



CITY of PERTH

Lord Mayor and Councillors,

NOTICE IS HEREBY GIVEN that the next meeting of the **Marketing, Sponsorship and International Relations Committee** will be held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 14 April 2015 at 4.00pm.**

Yours faithfully

GARY STEVENSON PSM
CHIEF EXECUTIVE OFFICER

10 APRIL 2015

Committee Members:

Members:

Cr Chen (Presiding Member)
Cr Adamos
Cr Linnios

1st Deputy:

Cr Harley

2nd Deputy:

Cr McEvoy



Please convey apologies to Governance on 9461 3250
or email governance@cityofperth.wa.gov.au

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

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

Established: 17 May 2005 (Members appointed 22 October 2013)

| | | |
|----------------------------|-------------------------------|-------------------------------|
| Members: | 1st Deputy: | 2nd Deputy: |
| Cr Chen (Presiding Member) | | |
| Cr Adamos | Cr Harley | Cr McEvoy |
| Cr Limnios | | |

Quorum: Two

Expiry: October 2015

TERMS OF REFERENCE: [Adopted OCM 04/06/13]

1. To oversee and make recommendations to the Council on matters related to:
 - a. marketing of the city (including marketing of the City's car parks);
 - b. initiatives to promote Perth as a tourist destination;
 - c. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
 - d. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership;
 - e. the implementation of the Christmas Decorations Strategy;
 - f. the management of the Australia Day Celebrations;
 - g. street busking in the City;
 - h. use of the City's banner and flag sites;
 - i. corporate communications and public relations.
2. To assess and determine:
 - a. requests made to the Council for donations and sponsorship, with authority to approve or decline requests of \$10,000 or less;
 - b. requests to waive fees associated with the hire of the City's exhibition screens in accordance with Procedure PR0720, with authority to approve or decline requests over \$5,000.

This meeting is open to members of the public

INFORMATION FOR THE PUBLIC ATTENDING COMMITTEE MEETINGS

Question Time for the Public

- An opportunity is available at all Committee meetings open to 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 at least an hour before the meeting begins. Alternatively, questions can be forwarded to the City of Perth prior to the meeting, by:-
 - Letter: Addressed to GPO Box C120, Perth, 6839;
 - Email: governance@cityofperth.wa.gov.au.
- Question Sheets are also available on the City's web site: www.perth.wa.gov.au.

Deputations

A deputation wishing to be received by a Committee is to apply in writing to the CEO who will forward the written request to the Presiding Member. The Presiding Member may either approve the request or may instruct the CEO to refer the request to the Committee to decide whether or not to receive the deputation. If the Presiding Member approves the request, the CEO will invite the deputation to attend the meeting.

Please refer to the 'Deputation to Committee' form provided at the entrance to the Council Chamber for further information on the procedures for deputations. These forms are also available on the City's web site: 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 Committee meeting prior to written advice on the resolution of the Council being received.

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**MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE
14 APRIL 2015**

ORDER OF BUSINESS

1. Declaration of Opening
2. Apologies and Members on Leave of Absence
3. Question Time for the Public
4. Confirmation of Minutes – 24 March 2015
5. Correspondence
6. Disclosure of Members' Interests
7. Matters for which the Meeting may be Closed
8. Reports
9. Motions of which Previous Notice has been Given
10. General Business
 - 10.1. Responses to General Business from a Previous Meeting
Nil
 - 10.2. New General Business
11. Items for Consideration at a Future Meeting

Outstanding Reports:

 - Review of Council Policy 18.8 – Provision of Sponsorship and Donations (Raised 22/01/15, updated 03/03/15).
12. Closure

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ITEM NO: 1

GRANT – EAST PERTH COMMUNITY SAFETY GROUP INC

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Relations Committee approve a grant of \$8,500 (excluding GST) to the East Perth Community Safety Group Inc to assist with administrative and program initiatives for 2014/15.

BACKGROUND:

FILE REFERENCE: P1010627-29
REPORTING UNIT: Community Services
RESPONSIBLE DIRECTORATE: City Services Directorate
DATE: 26 March 2015
MAP / SCHEDULE: N/A

The City of Perth has received an application from the East Perth Community Safety Group Inc for a grant of \$8,500 to assist with administrative and program costs of the community safety group for the 2014/15 financial year.

In 2005/06 a substantial increase in the grant to the East Perth Community Safety Group (EPCSG) was recommended with the condition that the organisation continues to support, and be involved in, the City of Perth SafeCity Community Safety and Crime Prevention Plan.

