



## 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, 30 June 2015 at 6.00pm.**

Yours faithfully

GARY STEVENSON PSM  
CHIEF EXECUTIVE OFFICER

25 June 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**
4. **Question Time for the Public.**
5. **Members on Leave of Absence and Applications for Leave of Absence**

Approved Leave of Absence:

Cr Chen and Cr Limnios

6. **Confirmation of Minutes:**

Ordinary Council – 9 June 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**

Received from Katrina Black relating to Item 15 - Tender 091-14/15 – Architectural Decorative Projection – Christmas 2015 to 2017 – GPO Building.

A copy of the correspondence had been distributed to all Elected Members.  
TRIM reference 103803/15.

11. **Petitions**
12. **Matters for which the Meeting may be Closed**

In accordance with Section 5.23(2) of the *Local Government Act 1995*, the meeting will be required to be closed to the public prior to discussion of the following:

Item No.	Item Title	Reason
Confidential Item 24	Perth Convention Bureau and Exhibition Centre Car Park – Pavement and Settlement Update	s.5.23(2)(d)

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:

<b>Schedule No.</b>	<b>Item No. and Title</b>	<b>Reason</b>
Confidential Schedule 15	Item 6 – Event Sponsorship (Partnership) – Telstra Perth Fashion Festival 2015 and West Australian Fashion Awards	s.5.23(2)(e)(ii)
Confidential Schedule 17	Item 13 – Arts and Cultural Sponsorship 2015/16 – Major Partnership – Awesome Arts Australia Ltd	s.5.23(2)(e)(ii)
Confidential Schedule 19	Item 15 – Tender 091-14/15 – Architectural Decorative Projection – Christmas 2015 to 2017 – GPO Building	s.5.23(2)(e)(ii)
Confidential Schedules 20 & 21	Item 16 – Tender 110-14/15 – Creative and Production Management of New Year’s Eve Northbridge 2015	s.5.23(2)(e)(ii)
Confidential Schedule 32	Item 18 – Tender 105-14/15 – Construction – Street Enhancement – Museum Street	s.5.23(2)(e)(ii)
Confidential Schedule 34	Item 25 – Tender 090-14/15 – Provision of Two Christmas Trees for a Three Year Period	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

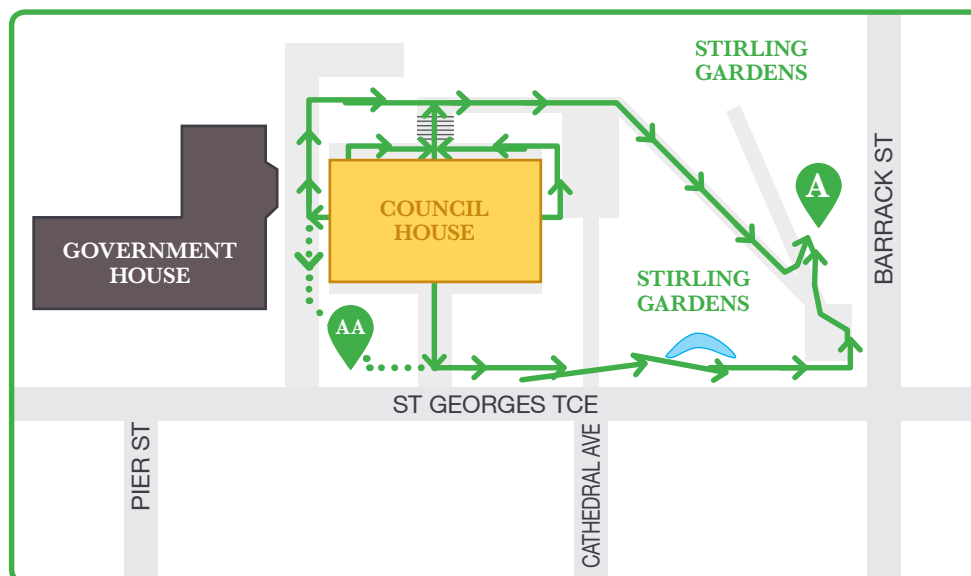
**whoop whoop whoop**

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

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## PLANNING COMMITTEE REPORTS

### ITEM NO: 1

#### PROPOSED CHANGES OF PARKING BAYS – GORDON STREET, WEST PERTH

**PLANNING COMMITTEE** (REFUSAL)  
**RECOMMENDATION:**

***That Council:***

- 1. does not support the request to increase the number of short term parking bays in Gordon Street, West Perth, on the grounds that the current parking arrangements comply with the requirements of the majority of business properties in Gordon Street;***
- 2. does not support the extension of the operating hours for the short term parking bays in Gordon Street at this stage, as it does not comply with the on-street parking policy;***
- 3. agrees that the applicant be advised of the above and that the hours of operation will be re-assessed when the on-street parking policy is reviewed.***

#### **BACKGROUND:**

FILE REFERENCE: P1014895-2  
REPORTING UNIT: Approval Services Unit  
RESPONSIBLE DIRECTORATE: City Planning and Development  
DATE: 8 June 2015  
MAP / SCHEDULE: Schedule 1 - Gordon Street, West Perth- Parking MAP

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 23 June 2015.

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

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation** City of Perth Parking Local Law 2010

**Integrated Planning and Reporting Framework Implications** **Corporate Business Plan**  
Council Four Year Priorities: Getting around Perth  
S3 Proactive planning for an integrated transport system, including light rail, that meets community needs and makes the sustainable choice the easy choice  
3.1 Increased focus on interagency collaboration and communication

**Policy**

Policy No and Name: 22.9 – On-Street Parking Policy

**DETAILS:**

The City has recently received a request from Liquor Barons Perth City, 847 Wellington Street, to increase the number of short term 15 minute parking bays on Gordon Street and to increase the operating hours of the short term bays from 6pm to 10pm. The applicant claims that existing parking in Gordon Street suits only those shopping or working at the Watertown retail complex and does not consider use of the street by patrons of either the Liquor Barons Store or the Gordon Street Garage. According to the applicant, visitors to those two businesses now make up the majority of the public use of parking in Gordon Street. Further, they claim that the existing charter vehicles bay is rarely used by the City Stay Apartment Hotel.

**FINANCIAL IMPLICATIONS:**

There are no financial implications to this report.

**COMMENTS:**

There is a charter bus bay, operating between 7.30am to 9.00am and 4.15pm to 6.00pm located on the east side of Gordon Street, south of Wellington Street. Between 9.00am to 4.15pm Monday to Saturday this bay operates as a two hour ticketed general parking bay. The charter vehicle restriction was installed some time ago to assist the City Stay Apartment Hotel at 875 Wellington Street, West Perth. The hotel is located on the southern side of Wellington Street opposite Sutherland Street and parking in this section of the street is prohibited. However, it is noted that buses currently park in the no-standing areas in Wellington Street. The City will be policing this area and encouraging the use of this charter vehicle bay in Gordon Street. This section of Gordon Street comprises of 24 two hour ticketed parking, four 15 minute, two loading zones and one 5 minute pick up and set down bays. Three of the 15 minute bays are located on the west side of the Gordon Street adjacent to Liquor Barons. Observations have indicated that the existing parking conditions balanced the needs of businesses in that section of Gordon Street.

Nevertheless, a survey of the adjacent businesses and availability of on street bays was recently undertaken to ascertain the existing parking requirements. There were 12 businesses consulted, eleven of which advised they are satisfied with the existing

parking condition, and one suggested to considering changing the time limit from two hours to one hour.

An on-site survey was conducted 20 times over two weeks, during the morning and afternoon between 9.00am to 4.00pm, to ascertain the availability of parking, particularly short term parking bays. During the survey, bays were reasonably available in any given particular time. During the site inspections, on 16 occasions at least one 15 minute bay was vacant. Of these 16, on 9 occasions at least 2 or more 15 minute bays were available. On four occasions no 15 minute parking was available; however other parking bays were available in the street. This shows that there is not sufficient demand to justify the additional 15 minute bays.

The request to extend the operating hours to 10.00pm is not recommended at this stage as it would be a significant departure from the current policy and it is noted that there would be no parking officers available at this time to police the restriction.

The City's On-Street Parking Policy will be undergoing a review in the near future and the extension of operating hours can be considered at that time.

**CONCLUSION:**

From the investigations it is clear that the existing parking restrictions satisfy the parking needs of the businesses in that area and there is no need for additional short term parking. However, on occasions there may be a need for additional parking requirements, after the normal operating hours, due to weekend and late night shopping. This could be reassessed once the On-Street Parking Policy has been reviewed.

## ITEM NO: 2

### BARRACK STREET – INTEGRATED PRIVATE INVESTMENT AND STREETScape WORKS – HERITAGE GRANTS

**PLANNING COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. notes that the Heritage Grants in 2014/15 are the first phase of action and funding in Council's approved Barrack Street Improvement Model;***
- 2. approves the awarding of Heritage Grants, totalling \$321,192 (excluding GST), for work to the following properties, subject to the successful applicants agreement in writing to the funding conditions for works and acquittal;***
  - 2.1 \$73,808 for 119 – 123 Barrack Street for removal of the steel cladding from the first and second floors and reinstatement of the original street façade subject to:***
    - a. the painting scheme being the original scheme or an appropriate approved colour scheme;***
    - b. the City being provided with detailed documentary evidence of the phases of the project from commencement to completion in a hard copy and digital format;***
  - 2.2 \$97,384 for the 'Connor Quinlan Estate' located at 618 Hay Street, 612 – 616 Hay Street and 69 - 99 Barrack Street, for repainting the existing street façades, relocation of air conditioners and concealment of services, subject to the colour scheme being the original scheme or an appropriate approved colour scheme;***

**(Cont'd)**

- 2.3 a maximum of \$150,000 for 86 Barrack Street, for the heritage interpretation of the original façade incorporated into a new etched glazing, as a preferred option, or a maximum of \$100,000 for a perforated metal option, subject to:**
- a. the applicant being provided with an opportunity to seek further quotes for the proposed works given the significant cost of the total works;**
  - b. a development application being lodged and approved, demonstrating detailed design, integration of material finishes, removal of graffiti and light detailing to maximise the effect; and**
  - c. a heritage agreement between the owner and the City being executed outlining the terms of the grant award;**
- 3. authorise the Chief Executive Officer to negotiate and finalise grant funding conditions with the successful applicants, in accordance with Part 6 of the City’s Heritage Grants Policy 6.1;**
- 4. declines the application for a Heritage Grant towards the proposed \$479,250 repair and upgrade of the canopies on five of the six buildings within the ‘Connor Quinlan Estate’, being 612 – 616 Hay and 69 through 99 Barrack Street, as there is insufficient evidence that the canopies are ‘original’ or ‘identified heritage fabric’ and therefore would not constitute ‘conservation works’ as required by Clause 1.9 of the City of Perth Policy 6.1 – Heritage Grants; and**
- 5. notes that interim updates and an evaluation of the performance of the Improvement Program and the acquittal of the subject funds and works achieved by the subject Grants, will be provided to Council.**

**BACKGROUND:**

FILE REFERENCE: P1027696 and P1027697  
REPORTING UNIT: Economic Development  
RESPONSIBLE DIRECTORATE: City Planning and Development  
DATE: 9 June 2015

MAP / SCHEDULE:	Schedule 2 - Improvement Model Schedule 3 – Heritage Grant Location Plan Schedule 4 – 119 – 123 Barrack Street Works Schedule 5 – Connor Quinlan Estate Works Schedule 6 – 86 Barrack Street Schedule 7 – Heritage Grant Panel Recommendations
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The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 23 June 2015.

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

Council, at its meeting of **9 December 2014**, considered a trial project of an Improvement Model (shown in Schedule 2). The Model involves an integrated and targeted grants and business incentive programme with a focus on the Barrack Street Conservation Area designated under City Planning Scheme No. 2. This coincided with the \$5 million Barrack Street Two Way Project, which has now commenced. The Improvement Model addresses 130 identified dilapidation issues in the Barrack Street Conservation Area.

At that meeting, Council resolved the following:

- “1. approves a project to target grant opportunities and incentives detailed in Confidential Schedule 22 [to that report], concurrent with the City’s capital works in Barrack Street, for the purpose of consultation with stakeholders to deliver physical building and tenancies improvements through formal negotiation, business grants, incentives and compliance activities; and*
- 2. supports the priority Issues and Actions outlined in the ‘Improvement Implementation Staging Strategy’ as detailed in Confidential Schedule 20 [to that report], as an appropriate program to progress the identified issues in the Barrack Street study area.”*

Pursuant to resolutions 1 and 2 above, the program work is ongoing as noted in the updated Improvement Model (Schedule 2), including other grant opportunities in the 2015/16 financial year, as part of the three pillars of this program:

PLACE RESEARCH	COMPETITIVE ADVANTAGE	IMPROVEMENT METHODOLOGY
<ul style="list-style-type: none"><li>• Economic</li><li>• Environmental</li><li>• Social</li><li>• Cultural</li><li>• Physical Environment</li></ul>	Attributes or combination of attributes may allow a place to outperform its competitors either by cost or a point of differentiation	Having an appropriate governance model for community engagement and capital investment relevant to the place

Table 1: Improvement Model for Economic Development:- Three Pillars

Engagement with local businesses and landowners have exceeded expectations, with three Heritage Grants applications covering eight buildings being received on behalf of owners to commence building works identified in the Improvement Model. These owners are seeking Heritage Grants for major upgrades and works that will significantly improve the heritage fabric of these buildings and the streetscape within the Barrack Street Conservation Area, as outlined in the Details section of this report (also refer Schedule 3).

Further engagement, small business grants and related upgrades are ongoing in respect to other identified dilapidation issues. A full summary of progress on the Improvement Program, with related grant opportunities, will be provided to Council during the 2015/16 financial year.

Consideration of the Heritage Grant applications and funding available under the 2014/15 budget is the focus of this report as \$400,000 remains in this year's heritage budget for such works.

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

**Legislation**                      Section 2.7(2)(b) of the *Local Government Act 1995*  
Sections 30, 31 and 33 of the City Planning Scheme  
No. 2

**Integrated Planning  
and Reporting  
Framework**                      **Corporate Business Plan**  
Council Four Year Priorities:  
Perth As a Capital City

**Implications**                      Perth as a Capital City  
Living in Perth  
Perth at Night  
Capable and responsive organisation

- S5            Increased place activation and use of under-utilised space.
- 5.2            Contribute to and facilitate the activation and use of vacant private and public space.
- S7            Collaborate with private sector to leverage city enhancements.
- S9            Promote and facilitate CBD living.
- 9.3            Enhance and maintain public spaces and streets to high standards to ensure the city centre is an attractive place for people.

#### **Policy**

Policy No and Name:    City Planning Policy 4.11 – Heritage and Planning Policy  
City of Perth Policy Manual Policy 6.1 – Heritage Grants

**DETAILS:**

Heritage Grant applications have been received for the following properties that were identified as key sites under the dilapidation audit for improvement:

PROPERTY	PROJECT WORKS / COST (Exc. GST)	PROPOSED GRANT SUM
119 – 123 Barrack  Refer Schedule 3	Removal of Steel Cladding from first and second floors and and reinstatement of original façade  Quotes ranging from \$121,170 - \$147,616	\$73,808
<b>Connor Quinlan Estate</b>	<b>Stage 1 Works</b>	
618 Hay Street  Moana Chamber	Painting \$28,000  Remove a/c and electrical units \$11,670  Total:\$39,670	50% of the total for painting, air conditioner and electrial conduit relocation work being \$97,384
612 – 616 Hay Street (Cnr Barrack)  Quinlan Swan (State Listed)  Refer Schedule 5	Painting \$32,000  Relocation of air conditioners / concealment of electrics \$11,670  Total: \$43,670	
69 – 75 Barrack  Connor Quinlan South  Refer Schedule 5	Painting \$12,000  Relocation of air conditioners / concealment of electircs \$7,678  Total: \$19,678	
77 – 85 Barrack  Connor Quinlan Central  Refer Schedule 5	Painting \$13,000  Relocation of air conditioners / concealment of electircs \$8,650  Total: \$21,650	
87 – 93 Barrack  Connor Quinlan North  Refer Schedule 5	Painting \$12,500  Relocation of air conditioners / concealment of electircs \$25,000  Total: \$ 37,500	



PROPERTY	PROJECT WORKS / COST (Exc. GST)	PROPOSED GRANT SUM
95 – 99 Barrack	Painting \$25,000	
Perth Arcade	Relocation of air conditioners / concealment of electrics \$7,600	
Refer Schedule 5	Total: \$ 32,600	
<b>Connor Quinlan Estate</b>	Canopy Repair	No award recommended
<b>Stage 2 Works</b>	Total: \$479,250	
86 Barrack	Recladding of façade, either over existing fins or with their removal in either:  - perforated metal interpreting original façade:  \$370,000  OR  - etched glass interpreting original facade:  \$504,603	Preferred award maximum: 150,000 for etched glass  Alternative award maximum: \$100,000 for perforated metal should glass not be pursued
Refer Schedule 5		
<b>MAXIMUM TOTAL</b>	\$1,326,237  of private building works proposed	\$321,192  in recommended grants
<b>2014/15 Heritage Fund Balance</b>		\$78,808

Table 1: Proposed Works and Recommended Grants Funding

### FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 16204000
BUDGET ITEM:	Recreation and Culture – Heritage – Heritage Inventory
BUDGET PAGE NUMBER:	11
BUDGETED AMOUNT:	\$400,000
AMOUNT SPENT TO DATE:	\$Nil
PROPOSED COST:	\$321,192
BALANCE:	\$78,808
ANNUAL MAINTENANCE:	NA
ESTIMATED WHOLE OF LIFE COST:	NA

All figures quoted in this report are exclusive of GST.

The targeted grant opportunities and incentives, included in the Confidential Schedules approved by Council on 9 December 2014, specifically noted that those targets "...did not presume a grant outcome or preclude alternative outcomes."

The City, through engagement with targeted landowners, has had overwhelming interest in building upgrades that will deliver beyond specified dilapidation works and improve the Heritage fabric of a large portion of the Conservation Area (refer Schedule 3).

In light of the interest and the extent of works proposed and focused on heritage outcomes, use of the \$400,000 available in the Heritage grant funds currently available in the 2014/15 budget is proposed.

Any resolution supporting funding will be reflected in the "Heritage Reserve" as at 30 June 2015 and paid out on the basis of work completed.

### **COMMENTS:**

The proposed works will provide the catalyst and critical mass for the transformation of the Conservation Area in four key locations:

1. 119 – 123 Barrack

The subject property is occupied by the Salvation Army store at ground level with the two upper floors unoccupied. The Barrack Street frontage of these upper floors is entirely covered with brown metal sheeting. This treatment significantly undermines the visual amenity of the northern end of the Conservation Area. This impact is particularly prominent in the context of the comparative height and width of the building, one of the more significant scaled (original) heritage facades between Murray and Wellington Street.

Site investigations reveal the original heritage fabric remains behind the façade as shown in Schedule 4. The applicant proposes to remove the metal sheeting and make good the original fabric.

These works will dramatically transform the site and accommodate the potential activation of the upper floors.

The City has also met with the owner of the two buildings immediately south of the subject site, being CPS2 listed heritage buildings 111 – 113 and 115 – 117 Barrack Street. The owner is also proposing to repair and reinstate these facades including the removal of a large metal screen. While no grant is being sought for those sites, the combined impact of the three adjacent and tallest heritage buildings in the northern portion of the Conservation Area will provide the critical mass to visually transform the locality.

2. Connor Quinlan Estate

The six adjacent buildings fronting Hay and Barrack Streets form the 'Connor Quinlan Estate' which occupies the entire western street block end between the

Murray and Hay Street Malls (refer Schedule 5). These buildings include the State Heritage Listed 'Swan Quinlan Building' on the corner of Hay Street Mall and Barrack Street and five other buildings, all listed on the City's Places of Cultural Heritage Significance under City Planning Scheme No.2 (CPS2)

The current dilapidated state of awnings, conduits, visible air conditioner and the maintenance required to material finishes (painting / mouldings), graffiti and glazing has a significant and cumulatively detrimental impact on the appearance on the Conservation Area.

The owners propose to resolve all of the identified dilapidation issues and upgrade the buildings in two stages: painting, electrics and air conditioner removal initially; followed by canopy repair to accommodate the staging and scaffolding and the resulting remediation of the canopies thereafter.

The proposed works will significantly improve an 180 metre length of building frontage which will have a significant impact at the core of the Conservation Area and the City's retail core (refer Schedule 3).

### 3. 86 Barrack Street

86 Barrack Street (the former Commonwealth Bank building) sits between the heritage facades of the State Heritage Listed Bon Marche Arcade (to the north) and CPS2 listed, 92 – 94 Barrack Street (to the south). Detailed site investigations revealed the original heritage fabric of the building façade had been entirely removed behind the metal sun louvers installed mid last century (refer Schedule 5).

The interpretation proposed in this instance will be rather iconic for both the Conservation Area and broader heritage interpretation within the State of Western Australia. In consultation with the owner, the City has researched and reconstructed the façade details, articulation and fenestration from historical photo's and digitised them into a glass or perforated metal format as shown in Schedule 5.

While an interpretation, the impact will be significant in this central portion of the Conservation Area. In combination with two adjacent heritage facades, this block of three heritage buildings will restore the balance of heritage fabric to the eastern side of Barrack Street for this street block. The proposed works will integrate the traditional fenestration and details that in combination with the adjacent building, will become a major element to that portion of the Conservation Area.

### City of Perth Policy Manual Policy 6.1 – Heritage Grants

The proposed grants have been reviewed by a panel of senior City staff independent of those involved in the Improvement Program. A summary of the panel's assessment against the Policy is included in Schedule 5 and forms the basis for the distribution of funding proposed in Table 1 and the recommendation section of this report above.

The grants sought for the canopy repairs to the Connor Quinlan Estate were not supported in light of insufficient evidence that the canopies were 'original' or 'identified heritage fabric'. Those works could therefore not be considered 'conservation works' pursuant to Clause 1.9 of the Policy and therefore were not recommended for a grant.

The grant sought for 119 – 123 Barrack Street sought as higher fund award as the Council would grant, seeking above the 50% matched funding provision recommended under Clause 1.10 of the Policy. A similar award (above 50%) had been granted in 2012 for works at 111 Barrack Street for a removal of a metal screen with no major other work, proposed at a cost \$35,350, whereby Council awarded \$26,500 (Ref. 59288/12) or 75% of that cost. Considering: the total cost of the works under the subject application of \$147,616; and the Panel support for the more detailed (higher cost) quote; an award above 50% was not recommended.

The proposed grants were otherwise supported as consistent with the Heritage Grants Policy objectives as they:

- (i) facilitate conservation and restoration;
- (ii) continue the use and reuse of heritage places; and
- (iii) ensure the economic and social value of cultural heritage is of benefit to the City of Perth.

The opportunity to upgrade an entire street block is rare. All the subject buildings are of identified heritage value either listed on the State Heritage Register or on the City Planning Scheme No. 2 Places of Cultural Heritage Significance. Almost all have vacant upper floors and neglected or significantly underperforming facades considering their potential contribution to the streetscape and Conservation Area. The proposed works will maximise: the heritage potential of the subject sites; the impact of the related City's civil works; the likelihood of upper floor activation; and the area's competitive advantage (attributes that are a point of difference to compete commercially).

#### Phasing and Acquittal

The access necessary to implement the proposed heritage grant works is unlikely to commence prior to January 2016, being the programmed completion date for the City's two way works. Given the scale and number of buildings involved in the grants program, it is considered appropriate to allow a further 18 months for the completion of the heritage works. This timeframe will accommodate the availability of specialist trades and coordination of footpath obstructions, scaffolding and gantries etc in a coordinated matter minimising further disruption. It is therefore anticipated that building works may not be completed until mid 2017.

The Improvement Model, endorsed by Council in December 2014, includes a three year monitoring period to evaluate performance based on the following measures:

Gross leasable area / value.

- Vacant floor space.
- Gross Rental Value.
- Total number of vacant tenancies.
- Day / Night time economy – opening hours.
- Land use mix (changes).
- Ground Floor Activation Assessment.
- Crime / Antisocial Behaviour data.
- Maintenance of identified cultural business diversity.
- Survey of landowners and tenants.
- Pedestrian count(s).

It is proposed to report on the outcome of the Improvement Model, including the heritage grants, in December 2017, which represents the full three year monitoring period for the program and allows six months for the study area to operate independently of major civil or private works. Updates will be provided with further matched funding and grants awards. This matter is noted in the recommendation section of this report accordingly.

## **CONCLUSION**

The Improvement Program provides a sophisticated approach to leveraging existing grants and streetscape works to maximise the benefit of the City's investments in collaboration with the private sector. The proposed grants will significantly enhance the locality in a manner appropriate to its Conservation Area designation. The works are timely and strategically important in light of the enhancement and connection between Barrack Street from Elizabeth Quay the Train Station and Cultural Centre.

This program will also provide opportunities for attracting tenants to activate upper floors, similar to the outcomes achieved in King Street over the last decade.

If Council approves the grants for works then the applicants will be required to comply with the post approval grant requirements set out in Clause 7 of Council Policy 6.1 – Heritage Grants.

## ITEM NO: 3

### HILL STREET WATER PUMP STATION NO. 2 – UPDATE AND APPROVAL TO COMMENCE STAGE 2 CONSULTATION

**PLANNING COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. notes the Department of Lands have agreed to expedite the reserve modifications via an extension to the Langley Park 'A Class' Reserve 12510, incorporating Reserve 13949, Lot 483 (Hill Street Water Pump Station No. 2),***
- 2. notes that the reserve will come under the City's care control and management, as part of a 'minor amendment' pursuant to section 42(3) of the Land Administration Act 1997;***
- 3. approves (Stage 2) consultation, seeking community comments / feedback, pursuant to the objectives of Council Policy 1.2 - Community Consultation, consisting of:***
  - 3.1 letters to adjacent landowners within 200m of the site (as shown in Schedule 8), being approximately 1,200 ratepayers;***
  - 3.2 letters to key sporting, events and recreation groups commonly associated with the reserve;***
  - 3.3 information and links to be placed on the City's webpage;***
  - 3.4 notices to be placed in the City of Perth office reception and library; and***
  - 3.5 a community forum informed by the submission received on the aforementioned advertising, to be formally hosted by a WALGA approved professional facilitator;***
- 4. notes that the results of the community consultation process will be reported to Council to inform an Expressions of Interest process;***

**(Cont'd)**

- 5. notes the Water Corporation have agreed Expressions of Interest process cost sharing, including structural and feasibility reports.**

**BACKGROUND:**

FILE REFERENCE: P1027671  
REPORTING UNIT: Economic Development  
RESPONSIBLE DIRECTORATE: Director City Planning and Development  
DATE: 8 June 2015  
MAP / SCHEDULE: Schedule 8 – Confirmed (Preferred) Boundary Option  
Schedule 9 – Proposed Extent of Targeted Advertising

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 23 June 2015.

