



City of **Perth**

Agenda

Special Council Meeting

9 May 2023

Notice of Meeting

To the Lord Mayor and Councillors

The next Special Council Meeting will be held on Tuesday, 9 May 2023 in the Council Chamber, Level 9, 27 St Georges Terrace, Perth commencing at 4:00 pm.

The purpose of the meeting is to present the 'Lightscape' major event leveraging opportunity for consideration of Council.

Michelle Reynolds

Chief Executive Officer

5 May 2023

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.

Question Time for the Public

An opportunity is available at Special Council Meetings for members of the public to ask questions specific to items on the agenda. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible to allow the City time to prepare a response.

The Presiding Person may nominate a member of staff to answer the question and may also determine that any complex question requiring research be answered in writing. No debate or discussion can take place on any question or answer.

To ask a question, please complete the Public Question Time form available on the City's website www.perth.wa.gov.au/council/council-meetings.

Disclaimer

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 a Committee prior to written advice on the Committee or Council's resolution being received.

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1. Declaration of Opening
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 - 3.2 Leave of Absence
4. Disclosures of Interests
5. Public Participation
 - 5.1 Public Questions
 - 5.2 Deputations

6. Reports

6.1 Major Event Leveraging Opportunity

Responsible Officer	Kylie Johnson – General Manager Community Development
Voting Requirements	Simple Majority
Attachments	Attachment 6.1A – Lightscape Presenting Partner City of Perth ↓ 

Purpose

To present the ‘Lightscape’ major event leveraging opportunity for consideration of Council.

Recommendation

That Council:

1. APPROVES Option 3 in regard to leveraging the 2023 ‘Lightscape’ Event held at Kings Park Botanic Gardens through Botanic Gardens and Parks Authority.
“Option 3 That Council APPROVES the support to Botanic Gardens and Parks Authority to provide leveraging and activation support towards public transport (\$50,000 cash/in-kind) between the CBD and Kings Park, marketing (\$50,000 in-kind), and general support (\$100,000 cash) for the Lightscape Event 2023 to the value of: \$200,000”
 2. APPROVES additional funding of \$200,000 for costs associated with the event leveraging as outlined in point 1 above, from the City’s 2022/23 Municipal Surplus.
 3. AUTHORISES the CEO to execute a Partnership Agreement on terms equivalent to or more favourable to the City than those set out in Attachment 6.1A, for the amount approved or such lesser amount deemed appropriate by the CEO.
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Background

1. The City has a vision for Perth to be ‘the events heart of WA’ (2025 Events Strategy). The City will facilitate and support a portfolio of events that provide enriching experiences throughout the year.
2. As part of the City Events Plan 2022/23 adopted by Council \$130,000 was budgeted for Leveraging and Activation.
3. In the 2023/24 City Events Plan adopted by Council in March 2023 the Leveraging and Activation budget was increased to \$200,000.
4. The purpose of this Leveraging and Activation budget is outlined in the City Events Plan.
“To strategically respond to opportunities that strengthen the events calendar and bring vibrancy to the city all year-round. The City will collaborate with key stakeholders and third-party event organisers to leverage major events and festival programs.”
5. In developing the 2023/24 Events Plan an Elected Member Engagement Session was held 7 February 2023. As part of the presentation the proposal to increase the Leveraging and Activation budget was discussed, with specific reference to opportunities such as the Kings Park and Botanic Garden ‘Lightscape’ Event.

Discussion

6. Lightscape is a 5-year major event to be held at Kings Park Botanic Gardens commencing in 2023, taking ticketholders on a 1.8km trail through the iconic Kings Park and Botanic Gardens after dark from June 16 to July 30.
7. The 6-week festival will be a celebration of Western Australian flora through illumination and activation of the garden in winter.
8. Lightscape will light-up Kings Park from Wednesday to Sunday each week during the 6-week period, for a total of 33 nights.
9. Discussions with Botanic Gardens and Parks Authority (BGPA) Sony Music and Culture Creative have been occurring since 2022 to discuss leveraging opportunities such as installations and activations within the CBD, public transport options, and engagement of CBD business.
10. Lightscape is presented and funded by Sony Music and the State Government Authority BPGA.
11. On 28 April 2023, the City received a formal request for support from BGPA. The Administration has sought further clarity on elements within the request and the updated ‘Lightscape’ event Presenting Partner Proposal document is attached.
12. The opportunity to be a ‘Presenting Partner’ for this event will require the full requested amount to be supported (endorsement of option 3 as detailed below).