At its meeting held **14 December 2010** the Council approved the Community Safety and Crime Prevention Plan 2010 – 2013 which is soon to be reviewed.

The City has provided the following funds to assist with operational and administrative support services of the EPCSG.

| | |
|------------------------------------------|-----------------------|
| 2005/06 | \$7,500 |
| 2006/07 | \$7,500 |
| 2007/08 | \$8,000 |
| 2008/09 | \$8,125 |
| 2009/10 | \$8,425 |
| 2010/11 | \$9,650 |
| 2011/12 | \$8,860 |
| 2012/13 | \$8,700 |
| 2013/14 | \$8,500 |
| <i>Requested/Proposed 2014/15</i> | <i>\$8,500</i> |

The City has been the sole provider of sponsorship for the community safety committees following the loss of the \$7,500 annual grant from the State Government in 2003/04 with the disbanding of the Safer WA Crime Prevention Program.

The EPCSG remains the sole community safety group operating in the City of Perth and has broadened its interests and involvement in the community beyond just safety issues. Infrastructure changes, population growth and other factors such as noise, lighting, policing, traffic congestion and public transport have an impact on the urban environment and through the EPCSG stakeholders have the opportunity to be involved in influencing decision-making and outcomes.

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan

Council Four Year Priorities: Capable and Responsive Organisation

- S20 Meaningful and contemporary community engagement and communications
- 20.2 Increase focus on promoting and marketing City services and achievements

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

DETAILS:

Under the previous State Government Community Safety and Crime Prevention Partnership program it was determined that the most effective approach to dealing with crime, and enhancing community safety is through the development of partnerships involving the police, State Government agencies, Local Government and the community. This approach is reflected in the aims of the EPCSG which are stated as:

- Inform and advise residents of crime and safety issues in the East Perth District;
- Promote a community spirit in the East Perth district; and
- Liaise with the State Government, WA Police and City of Perth on issues affecting the community.

The EPCSG provides the following services and benefits to the community:

- Regular meetings with residents, business owners, workers, Police and the City of Perth to address strategies and development of crime prevention and safety issues relating to East Perth.
- Organises or supports miscellaneous community functions such as the Twilight Picnic in the Park, the Claisebrook Carnivale and Duck Derby, the Great International Waiters' Race and the Swan River Parade of Lights (planned).
- Coordinates with authorities to make East Perth a safer place to live, work and play; and
- Informing residents and businesses through multiple forms of communications media about issues of interest or concern for example, traffic issues related to the proposed Swan River Pedestrian Bridge.

East Perth Community Safety Group Inc: 2015 Strategic Objectives

In addition to the request for the administrative grant of \$8,500, the EPCSG has submitted a Strategic Objectives Paper 2015 outlining 6 key objectives:

- Safety/Law and Order
- Community Spirit
- Transport
- Natural Environment
- Built Environment
- Communication

Safety/Law Order

Assisting residents with security matters, raising awareness, provision of devices and security cameras, safety assessments, cooperation with Neighbourhood Watch and management of anti-social behaviour. In summary, to keep East Perth safe for residents, workers and visitors.

Community Spirit

Continue to support community events. The EPCSG is planning a new community Christmas event to replace the City of Perth funded Twilight Picnic in the Park which ran for 10 years and ceased in 2013. The proposed community event to commence in 2016 preceding Christmas is provisionally named Swan River Parade of Lights. The EPCSG suggest partnering with the City of Perth for the event which will involve a fleet of boats decorated in Christmas lights sailing around the foreshore with festivities planned on shore for spectators. A request for funding for the Swan River Parade of Lights could be considered in a future Events Rounds Assessment process.

Transport

Supporting East Perth residents in relation to vehicle access, traffic flows, public transport, cycling and parking.

Natural Environment

Preserving the quality of life that is a feature and major asset of East Perth by protecting parks, trees, water quality and life style.

Built Environment

The EPCSG will be active in ensuring bridges, new developments and roadways, are in harmony with the design principles on which East Perth was created and it remains as a great place to live, work and visit.

Communication

The EPCSG website www.eastperthsafety.net is a focal point for communicating news to residents and members.

FINANCIAL IMPLICATIONS:

The Statement of Receipts and Expenditure of the EPCSG for the year ended 30 June 2014 shows Gross Income of \$30,386. Expenditure \$26,348 and a Balance of \$29,637.

