



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, 16 June 2015 at 4.00pm.**

Yours faithfully

DOUG FORSTER
ACTING CHIEF EXECUTIVE OFFICER

11 June 2015

Committee Members:

Members:

Cr Chen (Presiding Member)
Cr Adamos
Cr Limnios

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



A Assembly Area

AA 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 16 JUNE 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 – 26 May 2015**
- 5. Correspondence**
- 6. Disclosure of Members' Interests**
- 7. Matters for which the Meeting may be Closed**

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

| Confidential Schedule No. | Item No. and Title | Reason |
|--|--|------------------------|
| 1 | Item 11 – Arts and Cultural Sponsorship 2015/16 – Major Partnership – Awesome Arts Australia Ltd | Section 5.23(2)(e)(ii) |
| 3 | Item 13 – Tender 090-14/15 – Provision of Two Christmas Trees for a Three Year Period | Section 5.23(2)(e)(ii) |
| 5 | Item 14 – Tender 091-14/15 – Architectural Decorative Projection – Christmas 2015 to 2017 – GPO Building | Section 5.23(2)(e)(ii) |
| 6 and 7 | Item 15 – Tender 110-14/15 – Creative and Production Management of New Year's Eve Northbridge 2015 | Section 5.23(2)(e)(ii) |

- 8. Reports**
- 9. Motions of which Previous Notice has been Given**

(Cont'd)

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 and 26/05/15).

12. Closure

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ITEM NO: 1

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

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. approves cash sponsorship of \$313,000 (excluding GST) to Perth Fashion Concepts Inc. to present the Telstra Perth Fashion Festival 2015 (TPFF) from Tuesday, 15 September 2015 until Sunday, 20 September 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits as follows:***
 - 2.1 a program of events to be held in locations as detailed in this report;***
 - 2.2 the City of Perth to be recognised as a Principal Government Partner of the event, including:***
 - a. on the Partners page of the official event program;***
 - b. on the Partners page of the STM 'Official Guide to the Perth Fashion Festival';***
 - c. in relevant speeches;***
 - d. in radio and television advertising;***
 - e. during official Festival presentations;***
 - 2.3 the City of Perth crest to appear on:***
 - a. the TPFF Partners page on the event website;***
 - b. the TPFF mobile app;***
 - c. event flyers;***
 - d. nightly programs;***
 - e. venue media walls;***
 - 2.4 one full page advertisement in the official 2015 Telstra Perth Fashion Festival Program, subject to the City covering production costs;***

(Cont'd)

- 2.5 the City of Perth to receive acknowledgement on the Telstra Perth Fashion Festival's social media, with frequency and content to be agreed between the Telstra Perth Fashion Festival and the City;**
- 2.6 an opportunity for the City to provide a 30 second television commercial for Official Festival events;**
- 2.7 an opportunity for the City to provide promotional material for Festival gift bags;**
- 2.8 an annual planning workshop to be held with city retailers for the Windows of the City initiative;**
- 2.9 the Lord Mayor to be invited to provide a welcome message for the Official Festival Program;**
- 2.10 the Lord Mayor, or representative, to be invited to welcome guests at Festival events, including, but not limited to, VIP Opening night and VIP closing night;**
- 2.11 the City of Perth to receive event tickets as follows (excluding those provided to the Lord Mayor in her role as Festival Ambassador):**
 - a. twelve (12) tickets to the VIP Program Launch;**
 - b. twelve (12) tickets to the VIP Opening Night;**
 - c. twelve (12) tickets to the VIP Closing Night;**
 - d. thirty additional tickets for Elected Members, to be allocated across the Festival;**
 - e. four (4) tickets to each Industry and Retail Forum;**
 - f. twelve (12) tickets to the WA Fashion Awards to be held in early 2016; and**
 - g. an opportunity for City of Perth representatives to purchase additional tickets at 10% discount for all festival events;**
- 3. a detailed acquittal report, including all media coverage obtained, to be submitted to the City by April 2016.**

