Corporate Services	Bronwyn Rose
Acting General Manager Planning and Economic Development	Daniel High
Acting General Manager Infrastructure and Operations	Nathan Ahern
Acting Alliance Manager Executive Services	Danielle Uniza
Acting Alliance Manager Governance	Siobhan Rippington
Governance Officer	Ashlee Rutigliano

### Public gallery

There were no members of the public, no media representatives and five staff members in attendance.

### 3.1 Apologies

Deputy Lord Mayor Sandy Anghie

### 3.2 Approved Leave of Absence

Nil.

## 4. Public Participation

### 4.1 Public Questions

Nil.

### 4.2 Deputations

Nil.

## 5. Disclosures of Interests

Name	Councillor Di Bain
Item number and title	6.1 City Activation for the 2021 AFL Grand Final
Nature of interest	Impartiality
Interest description	<i>'Tourism WA and DevelopmentWA which are both on the AFL Grand Final Working Group.'</i>

Name	Councillor Gobbert
Item number and title	6.1 City Activation for the 2021 AFL Grand Final
Nature of interest	Impartiality
Interest description	<i>'The PTA was consulted or listed as a stakeholder for consultation.'</i>

Name	Councillor Fleeton
Item number and title	6.1 City Activation for the 2021 AFL Grand Final
Nature of interest	Impartiality
Interest description	<i>'NPB Security is a client of my employer Clarity Communications.'</i>

Name	Lord Mayor Basil Zempilas
Item number and title	6.1 City Activation for the 2021 AFL Grand Final
Nature of interest	Impartiality
Interest description	<i>'I am at times engaged by the AFL to perform presentation duties as part of my work for Channel 7. I am also required to be at AFL matches performing work for them (no money received).'</i>

## 6. Reports

### 6.1 City Activation for the 2021 AFL Grand Final

Responsible Officer	Bronwyn Rose – Acting General Manager Corporate Services
Voting Requirement	Absolute Majority
Attachments	Nil.

#### Purpose

To seek Council endorsement for a variety of activation activities across the CBD for the 2021 AFL Grand Final, and approval for the associated budget amendments.

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#### Recommendation

That Council:

1. APPROVES the activation of the City of Perth through a variety of activities held throughout Grand Final Week, as specified in the report
  2. APPROVES the following amendment to the 2021/22 Annual Budget as a result of this approval:
    - a. AFL Grand Final Event \$318,000
    - b. Transfer from Neighbourhood Initiatives Reserve (\$106,000)
    - c. Reduction of 2021/22 Budget Closing Position (\$212,000)
  3. APPROVES a variation to Policy CP2.2 – Purchasing for the period 06 September 2021 until 27 September 2021 solely for the purposes of purchasing in relation to the AFL Grand Final Initiative as follows:  
*\$5,000 to \$250,000 – Direct purchase: one verbal or written quotation*
  4. APPROVES the sponsorship of AFL street banners at various sites for City dressing by Tourism WA.
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## Background

1. On 31 August 2021, it was announced that the 125<sup>th</sup> annual AFL Grand Final (the Grand Final) for 2021 would be held at Optus Stadium on 25 September 2021 as a result of COVID-19 restrictions in Victoria.
2. This unprecedented event provides the City with a unique and exciting opportunity to activate the local government area, engage and promote local businesses, and provide the community with distinctive activities during the Grand Final week.

## Discussion

3. As a result of this unique opportunity to showcase Perth on a national and international stage, the City has planned for a number of marketing and activation events to maximise benefits.
4. The proposed involvement of the City of Perth in the Grand Final and associated activations strongly aligns to our strategic vision for providing a liveable, sustainable and prosperous City to our community.
  - a. The provision of these exciting and interactive activities will see the City building a community that is safe, socially cohesive, inclusive and activated.
  - b. The City will be ensuring the sustainability of the events proposed by keeping the social activations balanced with economic restraints.
  - c. Carrying out these activations during Grand Final Week will produce a successful, flourishing and thriving City – our ultimate goal of being prosperous.

## Stakeholder Engagement

5. The following stakeholders have been consulted with to facilitate the delivery of activation activities relating to the Grand Final:
  - a. Tourism WA
  - b. WA Police
  - c. Optus Stadium (VenuesWest)
  - d. Department of Local Government, Sports and Cultural Industries
  - e. Australian Football League
  - f. Public Transport Authority
  - g. Development WA
  - h. WA Football Commission

## Decision Implications

6. If the City of Perth fails to activate the City during Grand Final week, it misses a unique opportunity to promote the City, engage local businesses and encourage the community to thrive on both a national and international stage.
7. It is suggested that failure to make an investment of this magnitude to leverage this once in a lifetime opportunity could lead to significant reputational damage to Council.