Currently, the EPCSG has surplus funds of \$4,038.36 from the final Twilight Picnic in the Park event. The proposed new event has the potential to become a relatively major undertaking and will require input from a professional event organiser. Therefore, the surplus funds have been earmarked to cover the fees of this professional and other costs that may arise in the planning process.

| | |
|-----------------------|----------------------------------------------------------------------------------------------|
| ACCOUNT NO: | 29B3900 |
| BUDGET ITEM: | Law, Order, Public Safety – Other Law, Order, Public Safety – Community Safety Committees |
| BUDGET PAGE NUMBER: | 8 |
| BUDGETED AMOUNT: | \$ 9,408 |
| AMOUNT SPENT TO DATE: | \$ 0 |
| PROPOSED COST: | \$ 8,500 |
| BALANCE: | \$ 670 |

All figures quoted in this report are exclusive of GST.

COMMENTS:

The objectives of the EPCSG are relevant to the City's Community Safety and Crime Prevention Plan 2010 - 2013 and acknowledge the importance of local government in partnering and consulting with the community, strengthening communities and revitalising neighbourhoods in developing crime prevention strategies.

ITEM NO: 2

CORPORATE SPONSORSHIP – PICTURE YOURSELF IN PERTH 2015 (SEOCHO, SOUTH KOREA)

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves cash corporate sponsorship of \$10,000 (excluding GST) to StudyPerth to present Picture Yourself in Perth (Seocho, South Korea component) from Sunday, 9 August 2015 until Saturday, 15 August 2015;***
- 2. notes that sponsorship of the event will provide the following benefits to the City:***
 - 2.1 promotion of Perth globally as a destination of choice for international students and tourists;***
 - 2.2 strengthening the Sister City relationship with Seocho;***
 - 2.3 official Naming Partner recognition on all marketing materials including press, digital campaigns and posters;***
 - 2.4 recognition and acknowledgement of the City of Perth as Naming Partner in all public relations activities before and after the event;***
 - 2.5 inclusion of the City of Perth crest and acknowledgement as Naming Partner in the credits of any digital material hosted on StudyPerth's YouTube channel, across social media platforms and the StudyPerth website;***
 - 2.6 an invitation for the Lord Mayor to deliver a speech at the launch in Seocho;***

(Cont'd)

3. requires event organisers to provide a detailed acquittal report, including all media coverage obtained by December 2015.

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: City Planning and Development
DATE: 24 March 2015
MAP / SCHEDULE: N/A

At its meeting on 27 April 2011, Council resolved to support the establishment of four annual education-based Sister City exchanges with the City of Perth identified as a funding partner and an external organisation with expertise in educational exchanges to manage the operational and duty-of-care aspects of the program.

The 'Picture Yourself in Perth' program is one of these annual education-based Sister City exchanges. To date the program has been successfully launched in the Sister Cities of Chengdu, Nanjing (both in China), Seocho (South Korea) and most recently in Kagoshima (Japan).

This initiative is viewed relevant by these Sister Cities and their communities as key to building long-lasting and robust relationships and for facilitating business development-focussed activities.

These education-based exchanges also support Council Policy 11.3 – Sister City Relationships, the City's Economic Development Strategy 2010 – 2029 and the City's International Engagement Strategy - Looking West that identified education as an area for growth, and a requirement for the City to actively establish Perth as an 'education city' and a destination of choice for international students.

The 'Picture Yourself in Perth' program has been managed by StudyPerth and is currently in its fourth year. StudyPerth (formerly Perth Education City) is a peak industry body for Western Australian educational institutions, funded through the Department of State Development (DSD) and the Department of Educational Services (DES).

Its purpose is the promotion of Western Australia as a world class study destination to international students. StudyPerth partners with Western Australian universities, schools and colleges to market the Western Australian education system internationally.

International students play an important part in promoting and sustaining tourism and economic growth for Western Australia. International students remain in Perth for up to three-to-four years during the course of their studies. Statistics from Tourism WA show that 51.3 visitors are generated for every 100 international students in Perth via the visiting friends and relatives (VFR) market. In 2012, this market contributed \$7.9 million to the accommodation industry.

As a direct by-product of StudyPerth's work, the extended families of international students learn about Perth via social networking sites, email and direct visits to the city. It is estimated that 334,500 international tourists were attracted to Perth in this manner resulting in a spend \$2,351 per tourist.

Summary of Event:

The "Picture Yourself in Perth" program involves a competition for high school students to win a trip to Perth.

To participate in the competition, high school student from Seocho submit a postcard of themselves in .jpeg format superimposed on a Perth, Western Australia background using the 'Picture Yourself in Perth' kit supplied by StudyPerth.

Winning students are awarded with:

- An award ceremony in Seocho;
- Return economy airfare (Seoul – Perth);
- A courtesy visit with the Lord Mayor at Council House including representation from key education providers in Perth;
- 5-day ELICOS study (English language study) at a Perth institution;
- 10-day homestay with a Perth family; and
- Visits to Perth tourist attractions.

