



CITY of PERTH

Lord Mayor and Councillors,

**NOTICE IS HEREBY GIVEN** that the next Ordinary Meeting of the Council of the City of Perth will be held in the Council Chamber, Level 9, Council House, 27 St Georges Terrace, Perth on **Tuesday, 28 April 2015 at 6.00pm.**

Yours faithfully

GARY STEVENSON PSM  
CHIEF EXECUTIVE OFFICER

23 April 2015

#### VISION STATEMENT

*Perth is renowned as an accessible city. It is alive with urban green networks that are safe and vibrant. As a global city, there is a diverse culture that attracts visitors. It provides city living at its best. Local and global businesses thrive here. Perth honours its past, while creating a sustainable future.*





CITY of PERTH

## COUNCIL CHAMBERS SEATING LAYOUT



The Right Honourable  
The Lord Mayor  
**Ms Lisa-M. Scaffidi**



Chief Executive  
Officer  
**Gary Stevenson PSM**



Director City Services  
**Garry Dunne**



**Cr Judy McEvoy**



**Cr Janet Davidson**  
OAM JP



Personal Aide to  
the Lord Mayor  
**Paul Anastas**



Director City Planning  
and Development  
**Martin Mileham**



**Cr Reece Harley**



**Cr Rob Butler**  
Deputy Lord Mayor



Director Corporate Services  
**Robert Mianich**



Manager Approval  
Services  
**Margaret Smith**



**Cr Keith Yong**



**Cr Lily Chen**



Manager Governance  
**Mark Ridgwell**



Director City  
Infrastructure and  
Enterprises  
**Doug Forster**



**Cr James Limnios**



**Cr Jim Adamos**



Governance Electoral  
Officer - Minutes  
**Cathryn Clayton**

**Public Gallery**

# BUSINESS

1. **Prayer**
2. **Declaration of Opening**
3. **Apologies**  
Cr Chen
4. **Question Time for the Public.**
5. **Members on Leave of Absence and Applications for Leave of Absence**
6. **Confirmation of Minutes:**  
Ordinary Council – 7 April 2015
7. **Announcements by the Lord Mayor**
8. **Disclosure of Members' Interests**
9. **Questions by Members of which due notice has been given**
10. **Correspondence**
11. **Petitions**
12. **Matters for which the Meeting may be Closed**

In accordance with Section 5.23(2) of the *Local Government Act 1995*, should an Elected Member wish to discuss the content of the confidential schedule/s listed below, it is recommended that Council resolve to close the meeting to the public prior to discussion of the following:

Schedule No.	Item No. and Title	Reason
Confidential Schedule 3	Item 3 - Setting of On-Street and Off-Street Parking Fees 2015/16	S.5.23(2)(e)(ii)
Confidential Schedule 5	Item 5 - Differential Rating – Revaluation Of The Rate Base And Preliminary Setting Of The Annual Rates Levy 2015/16	S.5.23(2)(e)(ii)

13. **Reports (refer to Index of Reports on the following pages)**
14. **Motions of which previous notice has been given**
15. **Urgent Business**
16. **Closure**

## INFORMATION FOR THE PUBLIC ATTENDING COUNCIL MEETINGS

Welcome to this evening's Council meeting. 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.

### Question Time for the Public

- An opportunity is available at Council meetings for members of the public to ask a question about any issue relating to the City. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible in order to allow the City sufficient time to prepare a response.
- The Presiding Person may nominate a Member or officer to answer the question and may also determine that any complex question requiring research be answered in writing. No debate or discussion is allowed to take place on any question or answer.
- To ask a question please write it on the white Question Sheet provided at the entrance to the Council Chamber and hand it to a staff member before the meeting begins. Alternatively questions can be forwarded to the City of Perth prior to 3.00pm on the day of the meeting, by:
  - Letter: Addressed to GPO Box C120, Perth, 6839;
  - Facsimile: (08) 9461 3083;
  - Email: [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au).
- Question Sheets are also available on the City's web site: [www.perth.wa.gov.au](http://www.perth.wa.gov.au).

### Disclaimer

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

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

# EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

The City of Perth values the health and safety of its employees, tenants, contractors and visitors. The guide is designed for all occupants to be aware of the emergency procedures in place to help make an evacuation of the building safe and easy.

## BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

### ALERT ALARM

**beep beep beep**

All Wardens to respond.

Other staff and visitors should remain where they are.

## EVACUATION ALARM/PROCEDURES

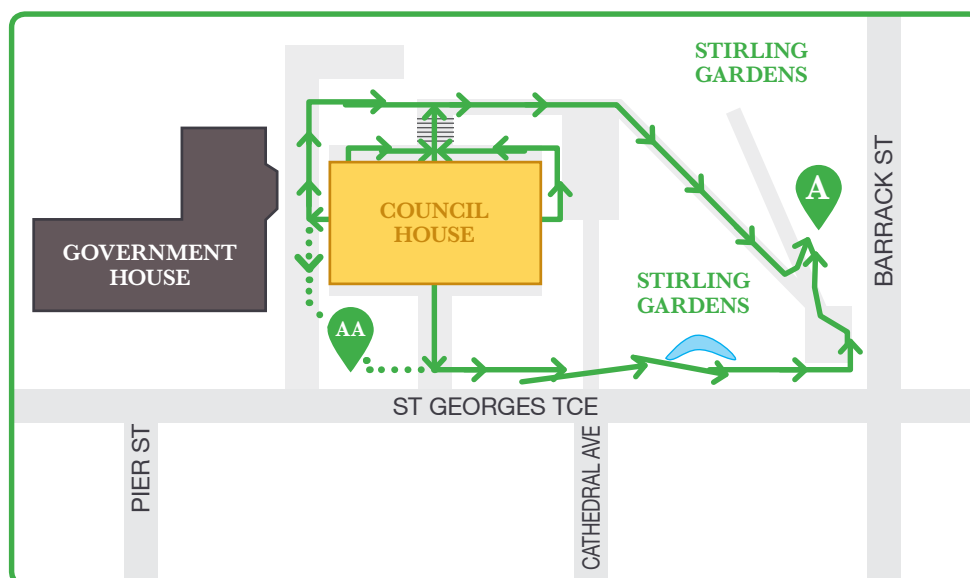
**whoop whoop whoop**

On hearing the Evacuation Alarm or on being instructed to evacuate:

1. Move to the floor assembly area as directed by your Warden.
2. People with impaired mobility (those who cannot use the stairs unaided) should report to the Floor Warden who will arrange for their safe evacuation.
3. When instructed to evacuate leave by the emergency exits. **Do not use the lifts.**
4. Remain calm. Move quietly and calmly to the assembly area in **Stirling Gardens** as shown on the map below. Visitors must remain in the company of City of Perth staff members at all times.
5. After hours, evacuate by the nearest emergency exit. **Do not use the lifts.**



### EVACUATION ASSEMBLY AREA



Assembly Area

Alternate Assembly Area

# INDEX OF REPORTS

Item	Description	Page
<b>MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE REPORTS</b>		
1	CORPORATE SPONSORSHIP – FOUNDER INSTITUTE 2015	1
2	ARTS AND CULTURAL SPONSORSHIP 2015/16 (ASSOCIATE PARTNERSHIP) – NAIDOC PERTH OPENING CEREMONY 2015	5
3	ARTS AND CULTURAL SPONSORSHIP 2015/16 – ASSOCIATE PARTNERSHIP – BLACK SWAN STATE THEATRE COMPANY	11
4	EVENT SPONSORSHIP 2015/16 – ROUND ONE ASSESSMENT	22
<b>FINANCE AND ADMINISTRATION COMMITTEE REPORTS</b>		
5	SETTING OF ON-STREET AND OFF-STREET PARKING FEES 2015/16	26
6	WASTE MANAGEMENT SERVICE FEES 2015/16	31
7	DIFFERENTIAL RATING – REVALUATION OF THE RATE BASE AND PRELIMINARY SETTING OF THE ANNUAL RATES LEVY 2015/16	42
8	PAYMENTS FROM MUNICIPAL AND TRUST FUNDS – MARCH 2015	54
9	RECEPTION REQUEST – 15TH WORLD SOCIETY OF VICTIMOLOGY INTERNATIONAL VICTIMOLOGY SYMPOSIUM	56
<b>WORKS AND URBAN DEVELOPMENT COMMITTEE REPORTS</b>		
10	APPOINTMENT OF ELECTED MEMBER REPRESENTATIVE TO THE PERTH LIGHTING TASKFORCE	59
11	WELLINGTON STREET ENHANCEMENT – REPROGRAMMING OF WORKS, STAGE 2A, PHASE 1	62
<b>OTHER REPORTS</b>		
12	CHAMBER OF COMMERCE / BROOKFIELD MULTIPLEX NORTH WEST TOUR – ATTENDANCE BY COUNCILLOR JAMES LIMNIOS	67

## **MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE REPORTS**

### **ITEM NO: 1**

#### **CORPORATE SPONSORSHIP – FOUNDER INSTITUTE 2015**

**MARKETING, SPONSORSHIP (APPROVAL)  
AND INTERNATIONAL  
RELATIONS COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. approves cash sponsorship of \$15,000 (ex GST) to The Founder Institute to present its incubator program in 2015;***
- 2. notes that sponsorship of the event will provide the following benefits to the City:***
  - 2.1 City of Perth will be named as a Premium Sponsor in all merchandise and marketing materials;***
  - 2.2 exposure and promotion for the City through electronic social media, including the City's logo and web link displayed on every page of the local Founder Institute's web site;***
  - 2.3 the opportunity to present to enrolled Founders during the Startup session;***
  - 2.4 the ability to attend, with up to two guests, weekly training sessions; and***
  - 2.5 the opportunity for promotion at every session through the use of display banners.***

## **BACKGROUND:**

FILE REFERENCE: P1027729  
REPORTING UNIT: Economic Development  
RESPONSIBLE DIRECTORATE: City Planning and Development  
DATE: 26 March 2015  
MAP / SCHEDULE: N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Relations Committee at its meeting held on 14 April 2015.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b>
	Council Four Year Priorities: Perth as a Capital City
	S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment
	6.2 Promote collaboration, networking, knowledge-exchange and business mentoring and development for tourism-based businesses.

### **Policy**

Policy No and Name: 18.8 – Provision of Sponsorship and Donations

Founded in 2009, The Founder Institute focuses on helping new, idea-stage entrepreneurs launch technology companies from scratch. The Founder Institute aims to continue the development of new companies that can successfully launch, grow, create new employment opportunities and contribute to the ongoing strength and diversity of their local economy.

The Institute has the aim of assisting in the creation of 1,000 new, highly impactful technology companies per year. This goal exists to assist in achieving a measurable impact of the global startup ecosystem and invert the traditional failure rate experienced by startup companies.

The City has received a sponsorship request from The Founder Institute seeking \$15,000 (ex GST) to assist in the delivery of the 2015 Founder Institute program in Perth.

## **DETAILS:**

The Founder Institute uses developed techniques to recruit and admit candidate Founders who have the highest potential for long-term success into the program. Once in the program, the Founders undertake a structured course program over 14 weeks to help develop their ideas and make them market ready. They are assisted



by a network of mentors who assist in the delivery of the course and provide their assistance and guidance.

Participants are expected to commit approximately 20 hours per week to the program for four-months, including one night-time session per week and additional work from home. The program is designed to be flexible, allowing participants to keep working their regular jobs.

To graduate from The Founder Institute program, participants need to develop an engaging idea for a technology company that is validated by the program mentors, plan out their business, work on an offering, incorporate their company, and complete all of the required assignments.

Not all entrants into the program will successfully graduate at the conclusion of the course. There are stages within the course curriculum where a Founder can be advised that their product or idea is not considered ready to continue participation in the program, there is also attrition normally associated with this type of professional development or extension course.

The City has sponsored and supported The Founder Institute since 2013. During the 2014 intake, the City was lauded by the event organisers as being a key supporter of the local creative industry sector and one of only two local governments in the world to support their local Founder Institute program.

#### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 793 000	
BUDGET ITEM:	Economic Services – Other Economic Services –	
	Economic Development	
BUDGET PAGE NUMBER:	13	
BUDGETED AMOUNT:	\$ 120,259	(This component is Creative Industries)
AMOUNT SPENT TO DATE:	\$ 46,359	
PROPOSED COST:	\$ 15,000	
BALANCE:	\$ 58,900	

All figures quoted in this report are exclusive of GST.

#### **COMMENTS:**

As an idea-stage incubator, The Founder Institute program complements the work carried out by intensive entrepreneur and creative industry events such as Startup Weekend and Unearthed.

It is regarded as being a natural progression point for those who have had experience or success in previous creative industry programs, or a starting point for experienced business professionals who are considering launching their own companies.

The City's support for The Founder Institute, as well as events such as Startup Weekend, Unearthed and the recent OzApp Awards and West Tech Fest, are tangible examples of the City's belief in the importance the local creative industry sector can play in the successful diversification of the local economy. They are also considered to be key elements of the local creative industry ecosystem.

It is recommended that Council approve sponsorship for the 2015 Founder Institute program.

## ITEM NO: 2

### **ARTS AND CULTURAL SPONSORSHIP 2015/16 (ASSOCIATE PARTNERSHIP) – NAIDOC PERTH OPENING CEREMONY 2015**

**MARKETING, SPONSORSHIP (APPROVAL)  
AND INTERNATIONAL  
RELATIONS COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. subject to approval of Councils 2015/16 budget, approves cash sponsorship of \$35,000 (excluding GST), to NAIDOC Perth Inc. for the NAIDOC Week Opening Ceremony to be held on Sunday, 5 July 2015 at Wellington Square;***
- 2. the organisers being required to provide the following benefits to the City of Perth:***
  - 2.1 City of Perth crest to appear prominently on all promotional material including, but not limited to: posters, flyers, NAIDOC Perth Program of Events, Community Newspaper liftout and NAIDOC Perth Opening Ceremony event banner;***
  - 2.2 acknowledgment of the City of Perth on the NAIDOC Perth website;***
  - 2.3 City of Perth crest to appear on electronic promotions including but not limited to: social media promotion (as appropriate) and electronic newsletters;***
  - 2.4 display of City of Perth signage (to be provided by City of Perth) on the main stage at the NAIDOC Perth Opening Ceremony;***
  - 2.5 verbal acknowledgement of the City of Perth support at the sponsored event and in community service announcements;***

***(Cont'd)***

**2.6 invitation for the Lord Mayor or representative, to make a speech and attend in an official capacity; and**

**2.7 invitation to the Lord Mayor, Elected Members and representative staff to be invited to attend and be provided with reserved seating at the NAIDOC Perth Opening Ceremony.**

**BACKGROUND:**

FILE REFERENCE: P1031290  
RESPONSIBLE UNIT: Community Services  
RESPONSIBLE DIRECTORATE: City Services Directorate  
DATE: 9 March 2015  
MAP / SCHEDULE: N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Relations Committee at its meeting held on 14 April 2015.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The National Aboriginal and Islander Day Observance Committee (NAIDOC) formed in 1957, was established to gain recognition for Indigenous people Australia-wide. *NAIDOC Week* is a yearly national Indigenous program of events that acknowledge the diversity of Aboriginal culture and has a strong focus on promoting and celebrating reconciliation.

NAIDOC Perth is a community-based organisation comprising a committee of volunteers from the Aboriginal and Torres Strait Islander community in Perth. Since 2007 NAIDOC Perth has coordinated *NAIDOC Week* activities throughout the metropolitan area, including highlight events the *NAIDOC Perth Ball*, *NAIDOC Opening Ceremony*, *Miss NAIDOC Leadership Program* and the *NAIDOC Perth Awards*.

The *NAIDOC Perth Opening Ceremony* is a significant event for the promotion of Aboriginal achievement, enterprise and information sharing and is a platform to promote and showcase Aboriginal and Torres Strait Islander artists.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Corporate Business Plan**

Council Four Year Priorities: Healthy and Active in Perth

S15 Reflect and celebrate diversity in Perth.

15.1 Support and deliver events that reflect and celebrate cultural diversity.

## **Policy**

Policy No and Name: 18.8 - Provision of Sponsorship and Donations.  
18.1 - Arts and Culture.

## **ELIGIBILITY:**

The applicant and the program are considered eligible under Policy 18.8 and in accordance with the stated criteria for applicants applying in the Associate Partnership category of Arts and Cultural Sponsorship.

## **DETAILS:**

### **Project Summary**

NAIDOC Perth is seeking sponsorship to support the presentation of their annual event the *NAIDOC Week Opening Ceremony* in Wellington Square. *NAIDOC Week Opening Ceremony* is a free community event celebrating the rich cultural heritage of Aboriginal and Torres Strait Islander people of Perth.

Based on attendances in past years, organisers anticipate that between 5,000 and 7,000 people will attend the event. Whilst the target audience for the *NAIDOC Perth Opening* is predominantly Aboriginal and Torres Strait Islander peoples, the event attracts both Indigenous and non-Indigenous people of all ages.

The national NAIDOC Week theme is *We all Stand on Sacred Ground*. This year the theme highlights Aboriginal and Torres Strait Islander peoples' strong spiritual and cultural connection to land and sea. The *NAIDOC Perth Opening Ceremony* will embrace this theme in event programming and all promotions and publications will be designed to feature the 2015 theme.

Cultural entertainment will be programmed throughout the day and include a diverse program of music and dance featuring Indigenous performers, including didgeridoo players, traditional dancers, and contemporary artists.

In 2015 highlights of the NAIDOC Opening Ceremony event will be the Welcome to Country, a flag raising ceremony and live performances in the Big Top.

Situated in smaller tents and marquees, the *NAIDOC Perth Opening Ceremony* will also include children's activities, local arts and crafts (including traditional doll-making and basket weaving), approximately 40 community stalls, an elders' marquee, food stalls and a free sausage sizzle.

Noongar Radio will broadcast live from the event throughout the day. This broadcast is available to a world-wide audience via live stream on the Noongar Radio website.

### **Ticket Prices**

The event is free for the public to attend. Stall holders are charged a nominal fee which assists with the event costs.

## Funding

NAIDOC Perth has provided a detailed budget for the Opening Ceremony. The budget includes marketing, documentation and promotional costs; infrastructure; production and entertainment costs; administration and insurance costs.

The applicant has requested \$35,000 in arts and cultural sponsorship for the event. This amount is equivalent to the level of NAIDOC's Gold Sponsorship Package (\$30,000) and an additional \$5,000 to cover estimated City of Perth Wellington Square site hire charges as represented in the proposed budget .

The proposed budget includes \$110,000 in other corporate and Government sponsorship, yet to be confirmed.

The total cost of the event is estimated at \$153,700 with City of Perth sponsorship representing approximately 23% of the total cost of this event. This is consistent with the scale of the event in 2014. This cost is exclusive of the substantial volunteer time for which an equivalent cash value has not been estimated.

## Past support

Year	Sponsorship	Program
2007/8	\$5,000 (cash) \$20,000 (in-kind)	NAIDOC Opening Ceremony 2007
2008/9	\$15,000 (cash) \$896 (in-kind)	NAIDOC Opening Ceremony 2008
2009/10	\$30,000	NAIDOC Opening Ceremony 2009
2010/11	\$35,000	NAIDOC Opening Ceremony 2010
2011/12	\$35,000	NAIDOC Opening Ceremony 2011
	\$3,000	NAIDOC Awards 2012
2012/13	\$35,000	NAIDOC Opening Ceremony 2012
2013/14	\$35,000	NAIDOC Opening Ceremony 2013
2014/15	\$34,000	NAIDOC Opening Ceremony 2014
<b>2015/16</b>		
<b><i>Requested</i></b>	<b><i>\$35,000</i></b>	<b>NAIDOC Opening Ceremony 2015</b>
<b><i>Proposed</i></b>	<b><i>\$35,000</i></b>	<b>NAIDOC Opening Ceremony 2015</b>

## ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.8, the objectives of Policy 18.1 and the criteria outlined in the application form.

## The project must demonstrate shared objectives as an Associate Partner

Through this category of sponsorship the City supports recurring arts and cultural programs by established partners.

NAIDOC Week activities are promoted widely as part of a high profile national celebration. NAIDOC Perth promotes NAIDOC Week activities through a dedicated website and will work closely with community television and radio stations. NAIDOC Week activities will be featured in news editorial and paid advertising in Community Newspapers and in a dedicated lift-out.

**The project must be of high artistic quality / cultural significance**

NAIDOC Week activities recognise and celebrate Indigenous culture and achievement. The NAIDOC Perth Opening Ceremony event creates an opportunity for the community to experience contemporary and traditional Indigenous culture and ceremony.

Whilst negotiations are currently underway to secure key artists, a sample schedule submitted with the application includes performances by award-winning Indigenous artists, and high-profile artists, in addition to community contemporary and traditional dance and music groups.

NAIDOC Week is a nationally recognised week of celebration and its observance is of great importance to Indigenous people.

**The organisation must have an established relationship with the City of Perth and has demonstrated excellence in service and program delivery**

The City of Perth has supported this event since it began in 2007. NAIDOC Perth has managed the NAIDOC Week activities in the city for the past five years in Wellington Square. NAIDOC Perth is also responsible for supporting and assisting in the promotion of NAIDOC Week activities throughout the Perth metropolitan area.

NAIDOC has provided acquittal reports, annual reports and audited financial reports for each year the organisation has been supported by the City. The applicant has provided an acquittal report for the sponsorship received in 2014/15. Analysis of the report indicates that the organisation complied in full with the sponsorship benefits outlined in the sponsorship agreement.

NAIDOC Perth is governed by a committee of respected Aboriginal people with extensive experience and dedication to the Aboriginal community.

The committee is open and encouraging of feedback from community members in planning the NAIDOC Week activities including through a dedicated social media page and an information tent at the event.

In 2015 the NAIDOC Week Opening Ceremony will be managed by experienced event managers Andrew Taylor and Tim Bradshaw. Bradshaw has substantial international concert experience and was a Production Economics lecturer at the Western Australian Academy of Performing Arts. Bradshaw has worked in both corporate and concert production for 30 years and has been the production manager for Leeuwin Estate concerts for over 20 years; has toured nationally and internationally with prominent artists including The Rolling Stones, Joe Cocker and Michael Jackson, and has been Managing Director of Showgrinder Productions since

1999. Taylor is a successful local Aboriginal Business Owner and Entrepreneur committed to social enterprise through the delivery of training and employment opportunities to Indigenous youth.

**Applicants must demonstrate a financial contribution to the project derived from other sources**

NAIDOC has advised that funding totalling \$110,000 for the event has been sought from corporate, State and Commonwealth Government sources which is as yet unconfirmed. In 2014/15 NAIDOC Perth achieved \$70,000 in cash contributions from corporate, State and Commonwealth Government sources.

The event is also supported through a large volunteer base and the organisers aim to attract income of \$8,700 from community stall holders including local arts and crafts groups and community engagement programs.

**Acknowledgement of City of Perth support**

City of Perth funding of \$35,000 would secure the benefits outlined in the recommendation section of this report.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorships
BUDGET PAGE NUMBER:	TBA
BUDGETED AMOUNT:	\$1,472,634
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 35,000
BALANCE:	\$1,437,634

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

The event is an important celebration of Indigenous culture. Stakeholder and community consultation for the City's Strategic Plan identified that the community values strong relationships with the Aboriginal Community and recognition of Aboriginal culture.

This event will encourage participation in cultural activity by people of all ages and backgrounds and contributes to reconciliation and the promotion of tolerance and understanding of different cultures.



## ITEM NO: 3

### ARTS AND CULTURAL SPONSORSHIP 2015/16 – ASSOCIATE PARTNERSHIP – BLACK SWAN STATE THEATRE COMPANY

**MARKETING, SPONSORSHIP  
AND INTERNATIONAL  
RELATIONS COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. subject to approval of Councils 2015/16 budget, approves cash Arts and Cultural sponsorship - associate partnership, of \$50,000 (excluding GST) to the Black Swan State Theatre Company for sponsorship of the 2016 Annual Season;***
- 2. notes that the Black Swan State Theatre Company will present The Caucasian Circle in collaboration with the National Theatre of China;***
- 3. notes that the Black Swan State Theatre Company will provide the following sponsorship benefits to the City:***
  - 3.1 Production Partner Status for The Caucasian Chalk Circle to be acknowledged by:***
    - a. inclusion of the City of Perth crest on marketing material for The Caucasian Circle including poster, flyers, opening night invitations, print media advertisements, outdoor media advertisements and direct mail campaigns;***
    - b. verbal acknowledgment of the City's support by a Black Swan State Theatre Company representative in all Black Swan State Theatre Company speeches relating to The Caucasian Chalk Circle;***

***(Cont'd)***

- c. verbal acknowledgement of the City's support in the pre-performance auditorium announcement for The Caucasian Chalk Circle;***
  - d. invitation for the Lord Mayor or representative to speak at the Opening Night post-performance event of The Caucasian Chalk Circle;***
  - e. provision for up to 28 in season complimentary general admission tickets to The Caucasian Chalk Circle for use at the City's discretion;***
- 3.2 inclusion of the City of Perth crest on the partners page of the 2016 Annual Season brochure, production programmes, production media kits and in quarterly subscription newsletters;***
- 3.3 inclusion of the City of Perth crest on rotation on foyer screens at each production in the State Theatre Centre and on screen at the 2016 Season Launch;***
- 3.4 inclusion of the City of Perth crest on the Partners banner on display at the Heath Ledger Theatre and on wall projection at the Studio Underground;***
- 3.5 display of City of Perth signage (provided by the City of Perth) in the foyer of the Heath Ledger Theatre for the duration of The Caucasian Chalk Circle season;***
- 3.6 a dedicated full-page acknowledgment of the City of Perth partnership in The Caucasian Chalk Circle programme;***
- 3.7 a one quarter-page acknowledgement of the partnership in the 2016 subscription newsletter;***
- 3.8 invitations for the Lord Mayor, Elected Members and representative staff to attend networking functions including by not limited to the 2016 Annual Season Launch;***
- 3.9 invitation for the Lord Mayor to attend the Annual Chairman's Dinner;***

***(Cont'd)***

- 3.10 invitations for the Lord Mayor, Elected Members and representative staff to attend Opening Night performances of the five Heath Ledger Theatre Productions and two Studio Underground productions;**
- 3.11 20% discount offered to City of Perth staff on purchased tickets throughout the 2016 season (excluding preview and opening night performances);**
- 4. notes that the City is to be provided with an acquittal report for the supported project within 3 months of completion of the 2016 Annual Season and an audited annual financial report of the Black Swan State Theatre Company within 6 months of the conclusion of the relevant financial year.**

**BACKGROUND:**

FILE REFERENCE: P1031290  
REPORTING UNIT: Community Services  
RESPONSIBLE DIRECTORATE: City Services  
DATE: 17 March 2015  
MAP / SCHEDULE: N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Relations Committee at its meeting held on 14 April 2015.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The Black Swan State Theatre Company (BSSTC) has requested sponsorship through the City's Arts and Cultural Sponsorship Program of \$50,000 for presentation of their 2016 Performance Season with particular emphasis and 'Production Partner' status on the presentation of The Caucasian Chalk Circle in collaboration with the National Theatre of China.

BSSTC is a resident company in the State Theatre Centre of Western Australia. In 2016 BSSTC will celebrate twenty five years of presenting local theatre to City audiences.

As the State's flagship theatre company, BSSTC presents a broad ranging program including the Australian works, international works and modern classic plays.

Since its inception in 1991, the Company has developed a reputation for innovation and the nurturing of new work, in particular, the telling of Western Australian stories.

BSSTC has identified their vision and mission as:

*Vision – Our vision is for Black Swan to be Australia’s gateway to exceptional theatre: internationally recognised, earning critical acclaim, attracting capacity audiences, producing unique and meaningful theatre experiences in tune with our community.*

*Mission – Our mission is to produce theatre of exceptional quality that celebrates life, while entertaining and enriching the hearts and minds of Australians.*

BSSTC has identified their goals as:

- An internationally recognised company of scale and quality with regular national and international touring and creative partnerships;
- A national leader in the development and presentation of new work and innovation; and
- Central to a comprehensive and cohesive program that activates the State Theatre Centre as a ‘Cultural hub’.

### Past support

Year	Sponsorship Amount	Supported Program
2006/07	\$6,000	One Performance Season in Emerging Artist Program-Woyzeck
2009/10	\$15,000	Annual Season Sponsor- 5 plays
2010/11	\$15,000	Annual Season Sponsor- 5 Plays
2011/12	\$30,000	Associate Partnership- Annual Season Recognition- 6 Plays
2012/13	\$30,000	Associate Partnership- Annual Season Recognition- 7 Plays
2013/14	\$30,000	Associate Partnership- Annual Season Recognition- 8 Plays
2014/15	\$30,000	Associate Partnership- Annual Season Recognition- 7 Plays
<b>2015/16 Requested</b>	<b>\$50,000</b>	<b>Associate Partnership- Annual Season Recognition – 7 Plays</b> <b><u>and</u></b> <b>‘Production Partner’ Status on National Theatre of China Collaboration The Caucasian Chalk Circle</b>

<b>2015/16 Proposed</b>	<b>\$50,000</b>	<b>Associate Partnership- Recognition – 7 Plays <u>and</u> 'Production Partner' Status on National Theatre of China Collaboration The Caucasian Chalk Circle</b>
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An acquittal report for the 2013/14 activity has been provided. The 2013 Annual Report with audited financial reports has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding.

## LEGISLATION / STRATEGIC PLAN / POLICY:

### Integrated Planning and Reporting Framework Implications

### Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth  
S15 Reflect and celebrate diversity in Perth.

15.1 Support and deliver events that reflect and celebrate cultural diversity.

### Policy

Policy No and Name: 18.1 – Arts and Culture  
18.8 – Provision of Sponsorship and Donations

### Eligibility:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

Category of Sponsorship: Associate Partnership	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criteria Met
Be a formally constituted not for profit, benevolent or charitable organisation.	Criteria Met
Be an Australian legally constituted entity.	Criteria Met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criteria met
Occur with the specified timeframe.	Criteria met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criteria met
For fundraising.	Criteria met
An award ceremony or industry specific presentation.	Criteria met
Training, workshops, research or professional development.	Criteria met

## DETAILS:

### Project Summary

In 2016, BSSTC will present five productions in the State Theatre Centre's Heath Ledger Theatre and two in the Studio Underground. The season will offer a diverse combination of contemporary Australian, European and American classics, in addition to new Australian works from national emerging and established writers. The 2016 season will have wide appeal to a broad demographic, and continue to cater to an audience of diverse interests by producing highly acclaimed and award winning local, international and fringe theatre.