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

At its meeting held on **5 August 2014**, Council considered the Stage 1 consultation and approved the boundary realignment as the first step in the transition of the management order for the Langley Park Pump Station from the Water Corporation to the City of Perth. At that meeting, Council resolved:

- 1. notes the submissions received during the public advertising period, as detailed in Schedule 16 [to that report];*
- 2. approves, subject to the support of the State Heritage Office, modification of the boundary of proposed Lot 483 reserve by increasing the southern extension to 8 metres in lieu of 4.4 metres, thereby increasing the overall lot size by 299.2sqm as shown in the 'Preferred Option', detailed in Schedule 17 [to that report];*
- 3. approves an 'Alternative Option', to be initiated by the City only if the Department of Lands consider the 'Preferred Option' in part 2 above requires further consultation, that increases the proposed southern boundary extension to 8 metres in lieu of 4.4 metres, and reduces the western boundary extension from 5.2 to 2.2 metres, in order to maintain the proposed overall advertised lot size increase of 211sqm, as detailed in Schedule 17 [to that report];*
- 4. approves, pursuant to Section 42(4)(a) of the Land Administration Act 1997, the City forwarding the relevant documentation and a request for the Hon. Minister for Lands to:*
  - 4.1 change the lot boundaries of the existing 'C Class' Reserve 13949, Lot 483 (Hill Street Water Pump Station No. 2), by increasing the lot area from 368sqm to 579sqm OR 667.2sqm*

*(respectively dependent on the outcome of Part 2 and 3 above being either the “Preferred Option” or the “Alternative Option” as detailed in Schedule 17 [to that report]) in order to resolve the current encroachment of the heritage listed building into the Langley Park “A Class” Reserve 12510 and to accommodate an appropriate curtilage for the adaptive reuse of the building; and*

- 4.2 subject to part 4.1 above, cancel Reserve 13949, with the revised Lot 483 becoming unallocated Crown land, subject to the provision of a 7.5 metre wide easement in favour of the Water Corporation to protect its infrastructure contained therein;*
- 5. notes that the City will seek further negotiations with Water Corporation regarding cost sharing prior to its relinquishment of the Management Order;*
- 6. approves, subject to the modified reserve boundaries and reserve changes being approved by Parliament and gazetted, the City to commence formal negotiations with the Department of Lands to secure a lease for the revised Lot 483, initially at a peppercorn rent and then subject to review upon engaging an appropriate prospective tenant for subleasing the site;*
- 7. approves, that prior to any expressions of interest process or formal subleasing of the site the City is to engage in wider community and stakeholder agency consultation regarding the potential adaptive reuses for the site.*

Following Council's August 2014 resolution, the following has been achieved:

- Pursuant to resolution 2 above, the State Heritage Office provided formal support for the City's 'Preferred Option' (28 August 2014) now included in Schedule 8 to this report.
- Pursuant to resolution 4 above, the formal request was lodged with the Department of Lands (DoL) for the boundary rationalisation and reserve changes (15 September 2014).
- Pursuant to resolution 5 above, Water Corporation have agreed to contribute to the Expressions of Interest process (14 December 2014).
- Notwithstanding DoL's earlier advice, expressed under resolution 6 above, the City has negotiated an alternative (expedited) process for the boundary realignment and reserve adjustment with the DoL (14 February 2015). The process will now involve an expansion to the City's existing Langley Park 'A Class' Reserve as a 'minor amended' as defined in s.42(3) of the *Land Administration Act 1997*.



- On 28 April 2015, the DoL advised that the Native Title Disposition was approved.
- On 8 June 2015, the DoL advised they have received approval from their Director General for the advertisement. Once an outstanding Telstra agency consultation response is received the DoL will formally advertise the proposed boundary and reserve changes for a period of 30 days.

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

<b>Legislation</b>	42(4)(a) of the <i>Land Administration Act 1997</i>
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b> Council Four Year Priorities: Perth as a Capital City S5 Increase place activation and use of under-utilised spaces. 5.2 Contribute to and facilitate the activation and use of vacant private and public space.

### **Policy**

Policy No and Name: 1.2- Community Consultation

## **DETAILS:**

It is anticipated that the DoL reserve and Landgate title processes should be completed towards the end of this year. As such, to ensure a timely outcome to the project, the City is looking to commence the public consultation and expressions of interest process. The timing is important in light of the increasing dilapidation of the State Heritage Listed building and the impact on the amenity of the locality.

### Consultation

The City's Stage 1 consultation (May 2014) focused on resolving the boundary encroachment of the pump station building and accommodating a lot size suitable for future adaptation. This was undertaken via signage on site and notifications in *The Western Australian* newspaper, City offices, web site and library, pursuant to advice from the DoL as no statutory requirement was applicable to the City.

Pursuant to the City's Community Consultation Policy (1.2), the City's Stage 2 consultation, focusing on the potential activation and use of the site, proposes:

- Targeted advertising: - via letters to adjacent landowners / potential users of the site within 200m (as shown in Schedule 9), being approximately 1200 ratepayers.
- Targeting advertising: - via letters to key sporting, events and passive recreation groups commonly associated with the reserve.
- Media: - information will be placed on the City's home page.
- Notices: - will be placed in the City of Perth Office and Library.

- A Community Forum: - informed by the submission received on the aforementioned advertising will be formally hosted by a WALGA approved professional facilitator.

The results of this process will be reported to Council to inform the Expressions of Interest process.

#### Documentation Update

The following reports have been prepared in support of the proposal. Many require updating to better inform the Expressions of Interest process as noted below. This will be managed and funded in conjunction with the Water Corporation who retain the current management order over the land:

- GHD – Asbestos Survey September 2011 (remains valid)
- GHD – Structure Assessment October 2011 (to be updated)
- Colliers Preliminary Commercial Assessment – December 2011 (to be updated)
- Internal and External remediation works quotes (to be updated).

#### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL467000 (Place Activation)
BUDGET ITEM:	Economic Services - Other Economic Services - Economic Development
BUDGET PAGE NUMBER:	TBA
BUDGETED AMOUNT:	\$59,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$5,000
BALANCE:	\$54,000

A total of \$5,000 has been assigned for consultation in the 2015/16 budget including the hosted community engagement session.

The costs associated with documentation update noted above will be subject to further negotiation with Water Corporation.

All figures quoted in this report are exclusive of GST.

#### **COMMENTS:**

##### Consultation

The Stage 1 and 2 City consultation significantly exceeds the DoL statutory advertising process and delivers on the objectives of the Community Consultation Policy 1.2 to:

- Provide the public with opportunities to participate at key stages in City projects and to comment on matters which affect them.

- Ensure the proper planning and provision of services to the City's customers.
- Develop a strong sense of community ownership for the initiatives of the City.

The Council's endorsement of the Stage 2 advertising as outlined in the recommendation and Schedule 9 is requested accordingly.

## ITEM NO: 4

### INITIATION OF AMENDMENT NO. 33 TO CITY PLANNING SCHEME NO. 2 TO INTRODUCE A SPECIAL CONTROL AREA OVER – 942 AND 950 HAY STREET AND 33 MILLIGAN STREET, PERTH

**PLANNING COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. pursuant to Clause 75 of the Planning and Development Act 2005, resolves to initiate Amendment No. 33 to the City Planning Scheme No. 2, as detailed in Schedule 10 – Proposed Scheme Amendment No.33;***
- 2. pursuant to Clause 81 of the Planning and Development Act 2005, resolves to refer Amendment No. 33 to the City Planning Scheme No. 2 to the Environmental Protection Authority;***
- 3. pursuant to Clause 84 of the Planning and Development Act 2005, resolves to advertise Amendment No. 33 to the City Planning Scheme No. 2 for public inspection in accordance with the Town Planning Regulations 1967;***
- 4. in accordance with Clauses 56(3) and 57(2) of the City Planning Scheme No. 2, Council approves for advertising an amendment in association with Amendment No.33 to the City Planning Scheme No.2 to the City Centre Precincts 1 to 8 Plan to show the proposed Melbourne Hotel Special Control Area.***

#### **BACKGROUND:**

FILE REFERENCE:	P1031595
REPORTING UNIT:	Sustainable City Development
RESPONSIBLE DIRECTORATE:	City Planning and Development
DATE:	11 June 2015
MAP / SCHEDULE:	Schedule 10 – Location Plan Schedule 11 – Proposed Scheme Amendment No.33

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 23 June 2015.

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

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation**                      Clauses 75, 81 and 84 of the *Planning and Development Act 2005*  
Clause 56 and 57 of City Planning Scheme No. 2

**Integrated Planning and Reporting Framework Implications**      **Corporate Business Plan**  
Council Four Year Priorities: Major Strategic Investments & Perth as a Capital City  
S5              Increased place activation and use of underutilised space  
5.2              Contribute to and facilitate the activation and use of vacant private and public space.

**Strategic Community Plan**  
Council Four Year Priorities: Community Outcome  
Perth as a Capital City  
The City is recognised internationally as a city on the move and for its liveability talented people, centres of excellence and business opportunities.

**Policy**

Policy No and Name:      City Centre Precincts 1 to 8 Plan

Refer to Schedule 10 – Location Plan.

**Site Details**

The application site comprises of three separate lots being Lot 651 (942) and Lot 802 (950) Hay Street and Lot 650 (33) Milligan Street with a total site area of 2,321m<sup>2</sup>. The sites at 950 Hay Street and 33 Milligan Street are currently vacant with the site at 942 Hay Street containing the State Heritage listed Melbourne Hotel building.

**Approval to Commence Development**

A development application for a 20 level office development, 65 room boutique hotel and the conservation of and extensions to the Melbourne Hotel was approved by the Perth Local Development Assessment Panel on **17 July 2014**.

The approved development involves the demolition of the more recent western and northern additions to the Melbourne Hotel building (constructed in 1997), the undertaking of related minor conservation works and the construction of a seven-level extension to the north and west of the original hotel for use as a 65 room hotel with function facilities and guest amenities. The development will also include construction of a 20-level office development to the west of the hotel. The

development has been designed so that the office and hotel can operate independent of each other and contained on separate lots in the future.

#### *Plot Ratio*

The proposed development was approved with a plot ratio of 5.3:1 (12,223m<sup>2</sup>), which included a 5.3% (618m<sup>2</sup>) plot ratio bonus for heritage conservation.

#### *Car Parking*

The proposed development was approved with a maximum of 35 tenant car parking bays with the tenant bays being for the exclusive use of occupants of the development (office and hotel buildings) and not being leased or otherwise reserved for use of the tenants or occupants of other buildings or sites.

#### *Conditions*

The approval was subject to 22 conditions including condition 20, which states that *'the subject lots being amalgamated into one lot on one Certificate of Title prior to occupation of the buildings'*.

The approval also included an advice note which states:

*'Further to condition 21 (sic), any future subdivision of the site to enable the hotel and office buildings to be on separate titles will only be able to occur if an amendment to City Planning Scheme No. 2 is approved to establish a Special Control Area over the site whereby plot ratio and tenant car parking is calculated for the site as a whole.'*

#### **DETAILS:**

A request has been received by PTS Town Planning on behalf of the landowner of the subject site to amend City Planning Scheme No.2 (CPS2) to introduce a Special Control Area over the entire site. Establishing a Special Control Area for this development will enable the Melbourne Hotel to be subdivided from the proposed office building site while maintaining the integrity of CPS2 and the Approval to Commence Development in terms of plot ratio and tenant car parking.

The applicant has submitted the following reasons as to why the establishment of this Special Control Area should be supported. In summary, the applicant asserts that this Special Control Area will:

- Facilitate a more coordinated approach to development;
- Enable the Melbourne Hotel to be subdivided from the proposed office building site whilst preserving both the plot ratio and car parking allocation approved under the development approval for this site;
- Allow the restoration and ongoing maintenance of the Melbourne Hotel to occur independent of other development time constraints and/or delays associated with other parts of the overall proposed development scheme;
- Ensure that the whole site is developed in the form of a high quality mixed use development while maintaining the heritage significance of the Melbourne Hotel;
- Facilitate the retention, restoration and maintenance of a significant heritage building;
- Provide for additional short stay accommodation;

- Cater for the diversity of demands, interests and lifestyles by facilitating and encouraging the provision of a wide range of choices in housing, business, employment, education, leisure, visitor accommodation and attractions; and
- Co-ordinate and ensure that development is carried out in an efficient and environmentally responsible manner which makes optimum use of the City's growing infrastructure and resources.

### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 16201000
BUDGET ITEM:	Community Amenities - Town Planning & Regional Development - Other Town Planning
BUDGET PAGE NUMBER:	9
BUDGETED AMOUNT:	\$1,130,113 (this component is \$72,831)
AMOUNT SPENT TO DATE:	\$ 819,010 (this component is \$17,494)
PROPOSED COST:	\$ 7,000 (Advertising)
BALANCE:	\$ 304,103 (this component is \$43,695)

Staff costs calculated to progress and finalise this proposed Scheme Amendment have been calculated at \$5857.20, based on Schedule 3 of the Town Planning and Development Regulations, 2009.

It should be noted that advertising and staff costs will be recouped from the applicant.

All figures quoted in this report are exclusive of GST.

### **COMMENTS:**

The Statement of Intent for Citiplace as outlined in the CPS 2 Precinct Plan for the area states that the precinct will provide retail for a metropolitan and state wide market as well as a mix of other uses such as residential and visitor accommodation, entertainment, commercial, medical, service industry and office. The approved development comprising a hotel, office uses and the retention of a significant heritage building meets the City's prescribed standards for development and intent for uses in this area.

The proposal to establish a Special Control Area over 942 (Lot 651) and 950 (Lot 802) Hay Street and 33 (Lot 650) Milligan Street, Perth is supported because it will:

- Facilitate a coordinated approach to developing the property, enabling certain components of the development to commence while not impacting on the overall Approval to Commence Development;
- Enable the different land uses to be subdivided into separate green title lots while maintaining approved plot ratio and tenant car parking allowance over the site;
- Enable work to commence on upgrading and improving the existing heritage building, being the Melbourne Hotel, without affecting the remainder of the development related to the Approval to Commence Development.

The proposed Special Control Area for the subject development site is seen as a rational and appropriate response to delivering the development proposed for this site, and meets the requirements of Condition 20 and related advice which aims to facilitate a more coordinated approach to developing the site across three separate titles. It will enable development to proceed in stages whilst retaining the integrity of the whole development.



## ITEM NO: 5

### CITY PLANNING SCHEME NO. 2 – FINAL ADOPTION OF AMENDMENTS TO PLANNING POLICY 5.1 – PARKING AND RESCINDING OF PLANNING POLICY 5.3 – PERTH PARKING POLICY

**PLANNING COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. *pursuant to Clause 56(5) of the City of Perth City Planning Scheme No.2:***
  - 1.1 *considers the submissions received during the public consultation period as detailed in Schedule 14;***
  - 1.2 *rescinds Planning Policy 5.3 - Perth Parking Policy as detailed in Schedule 12;***
  - 1.3 *adopts with minor modification amended Planning Policy 5.1 – Parking as detailed in Schedule 13;***
  - 1.4 *renumbers Planning Policy 5.4 – Bicycle Parking and End of Journey Facilities to Planning Policy 5.3;***
- 2. *pursuant to Clause 56(6) of the City of Perth City Planning Scheme No.2:***
  - 2.1 *forwards a copy of the abovementioned amendments to the Western Australian Planning Commission;***
  - 2.2 *advertise the adoption of the abovementioned amendments once in a newspaper circulating in the locality; and***
  - 2.3 *advise the submitters of Council's resolution.***

## **BACKGROUND:**

FILE REFERENCE: P1022652  
REPORTING UNIT: Sustainable City Development  
RESPONSIBLE DIRECTORATE: City Planning and Development  
DATE: 29 May 2015  
MAP / SCHEDULE: Schedule 12 - State Government's Perth Parking Policy 2014  
Schedule 13 - City Planning Scheme No. 2 Planning Policy Manual – Section 5.1 - Parking Policy  
Schedule 14 – Summary of Submissions

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 23 June 2015.

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

At its meeting held on **3 February 2015** the Council resolved to approve for public consultation proposed amendments to Planning Policy 5.1 – Parking and the rescinding of Planning Policy 5.3 – Perth Parking Policy as detailed in Schedules 12 and 13.

The proposed amendments to the City of Perth's City Planning Scheme No.2 (CPS2) Planning Policy Manual were triggered by the amendments to the State Government's 'Perth Parking Policy' (PPP) which was gazetted on 18 November 2014.

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

**Legislation** *Perth Parking Management Act 1999*  
*Planning and Development Act 2005*

**Integrated Planning and Reporting Framework Implications** **Corporate Business Plan**  
Council Four Year Priorities: Getting Around Perth  
S4 Enhance accessibility in and around the City including parking

### **Policy**

Policy No and Name: City Planning Scheme No. 2  
Policy No. 5.3 – Perth Parking Policy  
Policy No. 5.1 - Parking

## **DETAILS:**

The key changes to the CPS2 Planning Policy Manual are summarised as follows:

**CPS2 Planning Policy 5.3 – Perth Parking Policy** - (that is, the duplication of the PPP) be rescinded and will now be referenced in Planning Policy 5.1.

**CPS2 Planning Policy 5.1 - Parking** - (which relates to both residential and non-residential parking) be amended to:

- refer to the State Government's Perth Parking Policy (as amended) for the assessment of 'tenant' and 'public' parking facilities within the Perth Parking Management Area (PPMA) and incorporate some of its key principles and objectives;
- remove unnecessary duplication of provisions which are already set out in the State Government's Perth Parking Policy (as amended);
- clarify the application of the policy;
- accommodate the proposed separate amendments to the policy relating to the Normalised Redevelopment Area (which came into effect on 17 March 2015); and
- generally simplify the provisions.

**CPS2 Planning Policy 5.4 – Bicycle Parking and End of Journey Facilities** - to be renumbered to Planning Policy 5.3.

#### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 16201000
BUDGET ITEM:	Community Amenities - Town Planning & Regional Development - Other Town Planning
BUDGET PAGE NUMBER:	9
BUDGETED AMOUNT:	\$1,130,113 (this component is \$125,915)
AMOUNT SPENT TO DATE:	\$ 819,115 (this component is \$16,287)
PROPOSED COST:	\$ 3,000 (notification advertisement)
BALANCE:	\$ 307,998

All figures quoted in this report are exclusive of GST.

#### **CONSULTATION:**

The proposed modifications to the CPS2 Planning Policy Manual were advertised from 25 March 2015 to 17 April 2015 as follows:

- a notice was placed in The West Australian newspaper on 25 March 2015 and 1 April 2015;
- a copy of the Public Notice was displayed on the Public Notices Board at the City of Perth's Customer Service Centre;
- details of the proposal were made available for inspection at the City's Customer Service Centre;
- details of the proposal, a notice and the amendment report were displayed on the City's website;
- a notice was sent by mail to various referral authorities including adjacent local authorities, as well as to a number of architectural firms and developers.

Seven submissions were received from the Tourism Western Australia, Property Council of Australia (WA), State Heritage Office, Main Roads Western Australia, the Department of Water, the Department of Health, and ATCO Gas Australia.

## COMMENTS:

All of the submissions received during the public consultation period either supported or had no comment/objection to the proposed modifications to CPS2 Planning Policy Manual. One of the submissions noted under Parking Policy 5.1 – Interpretations and Use the word ‘*apply*’ should remain and not be struck out. It is recommended that the word ‘*apply*’ be reinstated to ensure that the intent of the specific provisions outlined in the section is clear.

The Property Council of Australia supports the proposed rescinding of Planning Policy 5.3 – Perth Parking Policy and the proposed amendments to Planning Policy 5.1. There are separate concerns raised relating to the potential Perth Parking Management Area (PPMA) boundary expansion and the State Government’s parking licence fee revenue and expenditure. These matters are outside of the scope of the amendments and will need to be addressed separately.

Submissions and recommended responses are detailed in Schedule 14.

In view of these matters it is recommended that:

1. CPS2 Planning Policy 5.3 – Perth Parking Policy be rescinded.
2. The proposed amendments to CPS2 Planning Policy 5.1 – Parking be adopted subject to a minor editing modification as outlined in detail in Schedule 13.
3. CPS2 Planning Policy 5.4 – Bicycle Parking and End of Journey Facilities be renumbered to Policy 5.3.

The above actions will:

- removes the duplication of the State Government’s policy within the CPS2 planning policy and removes the associated potential for any errors or inconsistencies;
- reduce the need for the City to make changes to the CPS2 Planning Policy Manual every time changes are made to the PPP which will enable better use of the City’s resources (staff and budget); and
- still enable the City to determine the parking requirements for ‘tenant’ and ‘public’ parking based on the latest version of the State Government’s policy to guide its planning decisions with respect to car parking within the city.

## MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE REPORTS

### ITEM NO: 6

#### EVENT SPONSORSHIP (PARTNERSHIP) – TELSTRA PERTH FASHION FESTIVAL 2015 AND WEST AUSTRALIAN FASHION AWARDS

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

***That Council:***

- 1. approves cash sponsorship of \$313,000 (excluding GST) to Perth Fashion Concepts Inc. to present the Telstra Perth Fashion Festival 2015 (TPFF) from Tuesday, 15 September 2015 until Sunday, 20 September 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits as follows:***
  - 2.1 a program of events to be held in locations as detailed in this report;***
  - 2.2 the City of Perth to be recognised as a Principal Government Partner of the event, including:***
    - a. on the Partners page of the official event program;***
    - b. on the Partners page of the STM ‘Official Guide to the Perth Fashion Festival’;***
    - c. in relevant speeches;***
    - d. in radio and television advertising;***
    - e. during official Festival presentations;***

***(Cont’d)***

- 2.3 the City of Perth crest to appear on:**
- a. the TPF Partners page on the event website;**
  - b. the TPF mobile app;**
  - c. event flyers;**
  - d. nightly programs;**
  - e. venue media walls;**
- 2.4 one full page advertisement in the official 2015 Telstra Perth Fashion Festival Program, subject to the City covering production costs;**
- 2.5 the City of Perth to receive acknowledgement on the Telstra Perth Fashion Festival's social media, with frequency and content to be agreed between the Telstra Perth Fashion Festival and the City;**
- 2.6 an opportunity for the City to provide a 30 second television commercial for Official Festival events;**
- 2.7 an opportunity for the City to provide promotional material for Festival gift bags;**
- 2.8 an annual planning workshop to be held with city retailers for the Windows of the City initiative;**
- 2.9 the Lord Mayor to be invited to provide a welcome message for the Official Festival Program;**
- 2.10 the Lord Mayor, or representative, to be invited to welcome guests at Festival events, including, but not limited to, VIP Opening night and VIP closing night;**
- 2.11 the City of Perth to receive event tickets as follows (excluding those provided to the Lord Mayor in her role as Festival Ambassador):**
- a. twelve (12) tickets to the VIP Program Launch;**
  - b. twelve (12) tickets to the VIP Opening Night;**
  - c. twelve (12) tickets to the VIP Closing Night;**
  - d. thirty additional tickets for Elected Members, to be allocated across the Festival;**
  - e. four (4) tickets to each Industry and Retail Forum;**

**(Cont'd)**

- f. twelve (12) tickets to the WA Fashion Awards to be held in early 2016; and*
  - g. an opportunity for City of Perth representatives to purchase additional tickets at 10% discount for all festival events;*
- 3. a detailed acquittal report, including all media coverage obtained, to be submitted to the City by April 2016;**
- 4. requests that the Chief Executive Officer explore opportunities for CPP City of Perth Parking promotion as a part of the Telstra Perth Fashion Festival 2015.**

**BACKGROUND:**

FILE REFERENCE: P1010627-23  
REPORTING UNIT: Marketing, Communications and Events  
RESPONSIBLE DIRECTORATE: City Services  
DATE: 25 May 2015  
MAP / SCHEDULE: Confidential Schedule 15 – Vision 2015 (distributed to Elected Members under separate cover)

At the Marketing, Sponsorship and International Relations Committee meeting held on 16 June 2015 the Committee agreed to amend the Officer Recommendation by including a new part 4 as follows:

- 4. requests that the Chief Executive Officer explore opportunities for CPP City of Perth Parking promotion as a part of the Telstra Perth Fashion Festival 2015.*

**Meeting Note:** The Marketing Sponsorship and International Relations Committee considered it appropriate that the event organiser be requested, where possible, to acknowledge the Elected Members present at events of the Telstra Perth Fashion Festival 2015 specified in part 2.11 of the Officer Recommendation.

Perth Fashion Concepts Inc. (PFCI) is a not-for-profit organisation with a mission to celebrate, nurture and advocate for all aspects of Western Australian fashion and lifestyle. PFCI contracts Perth Fashion Festival Pty Ltd (PFF) to manage and deliver the Telstra Perth Fashion Festival.

The City of Perth has sponsored the Perth Fashion Festival since its inception in 1999. In February 2014, the Perth Fashion Festival Advisory Board was established with representation from a range of stakeholders, including City of Perth representatives.

In April 2014, Telstra was announced as the naming rights partner of the Festival for a period of five years. The support Telstra gives the event consists of cash and in-kind sponsorship.

### **Summary of Event:**

The City of Perth has been invited by PFCI to sponsor the Telstra Perth Fashion Festival 2015 and the West Australian Fashion Awards (WAFAs). 2015 will be the 17<sup>th</sup> year of the Festival and 20<sup>th</sup> year of the Fashion Awards.

The 2015 Telstra Perth Fashion Festival (TPFF) is to be held from Tuesday 15 September 2015 to Sunday 20 September 2015. The date for the WAFAs is yet to be confirmed, but is planned to be held in early 2016. TPFF will feature a range of events from free public attractions through to ticketed events. A range of events will be staged over the course of the Festival, including designer fashion parades, fashion workshops and pop up events.

PFCI advise that the 2015 event will focus on industry development and engagement with a view to creating buy-in by the WA Fashion industry, delivering economic benefits, and improving retail spend.

The post-event report provided by PFCI for the 2014 event gave an attendance at the event of over 38,000. Statistics provided by the organisers show that the event generated over \$61.8 million of local and national media coverage, including \$14.5 million in print editorial.

Organisers propose to hold festival events in the following locations:

- Perth Concert Hall;
- Forrest Place;
- Ascot Race Course.

The 2015 Festival will feature “Light Up Perth” as a key theme and all campaign imagery will feature architectural elements of the city. The Festival will feature approximately 34 events across the week, with the majority of these to be held in the city. Events currently scheduled to be held outside the city are the closing night (Ascot), the Myer Fashion Lunch, and smaller independent events forming part of the Cultural program.