13. The Administration has provided four options for Council to consider:

Option 1 That Council APPROVES the support to Botanic Gardens and Parks Authority to provide leveraging and activation support towards public transport (\$50,000 cash/in-kind) between the CBD and Kings Park for the Lightscape Event 2023 to the value of:

- **\$50,000**

Option 2 That Council APPROVES the support to Botanic Gardens and Parks Authority to provide leveraging and activation support towards public transport (\$50,000 cash/in-kind) between the CBD and Kings Park and marketing (\$50,000 in-kind), for the Lightscape Event 2023 to the value of:

- **\$100,000**

Option 3 That Council APPROVES the support to Botanic Gardens and Parks Authority to provide leveraging and activation support towards public transport (\$50,000 cash/in-kind) between the CBD and Kings Park, marketing (\$50,000 in-kind), and general support (\$100,000 cash) for the Lightscape Event 2023 to the value of:

- **\$200,000**

Option 4 That Council **does not** APPROVE support to Botanic Gardens and Parks Authority for the Lightscape Event 2023.

Stakeholder Engagement

14. Discussions have been occurring since 2022 with Kings Park BGPA, Sony and Culture Creative.
15. Representatives from Kings Park BGPA have expressed a desire to attend the Special Council Meeting to enable elected members to clarify any aspect of this leveraging proposal.

Decision Implications

16. If Council supports the option of leveraging this major event then the extent of financial impact will require funding from the City's 2022/23 Municipal Surplus.
17. The City strives to encourage events of this nature that drive visitation to the City and showcase Perth as a vibrant, global destination for future major international events.

Strategic, Legislative and Policy Implications

Strategy	
Strategic Pillar (Objective)	Liveable
Related Documents (Issue Specific Strategies and Plans):	2025 Events Strategy Council Policy 4.3 Sponsorship and Grants

Legislation, Delegation of Authority and Policy	
Legislation:	Regulation 12 of the Local Government (Financial Management) Regulations 1996 – payments from municipal fund or trust fund, restrictions on making. Section 6.8 of the <i>Local Government Act 1995</i> .
Authority of Council/CEO:	Council may by resolution of Council authorise expenditure from the municipal fund.
Policy:	Nil.

Financial Implications

18. The financial impact of the leveraging support recommendation will be as follows:

Account number	10598	Operating
Account Description	Leveraging and Activations	
Current Budget:	\$164,500	
Amendment to Budget:	\$200,000	
Revised Budget:	\$364,500	
Budget Impact:	\$200,000	

Further Information

Nil



Why partner with Lightscape at KPBG?

- **KPBG Brand:** Kings Park Botanic Garden is an iconic Western Australia attraction with a trusted and premium brand.
- **Multi-Year Potential:** The Gardens are committed to up to a five-year contract and therefore seeking a partnership that can be grown annually.
- **Event Scale:** 33 nights with a season capacity of 140,000, and sales currently on track to achieve this.
- **Media and Marketing:** Anticipating exceptional Media and PR coverage in addition to an extensive marketing campaign.
- **Sony Brand:** Sony have a strong reputation worldwide and are experts in delivering illuminated trail events.



Lightscape KPBG: General Information

- **Season dates: 16th June to 30th July 2023.**
- **Preview Date: 15th June 2023.**
- **Nights: 33 in total, Wed – Sun each week.**
- **Session Times: First session 5.45pm or 6pm (dependent on sunset times), last session 8.30pm with the option to extend to 9pm.**
- **Ticket prices: Peak tickets at \$40 adult and \$136 for a family of 4, with off-peak tickets at \$36 adult and \$120 for a family of 4.**
- **Food and beverage: Multiple vendors present on trail.**
- **Ticket Sale Launch: December 2022.**
- **Full Campaign Launch: May 2023.**



WORLD CLASS, WORLDWIDE

USA

*Brooklyn Botanic Garden
Chicago Botanic Garden
Fort Worth Botanic Garden
LA Arboretum
San Antonio Botanical Garden
San Diego Botanic Garden*

EUROPE

*Parc Floral de Paris, France
Schloss Benrath, Dusseldorf, Germany*

UK

*Christmas at Bedgebury, Kent
Christmas at Belton, Lincolnshire
Christmas at Blenheim Palace, Oxfordshire
Christmas at the Botanic, Edinburgh
Christmas at Dunham Massey, Cheshire
Christmas at Hillsborough Castle and Gardens, Belfast
Christmas at Kew, London
Christmas at Leeds Castle, Kent
Christmas at Stourhead, Wiltshire
Christmas at Wimpole, Cambridgeshire*