Through strong creative partnerships with national contemporaries, BSSTC has produced innovative productions that have toured internationally with seasons in London, Dublin and Korea. In 2016 BSSTC will work in collaboration with The National Theatre of China as part of a three stage international partnership that will see Australian and Chinese theatre artists work alongside each other to provide audiences in Australia and China with an enriching cultural experience.

The Caucasian Chalk Circle, directed by pre-eminent theatre Director Dr Wang Xiaoying, is Stage One of the international collaboration and the centrepiece for BSSTC's 25<sup>th</sup> Anniversary celebrations. In Stage Two, an Australian theatre director will travel to Beijing to direct a work for the National Theatre of China and in stage three the two theatre companies will produce a theatre work together featuring both Chinese and Australian Artists.

The presentation of *The Caucasian Chalk Circle*, a play by the German [modernist](#) playwright [Bertolt Brecht](#), derived from the 14th-century Chinese play [Circle of Chalk](#) by [Li Xingdao](#) demonstrates a high standard of development and production. *The Caucasian Chalk Circle* is considered one of Brecht's most celebrated works and is one of the most regularly performed 'German' plays. The play deals with themes of parenthood, property and conflict, and premiered in the US in 1948 where it was first performed in English, the play has since been adapted for modern audiences and its history resonates strongly with the international themes this collaboration and presentation embraces.

BSSTC and Dr Wang have commenced discussions regarding the inclusion of *The Caucasian Chalk Circle* in the 2016 Chinese International Arts Festival for which Dr Wang is Artistic Director. Should the production be selected for programming in the festival, BSSTC have indicated their intention to acknowledge the funding partners' support at every available opportunity, and any promotional material developed by BSSTC would acknowledge the local funding partners' support.

### Ticket Prices

BSSTC's single standard and concession tickets range from \$62.00 to \$77.50. The Company offers a range of discount options including season and family packages, group discounts and student rush tickets.

Whilst all tickets are subsidised by Government and Corporate investment, in 2015 BSSTC launched a \$20 ticket initiative subsidised by Rio Tinto aimed at providing audiences with greater accessibility to theatre.

### **ASSESSMENT:**

The application was measured against the objectives and assessment criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The identified objectives of projects within the Associate Partnership Category of Arts and Cultural Sponsorship are to support arts and cultural activities that:

- Invest in the development and presentation of local arts and cultural activity.
- Enhance the profile of the city of Perth as pre-eminent cultural destination.
- Enhance the corporate profile of the City of Perth.
- Contribute to the economy of the city.

### **The project must demonstrate shared objectives as an Associate Partner**

Through this sponsorship category, the City supports recurring arts and cultural programs by established partners. Since its inception in 1991, the BSSTC has earned both critical and popular acclaim for its world premiere productions and highly distinctive interpretations of international theatre classics.

Each year approximately 50,000 people attend BSSTC productions at the State Theatre Centre, and a similar audience number is anticipated in 2015. Year round programming in the city's major cultural venues helps to promote the City of Perth as a pre-eminent cultural destination and enhancing the corporate profile of the City.

BSSTC season performances encourage visitation into the Northbridge area in the evening, midweek and on weekends. In 2015 BSSTC will deliver 132 performances over 108 days, activating City spaces during off-peak times throughout the year. Patrons utilise the City's adjacent parking facilities and are actively encouraged to visit nearby restaurants and bars, providing a significant economic contribution to the City.

BSSTC has a strong commitment to the development of young artists, providing employment to local artists, creative personnel, workers and business in associated industries. Its corporate partnerships have commissioned highly acclaimed works showcasing Western Australian stories, and its investment in the development of local arts and culture has been further enhanced by the facilitation of professional development programs for emerging Western Australian artists and writers.

The Caucasian Chalk Circle will support Black Swan's strategic investment to develop international creative partnerships. This collaboration with Australia's largest

trading partner represents BSSTC's first international collaboration, and is a well-timed development in BSSTC's 25<sup>th</sup> Anniversary year. BSSTC hopes that the project will build on and strengthen international networks, not only for BSSTC but for Western Australian artists and arts more broadly.

The presentation of The Caucasian Chalk Circle is considered to align with the City's International Engagement Strategy: Looking West and the identified guiding principles and goals of:

- adding to the exchange of cultural awareness, knowledge, skills and experiences; and
- facilitating community and private sector involvement in international relationships.

Furthermore the City's Arts and Culture Policy 18.1 states that the City will endeavour to:

*2.14 Encourage international and national exchanges for arts, cultural and educational purposes.*

### **The project must demonstrate artistic excellence**

The BSSTC benchmarks the artistic quality of its performances against other Australian state theatre companies and also receives feedback and advice from an artistic peer review panel to ensure its performances maintain a consistently high artistic standard.

BSSTC is a professional theatre company that maintains a high standard of artistic product. Presentation is a core mission and value of the company.

BSSTC has provided a detailed 2013 Annual Report in support of its application for 2015-16 sponsorship (2014 Annual Report not yet available). The Annual Report includes key performance indicators in relation to audience satisfaction and award nominations and/or wins, reporting that in all instances, BSSTC exceeded these forecast targets. Also included in the Annual Report are excerpts of independent published reviews of BSSTC plays which report positively on recent productions. These excerpts are comprised of reviews from publications such as ABC Online, The Australian, the West Australian, Theatre Australia and Arts Hub.

The annual season has been developed under the leadership of experienced Artistic Director Kate Cherry who has been with the company since 2008. Dr Wang Xiaoying is China's most celebrated director. Xiaoying is National Theatre of China's Artistic Director and Vice-President, and Chairman of the China Theatre Association. Xiaoying received international critical acclaim for his production of Richard III as part of the London Olympic celebrations in 2012.

Analysis of the 2015/16 proposed budget demonstrates a significant increase in production and production administration costs of \$3,822,532 in 2015/16 from \$3,369,446 in 2014/15. This increase of \$453,086 can be equated to an increased quality in productions. The total 2015/16 proposed budget represents an increase of



\$350,733 from the previous year, and is considered to be a good reflection on general production quality with the total sum of increased expenditure allocated to production costs.

**The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery**

BSSTC has submitted an audited annual report for 2013 with its application and has delivered all acquittal and reporting documentation to a high standard.

BSSTC have maintained a consistently high standard of delivery of supported program and associated sponsorship benefits.

**Applicants must provide evidence of a financial contribution to the project derived from other sources**

BSSTC has provided an annual program budget for the 2015 Annual Season. The annual program budget of \$6,240,019 includes State and Federal grants, corporate sponsorship, private donations and earned income.

The amount requested from the City of Perth to support the annual season represents less than 1% of the total program cost, inclusive of administrative operations.

**Acknowledgement**

City of Perth funding of \$50,000 would secure the benefits outlined in the recommendation section of this report, in addition to any acknowledgement available to BSSTC in any future international presentation of The Caucasian Chalk Circle, including but not limited to any promotional material printed by BSSTC.

With regards to the benefits outlined in 3.8 and 3.10 of the recommendation, invitations for representative staff will comprise of five invitations and will be determined by the Director.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$1,437,634
AMOUNT SPENT TO DATE:	\$ 35,000
PROPOSED COST:	\$ 50,000
BALANCE:	\$1,352,634

All figures quoted in this report are exclusive of GST.

## CONSIDERATIONS FOR RECOMMENDED INCREASE

The recommendation to increase sponsorship of the BSSTC's 2016 Annual Season was considered on the basis that the partnership level and sponsorship benefits would be elevated from BSSTC's established 'Associated Partner' status as in previous years to 'Presentation Partner' status.

The increased sponsorship promotional benefits are:

- Invitation for the Lord Mayor or representative to speak at the Opening Night post-performance event of The Caucasian Chalk Circle;
- A dedicated full page acknowledgement of the City of Perth partnership in The Caucasian Chalk Circle program (increase from ½ page acknowledgement);
- A one quarter page acknowledgement of the partnership in the 2016 subscription newsletter; and
- Invitation for the Lord Mayor to attend the annual Chairman's Dinner.

An international collaboration of this nature will be subject to significant expenditure relating to managing cultural diplomacy and the provision for excellence in production values.

BSSTC have indicated that Stage one of the collaboration with the National Theatre of China (as identified in this proposal) will cost in the region of \$750,000, only 30% of which will be recouped in ticket sales. BSSTC is approaching all existing partners from the Government, corporate and private sector, to meet the added costs of this production. The sponsorship request will assist BSSTC in meeting this budget deficit.

BSSTC believe that Dr Wang will bring to The Caucasian Chalk Circle a unique international perspective and also provide skills development opportunities for local theatre artists. The collaboration will build on and strengthen the international networks of BSSTC as well as Western Australia's artists and arts organisations more broadly.

BSSTC's production of The Caucasian Chalk Circle is an important cultural diplomacy initiative for Perth and Western Australia and will showcase the City of Perth as a city of cultural excellence. Sponsorship of this activity is consistent with the City's International Engagement Strategy: Looking West and the guiding principles and goals identified in this report.

The production will help the City of Perth to advance its arts and cultural development goals and traverse into key areas of international relations such as relationship building and cultural exchange. Increasingly, Commonwealth and State Government have identified the need to develop deeper cultural links with other countries to foster better relationships with our trading partners. BSSTC have stated that:

*'Our collaboration with the National Theatre of China has brought Black Swan to the forefront of the Australian theatre sector in this regard. Our national colleagues are*

*watching with great interest, keen to celebrate our successes and learn from our challenges.'*

The Caucasian Chalk Circle will also provide an opportunity to build audiences for BSSTC with culturally relevant programming that can attract Perth's Chinese community.

BSSTC have indicated that through the City's increased support of this project there will be additional opportunities for the City to host a reception or networking function with international guests and associates of the production, should the city see fit to pursue this opportunity.

**COMMENTS:**

The request of \$50,000 (exc. GST) to support the presentation of BSSTC's 2016 Annual Season can be met within the proposed 2015/16 Annual Budget for Arts and Cultural Sponsorship.

On analysis of the application, the amount of \$50,000 is recommended in accordance with the heightened level of production costs associated with an international collaboration of this nature. This collaboration is likely to generate increased positive media exposure for the City of Perth, both nationally and internationally, which would significantly enhance the cultural profile of the City of Perth.

BSSTC contributes to the vibrancy of the city by successfully balancing a culturally relevant and diverse program. The company regularly achieves full houses and positive critical review.

## ITEM NO: 4

### EVENT SPONSORSHIP 2015/16 – ROUND ONE ASSESSMENT

**MARKETING, SPONSORSHIP  
AND INTERNATIONAL  
RELATIONS COMMITTEE  
RECOMMENDATION:**

***That Council, subject to sufficient funds being approved upon adoption of the 2015/16 budget:***

- 1. *approves Round One funding of \$269,032 for Event Sponsorship for 2015/16 to the following applicants:***
  - 1.1 *Targa West Pty Ltd for 'Quit Targa West' (\$50,000);***
  - 1.2 *Open House Perth for 'Open House Perth' (\$45,000);***
  - 1.3 *Temple of Fine Arts for 'Swan Festival of Lights' (\$30,000);***
  - 1.4 *Scitech for 'Perth Science Festival' (\$30,000);***
  - 1.5 *Pink Tank Events for 'Miss Universe 2016 Registration Day' (\$20,000);***
  - 1.6 *Trievents for 'Santos Great Bike Ride' (\$21,000);***
  - 1.7 *Italian Chamber of Commerce and Industry in Australia – Perth for 'Perth Italian Wine and Food Festival' (\$3,032);***
  - 1.8 *Brain Foundation for 'Perth Zombie Walk 2015' (\$5,000);***
  - 1.9 *The Color Run Pty Ltd for 'The Swisse Color Run Perth' (\$25,000);***
  - 1.10 *Corporate Sports Australia for 'Chevron City to Surf for Activ' (\$35,000); and***
  - 1.11 *Rotary Ramble Pty Ltd for 'Perth Ramble' (\$5,000).***
- 2. *approves the applicants listed in part 1 above being required to provide the benefits to the City of Perth as outlined in the Event Sponsorship Assessment Report attached as Schedule 1;***
- 3. *declines Round One funding of Event Sponsorship for 2015/16 to Teen Challenge for 'Tour de Freedom 1000'.***

## BACKGROUND:

FILE REFERENCE:	P1010627-29
REPORTING UNIT:	Marketing, Communications and Events
RESPONSIBLE DIRECTORATE:	City Services
DATE:	31 March 2015
MAP/SCHEDULE:	Schedule 1 – Assessment Report

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Relations Committee at its meeting held on 14 April 2015.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

Policy 18.8 – Provision of Sponsorship and Donations requires the City to hold two funding rounds for event sponsorship applications per financial year. The first round of funding is available for events taking place between 1 July and 31 December and the second round is for events taking place between 1 January and 30 June.

This report details the assessment of applications for the first round of event sponsorship funding for the 2015/16 financial year.

Applications were submitted for Event Sponsorship. Partnership applications are not subject to funding rounds and can be submitted at any time, preferably, at least six months prior to the event being held.

Each application was assessed according to the criteria outlined in Policy 18.8 and within the program guidelines. The amount of funding requested was considered in relation to the benefits to be received in return for sponsorship.

Schedule 1 provides a detailed analysis of each application with reasons for the recommendation of support or refusal.

## LEGISLATION / STRATEGIC PLAN / POLICY:

<b>Legislation</b>	N/A
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b> Council Four Year Priorities: Healthy and Active in Perth S15 Reflect and celebrate diversity of Perth 15.1 Support and deliver events that reflect and celebrate cultural diversity

## Policy

Policy No and Name:	18.8 – Provision of Sponsorship and Donations
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## DETAILS:

The tables below outline the events recommended for approval and the applications recommended for refusal.

### APPLICATIONS RECOMMENDED FOR APPROVAL

Event Sponsorship – Round One Budget			\$270,101
Applicant	Event	Sponsorship	
		Requested	Recommend
Targa West Pty Ltd	Quit Targa West	\$54,500	\$50,000
Open House Perth	Open House Perth	\$45,000	\$45,000
Temple of Fine Arts	Swan Festival of Lights	\$75,000	\$30,000
Scitech	Perth Science Festival	\$61,550	\$30,000
Pink Tank Events	Miss Universe Registration Day	\$25,000	\$20,000
Trievents	Santos Great Bike Ride	\$21,000	\$21,000
Italian Chamber of Commerce and Industry in Australia - Perth	Perth Italian Wine and Food Festival	\$10,000	\$3,032
Brain Foundation	Perth Zombie Walk 2015	\$5,000	\$5,000
The Color Run Pty Ltd	The Swisse Color Run Perth	\$35,000	\$25,000
Corporate Sports Australia	Chevron City to Surf for Activ	\$65,000	\$35,000
Rotary Ramble Pty Ltd	Perth Ramble	\$25,000	\$5,000
Proposed Event Sponsorship – Round One			\$269,032.00
Total Event Sponsorship Budget Remaining			\$ 1,069

### APPLICATIONS RECOMMENDED FOR REFUSAL

Applicant	Event	Category	Requested / Refused
Teen Challenge	Tour de Freedom 1000	Event	\$15,000

### FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL1423 1000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	TBC
BUDGETED AMOUNT:	\$TBC
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$269,032
BALANCE:	\$TBC

All figures in this report are exclusive of GST.

**COMMENTS:**

The City received a good response for the first round of event sponsorship applications. All applications have been assessed and recommendations for funding have been provided for the Council's consideration.

## **FINANCE AND ADMINISTRATION COMMITTEE REPORTS**

### **ITEM NO: 5**

#### **SETTING OF ON-STREET AND OFF-STREET PARKING FEES 2015/16**

**FINANCE AND ADMINISTRATION COMMITTEE** (APPROVAL)  
**RECOMMENDATION:**

***That Council:***

- 1. supports the proposed parking fee settings detailed as Option 1 in Schedule 2 – Schedule of Parking Fees 2015/16, for adoption as part of Council’s 2015/16 Annual Budget – Schedule of Fees and Charges;***
- 2. notes that the bulk of the additional revenue raised relates to the increase in the Parking Levy and that the City’s parking costs have been curtailed.***

#### **BACKGROUND:**

FILE REFERENCE:	P1003659-7
REPORTING UNIT:	City of Perth Parking and Financial Services
RESPONSIBLE DIRECTORATE:	City Infrastructure and Enterprises Corporate Services
DATE:	6 February 2015
MAP / SCHEDULE:	Schedule 2 – Schedule of Parking Fees 2015/16 Confidential Schedule 3 – Fee comparison by Market Provider (Distributed to Elected Members under separate cover).

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 21 April 2015.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

At its meeting held on 31/03/15, this item was deferred by the Finance and Administration Committee as follows:



*“That the Finance and Administration Committee defer consideration of the confidential report titled “Setting Of On-Street And Off-Street Parking Fees 2015/16” to enable Officers to further investigate the following scenario:*

- 1. the application of a minimum charge on street of \$2.00;*
- 2. the application of an hourly block charge off-street,*
- 3. the application of a percentage increase on-street and off-street and*
- 4. the establishment of a marketing and communications campaign in regards to the City’s parking fees.”*

A number of options have been evaluated and informally discussed. As a consequence one option is presented for consideration.

On-Street and Off-Street Parking fees have been reviewed in accordance with Council Policy 9.1 – Budget Policies and anticipated influences for the 2015/16 financial year. The On-Street Parking Policy which relates mainly to traffic management and transport considerations has been taken into account

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

<b>Legislation</b>	Sections 6.1.6 and 6.1.7 <i>Local Government Act 1995</i> <i>Perth Parking Management Act and Regulations</i>
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b> Council Four Year Priorities: Major strategic investments S2 Optimise the commercial and community outcomes within the property portfolio. S4 Enhanced accessibility in and around the City including parking.  <b>Strategic Community Plan</b> Council Four Year Priorities: Community Outcome S2.1 - Corporate Business Plan 2029 On-going promotion of City of Perth Parking (CPP) with a focus on having a healthy influence on parking options available to the community.

## **Policy**

Policy No and Name: 9.1 – Budget Policies – Parking business states that the City is engaged in a parking business for the following purposes:

## **DETAILS:**

Emerging Issues and Influences on the 2015/16 parking fee setting.

### **1. State Government Parking Levy**

The Parking levy will be increased again significantly in 2015/16. The table below provides details of the past three years.

Year	Short term			Long Term			Tenant		
	Existing Levy	Increase %	New Levy	Existing Levy	Increase %	New Levy	Existing Levy	Increase %	New Levy
2013/14	\$600.70	5.01%	\$630.80	\$633.60	10.01%	\$697.00	N/A	N/A	N/A
2014/15	\$630.80	28.93%	\$813.30	\$697.00	26.18%	\$879.50	\$728.70	25.04%	\$911.20
2015/16	\$813.30	22.44%	\$995.80	\$879.5	20.75%	\$1,062.00	\$911.20	20.03%	\$1,093.70

Note: Differential fee for tenant parking was introduced by the State Government in 2014/15 which relates to Parking bays available on-site for the use of tenants / owners / occupiers of that site.

In the current year 2014/15 the City will pay \$13.90 million in parking levies, for 2015/16 that amount is estimated to escalate by 21.78% to \$16.928 million, an increase of \$3.028 million.

Each time a motorist pays for parking, 20% is direct State Government costs in the form of the Parking Levy.

It is proposed to initiate detailed discussions with the Department of Planning and the Department of Treasury on the rapidly escalating levy payments. As is discussed later in the report the parking patronage is falling due to economic and other factors including the price of parking. It is unreasonable to expect the levy to be increased by the State Government as it has over the past three years.

Based on an estimated total income of \$72.28 million for the 2014/15 year the \$13.90 million levy charge constitutes 19.23% of the parking fees collected.

Over the past few years, the parking business has consistently sought to lower those operating costs over which it exercises control. For example, the business has achieved significant reduction in electricity consumption (and therefore cost) through the adoption of intelligent lighting systems. However, the impact of the continuing increases in parking levies can negate the financial benefits of such measures. De-licensing bays is regularly reviewed as a means of reducing the levy impact however the strict criteria to enable the reduction to occur are a challenge to comply with.

## 2. Income Below Budget in 2014/15

Income as a total is projected to be \$72.28 million made up of \$15.46 million from on-street bays, \$56.45 million from off-street bays and \$0.37 million from other income for the 2014/15 year.

Over the 2014/15 year the original budgeted figure of \$77.57 million will have decreased to \$72.28 million.

There are a number of indicators as to the weaker economic circumstances influencing whether and how people come into the City thereby resulting in a diminishing parking demand. The indicators both published and reported are:

- As reported in local media and business chronicles the commercial office floor space vacancy rate has increased from 3% three years ago and is currently at approximately 15%. This indicates an adjustment to the number of workers employed in the CBD.
- Reported unemployment has increased from 4.6% in December 2013 to in excess of 5.5% in December 2014. This indicates an impact on employment opportunities and shopping activities.
- The Commonwealth Bank has indicated in its quarterly report that Western Australia is now ranked at third in State comparisons in housing starts, which is recognised as an economic indicator.
- There has been some loss of on-street parking bays both permanent and temporary due to road network changes. Demand for car park bays is being further limited as a result of private spaces being privately leased.

The above factors indicate that there has been a shift in travel patterns of the workforce in Metropolitan Perth. Changing economic demands and working practices means that car usage and parking habits have been impacted. To note is that changes have been observed in recent months whereby occupancy in certain car parks has seen some recovery. This appears to be in response to alternative pricing options offered.

Careful consideration has been given to anticipating what might happen economically to the city parking environment for the next 12 months when recommending the fee option for 2015/16.

It is important to highlight that the income received from the City's parking business contributes significantly to City projects and services including investment in infrastructure and improvements to community facilities.

### **3. Market competitiveness**

As can be seen from Confidential Schedule 3, the City's car parking fee structure is competitive with other private providers. Nevertheless, parking customers are apparently prepared to pay a little extra for convenience. It is also noted that many employees who have bays in multi-storey commercial premises also have parking as part of their salary package structure. These bays tend to be lease managed by private sector parking companies. The City's parking business has had some difficulty entering this sector of the market.

#### **Parking fee options**

The unavoidable increase in operating costs includes the parking levy, power, wages, lease payments etc. These costs will total \$3.79 million, of which \$3.028 million is comprised of the parking levy alone. Only \$762,000 is within the control of the business for cost reduction measures. Operating cost increases have been

contained to 1.15% compared to CPI of 2.7%. To recover costs in on and off-street parking, fees would have to rise to those shown in Schedule 2.

De-licencing bays in order to reduce the cost of the parking levy is regularly reviewed. The levy is calculated on a monthly basis with charges levied for the full month even if a bay is operated for one day; thus no flexibility is provided for fluctuations in parking demand. Enforcement and tracking of de-licenced bays is resource intensive, with no fail-safe method of ensuring patrons do not park in those bays apart from closing down a full floor.

### **Recommended Option**

The recommended option has four elements. This approach spreads the proposed fee increases across all users.

A \$2.00 minimum fee is to be applied to on-street parking together with a flat 10 cents per hour. Hourly block charges are proposed to apply in car parks, as are currently applied by competing commercial operators. A percentage increase to short term fees of 3 per cent is also proposed.

The City is mindful of the current economic climate coupled with the price sensitivity of the parking consumer. Experience has shown that patrons are willing to switch parking operators for savings of as low as 10 cents.

### **FINANCIAL IMPLICATIONS:**

The proposal is estimated to raise an additional \$4.749 million. Accounting for the imposed increase in Parking Levy by the State Government of \$3.028 million, the balance of \$1.721 million constitutes a rise less than CPI.

### **COMMENTS:**

The recommended option takes account of the Council's concerns in relation to tight economic circumstances and the need to curtail parking fee increases. The Parking Levy increase is a cost imposition by the State Government and not reasonably able to be absorbed by the City.

## ITEM NO: 6

### WASTE MANAGEMENT SERVICE FEES 2015/16

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. supports the increases in Waste Management Fees as listed below, and as outlined in the report titled "Waste Management Service Fees 2015/16" for inclusion in the Council's proposed 2015/16 Annual Budget Schedule of Fees and Charges:***

<b>Service Type</b>		<b>Residential Customers</b>	<b>Commercial Customers (Non-residential)</b>
<b>Item</b>	<b>Description</b>	<b>Proposed 2015/16</b>	<b>Proposed 2015/16</b>
<b>1</b>	<b>Waste - Basic (240L bin)<sup>1</sup></b>	<b>272.00</b>	<b>320.91*</b>
<b>2</b>	<b>Waste – Additional (240L bin or service)</b>	<b>272.00</b>	<b>220.00*</b>
<b>3</b>	<b>Waste 660L<sup>2</sup></b>	<b>272.00</b>	<b>649.09*</b>
<b>4</b>	<b>Commercial Co-mingled Recycling 240L</b>	<b>NA</b>	<b>140.91*</b>
<b>5</b>	<b>Commercial Co-mingled Recycling 660L</b>	<b>NA</b>	<b>421.82*</b>
<b>6</b>	<b>Paper/Cardboard 240L</b>	<b>NA</b>	<b>143.64*</b>
<b>7</b>	<b>Paper/Cardboard Bin Hire 660L</b>	<b>NA</b>	<b>208.18*</b>
<b>8</b>	<b>Cardboard Only Bin Hire 1100L</b>	<b>NA</b>	<b>260.00*</b>
<b>9</b>	<b>Commercial Co-mingled Recycling 1100L</b>	<b>NA</b>	<b>703.64*</b>
<b>Note:</b>			
<sup>1</sup> <b>The fees in Item 1 include a recycling service for residential customers and a free limited cardboard removal service for commercial customers.</b>			
<sup>2</sup> <b>The residential fee for 660L waste is the same as that for a basic 240L as one 660L replaces three 240L services.</b>			
<b>* Plus 10% GST</b>			

**(Cont'd)**

- 2. notes that the proposed Waste Management Service fees for 2015/16 are competitive or below other local authorities, include the Waste Levy and contain provision for future capital investment to improve the management of municipal waste.**

## **BACKGROUND:**

FILE REFERENCE: P1013202-3  
REPORTING UNIT: Waste and Enterprises Unit  
RESPONSIBLE DIRECTORATE: City Infrastructure and Enterprises  
DATE: 14 April 2015  
MAP / SCHEDULE: Schedule 4 – 12.5% Service Fee Increase

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 21 April 2015.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

Waste management service fees are calculated on a full cost recovery. The report analyses emerging waste issues, service growth and the various costs involved in waste collection, transportation and disposal. Fees are imposed on properties utilising the City's waste services under Section 67 of the *Waste Avoidance and Resource Recovery Act 2007* (WARR Act).

Waste services and street cleaning operations have previously been managed as a part of the City's Works and Services business unit. To better implement the City of Perth Waste Strategy 2014 – 2024 and to manage the promotion and growing importance of waste reduction, the Waste and Enterprises business unit was established in July 2014.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation** Sections 6.16 and 6.17 of the *Local Government Act 1995*  
Part 6, Division 3, Section 67 of the *Waste Avoidance and Resource Recovery Act 2007*

**Integrated Planning and Reporting Framework Implications** **Corporate Business Plan**  
Council Four Year Priorities: Capable and Responsive Organisation  
S18 Strengthen the capacity of the organisation

## **Policy**

Policy No and Name: 9.1 – Budget Policy

## DETAILS:

### 1. COST FACTORS

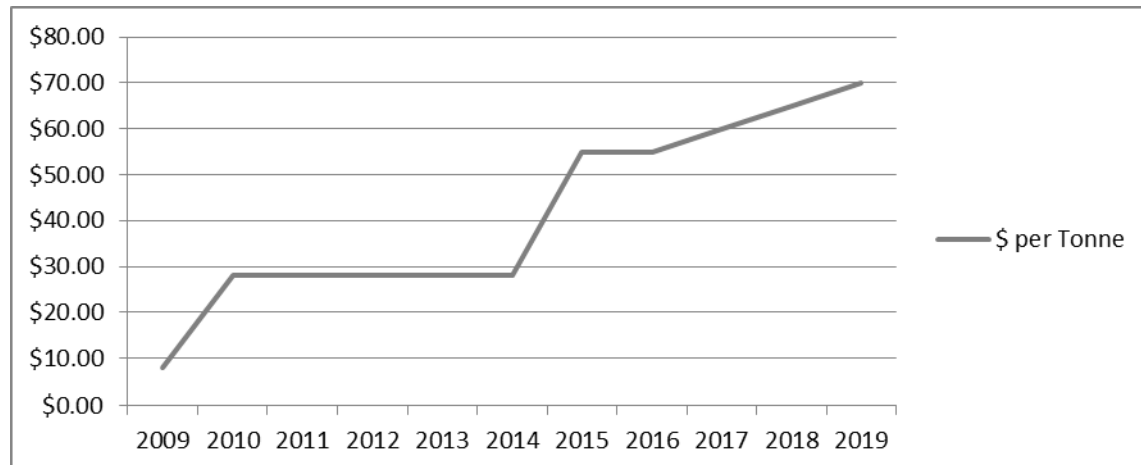
#### 1.1 Labour Costs

Labour to provide waste services to the community accounts overall for approximately 60% of the service cost provision and includes all related costs from other City Units as part of the hourly charge-out rate. Indirect labour costs such as those originating in the City's workshop for the servicing, repair and maintenance of relevant fleet and plant are also included.

#### 1.2 Disposal Costs

The cost to dispose of municipal solid waste (MSW) to landfill accounts for up to one quarter of the overall expense of providing waste services. Due to a 96% increase in the State Landfill Levy effective from 1 January 2015 the City currently pays \$138.50 per tonne of MSW delivered to the Tamala Park landfill site (excluding GST) of which 40% is attributable to the levy. Further increases in the Levy over the next five years have been announced placing further pressure on service costs. It is anticipated the Tamala Park gate fee will increase 7.5% to \$148.90 for the second half of 2015/16 and this has been factored into the projected costs. Further costs are also incurred for the disposal of recyclables primarily collected from residential properties.

**Figure 1 – State Waste Levy - \$ per Tonne**



#### 1.3 Service Demand

The demand for the City's waste collection services has a direct impact upon the cost of the service. Maintaining an acceptable level of service is directly dependent upon the number of staff and collection vehicles available. Waste services consist of MSW and recyclable collection, transportation and disposal.