The 2015 TPFF calendar will include the following:

### **FREE EVENTS IN THE CITY**

#### **Fashion Central – Forrest Place**

TPFF will continue to provide city retailers with a catwalk to showcase their collections by staging Retailer Runway – a series of parades free to the public. Fashion Central is supported by a number of other activations including live music, associated retailer in-store events, and pop ups. The City will provide Forrest Place



for free for TPF 2015 as it has done in previous years. Sponsorship provided to PFCI will allow for activation of Forrest Place.

### **Chic Model Search**

Organisers are currently seeking sponsorship to ensure that the Chic model search can continue at Fashion Central. The Chic Model seeks out the next generation of modelling talent to compete for prizes including fashion agency representation and an opportunity for immediate runway exposure at Fashion Paramount. If organisers can secure funding, the competition will take place at Fashion Central with a small number of heats held in suburban shopping centres.

## **TICKETED EVENTS**

### **Fashion Paramount**

Introduced in 2009, Fashion Paramount operates as a Fashion Arts Precinct for the duration of the Festival. WA Designers are selected to showcase their spring/summer collections at Fashion Paramount. The calendar for 2015 includes a VIP opening night, a series of local, national and international designers including local designers Wheels and Dollbaby and Jaime Lee. Confirmed international guests include Dita Von Teese and Vogue Illustrator David Downton. Fashion Paramount includes 11 separate runway events and will be held at the Perth Concert Hall in 2015.

### **Myer Fashion Lunch**

Ladies will be invited to purchase tickets to a parade and dining experience showcasing leading Australian designers. The event is targeted at professional women aged 25 and over and be held at Ascot to allow an increase in attendance numbers as the previous location of the State Reception Centre reached capacity in 2014.

## **INVITATION AND VIP EVENTS**

### **VIP Opening Night**

The VIP Opening night is an invitation only event at Fashion Paramount. The event will feature a runway presentation from a high profile WA label.

### **The WA Fashion Design Awards**

The WA Fashion Design Awards 2015 will be the 20<sup>th</sup> year of the event and will feature nine categories including WA Designer of the Year, Designer for Tomorrow, Best Fashion Blogger and Fine Details. The City has held naming rights to the Designer of the Year category over recent years and previous winners include Ae'lkemi, Jaime Lee and One Fell Swoop. The City has provided \$10,000 of sponsorship for this component since 2011. Organisers are requesting an additional \$5,000 for 2015 to form a cash contribution to the winner of the 2015 Designer of the Year.

The 2015 WAFAs will be held early in 2016 on a date and location to be confirmed.

In addition to the TPFf key Calendar of events, 2015 will again include a Festival Cultural program running from August to late November. The Cultural program will encompass activity outside the usual runway events, and will run across the wider metropolitan region. Organisers plan to expand the number of events forming part of the Cultural program from the 12 in 2014.

## **VOLUNTEERS**

The Festival relies heavily on its well established volunteer program. Volunteers are recruited, inducted, trained, mentored and project managed by festival organisers. Volunteers from previous festivals have gone on to professional roles within the fashion, event and media industries.

### **Style Circle**

Style Circle is PFCI and TPFf's group of fashion industry representatives. Currently Style Circle is made up of over 300 leading fashion industry businesses and individuals. In 2015 organisers will offer a series of industry forums throughout the year, commencing in June with one of these to be held during the Fashion Festival. Forums will consist of a panel of speakers followed by a Q and A session. All forums will be ticketed events and organisers anticipate attendance of 100 at each of these events. The September forum will focus on International Pathways and will include internationally renowned speakers. Organisers will work with the City to promote the series of events to city retailers, designers and other industry representatives.

## **NEW INITIATIVES**

### **Emerging Designer Initiative**

Organisers are currently seeking funding for an Emerging Designer Initiative to be held in the city. Details are confidential at this time.

### **Fashion Paramount Bar Precinct**

In previous years Fashion Paramount has included a VIP bar for Fashion Paramount attendees to attend prior to and after the events. For the first time, 2015 will host a fashion bar open to all City visitors interested in sharing the runway event experience. The bar will be open at Perth Concert Hall each night of Fashion Paramount.

### **Expansion of Windows of the City**

The City of Perth has traditionally supported Windows of the City with direct support of a cash prize to consumers, a retailer and an artist to the value of \$20,000. This support has enabled the competition to be picked up by media partners STM and Channel 10. This year organisers held a workshop with retailers and venue operators. The workshop set the parameters to grow the event in 2015 to include

bars, cafes, hospitality areas, retailers and larger precincts. An integrated City map will be produced and will form a part of TPF's first mobile app.

### **International Ambassadors and Networks**

In 2012, organisers initiated an International Ambassadors program which they advise generated international editorial coverage to the value of \$441,000, with 99.6% of this coverage centring on the Festival, WA Designers and Perth as a travel destination. In 2014 organisers formed a partnership with Singaporean group FiDe Fashion Weeks with the intent to expand reach further into Asia.

In 2015 PFCI will rebrand this initiative as International Ambassadors for the City. In 2015 organisers aim to create strong links with Tourism markets in the United Kingdom with plans to include renowned Fashion Industry leaders such as David Downton (Illustrator), Bradley Quinn (Textile Artist), talent and media from the UK.

Organisers opened the Fashion Paramount International Designer event to expressions of interest as a stand-alone show. They have secured Vietnamese Designer and New York stylist Phuong My for the event.

Organisers believe that the International Ambassadors structure provides for greater opportunities to work with the City of Perth's Sister City and International Engagement Programs for potential focus regions in 2016.

### **Sunday Best**

Organisers will deliver a new event with the goal of activating Northbridge. Sunday Best will take the form of a market-style activation including stalls for WA Designers to sell their stock in the lead up to the festival, local music, and the involvement of local traders and food businesses. Sunday Best will be promoted as an opportunity for the public to buy local designers, plan Festival outfits, and purchase items to wear to the Festival.

In previous years organisers have worked with the William Street Collective to present a series of fashion related events which pop up through Northbridge during the Festival. Organisers provided the opportunity to the William Street Collective to again participate in the Festival; however they requested a demonstrated return on investment. This process reflects the board's decision to assess all projects on their ability to break even, to meet the annual Project and Creative brief, to demonstrate a return to designers, or to activate the City and achieve positive media results. The project recommended by the William Street Collective this year related to production of an item rather than an activation and PFCI felt that it did not reflect value.

### **Funding**

Since 2010 the City has supported the event with the following sponsorship contributions:

<b>Year</b>	<b>Amount</b>
2010	\$286,835

<b>Year</b>	<b>Amount</b>
2011	\$285,500 (inclusive of WAFAs)
2012	\$295,000 (inclusive of WAFAs)
2013	\$305,000 (inclusive of WAFAs)
2014	\$313,000 (inclusive of WAFAs)

Organisers have requested cash sponsorship for the Fashion Festival and WAFAs events of \$320,190 (excluding GST). In addition, organisers have requested a \$5,000 cash prize for the winner of Designer of the Year at the WAFAs. This equates to a total requested cash contribution of \$325,190 (excluding GST), an increase of \$12,190 on the amount provided in 2014. Cash sponsorship of \$313,000 is recommended due to budget constraints. This is the same level of sponsorship provided in 2014.

In addition to the sponsorship provided, the City will again waive the Forrest Place hire fees for the event (valued at \$4,527), will provide in kind production and installation charges for promotional banners (valued at \$10,000), and will provide cash prizes for Windows in the City (valued at \$20,000). These items are allocated separately in the marketing budget.

Tourism WA approved a significant increase in annual funding for the event for the 2014-16 period. Sponsorship renewals and commitments have been received from a range of major and supporting sponsors including Department of Culture and the Arts, Healthway, CommBank TAB, L'Oreal and MAC. Media partners include the West, the Sunday Times, Business News and Network 10.

**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 of Perth.  
IP27 Support and deliver events that reflect and  
celebrate cultural diversity.

**Policy**

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

**DETAILS:**

**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
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 (Partnership):**

### **1. Contribution of the event to the economy of the city.**

Telstra Perth Fashion Festival's calendar of events significantly increases visitation to the city, including major CBD retailers over the course of the Festival.

TPFF is expected to attract an estimated 38,000 people to the city, including to major city retailers, over the course of the Festival.

### **2. Has a significant national or international profile or the potential to develop it.**

Over recent years TPFF's international ambassador program has boosted promotion of the City to an international audience. The event has seen significant media coverage in the Asia Pacific region over the past few years. Organisers will be moving to a new format for their international engagement program and plan to target media and talent from the United Kingdom in 2015.

### **3. 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 has a national and international profile and assists with positioning the city as a city of regional and international significance. The event attracts visitation to the city, increases visitation to the city and creates vibrancy in the city.

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

TPFF will deliver a number of free activities and events. These are listed previously in the report.

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

The event will not be held exclusively in the city, however the majority of the Festival and the core Festival components will be held in the city.

### **6. Benefits to be provided to the City**

The benefits provided to the City are detailed in the recommendation section of this report.

### **Event Sponsorship Category:**

- *Major Civic Partnership – Three to five years funding commitment, \$50,000, plus CPI;*
- *State and National – Three years funding commitment, less than \$50,000, plus CPI;*
- *Annual – Annual or historic funding, less than \$20,000;*
- *Start-Up/One-Off – Once only funding, less than \$15,000.*

The applicant is considered eligible for event sponsorship under the Major Civic Partnership category, in accordance with Policy 18.8 – Provision of Sponsorship and Donations.

Classifications are indicative only and subject to annual consideration.

### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 1486 5000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	TBC
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	TBC
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$313,000
BALANCE:	TBC

All figures quoted in this report are exclusive of GST.

### **COMMENTS:**

Telstra Perth Fashion Festival's calendar of events increases visitation to the city from a local, national and international audience and contributes to the economy of the city. In 2015 organisers plan to create strong tourism links with the United Kingdom through their International Ambassadors for the City program which will bring talent and media from the UK to the city. Cash sponsorship of \$313,000 is recommended for the event. This is the same level of sponsorship as that provided in 2014.

## ITEM NO: 7

### CORPORATE SPONSORSHIP – MIGRATION INSTITUTE OF AUSTRALIA (MIA) NATIONAL CONFERENCE 2015

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

***That Council:***

- 1. declines the request for cash corporate sponsorship of \$20,000 (excluding GST) to the Migration Institute of Australia (MIA) to present the MIA National Conference 2015 from 28 October until 31 October 2015, as the specific expenditure for this conference has not been included in Council's 2015/16 Annual Budget;***
- 2. declines the revised request for sponsorship, as detailed in correspondence received by the City on 16 June 2015 (attached as Schedule 16);***
- 3. requests that the Chief Executive Officer discuss other possible forms of support that can be provided by the City of Perth with the Migration Institute of Australia.***

**BACKGROUND:**

FILE REFERENCE: P1027654  
REPORTING UNIT: Economic Development  
RESPONSIBLE DIRECTORATE: City Planning & Development  
DATE: 4 June 2015  
MAP / SCHEDULE: Schedule 16 – Correspondence detailed in Part 2 of the Recommendation TRIM reference 100163/15.

**OFFICER RECOMMENDATION:**

That Council declines the request for cash corporate sponsorship of \$20,000 (excluding GST) to the Migration Institute of Australia (MIA) to present the MIA National Conference 2015 from 28 October until 31 October 2015, as the specific expenditure for this conference has not been included in Council's 2015/16 Annual Budget.

At the Marketing, Sponsorship and International Relations Committee meeting held on 16 June 2015 the Committee resolved to adopt an alternative motion as follows:

*That Council:*

- 1. declines the request for cash corporate sponsorship of \$20,000 (excluding GST) to the Migration Institute of Australia (MIA) to present the MIA National Conference 2015 from 28 October until 31 October 2015, as the specific expenditure for this conference has not been included in Council's 2015/16 Annual Budget;*
- 2. declines the revised request for sponsorship, as detailed in correspondence received by the City on 16 June 2015 (TRIM reference 100163/15);*
- 3. requests that the Chief Executive Officer discuss other possible forms of support that can be provided by the City of Perth with the Migration Institute of Australia.*

**Reason:** The Marketing Sponsorship and International Relations Committee considered it appropriate that the sponsorship requests from the Migration Institute of Australia (MIA) be declined and that the Chief Executive Officer be requested to discuss other forms of support that can be provided by the City of Perth with the MIA.

The City has received a request for corporate sponsorship of \$20,000 from the Migration Institute of Australia (MIA) to present the MIA National Conference 2015 in Perth from 28 October until 31 October 2015.

Established in Australia in 1992, the MIA is the peak professional body for Registered Migration Agents across Australia and overseas. The MIA provide migration and education recruitment services to prospective migrants, workers, students, families and humanitarian entrants, as well as to employers seeking to obtain skilled overseas workers when there are none suitable in Australia. Members of the MIA are actively involved with connecting overseas investors with business opportunities in Australia on a regular basis.

Migrants make up a significant portion of the Western Australian (WA) community. According to the Office of Multicultural Interests, in 2012, WA had the highest proportion of migrants in its resident population amongst all the States, with around one in three people born overseas, compared with the Australian average of 27 per cent. There are over 200 languages and more than 100 religious faiths present in the Greater Perth region (*Office of Multicultural Interests, 2012*).

The economic returns from migration and cultural diversity are many and far-reaching. They include: an injection of skilled labour to WA's workforce; job generation; economic growth; a significant fiscal contribution; increased productivity through innovation and business formation; enhanced trade links; and international markets supporting regional development and repopulation. Further, Visiting Friends and Relatives Tourism (VFR) is generated from migrants and international students



and contributes to a quarter of total domestic and international visitors to Perth metropolitan region (*Tourism WA, Perth Inner Visitor Profile 2011/12/13*).

According to the State Treasurer, from 2009-2014 about 70 per cent of the migrants who came to WA were skilled – establishing a “...critical population base”, that is helping open up industries, create cities and introduce new technologies”.

Table 1 below shows the confirmed economic benefit of the business migration program run by the WA State Government through the Small Business Development Corporation (SBDC), and the impact on the State’s economy.

<b>BUSINESS MIGRATION</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>	<b>2013/14</b>
Total Capital Inflow	\$293,437,685	\$304,524,805	\$260,502,656	\$259,540,986
Capital In Business	\$109,194,262	\$104,316,671	\$77,966,279	\$110,724,667
WA Treasury Bonds	\$18,750,000	\$21,000,000	\$20,500,000	\$18,750,000
Jobs Created	227	145	90	256
Businesses Exporting	20	21	13	16

**Table 1 – Confirmed WA Investment from Permanent Residency Business Visa Holders**

Businesses established by migrants with confirmed investments range across the full spectrum of business activity in the State including the accommodation, property development and retail sectors. Export businesses were primarily in the agriculture and resources sectors.

From July 2014 to May 2015 the SBDC has approved State nomination for 139 business migrants and is expected to increase to more than 150 when financial year reporting is finalised. There has been a total capital inflow of \$263,602,040 invested into business and WA Treasury Bonds. During the aforementioned period, business migrants have contributed 120 new jobs for Western Australia. Most business migrants now come from China (80%) and Malaysia/Singapore (15%).

It is clear there is a significant economic benefit associated with migration, particularly with business migration.

### **Summary of Event:**

This year’s conference theme will be “Migration 2015 – National Security, Economic Development, Social Cohesion and Citizenship”. The conference will run from the 28 October through to the 31 October 2015.

The Conference is expected to attract 250 delegates.

This will be the first time the MIA National Conference will be held in Perth with past conferences held in the eastern states.

Previously the MIA National Conference has been held in the following cities:

- 2014 – Canberra
- 2013 – Canberra
- 2012 – Sydney
- 2011 – Melbourne
- 2010 – Sydney

### **2014 MIA National Conference in Canberra**

The 2014 MIA National Conference in Canberra saw 250 delegates attend of whom 85 per cent resided outside of the host city. An additional 150 friends and family visited Canberra with the conference delegates. On average approximately \$800-\$1,000 was spent per delegate over the conference duration. Most of the international delegates came from East and Southeast Asia and the United Kingdom. Speakers at last year's conference included Senator Sarah Hanson-Young; Celebrity Masterchef Neil Perry AM; and Assistant Minister for Immigration and Border Protection, Senator the Hon Michaelia Cash.

The sponsorship would assist the MIA with lowering delegate registration costs and other operational costs associated with the conference. The MIA have recently reduced delegate registration costs by \$300 per person from the rate set at previous years, in order to subsidise for the additional airfare costs borne by delegates travelling to Perth for the conference.

MIA estimates that the economic injection into the city, as a result of the 2015 conference, not including delegate expenditure, will be around \$150,000-\$200,000. Considering the average delegate expenditure and attendance outlined above, this figure reaches approximately \$600,000 for the total return to the WA economy as a result of the conference being held in Perth.

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

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

#### **Strategic Community 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: 18.8 – Provision of Sponsorship and Donations

**DETAILS:**

**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Support for activities which award endeavour in community service	Yes
Supports for promotional material (such as publications and films) which positively position the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

**Markets / audiences who will be exposed to sponsorship information:**

Expected delegate profiles for this year's conference are migration agents, lawyers, government officials and others working in the immigration field.

It is anticipated that the National Conference will attract approximately 250 delegates. It is expected that 60 percent of delegates will come from interstate and 10 percent of delegates from overseas.

**Promotion of City of Perth to Markets / Audiences:**

The City of Perth would be promoted to the markets/audiences listed above through brand exposure on marketing material, verbal recognition at the conference and opportunities to attend key networking functions and conference sessions.

**Assessment of Application (Corporate):**

**1. The opportunity the sponsorship provides to enhance the image of the City of Perth.**

The sponsorship would also enhance the image of the City through exposure to interstate and international representatives in the business migration field. The sponsorship would also showcase Perth as a welcoming destination for migrants.

**2. The value of the increased good will from markets / audiences exposed to the sponsorship by the City of Perth.**

The sponsorship would assist conference organisers in promoting Perth as a key migration destination, a first for the City and a rare opportunity to showcase Perth to a very diverse and broad reaching international audience. The sponsorship would also demonstrate the City's support for the business migration industry and highlight its competitiveness for international skilled labour markets and migration as a destination of choice.

**3. 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.

Sponsorship of this event would position Perth as a city of regional and international significance within the business migration industry. The event will increase visitation to the city, create an awareness of Perth as a migration destination and provide significant and direct economic impacts outlined above.

**4. Benefits to be provided to the City.**

If Council were to approve sponsorship for this event, the organisers would provide the following sponsorship benefits to the City:

- verbal acknowledgement of City's support by the MIA National President in the National Conference opening remarks;
- a section on the official conference program for the City to detail migration and investment opportunities available in Perth;
- inclusion of City of Perth logo on the official conference program and on conference website;
- two full registrations to the National Conference to be used by relevant City staff;
- 10 tickets to attend the welcome reception networking function; and
- five tickets to the Conference Gala Dinner.

**FINANCIAL IMPLICATIONS:**

There are no specific funds allocated in the 2015/16 budget for this expenditure.

**COMMENTS:**

The conference is expected to generate a direct and total investment into Perth of approximately \$600,000. The amount of economic benefit to the City of Perth far outweighs the sponsorship amount requested.

The event meets the criteria for corporate sponsorship and fulfils the City's economic development objectives.

However, it is recommended that the Council declines sponsorship of \$20,000 (excluding GST) as specific funds have not been allocated in the 2015/16 budget for this expenditure. There is donation and sponsorship funding that has been tentatively allocated towards other events within Council's 2015/16 Annual Budget, but support for this event may result in having to decline support for an alternative event.

## ITEM NO: 8

### CORPORATE SPONSORSHIP – AUSTRALIAN HOUSING AND URBAN RESEARCH INSTITUTE – NATIONAL HOUSING CONFERENCE – PERTH – OCTOBER 2015

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

***That Council:***

- 1. approves the expenditure of \$16,500 (excluding GST) for corporate sponsorship to the Australian Housing and Urban Research Institute for the Official Welcome Function at the National Housing Conference 2015 (Perth, 28-30 October 2015) convened by the Australian Housing and Urban Research Institute (AHURI) in partnership with the Department of Housing;***
- 2. approves this expenditure being sourced from the City's Corporate Partnership – Sponsorship program;***
- 3. notes that in exchange for funding the Australian Housing and Urban Research Institute will provide the following benefits to the City:***
  - 3.1 a representative from the City of Perth Council to provide a welcome speech at the Official Welcome Function;***
  - 3.2 corporate sponsorship opportunities including naming rights to the welcome function, signage displays at the welcome function and throughout the conference, logo displayed on welcome function tickets and all conference material (app, website and hyperlink, eSatchel, plenary session electronic screens);***

***(Cont'd)***

- 3.3 two (2) complimentary conference registrations and six (6) complimentary welcome function tickets;**
- 3.4 City of Perth administration guide a site tour to Penny Lane Affordable Housing Apartments and develop a Workshop Program with the conference organisers on lessons learnt and innovative inner city affordable housing models; and**
- 3.5 an invitation be extended to a representative from the City of Perth Council to participate in a plenary session discussing “What does the Future Australian City look like”.**

#### **BACKGROUND:**

FILE REFERENCE: P1010627-29  
REPORTING UNIT: Sustainable City Development  
RESPONSIBLE DIRECTORATE: City Planning and Development  
DATE: 5 June 2015  
MAP / SCHEDULE: N/A

#### **OFFICER RECOMMENDATION:**

That Council declines the request for cash corporate sponsorship of \$16,500 (excluding GST) from the Australian Housing and Urban Research Institute for the Official Welcome Function at the National Housing Conference 2015 (Perth, 28-30 October 2015) convened by the Australian Housing and Urban Research Institute (AHURI) in partnership with the Department of Housing as the specific expenditure for this conference has not been included in the City's 2015/16 adopted budget.

At the Marketing, Sponsorship and International Relations Committee meeting held on 16 June 2015 the Committee resolved to adopt an alternative motion as follows

*That Council:*

- 1. approves the expenditure of \$16,500 (excluding GST) for corporate sponsorship to the Australian Housing and Urban Research Institute for the Official Welcome Function at the National Housing Conference 2015 (Perth, 28-30 October 2015) convened by the Australian Housing and Urban Research Institute (AHURI) in partnership with the Department of Housing;*
- 2. approves this expenditure being sourced from the City's Corporate Partnership – Sponsorship program;*
- 3. notes that in exchange for funding the Australian Housing and Urban Research Institute will provide the following benefits to the City:*

- 3.1 *a representative from the City of Perth Council to provide a welcome speech at the Official Welcome Function;*
- 3.2 *corporate sponsorship opportunities including naming rights to the welcome function, signage displays at the welcome function and throughout the conference, logo displayed on welcome function tickets and all conference material (app, website and hyperlink, eSatchel, plenary session electronic screens);*
- 3.3 *two (2) complimentary conference registrations and six (6) complimentary welcome function tickets;*
- 3.4 *City of Perth administration guide a site tour to Penny Lane Affordable Housing Apartments and develop a Workshop Program with the conference organisers on lessons learnt and innovative inner city affordable housing models; and*
- 3.5 *an invitation be extended to a representative from the City of Perth Council to participate in a plenary session discussing "What does the Future Australian City look like".*

**Reason:** The Marketing Sponsorship and International Relations Committee considered it appropriate to support the corporate sponsorship request to the Australian Housing and Urban Research Institute for the Official Welcome Function at the National Housing Conference 2015 (Perth, 28-30 October 2015).

**Meeting Note:** The Marketing Sponsorship and International Relations Committee considered it appropriate that the event organiser be requested, where possible, to acknowledge the Elected Members present at the Official Welcome Function at the National Housing Conference 2015 and associated events as specified in part 3 of the Officer Recommendation.

The City of Perth has received a request from the Australian Housing and Urban Research Institute (AHURI) to sponsor the Welcome Function at the National Housing Conference 2015 for \$16,500 (excl GST). Dr Ian Winter, Executive Director of AHURI / Conference Co-Convener and Deputy Chair, presented the opportunity to the Lord Mayor at a meeting in early May 2015. The conference is being held in Perth from 28-30 October 2015 at the Perth Convention and Exhibition Centre.

In addition to the Welcome Function sponsorship, AHURI offer the following:

1. a guided site tour of Penny Lane Apartments and help design a workshop session on lessons learnt and alternative innovative inner city affordable models, with an open presentation by the City of Perth.
2. invitation to a representative from the City of Perth Council to participate in a plenary session "What does the future Australian city look like".

The two (2) conference registrations are estimated at \$3,200 in value.

The Department of Housing are Diamond Sponsors (\$50,000) and the Western Australian Planning Commission are Gold Sponsors (\$30,000). The conference will be opened by the Hon Colin Holt MLC, Minister for Housing. The ABC's Q&A with Tony Jones will be broadcast at the closing plenary session.

The National Housing Conference is held every two years and is considered a high calibre conference with the mandate to *"explore how leadership, partnership and innovation across all sectors can improve housing supply and affordability.* Approximately 800 delegates attend from a broad range of fields - all levels of government, developers, economists, community housing providers, researchers and housing construction manufacturers. Sessions are organised under four streams – innovation in delivery, new leadership ideas, strategies for transformation and think tanks. They cover a range of topics including modular developments, relationship between housing and city productivity, heritage conversions, homelessness, place-making, international policy, and collaboration.

AHURI is a national independent research network that delivers evidence-based research contributing to national housing, homelessness and urban policy development, practice and community debate. AHURI receives income from Australian and state government grants and contributions from university partners and third parties. AHURI's 2014 funding round invested \$3.1 million to 14 new research projects and activities, with 14 projects completed during that year.

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

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

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

Council Four Year Priorities: Community Outcome  
Perth as a Capital City

The City is recognised internationally as a city on the move and for its liveability, talented people, centres of excellence and business opportunities.

##### **Policy**

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

#### **DETAILS:**

In accordance with section 5.2.3 of the Policy 18.8, the proposal meets the following:

#### **1. Eligibility for Sponsorship**

<b>Eligibility Criteria</b>	<b>Satisfied</b>
Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth.	Yes – there will be significant exposure generated through the City's participation in the conference and promotional materials.
Supports for promotional material (such as publications and films)	Yes – this is achieved through promotional material and participation in the site tour, workshop and plenary session. The City's participation signal



<b>Eligibility Criteria</b>	<b>Satisfied</b>
which positively position the City of Perth.	leadership in housing and urban development.
Support for the activities of organisations or individuals which provide positive positioning for the City of Perth.	Yes – participation by a senior member of the City provide opportunities to explore strategic partnerships with multiple stakeholders.