The City has previously sponsored StudyPerth towards the Picture Yourself in Perth competition. Financial contributions are as follows:

| Financial year | Requested amount | Approved amount | Winners plus chaperone |
|-----------------------|-------------------------|------------------------|-------------------------------|
| 2011/2012 | \$5,000 | \$5,000 | 5 |
| 2012/2013 | \$5,000 | \$5,000 | 6 |
| 2013/2014 | \$7,000 | \$7,000 | 6 |
| 2014/2015 | \$10,000 | - | 6 |

There will be five scholarship winners (plus one chaperone) coming to Perth as part of the "Picture Yourself in Perth" 2015 competition. StudyPerth has requested the City's financial contribution be increased from \$7,000 to \$10,000 (exc. GST) to cover the increased costs of return economy flights (~\$9,600), transport and scheduled activities. The total cost of the Picture Yourself in Perth program is estimated to be in excess of \$17,000.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

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

Policy

Policy No and Name: 11.3 – Sister City Relationships

DETAILS:

Eligibility for Sponsorship:

| Criterion | Satisfied |
|-------------------------------------------------------------------------------------------------------------------------------|------------------|
| Awards, presentations, acknowledgement for excellence in relevant professional fields | Yes |
| Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth | 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 would be exposed to sponsorship information:

The audiences exposed to sponsorship information would primarily be:

- Secondary students in Seocho and surrounding regions; and
- Family and friends of students in Seocho and surrounding regions.

Promotion of City of Perth to Markets / audiences:

The City of Perth would be promoted to the secondary and tertiary education markets as a partner and supporter of the education industry, with Perth specifically being promoted as an ideal education and tourism destination.

The City of Perth would be promoted across all assets created from the event including:

- Recognition in all marketing materials including press and digital campaigns; and
- City of Perth branding and promotional material included in 'Picture Yourself in Perth' competition entrant kit.

StudyPerth would use social and online media to promote the competition in Seocho.

Assessment of Application (Corporate):

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

The Picture Yourself in Perth competition is a way to promote better understanding between the young people of Seocho, South Korea and Perth and is one of the outward symbols of the sister-city relationship. There are also benefits to Western Australia and Perth as attracting students has many economic and social benefits.

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

The City of Perth would continue to promote its support for StudyPerth and the education industry. The promotion and media associated with this competition is expected to reach a sizeable audience.

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; and
- to create a vibrant, energetic 24 hour 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: | CL 43 A08 000 |
| BUDGET ITEM: | Governance – General Governance – International Relations Program |
| BUDGET PAGE NUMBER: | 7 |
| BUDGETED AMOUNT: | \$737,032 |
| AMOUNT SPENT TO DATE: | \$244,739 |
| PROPOSED COST: | \$ 10,000 |
| BALANCE: | \$482,293 |

All figures quoted in this report are exclusive of GST.

COMMENTS:

International education is Australia's fourth largest export product and is of major economic benefit to the national and local economy. Capital cities have a unique role to play in the promotion and support of international education and in providing a welcoming and enjoyable environment and social experience for visiting students.

The Council of Capital City Lord Mayors (CCCLM) considered the role capital cities play in the support and promotion of Australian capital cities as an attractive international education destination at their meeting in October 2014. CCCLM have developed a discussion paper and action plan that recommends for capital cities and their Lord Mayors to take a more active role in promoting international education and attracting students to Australia.

It is recommended that Council approves the sponsorship of \$10,000 (excluding GST) to continue the delivery of the Picture Yourself in Perth program in Seocho.

ITEM NO: 3

CORPORATE SPONSORSHIP – FOUNDER INSTITUTE 2015

RECOMMENDATION:

(APPROVAL)

That Council:

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

BACKGROUND:

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

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
6.2 Promote collaboration, networking, knowledge-
exchange and business mentoring and
development for tourism-based businesses.

Policy

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

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

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

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

DETAILS:

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

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

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

Not all entrants into the program will successfully graduate at the conclusion of the course. There are stages within the course curriculum where a Founder can be advised that their product or idea is not considered ready to continue participation in

the program, there is also attrition normally associated with this type of professional development or extension course.

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

FINANCIAL IMPLICATIONS:

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

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

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

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

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

ITEM NO: 4

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

RECOMMENDATION: (APPROVAL)

That Council:

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

(Cont'd)

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

BACKGROUND:

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

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

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

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth

S15 Reflect and celebrate diversity in Perth.