MSW collection services have declined 9% overall in 2014/15 to 25,239 bin lifts undertaken each week. A recent survey indicates commercial services are responsible for this decline with residential services having experienced a marginal growth of 0.6%.

The decline in commercial business in the past 12 months has been more pronounced than in previous years with the on-going activities of private service providers offering a complete MSW and recycling service being an impediment to maintaining current commercial services. At least two major property managers have accepted national contracts for a complete service resulting in the loss of several properties and a minimum 700 bin lifts per week.

A number of residential properties currently under development will be completed incrementally over the next four to five years resulting in an average growth of 32,760 bin lifts per annum (630 per week). Under the WARR Act, the City is responsible for residential (domestic) collection of MSW and only under extraordinary circumstances, and with the permission of the City, can private contractors be engaged by individual properties to undertake this service.

#### **1.4 Residential Recycling**

The City introduced co-mingled recycling to East Perth residential properties in 2006 and gradually expanded the service to all areas of the municipality over the following two years. Throughout this period, the City has borne the cost of providing this service to residents in order to encourage recycling and reduce waste to landfill. Annual cost per residential property has varied between \$43.00 and \$50.00 per property equating to an annual cost in 2013/14 of \$461,211.

#### **1.5 Waste Strategy**

At its meeting on **22 April 2014**, Council adopted the City of Perth Waste Strategy 2014 – 2024 which included 19 prioritised actions required to meet the demands of a growing city and the pressures resulting from competition for street space. Costs associated with implementing those actions are to be funded from both annual revenue and the Refuse Disposal and Treatment Reserve Fund which, as at 24 February, 2015 had a balance of approximately \$4,495,273.

It is prudent to budget for capital improvements to ensure health and environmental benefits by the application of new technology. As per action item 16 of the Waste Strategy the Mindarie Regional Council recently engaged Hyder Consultants to advise future trends, for example Waste to Energy and accordingly capital and operating funds have been factored into future fee modelling.

#### **1.6 Other Factors**

Other associated costs can be attributed to the provision and maintenance of mobile garbage bins (MGBs), which are provided to properties free of charge, and to the internal hire of plant and equipment.



## **2. FEES AND CHARGES**

### **Investigation of Separate Fixed and Variable Waste Fees**

When setting waste service fees for the current financial year, a two component fee structure was suggested. Investigations were subsequently undertaken.

The continuing loss of commercial business has resulted in a negative impact on cost efficiencies. Whilst variable costs, such as disposal, will fluctuate in response to the number and type of services undertaken, fixed costs, such as wages and fleet charges, remain static or increase in response to inflation and reduced efficiencies thus imposing greater financial impost on those utilising the City's services.

In response to this, the City undertook price modelling to ascertain whether all properties, whether serviced by the City or not, could viably be charged a fixed component of a waste collection rate based on gross rental value (GRV) of each individual property. The rate would be such so as to recover all fixed costs. Section 66 of the WARR Act permits local governments to charge this rate in addition to a receptacle charge (bin fee). Properties receiving City services were then to be charged reduced bin fees of sufficient value to cover variable costs.

Modelling using various values of part cents in the dollar, and of sufficient value to recover fixed costs, were tested against all properties and a cross section then extracted to compare proposed rates and fees with those currently paid. Despite various values being used in the modelling, including minimum and maximum thresholds, in all cases the majority of existing commercial customers would pay higher charges than those currently. Table 1 below illustrates the financial comparison of 5 actual commercial properties charged adjusted bin fees where applicable and \$0.002 in the dollar of the GRV with a maximum charge of \$1600.00 and minimum of \$100.00.

A small proportion of residential properties would also be required to pay up to double the current charges.

With the introduction of dedicated waste services staff and expanded service options it is anticipated these resources will enable the City to grow the commercial business in both MSW and recyclables and that introducing an infrastructure fee would not be conducive to increasing commercial sector business.

In view of the modelling results and the negativity a waste collection rate may have on business growth opportunities, this line of cost recovery was not considered a viable option at this time.

**Table 1 – Comparative Charges – Current versus GRV Amended**

Business/Property Type	Current Charge \$	Proposed Charge			Diff \$
		GRV Rate \$	Bin Fee \$	Total \$	
Automotive Workshop	<b>500.05</b>	435.00	350.00	<b>785.00</b>	+284.95
Short Term Accommodation	<b>12,977.90</b>	1,600.00	11,950.00	<b>13,550.00</b>	+572.10
Office/Retail Highrise	<b>0.00</b>	1,600.00		<b>1,600.00</b>	+1600.00
Commercial Lowrise	<b>3,201.75</b>	1,284.66	2,804.00	<b>4,088.66</b>	+886.91
Commercial Highrise	<b>21,574.95</b>	1,600.00	19,950.00	<b>21,550.00</b>	-24.95

### **Fees and Charges – Assumptions for Budget Projections**

The City's reserve fund 'Refuse Disposal and Treatment Reserve' (the Reserve) has been gradually built up over previous years in anticipation of the introduction of secondary waste treatment for the purpose of subsidising the waste fees to ratepayers for a period of time thus softening the financial impact.

Cost increases, including the State Government levy, has effectively amplified the need for subsidisation resulting in the Reserve being utilised over the last 5 years. While the Reserve currently has a balance of \$4,495,273 this will be reduced by approximately \$1,811,000 at the end of the current financial year to fund the difference between the operational cost and income. It is proposed to draw down the Reserve further over the next two years, incrementally increasing fees until such time as users are paying the full cost recovery rate by 2017/18.

The City currently services only 46% of commercial properties providing great scope to increase business within this sector. With the introduction of dedicated waste services staff and additional service options it is planned that commercial services will increase by a minimum 10% per annum for the next three years. This growth will provide greater efficiencies, an increase in income and a reduced reliance on the Reserve.

It is advantageous to maintain the Reserve at a level capable of providing funding for capital investments relating to waste management. Such investments may include new technologies, additional fleet or plant and new disposal methodologies such as vacuums or composters. To maintain the Reserve at a sustainable level it will be necessary to reduce the subsidisation of waste fees and therefore increase charges at rates above those previously applied.

An increase of 12.5% has been applied to the service charges to cover cost increases and to allow for the progressive cost recovery increases without over reliance of the Reserve. Schedule 3 indicates an increase of 12.5% for 2015/16 followed by 12.5% and 5% increases in 2016/17 and 2017/18 respectively. An additional fee of \$50.00 has been applied to the residential basic fee in order to fully recover the cost of providing co-mingled recycling services and therefore nullify the need for this service to be subsidised out of other fees and charges. The fees for

660L bulk MSW and paper/cardboard services have been reduced to bring the fees into parity with that of the equivalent commercial 240L service.

### Recommended Fee Schedule 2015/16

It is recommended that the waste management fees for 2015/16 be increased by 12.5% (with rounding) in accordance with Table 2 below. It is also recommended that the basic residential service be increased by a further \$50.00 and that the fees for commercial 660L MSW and paper/cardboard services be decreased as indicated in Table 2.

Each standard fee type provides one service per week for the full year (i.e. 52 services per annum). In order to provide an appropriate frequency of removal for health and hygiene reasons or to reduce the number of bins stored at premises, many commercial and multi-tenanted residential properties are serviced multiple times per week.

In Table 2, Item 3, below, residential service charges are the same as those for the equivalent service in Item 1. This is because the 660L MGB is designed to replace three 240L MGBs at multi tenanted properties. Each property therefore pays for one service per week whether from 240L MGBs or shared 660L MGBs.

Table 3 provides a comparison of fees and charges between City of Perth fees for 2014/15 and 2015/16 (proposed) and those of six other local governments and commercial operators for 2014/15.

**Table 2 – Proposed Waste Management Fees 2015/16**

Service Type		Residential Customers		Commercial Customers (Non-residential)	
Item	Description	Current 2014/15	Proposed 2015/16	Current 2014/15	Proposed 2015/16
1	MSW - Basic (240L bin) <sup>1</sup>	\$197.00	\$272.00	\$285.00	320.91* (\$353.00 incl)
2	MSW – Additional (240L bin or service)	\$195.50	\$272.00	\$195.50* (\$215.05 incl)	\$220.00* (\$242.00 incl)
3	MSW 660L	\$197.00 <sup>2</sup>	\$272.00 <sup>2</sup>	\$868.18* (\$955.00 incl)	\$649.09* (\$714.00 incl)
4	Commercial Co-mingled Recycling 240L	NA	NA	NA	\$140.91* (\$155.00 incl)
5	Commercial Co-mingled Recycling 660L	NA	NA	NA	\$421.82* (\$464.00 incl)
6	Paper/Cardboard 240L	NA	NA	\$128.00* (\$140.80 incl)	\$143.64* (\$158.00 incl)
7	Cardboard Only Bin	NA	NA	\$384.00*	\$208.18*

Service Type		Residential Customers		Commercial Customers (Non-residential)	
Item	Description	Current 2014/15	Proposed 2015/16	Current 2014/15	Proposed 2015/16
	<i>Hire 660L</i>			(\$422.40 incl)	(229.00 incl)
8	<i>Cardboard Only Bin Hire 1100L</i>	NA	NA	NA	\$260.00* (286.00 incl)
9	<i>Commercial Co- mingled Recycling 1100L</i>	NA	NA	NA	\$703.64* (774.00 incl)

Note:

<sup>1</sup> The fees in Item 1 include co-mingled recycling service for residential customers and a free conditional cardboard removal service for commercial customers.

<sup>2</sup> The residential fee for 660L waste is the same as that for a basic 240L as one 660L replaces three 240L services from three properties.

\* Plus 10% GST

**Table 3 – Comparative Fees by Local Government**

Service Type (240L MGB)	Perth <sup>1</sup> 14/15 \$	Perth <sup>1</sup> 15/16 \$	Vincent <sup>2</sup> 14/15 \$	Swan <sup>3</sup> 14/15 \$	Nedlands <sup>4</sup> 14/15 \$	Sydney <sup>5</sup> 14/15 \$
Residential	183.00	272.00	240.00	358.00	742.00	765.00
Commercial	265.00	320.91	240.00	358.00	340.00	NA
Establishment	NA	NA	NA	63.00	87.00	NA

Note:

<sup>1</sup> Perth includes a co-mingled recycling service for residential properties in the basic fee.

<sup>2</sup> Vincent's waste charges are incorporated in the Property Rates. Prices indicated are for additional weekly services to rateable properties. Additional recycling service is \$75.00.

<sup>3</sup> Swan provides a 240L waste bin and a 240lt recycling bin to properties in the basic fee.

<sup>4</sup> Nedlands provide residential properties with one 240L recycle bin, one 240L green waste bin and one 120L rubbish bin in their standard service fees. Other options are available at reduced or additional costs. Commercial properties are provided one free 240L recycle bin for every basic waste service, if required.

<sup>5</sup> Sydney provides both a waste and comingled recycling 240L MGB to residential properties in their basic fee. Organics bin is an option. Smaller MGB sizes are available at reduced cost. Sydney does not service commercial properties.

<b>Service Type</b> (240L MGB)	<b>Fremantle<sup>6</sup></b> <b>14/15</b> <b>\$</b>	<b>Subiaco<sup>7</sup></b> <b>14/15</b> <b>\$</b>	<b>Commercial<sup>8</sup></b> <b>Waste</b> <b>Companies</b> <b>\$</b>	<b>Commercial<sup>8</sup></b> <b>Waste</b> <b>Companies</b> <b>\$</b>
Residential	462.00	474.00	NA	NA
Commercial	569.40	521.40	520.00	780.00
Establishment	160.00	NA	20.00	50.00
<b>Note:</b> <sup>6</sup> Fremantle includes a fortnightly co-mingled recycling service for residential properties in the basic fee. <sup>7</sup> Subiaco's commercial waste service incorporates a free weekly 240L recycling bin if at least half full. <sup>8</sup> Commercial operator rates vary depending upon the number of bins serviced, concentration of customers and waste material collected.				

Table 4 below, summarises costs and revenues by service types based on proposed fees for 2015/16. Costs have been grouped into residential and commercial customers based on a recent extraction of service records from the City's database plus projected growth.

Current projections indicate the cost to provide waste and recycling services will increase from an estimated \$7,829,724 in 2014/15 to \$8,731,535 in 2015/16, an overall increase of 11.5%. Capital expenditure of \$275,000 for additional services and associated fleet has been included in this figure. Income will increase from an estimated \$6,218,637 in 2014/15 to \$7,462,102 in 2015/16.

As indicated in Table 5, below, the recommended 12.5% increase in 2015/16 fees will draw \$1,269,433 from the Reserve. A further 12.5% increase in 2016/17 will decrease the Reserve by a further \$252,073 in 2016/17 before equalising in 2017/18.

**Table 4 – Operating Costs and Revenues**

<b>SERVICE TYPE</b>	<b>Projected No of bin services per week</b>	<b>Projected Operating Costs 2015/16</b>	<b>Proposed Fees 2015/16</b>	<b>Income Using Proposed Fees 2015/16</b>
Basic Residential <sup>1</sup>	11,403		\$272.00	\$3,101,616.00
Basic Commercial <sup>2</sup>	2,313		\$320.91*	\$742,264.83
Additional Residential	394		\$272.00	\$107,168.00
Additional Commercial	14,554		\$220.00*	\$3,201,880.00
MSW Residential 660L	106		\$272.00	\$28,832.00
MSW Commercial 660L	29		\$649.09*	\$18,823.61
Commercial Co-	30		\$140.91*	\$4,227.30

SERVICE TYPE	Projected No of bin services per week	Projected Operating Costs 2015/16	Proposed Fees 2015/16	Income Using Proposed Fees 2015/16
Mingled Recycling 240L				
Commercial Co-mingled Recycling 660L	10		\$421.82*	\$4,218.20
Paper/Cardboard 240L	1375		\$143.64*	\$197,505.00
Paper/Cardboard 660L	18		\$208.18*	\$3,747.24
Total Residential (40% of total service cost)		\$3,382,614.14		
Total Commercial (60% of total service cost)		\$5,073,921.20		
Capital Investment		\$275,000.00		
Recycling Income <sup>3</sup>				\$51,819.90
		<b>\$8,731,535.34</b>		<b>\$7,404,751.31</b>
Notes: <sup>1</sup> Basic Residential fee includes one waste bin and one recycling bin. <sup>2</sup> Basic Commercial fee includes one waste bin and loose cardboard collection if requested. <sup>3</sup> The City receives a small income from the sale of clean paper and cardboard to a specialist recycler/manufacturer. * Plus 10% GST				

**Table 5 – Waste Management – Comparison of Total Service Costs and Income between 2014/15 and 2015/16 financial years.**

2014/15				2015/16		
Revised Budgeted Service Cost \$	Projected Service Cost \$	Revised Budgeted Income \$	Projected Income \$	Proposed Service Cost \$	Proposed Income \$	Balance from Waste Reserve\$
1	2	3	4	5	6	7
7,842,291	7,829,734	6,218,637	6,218,637	8,731,535	7,462,102	1,269,433

## Goods and Services Tax

The City is currently awaiting a determination from the Australian Tax Office (ATO) as to whether the Goods and Services Tax (GST) is to be applied to commercial waste service fees charged by the City. Until such time as the ATO advises otherwise all commercial fees in this report are subject to GST. Should the ATO advise

commercial fees are exempt from the GST then fees as listed in this report will be rounded to the nearest dollar.

**COMMENTS:**

Continuing cost increases in disposal fees, primarily through the increase of State Government levies, and the consistent loss of commercial business have resulted in a loss of service efficiencies and, at the current waste service fees, a greater reliance upon the Refuse Disposal and Treatment Reserve.

An increase in fees of 12.5% for 2015/16, together with an additional \$50.00 charge on the basic residential fee and an increased presence in the commercial market, will insure against the excessive draw down of the Reserve and establish an initiation point to enable full cost recovery by 2017/18. This will result in additional funds being available for service improvements and utilising relevant new waste management technologies and methodologies.

## ITEM NO: 7

### DIFFERENTIAL RATING – REVALUATION OF THE RATE BASE AND PRELIMINARY SETTING OF THE ANNUAL RATES LEVY 2015/16

**FINANCE AND ADMINISTRATION                      (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. approves the advertising of the differential rates based on the predominant purpose for which the land is held in accordance with Section 6.36(3)(b) of the Local Government Act 1995 as follows:***

	<b><i>% Inc./(Dec.)</i></b>
<b><i>1.1 Commercial – 5.0032 cents in the dollar</i></b>	<b><i>(1.38);</i></b>
<b><i>1.2 Office – 2.9079 cents in the dollar</i></b>	<b><i>7.70;</i></b>
<b><i>1.3 Residential – 4.4107 cents in the dollar</i></b>	<b><i>4.52;</i></b>
<b><i>1.4 Vacant Land – 5.8157 cents in the dollar</i></b>	<b><i>7.70;</i></b>
- 2. notes that the intent of increasing rates revenue by 4.7% is consistent with the Council's 2014-2024 Strategic Financial Plan and will result in total revenue from rates (on revalued rate base, excluding future growth) increasing by \$4.3 million;***
- 3. notes the increase to the minimum rate by \$31 to \$685 in each rate differential category;***
- 4. notes the increase in the residential and office rates to reduce under rating of these categories in addition to taking into account CPI and provisional rate increases;***
- 5. notes the intention of retaining the principle of rating vacant land at twice the rate applied to the lowest rated category, being the Office category, to encourage development in the city;***

***(Cont'd)***



- 6. notes the future intention to review the land use classifications within each category, including the structure of each sector in the Commercial category, for differential rating purposes according to the latest revaluation of Gross Rental Values.**

**BACKGROUND:**

FILE REFERENCE: P1031135  
REPORTING UNIT: Finance  
RESPONSIBLE DIRECTORATE: Corporate Services  
DATE: 13 April 2015  
MAP / SCHEDULE: Confidential Schedule 5 – Rates Scenarios (Distributed to Elected Members under separate cover)

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 21 April 2015.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The City derives its revenue from a number of sources. Rates are a major source of revenue with a total of \$77 million now expected to be raised in the current financial year utilising the differential method of rating. This method involves applying different rates in the dollar to separate classes of property depending on their predominant use as determined by the City.

The rate in the dollar for the different rate categories is applied to the Gross Rental Value (GRV) of each property. The property values are supplied by Landgate Valuation Services on a triennial basis with the most recent revaluation being applied to the rates raised in the current financial year. The differential rate categories were declared and used to calculate the rates levy in Council's Annual Budget 2014/15. Changes to valuations are also regularly conducted on an interim basis as buildings are completed or demolished.

Reviews of the rate database are undertaken to examine, justify and if necessary, recommend changes to differentials in rates ascribed to different classes of ratepayers. The latest differential rates review was conducted using the Audited Financial Statements for the year ended 30 June 2014, which were approved by Council at its meeting held on **18/11/14**. The differential rates review was presented to the Finance and Administration Committee for consideration as a confidential schedule at its meeting held on 31/03/14 (TRIM 57020/15).

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation**

Section 6.33 of the *Local Government Act 1995*

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Corporate Business Plan**

Council Four Year Priorities: Community Outcome

**Strategic Community Plan**

Capable and Responsive Organisation

A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and deliver efficient and effective community centred services.

**Policy**

Policy No and Name: 9.1 – Budget Policies

**DETAILS:**

Differential rating was first introduced by the City in the 1997/98 financial year. The process enables the City to vary the impact of its rates on different classes of ratepayers.

This report presents the latest review of the differential rates base and proposes modifications or considerations for charging of the rates to the different rate classes. It also presents the principles for proposing the differentials rates in the dollar to be applied to the different rate classes for the next financial year.

The rating policy endeavours to strike a balance between the raising of rate income as an impost on the community whilst being an efficient and equitable means of raising revenue. Additionally, in legislative terms, the budget is to include the object of, and reasons for, any differential rates.

Rates are the major source of revenue with a total of \$76.3 million to be raised in the current financial year in line with Council's Long Term Financial Plan. It is anticipated that a further \$1.3 million will be raised in interim adjustments before the financial year end.

At the time of the 2014/15 rates generation, and based on Landgate Services 2014 property valuations, rates of \$75.6 million were raised which amounted to 39.7% of total budgeted operating revenue.

Taking into account the projected rates for the current year, the revenue raised from rates in accordance with the Annual Budget 2014/15 is \$77,014,108, comprised as follows:

Predominant Land Use	Number of Properties	Rate in the Dollar 2013/14	Rate in the Dollar 2014/15 (Cents)	% Change to Last Year	Gross Rental Values (\$)	Estimated Rate Revenue Incl. Minimum & Ex Gratia (\$)	% of Total Rates Revenue
Commercial	581	5.065	5.073	0.2	107,325,499	5,458,695	7.1
Hotel	1,397	5.065	5.073	0.2	121,440,383	6,195,516	8.1
Office	2,371	2.696	2.700	0.1	1,488,901,839	40,232,019	52.2
Retail	511	5.065	5.073	0.2	185,179,861	9,402,518	12.2
Residential	11,595	4.131	4.220	2.2	328,356,147	13,945,763	18.1
Vacant Land	77	5.392	5.400	0.1	21,413,754	1,157,588	1.5
Ex-Gratia Rates	8				191,432	6,769	-
<b>Subtotal</b>	<b>16,540</b>				<b>2,252,808,915</b>	<b>76,398,868</b>	<b>99.2</b>
Interim Rates						1,291,321	1.7
Back Rates						(324,857)	(0.5)
City Living Scheme						(144,885)	(0.2)
Heritage Incentive Scheme						(206,339)	(0.2)
<b>Total</b>	<b>16,540</b>				<b>2,252,808,915</b>	<b>77,014,108</b>	<b>100</b>

Payment of rates is the main interaction that most ratepayers have with local government. It is appropriate that the City influences the levels of rates related to particular classes of ratepayers. Different classes of ratepayers are provided with and utilise different services and costs therefore vary between different classes of ratepayers. Differential rates are a means by which these costs can be distributed equitably to those ratepayers who are benefiting from these services.

The City has traditionally restricted average rate increases to CPI except for recent years when modest increases above CPI were utilised to help in the funding of an intensive capital works program and to meet the City's contribution to Perth City Link. There will potentially be an increase in the demands for the City's services as major developments in a number of areas come to fruition.

The City of Perth Long Term Financial Plan identified the need to continue with moderate increases above the predicted CPI increases. With any slowdown in the growth of the City's ratebase, it will be necessary to increase rates by greater than CPI over the medium-term. Accordingly the average rate in the dollar in the previous year increased by 4.7% consisting of 2.7% CPI and an additional 2.0% above this. The long term financial planning is for this 2.0% increase to gradually reduce over future years.

The City's approach to reviewing the differential rate base involved the following actions:

- A review of the differential rate classes and definitions of land use as a basis for allocation to a particular class;
- A critical examination of the necessity and relevance of each class, in particular the Commercial differential rate category;
- An allocation of costs to each class including justification and reviewing for equity;
- Consideration of the minimum rates as applied and the level thereof;
- Research of the application of rates in other Australian capital cities;

- A consideration of the impact and equity of rate rebates offered by the City;
- A consideration of any applicability of Specified Area Rates.

Growth in the Perth ratebase is slowing temporarily owing to the effect of the winding down of the resources boom. At the same time there are still significant new developments and renovations taking place in the City, some of which are temporarily reclassified by the Landgate Valuation Services to “vacant” and therefore impacting rate revenue during the construction periods. A secondary factor is the continuing erosion of the ratebase through applications being received for exemptions from payment of rates.

It is believed that this trend of slowing City growth is short-term and a recovery will occur in future years with particular reference to the Riverbank, City of Perth Library and Public Plaza, Perth City Link, and Elizabeth Quay projects. These and other projects will contribute to future growth in the ratebase.

Traditionally Council has employed a general minimum rate for all categories. The review of the differential ratebase report highlights that compared to several Perth Metropolitan councils Perth has the lowest minimum rate payment. It is proposed that a review of the objectives of the minimum rate policy is needed to establish an appropriate basis for future payment of minimum rates.

### **Allocation of Costs to Rate Classifications**

The following general conclusions can be drawn from the latest review of the City’s differential rates:

The Office and Residential categories, after taking into account the net revenue from parking, are being subsidised by the other rate categories. The changes to the level of surplus or shortfall in each category arise because of relative fluctuations in valuations and also the growth in certain categories over recent years.

The main issue in Residential is that the previous minimisation of the rate in the dollar in this sector to encourage development, and therefore the consequent increase in number of properties and as a percentage of total rates, contributed to the under-rating of services in this category. The recent differential rate practice of applying a higher rate than the general level of increases to this sector has led to some improvement and this trend should be continued into the future.

Since the previous review based on 2011/12 financial statements, the Office category experienced the most significant growth in total GRV of over \$100 million. Conversely the Office rate in 2014/15 financial year is currently in the order of 36% to 47% below the rate in the dollar of the other categories (with the exception of Vacant Land).

The growth in this sector with the resultant increase in GRV gives rise to an increase in the allocation of service costs to the Office category in comparison to the other categories. At the same time the lowest rate in the dollar used for this category results in a projected shortfall in rate funding, where the additional revenue is insufficient to cover the higher costs of services due to the growth of the sector.

Therefore there is scope for some incremental increase in the Office rate in the dollar in order to address this matter.

In the Commercial category, when excluding parking revenue, the Commercial and Hotel sectors have similar amounts of rate revenue raised, which is approximately half the rates raised for Retail. Any increase to the Office category rate in the dollar should reflect some reductions in the rates levied in the Commercial category. This result also indicates that there may be future scope to review the structure of the Commercial category.

Vacant land is marginally over rated but this is in accordance with Council policy where the maximum rate permissible (double the lowest rated category) is charged. The purpose is to encourage development and reduce the number of undeveloped blocks in the City.

## **Definitions of Differential Rate Classes**

### Commercial (incorporates Retail)

This is a wide-ranging class that includes land use categories primarily commercial in nature that do not fit clearly into any other class. These include transportation services, communication services, wholesalers, warehouses, laboratories, auto sales and services, entertainment services including restaurants and nightclubs, sporting facilities, banking/ATMs, laundromats, bakeries, medical laboratories, commercial educational facilities, retail sales and services. From 2008, this category has included properties formerly included in the industrial rate category.

### Hotels

“Hotels” include serviced short stay apartments and backpacker hostels. It does not include public houses. The only difficulty is in ensuring that serviced apartments that revert to residential use are reclassified appropriately. Serviced apartments consist of commercial short-term accommodation that is often substituted for and in competition with hotel accommodation. The impact of changing the rate in the dollar on more traditional Hotels may then be more appropriately addressed in accordance with the changing economic climate.

### Office

The most significant section of the rate base, this classification is clear.

### Residential

The Residential classification is utilised for single and multi-dwelling residential premises. The description of this category is also self-evident.

The main issue is in the residential category where rates have been adjusted to encourage residential development in the city. This policy has encouraged development and the sector has grown to 18.1% (12.3% – 2009) of the whole ratebase. The growth in the number of residential properties has exacerbated the

shortfall in funding versus cost of services over recent years. The Perth residential rate is generally the lowest of metro councils on a rate in the dollar basis.

Although the City still wishes to encourage residential development, it is proposed that there be a more equitable distribution of rates revenue towards the cost of providing services in the residential category and the other categories. Residential rates will gradually rise over time to match revenue raised with allocated costs.

### Vacant Land

This category is clear in description. The City imposes the highest possible rate (double that of the lowest rated category) on vacant land to encourage development. Ministerial permission is required if this proportion was to be increased.

## **Differential Rate Conclusions**

### Commercial

Following the revaluation year in 2014/15, and since the previous review of the ratebase in 2011/12, the Commercial and Hotel sectors both experienced increases in GRVs, as opposed to a reduction in the Retail sector. Consequently the Retail rates as a proportion of total Rates revenue also declined.

The City has recently researched properties exempt from rates and during this process it became evident that the WACA Ground is rateable under the Commercial rates class. Appeals to the Minister have exempted this property for the both 2013/14 and 2014/15 financial years. However rates are calculated and included for the 2015/16 year requiring any future exemption from payment of rates on this property to be subject to fresh applications to the Minister.

### Hotel

Significant 'gross rental value' growth has been experienced in this category. Historically there have been appeals against valuations which have resulted in gross rental values being lowered. Hotels are also valued by the Landgate Valuation Services in a unique way based on their room rates and occupancies.

### Office

This category has a history of appeals on property valuations with a number of successful appeals experienced over the preceding years. Recent new developments completed have added considerably to the office pool. Since the previous 2011/12 reviews of the ratebase the overall GRV's increased by \$113 million or 8.1%.

However, it was expected that the revaluation in 2014, which was based on 2012 rentals, would show significant increases over valuations used to calculate the 2013/14 rates. The results of the latest revaluation showed several large reductions in valuations in 2014/15, with the overall GRV reducing by \$36.9 million. In addition several objections have been lodged with Landgate Services in the current financial

year that includes a number of objections covering some of the City's largest Office buildings.

### Residential

This category has been the most under-rated. The classification has continually been cross-subsidised in the interest of encouraging a higher residential population in the City. The City's current residential rate of 4.220 cents in the dollar when compared with most of the nearby councils is significantly lower by between 6.2% (Stirling) and 62.6% (Victoria Park).

Residential ratepayers are an essential part of the strategy of encouraging Perth to be a vibrant city. However, consideration should be given to raising the rate in the dollar to recover a greater proportion of applicable costs to this sector.

### Retail

This class of property is currently combined with Commercial. Recently the classification has suffered from more restrained valuations constraining ratebase growth and the replacement of predominantly retail premises with multi-purpose developments which are reclassified according to the new predominant use, which is mainly office.

### Vacant Land

This category is rated at the highest permissible level to encourage development of land and to compensate for the loss of rates income whilst demolished rent producing properties are redeveloped. This should continue in accordance with Council policy.

## **Consider the level of Minimum Rate**

Section 6.35(6)(c) of the *Local Government Act 1995* gives local governments the power to raise a minimum payment in each differential rating category where a differential general rate is imposed.

Traditionally Council has employed a general minimum rate for all categories and currently has a minimum rate of \$654, which is the lowest in the metropolitan area. The review of the differential ratebase report highlights that compared to several Perth Metropolitan councils, Perth's minimum rates are \$136 – \$358 lower than in other similar councils'. Minimum ratepayers have access to the same services as other ratepayers, even though their GRVs are lower. It is justifiable for them to pay a minimum rate to cover basic services.