In accordance with the Policy, the proposal meets the assessment criteria as follows:

## 2. Assessment Criteria

<b>Assessment Criteria</b>	<b>Satisfied</b>
The opportunity the sponsorship provides to enhance the image of the City of Perth.	Sponsorship and participation in the conference will enhance the City's profile as a leader and innovator in policy, governance and development outcomes.
The value of the increased goodwill from markets / audiences exposed to the sponsorship by the City of Perth.	<p>Sponsorship and participation in the conference will position the City alongside leading State and Federal thought-leaders in policy, governance and design/development outcomes. It provides a strong signal that the City is a key player in housing policy and provides an opportunity to express our interests, needs and role. This supports the City's previous actions through our submissions to State and Federal policy initiatives and enquiries.</p> <p>It provides an opportunity to influence State and federal policy or at very least to provide a strong voice for the local government sector, especially in a time of diminishing funding and interest in housing supply at Federal government level.</p> <p>It provides the City with the opportunity to explore potential strategic partnerships and collaborative / governance mechanisms that may assist with more effective delivery of housing that aligns with the City's priorities (eg key worker housing).</p> <p>It shows the City's support for evidence-based research, continual improvement and innovation which may help to highlight the need for greater attention on inner city housing supply and development more effective strategies for delivery.</p>

The Conference Convenor is seeking a cash sponsorship of \$16,500 (excluding GST). It is estimated that approximately 60 hours of officer time would be provided in-kind to assist with organisation and running of the site tour and workshop. The City would benefit directly from using the Penny Lane Apartments as a case study and discussion of alternative development models. The City's tenant manager, Access Housing has been contacted to participate and assist with the site tour also.

#### **FINANCIAL IMPLICATIONS:**

In setting the 2015/16 budget the City has been mindful to ensure expenditure increases are viewed within the context of CPI and has taken the approach to cap total sponsorship expenditure.

The budget for sponsorship in 2015/ 2016 was approved by the Council on 9 June 2015. The budget for sponsorship is based on specific allocations which were identified during the budget preparation process.

The timing of the approach to the City to participate in sponsoring the National Housing Conference has meant that the City has not included this expenditure during formulation of 2015/16 budget.

#### **COMMENTS:**

The City recognises the importance of having a diversity of housing options, including affordable housing in the inner city in close proximity to public transport, employment opportunities, essential facilities, services and social activities. The City has a history of monitoring the inner city housing market, developing affordable housing policy and strategy, and influencing government policy direction.

Recently, the City has made submissions to the Department of Planning on affordable housing scheme provisions, a submission to the Commonwealth Senate Enquiry on affordable housing and presented the success and lessons learned from the Penny Lane Apartments to several forums.

There is value in the City participating in high quality, evidenced based discussions regarding housing policy and practice, especially where they explore integrated planning and partnership opportunities. The City will be reviewing its role in housing diversity and affordability during 2015/16 with the development of the City's Planning Strategy project.

It is considered that there is merit in the requested sponsorship given the promotional benefits offered through the Welcome Function. They would expose the City in the months leading up to the conference and during the conference and is considered to align with the City's Capital City role.

However, given that this specific expenditure has not been included in the 2015/16 budget and the approach to minimising increases in sponsorship expenditure it is recommended that the request for corporate sponsorship be declined.

Should Council wish to approve the request for corporate sponsorship, an absolute majority decision by Council is required as the funds would be unbudgeted expenditure. The benefits to the City, should Council approve this corporate sponsorship request would be as follows:

- a) a representative from the City of Perth Council would be provided the opportunity to provide a welcome speech at the Official Welcome Function;
- b) corporate sponsorship opportunities including naming rights to the welcome function, signage displays at the welcome function and throughout the conference, logo displayed on welcome function tickets and all conference material (app, website and hyperlink, eSatchel, plenary session electronic screens);
- c) two (2) complimentary conference registrations and six (6) complimentary welcome function tickets;
- d) City of Perth Officers guided site tour to Penny Lane Affordable Housing Apartments and involvement in developing a Workshop Program with the conference organisers on lessons learnt and innovative inner city affordable housing models; and
- e) an invitation would be extended to a representative from the City of Perth Council to participate in a plenary session discussing "What does the Future Australian City look like".

## ITEM NO: 9

### CORPORATE SPONSORSHIP – 2015/16 TOURISM COUNCIL WA GOLD MEMBERSHIP AND 2015 PERTH AIRPORT WA TOURISM AWARDS

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

***That Council:***

- 1. approves cash sponsorship of \$20,000 (excluding GST) associated with the costs of renewing the City's Gold Membership (1 July 2015 to 30 June 2016) with Tourism Council WA and sponsorship of the 2015 Perth Airport Tourism Awards;***
- 2. notes that in exchange, Tourism Council WA will provide the following Gold Membership benefits to the City:***
  - 2.1 promotion of the City's tourism role to industry, government and the public;***
  - 2.2 CEO-level advocacy with key industry and government decision makers;***
  - 2.3 input into identifying and prioritising the key policy issues facing the tourism industry;***
  - 2.4 direct representation on policy issues that affect businesses, including regulation, marketing and events, parks and environment, planning and infrastructure, aviation and transport, and workforce development;***
  - 2.5 exclusive invitations to tourism industry-leaders boardroom luncheons, industry assemblies to discuss and determine industry policy, and industry-leader dinners;***

***(Cont'd)***

- 2.6 data analysis and advanced reporting from the International and National Visitor Survey tourism databases;**
  - 2.7 advice on local and regional tourism strategies, policy and planning issues, including marketing and events, planning and infrastructure, and workforce development;**
  - 2.8 commercial introductions and advice on potential partners and consultants;**
  - 2.9 policy content, endorsement and assistance with written submissions;**
  - 2.10 application advice, content and references for government grant schemes;**
  - 2.11 assistance with advice and third party support through Tourism Council WA's active media presence, editorial networks and public affairs expertise;**
  - 2.12 access to a 50 per cent discount on all Tourism Council WA training workshops;**
  - 2.13 four votes for the Tourism Council WA Board and all other rights proscribed by the Tourism Council WA constitution; and**
- 3. notes that in exchange for sponsorship of the 2015 Perth Airport Tourism Awards, Tourism Council WA will provide the following sponsorship benefits to the City:**
- 3.1 crest and recognition as support sponsor on Final's Fever e- invitation;**
  - 3.2 banner placement at Final's Fever function;**
  - 3.3 verbal acknowledgement by host of support sponsor status at Final's Fever function;**
  - 3.4 four tickets to Final's Fever function;**

**(Cont'd)**

- 3.5** *City of Perth flash banner on Tourism Council WA Awards website page;*
- 3.6** *City of Perth profile highlighting status as support sponsor in Tourism Council WA Newsletter, distributed to over 1000 tourism industry contacts;*
- 3.7** *inclusion of the City of Perth crest and profile / biography on the Tourism Council WA Awards page with a hyperlink to the City of Perth website;*
- 3.8** *inclusion of the City of Perth crest on all electronic and printed Gala Dinner promotional items, including invitation and program/menu, and on the event projection screen;*
- 3.9** *inclusion of the City of Perth crest and recognition of the City of Perth as support sponsor in The Sunday Times WA Tourism Award finalists two page spread, published the weekend following the announcement of finalists and in the eight page spread announcing medallists, published the day after the Gala Dinner;*
- 3.10** *banner placement in foyer area of Gala Dinner function;*
- 3.11** *verbal acknowledgement of the City of Perth by host of support sponsor status at Gala Dinner;*
- 3.12** *acknowledgement of the City of Perth as sponsor of the 'Sir David Brand Award for Tourism';*
- 3.13** *the Lord Mayor, or representative, to present a three minute (max) speech prior to the presentation of the 'Sir David Brand Award for Tourism' on stage with a member of the Brand family;*
- 3.14** *complimentary table of ten, as well as two tickets for Lord Mayor and guest to attend; and*
- 4.** *a detailed acquittal report, including all media coverage obtained, to be submitted to the City by 7 January 2016.*

## **BACKGROUND:**

FILE REFERENCE: P1027726  
REPORTING UNIT: Economic Development  
RESPONSIBLE DIRECTORATE: City Planning and Development  
DATE: 22 May 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 16 June 2015.

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

**Meeting Note:** The Marketing Sponsorship and International Relations Committee considered it appropriate that the event organiser be requested, where possible, to acknowledge the Elected Members present at events associated with the 2015 Perth Airport Tourism Awards as specified in part 3 of the Officer Recommendation.

Tourism Council WA (TCWA) is the peak body for Western Australian regional and industry tourism associations and directly represents more than 1,100 private and public sector members across tourism, including in aviation, accommodation, venues, hospitality, tours, attractions and the sector.

It is a not-for-profit organisation which represents members' interests and acts as the tourism industry's principal lobbying group. TCWA also acts as an industry reference group by holding regular conferences, events and seminars which aim to keep members up-to-date with the latest tourism trends and initiatives.

TCWA is governed by a board of nine directors that are elected by the membership.

The objective of TCWA is to drive meaningful change in public opinion, government policy and industry competitiveness which will create a sustainable future for individual members, the tourism industry and communities.

TCWA supports:

- Economic, social and environmental sustainability in tourism.
- Protecting and promoting our natural and cultural heritage.
- Developing Indigenous, regional and eco-tourism.
- Fostering innovation, investment and product development of members' businesses.
- A deregulated and competitive environment for tourism enterprises,
- partnerships between industry and government which promote economic development.
- Supporting the critical role of small businesses in the tourism industry and community.

- Supporting members with affordable training, marketing, research and product development.
- Creating exciting and enjoyable experiences, events and careers for members.

### **Summary of Membership / Event:**

Sponsorship approval is sought for both TCWA Gold Membership and for the 2015 Perth Airport WA Tourism Awards.

### **Tourism Council WA Gold Membership**

Tourism Council WA Gold Membership entitles the City of Perth to advocacy rights with key industry and government decision makers, industry policy input, industry assemblies and events, data analysis, report functions, industry planning and advice, discounted training and workshops, and voting rights towards the TCWA Board, as well as other rights as proscribed by the TCWA constitution.

As a TCWA Gold Member, the City of Perth will join the following organisations currently holding Gold Membership status: Accor Hotels WA, Adventure World, Aspen Parks, Broome International Airport, Burswood Park Board, Cable Beach Club Resort, Caravan Industry Association WA, Crown Perth, Hospitality Pty Ltd, Hyatt Regency Perth, Outback Splash at the Maze, Perth Airport, Perth Convention Exhibition Centre, Rottnest Express, Rottnest Island Authority, The Sunday Times, Visitor Centre Association of WA and Western Australian Museum Perth.

With tourism injecting approximately \$10 billion into the West Australian economy in 2014, these benefits would allow the City of Perth with valuable opportunities to represent its tourism industry stakeholders.

### **2015 Perth Airport WA Tourism Awards / Gala Dinner**

The WA Tourism Awards is the State's premier annual tourism awards program and recognises excellence within the industry. The WA Tourism Awards are regarded as the industry's most prestigious event, with the Gala Dinner attracting wide media coverage and enthusiastic industry-wide support.

The Awards are a chance for operators to gain public recognition and exposure for their achievements to the industry. The WA Tourism Awards/Gala Dinner will be held on 14 November 2015 and is expected to attract more than 800 attendees.

Prior to the WA Tourism Awards Gala Dinner is the 'Finals Fever' function – an evening to announce award nominees.

In 2006, the City of Perth was the inaugural sponsor of the 'Sir David Brand Award for Tourism' at the WA Tourism Awards. This particular award recognises an outstanding achievement by an organisation in promoting or servicing the West Australian tourism industry. The City has since continued to sponsor this award, providing the opportunity to recognise the value of these organisations and their contribution to the tourism industry within Perth.



Past winners of the Award have been the Challenger Institute of Technology, Sandleford Wines, Perth Zoo, Burswood International Resort Casino, Perth Mint, Augusta Margaret River Tourism Association, Kings Park and Botanic Gardens and Cable Beach Club Resort & Spa.

Although some of the past and future winners have/will not be situated in the City of Perth boundaries, the calibre of the Sir David Brand Award for Tourism winner is such that they are influential in establishing Perth and WA as an international tourist destination.

In 2008/09, the City began making a singular corporate sponsorship contribution that incorporated both Gold Membership and WA Tourism Award Sponsorship. Since 2011 a strong relationship has been built with TCWA. The City is in regular discussions with the Council to collaborate ideas, projects and products to benefit the City's tourism goals. Recent projects include: partnering to improve customer service standards in Perth; providing workshops to local businesses to increase cultural awareness, requirements and needs of a growing Chinese tourism market; and the development of *Destination Perth; Developing Perth's Visitor Economy*.

Support sponsorship of the WA Tourism Awards includes a range of benefits throughout the awards process and recognises the commitment of sponsors through marketing and branding activities with a wide reach.

TCWA are actively seeking or has confirmed sponsorship with a number of other organisations. The principal sponsor of the 2015 WA Tourism Awards is Perth Airport.

Past sponsorship of the WA Tourism Awards and Gold Membership are as follows:

<b>Year</b>	<b>Amount</b>
2008/09	\$15,500
2009/10	\$17,000
2010/11	\$17,000
2011/12	\$17,000
2012/13	\$17,000
2013/14	\$20,000
2014/15	\$20,000
2015/16	\$20,000 (requested) \$20,000 (recommended)

It is recommended that the City sponsor the requested amount of \$20,000 (excluding GST).

#### **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.

IP14 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

**DETAILS:**

**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Support for activities which award endeavour in community service	Yes
Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

**Markets / audiences who will be exposed to sponsorship information:**

- The West Australian tourism industry through publications, promotions and media coverage.
- Up to 800 state-wide guests at the 2015 Perth Airport WA Tourism Awards presentation.
- The general public via publicity of the 2015 Perth Airport WA Tourism Awards.
- The State Government, Tourism WA and major tourism operators in the City, including hotels, tourism venues and businesses.

**Promotion of City of Perth to Markets / audiences:**

The markets exposed to the sponsorship will be primarily:-

- The West Australian tourism industry through publications, promotions and media coverage.
- Up to 800 state-wide guests at the 2015 Perth Airport WA Tourism Awards presentation.
- The general public via publicity of the 2015 Perth Airport WA Tourism Awards.
- The State Government, Tourism WA and major tourism operators in the City, including hotels, tourism venues and businesses.

In recognition of the City of Perth's financial contribution, TCWA will acknowledge the City's Gold Membership status in both its written and electronic collateral. This recognition is detailed in the recommendations of this report.

The WA Tourism Awards are heavily promoted by TCWA via the industry work groups, presentations and publications. Award winners will be publicised in the industry and mainstream media.

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

#### **1. The opportunity the sponsorship provides to enhance the image of the City of Perth.**

The City will enhance its image by being able to actively demonstrate its corporate commitment to the tourism industry, by way of promotion of its support, and involvement with, the peak tourism stakeholders at a state level, as a Gold Member of TCWA.

#### **2. The value of the increased goodwill from markets / audiences exposed to the sponsorship by the City of Perth.**

The relationship will provide valuable goodwill within TCWA and the tourism industry and the extensive range of markets the City of Perth will be exposed to under the agreement.

Sponsorship provides a significant opportunity to engage with each of these audiences and particularly continue the relationship with TCWA and other tourism bodies. The agreement will expose City of Perth to a broad range of stakeholders across the tourism industry in Western Australia, including government agencies, members, industry bodies, partners, and media.

#### **3. Contributes towards the achievement of one or more of the City's economic development and 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.

With tourism injecting approximately \$10 billion into the West Australian economy in 2014, benefits from membership would continue to allow the City of Perth a greater voice to represent its tourism industry stakeholders.

By continuing to align itself with Tourism Council WA and the WA Tourism Awards, the City of Perth will extend and build its relationship with the tourism industry, cementing its commitment and reflecting the important role the City plays in enhancing the appeal of Perth to regional, intrastate and international visitors.

#### **4. Benefits to be provided to the City.**

The benefits provided to the City are detailed in the recommendation section of this report.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 43971000 (Tourism)
BUDGET ITEM:	Economic Services - Other Economic Services - Economic Development
BUDGET PAGE NUMBER:	TBA
BUDGETED AMOUNT:	\$95,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$20,000
BALANCE:	\$75,000

**COMMENTS:**

The City's Policy 18.8 (Provision of Sponsorship and Donations) enables the City to provide sponsorship funding for awards presentations and acknowledgement for excellence in relevant professional fields.

By continuing to align itself with Tourism Council WA and the annual WA Tourism Awards, the City of Perth will enhance its image by being able to actively demonstrate its corporate commitment to the tourism industry. A sound relationship has been built between the City and TCWA and this corporate sponsorship will allow a continued, mutually beneficial relationship. Furthermore, it affirms good will with TCWA and the tourism industry.

Finally, the continued relationship demonstrates the City's commitment to enhance the appeal of Perth to regional, intrastate and international visitors.

Approval is sought for both TCWA Gold Membership and 2015 Perth Airport WA Tourism Awards sponsorship. It is recommended that the Council approves Gold Membership of \$12,000 and sponsorship of \$10,000 (minus \$2,000 discount), totalling \$20,000 (excluding GST).

## ITEM NO: 10

### CORPORATE SPONSORSHIP – PERTH CONVENTION BUREAU 2015/16 GRANT

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

***That Council:***

- 1. approves cash Corporate sponsorship of \$256,547 (excluding GST) for the Perth Convention Bureau 2015/16 financial year grant;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
  - 2.1 an Elected Member to sit on the Perth Convention Bureau Board;***
  - 2.2 reference to the City of Perth as a major stakeholder in the Perth Convention Bureau Annual Report (in text and with logo);***
  - 2.3 reference to the City of Perth in the Bureau's presentations;***
  - 2.4 reference to the city and its attributes in all bid submissions;***
  - 2.5 mention of the City of Perth in appropriate media releases;***
  - 2.6 inclusion of City of Perth activities for members in the Bureau's newsletters;***
  - 2.7 invitations for Elected Members and executive staff to attend member networking functions, public forums and corporate presentations;***

***(Cont'd)***

- 2.8 reference to City of Perth support on the Bureau's website;**
- 2.9 inclusion of City of Perth support and activities in the Meeting and Incentive Planners Guide;**
- 2.10 access to the Bureau's calendar of events including conference organiser contacts;**
- 2.11 opportunities to be involved in the Bureau's familiarisation programs as they arise;**
- 2.12 the City of Perth to be recognised as a key stakeholder of the Perth Convention Bureau.**

#### **BACKGROUND:**

FILE REFERENCE: P1010627-29  
REPORTING UNIT: Marketing, Communications and Events  
RESPONSIBLE DIRECTORATE: City Services  
DATE: 5 June 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 16 June 2015.

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

A funding submission has been received from the Perth Convention Bureau (PCB) seeking a sponsorship grant from the City of Perth for the 2015-16 financial year.

The PCB was founded in 1972 as a company limited by guarantee. It operates as a non-profit organisation representing the interests of its fee-paying members.

The PCB markets Western Australia as a convention, exhibition and incentive travel destination. It provides incentives and facilitation services to encourage conferences, exhibitions and incentive groups to be staged in Western Australia.

The City of Perth has been a principal supporter of the PCB since it commenced operations. Cr Harley is the current City of Perth nominee on the PCB Board.

#### **Summary of Event:**

The PCB has requested an investment of \$264,243 (excluding GST) from the City of Perth for the 2015-16 financial year. The amount requested equates to a 3% increase on the \$256,547 provided in 2014-15.

Through its support for PCB, the City establishes new, and strengthens existing, business opportunities with major convention industry members including hotel and venue operators, retailers and restaurateurs. The Perth Convention Bureau raises the profile of the city as a convention destination in major markets such as medical, science, mining and the professions.

Conventions bring significant additional income to the city and the PCB operates as a marketing vehicle to attract these conventions and position Perth as a successful convention city in the world market.

PCB has undertaken ongoing targeted marketing to the high yield health sector and advises that these efforts have proved highly successful with a rapid increase in delegates from the healthcare sector from 2009 to 2015.

PCB has recently sought to empirically identify other high yielding sectors of conference delegates and in 2011, engaged an organisation to undertake market research and analysis relating to the not for profit association conference and convention market in Western Australia. In an effort to enhance the PCB's success in delivering economic and social benefits to the State, the project provides research and analysis of high yielding conference sectors. The attraction and retention of such high yield events is critically important to PCB and the identification of other high yield sectors will guide PCB's business development efforts.

### **Conventions and City of Perth**

Whilst the PCB has a state-wide convention marketing responsibility, the City of Perth is the primary beneficiary. With the opening of the Perth Convention and Exhibition Centre in 2004, the city more than doubled its meeting capacity and is now hosting a larger number of conventions and exhibitions.

The PCB sales target for 2014-15 was \$106 million in delegate expenditure; it is on track to secure this. This is an increase from the previous year's figure of \$104 million in direct expenditure. A significant proportion of this activity and expenditure will be accommodated in the City of Perth local government area.

In 2014-15, PCB received a City of Perth grant of \$256,547 and an additional \$20,000 towards its scholarship program. Based on the \$106 million results, this investment has generated a return of approximately \$383 for each dollar invested by the City of Perth.

### **Major Bid Wins 2014/15**

At the end of April 2015, PCB had secured 153 bid wins, 44,000 delegates and an estimated direct delegate expenditure of \$89 million, delivering approximately of the annual DDE target to date. This reflects a bid win success rate of 95% for national and 85% for international conferences. Forecast delegate numbers for 2015-16 total 61,767, compared to 60,655 in 2014-15.

Some major bid wins secured during 2014-15 to date for business events to occur across 2015-17 include:

<b>Conference</b>	<b>Direct Delegate Expenditure</b>
International Association for Homes and Services for the Aging International Conference 2015	\$3,913,827
Asia Pacific Model United National Conference (AMUNC) 2015	\$3,557,728
42 <sup>nd</sup> Society of Hospital Pharmacists of Australia National Conference	\$2,729,090
Australian Society of Anaesthetists (ASA) 76 <sup>th</sup> National Scientific Congress 2017	\$2,393,887

## Revenue

In 2012/13 Tourism WA confirmed funding for PCB for the period 2012/13 to 2015/16. PCB has submitted a funding proposal to Tourism WA for the period 2016-2020. PCB is funded by a mix of membership fees, government grants and sponsorships. Funding sources year-to-date include:

<b>Funding Source (Source: PCB)</b>	<b>2014/15</b>
Tourism WA	\$3,762,000
Grants (City of Perth)	\$256,547
Industry financial contribution	\$1,030,242
Membership fees	\$349,031

## 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  
 IP14 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

### DETAILS:

### Eligibility for Sponsorship:

<b>Criterion</b>	<b>Satisfied</b>
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Supports for promotional material (such as publications and films) which positively position the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes



**Markets / audiences who will be exposed to sponsorship information:**

The markets exposed to the marketing activities of the PCB include international, national and local industries, convention organisers and convention delegates.

**Promotion of City of Perth to Markets / audiences:**

In recognition of the City of Perth's financial contribution, the Perth Convention Bureau will acknowledge its key stakeholder status both in written and electronic collateral and publicity. This recognition is detailed in the recommendation section of this report.

In addition the City will continue to receive notification of scheduled conferences, seminars and exhibitions, entitling it to submit information about Perth for the delegate's kits.

In 2014-15 the City distributed more than 7,000 brochures on the city as a convention destination as well as providing a city information service to some conventions. This has been one of the City's major tourism tactics, targeting the high spending delegates market with low cost promotional material in an effective targeted marketing campaign.

The following table shows the City's previous sponsorship for the PCB (including \$20,000 scholarship contribution):

<b>Date</b>	<b>Sponsorship Amount (excluding GST)</b>
2002/03	\$200,000
2003/04	\$200,000
2004/05	\$200,000
2005/06	\$215,050
2006/07	\$250,000
2007/08	\$230,000*
2008/09	\$250,000
2009/10	\$250,000
2010/11	\$254,600
2011/12	\$255,000
2012/13	\$262,000
2013/14	\$269,075
2014/15	\$276,547

\*There was no scholarship component in 2007/08, hence the \$20,000 was not included. The City has provided sponsorship towards the scholarship program since 2006-07.

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

### **1. The opportunity the sponsorship provides to enhance the image of the City of Perth.**

Benefits offered by the PCB ensure that the city is promoted internationally, to a high spending market with measurable results. This marketing activity is not undertaken by any other authority or organisation. The PCB is the authorised marketing body on behalf of the convention/tourism sector in Perth and WA.

### **2. The value of the increased good will from markets / audiences exposed to the sponsorship by the City of Perth.**

Sponsoring the PCB contributes to positioning the city as an international convention destination, Conventions showcase the States areas of excellence, enabling the fostering of closer trading, cultural and social links with business and trading partners. Conference business facilitated by PBC enhances Perth's international profile, increases leisure tourism through pre and post touring opportunities and increases business investment, innovation and productivity.

### **3. 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 City receives benefits from the PCB which entitle it to provide convention delegate with information including shopping, dining and entertainment available in the city. This provides a direct marketing opportunity for which there is no alternative mechanism. Convention delegates are not limited to those that are attending functions in the city, thus enabling the city to also access delegates attending the few venues outside the city precinct.

This access to delegates provides a cost effective means to market the city to convention delegates who spend six to eight times as much as a leisure tourist in shopping, entertainment and accommodation. Expenditure by convention delegates is spread across a number of industry categories.

### **4. Benefits to be provided to the City.**

The benefits provided to the City are detailed in the recommendation section of this report.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 14B1 6000 7901
BUDGET ITEM:	Economic Services – Tourism and Area Promotion – City Vibrancy
BUDGET PAGE NUMBER:	TBC
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	TBC
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$256,547
BALANCE:	TBC

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

Benefits of investment in the Perth Convention Bureau go beyond economic and tourism benefits. There are many social dividends including increased business activity and investment, facilitating knowledge transfer and enhancing Western Australia's international profile. There are also extended beneficiaries of business, academia, research, healthcare, agriculture and resources – the sectors for which conferences are predominantly held.

It is recommended that the Council approves sponsorship of \$256,547(excluding GST). In setting the 2015/16 budget the City has been mindful to ensure expenditure increases are viewed within the context of budget pressures and has taken the approach to cap total sponsorship expenditure to the levels of previous years.

## ITEM NO: 11

### CORPORATE SPONSORSHIP – PERTH CONVENTION BUREAU SCHOLARSHIP PROGRAM 2015-16

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

***That Council:***

- 1. approves corporate sponsorship of \$20,000 (excluding GST) for the Perth Convention Bureau Scholarship program;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
  - 2.1 the City of Perth to be recognised with the scholarship title being “The City of Perth Convention Scholarship”;***
  - 2.2 reference to the City of Perth as a sponsor in all correspondence and brochures referencing the scholarship;***
  - 2.3 the City of Perth crest to appear on all promotional material relating to the scholarship;***
  - 2.4 acknowledgement of the City of Perth’s support in the Perth Convention Bureau’s Annual Report;***
  - 2.5 Elected Members to be invited to attend the Awards breakfast;***
  - 2.6 the Lord Mayor, or representative, to be invited to present the award to the scholarship winner;***
  - 2.7 the City of Perth Manager Marketing, Communications and Events to be invited to participate in the scholarship judging panel.***

## **BACKGROUND:**

FILE REFERENCE: P1010627-29  
REPORTING UNIT: Marketing, Communications and Events  
RESPONSIBLE DIRECTORATE: City Services  
DATE: 2 June 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 16 June 2015.