AUSTRALIA

Kings Park & Botanic Garden, Perth

Royal Botanic Gardens Victoria, Melbourne

City Botanic Gardens Brisbane

The Royal Botanic Garden, Sydney



About Our Expected Visitors*

- **56% based in Northern Suburbs**
- **36% based in Southern Suburbs**
- **21% will be first time visitors to Kings Park and Botanic Garden**
- **28% visit regularly**
- **66% will visit because the event looks really fantastic**
- **89% of visitors will be likely to return in the future**
- **Expected Audience Split: 56% Regular Admission, 30% Family Admission, 3% Infant (0-2) Admission.**

Life Segments:

- “Supernovas” 41% - Extroverted / Busy / Energetic
- “Avant Garde” 18% - Adventurous / Creative / Experimental
- “Living Large” 14% - Authentic / Receptive / Diverse
- “Team Family” 10% - Family / Community / Traditional
- “Life Learners” 10% - Knowledgeable / Conservative / Reflective

*based on existing data for previous events and in line with trends we are currently seeing for Lightscape at Kings Park and Botanic Garden.

Survey Highlights from
Royal Botanic Garden
Victoria (RBGV) 2022



Lightscape KPBG: USP's and Alignment with CoP

- A family-friendly event to bring the people of Western Australia together and be proud of the City of Perth and Kings Park & Botanic Garden.
- Supports Local Employment and Supply Chain.
- International Artists debuting their work to make Kings Park & Botanic Garden and Perth a hub of culture.
- First Nation Artists debuting their work on an International platform.
- Bringing life to Kings Park & Botanic Garden when it would usually be inactive
- Bringing a new cohort of visitor to KPBG and an appreciation for a natural landscape.
- Synergy for the CoP's 'City of Light' campaign to capture Perth's Indigenous culture, unique landscape, and reputation.



A Multi-faceted Partnership Opportunity

- **Integrated Branding Opportunities** *(dependent upon date of signature of agreement):
 - On site branding.
 - Digital incorporation within website(s).
 - Logo integration within paid digital campaigns.
 - Mention in radio / audio ad campaigns.
 - Social Media exposure via credit within video reels.
 - Feature on all comms and media releases (other than OOH posters already booked / produced).
- **Exclusive Opportunities:**
 - Activation and engagement opportunities on-site.
 - Installation specific partnership with brand integration.
- **Client Entertainment / Benefits:**
 - Anytime Access for VIP's and Stakeholders.
 - Preview night co-hosts (incl. opening address and updated media release).
 - Nightly complimentary ticket allocations.

*Case Study (right): Red Energy were a Presenting Partner of Lightscape RBGV 2022 and have continued partnership into 2023.



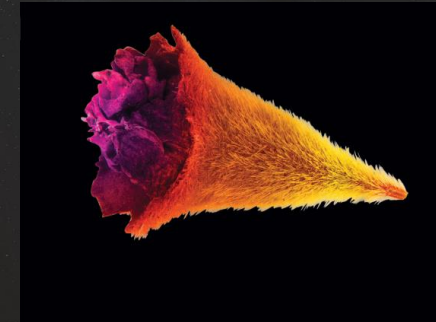
Kings Park Botanic Garden Unique Offering