This report recommends that the objectives of the minimum rate policy in the City be reviewed. The Act provides for consideration to be given to set or vary the minimum rates in conjunction to the relative movement in GRVs for each category. Foreshadowed in the Long Term Financial Plan is the intention to gradually increase the minimum payments to levels more commensurate with those of neighbouring councils.

## **Application of Rates by other Local Governments**

A comparison of Rates for the financial year 2014/15 for Perth metropolitan and eastern states councils is summarised below:

### Adelaide

- Rates are applied in two differential categories of residential 11.49 cents in the dollar and non-residential 14.08 cents in the dollar.
- Operates on annual rather than triennial revaluation basis.
- Rates are derived from annual rental potential of properties, similar to GRVs.

### Darwin

- Darwin uses differential rating extensively with ten categories.
- Unimproved land values are used as the base.
- Rates range between 0.4174 cents for Residential, 0.5453 Commercial and to 1.0006 cents in the dollar for major shopping centres.

### Brisbane

- Brisbane bases its rates on unimproved land values, including site works.
- From 1 July 2014, there are 63 rating categories.
- Valuations are carried out each year and the lessor of the current or average over three years used to calculate the rates.
- Residential is classified as one of principal residential (owner occupied), secondary or multi-residential.
- Owner occupied is rated at 0.3103 cents in the dollar; multi-residential 0.5508 cents and non-owner occupied (mixed) 0.3984 cents.
- The highest rates are applied to shopping and commercial centres in the CBD up to 2.099 cents in the dollar.
- Special rates are applied to recover additional costs on properties in defined 'Benefitted Areas' having or specifically benefiting from or having special access to the services, facilities or activities. Examples are malls and Shopping precincts which range from 0.0120 to 0.2224 cents in the dollar.

### Melbourne

- Only two differential rate categories are used.
- Rates are applied to Residential 4.0 cents in the dollar and Non-Residential 4.6 cents in the dollar.
- The Net Annual Value method of property valuation representing the market value at a specific date and is based on market sales and rental evidence.

### Sydney

- Differential rating structure in Sydney has one ordinary rate for all residential properties and two sub-categories for business properties, with minimum rates in each.



- The Residential rate in the dollar is 0.1662 cents, normal Business rate 0.7079 cents and CBD Business rate 1.2649 cents.
- A “Newly Rateable Crown Land Adjustment” is also proposed for the long term private leasing on the Barangaroo site.
- Rate increases are capped by the NSW Government.

### **Specified Area Rates**

Section 6.37 of the *Local Government Act 1995* gives local governments the power to raise specified area rates to meet the cost of providing a specific work, service or facility in a particular area. Monies raised have to be set aside and used only for the purpose for which the rate is raised.

There is potential to utilise this avenue to raise rates in order to provide a service requested by ratepayers in a specific area of the City which can be considered whenever the need arises, but this must be prior to budget adoption. The City has so far not utilised specific area rates.

### **FINANCIAL IMPLICATIONS:**

#### **INCOME:**

BUDGET ITEM:	Rate Revenue 2014/15
BUDGET PAGE NUMBER:	1.
BUDGETED AMOUNT:	\$ 76,236,923
AMOUNT RECEIVED TO DATE:	\$ 75,783,080

All figures quoted in this report are exclusive of GST.

These are developed as part of the budget process each year. The City requires a quantum of rates each year to fund a portion of the budget. The spread of rates amongst differential rate classes is an exercise undertaken to make up that total. Other rate considerations such as the level of minimum rates and the application of rate rebates are also incorporated into the total of rates needed.

The Long Term Financial Plan flagged the need to continue with moderate increases above the predicted CPI increases. With the growth in the Perth ratebase slowing temporarily owing to a number of factors, including the effect of the winding down of the resources boom, the City will need to increase rates by greater than CPI in the short-term. Accordingly, the average rate in the dollar in the 2014/15 financial year increased by 4.9%, consisting of 2.9% CPI and a 2.0% increase above this.

The preliminary view of rates for 2015/16 set out in this report allow for increases of 2.7% CPI and an additional 2% over that. The Long Term Financial Plan foreshadowed that this increase of 2.0% would reduce in future years.

The calculated rates for the coming 2015/16 financial year are in line with the Long Term Financial Plan prediction of \$83 million. In this report the estimated annual rates levy to be raised in 2015/16 is \$80 million plus predicted interim growth of \$3.1 million during the year.

Confidential Schedule 5 details a number of options with respect to the differential rates in the dollar.

Information produced by this report will be available for consideration in preparing the four year budget and an updated Long Term Financial Plan to be presented to Council in June.

## **COMMENTS:**

### **Conclusion and Summary**

The 'Differential Rates Review' of the rate base includes makes the following conclusions and recommendations:

- The diversity of the rate base in the City creates demands for services which are distinct between the various categories. Therefore, the rating policy is best formulated with reference to the cost of services within each category. Although the revenue from parking is used in the analysis to offset the cost of other services provided to particular rate categories the proposals to more equitably distribute the rates also consider the cost of services excluding parking.
- The Office category is the largest contributing sector to rates yet falls below the cost of services provided to it by the City; this is after including the net contribution from parking. The rate in the dollar for Office is the only category not previously adjusted relative to other categories in order to reduce the funding shortfall. Scope therefore exists for higher increases in the rate in the dollar of the Office sector relative to other categories.

It should also be noted that the allocation of parking contribution to the Office category is substantial, which, when revenue from parking fluctuates, has a significant effect in offsetting the funding shortfall.

- Scope exists for future review of the structure of the various categories where warranted and the treatment to be applied for differential rating of individual sectors. This will depend on the future development trends in each sector and ongoing contributions to rate revenue.
- As indicated in this report relative adjustments between the categories are proposed for the next year's budget or may in future be required to:
  - Separate the Commercial category into its component sectors. However it would not be proposed to separate individual sectors where the resulting differential rates would remain as similar amounts;
  - The Retail category Rate/\$ is close to the cost of services and is proposed to remain in the Commercial category;

- In order to achieve a closer alignment with the other categories pursue a higher increase in the Rate/\$ for Office than previously and reduce the present underrating of the sector;
  - Apply higher increases to Residential Rate/\$ but keeping it below other metropolitan Councils; and
  - Maintain maximum Rate per dollar for vacant land to encourage development.
- Commit to progressively increasing higher general minimum rates above the increases made to the Rate/\$ of the differential categories, excluding Vacant Land. The current minimum rate is \$654 in 2014/2015 (\$624 in 2013/14). Minimum rates amount for 2.1% of the total rates. The proposed minimum for 2015/16 is \$685, an increase of 4.7%.

There is a scope in future to vary the minimum rates for each differential category, with a view to maximising rate revenue in the most effective way possible and in line with future policy objectives to be established.

The above represents a measured response to the funding of current and future budget requirements and proposed treatment of the City's differential rates.

It should also be noted that in previous Strategic Planning sessions, Elected Members were receptive to the concept of increasing rates above the level of CPI to fund ongoing major projects and increasing demands for services that are envisaged for the City.

Under the *Local Government Act 1995*, the City is required to advertise the differential rates for 21 days prior to issuing of Rate Notices.

## ITEM NO: 8

### PAYMENTS FROM MUNICIPAL AND TRUST FUNDS – MARCH 2015

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That 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 March 2015, be received and recorded in the Minutes of the Council, the summary of which is as follows:***

<b>FUND</b>	<b>PAID</b>
<b>Municipal Fund</b>	<b>\$ 20,936,628.21</b>
<b>Trust Fund</b>	<b>\$60,031.30</b>
<b>TOTAL:</b>	<b>\$ 20,996,659.51</b>

#### BACKGROUND:

FILE REFERENCE: P1031101-11  
REPORTING UNIT: Financial Services  
RESPONSIBLE DIRECTORATE: Corporate Services  
DATE: 7 April 2015  
MAP / SCHEDULE: TRIM reference 55404/15

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 21 April 2015.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

#### LEGISLATION / STRATEGIC PLAN / POLICY:

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

**Integrated Planning and Reporting Framework Implications** **Strategic Community Plan**  
Council Four Year Priorities: Community Outcome  
Capable and Responsive Organisation  
A capable, flexible and sustainable organisation with a strong and effective governance system to provide

leadership as a capital city and deliver efficient and effective community centred services.

**COMMENTS:**

Payments for the month of March 2015 included the following significant items:

- \$6,447,154.73 to the Fire and Emergency Services Authority of WA for the emergency service levy third quarterly payment for 2014/15.
- \$1,448,454.56 to Doric Contractors Pty Ltd for the February 2015 progress claim in relation to the Perth City Library and Public Plaza project.
- \$821,941.65 to the Western Australian Treasury Corporation for loan payments of \$543,456.28 for the Elder Street Carpark, \$32,922.21 for the Goderich Street Carpark and \$245,563.16 for the construction of the new Perth City Library and Public Plaza.

## ITEM NO: 9

### RECEPTION REQUEST – 15<sup>TH</sup> WORLD SOCIETY OF VICTIMOLOGY INTERNATIONAL VICTIMOLOGY SYMPOSIUM

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council approves the City of Perth hosting a welcome reception for the 15<sup>th</sup> World Society of Victimology International Victimology Symposium on Sunday, 5 July 2015, for a maximum of 150 guests at a cost of \$7,260 (excluding GST).***

#### **BACKGROUND:**

FILE REFERENCE: P1009160-21  
REPORTING UNIT: Marketing, Communications and Events  
RESPONSIBLE DIRECTORATE: City Services  
DATE: 15 April 2015  
MAP / SCHEDULE: Nil

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 21 April 2015.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

Correspondence has been received by the Lord Mayor from Dr Ann O'Neill, Director, Angelhands Inc., requesting the City of Perth host a welcome reception for the 15<sup>th</sup> World Society of Victimology (WSV) International Victimology Symposium for a maximum of 150 guests on Sunday, 5 July 2015.

The Lord Mayor has referred this request to the Finance and Administration Committee for consideration, as it does not fall into the "Civic, Major or Urgent" categories as provided in the City of Perth *Policy 10.12 Provision of Hospitality*.

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Corporate Business Plan**  
Council Four Year Priorities: Capable and Responsive  
Organisation  
S19 Improve the customer focus of the organisation  
IP34 Enhance customer service

## **Policy**

Policy No and Name: 10.12 – Provision of Hospitality

Council Policy 10.12 provides that:

*“The Lord Mayor may approve functions that are civic, major and urgent functions, and this is to be decided at their discretion without first being referred to Council.*

*Those requests for receptions not approved by the Lord Mayor to be referred to the Finance and Administration Committee which will in turn recommend to the full Council, where the estimated cost of the reception exceeds \$5,000.”*

## **DETAILS:**

In 2012 Angelhands Inc., with the support of the Perth Convention Bureau and the City of Perth, successfully bid and won the right to host the 15<sup>th</sup> World Society Victimology International Symposium. Dr Ann O'Neill is also a previous recipient of the City of Perth \$10,000 Convention Scholarship. The scholarship is awarded under the Perth Convention Bureau's annual 'Aspire Program'. The Symposium will be held at the Perth Convention and Exhibition Centre.

Australia's peak body representing crime victims services, Victim Support Australia, in partnership with the leading West Australian victim support NGO, Angelhands Inc., will host the 15<sup>th</sup> World Society of Victimology Symposium on behalf of the World Society of Victimology. The Australian Institute of Criminology (AIC) is a key Symposium partner and they will be coordinating the development and operation of the event. The Symposium will be held from 5-10 July 2015 in Perth, Western Australia.

This is an International Symposium held every three years, the only one of its kind, this is the second time it's ever been hosted in Australia (previously hosted in Adelaide in 1984). The Symposium will provide an opportunity for an international audience to hear from eminent International and Australian researchers and practitioners on current and emerging issues in victimology.

The theme of the Symposium is Victimisation, justice and healing: challenging orthodoxies. While the Symposium is expected to attract more than 450 delegates to Perth, attendance at the Welcome Reception is anticipated to be 150. The President of the World Society of Victimology, Prof. Marc Groenhuijsen from The Netherlands and international and Australian members of the Executive Committee, together with delegates of the Symposium will be in attendance at the Reception.

Victims of crime, particularly victims of personal violence offences, can be traumatised by their experience. Victims can struggle with a variety of physical, psychological and financial problems caused by the crime perpetrated against them.

It is important to further understand the needs of victims and support them appropriately as they move through the criminal justice system. Both government and non-government service providers who support victims of crime will share the most

recent international and Australian research into victims' needs and the Symposium will allow them the opportunity to forge links to improve support of victims.

As this reception request is for a Sunday, there will be additional costs involved if approved. The main additional costs associated with holding a Sunday reception are staffing costs. Casual wait staff are an extra \$10 per person per hour and full time Civic staff would be paid at an overtime rate at double time for hours worked. Two rangers will need to be on duty as well as ushers.

It should also be noted that such reception requests will be under imminent review as a part of the City's sponsorship and grants review.

Currently, the following receptions have been scheduled at the City of Perth in July 2015:

- YMCA Youth Parliament Reception

The proposed event details are:

<b>Date:</b>	Sunday, 5 July 2015
<b>Time:</b>	5.30pm – 7.00pm TBC
<b>Location:</b>	Reception Suite
<b>Attendees:</b>	Maximum of 150 attendees

#### **FINANCIAL IMPLICATIONS:**

Costs for this reception will be funded from the 2015/16 Civic Receptions budget. The estimated cost for the reception, excluding GST, is \$7,260. The 2015/16 budget will be approved by the Council in June 2015. The cost difference between holding this reception on a Sunday as opposed to a weekday is approximately \$522.



## WORKS AND URBAN DEVELOPMENT COMMITTEE REPORTS

### ITEM NO: 10

#### APPOINTMENT OF ELECTED MEMBER REPRESENTATIVE TO THE PERTH LIGHTING TASKFORCE

**WORKS AND URBAN  
DEVELOPMENT COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. notes the proposed establishment of a Lighting Taskforce;***
- 2. nominates Cr Limnios to be appointed to the Lighting Taskforce.***

#### **BACKGROUND:**

FILE REFERENCE:	P1024916
REPORTING UNIT:	City Design
RESPONSIBLE DIRECTORATE:	City Planning and Development
DATE:	30 March 2015
MAP / SCHEDULE:	Schedule 6 – Lighting Taskforce Terms of Reference Schedule 7 – Lighting Taskforce Form

At the Works and Urban Development Committee meeting held on 14 April 2015 the Committee agreed to amend part 2 of the Officer Recommendation as follows:

- 2. nominates Cr Limnios to be appointed to the Lighting Taskforce.***

**Reason**      The Works and Urban Development Committee amended the original recommendation to include Cr Limnios as the agreed nominated member to be appointed to the Lighting Taskforce.

The need to develop a comprehensive and integrated plan for the future lighting of Perth was recognised by the Council at its meeting on **9 December 2014** when it adopted the Perth Lighting Strategy. The first objective in the delivery of the Lighting Strategy Action Plan is the establishment of a Lighting Taskforce as a City convened working group.

This report describes the role of the Lighting Taskforce; its proposed membership; and seeks the inaugural appointment of an Elected Member.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

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

### **Corporate Business Plan**

Council Four Year Priorities: Perth at Night

A City that has a vibrant night time economy that attracts new innovative businesses and events and where people and families feel safe.

S13 Development of a healthy night time economy.

S14 Further improve safety and security.

The **Urban Design Framework 2029** was adopted by the Council to guide future strategies and projects that design and shape the capital city. The Lighting Strategy has been informed by this framework and responds to the following key aspects:

- Improving the sense of safety, vibrancy and liveability.
- Reinforcing the overall structure, image and legibility of the City.
- Expanding the night-time economy, events and activities.

## **DETAILS:**

Schedule 6, the Lighting Taskforce Terms of Reference provides information for Elected Member's consideration regarding the suggested membership, roles of and meeting requirements for the City convened Working Group.

It is envisaged that the Taskforce should be small and comprise the necessary degree of political and business community influence, design skills, technical knowledge and environmental awareness. It should be chaired by someone who understands and will promote the broad benefits that good lighting design can bring to the capital city.

## **FINANCIAL IMPLICATIONS:**

There are no direct financial implications related to this report.

## **COMMENTS:**

Establishment of the Lighting Taskforce is one of the first steps required to start the coordinated implementation of the lighting strategy. With membership from within the City of Perth and key external city stakeholders, it is envisaged that the Taskforce will assist the City in setting priorities, promoting lighting and encouraging both private and public sectors to work towards the vision and objectives set out in the Lighting Strategy.

Council is requested to consider appointment of an Elected Member to a City convened Working Group, the Lighting Taskforce. One of the aims of the Taskforce is to appoint an Elected Member whose role would be as a 'champion' to ensure that lighting is maintained on the agendas of those organisations whose decisions affect the development of the night time economy of the City. The role would involve the promotion of high quality lighting initiatives with the business community, due to the fact that a large amount of the lighting in the city is the responsibility of the private sector.

## ITEM NO: 11

### WELLINGTON STREET ENHANCEMENT – REPROGRAMMING OF WORKS, STAGE 2A, PHASE 1

**WORKS AND URBAN  
DEVELOPMENT COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. agrees to reprogram approved works from Wellington Street Enhancement Stage 2B to complete the 51 metres long section of footpath on the north side of Wellington Street, in front of development sites KS1 and KS2, to better coincide with their completion dates;***
- 2. approves acceptance of the offer from the Metropolitan Redevelopment Authority (MRA) to undertake the works for \$481,931 (including project management) – representing an extension to the previous contract between the City and the MRA to build the granite footpath on the north side of Wellington Street;***
- 3. authorises the Chief Executive Officer to negotiate and enter into an agreement with the MRA, based on their letter dated 12 March 2015, to execute the works as detailed above;***
- 4. notes the following:***
  - 4.1 this proposal is estimated to save the City of Perth approximately \$40,000 (based on quantity surveyor's estimate had the City re-mobilised the same scope of works at a later date);***
  - 4.2 the estimated cost of the works is within the existing budget for Wellington Street for 2014/15;***
  - 4.3 the scope of future works for Stage 2B will be adjusted down to reflect this reprogramming; and***

***(Cont'd)***

***4.4 that appropriate communications about the continuation of works in Wellington Street will be undertaken with stakeholders.***

**BACKGROUND:**

FILE REFERENCE:	P1028417
REPORTING UNIT:	City Design Unit
RESPONSIBLE DIRECTORATE:	City Planning and Development
DATE:	24 March 2015
MAP / SCHEDULE:	Schedule 8 – Staging Design for Wellington Street Schedule 9 – MRA Offer Schedule 10 – Quantity Surveyor Estimate Schedule 11 – Cost Comparison Schedule 12 – Construction Diagram to KS1 and KS2

The Committee recommendation to the Council for this report was resolved by the Works and Urban Development Committee at its meeting held on 14 April 2015.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

On 26 June 2008, the City of Perth and the State Government signed the Link Project Implementation Deed that provided the framework for funding and implementing various works associated with lowering the railway, west of the Horseshoe Bridge. A key aspect of this agreement is the City funding enhancement works to Wellington Street, as follows:

- Stage 1 (between Elder and Little Milligan Street)
- Stage 2 (between Little Milligan and William Street)

Stage 1 was completed within budget and six months ahead of schedule. Since June 2012, the City's Project Team has been working closely with the Metropolitan Redevelopment Authority (MRA) and various state government agencies in developing detailed plans for the remainder for Wellington Street, in particular, Stage 2A between Little Milligan Street and King Street.

In June 2014, the Council accepted an offer from the MRA to construct Phase 1 of Stage 2A – essentially, the granite paved areas on the north side of Wellington Street, representing the interface between the private and public realm. Phase 1 was successfully completed within budget and program. It is noted that the scope of completed work did not include the footpath in front of sites KS1 and KS2.

The City has recently requested the MRA to provide a detailed price to complete the granite paving work in front of KS1 and KS2 as an extension to the current arrangements. Originally planned to be constructed as part of Stage 2B, this work would not occur until 2016/17. An opportunity now exists to execute the additional work as part of Stage 2A and have the footpaths fully operational to coincide with building completions and tenant occupation.

The MRA have now submitted a detailed price to undertake this additional work. This report provides the details of that offer, cost analysis and recommendations.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

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

### **Corporate Business Plan**

Council Four Year Priorities: Major Strategic Investments

- S1      Ensure that major developments effectively integrate into the City with minimal disruption and risk
- 1.1      Coordination of interface with major projects and new precincts currently under construction (Elizabeth Quay, Perth City Link & Riverside) including logistics planning.

## **DETAILS:**

### **Design Details**

Detailed design and documentation was completed by City Design in 2014, based on the previously approved masterplan and construction details, materials and quality of Stage 1 Works (in front of Perth Arena). The 'palette' of streetscape elements for the KS1 to KS2 frontage includes:

- new granite kerbing to all footpaths;
- new granite paving on concrete base;
- new 'low speed' bi-directional cycle path;
- new street furniture; and
- new street tree planting.

The works form part of a continuous street frontage between the kerb and the edge of the two completed buildings on sites KS1 and KS2.

### **Overall Project Sequencing**

Schedule 3 provides an overview to the sequencing of all works in Wellington Street as part of the Link Agreement. It is noted that the 51 metre section of footpath on the north side, east of King Street, is currently programmed to be constructed at the same time as Stage 2B – now estimated to be 2016/17.

### **Proposed Reprogramming**

The potential benefits of bringing this section of the works forward are considered to include:

**1. Traffic Management**      Perth traffic has readjusted to the works in Wellington Street and it would be advantageous to retain the current systems and expertise to assist with the streetscape works on the north side.

**2. Timing**      Works would be completed on the north side by October 2015. This would bring practical completion forward by approximately two years from current programme.

- 3. Cost Savings** There are potential cost savings in constructing the north side extension by the MRA which has contractors already mobilised, specifically due to escalation.
- 4. Alignment with Developers Works** Having the MRA coordinate the construction of the north side footpath would improve the coordination between street works and property developer works that share a common boundary.
- 5. Public Safety** Access and egress to and from the new buildings on KS1 and KS2 will be safer than via a temporary crossing through construction works for two years.

The KS1 and KS2 construction sites currently have a work zone agreement with the City which comprises of a section of the existing northern verge spanning about 80m long up to King Street intersection. It is now feasible to construct the majority of this footpath (51m) in front of this development as part of Stage 2A Phase 1 extension.

#### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CW1113
BUDGET ITEM:	Wellington Street – Stage 2A: Little Milligan Street to King Street Streetscape Enhancement
BUDGET PAGE NUMBER:	20
BUDGETED AMOUNT:	\$4,430,618
AMOUNT SPENT TO DATE:	\$1,794,917
PROPOSED COST:	\$ 627,124 (\$481,931 - being MRA offer, plus other City of Perth costs)
BALANCE:	\$2,635,701

The current budget in 2015 identified for the proposed works will require a carry forward of capital funding into 2015/16.

All figures quoted in this report are exclusive of GST.

#### **Cost Plan for Phase 1 Extension**

The project team has received a quote from the MRA (Schedule 9) for construction of Phase 1 extension based on the detailed documentation prepared by the City of Perth. The City then engaged an independent Quantity Surveyor to prepare a cost estimate (Schedule 10) based on the same design plans in order to assist with assessing the offer from the MRA. A detailed comparison of prices is included as Schedule 11. The following table compares prices:

<b>Item</b>	<b>MRA</b>	<b>QS</b>
Construction Costs	\$451,931	\$461,000
Project Management Costs	\$30,000	\$30,000
<b>Total</b>	<b>\$481,931</b>	<b>\$491,000</b>

In addition to the civil works quoted by the MRA, there are other costs that make up the total project funding for Stage 2A, Phase 1 Extension, summarised as:

**MRA Offer**

Construction costs:	\$451,931
Project management costs:	<u>\$30,000</u>
	<b>\$481,931</b>

**Other Budgeting (for City of Perth)**

Re-mobilisation and CPI	\$25,340
Design/staff costs estimate:	\$71,660
Contingency (10%)	<u>\$48,193</u>
	<b>\$145,193</b>

**Total project estimate for  
Stage 2A, Phase 1 Extension                      \$627,124**

**Value for Money Assessment**

By comparison with an independent QS estimate, the offer from the MRA is considered to represent value for money. In addition, it has been estimated that the probable savings to the City if the works are undertaken now are approximately \$40,000. (These savings represent the additional costs associated with constructing the works in 2016/17 including re-establishing traffic management, contractor re-mobilisation, escalation over two years and temporary lighting.)

**Stage 2B (King Street to William Street)**

Wellington Street Stage 2B has a total estimated budget of \$6,050,000 and is scheduled for 2016/17/18. Additionally, \$1,966,372 is being deferred for works relating to Stage 2A which have been delayed due to construction of major utility service infrastructure. This will be subject to further reporting on scope, budget and programme.

**COMMENTS:**

Under an agreement with the State Government regarding the implementation of the City Link Project, the City of Perth is responsible for specific enhancement works to Wellington Street.

The City has an opportunity to implement a portion of the northern side of Wellington Street ahead of schedule by accepting the offer from the MRA to build Stage 2, Phase 1 Extension at KS1 and KS2, commencing in July 2015.

In addition to time, this proposal brings benefits of cost, pedestrian and cyclist safety. Further, there is less disruption from changes to traffic management in Wellington Street.



## OTHER REPORTS

### ITEM NO: 12

#### CHAMBER OF COMMERCE / BROOKFIELD MULTIPLEX NORTH WEST TOUR – ATTENDANCE BY COUNCILLOR JAMES LIMNIOS

##### **RECOMMENDATION:**

**(APPROVAL)**

***That Council approves the attendance of Councillor James Limnios at the Chamber of Commerce / Brookfield Multiplex North West Tour to be held from 25 to 30 May 2015 at a cost of \$10,950.***

##### **BACKGROUND:**

FILE REFERENCE: P1007299-17  
REPORTING UNIT: Executive Support  
RESPONSIBLE DIRECTORATE: Executive Support Directorate  
DATE: 23 April 2015  
MAP / SCHEDULE: Schedule 13 – Brochure

Councillor James Limnios has requested attendance at an event within Western Australia which is not within the delegated authority of the Chief Executive Officer to approve. Council approval is therefore sought for this request.

##### **LEGISLATION / STRATEGIC PLAN / POLICY:**

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

###### **Corporate Business Plan**

Council Four Year Priorities: Perth As A Capital City  
S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment

###### **Policy**

Policy No and Name: 10.3 - Elected Members – Interstate and Overseas Travel  
10.6 - Elected Members – Reimbursement of Expenses

##### **DETAILS:**

The 2015 Chamber of Commerce (CCI) / Brookfield Multiplex North West Tour will take delegates through some of Western Australia's most remote and remarkable regions and feature visits to a number of WA's leading resource companies' sites

including Woodside Energy, Chevron Australia, BHP Billiton Iron Ore, Apache Energy, Fortescue Metals Group, Rio Tinto Iron Ore, CITIC Pacific and Yara Pilbara Nitrates.

CCI's close relationship with industry leaders means that tour participants are welcomed onto several sites which are not accessible to the public and provided the opportunity to meet and hear from the most senior executives within the resources sector.

Site visits will include:

- Apache Energy, Devil Creek Development Project
- BHP Billiton Iron Ore, Mt Whaleback Mine
- Chevron Australia, Wheatstone Project
- CITIC Pacific, Sino Iron Project
- Fortescue Metals Group, Port Hedland Operations
- Ord Irrigation Expansion Project
- Rio Tinto Iron Ore, Cape Lambert Operations
- Rio Tinto Operations Centre – Perth Airport
- Woodside Energy, Visitors Centre
- Yara Pilbara Nitrates, Technical Ammonium Nitrate Plant

The brochure for the event is shown in Schedule 13.

Council Policy 10.6 relating to Reimbursement of Expenses for Elected Members states that the following expenses can be claimed:

*"Registration, entertainment, accommodation, incidental and meal expenses incurred by members when attending conferences, seminars, study tours or conventions within the Perth metropolitan area, or within Western Australia when air travel is not required."*

However, Council Policy 10.3 allows such expenses to be claimed for international and interstate travel including air travel, but does not address air travel within Western Australia. Council Policy 10.6 is quite explicit hence the Chief Executive Officer does not have authority to approve this request.

## **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	4246000
BUDGET ITEM:	Governance – Members of Council - Councillors
BUDGET PAGE NUMBER:	7
BUDGETED AMOUNT:	\$1,020,390
AMOUNT SPENT TO DATE:	\$ 740,974
PROPOSED COST:	\$10,950
BALANCE:	\$ 268,466

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

The CCI/Brookfield Multiplex North West Resources Tour provides a rare opportunity to see first-hand many of Western Australia's major resource projects. Many of the resource industry companies associated with this event are located in Perth. As Presiding Member of the Works and Urban Development Committee attendance by Councillor James Limnios at this event is supported.

The Chief Executive Officer does not have delegated authority to approve travel requests within Western Australia that includes air travel. This policy anomaly will be addressed in due course.

SCHEDULES FOR THE  
COUNCIL MEETING  
TO BE HELD ON  
28 APRIL 2015

**Event Sponsorship**

**Assessment Report**  
**Round One 2015 - 16**

# SCHEDULE 1

## EVENTS

### Event Sponsorship Evaluation Form

<b>Applicant:</b>	Targa West Pty Ltd
<b>Event:</b>	Quit Targa West
<b>Date and Time:</b>	13 – 16 August 2015
<b>Location:</b>	Perth and surrounds
<b>Total Cost of Event:</b>	\$699,500
<b>Sponsorship Requested:</b>	\$54,500
<b>Sponsorship Recommended:</b>	\$50,000

#### Background on Applicant:

Targa West Pty Ltd is a motoring event management company specialising in high profile motor sports events exclusively based in Western Australia. Quit Targa West has been held in Perth since 2005. The event is sanctioned and supported by the Confederation of Australian Motor Sport Inc. 2015 marks 11 years of the event and organisers have once again requested cash sponsorship for components of the 2015 event to be held in the City of Perth.

#### Summary of Event:

Quit Targa West is a four day tarmac rally with 100 classic and modern cars competing over 30 special rally stages in Perth and surrounds. 2015 will be the tenth anniversary of the event. The event travels through Kalamunda, Toodyay, Malaga and Bullsbrook and finishes in a Super Stage in the city. The following components will take place in the City of Perth:-

#### **Pre-event Car Display, Murray Street Mall, Thursday 23 July 2015**

Quit Targa West displays a number of vehicles in the heart of the city a few weeks prior to the event to raise public awareness and the profile of the event.