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

**Meeting Note:** The Marketing Sponsorship and International Relations Committee considered it appropriate that the event organiser be requested, where possible, to acknowledge the Elected Members present at events associated with the Perth Convention Bureau Scholarship Program 2015/16 Awards Breakfast as specified in part 2.5 of the Officer Recommendation.

A funding submission has been received from the Perth Convention Bureau (PCB) seeking sponsorship of its scholarship program for the 2015/16 financial year.

### **Perth Convention Bureau**

The PCB was founded in 1972 as a company limited by guarantee. It operates as a non-profit organisation representing the interests of its fee-paying members.

The PCB markets Western Australia as a convention, exhibition and incentive travel destination. It provides both financial assistance and market expertise to convention and event planners to secure their business for the State.

The City of Perth has been a principal supporter of the PCB over the 40 years that it has been operating. Councillor Harley is the current City of Perth nominee on the PCB Board. PCB is funded by a mix of membership fees, government grants and sponsorships.

### **PCB Membership and Board**

The PCB membership represents all key sectors of the city's business profile. This includes hotels, retailers, venue operators, airlines, conference and event organisers, destination management companies and visitor attractions.

The PCB Board currently consists of the following:

Ian Laurance (Chair)	Axiom Properties Limited
Cr Reece Harley	City of Perth nominee

Ian Gay	Qantas Airways
Michael Altieri	Crown Perth
Nigel Keen	Perth Convention and Exhibition Centre
David Constantine	Parmelia Hilton Perth
Chris Pye	The Terrace Hotel
Renee Bennett	EECW Events Management
Gaye McMath	The University of Western Australia
Nicole Moody	Racing and Wagering WA
Chad D'Souza	ADAMS

## **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
IP14	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

### **DETAILS:**

This request relates specifically to the naming rights sponsorship of the PCB Scholarship program in 2015-16 for which the PCB seeks an investment of \$20,000 (excluding GST) from the City of Perth.

The scholarship program was developed by PCB as a medium to long term strategy to stimulate more conference bidding activity. Scholarships are designed to assist with the development of executives with not for profit associations by funding their attendance at international conferences and thereby building new bidding opportunities to bring those conferences to Perth in the future.

Over the past thirteen years, the Perth Convention Bureau's scholarship program has been responsible for securing international conferences for Western Australia valued at in excess of \$80 million in delegate generated expenditure.

The Bureau is on track to achieve its 2014-15 sales target of \$106 million in delegate expenditure, having secured \$89 million to date.

The City of Perth has provided sponsorship of the scholarship program for seven financial years, with sponsorship of \$20,000 annually. The scholarship did not run in 2008.

Previous scholarship winners are detailed in the below table:

Year	Recipient	Details
2006/7	Dr John De Roach and Enid Chelva, Sir Charles Gairdner Hospital	Secured the XLVIII International Society for Clinical Electrophysiology of Vision Symposium in November 2011
2007/8	N/A	Scholarship program did not run
2008/9	Carol Hanlon, CEO of the TCF Resource Centre if WA Inc.	Secured the 3 <sup>rd</sup> International Fashion Incubators Conference in September 2011
2009/10	Associate Professor Judith Fordham, Barrister and Jury Research Member, UWA	Has bid to host three international conferences representing \$5.61 million in potential direct delegate expenditure
2010/11	Dr Ann O'Neill, Director of Angelhands	Successfully bid for Perth to host the National Conference for Victims of Crime in 2013, and the International Symposium on Victimology in 2015
2011/12	Dr Susan van Leeuwin, CEO of Leadership Western Australia	Attendance at the annual International Leadership Conference in the United States in October 2012. Also used to attend the Harvard Business School to undertake its corporate social responsibility program.
2012/13	Ms Jodie Hurd, projects Manager, Diabetes WA	Attendance at the 21 <sup>st</sup> Global Conference on Health Promotion in Pattaya, Thailand
2013/14	Monnia Volpi-Wise, Manager Prevention Services, SIDS and Kids WA	Attendance at the the Ispid international conference in the Netherlands in September 2014. Aims to attract both the national and international conferences to WA.
2014/15	Dr Heidi Stieglitz Ham, Autism and Language Intervention WA	The scholarship will support Dr Stieglitz Ham to attend two international conferences; the International Meeting for Autism Research and the American Speech and Hearing Association Convention, and enable her to explore the opportunity to bring the conferences to Perth.

As part of their wider scholarship program, the PCB will continue to provide naming rights to the State's five universities for professional development awards as follows:

- Curtin University of Technology – 1 x \$5,000 awards;
- Edith Cowan University – 1 x \$5,000 awards;
- Murdoch University – 1 x \$5,000 awards;

- The University of Western Australia – 1 x \$5,000 awards; and
- The University of Notre Dame Australia – 1 x \$5,000 award.

In return for the PCB providing naming rights, the universities co-ordinate a launch function on campus and distribute promotional material to their staff.

The City of Perth scholarship will be endorsed as the flagship award of the PCB's Scholarship program and receive greater exposure than the university scholarships in that it is available and promoted to a more diverse range of industries.

As in previous years the City of Perth Scholarship will target not-for-profit associations in the following eight sectors:

- Mining and resources;
- Health;
- Education;
- Science and technology;
- Business;
- Environment and heritage;
- Retail; and
- Arts and culture.

#### **Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

#### **Markets / audiences who will be exposed to sponsorship information:**

The markets exposed to the marketing activities of the PCB include international, national and local industries, convention organisers and convention delegates. The scholarship will specifically target not-for-profit associations in the following industries: mining and resources, health, education, science and technology, business, environment and heritage, retail, and arts and culture.

#### **Promotion of City of Perth to Markets / audiences:**

In recognition of the City of Perth's contribution, the Perth Convention Bureau will acknowledge its key stakeholder with naming rights and in both written and electronic collateral and publicity.



The following table shows the City's previous sponsorship for the PCB scholarship:

<b>Date</b>	<b>Sponsorship Amount (excluding GST)</b>
2011/12	\$20,000
2012/13	\$20,000
2013/14	\$20,000
2014/15	\$20,000

**Assessment of Application (Corporate):**

**1. The opportunity the sponsorship provides to enhance the image of the City of Perth.**

Sponsorship of the PCB Scholarship program contributes to positioning the city as an international convention destination. Conventions showcase the State's areas of excellence, enabling the fostering of closer trading, cultural and social links with business and trading partners. Conference business facilitated by PCB enhances Perth's international profile, increases leisure tourism through pre and post routing opportunities and increases business investment, innovation and productivity.

**2. The value of the increased good will from markets / audiences exposed to the sponsorship by the City of Perth.**

The program will provide an opportunity for the City to:

- Develop close relationships with the local community associations and agencies to encourage them to host a meeting in Perth;
- Be involved in the recognition of achievements of individuals in the not-for-profit sector.

Additional benefits offered by the PCB ensure that the city is promoted internationally, to a high spending market with measurable results. This marketing activity is not undertaken by any other authority or organisation.

**3. 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 program will position the city as a city of regional and international significance, increase visitation to the city and increase economic investment in the city.

#### 4. Benefits to be provided to the City.

The benefits provided to the City are detailed in the recommendation section of this report.

#### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL14B1 6000 7901 (2015-16 Budget)
BUDGET ITEM:	Economic Services – Tourism and Area Promotion – City Vibrancy
BUDGET PAGE NUMBER:	TBC
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	TBC
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$20,000
BALANCE:	TBC

All figures quoted in this report are exclusive of GST.

#### **COMMENTS:**

The scholarship program is a key tactic employed by the PCB to increase their access to conference bidding opportunities. The program also introduces individuals linked to not-for-profit associations to the role of the PCB and in turn aims to stimulate conference bidding for Perth.

Cash sponsorship of \$20,000 is recommended.

## ITEM NO: 12

### CORPORATE SPONSORSHIP – 2016 HOPMAN CUP

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

***That Council:***

- 1. approves Corporate Sponsorship of \$100,000 (excluding GST) to Tennis Australia to present the 2016 Hopman Cup from 3 January until 9 January 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
  - 2.1 the City of Perth to be recognised as a Platinum Sponsor for the duration of the event;***
  - 2.2 acknowledgement as a Platinum Sponsor with acknowledgement and the inclusion of the City of Perth logo whenever Platinum Sponsors are acknowledged;***
  - 2.3 the City of Perth crest to appear on the following:***
    - a. LED court signage, located in two corners, east and west sides on the ball guards;***
    - b. colour LED signage around the entire courtside ball guards, in rotation, during breaks in play;***
    - c. two (2) City of Perth flags to be flown on the outdoor practice court;***
    - d. on the main scoreboard in the Sponsor logo rotation;***
    - e. 8 second promotional space, on rotation, on Perth arena internal LED screens during the event;***
  - 2.4 two full page colour advertisements in the official Hopman Cup program;***

***(Cont'd)***

- 2.5 one 30 second City of Perth television commercial to be played on the centre court big screen before each match and during matches on a sponsor rotation;**
  - 2.6 Hopman Cup to run a campaign promoting City food and beverage businesses (working title – Flavour of Hopman);**
  - 2.7 an opportunity for the City of Perth to provide colour segments to Tennis Australia for use during the national and international broadcast of the event;**
  - 2.8 a Hopman Cup community tennis activation to be held in the city during the lead up to Hopman Cup 2016;**
  - 2.9 the City of Perth to activate internally at Perth Arena for the duration of the tournament with their mobile kiosk, with the size and location to be agreed between Tennis Australia and the City of Perth;**
  - 2.10 100 silver event tickets for the City of Perth to use for promotional purposes through the Visit Perth City website;**
  - 2.11 an opportunity for the City to run a promotional digital campaign on Hopman Cup website and across social media;**
  - 2.12 one six seater Corporate Box for corporate use by City of Perth;**
  - 2.13 nine invitations for Elected Members to be invited to attend the official Hopman Cup welcome reception;**
  - 2.14 four invitations for Elected Members to attend any additional official Hopman Cup events; and**
- 3. a detailed acquittal report, including all media coverage obtained, to be submitted to the City by May 2016.**

## **BACKGROUND:**

FILE REFERENCE: P1010627-29  
REPORTING UNIT: Marketing, Communications and Events  
RESPONSIBLE DIRECTORATE: City Services  
DATE: 29 May 2015  
MAP / SCHEDULE: N/A

At the Marketing, Sponsorship and International Relations Committee meeting held on 16 June 2015 the Committee agreed to amend part 1 of the Officer Recommendation as follows:

“1. approves Corporate Sponsorship of ~~\$140,000~~ \$100,000 (excluding GST) to Tennis Australia to present the 2016 Hopman Cup from 3 January until 9 January 2016;”

**Reason:** The Marketing Sponsorship and International Relations Committee considered it appropriate to reduce the proposed sponsorship amount to \$100,000 due to budget constraints and noted that the Chief Executive Officer will negotiate sponsorship benefits in line with the reduced sponsorship amount.

**Meeting Note:** The Marketing Sponsorship and International Relations Committee considered it appropriate that the event organiser be requested, where possible, to acknowledge the Elected Members present at the 2016 Hopman Cup and associated events.

The Hopman Cup is an annual international team tennis tournament founded by Paul McNamee and Charlie Fancutt in 1989 and held in Perth every year.

Matches are played on a hard court, and the event was hosted by the Burswood Dome until 2013 when the event moved to Perth Arena. The event is now managed by Tennis Australia as part of the Australian Open Series of events.

Tennis Australia is the governing body of tennis in Australia. The organisation aims to provide increased opportunities for people to play tennis more often. In addition, the three strategic goals of the company are one million registered players, one million engaged fans and one Grand Slam champion.

## **Summary of Event:**

A sponsorship request has been received from Tennis Australia for cash sponsorship of \$110,000 for the Hopman Cup 2016. The event will be held at Perth Arena from Sunday 3 January to Saturday 9 January 2016.

The Hopman Cup is an international tennis tournament. Nations are selected annually to compete in the event, with teams consisting of one male player and one female player. Each match up between two teams at the championship consists of:

- one women’s singles match;

- one men's singles match; and
- one mixed doubles match.

The leading teams in each group, after three round robin matches, qualify for the final, and for prize money of \$1 million. Players for the 2016 event have not yet been announced.

The Hopman Cup is a sanctioned event on the calendar of the International Tennis Federation but individual player results are not included in the calculation of the tennis world rankings. The competition receives extensive television coverage in Australia and is an important lead up tournament to the Australian Open each January. Organisers advise that its position as the first international sporting event of the year provides a unique point of difference for promotion.

The 2015 event had an attendance of 95,742. This is the second largest attendance in the events history. Organisers advise the event reached an international audience of 6.2 million, with 1850 cumulative hours of International broadcast coverage.

Tennis Australia has proposed four objectives for the City of Perth sponsorship in 2016:

- to reintroduce the City of Perth to the people of Perth;
- to showcase the City of Perth on a world stage;
- to entice people to the city with free unique events; and
- to highlight places to dine and shop in the City of Perth.

In the lead up to the start of the Hopman Cup, organisers will present a community activation in the city in a location to be confirmed.

Organisers have presented the City with two new promotional strategies to be delivered as part of the City's sponsorship of the event in 2016:-

### **Flavour of Hopman (working title)**

Organisers have plans to capitalise on the international aspect of the event with a campaign featuring city restaurants and bars. They will invite food and beverage businesses to create a signature dish or drink that reflects one of the visiting teams for the event. Hopman Cup will promote these as destinations, showcasing them on social media, as well as via a dedicated 'Flavour of Hopman' page on the event website.

Organisers are also planning a 'Flavour of Hopman' activation with international food trucks representing the Hopman Cup participating nations, entertainment and showcases from international community groups, table tennis, barefoot tennis and celebrity appearances.

## City of Perth broadcast colour segments

Organisers plan to show off the best of Perth to a national and International audience with broadcast colour segments showcasing the City of Perth shown during the broadcast of Hopman Cup. It is envisaged that the City of Perth would have an opportunity to provide footage to be incorporated into the broadcast. This initiative would give exposure to the City that has not yet been achieved as part of the Hopman Cup sponsorship.

## i-City Volunteer Involvement

The i-City volunteer service will again be located in an indoor position at the Perth Arena throughout the event. The volunteers will distribute city information to encourage visitation to the city.

## Funding

Tennis Australia has requested cash sponsorship of \$110,000 for this event. They currently have sponsorship contracts in place with several supporters, including Tourism WA, Rio Tinto and Solid Gold Diamonds, and are in negotiations with additional sponsors.

## 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 of Perth  
IP27 Support and deliver events that reflect and celebrate cultural diversity

## Policy

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

## DETAILS:

### Eligibility for Sponsorship:

Criterion	Satisfied
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

### Markets / audiences who will be exposed to sponsorship information:

Tournament organisers estimate that more than 95,000 spectators will attend the event in 2015. Those who attend will be exposed to the City's sponsorship of the event via signage, advertising and associated promotions.

Media coverage of the event will assist in exposing the City to local, national and international audiences.

## **Promotion of City of Perth to Markets / audiences:**

Promotion and support for the City of Perth is detailed in the recommendation section of this report.

**The following table shows the City's previous sponsorship of the Hopman Cup.**

<b>Date</b>	<b>Sponsorship Amount (excluding GST)</b>
2011/12	\$50,000
2012/13	\$100,000
2013/14	\$110,000
2014/15	\$110,000

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

### **1. The opportunity the sponsorship provides to enhance the image of the City of Perth.**

With the event located in the city there is increased opportunity to enhance the image of the City of Perth through sponsorship of this high profile event. The 'Flavour of Hopman' themed promotion will involve event organisers working closely with city based businesses to promote them to a broader audience. The organisation will provide the City an opportunity to showcase colour segments for national and international broadcasts, including those of city-based businesses.

### **2. The value of the increased good will from markets / audiences exposed to the sponsorship by the City of Perth.**

The City will be recognised as supporting this key sporting event. The event will be screened internationally and is expected to attract overseas and interstate visitors.

### **3. 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 is a high profile tennis tournament with international media coverage. It positions the city as one of regional and international significance. The event increases visitation to the city, increases economic investment to the city and creates a vibrant city.



#### **4. Benefits to be provided to the City.**

The benefits provided to the City are detailed in the recommendation section of this report.

The 'Flavour of Hopman' and broadcast colour segment benefits are offered as part of a revised sponsorship proposal designed to showcase City of Perth venues both locally and internationally. Other sponsorship benefits which have previously been offered have been removed with the associated events being revised for 2016. These include:

- six nominations for the Super Clinic, for ages between ten and sixteen years old;
- one table of ten for the Hopman Cup Ball; and
- two invitations to play and two guest passes for the Hyundai Pro-Am.

Organisers advise that the value of the benefits offered for 2016 is significantly higher than that offered in 2015.

#### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	1486 5000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	TBC
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	TBC
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$110,000
BALANCE:	TBC

All figures quoted in this report are exclusive of GST.

#### **COMMENTS:**

The Hopman Cup is a high profile event which showcases the city to a national and international audience, and positions the city as a destination for world class sporting events. In 2016 Tennis Australia are planning two new initiatives to work with the city – a food and beverage promotional campaign and the opportunity for the City to provide colour segments for the national and international broadcast. It is recommended that the Council approves sponsorship of \$110,000 (excluding GST).

## ITEM NO: 13

### ARTS AND CULTURAL SPONSORSHIP 2015/16 – MAJOR PARTNERSHIP – AWESOME ARTS AUSTRALIA LTD

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

***That Council:***

- 1. approves Arts and Cultural Sponsorship – Major Partnership of \$100,000 (excluding GST) to Awesome Arts Australia Ltd for the presentation of the 2015 AWESOME International Arts Festival for Bright Young Things;***
- 2. notes that Awesome Arts Australia Ltd will provide the following sponsorship benefits to the City:***
  - 2.1 inclusion of the City of Perth crest on promotional material and publications relating to the 2015 AWESOME International Festival for Bright Young Things, including but not limited to, the Festival Program and Annual Report;***
  - 2.2 inclusion of the City of Perth crest and acknowledgement in The West Australian newspaper lift-out Festival Guide;***
  - 2.3 inclusion of City of Perth crest in electronic and social media promotions for the event;***
  - 2.4 inclusion of the City of Perth crest on co-branded sponsor signage displayed at all outdoor festival sites and Festival launch events;***
  - 2.5 dedicated full-page acknowledgment of the City of Perth Major Partnership in the 2015 AWESOME Festival Program;***

***(Cont'd)***

- 2.6 acknowledgement of the City of Perth's support on the Awesome website including an active link for the duration of the sponsorship year;**
  - 2.7 invitation for the Lord Mayor or representative to launch the 2015 AWESOME Festival;**
  - 2.8 verbal acknowledgement of the City of Perth's support at the Festival opening night and official functions as appropriate;**
  - 2.9 invitations for Elected Members and required City of Perth representatives (as determined by the relevant Director) to attend the Festival launch and a VIP performance;**
- 3. notes that the City is to be provided with an acquittal report for the supported project within three months of completion of the 2015 AWESOME International Arts Festival for Bright Young Things and an audited annual financial report of Awesome Arts Australia Ltd within six months of the conclusion of the relevant financial year.**

**BACKGROUND:**

FILE REFERENCE: P1031286  
REPORTING UNIT: Community Services  
RESPONSIBLE DIRECTORATE: Community Services  
DATE: 13 May 2015  
MAP / SCHEDULE: Confidential Schedule 17 – Draft Festival Program  
(distributed to Elected Members under separate cover)

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Relations Committee at its meeting held on 16 June 2015.

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

Awesome Arts Australia Ltd (Awesome Arts) is a not-for-profit company established in 1996 to create a contemporary arts festival for young people. The company is based in Northbridge.

The *AWESOME International Arts Festival for Bright Young Things* is a showcase of high quality contemporary arts from around the world. Presented in the Perth CBD and Cultural Centre, the program includes film and animation, contemporary dance,

visual arts, street art, theatre, contemporary music and new media. Presentation of the *Awesome Festival* is the main program outcome for Awesome Arts.

Throughout the year the organisation also manages residencies with local artists working in regional, rural and remote communities across the State. The company also delivers special projects throughout the year focused on community capacity building and sustainability through high quality arts development projects, residencies and activities. Partnerships are developed to support Awesome Arts core business activities.

The mission of Awesome Arts is to:

*“Provide ever-expanding opportunities for Western Australian children to actively engage with the arts, thereby intensifying their connectivity with the broader world in which they live.”*

The vision of Awesome Arts is:

*“To be internationally recognised as an innovative, dynamic platform through which children access and engage with the arts, nurturing values that endure into adulthood.”*

### **Past support**

The City of Perth has provided sponsorship for the Awesome Festival for 16 years. Recent sponsorship is as follows:

<b>Year</b>	<b>Description</b>	<b>Amount Provided</b>
2010/11	Awesome Festival	\$86,700
2011/12	Awesome Festival	\$87,125
2012/13	Awesome Festival	\$100,000
2013/14	Awesome Festival	\$100,000
2014/15	Awesome Festival	\$100,000
<b><i>Requested 2015/16</i></b>	<b><i>Awesome Festival</i></b>	<b><i>\$100,000</i></b>
<b><i>Proposed 2015/16</i></b>	<b><i>Awesome Festival</i></b>	<b><i>\$100,000</i></b>

An acquittal report for the 2014/15 year has been provided. The 2014 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: Major 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

#### AWESOME International Arts Festival (3 to 16 October 2015)

Awesome is seeking support from the City of Perth for a component of the 2015 Festival, specifically the Festival's Interactive / Installation Program. The works in this component of the program encourage participation and exploration and will be located in public spaces. The five supported works in the aligned program are from Western Australia, Victoria, Belgium and the US. Works in the interactive program include performance, visual art, photography and installation.

The Festival's Interactive / Installation Program can be seen in Confidential Schedule 17. As the company is currently finalising artists' agreements, the Confidential Schedule is not yet confirmed and is not comprehensive. The applicant has

highlighted selected works to be aligned with this sponsorship. There will be a public launch of the 2015 program in September.

The Festival is a curated program across artforms. The program will feature international artists, local artists and arts companies selected for their specialist skill in developing meaningful and stimulating creative experiences for children.

In the 2015 Festival program Awesome Arts will partner with SymbioticA on the National Experimental Arts Forum to be held 5 to 6 October 2015, cross-leveraging artist presentations with the intention to present a joint seminar on Experimental Art and Children. Awesome Arts will also expand its early childhood program in 2015, partnering again with Playgroup WA. Awesome Arts will also again partner with the Art Gallery of WA, the State Library of WA and the WA Museum to co-present exclusive festival events. Black Swan State Theatre Company will present the childrens' theatre production *Red Balloon* as part of the Awesome Festival.

Four new works will have their international premiere in 2015, whilst two international productions will premiere in Australia exclusively at the Festival and one other international work will have its first Australian debut.

Awesome Arts and Writing WA will co-launch an international publication and host Singaporean Children's authors on a cultural exchange program.

## **Venues**

The 2015 Festival will take place in the Perth Cultural Centre which provides a concentrated central space that is easy and safe for families to visit. The location is close to public transport and facilitates partnership opportunities with the city's major cultural institutions and has a variety of options to accommodate temporary venues and large scale installation works.

Awesome Arts has reported that use of this site is successful in creating a festival atmosphere as the activity is concentrated in one precinct and encourages people to attend multiple events, prolong their visit or return on another day.

Some key sites for the 2015 Festival include the Urban Orchard, WA Museum, State Theatre Centre, State Library of WA, The Tiny Top (temporary structure), Cultural Centre Wetlands Stage, Art Gallery of WA concourse and the Blue Room Theatre.

## **Audience**

Awesome Arts has estimated that 108,550 people will have direct engagement with the Festival at aligned events, and anticipate an increase of 19% in total attendances from the 2014 event. The estimated 108,050 includes 32,500 exhibition attendances; 10,000 activity participants; 40,000 attendances to a public installation and 26,050 additional attendances.

Awesome Arts anticipates that an increased media profile will attract a larger audience than previous years. 97% of respondents to Awesome Arts 2014 survey indicated that they were satisfied or very satisfied with the quality of the Awesome

program, 57% of respondents visited the festival two times or more over the fortnight, 93% would attend again, and 96% would recommend Awesome to others. In 2014 Awesome Arts achieved a year-on-year audience retention rate of 45% indicating that audiences are loyal to the Awesome Festival.

In 2014, 1,100 children from 21 institutions attended the Awesome Festival over a four-day period as part of the Awesome Festival excursion program. In the same week over 700 children from 7 schools were involved in the Near & Dear author incursion program, run in partnership with Writing WA. 170 children attended an excursion through holiday care and playgroup programs. This total of 2,050 children represents an increase of 53% from the previous year.

### **Ticket Prices**

The majority of the festival's performances, exhibitions and activities are free to attend. The festival is subsidised by a range of Government and corporate supporters ensuring that the program is of high quality and accessible to most families. Most performances are ticketed at \$15 with the exception of performances at the State Theatre Centre, which are ticketed at \$20-\$25.

For the past three years Awesome Arts has refocused its target audience and provided more opportunity to attract families. The festival now takes place in October to coincide with the second week of the school holidays and continues into the start of school term 4 to cater for school tours in its final four days.

The festival attracts families with young children catering for children of varying age groups. The program maintains a focus on the 'pre-teen demographic' and more recently an early childhood program has been introduced. The general public program has expanded from 3 to 10 days and includes a substantial free to access program of workshops, performances and interactive activities. The implementation of these strategic programming changes has resulted in repeat visitation by audiences.

Awesome reported an increase in the number of families making multiple visits to attend the festival in 2014.

### **ASSESSMENT:**

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

The identified objective of an *Arts and Cultural Major/ Civic Partnership* is to support arts and cultural activities that:

- Facilitate the dynamic celebration of the city through major arts and cultural festivals and activities;
- Enhance social well-being and encourage community;

- Provide support for the city's key arts and cultural organisations to provide high quality arts and cultural experiences;
- Contribute to the economy of the city.

### **The project must demonstrate shared objectives as a Major Partner**

The City of Perth maintains major partnerships with a small number of organisations.

There is a strong emphasis on strategic outcomes in the areas of community building, cultural celebration and audience development. Access and inclusiveness are key considerations for major or civic partnerships.

The Awesome Festival is the only event for families in WA that presents an international program curated and produced specifically for children and families.

The Awesome Festival has a highly visual presence in the city for its duration. The festival offers affordable access to the arts and has a strong emphasis on participation and developing creative potential in young people.

The Awesome Festival provides an opportunity for families to participate in the arts together. Beyond providing passive entertainment experiences, Awesome activities and interactive experiences aim to inspire creative thinking in young people.