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: Marketing, Communications and Events
RESPONSIBLE DIRECTORATE: City Services
DATE: 25 May 2015
MAP / SCHEDULE: N/A

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

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

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

Summary of Event:

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

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

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

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

Organisers propose to hold festival events in the following locations:

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

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

The 2015 TPF calendar will include the following:

FREE EVENTS IN THE CITY

Fashion Central – Forrest Place

TPFF will continue to provide city retailers with a catwalk to showcase their collections by staging Retailer Runway – a series of parades free to the public. Fashion Central is supported by a number of other activations including live music, associated retailer in-store events, and pop ups. The City will provide Forrest Place for free for TPF 2015 as it has done in previous years. Sponsorship provided to PFCI will allow for activation of Forrest Place.

Chic Model Search

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

TICKETED EVENTS

Fashion Paramount

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

Myer Fashion Lunch

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

INVITATION AND VIP EVENTS

VIP Opening Night

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

The WA Fashion Design Awards

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

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

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

VOLUNTEERS

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

Style Circle

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

NEW INITIATIVES

Emerging Designer Initiative

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

Fashion Paramount Bar Precinct

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

Expansion of Windows of the City

The City of Perth has traditionally supported Windows of the City with direct support of a cash prize to consumers, a retailer and an artist to the value of \$20,000. This support has enabled the competition to be picked up by media partners STM and Channel 10. This year organisers held a workshop with retailers and venue operators. The workshop set the parameters to grow the event in 2015 to include bars, cafes, hospitality areas, retailers and larger precincts. An integrated City map will be produced and will form a part of TPFf's first mobile app.

International Ambassadors and Networks

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

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

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

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

Sunday Best

Organisers will deliver a new event with the goal of activating Northbridge. Sunday Best will take the form of a market-style activation including stalls for WA Designers

to sell their stock in the lead up to the festival, local music, and the involvement of local traders and food businesses. Sunday Best will be promoted as an opportunity for the public to buy local designers, plan Festival outfits, and purchase items to wear to the Festival.

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

Funding

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

| Year | Amount |
|-------------|--------------------------------|
| 2010 | \$286,835 |
| 2011 | \$285,500 (inclusive of WAFAs) |
| 2012 | \$295,000 (inclusive of WAFAs) |
| 2013 | \$305,000 (inclusive of WAFAs) |
| 2014 | \$313,000 (inclusive of WAFAs) |

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

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

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth

S15 Reflect and celebrate diversity of Perth.

IP27 Support and deliver events that reflect and celebrate cultural diversity.

Policy

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

DETAILS:

Eligibility for Sponsorship:

| 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 (Partnership):

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

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

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

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

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

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

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

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

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

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

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

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

6. Benefits to be provided to the City

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

Event Sponsorship Category:

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

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

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

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

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

ITEM NO: 2

CORPORATE SPONSORSHIP – LOCAL CHAMBERS ‘CITY OF LIGHT BUSINESS DINNER OF THE YEAR’

RECOMMENDATION:

(APPROVAL)

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves cash Corporate Sponsorship of \$8,000 (excluding GST) to Local Chambers of Commerce and Industry Inc. (Local Chambers) to present the ‘City of Light Business Dinner of the Year’ on 26 June 2015;***
- 2. notes that the event organisers will provide the following ‘Major Sponsorship’ benefits to the City:***
 - 2.1 the opportunity for the Lord Mayor or a City of Perth representative to present the ‘City of Perth City of Light Award’ to the winner on the night;***
 - 2.2 inclusion of the City of Perth crest on:***
 - a. all Local Chambers invitations and marketing for the night as a Major Award sponsor (to be sent out both in hardcopy and electronically);***
 - b. all Local Chambers media on the night, including tickets, programme, tent-cards, power-point presentations, awards and all sponsorship appreciation certificates;***
 - c. all plaques, certificates and award correspondence received by the winner of the City of Perth City of Light Award;***
 - d. the Local Chambers website as the sponsor of the City of Perth City of Light Award including a link to the City of Perth website;***
 - 2.3 recognition by the Master of Ceremonies as the Major Sponsor;***