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

Policy

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

ELIGIBILITY:

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

DETAILS:

Project Summary

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

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

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

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

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

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

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

Ticket Prices

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

Funding

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

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

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

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

Past support

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

ASSESSMENT:

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

The project must demonstrate shared objectives as an Associate Partner

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

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

The project must be of high artistic quality / cultural significance

NAIDOC Week activities recognise and celebrate Indigenous culture and achievement. The NAIDOC Perth Opening Ceremony event creates an opportunity

for the community to experience contemporary and traditional Indigenous culture and ceremony.

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

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

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

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

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

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

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

In 2015 the NAIDOC Week Opening Ceremony will be managed by experienced event managers Andrew Taylor and Tim Bradshaw. Bradshaw has substantial international concert experience and was a Production Economics lecturer at the Western Australian Academy of Performing Arts. Bradshaw has worked in both corporate and concert production for 30 years and has been the production manager for Leeuwin Estate concerts for over 20 years; has toured nationally and internationally with prominent artists including The Rolling Stones, Joe Cocker and Michael Jackson, and has been Managing Director of Showgrinder Productions since 1999. Taylor is a successful local Aboriginal Business Owner and Entrepreneur committed to social enterprise through the delivery of training and employment opportunities to Indigenous youth.

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

NAIDOC has advised that funding totalling \$110,000 for the event has been sought from corporate, State and Commonwealth Government sources which is as yet

unconfirmed. In 2014/15 NAIDOC Perth achieved \$70,000 in cash contributions from corporate, State and Commonwealth Government sources.

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

Acknowledgement of City of Perth support

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

FINANCIAL IMPLICATIONS:

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

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

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

ITEM NO: 5

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

RECOMMENDATION:

(APPROVAL)

That Council:

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

(Cont'd)

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

(Cont'd)

3.11 20% discount offered to City of Perth staff on purchased tickets throughout the 2016 season (excluding preview and opening night performances);

- 4. notes that the City is to be provided with an acquittal report for the supported project within 3 months of completion of the 2016 Annual Season and an audited annual financial report of the Black Swan State Theatre Company within 6 months of the conclusion of the relevant financial year.**

BACKGROUND:

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

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

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

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

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

BSSTC has identified their vision and mission as:

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

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

BSSTC has identified their goals as:

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

Past support

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

An acquittal report for the 2013/14 activity has been provided. The 2013 Annual Report with audited financial reports has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth
 S15 Reflect and celebrate diversity in Perth.
 15.1 Support and deliver events that reflect and celebrate cultural diversity.

Policy

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

Eligibility:

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

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

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

DETAILS:

Project Summary

In 2016, BSSTC will present five productions in the State Theatre Centre’s Heath Ledger Theatre and two in the Studio Underground. The season will offer a diverse combination of contemporary Australian, European and American classics, in

addition to new Australian works from national emerging and established writers. The 2016 season will have wide appeal to a broad demographic, and continue to cater to an audience of diverse interests by producing highly acclaimed and award winning local, international and fringe theatre.

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

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

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

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

Ticket Prices

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

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

ASSESSMENT:

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

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

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

The project must demonstrate shared objectives as an Associate Partner

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

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

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

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

The Caucasian Chalk Circle will support Black Swan's strategic investment to develop international creative partnerships. This collaboration with Australia's largest trading partner represents BSSTC's first international collaboration, and is a well-timed development in BSSTC's 25th Anniversary year. BSSTC hopes that the project will build on and strengthen international networks, not only for BSSTC but for Western Australian artists and arts more broadly.

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

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

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

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

The project must demonstrate artistic excellence

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

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

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

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

Analysis of the 2015/16 proposed budget demonstrates a significant increase in production and production administration costs of \$3,822,532 in 2015/16 from \$3,369,446 in 2014/15. This increase of \$453,086 can be equated to an increased quality in productions. The total 2015/16 proposed budget represents an increase of \$350,733 from the previous year, and is considered to be a good reflection on general production quality with the total sum of increased expenditure allocated to production costs.

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

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

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

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

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

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

Acknowledgement

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

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

FINANCIAL IMPLICATIONS:

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

All figures quoted in this report are exclusive of GST.

CONSIDERATIONS FOR RECOMMENDED INCREASE

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

The increased sponsorship promotional benefits are:

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

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

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

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

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

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

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

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

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

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

COMMENTS:

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

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

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

ITEM NO: 6

EVENT SPONSORSHIP 2015/16 – ROUND ONE ASSESSMENT

RECOMMENDATION: (APPROVAL)

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

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

BACKGROUND:

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

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

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

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

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

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation N/A

| | |
|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 15.1 Support and deliver events that reflect and celebrate cultural diversity |
|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Policy

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

DETAILS:

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

APPLICATIONS RECOMMENDED FOR APPROVAL

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

APPLICATIONS RECOMMENDED FOR REFUSAL

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

FINANCIAL IMPLICATIONS:

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

All figures in this report are exclusive of GST.