#### **Ceremonial Start, Forrest Place and Murray Street Mall – Thursday 13 August 2015**

The official ceremonial start includes car displays and allows the public to see 100 rally cars drive out to start the rally event. In 2013 this component of the event was moved from a Friday morning to a Thursday with cars assembling mid-morning and the first car departing at 1.00pm. This shift in time has allowed a greater attendance over the past two years.

## SCHEDULE 1

### **Northbridge Show'n'Shine, Lake and James Streets – Friday 14 August 2015**

The Northbridge Show'n'Shine will again be held on a Friday night on Lake and James Streets in Northbridge. The event is a display of rally cars from the event and attracts approximately 5,000 spectators. Surrounding restaurants advise that the event historically provides one of the biggest trading nights of the year for them.

### **Grand Finale City of Perth Super Stage – Sunday 16 August 2014**

The Super Stage in the city is the final stage of the rally and also includes exotic, classic and historical race car sprints and displays. The City of Perth Super Stage is historically set against the backdrop of Riverside Drive. This component attracted an estimated 6,000 spectators to the City in 2014. In 2015 the Super Stage will be held in Supreme Court Gardens as Langley Park is unavailable. In 2016 the stage will return to Langley Park.

Organisers anticipate a total attendance of 35,000 over the whole event, with the City components attracting the highest attendance.

### **New event components**

In 2014 organisers introduced a "Rookie Rally" event - a scaled down version of the rally over two days and offered to competitors at a reduced price. This initiative was introduced to boost competitor numbers for the event and to encourage competitors for the future. The 2014 event also reintroduced a Chattering stage and created a new night stage in Malaga in response to competitors request for a night stage.

The official accommodation venue for the event is the Hyatt Regency Hotel where the official gala dinner for 500 people is held. In 2015 the official rally headquarters and overnight Parc Fermé moved to the Tattersalls Bowling and Recreation Club in the city. This was a strategy on behalf of the event organisers, to encourage more competitors, crew and families to utilise city accommodation for the event.

The event receives media coverage in local press and television news, as well as the nationally broadcast event documentary (proposed to run on OneHD, Ch7 or 7Mate). The documentary will also be broadcast internationally in the United States, France, New Zealand and the United Kingdom. Organisers estimate that media coverage for the 2015 event will exceed \$800,000 in value.

### **Funding**

The total cost of the event is \$699,500. Organisers have requested cash sponsorship of \$54,500 (8% of the total cost of the event).

City of Perth Parking has supported the event through a contra agreement with event organisers since 2013. CPP provides the use of the Terrace Road carpark for the event, in return for advertising of CPP carparks and promotion of the CPP app. In 2014 the value of this support was approximately \$17,000.

## SCHEDULE 1

Targa West has been supported by the City since 2005. The City increased its level of sponsorship in 2010 when the City Super Stage was introduced. The following table shows the City's support for the event since 2010:-

Year	Amount
2010	\$50,000
2011	\$51,300
2012	\$53,000
2013	\$54,500
2014	\$54,500
2015 (requested)	\$54,500
(recommended)	\$50,000

Organisers also receive funding for the event from Healthway, Killarnee, Shannon's Insurance, the Shire of Toodyay, the Shire of Chittering, the City of Swan, Shire of Kalamunda and other corporate sponsors.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Chinese New Year Fair 2014	\$60,000	60,000	\$1.00
Open House Perth 2014	\$40,000	28,500	\$1.40
Quit Targa West (recommended)	\$50,000	35,000	\$1.43

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

### Assessment of Application (Events):

#### 1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

Quit Targa West has a national profile and receives national and international media coverage. The event will increase visitation to the city, encourage use of the city's public spaces and increase economic investment in the city. The event will increase activity and tourism in the city over a number of days. Restaurants in the vicinity of the Northbridge Show'n'Shine advise that the event historically provides them one of their biggest trading nights of the year.



# SCHEDULE 1

## **2. Encourages use of public spaces.**

The event will be held on Northbridge streets, in Murray Street Mall and in Forrest place. The City of Perth Super Stage will be held on Langley Park and Perth Streets.

## **3. Preference will be given to events which provide free attendance.**

All elements of the event are free for the public to attend.

## **4. Preference will be given to events which will be held exclusively in the city.**

The event will not be held exclusively in Perth, however the sponsorship application is for the City components only. Organisers advise that the City components attract the largest audiences.

## **5. Benefits to be provided to the City:**

Organisers will provide the following benefits for the recommended sponsorship of \$50,000:-

- the event to be listed on the Perth City website;
- co-naming rights to the City stage as the “Killarnee City of Perth Super Stage”;
- an opportunity for the City to display signage at the event;
- the support of the city of Perth to be acknowledged in all media and promotional material;
- the support of the City of Perth to be acknowledged in social media for the event;
- the City of Perth logo to appear on event advertising, posters, roadbooks, the start and finish archway on the event website;
- City of Perth advertisements in the event documentation provided to all competitors and crew;
- the City of Perth to receive a 30 second TV commercial on the official event DVD;
- eighteen invitations for Elected Members and their guests to be invited to attend relevant event functions;
- the Lord Mayor, or representative, to be invited to officiate at a number of high profile event functions;

## **6. Additional benefits to be provided:**

Organisers advise that they will provide the same level of benefits to the City for the requested cash sponsorship of \$54,500.

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### **Comments:**

Quit Targa West is a high profile rally event with components held in the city. It is the largest car rally which occurs in the city. Organisers advise that the city components are the most highly attended over the whole event. The

## SCHEDULE 1

event increase activity and tourism in the city, and provides economic benefit for local businesses. Northbridge businesses advise that the Show'n'Shine event is one of their biggest trading nights of the year. The event receives national and international media coverage and helps to position Perth as a premier destination for entertainment and tourism. Cash sponsorship of \$50,000 is recommended.

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# SCHEDULE 1

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	Open House Perth
<b>Event:</b>	Open House Perth
<b>Date and Time:</b>	7 – 8 November 2015
<b>Location:</b>	Various
<b>Total Cost of Event:</b>	\$250,000
<b>Sponsorship Requested:</b>	\$45,000
<b>Sponsorship Recommended:</b>	\$45,000

### Background on Applicant:

Open House was founded in London in 1992. It is now held in more than 35 cities including New York, Barcelona, Chicago, Melbourne and Rome. Open House is an international family of cities with a common goal to advocate good design to the public by unlocking the door to the City's best architecture and design.

Open House Perth opens great design projects in the city to the general public, free of charge. The annual weekend event includes events, tours, talks, competitions and exhibitions and includes a junior program and installation activities open for public participation. The event is committed to showcasing great design, and complements the weekend with a series of pop up and speaker events.

### Summary of Event:

Open House Perth will be held across various locations from 7 to 8 November 2015. The focus of Open House Perth is to provide a better understanding of architecture and design in the city. In 2015, Open House Perth destinations will include a range of residential, commercial, hospitality, civic and performance spaces showcasing world class design projects.

The event was first held in Perth in 2012 with 56 destinations and events open to the public, including the opening of Perth Arena. In 2015 organisers anticipate a programme of over 70 destinations open to the public as part of the event.

The 2015 event will include the following components:-

- official media launch;
- official event launch;
- Open House Perth junior program;

## SCHEDULE 1

- Love Your City program;
- a speakers series of events to be held in the lead up to the event, including presentations from architects;
- volunteer events.

The event plans to include the several new high profile city developments as key attractions for 2015. The inclusion of such major developments will substantially increase the city's representation in 2015. Open House will open destinations in the Perth CBD over both event days, however there will be a greater emphasis placed on the Sunday which will be promoted as the city day, and is expected to be the biggest day for the event.

Since its inception in 2012, Open House Perth destinations have received approximately 105,000 visits and conducted around 3,500 guided tours. The event has received annual media coverage across TV, radio, newspaper, websites, blog editorials and magazines.

Organisers anticipate an attendance of 35,000 at the event with an additional 5,000 attending pop up events in the lead up to the Open House weekend.

In 2015 Open House Perth will increase their marketing budget to expand the events presence on signage, billboards and city banners.

### **Funding**

The total cost of the event is \$250,000. Organisers have requested cash sponsorship of \$45,000 for the event (18% of the total cost of the event). This represents a \$5,000 increase on the amount provided in 2014. Organisers have requested the increased sponsorship to assist with the provision of pop up events and to increase the events exposure in a national and international level.

Organisers advise that should they be unsuccessful in securing sponsorship from the city, the event would continue, however the scale of the event and its propensity to boost local industry, retailers and food and beverage providers would be impacted.

Open House Perth is seeking additional sponsorship from Lotterywest, MRA, the City of Vincent, architecture and design practices, building industry sponsors and building product suppliers. Organisers are also in negotiations with previous sponsors and partners.

The following table shows the City's previous support for the event:-

<b>Year</b>	<b>Amount</b>	<b>Attendance</b>
2012	\$30,000	47,640
2013	\$40,000	27,500
2014	\$40,000	28,500

## SCHEDULE 1

The 2012 attendance numbers were boosted by the inclusion of the large capacity Perth Arena opening.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Quit Targa West 2014	\$54,500	35,000	\$1.56
Open House 2015 (recommended)	\$45,000	40,000	\$1.13

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

### Assessment of Application:

#### 1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event increases visitation to the city and creates vibrancy in the city. The event increases economic investment in the city, with attendees likely to visit several locations over the course of the event and to visit surrounding businesses.

Key outcomes of the 2014 event were:-

- over 28,500 visits to Open House destinations;
- over 1,500 guided tours over the weekend;
- over 70 destinations and events;
- a combined website, social media and e-news audience of over 80,000.

#### 2. Encourages use of public spaces.

The event activates key public spaces in the city, including Forrest Place, the Cultural Centre, and city laneways. Whilst the event does not take place exclusively in public spaces, the core of the event is the opening of private spaces to the public.

#### 3. Preference will be given to events which provide free attendance.

The event is free to the public to attend.

## SCHEDULE 1

### **4. Preference will be given to events which will be held exclusively in the city.**

The majority of the event will be held in the City of Perth. There are a small number of destinations which are outside the city. Organisers estimate that 85% of the event is held within the City of Perth.

### **5. Benefits to be provided to the City:**

Organisers will provide the following benefits for cash sponsorship of \$45,000:-

- the City of Perth logo to appear on the large screen at the Perth Cultural Centre over the course of the event;
- the City of Perth logo to appear on volunteers uniforms,
- the City of Perth logo to appear on digital presentations at the event launch and volunteer events ;
- the City of Perth logo to receive preferential placement on the event website;
- the City to receive exposure through monthly social media coverage in the lead up to the event with content to be provided by the City of Perth;
- the City to receive exposure through a monthly sponsorship profile in the event e-newsletter, with content to be provided by the City of Perth;
- an opportunity for the City to provide promotional material for VIP packs for the event launch;
- the support of the City of Perth to be verbally acknowledged at the event launch, all volunteer events and all speakers events;
- the City to receive a full page advertisement in the Open House publication;
- an opportunity for naming rights for the City to a Love Your City or junior event activity;
- all events in the Speaker Series to be located in a City location or to receive co-naming rights;
- one City of Perth representative to be appointed to the Open House Perth board for the term of the sponsorship;
- one City of Perth representative to have an opportunity to speak at Volunteer Events;
- an opportunity for one City representative to speak about City of Perth Projects as part of the Speaker Series;
- ten invitations for City of Perth representatives to attend the event launch;
- fifteen VIP passes for City of Perth representatives to attend events over the weekend;
- five invitations for City of Perth representatives to attend Speaker Series events;
- a City of Perth representative to form part of the judging panel for the Instagram photo-competition;
- City of Perth naming of up to four prizes for the Instagram Photo competition.

## SCHEDULE 1

- nine VIP invitations for the Elected Members to attend the event;
- the Lord Mayor, or representative, to be invited to launch the event;
- nine VIP invitations for Elected Members to attend pop-up speaker events.

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### **Comments:**

Open House Perth attracts a large audience to public and privately owned spaces across Perth over the course of two days. The event ties in with a number of City of Perth strategies including the Affordable Housing Project, activation of under-utilised spaces and Sustainable City Design. The event will provide an emphasis on city developments with the Sunday promoted as the City day. Cash sponsorship of \$45,000 is recommended.

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# SCHEDULE 1

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	Temple of Fine Arts
<b>Event:</b>	Swan Festival of Lights
<b>Date and Time:</b>	6 – 8 November 2015, 5.00pm to 10.00pm
<b>Location:</b>	Langley Park
<b>Total Cost of Event:</b>	\$884,500
<b>Sponsorship Requested:</b>	\$75,000
<b>Sponsorship Recommended:</b>	\$30,000

### Background on Applicant:

The Temple of Fine Arts Incorporated has presented the Swan Festival of Lights since 2008. The Temple of Fine Arts is a not-for-profit association run by volunteers, which seeks to serve the community through the arts. The Temple of Fine Arts promotes performing and visual arts and encourages the exchange of ideas between different cultural groups.

### Summary of Event:

The Swan Festival of Lights will be held from Friday 6 to Sunday 8 November 2015, on Langley Park. The event is an alcohol-free family friendly multicultural festival running from 5.00pm to 10.00pm over three days. The festival includes:-

- performances by local and international artists;
- craft and activity stalls;
- food and beverage stalls;
- healthy living workshops;
- music, dance, art and craft workshops;
- cooking demonstrations;
- nightly cultural performances;
- afternoon workshops;
- fireworks at the end of each night.

The festival is free to the public to attend. The event culminates on Deepavalli – a traditional Indian festival of lights. Deepavalli is traditionally a community wide celebration and the Swan Festival of Lights continues this theme by including a range of local performing artists from a range of WA ethnic communities. In addition organisers plan for the Festival to feature a number of high calibre international artists including world Dr L Subramaniam (world-renowned classical and fusion violinist) and Ustad Usman Khan (Indian Sitar maestro). In 2015 organisers also plan to include a special collaborative work including local Aboriginal, Indian and African musicians and dancers.



## SCHEDULE 1

Organisers work with the Bell Tower and Annalakshmi on Swan for the event, with Annalakshmi on Swan being the sole supplier of food.

Since 2010 the event has been raising funds for community and charitable organisations such as the David Wirrapanda Foundation, Starlight Foundation and Communicare through the sale of Candles for Charity.

The event has grown in attendance from 3,000 at its inception in 2008, to 30,000 in 2013 and 2014. Organisers anticipate an attendance of 35,000 at the event in 2015.

### Funding

The total cost of the event is \$884,500. Organisers have requested cash sponsorship of \$75,000 (8% of the total cost of the event). The City has supported the event since 2009 with cash sponsorship as follows:-

Year	Sponsorship
2009	\$15,000
2010	\$10,000
2011	\$9,990
2012	\$10,000
2013	\$30,000
2014	\$30,000

Organisers are seeking funds from the Office of Multicultural Interests, Lotterywest, Healthway, MRA and the Department of Immigration and Citizenship, as well as corporate sponsors.

For the last two years event organisers have requested a high level of cash sponsorship from the City (\$75,000). Organisers advise that sponsorship at this level will address budgetary concerns which the organisation faces annually for the event. The City has not recommended cash sponsorship at this level as the scale and profile of the event are not in line with other events which receive this level of support from the City. Cash sponsorship of \$30,000 is recommended based on comparison with events of a similar scale.

### Event Sponsorship Comparison

Event/Year	Amount	Attendance	Subsidy
Perth Chinese New Year 2014	\$60,000	60,000	\$1.00
<i>Swan Festival of Lights (requested)</i>	<i>\$75,000</i>	<i>35,000</i>	<i>\$2.14</i>
<i>(recommended)</i>	<i>\$30,000</i>		<i>\$0.86</i>

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

# SCHEDULE 1

## **Assessment of Application:**

### **1. Contributes towards the achievement of one or more of the City's marketing objectives:**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event contributes to several of the City's marketing objectives. The event will increase visitation to the city with an estimated 35,000 people attending the event over three days. The Festival will create vibrancy in the city. The event may provide some economic benefit for businesses, within the city. Organisers work with the Bell Tower and Annalakshmi on Swan for the event, with Annalakshmi on Swan being the sole supplier of food.

### **2. Encourages use of public spaces.**

The event will be held in Langley Park.

### **3. Preference will be given to events which provide free attendance.**

The event will be free to the public to attend and the entertainment components of the event are free. Food and beverages will be available to purchase at the event.

### **4. Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city.

### **5. Benefits to be provided to the City:**

Organisers will provide the following benefits for cash sponsorship of \$30,000:-

- the event to be listed on the Perth City website;
- the City of Perth crest to appear prominently in all event material;
- a hyperlink from the event website to the Perth City website;
- the city of Perth to display signage at the event;
- the support of the City of Perth to be verbally acknowledged by the MC at the event;
- the City of Perth crest to be included on large screens at the event;
- the support of the City of Perth to be acknowledged in radio advertising and media interviews where possible;

## SCHEDULE 1

- nine invitations for Elected Members to attend the event as VIPs;
- the Lord Mayor, or representative, to be invited to speak at the event;
- a VIP invitation for the Lord Mayor to participate in the opening ceremony of the event.

In addition it is recommended that the following condition be placed on sponsorship of the event:-

- The final sponsorship payment to be withheld until all City fees and charges have been paid in full.

### **6. Additional benefits to be provided:**

Organisers will provide the following additional benefit for the requested sponsorship of \$75,000:-

- the City to be acknowledged as a key supporter of the event with the by-line “supported by the City of Perth” on all event promotion and advertising.

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### **Comments:**

The Swan Festival of Lights has been held in the City since 2008. In 2013 the event received an increase in the level of sponsorship provided to bring the sponsorship into line with that provided to other events of a similar scale. The event is estimated to attract more than 35,000 people to the city and is free to the public to attend. Cash sponsorship of \$30,000 is recommended with the condition that reserve hire payment is made prior to the event.

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# SCHEDULE 1

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	Scitech
<b>Event:</b>	Perth Science Festival
<b>Date and Time:</b>	15 – 16 August 2015
<b>Location:</b>	Perth Cultural Centre
<b>Total Cost of Event:</b>	\$222,535
<b>Sponsorship Requested:</b>	\$61,550
<b>Sponsorship Recommended:</b>	\$30,000

### Background on Applicant:

Scitech is a not for profit organisation whose mission is to increase awareness, interest, capability and participation by all Western Australians in science, technology, engineering and mathematics. Scitech have requested cash sponsorship for the Perth Science Festival 2015 on behalf of the WA National Science Week Coordinating Committee (the Committee).

The Committee consists of representatives of the four public universities, Engineers Australia, the State Government of Western Australia (Office of Science and the Department of Parks and Wildlife), the WA Museum, the State Library of WA, the Central Institute of Technology and CSIRO. The Committee is chaired by Scitech and is responsible for the coordination of National Science Week in Western Australia. National Science Week attracts more than 1 million participants across the country each year.

### Summary of Event:

The Perth Science Festival is a free community science-focused event to be held from 15 – 16 August 2015 from 8.30am to 7.00pm. The event will launch National Science Week 2015 in WA.

The festival will be held in a series of marquees located in the Perth Cultural Centre. Shows will be held on two stages located at the James Street Amphitheatre and the Wetland Stage. Nearby venues will add to the festival with events such as Science Story Time (State Library of WA, Tunnel Tours (Central Institute of Technology) and WA Museum events.

Science shows and demonstrations will be held on a large central stage. Expo-style stalls will offer hand-on activities, exhibits and opportunities for the public to meet scientists and science communicators. The large screen in the Cultural Centre will display a variety of science content developed in

## SCHEDULE 1

collaboration with the Metropolitan Redevelopment Authority. Proposed artists and entertainment currently include:-

- Scitech;
- Bizurcus;
- Dr Sketchy's Science Show;
- face painters and balloon twisters;
- petting zoos;
- Costa Georgiadis;
- Dr Chris Smith;
- Ben Britton (Nat Geo Wild).

The 2014 event was well attended with an estimated 10,000 people attending the event over the course of the day. In 2015 the event will be expanded to run over two days with an adult focus on the Saturday evening. The adult evening will feature a mix of science and art to entertain and inspire and will include a pop-up bar in the urban orchard. The organisers plan to integrate light shows in the evening to recognise 2015 as the International Year of Light.

Organisers expect an attendance of 15,000 across the two days of the event.

### Funding

The total cost of the event is \$222,535. Organisers are seeking cash sponsorship of \$61,550 (28% of the total cost of the event). The City provided cash sponsorship of \$30,000 for the 2014 event. Organisers have requested an increased level of sponsorship for 2015 as they plan to run the event over two days. Organisers have secured funds from the Commonwealth Department of Industry, Scitech, the four public universities and Engineers Australia and are also seeking financial support from other sponsors and funding bodies.

Organisers advise that should they be unsuccessful in securing the increase in funding for 2015, the event will still run over two days and they will look for other additional funding as well as making changes to simplify the format of the event.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Open House Perth 2014	\$40,000	28,500	\$1.40
IGA Carols by Candlelight 2014	\$36,015	9,000	\$4.00
<i>Perth Science Festival 2015</i> (requested)	\$61,550	15,000	\$4.10
(recommended)	\$30,000		\$2.00

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

# SCHEDULE 1

## **Assessment of Application (Events):**

### **1. Contributes towards the achievement of one or more of the City's marketing objectives:**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city, encourage use of the City's public spaces and provide economic benefit to businesses within the area. The festival will provide entertainment to the local community and promote Perth as a key destination for National Science Week in WA. The event will increase visitation to the city with an estimated 15,000 people attending the event.

### **2. Encourages use of public spaces.**

The event is to be held in the Perth Cultural Centre.

### **3. Preference will be given to events which provide free attendance.**

The event is free to the public to attend. All shows and activities will be free to the public.

### **4. Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city.

### **5. Benefits to be provided to the City:**

Organisers will provide the following benefits for the recommended cash sponsorship of \$30,000:-

- the event to be listed on the Perth City website;
- the City of Perth logo to appear on promotional material including National Science Week event flyers, promotional tickets, mail out letter and event banners;
- the City to be verbally acknowledged as a key sponsor at the event;
- the City of Perth logo to appear on all event signage;
- the support of the City of Perth to be acknowledged in all media interviews in the lead up to and during the event;
- the support of the city to be acknowledged via social media;
- an opportunity for the City of Perth to have a science-printed stall at the event free of charge;
- nine VIP invitations for Elected members to attend the event;

## SCHEDULE 1

- the Lord Mayor, or representative, to be invited to speak at the event.

### **6. Additional benefits to be provided:**

Organisers advise that should they receive cash sponsorship at the requested level of \$61,550, the same benefits will apply.

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### **Comments:**

The Perth Science Festival was a new addition to the City's annual calendar of events in 2014. It is free to the public to attend and attracts a large number of people to the city. In 2015 the event will expand to be held over two days, increasing the audience for the event. Organisers have partnered with surrounding businesses and the event is likely to provide economic impact for businesses in the area. Cash sponsorship of \$30,000 is recommended for the event.

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# SCHEDULE 1

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	Pink Tank Events
<b>Event:</b>	Miss Universe 2016 Registration Day
<b>Date and Time:</b>	Sunday 18th October 2015, 12.00 to 4.00pm
<b>Location:</b>	Forrest Place
<b>Total Cost of Event:</b>	\$64,117
<b>Sponsorship Requested:</b>	\$25,000
<b>Sponsorship Recommended:</b>	\$20,000

### Background on Applicant:

Pink Tank Events is a corporate events company which owns the Miss Universe Western Australian Preliminary and The Royal Queensbury Corporate Championship. Pink Tank Events has partnered with numerous luxury brands including Sunseeker Australia, Tiffany & Co, U-Boat Italia, Ferrari and Maserati to present a range of events. The organisation has delivered Miss Universe WA since 2009. The event is sanctioned and supported by Miss Universe International Pty Ltd.

### Summary of Event:

The Miss Universe 2016 Registration Day is to be held on Saturday 18 October 2015 from 12.00pm to 4.00pm. The event is the official launch of the Miss Universe WA program, in which the top 70 contestants are chosen from over 500 entrants across WA.

The event is the registration and the first in the series of the lead up events to Miss Universe 2016. The Miss Universe 2016 Registration Day will take place on the Forrest Place stage with females aged between 17 and 27 parading before a panel of six judges, hoping to secure a spot in the Miss Universe WA Top 70.

As well as the parade component of the event, a DJ will provide live entertainment and organisers will hand out gift bags to event attendees. On stage workshops will also be held over the course of the afternoon.

Finalists selected at the registration day secure a spot in a six month self-development program where they undertake activities such as:-

- fundraising for local charities;
- a fitness program;
- nutrition seminars;
- personal image workshops;
- posture and presentation workshops.



## SCHEDULE 1

Event organisers advise that over the past five years, the event has attracted more than 400 entrants annually, as well as between 3,000 and 5,000 spectators each year. Previous winners of Miss Universe WA have gone on to be crowned with the overall Miss Universe Australia title at the national finals. Organisers are negotiating for the Miss Universe competition's International Final to come to Perth in 2017 and are looking to grow the profile of the event in the lead up to this.

Organisers partner with 92.9 to advertise the event with extensive ad placements several weeks prior to the event, as well as running on air promotions with the stations breakfast team. Planned promotion also includes a large social media campaign and print advertising in the West Australian

The West Australian newspaper supports the event with advertising and editorial support. The City has supported the event since 2009. The following table shows the City's support for the event since 2009:-

Year	Amount
2009	\$10,000
2010	\$10,000
2011	\$25,000
2012	\$20,000
2013	\$25,000
2014	\$18,750

The event was given a substantial increase in sponsorship on 2011 as it was held on the Queen's Birthday public holiday for the first time and formed part of the City's retail activation strategy for that day. Sponsorship at that level was conditional on the event being held on the public holiday to attract shoppers into the city. In 2012 the event was held on a Sunday and in 2013 the event was again held on the Queen's Birthday Public Holiday. Funding was provided at a lower level in 2014 as the sponsorship round was highly competitive.

### Funding

The total cost of the event is \$64,117. Organisers have requested cash sponsorship of \$25,000 (39% of the total cost of the event). Cash sponsorship of \$20,000 (31% of the total event cost) is recommended.

As in previous years, organisers will seek sponsorship from local businesses for heat and parade components of the campaign.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Science Festival 2014	\$30,000	10,000	\$3.00
Miss Universe 2016 Registration Day (requested)	\$25,000	5,400	\$4.63
(recommended)	\$20,000		\$3.70

# SCHEDULE 1

## Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

## Assessment of Application (Events):

### 1. **Contributes towards the achievement of one or more of the City's marketing objectives:**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event creates vibrancy in the city and adds to entertainment options in the city. The event may increase economic investment in the city with attendees visiting surrounding retailers. Organisers work with local businesses and retailers to provide activation and demonstrations at the event. The event may assist with positioning the city as a city of regional and international significance as it is the regional part of a national and international competition.

### 2. **Encourages use of public spaces.**

The event is held in Forrest Place.

### 3. **Preference will be given to events which provide free attendance.**

The event is free to the public to attend.

### 4. **Preference will be given to events which will be held exclusively in the city.**

The Registration Day will be held exclusively in the city. Heats will be held in regional centres and select suburban areas throughout WA.

### 5. **Benefits to be provided to the City:**

Organisers will provide the following sponsorship benefits for the recommended cash sponsorship of \$20,000:-

- the event to be listed on the Perth City website;
- naming rights to the event as the "City of Perth Miss Universe Registration Day";
- an opportunity for the City to display signage in prominent locations at the event;

## SCHEDULE 1

- the City of Perth crest to appear on the event website with a hyperlink to the Perth City website;
- the support of the City of Perth to be verbally acknowledged through announcements at the event;
- the support of the City of Perth to be recognised through social media in the lead up to the event;
- the City of Perth to receive acknowledgement and support throughout the suite of Miss Universe WA events, from October 2015 to April 2016;
- the City of Perth logo to appear on the official media backdrop at all Miss Universe WA 2016 events;
- city retailers to be promoted with promotional flyers in goodie bags handed out at the event;
- eighteen invitations for Elected members and their guests to attend the event as VIP's;
- the Lord Mayor, or representative, to be invited to attend the event as a guest judge.

### **6. Additional benefits to be provided:**

The City will negotiate with organisers any additional benefits to be provided for the requested cash sponsorship of \$25,000.

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### **Comments:**

Miss Universe is an international competition. The Miss Universe WA Registration Day event has been held in the city since its inception in 2009. The event attracts approximately 5,000 people, however the City's support is recognised across the range of Miss Universe WA events, held from October 2015 to April 2016. Cash sponsorship of \$20,000 is recommended.

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# SCHEDULE 1

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	Trievents
<b>Event:</b>	Santos Great Bike Ride
<b>Date and Time:</b>	22 November 2015, 5.30am – 12.00 noon
<b>Location:</b>	Hay Street Mall to Ozone Reserve
<b>Total Cost of Event:</b>	\$499,200
<b>Sponsorship Requested:</b>	\$21,000
<b>Sponsorship Recommended:</b>	\$21,000

### Background on Applicant:

The Santos Great Bike Ride for Charity is owned by the Rotary Club of Perth and run by TriEvents on behalf of St John of God Horizon House and Hope for Children.

The Rotary Club of Perth has members from many of WA's leading businesses and organisations who share a passion for making a difference to both the local, national and international community, through high profile fund raising projects.

TriEvents has delivered a number of events within the city including the HBF Run for a Reason, the City of Perth Triathlon (2006 – 2012) and the City of Perth Festival of Sport (2011). The Great Bike Ride was established by the Rotary Club of Perth in 2004 and is modelled on bike rides such as the Sydney to Wollongong (Sydney), Around the Bay (Melbourne), and the London to Brighton (United Kingdom). The event is managed by TriEvents.

### Summary of Event:

The Santos Bike Ride will be held on Sunday 22 November 2015 from 5.30 am to 12.00 noon. The event is a family friendly community cycle tour which includes a 10km family ride, a 53km ride, and a 98km ride. The rides will start on Hay Street Mall and finish on Riverside Drive, with the event village to be held at Ozone Reserve. The event also includes a corporate challenge, which aims to encourage city-based businesses to enter teams and drive staff participation.

The ride is a fundraiser generating funds for Hope for Children, Heart Foundation and Horizon House. Participants in the event have the chance to fundraise on behalf of any of the three charities.

## SCHEDULE 1

Organisers advise that in 2015 they are developing new initiatives to attract new cyclists, including training programs, social cycling opportunities and event cycling groups in the lead up to the event.

The event village on Ozone Reserve will include corporate marquees, a live band, café, bouncy castle and face painters with Nova FM providing live entertainment.