## Strategic, Legislative and Policy Implications

Strategy	
Pillar (Outcome)	Liveable
Issue Specific Strategies and Plans:	Nil.

Legislation, Delegation of Authority and Policy	
Legislation:	<i>Local Government Act 1995.</i>
Authority of Council/CEO:	Council.
Policy:	CP 2.2 Purchasing Policy. CP 4.3 Sponsorship and Grants.

## Financial Implications

8. Given the unique opportunity that hosting the Grand Final presents to the City, it is essential that the City invests appropriately in this opportunity, and that it ensures that it successfully leverages that investment to maximise the returns to the City and its business economy.
9. The economic multiplier effect that can be accessed through a well-considered and proportionate investment in the week-long festival that accompanies the Grand Final by the City has the potential to offer a major re-positioning of the hotel, food and beverage and retail sectors of our capital city as they emerge from the shadows of a COVID-impacted economy.
10. In addition to these immediately accessible opportunities that arise from increased visitation and activations, the potential opportunities to market our City locally, nationally and internationally through leveraging the sports broadcast are enticing.
11. However, given the tight timelines for the City to deliver the Grand Final experience to the standards that the City aspires to, the City must respond quickly, responsibly and in a well-considered manner to that opportunity.
12. Preliminary planning of logistics, activations and marketing opportunities associated with hosting the Grand Final suggest that a budget in the vicinity of \$318,000 will be required to provide an event experience of the standard expected by our community - and that will provide our commercial sector with the opportunity to shine as it helps showcase our City in its most positive light.

**Table 1:**

Activity Stream	\$ Allocation
Street Dressing	36,000
Activation	140,000
Marketing & Promotion	60,000
Live Sites	60,000
Operations	22,000
<b>Grand Total*</b>	<b>318,000</b>

\* There will be some administrative staff costs associated with preparing and delivering the Grand Final Program which will be absorbed by the City.

13. It is recommended that funding to support this initiative is sourced from a mix of funds obtained from the Neighbourhood Initiative Reserve and from the 2021/22 Budget Closing Position (Surplus) in the proportion of \$106,000 from Reserves and the balance from general funds.
14. This would have the effect of reducing the current 2021/22 anticipated Budget Surplus by \$212,000 and would use \$106,000 from the Neighbourhood Initiatives Reserve.
15. The Neighbourhood Initiatives Reserve was newly created in the 2021/22 Annual Budget to provide funding to support **discretionary projects** in the six city neighbourhoods. Given the commitment to proposed activations associated with this proposal, it is regarded as an appropriate use of the \$106,000 from the reserve fund.

## Procurement Implications

16. Responding to the COVID-19-driven decision to relocate the Grand Final from its traditional home at the Melbourne Cricket Ground (MCG) to Optus Stadium in Perth (only the second time the grand final has been played outside Melbourne in its entire history) will require the City to respond in extra-ordinary ways.
17. The City has less than 25 days to plan, program and execute an event program that in past years has had a minimum three months to deliver.
18. Given this, the City will be under extreme pressure to execute its procurement activities associated with the Grand Final Event in an extremely agile manner if it is to avoid any reputational damage.
19. The City's current Purchasing Policy has the following requirements in relation to seeking of quotations:

Purchasing Threshold (exc GST)	Minimum Quotation Requirements
Up to \$5,000	Direct purchase - One verbal or written quotation
\$ 5,000 - \$20,000	Two written quotations
\$20,000 - \$75,000	Three written quotations
\$75,000 - \$250,000	Detailed formal specification and three written quotations

20. The City's Procurement Policy currently does not allow the CEO to override the multiple written quotation provisions of the Purchasing Policy in extenuating circumstances unless a special exemption is sought from Council.
21. In the case of trying to address all the logistics of hosting an Grand Final event in a 25-day timeline, it is simply not possible to fully comply with the existing procurement requirements requiring full open market Expressions of Interest/Requests for Quotation - as these processes would not conclude until after the Grand Final itself.
22. To facilitate the necessary procurement activities in line with the timeline provided, it would be necessary for Council to provide the CEO temporary dispensation to operate outside those City's normal procurement guidelines (albeit with restrictions and conditions).