COMMENTS:

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

Event Sponsorship

Assessment Report
Round One 2015 - 16

EVENTS

Event Sponsorship Evaluation Form

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

Background on Applicant:

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

Summary of Event:

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

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

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

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

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

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

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

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

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

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

New event components

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

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

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

Funding

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

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

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

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

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

Event Sponsorship Comparison

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

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

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

2. Encourages use of public spaces.

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

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

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

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

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

5. Benefits to be provided to the City:

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

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

6. Additional benefits to be provided:

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

Comments:

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

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

Event Sponsorship Evaluation Form

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

Background on Applicant:

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

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

Summary of Event:

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

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

The 2015 event will include the following components:-

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

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

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

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

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

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

Funding

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

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

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

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

| Year | Amount | Attendance |
|-------------|---------------|-------------------|
| 2012 | \$30,000 | 47,640 |
| 2013 | \$40,000 | 27,500 |
| 2014 | \$40,000 | 28,500 |

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

Event Sponsorship Comparison

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

Eligibility for Sponsorship:

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

Assessment of Application:

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

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

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

Key outcomes of the 2014 event were:-

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

2. Encourages use of public spaces.

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

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

The event is free to the public to attend.

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

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

5. Benefits to be provided to the City:

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

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

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

Comments:

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

Event Sponsorship Evaluation Form

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

Background on Applicant:

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

Summary of Event:

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

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

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

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

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

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

Funding

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

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

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

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

Event Sponsorship Comparison

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

Eligibility for Sponsorship:

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

Assessment of Application:

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

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

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

2. Encourages use of public spaces.

The event will be held in Langley Park.

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

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

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

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

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

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

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

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

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

6. Additional benefits to be provided:

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

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

Comments:

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

Event Sponsorship Evaluation Form

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

Background on Applicant:

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

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

Summary of Event:

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

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

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

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

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

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

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

Funding

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

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

Event Sponsorship Comparison

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

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

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

2. Encourages use of public spaces.

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

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

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

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

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

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

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

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

6. Additional benefits to be provided:

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

Comments:

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

Event Sponsorship Evaluation Form

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

Background on Applicant:

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

Summary of Event:

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

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

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

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

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

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

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

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

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

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

Funding

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

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

Event Sponsorship Comparison

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

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

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

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

The event is held in Forrest Place.

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

The event is free to the public to attend.

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

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

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

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

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

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

6. Additional benefits to be provided:

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

Comments:

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

Event Sponsorship Evaluation Form

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

Background on Applicant:

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

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

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

Summary of Event:

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

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

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

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

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

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

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

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

Funding

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

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

Event Sponsorship Comparison

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

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

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

2. Encourages use of public spaces.

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

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

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

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

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

5. Benefits to be provided to the City:

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

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

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

Comments:

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

Event Sponsorship Evaluation Form

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

Background on Applicant:

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

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

Summary of Event:

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

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

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

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

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

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

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

Funding

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

Event Sponsorship Comparison

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

| | | | |
|---------------|---------|--|--------|
| (recommended) | \$3,032 | | \$4.04 |
|---------------|---------|--|--------|

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

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

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

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

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

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

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

The event will be held exclusively in the city.

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

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

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

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

6. Additional benefits to be provided:

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

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

Comments:

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

Event Sponsorship Evaluation Form

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

Background on Applicant:

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

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

Summary of Event:

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

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

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

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

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

Funding

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

Event Sponsorship Comparison

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

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

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

2. Encourages use of public spaces.

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

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

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

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

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

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

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

Comments:

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

Event Sponsorship Evaluation Form

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

Background on Applicant:

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

Summary of Event:

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

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

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

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

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

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

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

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

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

Funding

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

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

Event Sponsorship Comparison

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

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

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

2. Encourages use of public spaces.

The event is held on Langley Park and Riverside Drive.