The festival provides economic benefit to local business in particular food outlets in the adjacent Forrest Place precinct and in Northbridge. Awesome reports that a large proportion of consumables in the production budget is invested into the local economy businesses and the festival undertakes partnership with various city businesses that support the volunteering program and provide venues, resulting in increased patronage from Festival audiences.

### **The project must be of high artistic quality/ cultural relevance**

The Awesome Festival presents an international curated arts program produced specifically for children and families. The arts activities and shows within the Awesome program are unique and cannot be readily accessed elsewhere.

Awesome Arts is committed to engaging the professional contemporary artists that are representative of sector best practice. There are several events that will have their only Australian performance at the Awesome Festival and some works having been commissioned by Awesome Arts will have their premiere at the festival.

Each year the festival invites a festival director from outside of Western Australia to conduct a peer review of the festival. This review process provides constructive and unbiased assessment of the event. To gain feedback from the target audience, Awesome invites a team of volunteers 'reviewers' aged 6-12. A small group of 4-8 year olds are also assisting in sharing their views following a guided tour. Reviews are published on the ABC website.



The Festival is guided by a program advisory panel. The program is assessed against the following criteria:

- has a contemporary arts focus;
- encompasses multiple art forms;
- inclusive of quality works from Western Australia, Australia and around the world;
- provides a challenge for young people to think differently about the world;
- is interactive, participatory and immersive;
- promotes creative expression within its audience;
- is inclusive of works for various age ranges including pre-school, early primary, middle to late primary school children and families.

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

The City of Perth has been a major sponsor of *The Awesome International Arts Festival* since 1998.

Awesome has been in operation for 19 years and has successfully managed this event for many years. Awesome has considerable experience delivering events, particularly in public spaces.

Awesome employs professional staff to oversee all aspects of successful project management aided by a team of volunteers.

Feedback provided by Awesome following the 2014 Festival indicated the following responses for their surveyed respondents:

<b>Statement/ Response</b>	<b>Percentage of respondents</b>
Satisfied/very satisfied with quality of the AWESOME Festival Program	97%
Thought the AWESOME Festival represented a lot/great deal of value	87%
Respondents who would attend again	93%
Would recommend the AWESOME Festival to others	95%
Believe that the AWESOME Festival provides an opportunity for them/their family to access high quality arts experiences they would not otherwise see or be involved in	97%

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

Awesome has provided a full festival budget for the festival with a cost of \$1,181,500 inclusive of estimates for goods and services provided in-kind. All income earned for the festival is budgeted to be spent on this event.

The overall budget includes an estimate of box office revenue (16%), State Government funding (30%) and corporate funding (28%). The festival is supported in-kind by volunteers, media and provision for venues.

The amount requested from the City of Perth to support the festival represents 8.46% (2014/15 estimate 8.37%) of the total program cost, inclusive of administrative operations and services provided in-kind. This request can be accommodated within the existing budget for Arts and Cultural Sponsorship.

### **The applicant has added to the merit of the application by addressing optional criteria**

The Awesome Festival is actively providing development and employment opportunities for local artists. In 2015 Awesome will continue to contribute towards creative development and will include five new works for the festival.

Awesome is also working to develop audiences and in 2015 this strategy includes:

- Partnering with SymbioticA on the national Experimental Arts Forum held 5-6 October and cross-leveraging audiences and artist presentations;
- Working with focus groups in the disability sector to make Awesome more accessible;
- The development and delivery of an Autism Spectrum Guide to assist families;
- Partnerships with Early Childhood service providers, Black Swan State Theatre Company, Art Gallery of WA, State Library of WA and the WA Museum to co-present events or cross-leverage audiences;
- Partnership with Writing WA to co-launch an international publication and host Singaporean Children's authors on a cultural exchange program;
- Partnership with The West newspaper that will deliver a lift-out program guide, accessing thousands of readers and potential new audiences.

### **Acknowledgement**

For \$100,000 sponsorship, the applicant will be required to provide the benefits as outlined in the recommendation section of this report, in association with the Awesome International Arts Festival.

### **Assessment of return on investment**

The application was measured against the criteria outlined in the Arts and Cultural Sponsorship Guidelines for Civic and Major Partnerships and meets all essential and desirable criteria.

Awesome will acknowledge the City of Perth as a key partner of aligned events within the festival which is marketed to the general public and target audience across media and through direct marketing. The festival will have a highly visible presence within the city over an extended period of 14 days. The festival offers opportunities for families to participate together in the arts together in a safe and stimulating environment.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL15724000
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:	\$161,278
PROPOSED COST:	\$100,000
BALANCE:	\$1,176,356

All figures quoted in this report are exclusive of GST

**COMMENTS:**

The City of Perth has been a major sponsor of The Awesome International Children's Festival since 1998.

Awesome plays an important role in developing future audiences for the arts as well as provide development and employment opportunities for local artists.

The Awesome Festival partners with many of Perth's community and cultural institutions and organisations including State Library, Writing WA, Black Swan State Theatre Company, SymbioticA, Playgroup WA, The Art Gallery of Western Australia and WA Museum for the mutual benefit of partners and audiences.

## ITEM NO: 14

### ARTS AND CULTURAL SPONSORSHIP 2015/16 – ASSOCIATE PARTNERSHIP – ARTRINSIC INC – BLACK SWAN PRIZE

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

***That Council:***

- 1. approves Arts and Cultural Sponsorship of \$41,000 (excluding GST) to ARTrinsic Inc for the Black Swan Prize for Portraiture 2015;***
- 2. notes that ARTrinsic Inc will deliver the Black Swan Prize for Portraiture 2015;***
- 3. notes that ARTrinsic Inc will provide the following sponsorship benefits to the City:***
  - 3.1 inclusion of the City of Perth crest in all promotional material and publications relating to the event, including but not limited to the full colour exhibition catalogue (circulation 6,000), posters and flyers;***
  - 3.2 acknowledgement of the City of Perth in any promotion, advertising and editorial pertaining to the event;***
  - 3.3 acknowledgement of the City of Perth as presentation sponsor of the event, cited as 'Proudly supported by the City of Perth' on promotional material;***
  - 3.4 acknowledgement of the City of Perth's support on the Black Swan Prize website;***

***(Cont'd)***

- 3.5** *public announcement acknowledging the City of Perth's support at the exhibition launches and where possible mentioned in public talks, media interviews and editorial;*
  - 3.6** *display of City of Perth signage at the exhibition for the duration of the exhibition;*
  - 3.7** *invitation for the Lord Mayor or representative to give a speech at official exhibition launches (as appropriate);*
  - 3.8** *invitation for City of Perth Elected Members and representatives to attend the exhibition launches and artist floortalks;*
- 4.** *notes that the City is to be provided with an acquittal report for the supported project within 3 months of completion of the Black Swan Prize for Portraiture and an audited annual financial report of ARTrinsic Inc within 6 months of the conclusion of the relevant financial year.*

**BACKGROUND:**

FILE REFERENCE: P1031290  
REPORTING UNIT: Community Services  
RESPONSIBLE DIRECTORATE: City Services  
DATE: 11 May 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 16 June 2015.

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

**Meeting Note:** The Marketing Sponsorship and International Relations Committee considered it appropriate that the event organiser be requested, where possible, to acknowledge the Elected Members present at events associated with the Black Swan Prize for Portraiture 2015 as specified in parts 3.7 and 3.8 of the Officer Recommendation.

Artrinsic Inc is a not-for-profit incorporated organisation established in 2007 to deliver high quality interactive art events/programs for the greater community to engage in, thereby encouraging and promoting visual arts in WA. The *Black Swan Prize for Portraiture* is the organisation's core activity. The Black Swan Prize is a highly

regarded national art competition and exhibition. Since the event's inception, management of the *Black Swan Prize* has been undertaken by Executive Director Tina Wilson, and overseen by the organisation's board of eight members from the arts and business community.

From 2007 to 2011 the *City of Perth Black Swan Prize for Portraiture* resided at the Perth Town Hall with a portion of sponsorship attributed to cost of venue hire. In 2012 the exhibition added a new category and was rebranded to incorporate the *Black Swan Prize for Heritage*. At this time the exhibition relocated to Linton and Kay Gallery in the inner city. In 2015 the Black Swan Prize remains located at Linton and Kay Gallery, but, it will not include a Heritage category.

Artrinsic has stated its vision and aim as:

*"Vision – Engaging the community to embrace and enjoy visual arts.*

*Aim – To deliver high quality and innovative events / programs for the greater community to engage in, thus encouraging and promoting visual arts."*

Artrinsic's core objectives:

- to continue to grow the reputation of the Black Swan Prize locally, nationally and internationally;
- to add value to the City of Perth and the State from a cultural, tourism and economic perspective;
- to help boost the reputation of the City of Perth in its ongoing support of cultural events;
- to inspire others to create, participate, enjoy and contribute to arts/culture in WA
- to encourage artists, within a variety of artforms, to work with us in the community so we can generate interest in art in Western Australia;
- to provide opportunities for WA artists and the WA community; and
- to provide an engaging entry point for the community into the Arts, making art fun, accessible and enjoyable for everyone.

## **Past support**

The City of Perth has provided sponsorship for the Black Swan Prize for Portraiture for eight years. Recent sponsorship is as follows:

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
2009/10	\$56,100	City of Perth Black Swan Prize for Portraiture at Perth Town Hall
2010/11	\$65,000	City of Perth Black Swan Prize for Portraiture at Perth Town Hall

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
2011/12	\$66,690	City of Perth Black Swan Prize for Portraiture at Perth Town Hall
2012/13	\$39,169	Black Swan Prize for Portraiture at Linton Kay Gallery
2013/14	\$40,000	Black Swan Prize for Portraiture at Linton Kay Gallery
2014/15	\$41,000	Black Swan Prize Exhibition at Linton Kay Gallery
<b>Requested 2015/16</b>	<b>\$42,107</b>	<b>Black Swan Prize</b>
<b>Recommended 2015/16</b>	<b>\$41,000</b>	

An acquittal report for the 2014/15 has been provided. The 2014 audited financial report 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

\*Artrinsic Inc. manages the sale of selected artworks and retains a commission fee of 30%. In 2014 this amount totalled \$11,393.70 and was not considered to represent a commercial exercise, as this income is invested into the overall project budget, subsidising exhibition costs. The organisation itself continues to operate on a not-for-profit basis.

Section 3.2.3c of Policy 18.8 identifies specific items of expenditure that cannot be supported through arts and cultural funding.

The project budget provided includes specific items that are ineligible for support:

- iii. prizes (provided as cash or good and services)
- vii. cost of goods and services provided to other sponsors

The applicant has adequately demonstrated that this aspect of the project is supported through other funding sources.

**DETAILS:**

**Project Summary**

The City of Perth has received an application for Arts and Cultural Sponsorship of \$42,107 from Artrinsic Incorporated, to support the presentation of the *2015 Black Swan Prize* to be held at Linton and Kay Gallery, St Georges Terrace from 24 September to 4 October 2015.

The *Black Swan Prize* exhibition is free for the public to attend. Visitors are able to view the portrait exhibition of well-known and respected Australians by some of



Australia's finest practising artists. Artrinsic offers guided tours and artist floor talks during the exhibition.

The *Black Swan Prize* delivers workshops at Princess Margaret Hospital and selected schools throughout 2015 to encourage young people to explore creative expression through portraiture. The Black Swan Prize includes a youth category which encourages participation in the arts and artistic development by providing an opportunity for acknowledgement through the selection of outstanding works for inclusion in the exhibition.

The exhibition will be open to the public daily for 14 days. It is intended that some works not selected for the Black Swan Prize exhibition will be displayed in the spirit of a *Salon de refuses* at the Brookfield Plaza foyer. The *Salon de refuses* runs for a month before the exhibition with the intention to stimulate public interest in the main exhibition as well as provide an opportunity for artists to have their unselected works on public display.

The Youth Awards Night is to be held on 23 or 24 October 2015 to coincide with the Opening Night, whilst the Major Awards Night will be held on Thursday 1 October 2015. Floor talks and guided tours are planned to accompany the exhibition.

The expected exhibition attendance figure over the duration of the event is 6,500 people.

The prize is open to artists who are citizens or permanent residents of Australia.

## Venues

Linton and Kay Gallery, 137 St Georges Terrace, Perth

## Times and dates

Event	Date
Opening Night/Youth Award Night	23 or 24 September 2015
Exhibition opens to public	24 September 2015
Major Award Night	1 October 2015
Free Guided Tours	Throughout exhibition
Artist Floor Talks	TBC
Exhibition closes	4 October 2015

## Ticket Prices

The exhibition is free for the public to attend. The award nights are by invitation to artists, sponsors and guests. Artists pay an entry fee of \$40 which reasonably contributes towards the administration and judging of the prizes.

## **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**

This exhibition is accessible to the community. The *Black Swan Prize* plays a role in developing new audiences for the visual arts sector and the associated workshops and floor talks contribute to the understanding of the art form.

The exhibition develops local artistic endeavour and encourages cultural growth by providing opportunities to showcase and reward artistic talent.

As a national art exhibition, the *Black Swan Prize* attracts professional artists from across Australia and enhances the profile of the City of Perth as a pre-eminent cultural destination.

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

The exhibition has achieved a national profile and attracts professional artists from across Australia. The exhibition is housed in a commercial gallery environment which is suitable to accommodate the large scale of the exhibition. The associated award presentation nights are of a very high standard.

The works selected as finalists and subsequently featured in the exhibition are of an exemplary standard. The accompanying full colour catalogue is professionally designed and produced and is an enduring record of the artworks included in the exhibition.

The judging panel includes experienced judges in the field. In 2014, the judging panels included Stefano Carboni, Connie Petrillo, Christopher Chapman, Tony Ednie-Brown, Rosemary Rosario and Gillian Peebles. The panel in 2015 has not been publicised however will have a similar composition.

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

The City of Perth has supported the *Black Swan Prize* since its inception at the Perth Town Hall in 2007.

The not-for-profit incorporated association has submitted an audited annual report together with project budget with the application for arts and cultural sponsorship. The applicant has provided details of its exhibition team members and their related fields of expertise.

The budget indicates a provision for the payment of professional staffing and labour. The event attracts strong support and interest from the business community and individual volunteers that make a significant contribution to the quality of this event.

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

Artrinsic has provided a total project of \$327,117 for the *Black Swan Prize* which includes the Prize for Portraiture and the Youth Prize as well as the cost of associated workshops. The budget includes prize money of \$61,725 and award night costs of \$35,702 which are not supported by this sponsorship.

The budget includes the estimated cash value of goods and services received in-kind at \$96,987 equating to approximately 30% of the total project budget. Corporate and Government sponsorship estimated at \$163,587 (approximately 61% confirmed) is included in the budget.

All earned income as represented in the budget is to be expended on the Black Swan Prize. The Major cash contribution is provided by the Lester Group, a founding partner.

Approximately 30 sponsors have been secured to provide in-kind and cash sponsorship.

**Acknowledgement**

For \$42,107 the applicant will be required to provide the benefits as outlined in the recommendation section of this report.

**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:	\$ 161,278
PROPOSED COST:	\$ 41,000
BALANCE:	\$1,235,249

All figures quoted in this report are exclusive of GST

**COMMENTS:**

The City of Perth has been requested to provide \$42,107 cash in arts and cultural sponsorship towards the *Black Swan Prize*. This is of a comparative level to the 2014/15 contribution. However, in setting the 2015/16 budget the City has been mindful to ensure expenditure increases are viewed within the context of budget pressures and has taken the approach to cap total sponsorship expenditure to the levels of previous years.

The budget for sponsorship in 2015/16 was approved by the Council on 9 June 2015. The budget for sponsorship is based on specific allocations which were identified during the budget preparation process.

The event is promoted nationally through arts networks. In the past, the organisers have received positive media exposure for the exhibition.

Based on the applicant's estimated attendance of 6,500, the requested amount of \$42,107 equates to a contribution of \$6.48 per person attending the exhibition. This contribution is slightly lower than previous years, due to a slight anticipated increase in audience numbers.

The City's contribution is to be directed toward the cost of producing the exhibition catalogue, marketing promotion and display costs, and specifically will not be directed to prize money and/or associated award ceremonies.

The *Black Swan Prize* exhibition is free for the general public to attend and attracts consistent levels of interest each year, based on historical attendance figures provided. The exhibition encourages broad community engagement and contributes to the development of new audiences for the visual arts.

## ITEM NO: 15

### TENDER 091-14/15 – ARCHITECTURAL DECORATIVE PROJECTION – CHRISTMAS 2015 TO 2017 – GPO BUILDING

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

***That Council:***

- 1. accepts the most suitable tender from PM Production Design and Management Pty Ltd trading as The Electric Canvas for the architectural decorative projection – Christmas 2015-2017 (Tender 091-14/15) on the GPO building at a cost of \$180,338 (excluding GST) in 2015 for Option 1 (Digital) – 21 days with an option to extend for 2016 and 2017;***
- 2. authorises the Chief Executive Officer to vary any extension of the Contract in the timing and duration of the projections as per Option 2 – 37 days at a cost of \$250,000 for 2016 and Option 3 – 42 days at a cost of \$270,000 and in accordance with the rates tendered for those options.***

**BACKGROUND:**

FILE REFERENCE: P1031427  
REPORTING UNIT: Contracts & Asset Management Services  
RESPONSIBLE DIRECTORATE: City Infrastructure & Enterprises  
DATE: 3 June 2015  
MAP / SCHEDULE: Schedule 18 – Comparative Prices  
Confidential Schedule 19 – Evaluation Matrix for  
Tender 091-14/15 (distributed to Elected Members  
under separate cover)

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Relations Committee at its meeting held on 16 June 2015.

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

Tenders were advertised in The West Australian newspaper on Wednesday, 14 April 2015 for Architectural Decorative Projection for Christmas 2015 to 2017. The tender included three options for the duration of the projections being 21, 37 or 42 days displayed on the GPO Building in Forrest Place.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

<b>Legislation</b>	Section 3.57 of the <i>Local Government Act 1995</i> Part 4 of the <i>Local Government (Functions and General) Regulations 1996</i>
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b> Council Four Year Priorities: Living in Perth S9 Promote and Facilitate CBD living 9.3 Enhance and maintain public spaces and streets to high standards to ensure the city centre is an attractive place for people.

**Policy**

Policy No and Name: 9.7 – Purchasing Policy

**DETAILS:**

At the close of tenders on 14 April 2015, submissions were received from the following seven individuals/companies:

- Perth Audiovisual;
- Austage Perth Pty Ltd;
- PM Project Management & Design trading as The Electric Canvas;
- Eastwick Events;
- Katrina Black and Jasper Cook;
- Klaasen Lighting Pty Ltd; and
- Lux Events Pty Ltd.

The Architectural Projection on the GPO building in Forrest Place was introduced for Christmas 2012 and has continued for Christmas 2013 and 2014. The projections in 2012 and 2013 operated for a period of 17 days from the Turning on the Christmas Lights event in early November and in 2014 operated from Friday, 5 December 2014 through to Sunday, 21 December 2014.

The City has received feedback that the projections would be better received and more relevant if shown in the lead up to and closer to Christmas. On this basis, the tender documents requested three durations to be priced for different timing in order to provide the City with some flexibility. Another alternative could be to delay the projections until after the Turning on the Lights event and continue closer to Christmas.

With the options requested the scenarios for 2015 could be:

Option 1	21 Days	13 November – 3 December 2015
	or	4 December – 24 December 2015
Option 2	37 Days	13 November – 18 December 2015
Option 3	42 Days	13 November – 23 December 2015

A daily rate has also been provided to enable minor increases or decreases to the duration should it be required. In particular, this may be relevant to Christmas 2016 should there be any impact on delivering the projections if redevelopment works are being undertaken on Forrest Chase.

Projections can also be delivered in either PIGI or Digital formats. PIGI is a large scrolling flat projection which has been used in previous years on the GPO Building with Digital being more innovative with animation capabilities. Digital is now used in major light shows such as the annual VIVID Spectacular in Sydney. Tenders received included both technologies where a company had the capability.

All tenders have been assessed against compliance criteria and accepted to continue for assessment against the qualitative criteria as detailed below.

#### Qualitative Criteria

- “Experience – Detail experience in providing creative concepts for Architectural decorative projections with a Christmas theme, and Experience of Nominated Personnel.”

All submissions contained experience in a variety of different events and projections.

The tender submissions from Perth Audiovisual, Austage Perth, Eastwick Events, Klaasen Lighting and Lux Events did not demonstrate previous experience in projections with a Christmas theme. Katrina Black and Jasper Cook presented some experience with a Christmas theme and also provided some options. The Electric Canvas demonstrated significant experience with Christmas themed projections including Christmas Light Spectacular in Brisbane in 2014 and Melbourne Town Hall Christmas Projections in 2014. The Electric Canvas has also provided the projections to the GPO Building over the last three years.

Austage Perth, Eastwick Events, Katrina Black<sup>1</sup> and Jasper Cook, and Klaasen Lighting subcontract most of its projection content design and production to third parties. Perth Audiovisual, Lux Events and The Electric Canvas provide in-house design and delivery.

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<sup>1</sup> Correspondence received from Katrina Black following the Marketing, Sponsorship and International Relations Committee meeting held 16 June 2015, advised that they do provide in-house design and delivery and that the reference that they subcontract ‘most of its projection content design and production to third parties’ is therefore inaccurate (TRIM 103803/15).

- “Resources – Provide a program that will demonstrate ability to provide a creative concept, all relevant staff and equipment necessary to deliver the architectural projection in accordance with key dates.”

All tenderers provided a program for the delivery of the event. Perth Audiovisual, Eastwick Events and Klaasen Lighting had limited detail of the program or equipment available to deliver the event.

Austage Perth, Katrina Black and Jasper Cook, Lux Events and The Electric Canvas provided more detailed programs including lists of equipment and staff to deliver the event. The Electric Canvas also provided separate options to deliver the event in the PIGI format of previous years and in an updated Digital Format.

- “Safety Management – Tenderers should demonstrate their duty of care to employees and the public and provide details of: Documented systems/plans in place to ensure a safe working environment, and, Inductions of staff into the work environment.”

Eastwick Events, Katrina Black and Jasper Cook and Klaasen Lighting did not demonstrate details of their safety management in their tender submissions; and submissions from Perth Audiovisual and Lux Events only included a limited overview without an expanded demonstration.

Austage Perth and The Electric Canvas demonstrated documented safety systems including the provision of safe work method statements where required.

- “Referees – Provide a list of at least three (3) recent referee with full name and contact details that will be able to comment on: Your ability to provide similar events; Management of the event operations by nominated staff; Scale of the event; and, Safety management practices.”

All tenderers provided the required list of referees as requested.

### Summary

Following the evaluation against the qualitative criteria the tenders were ranked in the following order:

1. The Electric Canvas.
2. Lux Events.
3. Austage Perth.
4. Katrina Black and Jasper Cook.
5. Perth Audiovisual.
6. Klaasen Lighting.
7. Eastwick Events.

Tenders have then been assessed on the pricing offered to obtain the best value for money outcome for the City. Comparison pricing for the options provided and rates for minor increase / decrease on a per day basis is attached as Schedule 18.



The three highest ranked tenders on the qualitative criteria were assessed against pricing as the remaining four tenderers scored below average in at least one of the criterion.

It is considered that Lux Events and Austage Perth have both presented reasonable experience in projections however, neither tenderer have demonstrated experience or how projections would relate to a Christmas theme.

The Electric Canvas have considerable experience in presenting large scale projections Australia wide and have been well represented in Melbourne and Brisbane Christmas projections in 2014. The Brisbane event is one of the main reasons that support the recommendation for The Electric Canvas to deliver the projections for the City of Perth.

In moving to digital projections, the City incurs an increase in project costs. In 2014, the City spent \$102,468 on the PIGI format projections for a period of 17 days. To present the digital projections for 21 days in 2015, the cost would be \$180,338 (Option 1 Digital). It is recommended by Officers that the City move to a digital format this year for the shorter duration by way of a phased approach. The City would then be in a position to extend the projections for a longer period in 2016 and 2017 subject to allocating funds in these outer financial years.

A number of factors have been considered in assessing the value for money the projections represent, inclusive of moving to the Digital format:

- The visual spectacle of projections on the GPO building and the opportunity to market the projections to increase City visitation;
- The option to move from the older PIGI format projections to digital projections allowing enhanced graphics and animation;
- An opportunity to re-consider the timing and expanded duration of the projections closer to Christmas to better reflect expectations of the public; and
- Provide a boost for decorations in the CBD due to the absence of decorations in Barrack Street because of current streetscape works. Intersection Christmas features will still be installed however no street canopy features can be placed across Barrack Street from Hay Street through to Wellington Street.

Additionally, a comparison estimate has been undertaken for the City to purchase and operate the projectors rather than hiring the equipment and expertise. The following summary is provided and is on the lower end of costs, as there are many different types of projectors and lenses and they need to suit the particular application and site.

<b>Item</b>	<b>Quantity</b>	<b>Indicative costs \$</b>
Digital Projectors	4	360,000
Lenses	4	48,000
Playback system (media server)	1	50,000
Control (power distribution)	1	20,000
Structures to secure equipment	4	12,000
<b>Total minimum outlay</b>		<b>\$490,000</b>

<b>Annual costs:</b>		
Lamps (Replacement per 1,000 hrs approx.)	4	1200
Creative services per annum	1	40,000
Projector operators (based on minimum of 21 days)	1	15,000

The above costs do not include ancillary items such as staff resources to manage the project, insurance, storage, transport, set up and dismantling as a minimum. In addition the programming of the projections is a specialised field and expertise would need to be sourced annually. The estimated life of the projectors is ten years.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO: CL 70157000  
BUDGET ITEM: Recreation & Culture/Other Culture/Christmas Decorations  
BUDGET PAGE NUMBER: TBA  
BUDGETED AMOUNT: \$1,129,797 in 2015/16 Budget  
AMOUNT SPENT TO DATE: Nil  
PROPOSED COST: \$180,338  
BALANCE:

ANNUAL MAINTENANCE: N/A  
ESTIMATED WHOLE OF LIFE COST: N/A

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

All tender submissions generally covered the requirements of the City to present the architectural projections for Christmas 2015 to 2017.

There were varying levels of experience and resources of the companies. Overall the considerable experience of The Electric Canvas to present a project of this scale and to move to a digital format outweighed the higher cost of their submission.

It is proposed that the Chief Executive Officer be authorised to vary any extension of the contract in the subsequent years subject to sufficient funds being available within the allocated budget.