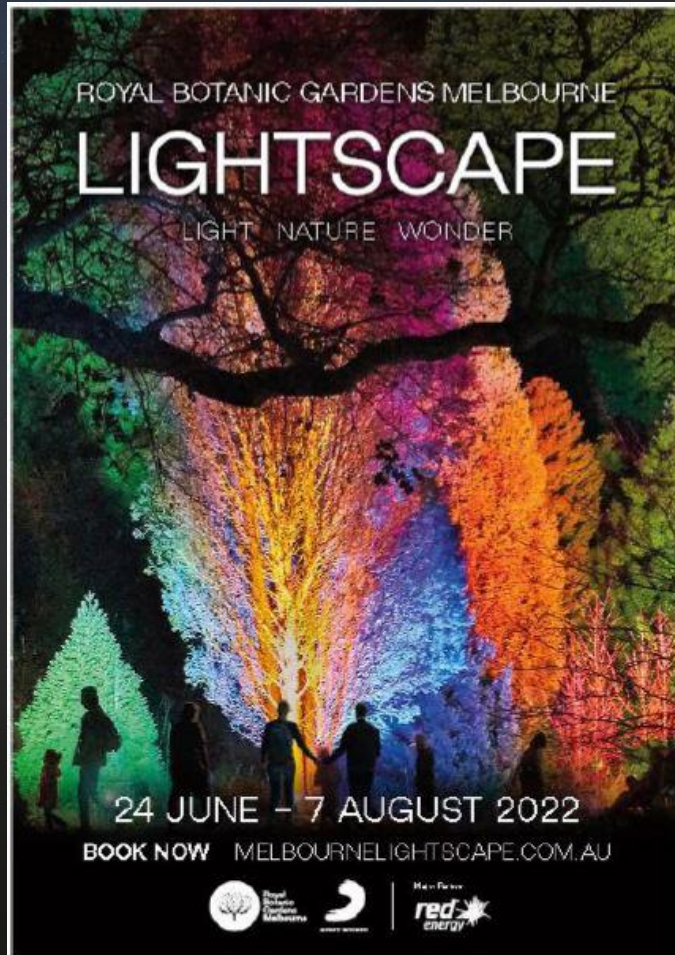
- Kings Park and Botanic Garden is the most popular visitor destination in WA.
- One of the few botanic gardens across the globe that showcases local flora.
- International reputation for scientific research, conservation horticulture and education.

Theme – Lightscape 2023

'The Future Keepers'

Unlocking the secrets of seeds through light installations and art.





In scope Inclusions:

- Multiple Banners
- Flyers and Posters
- Cranbourne Gardens
- Visitor Centers
- Toilet Talkers
- Supporter Board
- Digital and Social Media
- Out of Home Campaign
- Ticketing Integration

**Examples of partnership activity from Lightscape 2022*

Case Study Red Energy 2022





Case Study Red Energy 2023

Example of 'Presenting Partner' printed and digital collateral.

City of Perth

A presenting partner is considered the highest value partner and logos are placed alongside BGPA and Sony Music

LIGHTSCAPE presented in partnership with City of Perth – City of Light



Presenting Partner

‘Lightscape in partnership with City of Perth – City of Light’

\$100K Cash Contribution

\$50K Marketing Support (in Kind)

- Leveraging City of Perth’s communication and marketing channels to promote Lightscape.
- Driving City of Perth’s connection to Lightscape and Kings Park and Botanic Garden.
- Leveraging City of Perth’s branding ‘City of Light’ to present a premier event in winter.
- Promotion of free parking after 6pm West Perth and all City of Perth owned carparks to access Lightscape
- Access to City of Perth’s marketing and promotion around transport options

\$50K Transport (in Kind or \$)

- Boosting existing bus services to Kings Park
- Opportunity to negotiate Rental Scooters closer to Kings Park for the duration of Lightscape

TOTAL INVESTMENT \$200K



Presenting Partner – Lightscape in partnership with City of Perth – City of Light

ACTIVITY	MAY	JUNE	JULY	PRESENTING PARTNER BENEFITS	Notes
OOH Digital Large Format 12 Locations	Late May	All June		Sony, BGPA logo, WA govt, Lightscape in partnership with City of Perth - City of Light tagline	Locations including GFF, Milligan Street, Mitchell Freeway, Airport Drive Exit Gantry, Murray Street, Kwinana Fwy, Graham Farmer Freeway, Airport Drive Entrance, Tonkin Hwy South, City Link Tunnel 2 locations,
10K FM Radio 94.5 & Nova				Lightscape in partnership with City of Perth - City of Light tagline on reads	
Purchased Social awareness campaign	Late May	June	Early July	Tagline in the copy	
EDM ovation and ticketek retargetting	Late May	All June		Logo and Tag line	Ticketek EDM redirect to those who visited but havent purchased
Radio Competitions and prizes	Late May	Early June		Lightscape in partnership with City of Perth - City of Light tagline on reads	Live reads
Presenting partner Installation		For the entire term of the event		Partner to deliver Neon Trees - an installation of 9 x trees at the beginning of the trail	Each installation has a lightbox sign with QR code and brought to you by partner – Logo on lightbox
Onsite Gobo illumination				Logo Gobo light	Individual logo Gobo
Onsite Ticketing booth				Sony, BGPA logo, WA govt, City of Perth logo	Ticket Booth wrapped with signage
Welcome Banner at entrance				Lightscape in partnership with City of Perth - City of Light tagline	Alongside Sony, BGPA logo/State Govt
Exit thankyou signage				Sony, BGPA logo, WA govt, City of Perth logo	Logo refer to page nine for example layout
Scrim for wrapping storage areas				Sony, BGPA logo, WA govt City of Perth logo	The location of the storage area is a high profile area and will be wrapped with scrim.