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

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

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

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

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

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

6. Additional benefits to be provided:

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

Comments:

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

EVENTS

Event Sponsorship Evaluation Form

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

Background on Applicant:

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

Summary of Event:

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

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

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

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

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

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

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

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

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

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

Funding

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

| Year | Amount |
|-------------|---------------|
| 2009 | \$20,000 |
| 2010 | \$38,386 |
| 2011 | \$25,000 |
| 2012 | \$25,000 |
| 2013 | \$35,000 |
| 2014 | \$35,000 |

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

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

Event Sponsorship Comparison

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

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

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

2. Encourages use of public spaces.

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

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

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

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

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

5. Benefits to be provided to the City:

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

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

6. Additional benefits to be provided:

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

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

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

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

Comments:

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

EVENTS

Event Sponsorship Evaluation Form

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

Background on Applicant:

Teen Challenge is a not-for-profit organisation providing assistance to youth and families in the rescue of young lives affected by drug and alcohol addiction. Teen Challenge has been operating in Western Australia since 1985. The charity operates a residential rehabilitation academy for youth near Esperance. Tour de Freedom is a fundraising event created by Teen Challenge to securing financial contributions, raising the charity profile and raising community awareness of Teen Challenge WA.

Summary of Event:

Tour de Freedom is a charity bike ride from Esperance to Perth to be held from 19 to 25 October 2015 and finishing in the city. The event was first held in 2009 and has been held annually since then with a different city finish location each year. Organisers are seeking cash sponsorship for the finish and closing ceremony to be held in the city.

The bike ride takes place over 6 days with the course as follows:-

- Day 1 - Esperance to cape le Grande return (114km). Dinner provided at the Teen Challenge Grace Academy – provided by Grace Academy Students
- Day 2 – Esperance to Hopetoun (194km)
- Day 3 – Hopetoun to Hyden (243km)
- Day 4 – Hyden to Narrogin (203km)
- Day 5 – Narrogin to Dwellingup (155km)
- Day 6 – Dwellingup to Perth (126km). Closing ceremony in the city.

The entry fee for participants is \$100, and participants are given an individual fundraising target of \$3,500.

The finish and closing ceremony location in the city is still to be confirmed. In previous years the event has finished at Parliament House, Russell Square and Victoria Gardens.

The event covers over 1,000km in the six days. Organisers anticipate rider participation for the event at 40 riders and 10 support crew, and estimate that 150 – 200 people would attend the closing ceremony in the city.

Since its inception in 2009, the event has raised a total of \$1.5 million for Teen Challenge.

Funding

The total cost of the event is \$160,365. Organisers have requested cash sponsorship of \$15,000 (9% of the total event cost). Organisers are requesting cash sponsorship from the city to assist with raising the profile of the event. Teen Challenge seek financial support from a range of sponsors annually. Organisers advise that should they be unsuccessful in securing sponsorship from the city, the event will continue.

Event Sponsorship Comparison

| Year / Event | Amount | Attendance | Subsidy |
|-----------------------------------------|-----------------|-------------------|----------------|
| Sanitarium Weet-Bix Kids TRYathlon | \$12,300 | 9,950 | \$1.24 |
| Santos Great Bike Ride for Charity 2014 | \$16,875 | 2,460 | \$6.86 |
| <i>Tour de Freedom 1000 (requested)</i> | <i>\$15,000</i> | <i>450</i> | <i>\$33.33</i> |

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

The event does not position the city as a city of regional and international significance and will not increase economic investment of the city. With a maximum estimated attendance of 450 at the event

2. Encourages use of public spaces.

Event organisers are planning to hold the finish and closing ceremony in a public space.

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

The closing ceremony will be free to the public to attend. There is an entry fee for participants.

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

The event will be held across the state from Esperance to Perth with only the finish and closing ceremony held in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for cash sponsorship of \$15,000:-

- the City of Perth crest to be listed on the event website;
- the support of the City of Perth to be acknowledged on all documentation distributed in the lead up to the event including:-
- the support of the City of Perth to be acknowledged at the post-event fundraising luncheon
- the Lord Mayor, or representative, to be invited to attend the fundraising luncheon.

Comments:

Tour de Freedom is a charity ride from Esperance to Perth with only the finish and closing ceremony to be held in the city. The event attracts a very small attendance and is unlikely to create vibrancy and increase economic investment in the city. The event does not contribute to the City's marketing objectives. Organisers were advised that their event was unlikely to secure cash sponsorship due to the low attendance and the fact that it is not held exclusively in the city. It is recommended that cash sponsorship is declined for the event.

| | |
|---------------------------------|----------------------------------|
| Applicant: | Rotary Ramble Pty Ltd |
| Event: | Perth Ramble |
| Date and Time: | 18 October 2015, 11.00 to 5.00pm |
| Location: | Russell Square and across Perth |
| Total Cost of Event: | \$427,000 |
| Sponsorship Requested: | \$25,000 |
| Sponsorship Recommended: | \$5,000 |

Background on Applicant:

Rotary Ramble Pty Ltd is the trustee for Rotary Charity Trust which is administered by the Rotary Club of Mill Point in South Perth.