23. This procurement exemption would be:
  - a. event specific
  - b. would apply only to procurement directly related to the Grand Final hosting
  - c. would operate only for the period between the date of this Special Council Meeting and the conclusion of the Grand Final Event long weekend on 27 September.
24. The delegation would give the CEO authority to engage in direct procurement with competent, experienced suppliers to deliver clearly-specified deliverables relating to the Grand Final Initiative where the CEO was satisfied that the supplier's bid reflected value for money and could confidently be delivered to the required standard within the required timeline.
25. As noted above, this exemption would only apply to the Grand Final event period and all relevant transactions would need to be clearly identified as pertaining to this purchasing exemption and be within the exemption period.
26. This is consistent with the approach taken by the Western Australian State Government in May 2020 which introduced temporary changes to state government procurement for a short-term response to the COVID-19 pandemic.

## Relevant Documents

Nil.

## Further Information

Nil.

## Primary Motion (Officer's Recommendation)

**Mover** Councillor Gobbert  
**Second** Councillor Lezer

That Council:

1. APPROVES the activation of the City of Perth through a variety of activities held throughout Grand Final Week, as specified in the report
2. APPROVES the following amendment to the 2021/22 Annual Budget as a result of this approval:
  - a. AFL Grand Final Event \$318,000
  - b. Transfer from Neighbourhood Initiatives Reserve (\$106,000)
  - c. Reduction of 2021/22 Budget Closing Position (\$212,000)
3. APPROVES a variation to Policy CP2.2 – Purchasing for the period 06 September 2021 until 27 September 2021 solely for the purposes of purchasing in relation to the AFL Grand Final Initiative as follows:  
\$5,000 to \$250,000 – *Direct purchase: one verbal or written quotation*
4. APPROVES the sponsorship of AFL street banners at various sites for City dressing by Tourism WA.

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4.09pm Councillor Ko entered the meeting.

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*During debate, the Lord Mayor moved an amendment, as follows:*

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## Amendment

**Mover** Lord Mayor Zempilas  
**Second** Councillor Fleeton

That the Officer's Recommendation be amended as follows:

1. The figure in Point 2a be amended to \$400,000
2. The figure in Point 2b be amended to (\$100,000)
3. The figure in Point 2c be amended to (\$300,000)

### Reason:

Hosting the 2021 AFL Grand Final is a once in a lifetime opportunity. Increasing this figure enables the Administration to act quickly should any further opportunities for activation arise in the coming weeks leading up to the Grand Final.

**CARRIED UNOPPOSED (8/0)**

**For** Lord Mayor Zempilas, Councillors Bain, Bevan, Fleeton, Gobbert, Gordon, Ko and Lezer  
**Against** None

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*The amendment was declared carried and formed part of the primary motion.*

*During debate, Councillor Gordon moved an amendment, as follows:*

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## Amendment

**Mover** Councillor Gordon  
**Seconder** Councillor Bain

That Point 3 of the Officer's Recommendation be amended to read as follows:

3. APPROVES a special exemption under Council Policy 2.2 Purchasing such that the requirement for written quotations is not required for the period 6 September 2021 until 27 September 2021 solely for the purposes of purchasing in relation to the AFL Grand Final Initiative as follows:  
\$5,000 to \$250,000 – Direct purchase: one verbal or written quotation.

### Reason:

To ensure Council's resolution addresses the requirements of Council Policy 2.2 Purchasing.

**CARRIED UNOPPOSED (8/0)**

**For** Lord Mayor Zempilas, Councillors Bain, Bevan, Fleeton, Gobbert, Gordon, Ko and Lezer  
**Against** None

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*The amendment was declared carried and formed part of the primary motion.*

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## Council Resolution (SCM 21/08-233)

**Mover** Councillor Gobbert  
**Second** Councillor Lezer

That Council:

1. APPROVES the activation of the City of Perth through a variety of activities held throughout Grand Final Week, as specified in the report
2. APPROVES the following amendment to the 2021/22 Annual Budget as a result of this approval, for up to:
  - a. AFL Grand Final Event \$400,000
  - b. Transfer from Neighbourhood Initiatives Reserve (\$100,000)
  - c. Reduction of 2021/22 Budget Closing Position (\$300,000)
3. APPROVES a special exemption under Council Policy 2.2 Purchasing such that the requirement for written quotations is not required for the period 6 September 2021 until 27 September 2021 solely for the purposes of purchasing in relation to the AFL Grand Final Initiative as follows:  
\$5,000 to \$250,000 – Direct purchase: one verbal or written quotation.
4. APPROVES the sponsorship of AFL street banners at various sites for City dressing by Tourism WA.

**CARRIED UNOPPOSED BY ABSOLUTE MAJORITY (8/0)**

**For** Lord Mayor Zempilas, Councillors Bain, Bevan, Fleeton, Gobbert, Gordon, Ko and Lezer  
**Against** None

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## 7. Closure

The Presiding Member declared the meeting closed at 4.31pm.