(Cont’d)

- 2.4 a table of ten for the Lord Mayor and Councillors to attend the City of Light Business Dinner of the Year;**
 - 2.5 the opportunity to place City of Perth banners and promotional material on all tables and around the venue;**
 - 2.6 editorial / media promotion of the event and of the City of Perth City of Light Award;**
 - 2.7 a quality framed certificate for the City of Perth with a gold plated Perth Mint solid silver bullion coin representing the City's award sponsorship;**
 - 2.8 a copy of the official photographs of the City of Perth City of Light Award presentation for promotional use by the City; and**
 - 2.9 the winners profile and contact details will be forwarded to the City;**
- 3. a detailed acquittal report, including all media coverage obtained, being submitted to the City by December 2015.**

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: Economic Development Unit
RESPONSIBLE DIRECTORATE: City Planning and Development
DATE: 3 February 2015
MAP / SCHEDULE: N/A

The City has received a request from Local Chambers of Commerce and Industry Inc. (Local Chambers) for corporate sponsorship to the value of \$8,000 (excluding GST) for the presentation of the City of Light Business Dinner of the Year as part of their annual business celebrations.

The Local Chambers annual business celebrations aim to profile the outstanding development of Perth as a premiere tourism and business destination, promoting the exceptional activities and developments in the business sector.

In the past, the Local Chambers annual business celebrations have consisted of a two-part series of events, the first being the Annual Business Awards and the second event being the City of Light Business Dinner Under the Stars.

In 2012 and 2013 the City of Light Business Dinner Under the Stars event was held in the area surrounding the Bell Tower, providing support to the local Barrack Square

Traders through promotion and complimentary tickets. The 2014 event was held in the James Street Amphitheatre under the big screen and generated a lot of public interest as people walked by the event.

Each of the 'Under the Stars' events brought close to 250 guests in to the city.

The City has previously awarded the following in sponsorship to Local Chambers for their annual business celebrations:

| Financial Year | Sponsorship awarded (event one) | Sponsorship awarded (event two) |
|-----------------------|--|--|
| 2011/12 | \$1,995 | \$8,000 |
| 2012/13 | \$2,000 | \$8,000 |
| 2013/14 | \$2,000 | \$8,000 |

Summary of Event:

This year, the Local Chambers have combined the two-part series of events into one annual function and intend to host the City of Light Business Dinner of the Year at the Western Australian Club on Friday, 26 June 2015.

The event will follow the same successful format as previous years, which will include dinner, entertainment, auction, prize draw and the presentation of the City of Perth City of Light Award.

The aim of the event is to celebrate the success, innovation and talent of the Perth business community and to create a positive and enthusiastic business culture, by bringing together business people, community leaders and senior local and state public figures. The Local Chambers' aim is to make this event the most important and influential annual business event in the Western Australian business calendar.

Local Chambers have secured the following organisations as sponsors for this year event:

- Abbott & Co Commercial Printers.
- Bartercard.
- City of South Perth.
- City Subaru.
- Photo Hendriks.
- Town of Victoria Park.
- West Coast Institute of Training.

The City of Perth City of Light Award will be presented to an outstanding Western Australian business person who has contributed to the state and the business community and has been successful in their field.

As a Major Sponsor, the City would be entitled to ten VIP tickets to the awards night valued at a total of \$2,500.

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
S20 Meaningful and contemporary community
engagement and communications

Strategic Community Plan

Council Four Year Priorities: Community Outcome
Perth as a Capital City
The City is recognised internationally as a city on the move
and for its liveability, talented people, centres of excellence
and business opportunities
Perth at Night
A City that has a vibrant night time economy that attracts
new innovative businesses and events and where people
and families feel safe.