Summary of Event:

The Perth Ramble will be held on Sunday 18 October 2015, from 11.00 am to 5.00pm. The event is an outdoor team treasure hunt which operates as a fundraising event for Telethon and Australian Rotary Health. The event will start and finish in Russell Square.

Teams must register to participate in the event with fees varying between \$99 and \$160 for a team of six. Teams fundraise through sponsorship, with funds raised donated to Telethon and Australian Rotary Health. Since 2011 the event has raised over \$200,000 for charity.

Participants will traverse the city working in teams to solve clues, find locations and answer questions. Answers are collated and prizes awarded at the end of the day. Prizes are awarded for teams who raise the most money for charity and teams who dress the most creatively and spot prizes are also awarded on the day. In previous years prizes have included international flights and accommodation packages. The event also offers a two hour ramble option for families with young children or team members with disabilities.

Organisers run a 'Virtual Ramble' on the event website and Facebook pages in the months prior to the event. The Virtual Ramble asks participants to answer questions related to the city as a way to engage the public in the lead up to the event. Prizes are offered for correct answers.

Organisers believe that city retailers benefit greatly from the event with traffic directed to their stores. With an event such as this where the aim is to move on to the next checkpoint as quickly as possible, it seems unlikely that retailers will receive any great benefit and the City has not received any evidence of this benefit from retailers.

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

| Year | Sponsorship | Attendance |
|------|-------------|------------|
| 2011 | \$20,000 | 3,500 |
| 2012 | \$25,000 | 5,000 |
| 2013 | \$25,000 | 6,000 |
| 2014 | \$18,750 | 3,000 |

Attendance at the 2014 event was lower than expected with approximately 3,000 people at the event. In 2015 organisers anticipate an attendance of 5,000 at the event.

Funding

The total cost of the event is \$427,000. Organisers have requested cash sponsorship of \$25,000 (6% of the total cost of the event). Cash sponsorship of \$5,000 (1% of the total event cost) is recommended. The event scored low in the sponsorship assessment rating. Organisers advise that the event would still continue should it receive the recommended cash sponsorship of \$5,000.

Event Sponsorship Comparison:

| Event/Year | Amount | Attendance | Subsidy |
|-------------------------------------------|-----------------|--------------|---------------|
| Claisebrook Carnivale and Duck Derby 2014 | \$20,520 | 10,000 | \$2.05 |
| Perth Medieval Fayre 2014 | \$5,720 | 5,200 | \$1.10 |
| <i>Rotary Ramble 2015 (requested)</i> | <i>\$25,000</i> | | <i>\$5.00</i> |
| <i>(recommended)</i> | <i>\$5,000</i> | <i>5,000</i> | <i>\$1.00</i> |

Eligibility for Sponsorship:

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

The event meets the eligibility criteria for the Event Sponsorship Program.

Assessment of Application:

- Contributes towards the achievement of one or more of the City's marketing objectives.**
 - to position the city as a city of regional and international significance;
 - to increase visitation to the city;
 - to increase economic investment in the city;
 - to create a vibrant, energetic 24 hour city.

The event will increase visitation in the city, and encourages use of the city's public spaces. Whilst the event will promote city retailers through

the virtual ramble prior to the event, it is not anticipated that city retailers will gain any substantial benefit on the day due to the timed nature of the event. The event may however provide some economic benefit to food and beverage retailers during Sunday retail trading hours.

2. Encourages use of public spaces.

The event starts and finishes in Russell Square. Participants will ramble through city streets, public spaces and private spaces over the course of the event.

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

There is a registration cost for the event. Organisers advise that this cost covers the production of event bibs and SMS call costs. All proceeds from the event are donated to charity.

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

The event is held exclusively in the city.

5. Benefits to be provided to the City:

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

- the event to be listed on the Perth City website;
- the City to be recognised as a Bronze sponsor of the event;
- City of Perth logo to appear in print and digital promotions.
- City of Perth to display signage at the event;
- The Lord Mayor, or representative, to be invited to attend the event.

6. Additional benefits to be provided:

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

- The City to be recognised as a Gold Sponsor of the event.

Comments:

The Perth Ramble is in its sixth year and is held exclusively in the city. The event increases activity in the city on a Sunday during retail hours but offers few sponsorship benefits. Attendance levels declined for the 2014 event. The event rated relatively low within the assessment process. Cash sponsorship of \$5,000 is recommended based on the low attendance and comparison with other applications received.