In 2013 several changes were made to the event including a new start line, new long distance course, new compulsory event jerseys and a new charity fundraising initiative. Compulsory event jerseys were introduced for the event to allow participants to be clearly identified and to prevent unregistered riders from participating in the event.

Organisers anticipate that the 2015 event will attract approximately 3,000 riders and 2,000 spectators.

The following table shows the City's previous support for this event.

Year	Amount
2009	\$20,000
2010	\$20,400
2011	\$20,930
2012	\$21,000
2013	\$21,500
2014	\$16,875

### Funding

The total cost of the event is \$499,200. Organisers have requested cash sponsorship of \$21,000 (4% of the total cost of the event). The level of cash sponsorship provided to the event by the City dropped in 2014 as there was significant competition for sponsorship funds.

Organisers are seeking additional corporate and media sponsors for the event.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Freeway Bike Hike for Asthma 2014	\$30,780	9,000	\$3.42
<i>Santos Great Bike Ride (requested)</i>	<i>\$21,000</i>	<i>5,000</i>	<i>\$4.20</i>

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

# SCHEDULE 1

## **Assessment of Application (Events):**

### **1. Contributes towards the achievement of one or more of the City's marketing objectives:**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city and encourage use of the city's public spaces. The event will increase activity and tourism within the city and provide entertainment for the local community.

### **2. Encourages use of public spaces.**

The event will commence on Murray Street Mall and finish in Ozone Reserve.

### **3. Preference will be given to events which provide free attendance.**

There is a registration fee for participants. The event is free for spectators to attend.

### **4. Preference will be given to events which will be held exclusively in the city.**

The event starts and finishes in the City of Perth with the event village and core event activities held within the city. Due to the event distances, the ride cannot be held exclusively in the City of Perth.

### **5. Benefits to be provided to the City:**

Organisers will provide the following sponsorship benefits for cash sponsorship of \$21,000:-

- the City of Perth to receive naming rights to the event village as "The City of Perth Event Village";
- the City of Perth logo to appear on all marketing materials including the TVC and all outdoor advertising. ;
- the City of Perth logo to appear on the start and finish gantry for the event and the Event Village entry gantry;
- City of Perth signage to be displayed at the event;
- the City of Perth logo to appear on the event website homepage and the sponsors page with a hyperlink to the Perth City site;
- an opportunity for the city to provide product display/ sampling at the event village;
- the support of the City of Perth to be verbally acknowledged by the MC at the event;

## SCHEDULE 1

- an opportunity for the City to provide PA announcements to be aired at the event;
- the City to provide a 30 second TVC to be shown on the big screen at the event;
- an opportunity for the City to include promotional material in participant race packs;
- the City of Perth to receive five free entries to the event;
- nine invitations for Elected Members to attend the event launch;
- five invitations for Elected Members to attend the VIP function at the event;
- the Lord Mayor, or representative, to be invited to officially start the event.

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### **Comments:**

The Santos Great Bike Ride for Charity is a mass participation cycling event. The event will increase visitation to the City and offers a high level of sponsorship benefits for the requested sponsorship. Cash sponsorship of \$21,000 is recommended.

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# SCHEDULE 1

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	Italian Chamber of Commerce and Industry in Australia – Perth
<b>Event:</b>	Perth Italian Wine and Food Festival
<b>Date and Time:</b>	Sunday 13 September 2015
<b>Location:</b>	Perth Town Hall
<b>Total Cost of Event:</b>	\$91,000
<b>Sponsorship Requested:</b>	\$10,000
<b>Sponsorship Recommended:</b>	\$3,032

### Background on Applicant:

The Italian Chamber of Commerce and Industry in Australia – Perth (ICCI) has been operating for 26 years. The organisation aims to promote trade links between Italy and Western Australia, and to cater for the interests of business people within and outside the local Italian community.

The Chamber promotes understanding, communication and joint ventures between businesses in Italy and Australia, particularly in Western Australia, and provides services that facilitate business transactions i.e. feasibility studies, contacts, trade fairs, etc. It encourages trade delegations to visit Western Australia and vice-versa, collating information concerning all business interests and matters to be equally distributed among all members.

### Summary of Event:

The ICCI will present the Perth Italian Wine and Food Festival to be held on Sunday 13 September 2015, from 11.00am to 9.00pm at the Perth Town Hall. The event is a one day festival celebrating Italian wine, food and culture.

The event will be free to the public to attend, however there will costs for some components of the event.

The event will include the following components with the public purchasing tokens to attend the paid components of the event.

- **Tasting Hall** (token value \$35) – Showcasing over 200 wines, beers and digestives region by region, allowing tasters to focus on what makes each zone unique. Presented by importers and winemakers. Includes Australian Wine made from Italian grapes.
- **Food Market** (food available to purchase with tokens) – Chef's from the Ospitalita Italiana Quality Seal will provide food for the market. The



## SCHEDULE 1

seal is also known as “Q” and is a certification in hospitality awarded by the Italian Government to organisations which meet strict criteria preserving the authenticity of Italian gastronomic culture. Restaurants represented in the Food Market will include Perugino Restaurant, Lalla Rookh and Catalano’s Seafood.

- **Lasagne Challenge** (free to the public) – a challenge inviting home cooks to enter the own recipes with as star chef judging with the assistance of leading restaurant critics.
- **Negroni Bar** (drinks available to purchase with tokens) – Sponsored by Campari Australia, The bar will showcase the popular Italian cocktail the Negroni, amongst other beverages.
- **Cooking Demonstrations** (free to the public) – Chef’s from the “Q” Ospitalita Italiana Quality Seal will present some of their favourite dishes. Demonstrations will be hosted by local journalists and will be held across the entire day.
- **Wine Masterclasses presented by Gourmet Traveller** (token value \$50) – hosted by famous journalists in collaboration with a panel of experts, winemakers and distributors discussing wines. Each class runs for an hour.
- **Food Talks** (free to the public) a food, wine and travel expert will host two “Food Talk” sessions with Perth’s top Italian celebrity chefs and media personalities.
- **Beer Seminars** (token value \$20) – presented by an Italian beer specialist and hosted by a local brewer.
- **Italian Language seminars** (free to the public) – Italian food and wine classes hosted by Perth’s Italian language specialists.

Through the event the ICCI aims to make Italian wine more accessible and to showcase Italian modern food and traditional cooking methods to Western Australia. Organisers anticipate an attendance of 750 at the event.

### Funding

The total cost of the event is \$91,000. Organisers have requested cash sponsorship of \$10,000 (11% of the total event cost). Organisers advise that the cost of the hire of Perth Town Hall is \$3,032 (3% of the total event cost).

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Japan Festival 2014	\$8,400	10,000	\$0.84
Songkran 2014	\$10,988	6,000	\$1.83
<i>Perth Italian Wine and Food Festival (requested)</i>	<i>\$10,000</i>	<i>750</i>	<i>\$13.33</i>

## SCHEDULE 1

<i>(recommended)</i>	\$3,032		\$4.04
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### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	No

### Assessment of Application (Events):

#### 1. **Contributes towards the achievement of one or more of the City's marketing objectives:**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will provide a small increase in visitation to the city and may increase economic investment in the city. Several city businesses and food and beverage suppliers will be showcased at the event.

#### 2. **Encourages use of public spaces.**

The Perth Town Hall does not meet the City's criteria of a public outdoor space, however it is a space owned by the City which is open to the public to enter.

#### 3. **Preference will be given to events which provide free attendance.**

The event is free to the public to attend. Several of the event components are ticketed and food and drinks will be available to purchase.

#### 4. **Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city.

#### 5. **Benefits to be provided to the City:**

Organisers will provide the following benefits for the recommended cash sponsorship of \$3,032:-

- Logo recognition in all correspondence and advertising material including:-
  - Website and Social Media Pages dedicated to the Festival;
  - Paper promotional material of the Festival;
  - ICCI website and Social Media Pages;
  - ICCI monthly eNewsletter from June to September 2015;

## SCHEDULE 1

- the City of Perth to be listed as Sponsor in the acknowledgments
- the Lord Mayor and guest to be invited to attend the Italian Wine & Food Festival as VIPs.

### **6. Additional benefits to be provided:**

Organisers will provide the following additional benefits for the requested cash sponsorship of \$10,000:-

- sixteen additional invitations for Elected Members and guests to attend the event;
- four invitations for Elected Members and guests to attend a gala dinner at the conclusion of the event;
- the Lord Mayor, or representative, to be invited to speak at the official event opening.

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### **Comments:**

The event does not strictly meet the City's Event Sponsorship criteria as it is not held in a public outdoor space and there is a cost for the majority of the event. However the event may provide some economic benefit for some business and food and beverage providers located in the city. The anticipated attendance to the event is relatively low at 750. Cash sponsorship of \$3,032 is recommended for the event to cover the cost of the hire of Perth Town Hall.

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# SCHEDULE 1

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	Brain Foundation
<b>Event:</b>	Perth Zombie Walk 2015
<b>Date and Time:</b>	10 October 2015, 11.00am to 9.00pm
<b>Location:</b>	Langley Park
<b>Total Cost of Event:</b>	\$28,000
<b>Sponsorship Requested:</b>	\$5,000
<b>Sponsorship Recommended:</b>	\$5,000

### Background on Applicant:

The Brain Foundation was established in 1970 by neurologists and neurosurgeons with the aim of raising funds for all neurological disorders, brain disease and brain injuries.

The Zombie Walk is held in various cities Australia-wide to raise funds for the Brain Foundation.

### Summary of Event:

The Perth Zombie Walk will be held on 10 October 2015, from 11.00 am to 9.00pm in Russell Square. Members of the public are invited to dress as a zombie and take a walk through Northbridge Streets, starting and finishing at Russell Square. Participants limp, shuffle and walk along a designated route through city streets, taking a route along a Aberdeen , William, Francis, Beaufort and James Streets back to Russell Square.

An event village will be located on Russell Square with entertainment including:-

- roaming entertainers;
- bouncy castles;
- face painting;
- live music;
- stalls;
- a dedicated kids' corner;
- special effects make-up artists
- mobile Laser Quest.

## SCHEDULE 1

Organisers expect an attendance of 2,000 at the event. The event raises funds through tin shaking, individual fundraising, and donations for entertainment such as inflatables at the event village.

The event was held in the city in 2013 with strong media coverage. The event did not occur in 2014 due to a changeover of committee members. Organisers plan to run the event annually.

### Funding

The total cost of the event is \$15,350. Organisers have requested cash sponsorship of \$5,000 from the City of Perth (33% of the total cost of the event). Organisers will also seek funding from Perth Airport, Lotterywest, Crown Casino and Bendigo Bank.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Thrill the World 2013	\$2,000	300	\$6.67
V8 Supercars Signing 2014	\$6,156	3,000	\$2.05
<i>Perth Zombie Walk 2015 (recommended)</i>	<i>\$5,000</i>	<i>2,000</i>	<i>\$2.50</i>

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes / No
The event takes place within a public space in the City.	Yes / No

### Assessment of Application (Events):

#### 1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will create vibrancy in the city and increase visitation in the city. The event is likely to create some economic benefit for surrounding businesses with attendees likely to visit surrounding businesses.

#### 2. Encourages use of public spaces.

The event will be held in Russell Square and Northbridge Streets.

#### 3. Preference will be given to events which provide free attendance.

## SCHEDULE 1

The event is free to the public to attend. Attendees are asked to make a gold coin donation for the Brain Foundation.

**4. Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city.

**5. Benefits to be provided to the City:**

Organisers will provide the following benefits for the recommended sponsorship of \$5,000:-

- the City of Perth logo to appear on all promotional material;
- an opportunity for the City to display signage at the event;
- the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;
- an opportunity for the City to promote relevant campaigns and news on the events social media;
- the support of the City of Perth to be acknowledged in social media;
- the Lord Mayor, or representative, to be invited to speak at the event.

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**Comments:**

The Perth Zombie Walk is a fundraising event for the Brain Foundation. The event will create vibrancy in Northbridge and is likely to create some economic benefit for surrounding businesses. Cash sponsorship of \$5,000 is recommended.

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# SCHEDULE 1

## Event Sponsorship Evaluation Form

<b>Applicant:</b>	The Color Run Pty Ltd
<b>Event:</b>	The Swisse Color Run Perth
<b>Date and Time:</b>	November 1 2015, 9.00am to 2.00pm
<b>Location:</b>	Langley Park and Riverside Drive
<b>Total Cost of Event:</b>	\$1,045,000
<b>Sponsorship Requested:</b>	\$35,000
<b>Sponsorship Recommended:</b>	\$25,000

### Background on Applicant:

The Color Run Pty Ltd is a NSW-based event management organisation established to deliver the Color Run event in Australia. The organisation was established in 2012 and has delivered over 26 events since then. The organisation now manages Color Run events in over ten Australian cities including Brisbane, Melbourne, Canberra, Adelaide and Sydney, as well as Perth. The Color Run Pty Ltd is sanctioned by Athletics Australia.

### Summary of Event:

The Swisse Color Run Perth will be held on Langley Park and Riverside Drive on Sunday 1 November 2015 from 9.00am to 2.00pm. The event is a five kilometre community run for all ages and abilities. It is designed as a fun non-timed event and involves participants passing through “colour zones” along the run course where volunteers throw coloured corn starch powder. Participants start the event in white clothing and finish the event covered with colour.

The event takes a route from Langley Park along Riverside Drive around Ozone Reserve, back along Riverside Drive as far as Supreme Court Gardens, turning and finishing back on Langley Park.

At the completion of the run there is a “Finish Festival” where participants and spectators can enjoy entertainment with periodic colour throws. Additional entertainment at the event village includes:-

- give-aways;
- dance offs;
- colour throws;
- sponsor activation;
- food and beverages;
- photo booths;
- a message wall.

## SCHEDULE 1

The coloured powder used for colour throws at the Color Zones is made from corn starch coloured with natural food dye and is 100% natural and non-toxic. Attendees can dust off at the Finish Festival with an air-blown clean zone to assist with cleaning.

The Color Run has been held globally in over 50 countries with the Perth event running since 2013. Since beginning in Perth, participant numbers for the event have grown to be the third largest in Australia behind Sydney and Melbourne. The 2014 event attracted 20,000 attendees and in 2015 Organisers anticipate an attendance of 25,000 at the event.

Organisers undertake a ticketing promotion with Transperth to encourage participants to travel to the event by public transport. Organisers advise that in previous Perth events the majority of participants have travelled to the event by public transport.

Participants can run individually or register as a team, and have an opportunity to use the event to raise funds for a range of local and national charity partners, including Princess Margaret Hospital for Children. In 2014 the Perth event raised a total of \$104,350 for charity.

Organisers work with the City to minimise the impact on residents in the area and in 2015 the event will have a later start, and the event stage will face South away from residents to this end.

### Funding

The total cost of the event is \$1,045,000. Organisers have requested cash sponsorship of \$35,000 (3% of the total cost of the event). The City has not previously provided sponsorship for this event. Cash sponsorship of \$25,000 is recommended (2% of the total event cost).

Organisers have several sponsors for the national series of events and seek to partner with local sponsors in each city.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
HBF Run for a Reason 2014	\$25,650	34,500	\$0.74
<i>The Swisse Color Run Perth</i>			
2015 (requested)	\$35,000	25,000	\$1.40
(recommended)	\$25,000		\$1.00

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes



# SCHEDULE 1

## **Assessment of Application (Events):**

### **1. Contributes towards the achievement of one or more of the City's marketing objectives:**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city with an estimated 25,000 people attending the event. The event will create vibrancy in the city and may increase economic investment in the city. The Color Run series of events has an international profile and the Perth event is the third largest in Australia in attendance numbers.

### **2. Encourages use of public spaces.**

The event is held on Langley Park and Riverside Drive.

### **3. Preference will be given to events which provide free attendance.**

The event is free for spectators to attend. There is a cost for participants. Activities at the Finish Festival are free to the general public to attend.

### **4. Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city.

### **5. Benefits to be provided to the City:**

Organisers will provide the following benefits for the recommended cash sponsorship of \$25,000:-

- the event to be listed on the Perth City website;
- the City of Perth crest to appear on the "city" page of the Color Run website;
- the City of Perth crest to feature on all EDM's sent to participants;
- City of Perth signage to appear at the event;
- an opportunity for the City of Perth to have a marquee at the event;
- the Lord Mayor, or representative to be invited to be on stage for one of the "color throws" at the Finish Festival;
- up to twenty VIP invitations for Elected Members and their guests to take part in the event;
- the Lord Mayor, or representative, to be invited to start the event and to take part in a photo opportunity before the start of the event.

## SCHEDULE 1

### **6. Additional benefits to be provided:**

Organisers advise that should the City provide sponsorship at the requested level of \$35,000, the same benefits will be provided.

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### **Comments:**

The Color Run has been held in the city since 2013. The event is a large scale community run which adds vibrancy to the foreshore and increases visitation to the city. The event may increase economic investment in the city. Organisers work closely with the city to minimise the events impact on the environment and nearby residents. The City has not previously sponsored the event. Cash sponsorship of \$25,000 is recommended based on comparison with events of a similar scale.

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# SCHEDULE 1

## EVENTS

### Event Sponsorship Evaluation Form

<b>Applicant:</b>	Corporate Sports Australia
<b>Event:</b>	Chevron City to Surf for Activ
<b>Date and Time:</b>	30 August 2015, 5.00am to 1.00pm
<b>Location:</b>	St Georges Terrace start
<b>Total Cost of Event:</b>	\$5,038,687
<b>Sponsorship Requested:</b>	\$65,000
<b>Sponsorship Recommended:</b>	\$35,000

#### Background on Applicant:

Corporate Sports are an event management organisation for charity and community based mass participation events. Corporate Sports previously delivered the Freeway Bike Hike and have delivered the City to Surf event for nine years.

#### Summary of Event:

The 2015 Chevron City to Surf for Activ will be held on Sunday 30 August 2015, from 5.00am to 1.00pm. The City to Surf is a community fun run event which takes participants on a route from the City of Perth to City Beach foreshore.

The event features a number of different categories which participants can enter into:-

- A marathon;
- A half marathon;
- A 12km run;
- A 12km walk;
- A 4km wheelchair race; and
- A 4km walk/run.

The start precinct for the event is located on the intersection of Saint Georges Terrace and William Street. Due to the redevelopments in the city, the event start and mustering locations cannot be positioned at Langley Park as the logistics of getting people to the start location are problematic, and increase the course distance. Participants will assemble in waves and will muster along William Street and Barrack Street. The event is expected to attract an attendance of 50,000.

# SCHEDULE 1

Race packs will be available for participants to collect in the week prior to the event at the Perth Convention and Exhibition Centre. Organisers estimate that the race pack collection attracts 35,000 people to the city in the lead up to the event.

Event proceeds are directed by the Activ Foundation to support people with disabilities within the WA community.

The event attracts interstate and overseas participation. In 2014, the event registered approximately 1,000 interstate and international participants. The official race hotel is the Pan Pacific Hotel in Perth.

The Chevron City to Surf is the second largest official timed race in the Southern Hemisphere, the richest marathon in the Southern hemisphere, the only closed road marathon in the state and the largest mass participation sporting event in the state.

Organisers advise that the City has not yet reached the level of funding required to become a major sponsor of the event, and are seeking to increase the City's level of support for the event. For the increased funding requested, organisers are keen to work with retailers to establish a gift-with-purchase (GWP) or discount promotion offered by retailers to participants who present their finisher medal. Organisers propose that this initiative would be widely promoted through mass media advertising, print and social media promotion and PA announcements at the event. Feedback would be obtained from retailer's through a post-event survey to establish the success of this initiative.

With the increased funding requested, organisers are also proposing the establishment of a "City of Perth Athlete's Hub" in Forrest Place from 7.00am to 11.00am on the event day. The event would operate as a market offering products including nutritional food options, breakfast options, hydration options, massage and live entertainment. Organisers propose that this initiative could be managed by the City of Perth, or an independent contractor, and the hub would be promoted widely as above. It is unclear how much attendance this component would attract as this is during the event time, the event start location is not in the vicinity of the proposed athletes hub, and city retailers are not open at this time.

## **Funding**

The City has previous provided the following sponsorship for the event since 2009:-

<b>Year</b>	<b>Amount</b>
2009	\$20,000
2010	\$38,386
2011	\$25,000
2012	\$25,000
2013	\$35,000
2014	\$35,000

## SCHEDULE 1

The City's sponsorship of the event was increased to \$35,000 in 2013 to assist with increased event costs due to development in the city.

The total cost of the event is \$5,038,687. Organisers are requesting cash sponsorship of \$65,000 (1% of the total cost of the event). Cash sponsorship of \$35,000 (1%) is recommended.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
HBF Run for a Reason 2014	\$25,650	34,500	\$0.74
<i>City to Surf for Activ 2015 (requested)</i>	<i>\$65,000</i>	<i>50,000</i>	<i>\$1.30</i>
<i>(recommended)</i>	<i>\$35,000</i>		<i>\$0.70</i>

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

### Assessment of Application (Events):

#### 1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city and encourage use of the city's public spaces. Organisers believe that the event increases economic investment in the city through participants visiting local businesses post event, however there are no statistics to support this. The event is a high profile event held in capital cities across the nation and is collectively the largest timed foot race in Australia. The event attracts interstate and international visitation of approximately 1,000 people to Perth. The Pan Pacific Hotel on Adelaide Terrace is the official race hotel of the event.

#### 2. Encourages use of public spaces.

The event will commence on the corner of William Street and St Georges Terrace.

#### 3. Preference will be given to events which provide free attendance.

## SCHEDULE 1

The event is free to spectators to attend. There is a registration fee for participants.

**4. Preference will be given to events which will be held exclusively in the city.**

The event begins in the city, and travels through several local government areas. Race pack collection will be held exclusively in the city. Participants are returned to the city by free shuttle bus after the event.

**5. Benefits to be provided to the City:**

Organisers will provide the following benefits for the recommended sponsorship of \$35,000:-

- the event to be listed on the Perth City website;
- an opportunity for the city to display signage at the event;
- the City of Perth crest to appear on all marketing collateral including posters, brochures, certificates and newsletters;
- the City of Perth crest to appear on all mass media advertising;
- the City of Perth crest to appear on all race bibs;
- the City of Perth crest to appear on the event website with a hyperlink to the Perth City website;
- acknowledgement of the City's support in all PA announcements;
- twenty free event registrations for the City of Perth;
- a 10% staff discount for any additional event entries;
- an opportunity for the City to run two exclusive newsletter items to the event's database of over 150,000;
- the City of Perth to be integrated into the event's social media campaign;
- the international marketing campaign to feature city accommodation;
- an opportunity for the Lord Mayor to feature in a television advertisement at the beginning of the mass event;
- the Lord Mayor, or representative, to have an official role in the start of the mass event.

**6. Additional benefits to be provided:**

Organisers will provide the following additional benefits for the requested sponsorship of \$65,000:-

- the City of Perth to be recognised as a major sponsor of the City to Surf, including at regional City to Surf events in the lead up to the event;
- naming rights to the athletes hub as the "City of Perth Athletes Hub";
- the City of Perth to receive preferred location filming , live and pre-recorded location acknowledgements with information to be supplied by the City of Perth;
- the opportunity for City retailers to offer a GWP or discount promotion to city retailers, with this initiative promoted through

## SCHEDULE 1

mass media advertising, print and social media promotion and PA announcements at the event;

- opportunities to generate exposure for the City of Perth through targeted interview and editorial coverage;
- an increased signage allowance at the event;
- the City to receive three customised questions for the post-event survey;
- eighteen invitations for Elected Members and their guests to an official VIP event function;
- City of Perth residents to receive a 10% discount to the event, with the information to be disseminated by the City.
- an additional forty free event registrations for the City of Perth

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### Comments:

The Chevron City to Surf is a high profile event with City to Surf events held across Australian capital cities. Organisers believe the event provides a large economic benefit to the City, however as the event only commences in the City, it is unclear what percentage of event participants return to the City after the event, and if the event provides any significant economic return in this way. Cash sponsorship of \$35,000 is recommended.

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# SCHEDULE 1

## EVENTS

### Event Sponsorship Evaluation Form

<b>Applicant:</b>	Teen Challenge
<b>Event:</b>	Tour de Freedom 1000
<b>Date and Time:</b>	19 – 25 October 2015
<b>Location:</b>	TBC finish in the City
<b>Total Cost of Event:</b>	\$160,365
<b>Sponsorship Requested:</b>	\$15,000
<b>Sponsorship Recommended:</b>	Decline

#### Background on Applicant:

Teen Challenge is a not-for-profit organisation providing assistance to youth and families in the rescue of young lives affected by drug and alcohol addiction. Teen Challenge has been operating in Western Australia since 1985. The charity operates a residential rehabilitation academy for youth near Esperance. Tour de Freedom is a fundraising event created by Teen Challenge to securing financial contributions, raising the charity profile and raising community awareness of Teen Challenge WA.

#### Summary of Event:

Tour de Freedom is a charity bike ride from Esperance to Perth to be held from 19 to 25 October 2015 and finishing in the city. The event was first held in 2009 and has been held annually since then with a different city finish location each year. Organisers are seeking cash sponsorship for the finish and closing ceremony to be held in the city.

The bike ride takes place over 6 days with the course as follows:-

- Day 1 - Esperance to cape le Grande return (114km). Dinner provided at the Teen Challenge Grace Academy – provided by Grace Academy Students
- Day 2 – Esperance to Hopetoun (194km)
- Day 3 – Hopetoun to Hyden (243km)
- Day 4 – Hyden to Narrogin (203km)
- Day 5 – Narrogin to Dwellingup (155km)
- Day 6 – Dwellingup to Perth (126km). Closing ceremony in the city.

The entry fee for participants is \$100, and participants are given an individual fundraising target of \$3,500.



## SCHEDULE 1

The finish and closing ceremony location in the city is still to be confirmed. In previous years the event has finished at Parliament House, Russell Square and Victoria Gardens.

The event covers over 1,000km in the six days. Organisers anticipate rider participation for the event at 40 riders and 10 support crew, and estimate that 150 – 200 people would attend the closing ceremony in the city.

Since its inception in 2009, the event has raised a total of \$1.5 million for Teen Challenge.

### Funding

The total cost of the event is \$160,365. Organisers have requested cash sponsorship of \$15,000 (9% of the total event cost). Organisers are requesting cash sponsorship from the city to assist with raising the profile of the event. Teen Challenge seek financial support from a range of sponsors annually. Organisers advise that should they be unsuccessful in securing sponsorship from the city, the event will continue.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Sanitarium Weet-Bix Kids TRYathlon	\$12,300	9,950	\$1.24
Santos Great Bike Ride for Charity 2014	\$16,875	2,460	\$6.86
<i>Tour de Freedom 1000 (requested)</i>	<i>\$15,000</i>	<i>450</i>	<i>\$33.33</i>

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes / No

### Assessment of Application (Events):

#### 1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event does not position the city as a city of regional and international significance and will not increase economic investment of the city. With a maximum estimated attendance of 450 at the event

## SCHEDULE 1

### **2. Encourages use of public spaces.**

Event organisers are planning to hold the finish and closing ceremony in a public space.

### **3. Preference will be given to events which provide free attendance.**

The closing ceremony will be free to the public to attend. There is an entry fee for participants.

### **4. Preference will be given to events which will be held exclusively in the city.**

The event will be held across the state from Esperance to Perth with only the finish and closing ceremony held in the city.

### **5. Benefits to be provided to the City:**

Organisers will provide the following benefits for cash sponsorship of \$15,000:-

- the City of Perth crest to be listed on the event website;
- the support of the City of Perth to be acknowledged on all documentation distributed in the lead up to the event including:-
- the support of the City of Perth to be acknowledged at the post-event fundraising luncheon
- the Lord Mayor, or representative, to be invited to attend the fundraising luncheon.

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### **Comments:**

Tour de Freedom is a charity ride from Esperance to Perth with only the finish and closing ceremony to be held in the city. The event attracts a very small attendance and is unlikely to create vibrancy and increase economic investment in the city. The event does not contribute to the City's marketing objectives. Organisers were advised that their event was unlikely to secure cash sponsorship due to the low attendance and the fact that it is not held exclusively in the city. It is recommended that cash sponsorship is declined for the event.

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## SCHEDULE 1

<b>Applicant:</b>	Rotary Ramble Pty Ltd
<b>Event:</b>	Perth Ramble
<b>Date and Time:</b>	18 October 2015, 11.00 to 5.00pm
<b>Location:</b>	Russell Square and across Perth
<b>Total Cost of Event:</b>	\$427,000
<b>Sponsorship Requested:</b>	\$25,000
<b>Sponsorship Recommended:</b>	<b>\$5,000</b>

### **Background on Applicant:**

Rotary Ramble Pty Ltd is the trustee for Rotary Charity Trust which is administered by the Rotary Club of Mill Point in South Perth.

### **Summary of Event:**

The Perth Ramble will be held on Sunday 18 October 2015, from 11.00 am to 5.00pm. The event is an outdoor team treasure hunt which operates as a fundraising event for Telethon and Australian Rotary Health. The event will start and finish in Russell Square.

Teams must register to participate in the event with fees varying between \$99 and \$160 for a team of six. Teams fundraise through sponsorship, with funds raised donated to Telethon and Australian Rotary Health. Since 2011 the event has raised over \$200,000 for charity.

Participants will traverse the city working in teams to solve clues, find locations and answer questions. Answers are collated and prizes awarded at the end of the day. Prizes are awarded for teams who raise the most money for charity and teams who dress the most creatively and spot prizes are also awarded on the day. In previous years prizes have included international flights and accommodation packages. The event also offers a two hour ramble option for families with young children or team members with disabilities.

Organisers run a 'Virtual Ramble' on the event website and Facebook pages in the months prior to the event. The Virtual Ramble asks participants to answer questions related to the city as a way to engage the public in the lead up to the event. Prizes are offered for correct answers.

Organisers believe that city retailers benefit greatly from the event with traffic directed to their stores. With an event such as this where the aim is to move on to the next checkpoint as quickly as possible, it seems unlikely that retailers will receive any great benefit and the City has not received any evidence of this benefit from retailers.

## SCHEDULE 1

The following table shows the City's previous support for the event:-

Year	Sponsorship	Attendance
2011	\$20,000	3,500
2012	\$25,000	5,000
2013	\$25,000	6,000
2014	\$18,750	3,000

Attendance at the 2014 event was lower than expected with approximately 3,000 people at the event. In 2015 organisers anticipate an attendance of 5,000 at the event.