Policy

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

DETAILS:

Eligibility for Sponsorship:

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

Markets / audiences who will be exposed to sponsorship information:

The Local Chambers' networks will be exposed to sponsorship information, including:

- State and local government representatives;
- Perth's business community; and
- Community leaders.

Promotion of City of Perth to markets / audiences:

The Local Chambers sponsorship proposal offers to promote the City's support for the City of Light Business Dinner of the Year through the placement of the City of

Perth logo on invitations and marketing for the event. The City would receive recognition as a Major Sponsor by the Master of Ceremonies and the Lord Mayor, or representative, would have the opportunity to present the City of Perth City of Light Award to the winner on the night. The benefits and exposure from this promotion will be metropolitan wide.

Assessment of Application (Corporate):

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

The City's support for and acknowledgement of the Perth business community will be promoted to key business and industry groups. The City's image will be enhanced through the naming rights of the most prestigious award of the night, the City of Perth City of Light Award. Sponsorship of this event also provides an opportunity for the City to continue to strengthen its relationship with Local Chambers and their members.

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

The City of Perth will continue to promote its role as a supporter of local businesses, and its position as a leader in acknowledging the value that these businesses bring to a capital city economy.

3. Contributes towards the achievement of one or more of the City's Economic Development objectives.

To position the City of Perth as a city of regional and international significance:

- The event will profile outstanding development of Perth as a premiere tourism and business destination.
- The event encourages excellence in the local business community and accordingly improves competitive advantage.

To increase visitation to the City:

- The event will be held within the Perth Central Business District at the Western Australian Club, Level 11, 12 St Georges Terrace, Perth. The City of Light Business Dinner of the Year has previously drawn up to 250 business leaders to the event.

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: | 43972000 | |
| BUDGET ITEM: | Economic Services - Other Economic | Services - |
| | Economic Development | |
| BUDGET PAGE NUMBER: | 13 | |
| BUDGETED AMOUNT: | \$1,888,330 | This component is \$242,000 (Business Support) |
| AMOUNT SPENT TO DATE: | | \$140,334 |
| PROPOSED COST: | | \$8,000 |
| BALANCE: | | \$93,666 |

All figures quoted in this report are exclusive of GST.

The Economic Development Unit's 2014/15 budget makes provision for this sponsorship.

COMMENTS:

Council's Policy of Sponsorship and Donations enables the City to provide sponsorship funding for awards, presentations and acknowledgment for excellence in relevant professional fields.

In this case the sponsorship of the City of Light Business Dinner of the Year warrants the City's support, as it encourages excellence in the local business community and supports a number of the City's economic development priorities. The event also provides important networking opportunities for local businesses and assists them in connecting with community leaders including local and state government officials.

It is recommended that the Marketing, Sponsorship and International Relations Committee approve cash sponsorship of \$8,000 (excluding GST).

ITEM NO: 3

CORPORATE SPONSORSHIP – 2015 AUSTRALIAN HOTELS ASSOCIATION ACCOMMODATION HOTELS INDUSTRY AWARDS

RECOMMENDATION:

(APPROVAL)

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves cash sponsorship of \$5,700 (excluding GST) to the Australian Hotels Association WA for sponsorship of the “Front Office Management Employee Award” to be presented at the 2015 Australian Hotels Association Accommodation Hotels Industry Awards to be held at Crown Perth on Monday, 10 August 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 City of Perth name or crest will appear on promotional material distributed to AHA Accommodation Division members;***
 - 2.2 the City of Perth crest will be inscribed on the award plaque which will be presented to the “Front Office Management Employee Award” winner;***
 - 2.3 recognition in the program and dinner menu of the City of Perth as a sponsor;***
 - 2.4 audio-visual recognition of the City of Perth as corporate sponsor at awards;***
 - 2.5 a City of Perth representative will be invited to present the award to the winning recipient on stage;***
 - 2.6 provision of two complimentary tickets to the Industry Awards Gala Ball; and***
- 3. a detailed acquittal report, including all media coverage obtained, by 30 September 2015.***

BACKGROUND:

FILE REFERENCE: P1010627-29
REPORTING UNIT: Economic Development Unit
RESPONSIBLE DIRECTORATE: City Planning and Development
DATE: 14 May 2015
MAP / SCHEDULE: N/A

The role of Australian Hotels Association (AHA) is to protect and develop members' interests and to achieve new levels of success and excellence and maintain the vital role of the hospitality industry as an integral part of the Australian way of life.