## ITEM NO: 16

### TENDER 110-14/15 – CREATIVE AND PRODUCTION MANAGEMENT OF NEW YEAR'S EVE NORTHBRIDGE 2015

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

***That Council accepts the most suitable tender, being that submitted by Spirit Events & Entertainment, for the Creative and Production Management of New Year's Eve Northbridge at a cost of \$195,000 (excluding GST), with the option to extend the contract for 2017 and 2018 with CPI increases applicable in these years.***

#### **BACKGROUND:**

FILE REFERENCE: P1031535  
REPORTING UNIT: Marketing, Communications & Events  
RESPONSIBLE DIRECTORATE: City Services  
DATE: 8 June 2015  
MAP / SCHEDULE: Confidential Schedule 20 – Creative Proposals  
(distributed to Elected Members under separate cover)  
Confidential Schedule 21 – Evaluation Matrix  
(distributed to Elected Members under separate cover)

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Relations Committee at its meeting held on 16 June 2015.

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

The City of Perth develops and manages the New Year's Eve Celebrations in Northbridge each year which is a significant event on the City of Perth's annual calendar of free events, attracting between 10,000 to 15,000 people to Northbridge.

In 2014, the James Street Amphitheatre at the Perth Cultural Centre was utilised for the first time for one of the two stages. This was successful and it was proposed in the tender specifications for this to be one of two stage locations for 2015. Since the tender was advertised, the Metropolitan Redevelopment Authority has advised the City that this space is no longer available for use. Consultation with the MRA has

identified a new stage location within the Perth Cultural Centre for the 2015 event. This has no financial implications on the tender.

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

**Legislation**                      Section 3.57 of the *Local Government Act 1995*  
Part 4 of the *Local Government (Functions and General) Regulations 1996*

**Integrated Planning and Reporting Framework Implications**      **Corporate Business Plan**  
Council Four Year Priorities: Perth as a Capital City  
S5            Increased place activation and use of under-utilised space.  
IP5.2        Contribute to and facilitate the activation and use of vacant private and public space.

## **Policy**

Policy No and Name:      9.7 – Purchasing Policy

## **DETAILS:**

The City of Perth advertised for tender submissions for the Provision of Creative and Production Management of New Year's Eve Northbridge for 2015 with the option to extend in 2016 and 2017. Five tender submissions were received as follows:

- Australian Performing Arts Network.
- Avid Events.
- Perth Audio visual.
- Spirit Events & Entertainment.
- Strut & Fret Production House.

## **Assessment**

The tender was assessed against the following selection criteria and all conditions were met. The following is a summary of the assessment:

- 1. A proposed creative program adhering to the guidelines outlined in Clause 7.**

### Australian Performing Arts Network (APAN)

APAN proposed a creative program including a well-known headline act. Many elements however have been seen before at Perth events. The proposed bands were mainly tribute bands. APAN proposed to use the majority of the bands on both stages on a rotational basis.

Good stage layouts were proposed, especially the apex trussing and multi-tiered staging, with good mix of stage pyrotechnics, confetti canons and streamers. The

roving acts that were proposed were average in quality and did not offer anything new, fresh and exciting. No static art installations were mentioned.

APAN included a detailed budget that totalled \$205,000.

### Avid Events

Avid Events proposed a multicultural inspired event theme including linking the two stages. Both stages would include family friendly entertainment. Avid Events would use an MC for each stage and audience participation would link in with the event theme. They offered a creative roving programme, activities and installation that included a range of children's activities.

Avid Events included a detailed budget that totalled \$205,000.

### Perth Audio Visual (PAV)

PAV also proposed stage run sheets which included quite a few acts the City has used at previous events or were not considered to be new and exciting in style. PAV gave brief details of the roving program.

A detailed budget was included for \$204,780.

### Spirit Events & Entertainment

Spirit Events and Entertainment proposed a strong creative program with new ideas that detailed the different components at the Cultural Centre including a workshop, stage acts that had been designed for children and a community art project. The Piazza stage would include performances, interactive workshops, mass dance classes and three bands.

Spirit Events and Entertainment also proposed a vibrant and colourful street performing program which included an act doing large scale visual performances which was viewed favourably. Spirit Events and Entertainment proposed a MC for the Cultural Centre stage who has been used before and was received well and a DJ for the Piazza Stage.

A detailed budget was included which was a total of \$195,000 with a large portion allocated to the creative program with a low management fee.

### Strut & Fret Production House

Strut and Fret Production House proposed a creative programme which included new content. The Cultural Centre Stage content included interactive workshops for the children and 3 up tempo bands.

The Piazza stage included interactive workshops and creative ideas around themes and set design. The staged music program included mixes of pop, electro swing and familiar tunes. Some of the suggested acts were a little teenager/pop type music, rather than appealing to a broader audience.

The roving program would include a highly interactive act doing three 25-minute performances down James Street. The company also proposed other roving entertainment that has not yet been seen in Perth.

Strut and Fret included a detailed budget totalling \$204,580.

Confidential Schedule 20 details creative proposal details of all tender submissions.

**2. Demonstrated experience in staging similar, free, public events in an open public space, including:**

- a) demonstration of safety management;**
- b) details of environment management practices;**
- c) demonstrated ability to meet production budgets.**

Australian Performing Arts Network

APAN's experience is specialised to be predominately stage performances/shows. APAN provided examples of other outdoor public events they have experience in managing, including NYE Northbridge (2006, 2005), NYE Town Hall (2004), City of Perth Nativity (2010 - 2014) and the City of Perth Turning on the Christmas Lights (2014, 2013).

Comprehensive information was supplied for safety and risk management policies, however no information was provided for environmental management practices.

APAN demonstrated its ability to meet budgets.

Avid Events

Avid have been trading for five years. Collectively, its staff have 200 hours of event experience, including large scale events such as Sydney 2000 Olympics games, London 2012 Olympic Games, Perth International Arts Festival, Red Bull Air Race and the Commonwealth Heads Of Government Meeting.

Recent large outdoor event experience includes 100 Years of Anzac, Anzac Albany, O Day and Illuminities. Avid Events demonstrated experience was predominately in open daytime public events not featuring concerts as such.

Avid Events included details of event safety and their environmental policy and the impacts. Details on how budgets are managed including identifying any risks and having a contingency were outlined.

Perth Audio Visual

PAV's experience is in the supply and production management of audio visual equipment rather than staging an entire event. An external event management company was proposed to be utilised to manage stage bump in/out, logistics and liaison with key stakeholders.

Events PAV included as experience were a PMH Foundation event in Perth's Central Park, Edith Cowan University Music Under the Stars, Austereo NYE (2012), Murdoch University event , Perth Royal Show Christmas pageant (2014) and Kings Park Anzac Dawn Service (2004 – present).

Work Health and Safety Management systems were detailed. No details of environment management practices or production budget capability.

### Spirit Events & Entertainment

Spirit Events and Entertainment has extensive event experience including facilitating the Northbridge NYE event for the past 3 years. Spirit Events has also successfully delivered the Sunset Subi season, October School Holidays for the City of Perth in 2014, Government House Open Day (2011-2014) and Oz Concert (2011-2013).

Spirit Events and Entertainment included details of their safety management practices for public performers and staff at the event. Environmental policies were briefly detailed which included some of the proposed activities in the event in addition to previous experience in environmental management at other events.

Spirit Events and Entertainment briefly mentioned budget management, giving examples of experience the Director has had in financial management and management of budgets.

### Strut & Fret Production House

Strut and Fret Production House have worked on City of Perth events previously including Turning on the Christmas Lights, NYE in 2001, Perth Winter Arts and school holiday events. Strut and Fret have delivered music and outdoor programs for Fringe World and the Awesome Festival. Recently they have delivered the Sydney Road Street Party which is similar to the Perth NYE event.

Strut and Fret detailed its safety and risk management within the company and during events and mentioned environmental management providing examples. The company has been involved in the financial management of large scale events which have required significant project accounting.

### **3. Capability to complete works within a specified time-frame, in particular, bump-in of event infrastructure and creation of a venue in a limited time-frame.**

#### Australian Performing Arts Network

APAN demonstrated experience delivering previous events within a limited time such as NYE Northbridge, Christmas Lights and Nativity. APAN use competent suppliers so that they are guaranteed to complete the operations within the limited time frame. Many of the events APAN manage have an install period of 2 - 4 hours and have limited access due to the fact that the events take place in public places.

### Avid Events

Avid Events noted that they work closely with event suppliers and key event stakeholders so they are involved and aware of production requirements and timelines. This results in a successful event.

### Perth Audio Visual

PAV briefly outlined delivery, enclosing a diagram proposing a timeline for the NYE event. No demonstrated experience was submitted.

### Spirit Events & Entertainment

Spirit Events and Entertainment stated that they work closely with event suppliers and key event stakeholders so they are involved and aware of production requirements and timelines. Spirit Events provided an example of working on the City of Perth's NYE events over the past 3 years and meeting all the strict deadlines of installing 2 stages and doing sound checks before 4.30pm including road closure restrictions.

### Strut & Fret Production House

Strut and Fret demonstrated capability by giving an example of the Sydney Road Street Party event they had recently produced which includes road closures and a tight bump in/out. They also listed other large scale events that demonstrated the need for tight timeframes for bump in/out.

## **4. Ability to deliver interactive or workshop elements as part of an overall program.**

### Australian Performing Arts Network

APAN did not clearly demonstrate that they had experience delivering interactive workshop elements. APAN proposed that they would have a children's amusement zone which would include a water spray, face painters, balloons and amusements rides.

### Avid Events

Avid Events demonstrated experience of creating and delivering interactive workshop elements within community events. The Anzac Centenary event workshops which included interactive arts activities were included as an example.

### Perth Audio Visual

No experience was mentioned for this criteria.



### Spirit Events & Entertainment

Spirit Events and Entertainment provided examples of delivering workshops over the past three years for the City of Perth NYE Celebrations, April School Holidays (2014), and Easter Piazza (2015). All of these workshops attracted large numbers and offered new themes/activities.

### Strut & Fret Production House

Strut and Fret detailed large scale events which they were involved in coordinating where interactive workshops were incorporated such as delivering multiple children's workshops at the Sydney Road Street party, Brunswick Music Festival and delivering a two week workshop program.

## **5. Provide information on the project's key personnel, their proposed roles and include their experience on similar events.**

### Australian Performing Arts Network

APAN detailed key staff, their experience and proposed role, including proposed sub-contractors. The staff all have experience in events of similar standard and complexity.

### Avid Events

Significant information was provided on staff experience. The experience varies across the team but demonstrated that they could successfully deliver the event. The experience mentioned was predominately in daytime community events than concerts.

### Perth Audio Visual

Key staff of Perth Audio Visual was detailed however with no proposed roles suggested except for an external contractor and overall contact for tender. Experience on similar events is limited with speciality in AV/ lighting.

### Spirit Events & Entertainment

Key event profiles were provided including the proposed Piazza Stage Manager who is the Director of Spirit Events. He has extensive experience delivering large scale events and has worked on the City of Perth's NYE Celebrations for the last 3 years.

The Street Manager who has been involved with the City of Perth NYE Celebrations for 3 years and is a skilled performer.

The proposed Cultural Centre Stage Manager runs her own events management company and has 20 years' experience.

Strut & Fret Production House

Staff profiles were detailed including the Creative Director, Artistic Manager and Event Managers, all of which have extensive event management experience working with major outdoor events.

The applicant did not mention what each of these key staff would be responsible for at the City of Perth NYE Celebrations.

- 6. Provide a minimum of two written references, with full name and contact details, to support their tender submission. The City of Perth cannot be included as a referee.**

Australian Performing Arts Network

APAN provided three written references, however they were not recent, being from 2004, 2006 and 2010.

Avid Events

Two written references were provided for AVID and the Director.

Perth Audio Visual

Contact details were only provided under descriptions of previous events; no written references were included.

Spirit Events & Entertainment

Two written references were provided which were relevant.

Strut & Fret Production House

Two written references were provided which were of a high standard.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 1422 6000
BUDGET ITEM:	Not yet known
BUDGET PAGE NUMBER:	Not yet known
BUDGETED AMOUNT:	\$363,045
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$195,000
BALANCE:	\$168,045

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

Spirit Events and Entertainment submitted a comprehensive tender that addressed the tender specifications and demonstrated unique entertainment and highly innovative creative options in their submission. Overall, Spirit Events submitted the strongest all round submission of the companies that tendered, scoring highest on the evaluation matrix and are the recommended company to supply the creative and production management for the City of Perth New Year's Eve Celebrations 2015.

## FINANCE AND ADMINISTRATION COMMITTEE REPORTS

### ITEM NO: 17

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

**FINANCE AND ADMINISTRATION COMMITTEE** (APPROVAL)  
**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 May 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>\$ 13,486,205.03</b>
<b>Trust Fund</b>	<b>\$72,633.90</b>
<b>TOTAL:</b>	<b>\$ 13,558,838.93</b>

#### BACKGROUND:

FILE REFERENCE: P1031101-15  
REPORTING UNIT: Finance  
RESPONSIBLE DIRECTORATE: Corporate Services  
DATE: 2 June 2015  
MAP / SCHEDULE: TRIM ref. 90067/15

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 23 June 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 May 2015 included the following significant items:

- \$638,567.13 to Doric Contractors Pty Ltd for the April 2015 progress claim in relation to the Perth City Library and Public Plaza project.
- \$412,313.64 to Optimum Media Decisions (WA) Ltd for April 2015 Television and Newspaper advertisements.

## ITEM NO: 18

### FINANCIAL STATEMENTS AND FINANCIAL ACTIVITY STATEMENT FOR THE PERIOD ENDED 31 MAY 2015

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

***That Council approves the Financial Statements and the  
Financial Activity Statement for the period ended 31 May 2015  
as detailed in Schedule 22.***

#### **BACKGROUND:**

FILE REFERENCE: P1014149-25  
REPORTING UNIT: Finance  
RESPONSIBLE DIRECTORATE: Corporate Services  
DATE: 15 June 2015  
MAP / SCHEDULE: Schedule 22 – Financial Statements and Financial  
Activity Statement for the period ended 31 May 2015

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 23 June 2015.

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

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

<b>Legislation</b>	Section 6.4(1) and (2) of the <i>Local Government Act 1995</i> Regulation 34(1) of the <i>Local Government (Financial Management) Regulations 1996</i>
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Strategic Community Plan</b> 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.

**DETAILS:**

The Financial Activity Statement is presented together with a commentary on variances from the revised budget.

**FINANCIAL IMPLICATIONS:**

There are no direct financial implications arising from this report.

**COMMENTS:**

The Financial Activity Statement commentary compares the actual results for the eleven months to 31 May 2015 to the February Revised Budget 2014/15 adopted by Council on 17 March 2015.

## ITEM NO: 19

### CAPTAIN STIRLING SCULPTURE – REINSTATEMENT

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

***That Council:***

- 1. approves in principle the reinstatement of the sculpture of Captain Stirling at potential Site 1 (Town Hall) as the preferred site, subject to a more detailed investigation of the practical constraints and cost implications;***
- 2. endorses the recommended alternative Site 2A (Stirling Gardens, Barrack Street) for the reinstatement of the sculpture in the event that the preferred location is not possible following a detailed investigation.***

#### **BACKGROUND:**

FILE REFERENCE: 7000267  
REPORTING UNIT: Community Services  
RESPONSIBLE DIRECTORATE: City Services  
DATE: 5 June 2015  
MAP / SCHEDULE: Schedule 23 - Potential Sites for the relocation of Captain Stirling Statue;

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 23 June 2015.

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

Records indicate that Channel 9 commissioned the bronze sculpture of Captain Stirling for presentation to the City of Perth and an agreement was reached to initially place the artwork in the forecourt of the R&I Bank, confirmed by the Commissioner of the R&I Bank; Mr David Fisher. The statue was unveiled by Prince Charles on 10 March 1979 with the former Lord Mayor, Fred Chaney, officiating.

With the subsequent demolition of the R&I Bank, the statue was temporarily stored at the Midland Work Shop. The City's position in relation to the location of the statue is reiterated in a series of letters and email correspondence between Dr P. Natrass,



former Lord Mayor, and the Hon. Tom Stephens MLC, then Minister for Local Government, when in 2003 both agreed on Barrack Street as the site for the relocation of the of the sculpture.

In early 2012 the City of Perth was notified by the State Government that with forthcoming building works for the redevelopment of the Old Treasury Building site, the City would need to remove the Captain Stirling sculpture from Foundation Park to another location.

Given the short time frame within which the works were to be completed, it was not considered feasible to remove and relocate the work simultaneously. The work was therefore stored with the intention of making a decision on a suitable site within twelve months. To date a suitable alternative location has not been determined and the sculpture remains in storage.

A report proposing two potential locations was presented to the General Purposes Committee at its meeting on 24 July 2012, but at this time the Committee deferred with a view to allow further investigation into other options for the relocation.

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

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

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

Council Four Year Priorities: Community Outcome

##### Healthy and Active in Perth

A city with a well-integrated built and green natural environment in which people and families chose a lifestyle that enhances their physical and mental health and take part in arts, cultural and local community events.

##### **Policy**

Policy No and Name: 1.6 – Memorials, Monuments and Plaques

#### **DETAILS:**

The Captain Stirling sculpture was removed with the express intent to relocate the artwork to a CBD location that makes reference to the artwork's significance and would not be too far removed from the central location where it was originally installed in 1979, and reinstated in 2003.

The redevelopment of the Old Treasury Building (OTB) site includes new works of interpretive public art that reference the foundation of Perth, and consequently no provision has been made for the reinstatement of this bronze figure in that location. There is very limited scope to reinstate the sculpture in close proximity to its original site, however, a preliminary investigation has identified a number of potential sites, as detailed in the table below. Images of the locations and have been provided in Schedule 23.

Potential Location	Notes
<p><b>Site 1 – Preferred Location</b></p> <p>Perth Town Hall Undercroft, corner niche to north of Barrack Street entrance.</p>	<p>If feasible, this is the recommended site for the reinstatement of the sculpture as it is the closest available site to its original location. Placed here the work would be in close proximity to the pavement plaque commemorating foundation, and the work of public art commemorating the Foundation tree commissioned for the OTB courtyard.</p> <p>Installation in this site would have some impact on markets held periodically at Town Hall, and the time capsule installed close to this corner may also be a consideration.</p>
<p><b>Site 2 – Stirling Gardens (three possible locations)</b></p> <p><b>A (Recommended Alternative Site):</b> Stirling Gardens, garden bed to south of southern entry to Stirling Gardens from Barrack Street.</p> <p><b>B:</b> Stirling Gardens, garden bed to north of the entrance to the Supreme Court, just north of the junction of the paths.</p> <p><b>C:</b> Stirling Gardens, garden bed close to south-west corner of Council House, to the east of the junction of paths.</p>	<p>This site has the advantage of maintaining a Barrack Street presence consistent with the original siting of the sculpture.</p> <p>This site would give the work a prominent and central location in the gardens.</p> <p>This site would give the work a prominent and central location in the gardens.</p> <p>Aside from the name of the Gardens, all of these sites have limited specific connection with Captain Stirling or with the events of Foundation.</p>
<p><b>Site 3</b></p> <p>Swan River Foreshore/Riverside Drive, close to rest area on raised turf in reserve to the south east of Governor’s Avenue intersection</p>	<p>In our consultation it has been suggested that a site close to river and along the axis of Pier Street (no longer meeting the river) would connect with the landing point of the early settlers. The site suggested here might be suitably prominent. This is relatively exposed location for a human-scaled and accessible sculpture, so poses some risk. It is also quite removed from the original location of the statue on Barrack Street and from sites more directly associated with Foundation.</p>

Potential Location	Notes
<b>Site 4</b>  Concert Hall/St Georges Terrace, small park to north west of Concert Hall, The statue could be installed either on the St Georges Terrace frontage of the park, or it could be placed centrally in the park as a focal point.	This site was identified as a possibility through our consultation and would mark Stirling's association with the domain on which Government House now stands, which was also the site of the temporary Government House Stirling had erected in the early days of the Swan River Colony. This site is quite removed from the original site of the statue on Barrack Street and from sites more directly associated with the events of Foundation.
<b>Site 5</b>  Council House forecourt, near the north-eastern garden bed.	Due to the existing CPP signage and floodlight in this location the statue would need to be sited a short distance into the grassed area, and would require the construction of new plinth to give the work greater presence. In this site the statue would be seen from St Georges Terrace with a fitting backdrop of either Council House or Government House. The City Architect and the Heritage Council would need to be consulted regarding the impact of this installation on the aesthetics and conservation of Council House.

Depending on the site selected, the sculpture's plinth may need to be reconfigured and additional lighting may be required. A plaque highlighting the diverse achievements of Captain Stirling may also be a part of the relocation project.

#### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO: 15-335-000-7215  
BUDGET ITEM: Recreation and Culture - Other Culture - Community Arts Program.  
BUDGET PAGE NUMBER: TBA  
BUDGETED AMOUNT: \$83,725  
AMOUNT SPENT TO DATE: \$ 0  
PROPOSED COST: \$12,400 - \$15,600 (depending on site)  
BALANCE: \$68,125

ANNUAL MAINTENANCE: \$ 800  
ESTIMATED WHOLE OF LIFE COST: \$40,000 (50 Years)

All figures quoted in this report are exclusive of GST.

There is currently no budget allocation for the reinstatement project in the 2015/16 Public Art Budget. The project could, however, be resourced from the Public Art Maintenance Budget.

Preliminary estimates have been obtained for installation at each site, and range between \$8,400 - \$11,600. An additional contingency of \$4,000 has also been allowed to clean, wax and polish the statue, to make a new plaque and to install additional lighting if required.

**COMMENTS:**

Each of the potential sites identified has unique, associated practical constraints and cost implications for installation. Some of these sites will also be subject to approvals from the Heritage Council or other authorities. Once a determination has been made on which site/s are most suitable a more thorough evaluation can be undertaken that will provide more complete visibility of the implications and anticipated costs associated with installation of the sculpture.

The timing of the reinstallation project will be subject to confirming a budget for the project, the obtainment of any necessary approvals, and the availability of suitable contractors.

It is recommended that Council approve in principle the reinstatement of the sculpture of Captain Stirling at Site 1 (Town Hall) as the preferred site, subject to a more detailed investigation of the practical constraints and cost implications. It is also recommended that Council consider the other potential sites identified and nominate a second preference for the reinstatement of the sculpture in the event that the preferred location is not possible following a detailed investigation.

## ITEM NO: 20

### STATE GOVERNMENT GUARANTEE FEE

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

***That Council:***

- 1. does not support the increase in the State Government Guarantee fee from 0.1% to 0.7% of outstanding loan balances financed through the Western Australian Treasury Corporation;***
- 2. notes the financial implications of the increase in the State Government Guarantee Fee announced in the 2015/16 State Budget;***
- 3. notes that the increase in fees for 2015/16 of \$222,000 have not been included in the City's Annual Budget and will require an adjustment in the November 2015 budget review.***

#### **BACKGROUND:**

FILE REFERENCE:                    P1031135 / Relate 84295/15  
REPORTING UNIT:                    Finance  
RESPONSIBLE DIRECTORATE:       Corporate Services  
DATE:                                  11 June 2015  
MAP / SCHEDULE:                    N/A

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 23 June 2015.

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

The Western Australian State Government charges the City of Perth a Government Guarantee fee levied on loans financed through the Western Australian Treasury Corporation (WATC). The recent State budget increased the fee from 0.1% to 0.7% on outstanding loan balances.

## LEGISLATION / STRATEGIC PLAN / POLICY:

<b>Legislation</b>	Section 6.2 of the <i>Local Government Act 1995</i> Parts 3 and 5 of the <i>Local Government (Financial Management) Regulations 1996)</i>
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b> Council Four Year Priorities: Capable and Responsive Organisation S18 Strengthen the Capacity of the Organisation

### Policy

Policy No and Name: 9.1 – Budget Policies

### DETAILS:

The City currently has five loans financed through the Western Australian Treasury Corporation (WATC) to fund the City of Perth Library and the development of three car parks. The loans are fixed interest rates and will be paid out progressively between 2019 and 2022.

The announcement of the increase in fees was made after the City's 2015/16 Budget had been finalised. The budgeted fee for 2015/16 was \$37,000 and the actual amount for the year is forecast to be \$259,000, an increase of \$222,000.

The change to the fee (a 700% increase), will have a significant impact for Councils across Western Australia. The Western Australian Local Government Association (WALGA) surveyed its members and calculated an increase of \$4 million in borrowing costs for WA Councils for 2015/16.

### COMMENTS

The Government Guarantee fee is only charged on loans financed through WATC. The last time that the City reviewed the market for finance providers, the WATC were found to be the most flexible and offered the cheapest rates. Going forward, the City will assess other finance providers for future loans to see if the WATC's rates are still competitive.

### FINANCIAL IMPLICATIONS

Borrowing costs for 2015/16 will increase by \$222,000 which will require a budget adjustment in the November 2015 budget review. Over the life of the five loans, the impact to the City will be \$735,000.

## ITEM NO: 21

### ADOPTION OF THE CITY OF PERTH'S CORPORATE BUSINESS, WORKFORCE, LONG TERM FINANCIAL, AND CORPORATE ASSET MANAGEMENT PLANS

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

***That Council approves BY AN ABSOLUTE MAJORITY the:***

- 1. Corporate Business Plan 2015 – 2019, as detailed in Schedule 24***
- 2. Workforce Plan 2015 – 2019, as detailed in Schedule 25.***
- 3. Corporate Asset Management Plan 2015 – 2025, as detailed in Schedule 26.***
- 4. Long Term Financial Plan 2015 – 2025, as detailed in Schedule 27.***

#### **BACKGROUND:**

FILE REFERENCE:	P1028809-2
REPORTING UNIT:	Governance
RESPONSIBLE DIRECTORATE:	Corporate Services
DATE:	11 June 2015
MAP / SCHEDULE:	Schedule 24 – Corporate Business Plan Schedule 25 – Workforce Plan Schedule 26 – Corporate Asset Management Plan Schedule 27 – Long Term Financial Plan

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 23 June 2015.

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

**Meeting Note:** The Finance and Administration Committee requested that a page be included within the Corporate Business Plan that indicates Councils endorsement of the document and also demonstrates the consultation between the City's Administration and Council.

## LEGISLATION / STRATEGIC PLAN / POLICY:

<b>Legislation</b>	Section 5.56 of the <i>Local Government Act 1995</i> Regulation 19DA of the <i>Local Government (Administration) Regulations 1996</i>
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Strategic Community Plan, Vision 2029+</b> Council Four Year Priorities: Capable and Responsive Organisation S18 Strengthen the capacity of the organisation

### Details:

In June 2014, Council endorsed the City's second Integrated Planning suite of documents, including:

- Corporate Business Plan 2014 – 2018.
- Workforce Plan 2014 – 2018.
- Long Term Financial Plan 2014 – 2024.
- Corporate Asset Management Plan 2014 – 2024.