BRANDING/PARTNERSHIP

Media Release			City of Perth Partner with Lightscape At Kings Park	Photo opportunity Media launch City of Perth involvement with the Lord Mayor
Media Release		1 week before opening	Present the Neon tree installation. Leveraging City of Perth's Urban Tree Canopy Strategy and highlighting the importance of green spaces within the city.	Photo/video for socials - Lord Mayor attendance to highlight importance of Urban Tree Canopy . Neon Trees are the flagship installation and Kings Park have 9 featuring Tuarts.
Social media organic content BGPA			Sony, BGPA logo, WA govt, City of Perth logo and tagline in copy	City of Perth - access to bump in footage/stories with BGPA
BGPA EDM	Partnership announcement	Installation Announcement	Feature Story City of Perth presenting partner involvement Neon Trees and Urban Forest Strategy	
Opening Night		15th June	The Lord Mayor to present an opening address - City of Perth involvement and partnership advantages	VIP invitation to City of Perth Councillors, Executive and Partnership team
Tickets for City of Perth internal/external use	150 tickets Value \$6000		150 tickets supplied as part of presenting partner package	Any session/ time access - including peak times
The Future Keepers Seed conservation booklet			Sony, BGPA logo, WA govt, Lightscape in partnership with City of Perth - City of Light tagline	Takeaway booklet for kids

CITY OF PERTH MARKETING SUPPORT

City of Perth EDM	Duration of Lightscape		Access to site (pre event and bump in)and Neon tree installation - Urban Canopy Focus	Frequency to be confirmed by City of Perth
Leveraging City of Perth Branding and Digital marketing	Duration of Lightscape		Sony, BGPA logo, WA govt, Lightscape in partnership with City of Perth - City of Light tagline	
Driving the message around transport options for ticket holders			Lightscape in partnership with City of Perth - City of Light tagline	Public transport

CITY OF PERTH TRANSPORT SUPPORT

Boosting existing bus services to Kings Park			Increase CBD dwell time	
Facilitate the opportunity to relocate Rental Scooters in convenient locations during Lightscape			Communicating the message how to get to event	



Supporting Partner

\$50K Marketing Support (in Kind)

- Leveraging City of Perth's communication and marketing channels to promote Lightscape.
- Driving City of Perth's connection to Lightscape and Kings Park and Botanic Garden.
- Access to City of Perth's marketing and promotion around transport options
- Promotion of free parking after 6pm West Perth and all City of Perth owned carparks to access Lightscape

\$50K Transport (in Kind or \$)

- Boosting existing bus services to Kings Park
- Opportunity to negotiate Rental Scooters closer to Kings Park for the duration of Lightscape

TOTAL INVESTMENT \$100K



Supporting Partner

ACTIVITY	MAY	JUNE	JULY	SUPPORTING PARTNER	Notes
Presenting partner for installation		For the entire term of the event		Partner to deliver Neon Trees - an installation of 9 x trees at the beginning of the trail	Each installation has a Lightbox sign with QR code and 'Brought to you by'
Welcome Banner at entrance				City of Perth logo	Alongside Sony, BGPA logo/State Govt
Exit thankyou signage				Sony, BGPA logo, WA govt City of Perth logo	
CITY OF PERTH MARKETING SUPPORT					
City of Perth EDM		Duration of Lightscape		Access to site (pre event and bump in)and Neon tree installation - Urban Canopy Focus	Frequency to be confirmed by City of Perth
Leveraging City of Perth branding and digital marketing		Duration of Lightscape		Leveraging City of Perth's digital reach	
City of Perth Promotion of free parking after 6pm to access Lightscape		Duration of Lightscape		Leveraging City of Perth's digital reach	
Driving the message around transport options for ticket holders		Duration of Lightscape			
CITY OF PERTH TRANSPORT SUPPORT					
Boosting existing public transport services to Kings Park				To increase CBD dwell time	
Facilitate the opportunity to relocate Rental Scooters in convenient locations during Lightscape				Communicating the message of availability of scooters to attend Lightscape at the botanic Garden	



7. Closure