### Funding

The total cost of the event is \$427,000. Organisers have requested cash sponsorship of \$25,000 (6% of the total cost of the event). Cash sponsorship of \$5,000 (1% of the total event cost) is recommended. The event scored low in the sponsorship assessment rating. Organisers advise that the event would still continue should it receive the recommended cash sponsorship of \$5,000.

### Event Sponsorship Comparison:

Event/Year	Amount	Attendance	Subsidy
Claisebrook Carnivale and Duck Derby 2014	\$20,520	10,000	\$2.05
Perth Medieval Fayre 2014	\$5,720	5,200	\$1.10
<i>Rotary Ramble 2015 (requested)</i>	<i>\$25,000</i>		<i>\$5.00</i>
<i>(recommended)</i>	<i>\$5,000</i>	<i>5,000</i>	<i>\$1.00</i>

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

The event meets the eligibility criteria for the Event Sponsorship Program.

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### Assessment of Application:

#### 1. Contributes towards the achievement of one or more of the City's marketing objectives.

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation in the city, and encourages use of the city's public spaces. Whilst the event will promote city retailers through

## SCHEDULE 1

the virtual ramble prior to the event, it is not anticipated that city retailers will gain any substantial benefit on the day due to the timed nature of the event. The event may however provide some economic benefit to food and beverage retailers during Sunday retail trading hours.

### **2. Encourages use of public spaces.**

The event starts and finishes in Russell Square. Participants will ramble through city streets, public spaces and private spaces over the course of the event.

### **3. Preference will be given to events which provide free attendance.**

There is a registration cost for the event. Organisers advise that this cost covers the production of event bibs and SMS call costs. All proceeds from the event are donated to charity.

### **4. Preference will be given to events which will be held exclusively in the city.**

The event is held exclusively in the city.

### **5. Benefits to be provided to the City:**

Organisers will provide the following benefits for cash sponsorship of \$5,000:-

- the event to be listed on the Perth City website;
- the City to be recognised as a Bronze sponsor of the event;
- City of Perth logo to appear in print and digital promotions.
- City of Perth to display signage at the event;
- The Lord Mayor, or representative, to be invited to attend the event.

### **6. Additional benefits to be provided:**

Organisers will provide the following additional benefits for the requested cash sponsorship of \$25,000:-

- The City to be recognised as a Gold Sponsor of the event.

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### **Comments:**

The Perth Ramble is in its sixth year and is held exclusively in the city. The event increases activity in the city on a Sunday during retail hours but offers few sponsorship benefits. Attendance levels declined for the 2014 event. The event rated relatively low within the assessment process. Cash sponsorship of \$5,000 is recommended based on the low attendance and comparison with other applications received.

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Proposed Schedule of Fees 2015/16

Car Park Name	No. of Long Term Bays	No. of Short Term Bays	Acrod	Bike	Motorcycle	As of 28 Feb 2015			Projected Revenue as of 30/06/15 \$(000)	Option 1 - 3% Fee increase in car park short term rate with hourly blocks and 10c hourly rate increase in Kerbside with \$2 minimum charges	Parking Fee 2014-15																		Option 1 - 3% Fee increase in car park short term rate with hourly blocks and 10c hourly rate increase in Kerbside with \$2 minimum charges																																																										
						Actual \$(000)	Budget (Feb Review) \$(000)	Variance %			HR Rate - Mon to Sun	Night Rate (Sun - Thur)	W/E Day Rate	Sat Day Rate - 10 Hr max	Sun & PH Day Rate - 10 Hr max	Night Rate (Mon-Sun)	Night Flat Rate	Capped Max 10 Hr	Capped Max 12 Hr	Capped Max 24 Hr	Early Bird Rate	Permits (Monthly) Low rate	Permits (Monthly) High rate	Minimum of Fee Structure	Maximum of Fee Structure	HR Rate - Mon to Sun	Night Rate (Sun - Thur)	W/E Day Rate	Sat Day Rate - 10 Hr max	Sun & PH Day Rate - 10 Hr max	Night Rate (Mon-Sun)	Night Flat Rate	Capped Max 10 Hr	Capped Max 12 Hr	Capped Max 24 Hr	Early Bird Rate	Permits (Monthly) Low rate	Permits (Monthly) High rate	Minimum of Fee Structure	Maximum of Fee Structure																																															
Aberdeen Garage	15					39	38	103%	62	62	-	-	-	-	-	-	-	-	231	457	-30%	30%	-	-	-	-	-	-	-	-	-	-	231	457	-30%	30%																																																			
Aberdeen Street	68	16	1			446	445	100%	661	772	3.10	3.10	3.10	12.10	12.10	3.10	8.80	15.20	16.90	25.70	13.80	233	535	-30%	30%	3.20	3.20	3.20	12.10	12.10	3.20	8.80	15.20	16.90	25.70	13.80	233	535	-30%	30%																																															
Point Fraser	270		5		11	334	332	101%	475	491	2.80	2.80	2.80	9.90	9.90	2.80	8.30	12.00	12.70	20.90	10.70	159	415	-30%	30%	2.90	2.90	2.90	9.90	9.90	2.90	8.30	12.00	12.70	20.90	10.70	159	415	-30%	30%																																															
Citiplace		479	5		5	2,601	2,604	100%	3,857	4,506	3.90	3.90	3.90	15.30	11.00	3.90	11.00	-	-	51.50	-	-	-	-	-30%	30%	4.00	4.00	4.00	15.30	11.00	4.00	11.00	-	-	51.50	-	-	-30%	30%																																															
Concert Hall	359	40	5		12	1,169	1,157	101%	1,737	1,796	3.20	3.20	3.20	12.50	12.50	3.20	10.50	21.20	25.70	33.00	18.70	328	725	-30%	30%	3.30	3.30	3.30	12.50	12.50	3.30	10.50	21.20	25.70	33.00	18.70	328	725	-30%	30%																																															
Coolgardie Street	41		2			132	132	100%	193	212	3.10	3.10	3.10	12.10	12.10	3.10	8.80	15.70	16.80	25.40	12.90	229	531	-30%	30%	3.20	3.20	3.20	12.10	12.10	3.20	8.80	15.70	16.80	25.40	12.90	229	531	-30%	30%																																															
Council House	22	70	2		2	489	488	100%	740	830	4.00	4.00	4.00	15.70	11.00	4.00	11.00	-	35.20	46.20	-	615	849	-30%	30%	4.10	4.10	4.10	15.70	11.00	4.10	11.00	-	35.20	46.20	-	615	849	-30%	30%																																															
Cultural Centre	31	284	5		5	1,463	1,463	100%	2,150	2,331	3.40	3.40	3.40	13.40	13.40	3.40	10.50	22.30	26.70	36.50	-	378	712	-30%	30%	3.50	3.50	3.50	13.40	13.40	3.50	10.50	22.30	26.70	36.50	-	378	712	-30%	30%																																															
Elder Street	1,053		11	54	67	2,873	2,844	101%	4,343	4,453	4.50	4.50	4.50	13.30	13.30	4.50	13.30	21.00	23.80	37.80	17.40	366	746	-30%	30%	4.60	4.60	4.60	13.30	13.30	4.60	13.30	21.00	23.80	37.80	17.40	366	746	-30%	30%																																															
Fire Station		158	3		10	804	808	100%	1,197	1,397	3.20	3.20	3.20	12.50	7.70	3.20	7.70	-	20.70	28.40	16.80	294	637	-30%	30%	3.30	3.30	3.30	12.50	7.70	3.30	7.70	-	20.70	28.40	16.80	294	637	-30%	30%																																															
Goderich Street	176		2		9	414	412	100%	604	612	3.00	3.00	3.00	7.70	7.70	3.00	7.70	15.70	19.10	26.80	12.90	208	502	-30%	30%	3.10	3.10	3.10	7.70	7.70	3.10	7.70	15.70	19.10	26.80	12.90	208	502	-30%	30%																																															
Hay Street	25		2			87	86	101%	126	144	3.00	3.00	3.00	11.60	11.60	3.00	8.70	-	-	-	-	-	-	-30%	30%	3.10	3.10	3.10	11.60	11.60	3.10	8.70	-	-	-	-	-	-	-30%	30%																																															
Heirisson Island	18		1			7	7	100%	10	15	2.50	-	-	-	-	-	-	12.00	-	-	-	-	-	-30%	30%	2.60	-	-	-	-	-	-	12.00	-	-	-	-	-	-30%	30%																																															
His Majesty's	232	416	6		28	3,919	3,938	100%	5,921	6,559	3.70	3.70	3.70	14.90	7.70	3.70	11.00	26.50	33.40	51.50	-	410	810	-30%	30%	3.80	3.80	3.80	14.90	7.70	3.80	11.00	26.50	33.40	51.50	-	410	810	-30%	30%																																															
John Oldham Park	23		2			88	88	100%	142	162	3.70	3.70	3.70	11.00	11.00	3.70	7.70	18.50	22.20	29.90	-	-	-	-30%	30%	3.80	3.80	3.80	11.00	11.00	3.80	7.70	18.50	22.20	29.90	-	-	-	-30%	30%																																															
Mardalup Park	11					11	11	100%	15	17	2.60	-	-	-	-	-	-	13.50	-	-	-	-	-	-30%	30%	2.70	-	-	-	-	-	-	13.50	-	-	-	-	-	-30%	30%																																															
Mayfair Street	441		4		18	873	862	101%	1,311	1,322	3.10	3.10	-	-	-	3.10	7.70	17.60	18.90	27.70	15.00	264	622	-30%	30%	3.20	3.20	-	-	-	3.20	7.70	17.60	18.90	27.70	15.00	264	622	-30%	30%																																															
James street	56		1		4	274	274	100%	405	451	3.10	3.10	3.10	12.10	12.10	3.10	8.80	14.60	15.50	24.30	12.50	204	492	-30%	30%	3.20	3.20	3.20	12.10	12.10	3.20	8.80	14.60	15.50	24.30	12.50	204	492	-30%	30%																																															
Mounts Bay Road		10	1		2	39	39	100%	58	72	3.70	3.70	3.70	11.00	11.00	3.70	11.00	-	-	-	-	-	-	-30%	30%	3.80	3.80	3.80	11.00	11.00	3.80	11.00	-	-	-	-	-	-	-30%	30%																																															
Newcastle Street	187		2		4	420	416	101%	632	639	2.60	2.60	2.60	7.70	7.70	2.60	7.70	13.10	13.60	21.30	11.40	179	447	-30%	30%	2.70	2.70	2.70	7.70	7.70	2.70	7.70	13.10	13.60	21.30	11.40	179	447	-30%	30%																																															
Event Parking						93	107	87%	95	95	-	-	-	-	-	-	-	-	-	-	-	-	-	-30%	30%	-	-	-	-	-	-	-	-	-	-	-	-	-30%	30%																																																
Convention Centre	1,071	390	23		84	7,369	7,224	102%	10,954	11,437	5.50	5.50	5.50	16.50	16.50	5.50	16.50	23.40	32.30	55.30	22.30	313	876	-30%	30%	5.70	5.70	5.70	16.50	16.50	5.70	16.50	23.40	32.30	55.30	22.30	313	876	-30%	30%																																															
Pier Street	164	553	8		14	2,488	2,476	100%	3,704	3,903	3.50	3.50	3.50	13.90	7.70	3.50	10.50	22.40	28.20	38.30	17.00	400	767	-30%	30%	3.60	3.60	3.60	13.90	7.70	3.60	10.50	22.40	28.20	38.30	17.00	400	767	-30%	30%																																															
Plain Street	155		1		7	392	398	98%	584	602	3.00	3.00	3.00	11.60	11.60	3.00	8.70	14.60	15.50	24.20	12.50	204	492	-30%	30%	3.10	3.10	3.10	11.60	11.60	3.10	8.70	14.60	15.50	24.20	12.50	204	492	-30%	30%																																															
Queens Gardens	859		8		12	1,466	1,451	101%	2,139	2,159	2.90	2.90	2.90	11.10	11.10	2.90	8.40	12.40	13.20	20.20	11.00	165	428	-30%	30%	3.00	3.00	3.00	11.10	11.10	3.00	8.40	12.40	13.20	20.20	11.00	165	428	-30%	30%																																															
Regal Place	289		4		4	509	507	100%	752	771	3.00	3.00	3.00	11.60	5.50	3.00	8.70	13.30	15.40	26.70	12.00	179	492	-30%	30%	3.10	3.10	3.10	11.60	5.50	3.10	8.70	13.30	15.40	26.70	12.00	179	492	-30%	30%																																															
Roe Street	53	417	5		27	1,828	1,802	101%	2,699	2,996	3.30	3.50	3.30	13.10	13.10	3.50	10.60	17.40	23.00	32.60	16.20	231	577	-30%	30%	3.40	3.60	3.40	13.10	13.10	3.60	10.60	17.40	23.00	32.60	16.20	231	577	-30%	30%																																															
Royal Street	735		7		7	1,390	1,383	101%	2,110	2,148	2.80	2.80	2.80	7.70	7.70	2.80	7.70	13.50	14.50	22.20	11.80	186	462	-30%	30%	2.90	2.90	2.90	7.70	7.70	2.90	7.70	13.50	14.50	22.20	11.80	186	462	-30%	30%																																															
Saunders Street	55	2	1			114	113	101%	169	172	2.60	2.60	2.60	7.70	7.70	2.60	7.70	13.50	14.70	22.40	11.80	190	466	-30%	30%	2.70	2.70	2.70	7.70	7.70	2.70	7.70	13.50	14.70	22.40	11.80	190	466	-30%	30%																																															
State Library	110	497	7		14	2,666	2,647	101%	3,999	4,285	3.40	3.40	3.40	13.50	13.50	3.40	10.60	18.80	23.00	32.90	16.20	257	588	-30%	30%	3.50	3.50	3.50	13.50	13.50	3.50	10.60	18.80	23.00	32.90	16.20	257	588	-30%	30%																																															
Terrace Road	776		8		26	2,634	2,649	99%	3,948	4,058	3.10	3.10	3.10	12.10	9.90	3.10	9.90	17.90	22.20	32.60	15.50	271	599	-30%	30%	3.20	3.20	3.20	12.10	9.90	3.20	9.90	17.90	22.20	32.60	15.50	271	599	-30%	30%																																															
The Garage	42				3	117	102	115%	166	166	-	-	-	-	-	-	-	-	-	-	-	-	599	-30%	30%	-	-	-	-	-	-	-	-	-	-	-	599	-30%	30%																																																
Victoria Garden	14					39	39	100%	57	77	2.60	-	-	-	-	-	-	13.50	-	-	-	-	-	-30%	30%	2.70	-	-	-	-	-	-	13.50	-	-	-	-	-	-30%	30%																																															
Barraq Square		30	1		3	138	137	101%	214	265	4.20													-30%	30%	4.30	-	-										-30%	30%																																																
Wellington Street	68		1		2	145	144	101%	217	220	3.10	3.10	3.10	11.00	11.00	3.10	7.70	14.60	15.50	24.20	12.50	204	492	-30%	30%	3.20	3.20	3.20	11.00	11.00	3.20	7.70	14.60	15.50	24.20	12.50	204	492	-30%	30%																																															
TOTAL CARPARKS	7,419	3,362	134	54	380	37,870	37,623	101%	56,446	60,197	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL SCHEDULE 3  
ITEM 5 – SETTING OF ON-STREET AND OFF-STREET  
PARKING FEES 2015/16

FOR THE COUNCIL MEETING

28 APRIL 2015

DISTRIBUTED TO ELECTED MEMBERS UNDER  
SEPARATE COVER

BIN FEES PROJECTION 2015/16 to 2019/20						
V4.0 March 2015 12.50%	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
COST						
ANNUAL INCREASE %	Average	Actual	7.5%	7.5%	7.5%	7.5%
TIPPING PER TONNE \$	127.25	138.50	148.89	160.05	172.06	184.96
ANNUAL INCREASE %	Projected	4.0%	4.0%	4.0%	4.0%	4.0%
TONNES PER ANNUM	13,800	14,352	14,926	15,523	16,144	16,790
TOTAL TIPPING PER ANNUM \$	1,756,050.00	1,987,752.00	2,222,306.74	2,484,538.93	2,777,714.52	3,105,484.84
RECYCLING DISPOSAL COSTS						
Co-mingled Services						
ANNUAL INCREASE %	Projected	12.5%	12.5%	12.5%	12.5%	12.5%
TONNES PER ANNUM	1170	1316	1481	1666	1874	2108
ANNUAL INCREASE % CPI	3%	4%	4%	4%	4%	4%
COST PER TONNE \$	42.24	43.93	45.69	47.51	49.41	51.39
TOTAL COST PER ANNUM \$	49,421	57,822	67,652	79,153	92,609	108,353
ANNUAL INCREASE %	Projected	Projected	3.00%	3.00%	3.00%	3.00%
OTHER COSTS \$	6,224,234.00	6,410,961.00	6,603,289.83	6,801,388.52	7,005,430.18	7,215,593.09
CAPITAL INVESTMENT \$						
Organics Truck		275,000.00				
Hook Lift Truck			250,000.00			
Hook Lift Bins			100,000.00			
Technology Advancements				400,000.00	400,000.00	400,000.00
TOTAL CAPITAL		275,000.00	350,000.00	400,000.00	400,000.00	400,000.00
TOTAL COST PER ANNUM	7,842,291.00	8,731,535.34	9,243,248.70	9,765,080.45	10,275,753.71	10,829,430.46
INCOME						
CHARGE PER SERVICE \$						
ANNUAL INCREASE %	Actual	12.50%	12.50%	5.00%	3.00%	3.00%
COMMERCIAL	285.00	320.91	361.02	379.07	390.45	402.16
RESIDENTIAL	197.00	272.00	306.00	321.30	330.94	340.87
ADDITIONAL - RESIDENTIAL	195.50	272.00	306.00	321.30	330.94	340.87
ADDITIONAL - COMMERCIAL	195.50	220.00	247.50	259.88	267.67	275.70
PAPER/CARDBOARD 240L	128.00	143.64	161.60	169.67	174.76	180.01
GENERAL WASTE - COMMERCIAL 660L	577.27	649.09	730.23	766.74	789.74	813.43
PAPER/CARDBOARD 660L	384.00	208.18	234.20	245.91	253.29	260.89
GENERAL WASTE - RESIDENTIAL 660L	197.00	272.00	306.00	321.30	330.94	340.87
RECYCLING - COMMERCIAL 240L		140.91	158.52	166.45	171.44	176.59
RECYCLING - COMMERCIAL 660L		421.82	474.55	498.27	513.22	528.62
NUMBER OF SERVICES						
ANNUAL INCREASE %	Actual as at 12/01/15	2.0%	2.0%	2.0%	2.0%	2.0%
COMMERCIAL	2,268	2,313	2,359	2,406	2,455	2,504
ANNUAL INCREASE %		4.0%	Estimated	Estimated	Estimated	Estimated
RESIDENTIAL	10,964	11,403	12,033	12,663	13,293	13,923
ANNUAL INCREASE %		1.0%	1.0%	1.0%	1.0%	1.0%
ADDITIONAL - RESIDENTIAL	390	394	398	402	406	410
ANNUAL INCREASE %		10.0%	10.0%	10.0%	10.0%	10.0%
ADDITIONAL - COMMERCIAL	13,231	14,554	16,009	17,610	19,371	21,309
ANNUAL INCREASE %		10.0%	10.0%	10.0%	10.0%	10.0%
PAPER/CARDBOARD 240L	1,250	1,375	1,513	1,664	1,830	2,013
ANNUAL INCREASE %		10.0%	10.0%	10.0%	10.0%	10.0%
GENERAL WASTE - COMMERCIAL 660L	26	29	32	35	39	42
ANNUAL INCREASE %		7.5%	7.5%	7.5%	7.5%	7.5%
GENERAL WASTE - RESIDENTIAL 660L	99	106	114	122	132	142
ANNUAL INCREASE %		10.0%	10.0%	10.0%	10.0%	10.0%
PAPER/CARDBOARD 660L	16	18	20	22	24	26
	New Service	20.0%	20.0%	20.0%	20.0%	20.0%
RECYCLING - COMMERCIAL 240L		30	36	43	52	62
	New Service	20.0%	20.0%	20.0%	20.0%	20.0%
RECYCLING - COMMERCIAL 660L		10	12	14	17	21
INCOME PER SERVICE \$						
COMMERCIAL		742,264.83	851,748.89	912,223.06	958,381.55	1,006,875.66
RESIDENTIAL		3,101,616.00	3,682,098.00	4,068,621.90	4,399,172.13	4,745,893.61
ADDITIONAL - RESIDENTIAL		107,168.00	121,769.64	129,136.70	134,340.91	139,754.85
ADDITIONAL - COMMERCIAL		3,201,880.00	3,962,326.50	4,576,487.11	5,185,159.89	5,874,786.16
PAPER/CARDBOARD 240L		197,505.00	244,412.44	282,296.37	319,841.78	362,380.74
GENERAL WASTE - COMMERCIAL 660L		18,823.61	23,294.22	26,904.82	30,483.16	34,537.42
GENERAL WASTE - RESIDENTIAL 660L		28,832.00	34,868.70	39,358.05	43,579.20	48,253.06
PAPER/CARDBOARD 660L		3,747.24	4,637.21	5,355.98	6,068.32	6,875.41
RECYCLING - COMMERCIAL 240L		4,227.30	1,902.29	2,396.88	2,962.54	3,661.70
RECYCLING - COMMERCIAL 660L		4,218.20	5,694.57	7,175.16	8,868.50	10,961.46
TOTAL FEE INCOME \$	0.00	7,410,282.18	8,932,752.45	10,049,956.02	11,088,857.98	12,233,980.07
RECYCLING INCOME						
ANNUAL INCREASE %	Projected	10.00%	10.00%	10.00%	10.00%	10.00%
Tonnes per Annum	766	843	927	1,020	1,122	1,234
ANNUAL INCREASE %	Actual	2.50%	2.50%	2.50%	2.50%	2.50%
Income per Tonne \$	60.00	61.50	63.04	64.61	66.23	67.88
TOTAL RECYCLING INCOME \$	45,960.00	51,819.90	58,426.94	65,876.37	74,275.61	83,745.75
TOTAL INCOME	6,218,637.00	7,462,102.08	8,991,179.39	10,115,832.39	11,163,133.59	12,317,725.82
BALANCE FROM RESERVE	1,623,654.00	1,269,433.26	252,069.31	-350,751.94	-887,379.88	-1,488,295.36
BALANCE IN RESERVE	2,871,619.00	1,602,185.74	1,350,116.43	1,700,868.37	2,588,248.26	4,076,543.62
	4,495,273.00					
As at 24/02/15						



CONFIDENTIAL SCHEDULE 5  
ITEM 7 – DIFFERENTIAL RATING – REVALUATION OF  
THE RATE BASE AND PRELIMINARY SETTING OF THE  
ANNUAL RATES LEVY 2015/16

FOR THE COUNCIL MEETING

28 APRIL 2015

DISTRIBUTED TO ELECTED MEMBERS UNDER  
SEPARATE COVER

## **LIGHTING TASKFORCE**

### **TERMS OF REFERENCE**

#### **Introduction**

In December 2014 the Perth City Council adopted a Lighting Strategy that provides a framework for future lighting initiatives for the private and public realms.

One of the primary actions in the Lighting Strategy is the establishment of a Lighting Taskforce to assist with implementation.

The Lighting Strategy recommended that the Lighting Taskforce should be small and comprise necessary degree of political and business community influence, design skills, technical knowledge and environmental awareness.

#### **Membership**

The recommended Taskforce membership is as follows:

- Elected Representative, City of Perth.
- Executive representative from the Property Council.
- The Director of Heritage Perth.
- Illuminating Engineering Society of Australia and New Zealand representative.
- State Government Architect or their representative.
- Senior representative from Metropolitan Redevelopment Authority.
- Managers or representative to be nominated by Directors.

#### **Duration of Taskforce / Terms of Appointment**

The initial duration of the Taskforce is 4 years, after which time the Council will review and recommend whether the work of the Taskforce has been completed or is required to continue and if so, for what duration.

The maximum term of appointment to the Taskforce will be for a two year period with a maximum of four continuous years, should a member be invited by the Council to continue for a second term.

### **Purpose of the Taskforce**

The primary objective of the Lighting Taskforce is to improve the quality, consistency and efficiency of night lighting in the city. Members of the Taskforce should ensure that the subject of lighting is maintained on the agendas of those organisations whose decisions affect the development of the night time economy of the City.

During its initial 4 year term, the Taskforce will establish an Implementation Plan, guided by the Lighting Strategy Action Plan.

The following strategic lighting projects are identified in the existing Action Plan and will be further developed and refined under the guidance of the Taskforce:

#### **1. Lighting Master Plan**

The aim of the master plan is to capture the unique qualities of Perth by day and transfer these into a night time environment. The master plan provides a holistic approach by looking at lighting from the overall large-scale city pattern down to the micro environment of streets, parks, squares and buildings.

#### **2. Good Lighting Practice Guide**

The publication of a simple, freely available, guideline booklet that defines the basics of good lighting aimed at a wide range of people, trades and professions who become involved in the origination, specification and implementation of exterior lighting. The publication should address issues such as levels of illumination, glare control, avoidance of light pollution, sympathetic integration of lighting equipment within the architectural fabric, matching light colour to the colour of materials and energy efficiency. In addition, the guide will encourage the consistent use of a limited number of fittings to reduce asset management and whole of life maintenance costs.

#### **3. Lighting and Planning**

The Lighting Strategy will provide further guidance for the illumination of private development in the city. A proactive approach will be undertaken to ensure the lighting design of any new and existing buildings conform to the objectives and principles of the Lighting Strategy.

The City Planning Scheme No.2 (2004) provisions should be reviewed to reference the Lighting Strategy or alternatively, a policy could be developed to reference the approvals process. Guidelines for developers, architects and building owners will be developed to ensure appropriate lighting on private development in keeping with the overall city wide strategy.

### **4. Review Key Strategic Projects**

Lighting of the main ceremonial route St Georges Terrace, boulevards Wellington Street and Roe Street and the lighting of West Perth are key strategic projects. It is recommended that the multi-function pole be included in the lighting upgrade to these streets to provide a unifying aesthetic.

The development of solar-powered lighting is a very tangible application of renewable energy resources and Sustainable Lighting Initiatives. Opportunities exist for solar or photo-voltaic (PV) lighting to be installed in the city's parks as a stand-alone system where a grid connection would prove difficult and expensive.

### **Resources**

The Taskforce will be resourced by senior COP staff including the Principal Urban Designer. The Taskforce shall recommend whether additional resources, in particular, a Lighting Co-ordinator, is required to assist with the successful implementation the Lighting Strategy.

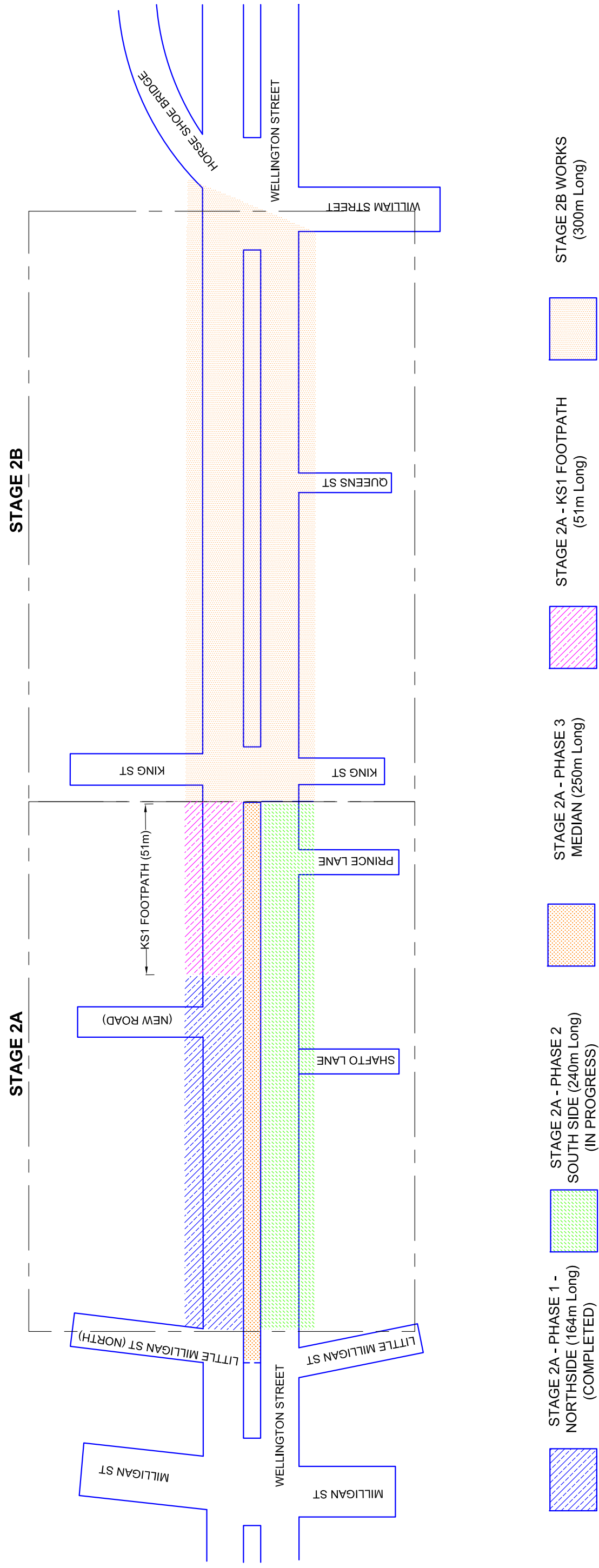
### **Meeting Frequency**

The Taskforce will determine the frequency of meetings.