The legislation and supporting guidelines require the Corporate Business Plan, Long Term Financial Plan, Asset Management Plan and Workforce Plan to be reviewed and updated annually. The Strategic Community Plan however, is only required to be reviewed biennially, alternating between minor and major reaffirmations. As such, the following documents have gone through the review process and updated to reflect any changes in organisational priorities, with emphasis on improving the integration between them. It is a requirement that the following documents be approved by Council:

- Corporate Business Plan 2015 – 2019.
- Workforce Plan 2015 – 2019.
- Long Term Financial Plan 2015 – 2025.
- Corporate Asset Management Plan 2015 – 2025.

The development of baseline information for the Strategic Enabling documents, and the preparation of the Corporate Business Plan, is based on the adopted 2014 suite of plans. This gives the City a good foundation to build on, as these informing documents are modelled on a five – ten year timeframe.

The diagram below shows the City's Integrated Planning and Reporting Framework, highlighting the relationship between the Strategic Community Plan, the Corporate Business Plan and the Strategic Enabling documents.





### FINANCIAL IMPLICATIONS:

Any changes resulting from the plans presented in this report that have a significant financial impact on the City will be subject to approval by the Council.

### COMMENTS:

During the review process, Elected Members were asked to provide guidance and feedback on the Corporate Business Plan, which resulted in a closer alignment of key initiative prioritisation against strategic objectives. Key factors that have been considered during this process, and will continually shape the City of Perth's strategic outlook, include impacts from Metropolitan Redevelopment Authority projects, the Capital City legislation, the economic environment as well as social and environmental concerns.

The Long Term Financial Plan process is running in parallel with the remaining Integrated Planning documents to give adequate opportunity for discussion and review. The Long Term Financial Plan will be presented at a briefing, to be held with Elected Members, on 22 June 2015.

It is worth noting that the Workforce Plan 2015 – 2019 only provides detailed numbers and projections for the 2015/16 period. This is due to the organisation transitioning into a new structure, which will be implemented during the 2015/16 financial year. More detail can be found within the Workforce Plan.

It is acknowledged that the integration and quality of the City's Integrated Planning documents are very much a work in progress, with the current plans being developed with as much information as currently available. The City is progressing with a dedicated working group to strengthen the City's strategic planning process. Going forward, during the 2015/16 financial year, the City will be embarking in a detailed review of the Strategic Community Plan, which will take place after the election period.

**WORKS AND URBAN DEVELOPMENT  
COMMITTEE REPORTS**

**ITEM NO: 22**

**CARBON OFFSET (TREE PLANTING) PROGRAM – UPDATE AND  
THE FUTURE**

**WORKS AND URBAN  
DEVELOPMENT COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. notes the contents of the report titled “Carbon Offset (Tree Planting) Program – Update and the Future”;***
- 2. reaffirms the tendering of the planting of 85,000 trees in country Western Australia as budgeted in Council’s 2015/16 Capital Program.***

**BACKGROUND:**

FILE REFERENCE: P1024645  
REPORTING UNIT: City Infrastructure & Enterprises  
RESPONSIBLE DIRECTORATE: City Infrastructure & Enterprises  
DATE: 3 June 2015  
MAP / SCHEDULE: Schedule 28 – Photographs of Kojonup plantings  
Schedule 29 – Carbon Conscious May 2015 Report  
(Koorda plantings)

The Committee recommendation to the Council for this report was resolved by the Works and Urban Development Committee at its meeting held on 16 June 2015.

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

## LEGISLATION / STRATEGIC PLAN / POLICY:

### Integrated Planning and Reporting Framework Implications

### Corporate Business Plan

Council Four Year Priorities: Healthy and active in Perth

S16 Increase accessibility to green networks in the city

16.1 Undertake a "Green Audit" that:

- Prioritises gaps.
- Identifies areas for protection (to allow tree growth).
- Considers and promotes opportunities for creative greening.

### Policy

Policy No and  
Name:

9.7– Purchasing Policy

CP 8.0 – Environment Policy

### DETAILS:

In 2009, the City awarded a Stage 1 contract to a farming family, the McFalls of Kojonup to plant a minimum of 85,000 trees to off-set carbon emissions from cars entering the city and using the CPP parking facilities. The rationale for the tree planting program included the following:

1. Carbon off-set for the vehicle gas emissions.
2. An alternative income stream from the sale of Mallee oil based bio-fuels.
3. Recognising the inter-dependency of city and country Australians.
4. Providing improved habitat for flora and fauna.
5. The City's role in contributing to a global target of limiting rises in surface temperature.

The plantings at Kojonup are a mixture of Mallee trees in plantation format and land contour based bio-diversity. The Mallee trees were seedlings purposely grown for a harvestable crop to produce oils and alternative fuel sources. The bio-diversity plantings were from natural seeds which would form a windbreak for pasture improvements and the advantages listed above.

Schedule 28 shows photographs of the Kojonup plantings. Photograph 1 shows the growth achieved in the intervening period since 2009 in the bio-diversity groupings. There is considerable foliage, now naturally self-seeding, which is gaining in height and density. It is not proposed that these tree species are harvestable but will improve the quality of the adjoining agricultural land by forming a windbreak and mini eco-system. Photograph 2 shows the Mallee tree plantings which also have grown considerably and are actually ready for harvesting.

Photograph 3 shows Mallee trees (not the City of Perth's plantings) which were harvested approximately 18 months ago. The multiple stem growth at ground level increases the future yield of oils from the branches and the leaves.

Photograph 4 shows less mature trees but it can be seen in the foreground that there is coppicing of growth from the root systems in a lighter colour.

Some losses have occurred due to drought and these can be seen in Photograph 5. It is proposed to cut the trees at ground level for re-shooting from the underground root system failing which, infill seedlings will be sown. Kojonup has undergone three dry years which unfortunately has resulted in the death of these trees.

In Photograph 6, the sub-dividing of what were large paddocks into smaller tree protected strips has resulted in the improvement to the agricultural value of the land which has now been prepared for seeding and cropping. Previously, this particular paddock would not have been in a condition for cropping due to dry weather.

Since the Kojonup planting in 2009, there have been three additional contracts awarded in the north-eastern wheat belt region of Koorda, Western Australia. Of the trees planted in these latter contracts, the majority are harvestable oil Mallee species with the potential to produce biofuels and an income to the City.

Research shows that the Western Australian oil produced by the Mallee tree is the most energy effective biofuel when compared to more traditional crops such as corn, canola and mustard seed. Mallee trees are first harvested after about six years from establishment. They re-grow from the stump for subsequent harvest on a five year cycle. This can continue for more than 50 years without tree removal thus there is only the initial cost of planting and growth management.

In all contracts, the carbon rights in terms of trading potential from the trees are in favour of the City of Perth protected by an interest on the property title. The new system of carbon trading (Direct Action Carbon Abatement Auctions) introduced through Parliament in the last nine months has yet to be fully evaluated as the market reacts. As indicated earlier in this report, the Mallee trees at Kojonup are ready for harvesting which will be arranged over the next six months. By undertaking the physical work and testing the yield a better appreciation of the value of the oils produced will be available.

The question often arises as to why not conduct carbon off-set programs locally within the City's boundary. An intense planting program from 2004 to 2006 within the City boundaries literally filled the easy spaces for trees within the 8.1 square kilometres. There are opportunities to install more trees in paved areas. However, the installation is expensive as tree grates and the like are required rather than greenfield plantings. The Urban Forest tree audit to be undertaken will identify further opportunities within the city boundaries however, that will not be on the scale as the country plantings, nor will the trees produce an alternative income source for the city.

Schedule 29 provides a copy of an example report and photographs of the plantings in the wheat belt area at Koorda. It needs to be kept in mind that some of trees were only planted in 2012 therefore are immature in their size and growth. Reports are provided by the contractor Carbon Conscious on a regular basis as required in the contract.

### **FINANCIAL IMPLICATIONS:**

An allocation of \$210,000 over two years commencing in the 2015/16 year has been budgeted. It is proposed to tender the planting of 85,000 trees in much the same manner as previous contracts. The mix where possible should be oil mallee for production purposes but also bio-diversity for improvement to agricultural land, flora and fauna habitat.

### **COMMENTS:**

There are obvious benefits both economic and environmental for continuing the carbon off-set tree farming program. To reiterate some of those benefits will be:

- An alternative income source from the sale of harvested oils.
- A recognition of the inter-dependency of city and country Australians.
- An energy efficient production of oils.
- Improve the bird habitat; and flora species of native Australian plantings.
- Contribute to the limiting of global temperature rise.
- Off-set Carbon emissions from vehicles using the City of Perth car parks.

## ITEM NO: 23

### TENDER 105-14/15 – CONSTRUCTION – STREET ENHANCEMENT – MUSEUM STREET

**WORKS AND URBAN DEVELOPMENT COMMITTEE** (APPROVAL)  
**RECOMMENDATION:**

***That Council:***

- 1. accepts the most suitable tender, being that submitted by Advantesting Civil Engineers, as the head contractor for the streetscape enhancement – Museum Street, at a lump sum price of \$1,863,890 (excluding GST) based on a maximum contract period of 6 months;***
- 2. notes that:***
  - 2.1 commencement on site is anticipated to be mid-July 2015;***
  - 2.2 the scope of works is fully coordinated with other Museum Street works to be undertaken by Main Roads Western Australia and the Water Corporation;***
  - 2.3 appropriate signage and communication about this significant City project in Museum Street will continue to be undertaken with stakeholders prior to works commencing on site.***

**BACKGROUND:**

FILE REFERENCE: P1031491  
REPORTING UNIT: City Design  
RESPONSIBLE DIRECTORATE: City Planning and Development  
DATE: 2 June 2015  
MAP / SCHEDULE: Schedule 30 – Concept Plan Stage 1 and 2  
Schedule 31 – Comparative Price Schedule  
Confidential Schedule 32 – Evaluation Matrix for Tender 105-14/15 (distributed to Elected Members under separate cover)

The Committee recommendation to the Council for this report was resolved by the Works and Urban Development Committee at its meeting held on 16 June 2015.

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

At its meeting of **24 June 2014**, Council received a report containing the design concept for Museum Street Enhancement, as part of the Central Institute of Technology (CIT) Precinct Plan (refer to Schedule 30). The design concept was approved in a staged approach, and detailed documentation for stage 1 and 2 of works developed accordingly.

The above mentioned report also incorporated the feedback from relevant stakeholders, and the results of the three-week temporary place activation event held between **24 March and 11 April 2014** to trial urban design options.

The current package of enhancement works proposes the construction of Stage 1 – *Getting the Basics in Place*, and Stage 2 – *Consolidating the Basics* of Museum Street, on a maximum contract period of 6 months commencing mid-July 2015. The overall aim of the project is to significantly improve the public realm and create a more pedestrian-friendly ‘campus’ character, including:

- Prioritising pedestrians and cyclists, and signifying shared zones with a new coloured treatment to road and footpaths;
- Increasing the footpath widths and raising pedestrian crossing;
- Transplanting mature trees and planting street trees;
- Integrating street furniture, artwork and Wi-Fi;
- Upgrading street lighting and safety (CCTV); and
- Implementing traffic calming measures and a one-way road conversion.

The public artwork that forms an integral part of the Museum Street project will be implemented in two different stages, following further liaison and collaboration with the Central Institute of Technology (CIT). Provisions have been made within the current civil tender for:

- Stainless Steel Bollards included in the main package of works to be customised by CIT as part of the street artwork strategy; supply and installed by main Contractor;
- Interactive Art Wall brief to be further developed and an Expression of Interest to be advertised during 2015/16. The artwork power supply and liaison with artist has been included in this package of works.

This report provides recommendations following an assessment of tenders for Stages 1 and 2 of Museum Street Streetscape Enhancement constructions works.

**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.

IP3 Implementation of the central Institute of Technology Urban Design Master Plan in conjunction with the State Government and CIT

**DETAILS:**

A public invitation to tender was advertised on 22 April 2015. Five contractors attended the site briefing meeting held on 30 April 2015.

At tender closing of 14 May 2015, four submissions were received with Lump Sum prices (excluding GST) from the following companies:

<b>Tenderer</b>	<b>Lump Sum Price (excluding GST)</b>
Georgiou Group Pty Ltd	\$2,814,327.62
Civcon Civil & Project Management Pty Ltd	\$2,011,855.04
BCL Group Pty Ltd	\$1,744,995.92
Advanteering Civil Engineers	\$1,863,890.00

Schedule 31 shows a comparative price schedule of the four tenderers.

All tenders have been assessed in accordance with the selection criteria and were deemed conforming tenders. Subsequently, each of the tenders were initially assessed and scored against the qualitative criteria listed below:

- Relevant experience;
- Project appreciation and methodology;
- Management and personnel;
- Ability to meet the City's timeframe; and
- Quality control procedures & safety and risk management.

Advanteering, Civcon and Georgiou Group provided strong submissions. Each was able to demonstrate experience working within the confines of an urban environment with excellent references regarding former similar works. Each demonstrated a depth of understanding of the complexities of the works and the ability to deliver projects on time and within budget.



## Advanteeering

The tender submission from Advanteeering included a methodology indicating a clear understanding of the extent of the works involved and ability to work within the expected programme. The intended approach and construction methodology demonstrated that crucial milestones would be addressed as per City's scope of works.

## Civcon

The tender submission from Civcon included a methodology indicating a clear understanding of the extent of the works involved and ability to work within the expected program. However, by comparing the staging plan with the construction methodology, some contradictions were noted.

## Georgiou Group

The tender submission from the Georgiou Group included a methodology indicating a clear understanding of the extent of the works involved, however the submission identified the impracticality to transplant the mature trees within the expected programme due to procurement lead time.

## BCL Group

The tender submission from the BCL Group demonstrated experience in working within more suburban centres. The submission also indicated limited experience of the nominated staff. No staging plans were provided to demonstrate an understanding of the extent of the works and an ability to deliver the project within programme.

Following the assessments of tenders against the qualitative criteria, the tender submissions were ranked as follows:

Ranking of Tenders	Tenderer
1	Advanteeering Civil Engineers
1	Civcon Civil & Project Management Pty Ltd
3	Georgiou Group Pty Ltd
4	BCL Group Pty Ltd

## Assessment of Pricing

Prior to tendering the Museum Street project, consultants were engaged to provide a cost estimate for the works. The table below compares the pre-tender Opinion of Probable Cost (OPC) of \$1,834,753.87 (excluding GST) with tendered prices:

	Georgiou	Civcon	BCL	Advanteeering
Tender Lump Sum	<b>\$2,814,327.62</b>	<b>\$2,011,855.04</b>	<b>\$1,744,995.92</b>	<b>\$1,863,890.00</b>
Variance to OPC	+53.39%	+9.65%	-4.89%	+1.59%

Conforming tenders were therefore anticipated to be within a variance of 10% of the pre-tender estimate and thus within a range of \$2,018,229 - \$1,651,278.

Georgiou's lump sum price was considered extremely high, with a variance of 53% higher than the City's estimate. The remaining three tender submissions were considered to be within acceptable limits.

The grouping of prices received from the industry represents an average value of \$1,873,660 (variance of 2.07%) indicating that following submitted prices were competitive:

Advanteering ranked first against selection criteria, the lump sum price being only 1.6 % higher than the City's estimate, therefore the overall tender was considered to offer best value for money.

Civcon also ranked first against selection criteria however the lump sum price was 9.65% higher than the City's estimate, thus by comparison the overall tender was not considered to offer best value for money.

The BCL Group submitted the lowest price with a variance of 4.89% below the City's estimate. Considering the tender submission ranked fourth against selection criteria it was considered a programme and budget risk for the City, not offering value for money.

#### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CW1534
BUDGET ITEM:	Central Institute of Technology Precinct Plan – Museum Street Project
BUDGET PAGE NUMBER:	18
BUDGETED AMOUNT 2015/16:	<b>\$2,780,000</b>
PROPOSED COSTS 2015/16:	\$ 1,863,890 (this tender)
BUDGET FOR PUBLIC ARTWORK:	\$ 325,000
OTHER ANTICIPATED COSTS:	\$ 585,543
BALANCE:	\$ 5,567

All figures quoted in this report are exclusive of GST.

#### **COMMENTS:**

Based on the qualitative ranking and assessment of tendered prices, the Tender Evaluation Panel determined that Advanteering Civil Engineers submitted the best value for money tender.

Acceptance of this tender represents a significant milestone in commencing works associated with the Central Institute of Technology Precinct Plan. It is anticipated that the City's works on Museum Street will commence as soon as practicable and after Water Corporation have completed their major upgrade of services.

It is further noted that stakeholder communication and site signage will be erected in Museum Street prior to city works occurring.

## OTHER REPORTS

# CONFIDENTIAL ITEM NO: 24

### PERTH CONVENTION AND EXHIBITION CENTRE CAR PARK – PAVEMENT SETTLEMENT UPDATE

**WORKS AND URBAN DEVELOPMENT COMMITTEE** (APPROVAL)  
**RECOMMENDATION:**

***That Council:***

- 1. notes that the ground settlement conditions at the Convention Centre car park continue to cause customer safety and operational concerns;***
- 2. authorises the Chief Executive Officer to negotiate with builders of the complex PCEC Centre Pty Ltd to determine a suitable solution to the settlement issue for the remainder of the 99 years lease period; and***
- 3. notes that at the conclusion of the negotiations, a report will be presented to Council for determination.***

#### **BACKGROUND:**

FILE REFERENCE: P101924  
REPORTING UNIT: City Infrastructure & Enterprises  
RESPONSIBLE DIRECTORATE: City Infrastructure & Enterprises  
DATE: 4 June 2015  
MAP / SCHEDULE: N/A

**In accordance with Section 5.23(2)(d) of the *Local Government Act 1995*, this item is confidential and will be distributed to the Elected Members under separate cover.**

The Committee recommendation to the Council for this report was resolved by the Works and Urban Development Committee at its meeting held on 16 June 2015.

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

## ITEM NO: 25

### TENDER 090-14/15 – PROVISION OF TWO CHRISTMAS TREES FOR A THREE YEAR PERIOD

**OFFICER RECOMMENDATION:** (APPROVAL)

***That Council accepts the most suitable tender from Displaycraft Pty Ltd, trading as Chas Clarkson (Option A), for the provision of two Christmas trees for a three year period (Tender 090-14/15) for a lump sum price of \$85,032.40 each year, totalling \$255,097.20 (excluding GST).***

#### **BACKGROUND:**

FILE REFERENCE: P1031426  
REPORTING UNIT: Contracts and Asset Management Services  
RESPONSIBLE DIRECTORATE: City Infrastructure & Enterprises  
DATE: 3 June 2015  
MAP / SCHEDULE: Schedule 33 – Comparative Price Schedule  
Confidential Schedule 34 – Evaluation Matrix for Tender 090-14/15 (distributed to Elected Members under separate cover)  
Schedule 35 – Addendum to Report  
Schedule 36 – Concept Presentations – Options 1 and 2 – Proposed by Chas Clarkson

The recommendation to the Council for this report was deferred by the Marketing, Sponsorship and International Relations Committee at its meeting held on 16 June 2015.

**The Committee resolved to defer consideration of this report as follows:**

**Reason:** The Marketing Sponsorship and International Relations Committee requested that additional information regarding background information for this project, alternative options for the purchase of the trees and the associated implications, such as maintenance requirements and storage costs.

**Additional information as requested is provided as Schedules 35 and 36.**

**Due to limited time being available for the Marketing, Sponsorship and International Relations Committee to reconsider the matter the Officer recommendation is submitted direct to Council.**

Tenders were advertised in The West Australian newspaper on Wednesday, 14 April 2015 for the provision of two Christmas trees for a three year period. The tender includes providing one large Christmas tree in Forrest Place and a smaller tree for Council House.

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

**Legislation**                      Section 3.57 of the *Local Government Act 1995*  
Part 4 of the *Local Government (Functions and General)*  
*Regulations 1996*

**Integrated Planning and Reporting Framework Implications**      **Corporate Business Plan**  
Council Four Year Priorities: Living in Perth  
S9              Promote and Facilitate CBD living  
9.3              Enhance and maintain public spaces and streets to high standards to ensure the city centre is an attractive place for people

### **Policy**

Policy No and Name:      9.7 – Purchasing Policy

### **DETAILS:**

At the close of tenders on 14 April 2015, submissions were received from the following individuals/companies:

- MK Illumination Pty Ltd;
- Mark One Visual Promotions Pty Ltd;
- RGB Illumination and Alltech Data Services; and
- Chas Clarkson.

The City has installed a large Christmas tree in Forrest Place since Christmas 2006. The original tree was purchased, decorated and installed by the City and contractors. In 2013, a visual display company was engaged to provide new decorations, install and decorate the tree. Due to the age of the City's tree structure, a visual display company provided a new tree on a hire basis and provided full installation in 2014.

This tender, for a three year period, removes the need for the City to provide storage and transportation. It will result in a visually appealing tree with new decorations in each of the three years.

The same considerations have been applied to the Christmas tree for Council House.

All tenders have been assessed against compliance and accepted to continue for assessment against the qualitative criteria as detailed below.

### Qualitative Criteria

The tender submissions were required to address the following:

- “Concept – Provide in graphical form, a concept of the proposed trees. More than one option may be submitted. Should costs vary between options a separate Form of Tender should be submitted for each option.”

MK Illumination and Chas Clarkson met this criterion very well in their tender submissions with clear distinction in a different set of decorations and evolving over the three years. RGB Illumination and Mark One Visual met the criterion to a lesser degree.

- “Experience – Detail experience in providing large Christmas decorations within a public area, and Experience of nominated personnel.”

The tender submissions from MK Illumination, RGB Illumination and Chas Clarkson demonstrated experience of installing decorations in a public area and with their nominated personnel. Mark One Visual, while known to be a supplier and installer of Christmas decorations in Perth, did not detail this experience in its submission.

MK Illumination and Chas Clarkson both cited experience across Australia.

- “Resources – Provide a program that will demonstrate ability to provide a creative concept, all relevant staff and equipment necessary to deliver the services in accordance with key dates.”

MK Illumination, RGB Illumination and Chas Clarkson all provided tender submissions with detailed programs and methodology to deliver within key dates. Mark One Visual did not provide a program.

- “Safety Management – Tenderers should demonstrate their duty of care to employees and the public and provide details of all relevant staff licences/qualifications required for an installation of this type including but not limited to: Working at height; rigging; operation of specialised equipment, documented systems/plans in place to ensure a safe working environment, and inductions of staff into the work environment.”

MK Illumination, RGB Illumination and Chas Clarkson provided detail of checklists and / or policies for Occupational Safety and Health (OSH) as well as Job Safety Analysis or Safe Work Method Statement in their tender submissions. Mark One Visual did not demonstrate safety management in its submission.

- “Referees – Provide a list of at least three (3) recent referees with full name and contact details that will be able to comment on: Your ability to provide similar services, Management of the installation etc. by nominated staff, Scale of the event and Safety management practices.”

MK Illumination provided referees from the City’s of Fremantle and Vincent as well as the Perth International Airport. RGB Illumination provided referees from the Citys of Rockingham, Joondalup and Swan. Chas Clarkson provided referees from City of Sydney, Lakeside Joondalup and Lend Lease. Mark One Visual did not provide

referees although is known to provide these services to many buildings and shopping centres in the Perth metropolitan area.

### Summary

Following the evaluation against the qualitative criteria the tenders were ranked in the following order:

1. MK Illumination and Chas Clarkson scored equal.
2. N/A.
3. RGB Illumination.
4. Mark one Visual.

The tender submissions were then assessed on the pricing offered to obtain the best value for money outcome for the City. Comparison pricing for the options provided is attached as Schedule 33.

MK Illumination has been discounted as the pricing offered could not be considered within Council's Christmas decorations budget.

RGB Illumination, while demonstrating experience with Christmas decoration installations, has not previously been exposed to a significant display such as the Christmas tree in Forrest Place. It was considered that Mark One Visual did not demonstrate its abilities sufficiently through its tender submission.

Chas Clarkson met the overall brief very well and shows considerable experience installing Christmas decorations in public places including Martin Place, Sydney for the City of Sydney, Lakeside Joondalup Shopping Centre and Queen Victoria Building in Sydney.

Two options have been presented for the tree lighting as follows:

#### **1. Option A – 12 metre Christmas tree with LED Digital Messaging Ribbon.**

This consists of a deluxe style 9 metre tree with a 1.5 metre star on a 2 metre base that can be customised with a City of Perth message or Christmas iconography. The LED ribbon spirals up the Christmas tree and is made up of RGB pixels that can create endless graphic images and pre-programmed messages, creating a stunning display. The brightness of the ribbon allows for good day time presence and powerful night time shows.

#### **2. Option B – 12 metre Christmas tree with RGB Starbursts**

This option consists of the same style tree, star and base as Option A but replaces the LED Digital Messaging Ribbon with RGB Starbursts. These Starbursts can be individually controlled creating amazing patterns of colour and unlimited colour combinations. Programming can include shows of chasing, spiralling, flashing and dancing starbursts. The brightness of the starbursts allows for good day time presence and powerful night shows.



A number of factors have been considered in assessing the value for money that the Christmas tree in Forrest Place presents:

- The visual spectacle of the Christmas tree and programmable lighting to enhance Forrest Place and contribute to the switching on of the Christmas lights event;
- The LED Messaging Ribbon option allows for enhanced graphics and animation; and
- An increase in decorations in the CBD is required due to the absence of decorations in Barrack Street because of current streetscape works. Intersection Christmas features will still be installed however, no street canopy features can be placed across Barrack Street from Hay Street through to Wellington Street.

As an indication, the costs for the City to purchase decorate and install, its own tree in 2006 was \$53,900 inclusive of decorations and lighting.

A price to provide an equivalent tree in 2015 is estimated to be \$72,500 which does not include annual installation and transport, storage, repairs etc at a cost of \$30,000. Additionally there has been significant staff time in researching and purchasing new decorations to enhance the tree each year.

To upgrade the existing lighting on our own tree to an LED messaging ribbon inclusive of programming is expected to cost \$18,000 with an annual ongoing cost of approximately \$4,000.

Therefore the cost to Council over a three year period to upgrade and maintain its own tree is approximately \$68,200 per annum.

### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 70157000
BUDGET ITEM:	Recreation & Culture/Other Culture/Christmas Decorations
BUDGET PAGE NUMBER:	TBA
BUDGETED AMOUNT:	\$1,129,797 in proposed 2015/16 Budget
AMOUNT SPENT TO DATE:	\$180,338
PROPOSED COST:	\$ 85,032
BALANCE:	\$864,427
ANNUAL MAINTENANCE:	Included in proposed cost.
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

### **COMMENTS:**

All tender submissions generally covered the requirements of the City to provide the two Christmas trees.

There were varying levels of experience and resources of the companies. Overall the considerable experience of Chas Clarkson to present a project of this scale outweighed the higher cost of their submission.