# SCHEDULE 7

<b>City of Perth Lighting Strategy Taskforce</b>	
City Representative:	
Appointed:	
Term of Appointment:	
Role / Objective:	The Lighting Taskforce is required to provide independent technical advice and recommendations to the Council and should comprise the necessary degree of political and business community influence, design knowledge and environmental awareness. The Lighting Taskforce should be headed by a 'champion' who can ensure that the subject of lighting is maintained on the agendas of those organisations whose decisions affect the development of the night time economy of the City.
Convening Arrangements:	Convened by City of Perth Reports to Works and Urban Development Committee
Meeting Frequency /	The Taskforce will determine the frequency of meetings
Avg. Meeting Duration:	1.5 hrs.
Meeting Venue:	Committee Room 2, Council House
Sitting Fees / Reimbursements:	Nil
Organisation Contact:	Russell Kingdom, Manager City Design Ph. 9461 3161
Responsible Officer:	As above
Record Keeping:	P1024916

# PROPOSED CONSTRUCTION STAGING PLAN FOR WELLINGTON STREET - STAGE 2 PROJECT





Metropolitan  
Redevelopment  
Authority

12 March 2015

Mr Gary Stevenson  
Chief Executive Officer  
City of Perth  
GPO Box C120  
Perth WA 6839

Our Ref: MRA-02195 / 469752

Dear Gary

**PERTH CITY LINK: LETTER AGREEMENT BETWEEN THE CITY OF PERTH AND MRA FOR WELLINGTON STREET NORTHERN VERGE WORKS – KS1 & KS2 FRONTAGE**

I refer to discussions between representatives from the City of Perth (the City) and Metropolitan Redevelopment Authority (MRA) in relation to the City's request for the MRA to engage its current works contractor (Civcon) to deliver additional Wellington Street northern verge landscaping works along the Kings Square Precinct frontage to buildings KS1 and KS2 (the Works) on behalf of the City.

Subject to MRA Board approval, this letter agreement (Agreement) sets out the terms and conditions upon which the MRA agrees to undertake the Works on behalf of the City.

The MRA and the City acknowledge that these Works are not part of the MRA's scope of works to be delivered as part of the Perth City Link project. The MRA has agreed to undertake these Works on the City's behalf on the understanding that the City will reimburse the MRA for all associated costs incurred.

The MRA has obtained the attached Schedule of Price prepared by Civcon for the Works totalling \$451,931.00 (excluding GST).

I confirm the following terms and conditions form part of this Agreement:

1. Civcon's price is based on the extent of works highlighted in the attached drawing SK-2001 (referred to as 'Area C'), with all construction details to be based on the Stage 2A landscape works recently completed by the MRA (via Civcon) on behalf of the City. The Works are an approximately 50m extension of the completed Stage 2A works to the same specification of finishes and materials;
2. A full 'Issue for Construction' drawing and specification document set is to be provided by the City as appropriate, reflecting the same detail and materials/finishes as per the completed Stage 2A landscape works;

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P Locked Bag 8, Perth Business Centre, WA 6849

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3. Any variations to the scope forming the basis of the attached Civcon price will require approval from the City, with associated costs to be to the City's account;
4. Any associated costs not included in the attached Civcon price but reasonably incurred by the MRA in delivering the Works will be to the City's account, with substantiation of any such costs to be provided by the MRA;
5. The MRA will apply an administrative surcharge of 7.5% to all costs incurred by the MRA on behalf of the City;
6. Civcon's price to undertake the Works does not include MRA consultant costs to administer the works. The City is to allow for Project Management, Engineering and Superintendent fees and include an initial provisional sum estimate of \$30,000 (excluding GST), with actual final costs to be substantiated and claimed by the MRA;
7. Civcon's price to undertake the Works includes rates for additional mobilisation required and CPI allowance;
8. The Works will be coordinated by MRA's appointed external Project Managers, NS Projects. All issues relating to the construction of these works should be directed to Nick de Vries (ph: 6363 0824);
9. Superintendent for the Works will be the MRA's appointed engineering consultant, ARUP;
10. An 'As Constructed' drawing set is to be provided to the City by Civcon upon completion of the Works. Allowance for As Constructed drawings is included in the attached Civcon price;
11. The undertaking of the Works will remain subject to the terms and conditions contained in the MRA's existing contract with Civcon. If a variation to the Works is required, MRA's contract with Civcon provides for the associated cost to be agreed or determined by the Superintendent. In the event that the City does not agree with a variation cost determined in accordance with the MRA's contract, the MRA reserves the right to terminate the Works, with all associated and outstanding costs being payable by the City to the MRA upon demand;
12. The City will provide whatever reasonable assistance is requested to manage the implementation at no cost to the MRA, including resolution of design/technical issues and site inspections as appropriate;
13. It is acknowledged by the City and MRA that at the time of this Agreement the exact commencement date for construction of the Works is not yet known, being dependent on access to the area in question being made available upon cessation of the current obstruction permit granted to John Holland by the City for the construction of the KS1 building. A final programme is to be confirmed with all parties and agreed in due course, however it is expected that site access for commencement of the Works will be available from approximately July 2015. Civcon's current forecasted programme for the Works is 82 days from possession of site; and
14. Any costs associated with additional traffic management or adjusted works staging (to the extent not already quantified in the attached Civcon pricing schedule and programme) will be to the City's account.



The City's acceptance of the above terms and conditions is required prior to the MRA instructing Civcon to proceed to commence the Works (including procurement of materials).

If this Agreement is acceptable to the City, please countersign below and initial each page of the attached documents and return to the MRA. Should you wish to discuss anything contained in this Agreement, please do not hesitate to contact me.

Yours sincerely



**Kieran Kinsella**  
**Chief Executive Officer**

The City of Perth accepts this Agreement, including the attachments referred to below, and is executed on behalf of the City of Perth by:

\_\_\_\_\_  
**Gary Stevenson**  
**Chief Executive Officer**

\_\_\_\_\_  
**Date**

Attachments:

1. Drawing SK-2001 (extent of works)
2. Civcon Pricing Schedule

Item	Description	Unit	Quantity	Unit rate	Amount
	<b>WELLINGTON STREET NORTHERN FOOTPATH AREA C</b>				
1	Site Soil Conditioning Tree wells	No.	4	415.90	1,663.60
2	Pavement Type A- Granite	m2	200	746.75	149,350.00
3	Pavement Type B- Tactiles	m2			
4	Pavement Type C- Asphalt	m2	150	58.99	8,848.50
5	Pavement Type D- Granite Acrod	m2			
6	Pavement Type E- Temporary C of P	m2	3	148.00	444.00
7	Edge Type A- Barrier Kerb	Lm	50	850.16	42,508.00
8	Edge Type B- Mountable Kerb	Lm			N/A
9	Edge Type C- Flush Kerb	Lm			N/A
10	Edge Type D- Transition Kerb	Lm			N/A
11	Edge Type E- Granite Beam	Lm	100	491.93	49,193.00
12	Temporary Transition Kerb	Lm			N/A
13	Expansion Joint J9	Lm	32	94.81	3,033.92
14	Expansion Joint J10A	Lm	50	71.11	3,555.50
15	Expansion Joint J10B	Lm			N/A
16	Expansion Joint J14	Lm	150	23.70	3,555.00
17	Signs - CoP Standard Parking sign	No.	1	395.00	395.00
18	Aco Drain	Lm	50	579.36	28,968.00
19	City of Perth Tree Grate and Breathers	No.	4	3,630.30	14,521.20
20	Tree Planting (500 Litre pot)	No.	4	681.40	2,725.60
21	As Constructed Drawings (all works)	Item	1	2,074.00	2,074.00
22	<b>OTHER ITEMS</b>				
23	Stainless steel expansion joint material to granite paving - TO EXPANSION JOINTS J9, J10A,	m	82	112.58	9,231.56
24	Gas main weep holes in concrete slab and granite paving to ATCO and CoP requirements	each	63	136.29	8,586.27
25	HP Gas supervision/technician	Item	1	11,258.00	11,258.00
26	Additional supervision & project management	Item	1	36,619.00	36,619.00
27	Additional survey & set out	Item	1	5,184.50	5,184.50
28	Sample panels	Item	1	7,110.00	Excluded
29	Costs associated with bank guarantees for security	Item	1	2,513.07	2,513.07
30	Extention of Time (EOT) if applicable				N/A
31	50mm asphalt (14 dense grade aggregate) including all layers, tack coat (as per MRA contract item 5/2F)				N/A
32	Locate & protect existing services	Item	1	3,461.00	3,461.00
33	Traffic management	Item	1	43,948.80	43,948.80
34	Demolish existing kerbs, profile asphalt, scarify and recompact	Item	1	20,293.54	20,293.54
35	Re-mobilisation costs	Item	1	6,050.00	Rate Only
36	Site facilities - for 6 weeks	Item	1	5,280.00	Rate Only
37	Additional cost for work after May 2015 - 3.1% CPI increase	Item	1	14,009.86	Rate Only
38					
39					
	<b>Total for project (excluding GST)</b>				<b>451,931</b>
	<b>GST for project (GST rate = 10.00)</b>				<b>45,193</b>
	<b>Total for project (including GST)</b>				<b>497,124</b>





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**CONSTRUCTION ESTIMATE**

**LANDSCAPE WORKS  
WELLINGTON STREET STAGE 2A  
(LITTLE MILLIGAN TO KING)**

**CITY OF PERTH**

**23 JANUARY 2015**

# SCHEDULE 10

## LANDSCAPE WORKS

### WELLINGTON STREET STAGE 2A - LITTLE MILLIGAN TO KING

23 JANUARY 2015

#### Preliminaries

Allow for preliminaries including supervision, temporary works, temporary lighting, site accommodation, insurances, etc. attendant site labour and traffic management

Item \$ 110,000

#### Subtotal Preliminaries

\$ 110,000

#### Demolition

Demolish paving and kerbs (approx 389m<sup>2</sup>)

Item 10,000

#### Subtotal Demolition

\$ 10,000

#### Boxing Out

Box out for pavings/kerbs, etc.

m<sup>2</sup> 389 \$ 30 11,670

#### Subtotal Boxing Out

\$ 11,670

#### Base Courses to Granite and Cycle Path

100 crushed limestone below concrete slab

m<sup>2</sup> 194 18 3,492

150 crushed limestone below cycle path

m<sup>2</sup> 143 20 2,860

#### Subtotal Base Courses

\$ 6,352

#### Cycle Path

30 bitumen

m<sup>2</sup> 143 35 5,005

#### Subtotal Cycle Path

\$ 5,005

#### Concrete

150 fibre reinforced concrete slab

m<sup>2</sup> 194 120 23,280

100 x 100 concrete collar to tree grate

m 18 45 810

650 x 125 footing to ACO drain

m 51 65 3,315

150 x 195 concrete kerb to south side of ACO drain (north of cycleway)

m 51 50 2,550

225 x 75 ditto north side of ACO

m 51 50 2,550

200 x 220 ditto south side of cycleway

m 51 55 2,805

330 x 300 footing to granite kerb (road)

m 51 120 6,120

Transition kerb 1000 long

No. 2 100 200

#### Subtotal Concrete

\$ 41,630

# SCHEDULE 10

## LANDSCAPE WORKS

### WELLINGTON STREET STAGE 2A - LITTLE MILLIGAN TO KING

23 JANUARY 2015

#### Slab Joints

J9 dowelled	m	34	90	3,060
J10 dowelled	m	51	90	4,590
J14 dowelled	m	168	20	3,360
<b>Subtotal Slab Joints</b>				<b>\$ 11,010</b>

#### Granite

800 x 800 x 40 Austral Verde paving	m <sup>2</sup>	194	600	116,400
200 x 200 granite kerb to north side of cycleway	m	51	400	20,400
Ditto south side	m	51	400	20,400
300 x 300 granite kerb (to road)	m	51	750	38,250
Stainless steel expansion joint in paving	m	34	115	3,910
Stainless steel to J10	m	51	115	5,865
Allow for gas vents (800 cts)	No.	64	100	6,400
<b>Subtotal Granite</b>				<b>\$ 211,625</b>

#### Tree Grates

1175 x 1175 stainless steel tree grate and frame bolted to concrete	No.	4	4,200	16,800
<b>Subtotal Tree Grates</b>				<b>\$ 16,800</b>

#### Drainage

260 ACO spoon drain	m	51	450	22,950
Connect spoon drain to existing manhole with 150 pvc pipe 2m ave long (in No. 2 connections)	No.	2	600	1,200
<b>Subtotal Drainage</b>				<b>\$ 24,150</b>

#### Signs

Typical parking sign	No.	1	550	550
<b>Subtotal Signs</b>				<b>\$ 550</b>

#### Ticket Machines & Parking Metres

Excluded Note

#### Lighting

Excluded Note

# SCHEDULE 10

## LANDSCAPE WORKS

### WELLINGTON STREET STAGE 2A - LITTLE MILLIGAN TO KING

23 JANUARY 2015

#### Soft Landscaping

Tree well and soil conditioner, etc	No.	4	250	1,000
Supply and install 500l plantus acerifolia	No.	4	1,000	4,000
Irrigation to tree wells - excluded, not specified or detailed	Note			
Maintenance - excluded, not specified	Note			
<b>Subtotal Soft Landscaping</b>				<b>\$ 5,000</b>

#### Miscellaneous

Bitumen junction to new kerb	m	53	30	1,590
Allowance including premium for small quantities	Item			5,618
<b>Subtotal Miscellaneous</b>				<b>\$ 7,208</b>

#### TOTAL EXCLUDING GST

**\$ 461,000**

#### Exclusions

- Supply and installation of parking metres
- Supply and installation of ticket machines
- Street lighting
- Design fees
- Supervision and management (consultants fees)
- City of Perth costs
- Remobilisation costs (\$10,000 each occurrence)
- CPI increases (2 years)
- GST



Wellington St Stage 2A - KS1 - Footpath

SCHEDULE OF UNIT RATES - WORKS

Item	Description	COP		Quantity Surveyor				MRA				Cost difference between QS and MRA	Check if MRA price within 10% of QS
		Qty	Unit	Qty	rates	Amount	Comment	Qty	rates	Amount	Comment		
	Preliminaries/mobilisation + Traffic Management				subtotal	\$ 110,000.00				\$ 102,544.50		-\$ 7,455.50	yes
3	Demolition/Removal of existing pavers including disposal and tipping fees	385.00	sqm	389	LS	\$ 21,670.00	demolition+box out		LS	\$ 20,293.54		-\$ 1,376.46	yes
5	Supply and lay cycle path including base course as per DTL 07 in DWG 12035 G-DT-02-A	155.00	Sqm	143	\$ 55.00	\$ 7,865.00	limestone base course + bitumen	150	\$ 58.99	\$ 8,848.50		\$ 983.50	no
6	Supply and install 200x200 cycle path granite kerb including concrete footing	102.00	Lm	102		\$ 46,155.00	200x200 granite kerbs on north and south + concrete footing for south + concrete footing for north	100	\$ 491.93	\$ 49,193.00		\$ 3,038.00	yes
	Supply and install ACO drain including concrete footing	51.00	Lm	51	\$ 565.00	\$ 28,815.00	aco drain + 650x125 conc + 150x195 conc	50	\$ 579.36	\$ 28,968.00		\$ 153.00	yes
7	Supply and install 300x300 road granite kerb including concrete footing	51.00	Lm	51	\$ 870.00	\$ 44,370.00	300x300 granite kerb + conc footing	50	\$ 850.16	\$ 42,508.00		-\$ 1,862.00	yes
8	Supply and lay granite pavers including concrete slab	197.4	Sqm	194	\$ 738.00	\$ 143,172.00	granite pavers + concrete slab + crushed limestone base	200	\$ 746.75	\$ 149,350.00		\$ 6,178.00	yes
9	Supply and install temporary concrete transition kerb	2.00	Lm	2	\$ 100.00	\$ 200.00		3	\$ 148.00	\$ 444.00		\$ 244.00	no
10	Supply and install Joint Type J10	51.00	Lm	51	\$ 205.00	\$ 10,455.00		50	\$ 183.69	\$ 9,184.50	joint + stainless steel(?)	-\$ 1,270.50	yes
11	Supply and install Joint Type J9	33.60	Lm	34	\$ 205.00	\$ 6,970.00	joint + stainless steel	32	\$ 207.39	\$ 6,636.48	joint + stainless steel	-\$ 333.52	yes
12	Supply and install Joint Type J14	172.20	Lm	168	\$ 20.00	\$ 3,360.00		150	\$ 23.70	\$ 3,555.00		\$ 195.00	yes
13	Supply and install 150mm PVC connection to ACO Drain	3.00	Lm	2	\$ 600.00	\$ 1,200.00					did not quote		N/A
14	Supply and install Stainless steel tree grates	4.00	No.	4	4402.5	\$ 17,610.00	4 tree grates + 100x100 concrete collar	4	\$ 3,630.30	\$ 14,521.20		-\$ 3,088.80	yes
15	Supply and install new 500L trees including soil conditioning	4.00	No.	4	\$ 1,250.00	\$ 5,000.00	tree + soil conditioning	4	\$ 1,097.30	\$ 4,389.20		-\$ 610.80	yes
16	Any other items identified by the tenderer					\$ 14,158.00	Gas vents + misc + parking signs			\$ 11,496.07	gas vents + bank guarantee+ pakring sign	-\$ 2,661.93	yes
	TOTAL (EXCL GST)					\$ 461,000.00				\$ 451,931.99		-\$ 9,068.01	yes





## LEGEND

- GRANITE PAVED CYCLE PATH RAMP
- GRANITE PAVERS 795x395x40
- NORTHERN VERGE C&P LANDSCAPING  
AREA EXTENT OF WORKS
- EXTENT OF WORKS

[illegible]

# CCI/Brookfield Multiplex NORTH WEST

Resources Tour 2015

25 - 30 May 2015



## Site visits include:

- ▶ Chevron Australia, Wheatstone Project
- ▶ Rio Tinto Iron Ore's Cape Lambert Operations
- ▶ Rio Tinto's Operations Centre – Perth Airport
- ▶ CITIC Pacific, Sino Iron Project
- ▶ Apache Energy, Devil Creek development project
- ▶ Woodside Energy, Visitors Centre
- ▶ BHP Billiton Iron Ore, Mt Whaleback Mine
- ▶ Fortescue Metals Group, Port Hedland Operations
- ▶ Yara Pilbara Nitrates, Technical Ammonium Nitrate Plant
- ▶ Ord-East Kimberly Expansion Project







# CCI/Brookfield Multiplex NORTH WEST

## Resources Tour 2015

25 - 30 May 2015

With its extensive number of world-class commercial mineral projects, mine sites, processing plants and operating fields, the production capacity of WA's North West remains unrivalled in the Asia Pacific region. While the importance of this region to the Australian economy is undeniable, it is only when you personally experience the vast and remote nature of this part of the world that you can fully appreciate its magnitude.

The CCI/Brookfield Multiplex North West Resources Tour provides a rare and unique opportunity to see first-hand many of Western Australia's major resource projects.

The 2015 North West Resources Tour will feature visits to a number of WA's leading resource companies' sites including Woodside Energy, Chevron Australia, BHP Billiton Iron Ore, Apache Energy, Fortescue Metals Group, Rio Tinto Iron Ore, CITIC Pacific and Yara Pilbara Nitrates.

The tour will be hosted by CCI's Chief Executive, Deidre Willmott, providing delegates the opportunity to draw on her extensive knowledge of the WA resource sector. Deidre will offer participants an informed perspective on the developments in the North West and the associated economic implications.

The tour will commence in Perth, meeting with managing directors and senior executives from Australia's largest resources companies. These briefings will lay the foundation for the site visits in the week ahead.

Following first day briefings, the travel leg of the tour begins with delegates visiting a number of key mineral and petroleum operations. CCI's close relationship with industry leaders means that tour participants are welcomed onto several sites which are not accessible to the public, providing the opportunity to meet and hear from the most senior executives within the resources sector.

Your visit to this remote region will be aboard privately chartered aircrafts with air-conditioned, pressurised cabins, ensuring you visit this region in maximum comfort and with minimal delay.

## Chief Executive WELCOME

I am pleased to welcome you to this year's CCI/Brookfield Multiplex North West Resources Tour.

The tour takes us through some of Western Australia's most remarkable regions.

With major energy and resource projects underway, under construction and planned in the North West, the State's role as a world leading mineral and petroleum producer is set to grow.

The resources and energy sector is playing an increasingly important role in the State's, and the Nation's, economic growth. This is an excellent opportunity to gain an insight into an industry and a region which is a leading destination for investment, a crucible of wealth creation and critical to WA's and Australia's prosperity.

Many of the projects and sites we will visit are among the largest in the world. Their operations are diversified and sophisticated, and are difficult to visualise unless you visit them in person.

The tour will also provide an understanding of the complexity of issues which make these industries so challenging and interesting. CCI's long standing relationship with business leaders enables us access to sites and decision makers, seldom available to participants through other means.

We look forward to joining you on this exceptional tour.



**Deidre Willmott**  
CCI, Chief Executive Officer

## Day one



### Perth

Today's activities will commence at CCI with a tour overview and delegate introductions before heading to Rio Tinto's operations centre at Perth Airport where we will receive an exclusive briefing and insight into the facilities. Following this we will have the opportunity to meet a number of resource industry leaders at their head offices in Perth. The insights these briefings will offer will provide a context for the site visits and briefings throughout the rest of the tour.

#### Highlights

- ▶ Meet leaders in the resources industry when visiting the company headquarters for Chevron Australia, BHP Billiton Iron Ore, CITIC Pacific and the Rio Tinto operations centre
- ▶ Dinner at Gershwin's Restaurant, private dining suite

#### Overnight

Hyatt Regency Perth

## Day two



### Perth to Karratha

Today's flight from Perth takes us into the north-west and the first visit of the day, Chevron Australia's Wheatstone Project. Currently one of Australia's largest resource projects, the foundation project includes two trains with a combined capacity of 8.9 million tonnes pa and a domestic gas plant. Once onsite we will enjoy a briefing and tour of this important development.

Next on the agenda is a tour of Karratha's Industrial Hub and an insight into multi-billion dollar investments planned for the Burrup, before enjoying dinner with executives from a number of major resource companies and local heads of industry.

#### Highlights

- ▶ Briefing and tour of Chevron's Wheatstone Project
- ▶ Bus tour of sites for major projects in the Burrup
- ▶ Dinner with senior managers from a number of major resource companies and local heads of industry

#### Overnight

Karratha International Hotel

## Day three



### Karratha

This morning we begin in Karratha, the region that represents the heartland of major industrial investment in WA. The first stop of the day is CITIC Pacific's Sino Iron Project. Situated at Cape Preston, 100 km south west of Karratha, it is the largest magnetite mining and processing operation under construction in Australia. Once on site we will enjoy a briefing and tour of this impressive project.

Next we will head to Apache's Devil Creek development project site for a briefing and tour of this exciting gas hub, before our final visit of the day to Woodside Energy where we will receive a briefing and overview of their current and future projects.

The day will conclude with an exclusive dinner with the Hon Michael Mischin MLC, Attorney General; Minister for Commerce. Delegates will enjoy the opportunity to hear a keynote presentation from the Minister and network with senior managers from a number of major resource companies and local heads of industry.

#### Highlights

- ▶ Briefing and tour of CITIC Pacific's Sino Iron Project
- ▶ Briefing and tour of the Devil Creek development project
- ▶ Briefing at the Woodside Energy visitors centre
- ▶ Exclusive dinner function with the Hon Michael Mischin MLC, Attorney General; Minister for Commerce, senior managers from a number of major resource companies and local heads of industry

#### Overnight

Karratha International Hotel

## Day four



### Karratha to Newman

This morning commences with a visit to Rio Tinto Iron Ore's Cape Lambert operations where we will enjoy a briefing and tour of the projects operations and expansion site. We will then head to Yara Pilbara Nitrates to view progress on the construction of a world-scale \$800 million technical ammonium nitrate plant, which is bringing further downstream processing to the Pilbara.

Our day will conclude in Newman where delegates will enjoy an exclusive dinner with members of BHP Billiton's senior management team.

#### Highlights

- ▶ Briefing and inspection of Rio Tinto's Cape Lambert Operations
- ▶ Briefing and tour of Yara Pilbara Nitrates technical ammonium nitrate plant

- ▶ Exclusive dinner hosted by BHP Billiton's senior management team

#### Overnight

Seasons Hotel, Newman

## Day five



### Newman to Kununurra

Today begins with a briefing and site tour of BHP Billiton's impressive mine, Mt Whaleback. Established in 1968, Mt Whaleback is one of the biggest single-pit open-cut iron ore mines in the world at more than five kilometres long and almost 2 km wide. Mt Whaleback and the surrounding orebodies produce more than 65 million tonnes of iron ore each year.

We then depart Newman for Port Hedland where we will tour Fortescue Metals Group's Port Facility. Finally we will be treated to a breathtaking flight over the magnificent Bungle Bungle and Lake Argyle on route to Kununurra for the night.

#### Highlights

- ▶ Briefing and tour of BHP Billiton's Mt Whaleback mine
- ▶ Briefing and tour of FMG's Port Hedland Operations
- ▶ Flight over the Bungle Bungle and Lake Argyle

#### Overnight

Pinctada Kimberly Grande, Kununurra

## Day six



### Kununurra to Perth

Today commences with a tour of the historic town of Kununurra and a number of projects currently underway as a part of the Federal Governments \$195 million East Kimberly Development Package. Incorporating 27 projects across the areas of health, education and training, housing, transport and community infrastructure, the package aims to create stronger, vibrant and sustainable regional communities in the East Kimberly.

Our final stop of the tour before heading home to Perth is a visit to the Ord-East Kimberly Expansion Project. With stage two completed in late 2013, this \$322 million project has increased the agricultural land in the Ord from 14,000 to approximately 28,000 hectares and ensured the sustainability of the region as a prime agricultural centre.

#### Highlights

- ▶ Briefing and tour of Ord-East Kimberly Development Package
- ▶ Briefing and tour of Ord-East Kimberly Expansion Project



**For more information  
contact CCI Events on  
(08) 9365 7500, or email  
functions@cciwa.com.**

**Cost:** \$10,950 (including 10% GST) covers:

- ▶ All meals including a three course dinner and fully cooked breakfast at each overnight location
- ▶ Private accommodation for five nights
- ▶ Chartered, private flights to all locations
- ▶ Exclusive, private tours at all locations
- ▶ Charter bus transport to various sites

**Site visits include:**

- ▶ Chevron Australia, Wheatstone Project
- ▶ Rio Tinto Iron Ore's Cape Lambert Operations
- ▶ Rio Tinto's Operations Centre – Perth Airport
- ▶ CITIC Pacific, Sino Iron Project
- ▶ Apache Energy, Devil Creek development project
- ▶ Woodside Energy, Visitors Centre
- ▶ BHP Billiton Iron Ore, Mt Whaleback Mine
- ▶ Fortescue Metals Group, Port Hedland Operations
- ▶ Yara Pilbara Nitrates, Technical Ammonium Nitrate Plant
- ▶ Ord-East Kimberly Expansion Project

*Please note: Itinerary details contained in this brochure are subject to change without notice.*

***“Informative, well organised  
a rare opportunity to see a  
range of different sites/  
business and hear first hand  
what is happening.”***

**Cathryn Carver, Senior Managing Director,  
International & Institutional Banking, ANZ**

***“Professionally organised  
and genuinely insightful, this  
tour provided me with the  
opportunity to experience  
the inner workings of major  
resources projects in  
the region first hand – a truly  
rare opportunity.”***

**George Whyte, Managing Director,  
Australia Pacific, Aggreko – APAC**

## How to book

**Cost:** \$10,950 (including GST). This fee includes air travel as per itinerary, single accommodation, all meals and ground transport.

**Registration:** Please visit [www.cciwa.com](http://www.cciwa.com) to register and pay online, send payment and completed registration form to: North West Resources Tour Manager, Chamber of Commerce and Industry, PO Box 6209, East Perth WA 6892 or email completed registration forms to [functions@cciwa.com](mailto:functions@cciwa.com).

**I wish to book the following on the CCI/Brookfield Multiplex North West Resources Tour – to be held 25 - 30 May 2015**

**Company name:**

**Name:**

**Position title:**

**Address:**

**Postcode:**

**Phone:**

**Fax:**

**Email:**

**Estimated weight of delegate (for air travel purposes):**

**A cheque of \$ is enclosed.**

*Please make cheques payable to the Chamber of Commerce and Industry of WA*

**Payment by credit card (please tick):**

☐ M/C ☐ Visa

Card No.

CVV No.

**Expiry date**

**/**

**/**

**Name on card**

**Signature**

TERMS AND CONDITIONS

The Chamber of Commerce and Industry of WA (Inc), 180 Hay Street, East Perth, Western Australia (hereinafter called "CCI"), agrees to arrange the travel facilities in relation to the tour upon the following conditions viz:

1. All tour participants are responsible for arranging their own personal medical and travel insurance.
2. A payment of Aust. \$10,950 per person is required at the time of booking. Until payment is received the booking is not confirmed. Once payment is received the booking is confirmed and the registrant is bound by the cancellation terms and conditions.
3. A booking may be transferred from one person to another, provided CCI is informed of the name of the person travelling a week prior to departure.
4. Any cancellation shall be in writing.
5. After 1 April 2015, CCI will retain AUS \$5,500 as a cancellation fee. Should the reservation be resold, CCI will retain 10 per cent (AUS \$1095) of the total registration cost as a cancellation fee.
6. After 18 April 2015, any cancellations received will be subject to 100 per cent of the total registration fee (AUS \$10,950). Should the reservation be resold, CCI will retain 10 per cent of the total registration fee (AUS \$1095) only.
7. CCI reserves the right to cancel the tour in the event of insufficient bookings or operational difficulties. In the event of such cancellation CCI will refund all monies paid.
8. CCI will not be liable in respect of any loss, damage, injury, accident, delay or irregularity occurring to, or affecting any person or property in the course of the tour, and in particular will not be liable for any loss, damage or injury arising out of the use of any facility booked by or through CCI. The persons or corporations providing the means of travel or accommodation (hereinafter called "the Operators") will carry persons and goods and provide travel and accommodation only on the conditions imposed by them respectively.
9. CCI reserves the right to require further payment to cover any such increases or to vary the travel arrangements or accommodation to compensate wholly or partly for any such increase or change by the operators.
10. If after departure, because of sickness or any other reason, a person does not avail himself of any travel arrangements or accommodation, no refund or allowance will be made.
11. CCI believes the contents of the brochure to have been true at the time of printing but makes no express or implied agreement, representation or warranty to that effect, or with respect to the standard service or accommodation to be provided by any of the Operators. Nor does it hold out that any route will be the best or most suitable at any particular time. Routings and type of transport, and the type of accommodation to be provided may vary at any time without notice by CCI and or the Operators.
12. CCI and the Operators reserve the right, either before or during the tour, to refuse to carry or accommodate any person considered unsuitable by reason of physical or mental condition.

Travel Agents Licence No. 9 TA 00026