AHA provide representation, advice, research, education, negotiation, lobbying, industrial relations advice and advocacy, corporate and member events, meetings and commercial benefits.

Members include hotels, pubs, taverns, resorts, accommodation properties, special facility licences, function centres, industry suppliers, boutique breweries, licenced restaurants, wineries and small bars.

The City of Perth has received a proposal for corporate sponsorship of \$5,800 (excluding GST) from the AHA (WA branch) for the 2015 AHA Accommodation Hotels Industry Awards to be held on Monday, 10 August 2015 at Crown Perth.

Previous winners and finalists of the AHA Awards for Excellence / Front Office category include: Pan Pacific Perth, Rydges Perth Hotel, Crowne Plaza Perth, Esplanade Hotel, Parmelia Hilton Perth, Sheraton Perth Hotel and InterContinental Burswood Resort.

Summary of Event:

The AHA Accommodation Hotels Industry Awards is widely recognised and celebrated as the premier event on Western Australia's hospitality industry calendar.

The 2015 event will be held at Crown Perth on Monday, 10 August 2015 and will showcase the finest food, beverages, theming and entertainment, and also celebrates the accommodation sector's Hotel Industry Awards.

This event attracts senior managers from Western Australia's four and five star accommodation properties as well as a growing number of senior political figures.

The event is attended by over 550 key industry guests from four and five star hotels and resorts from across the state including: General Managers; Purchasing Managers; Human Resource Managers; and other representatives from senior management.

It has been requested that the City sponsor the 'Front Office Management Employee' award; an award that celebrates a winner that is at the forefront of tourism and hospitality and excels at promoting Perth to visitors.

The City has sponsored the AHA Awards since 2004. Previous sponsorship amounts are as follows:

| Financial Year | Amount of Sponsorship (excluding GST) |
|-----------------------|--|
| 2010/11 | \$5,000 |
| 2011/12 | \$5,000 |
| 2012/13 | \$5,454 |
| 2013/14 | \$5,727 |
| 2014/15 | \$5,700 |
| 2015/16 | \$5,700 (recommended) |

AHA (WA) is seeking sponsorship from at least 20 organisations.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Perth as a Capital City
S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment
IP14 Promote collaboration, networking, knowledge-exchange and business mentoring and development for tourism-based businesses

Policy

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

DETAILS:

Eligibility for Sponsorship:

| Criterion | Satisfied |
|---|------------------|
| Awards, presentations, acknowledgement for excellence in relevant professional fields | Yes |
| Support for activities which award endeavour in community service | Yes |
| Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth | Yes |

Markets / audiences who will be exposed to sponsorship information:

The event is attended by over 550 key industry guests from four and five star hotels and resorts from across the state including: General Managers; Purchasing Managers; Human Resource Managers; and other representatives from senior management.

The markets exposed to the sponsorship will primarily include the:

- Australian hotel industry through publications and promotions
- General public, through publicity of the Award recipient
- State-wide guests at the annual Awards presentation
- Tourism industry representatives through publicity of the Award recipient.

Promotion of City of Perth to markets / audiences:

The City of Perth name / crest will appear on promotional material which will be distributed to AHA (WA) members, as well as on the program, dinner menu and audio-visual recognition. A representative from the City will also be invited to present the “Front Office Management Employee Award” at the Industry Awards.

The markets exposed to the sponsorship will primarily be the:

- Australian hotel industry through publications and promotions;
- General public, through publicity of the Award recipient;
- State-wide guests at the annual Awards presentation; and
- Tourism industry representatives through publicity of the Award recipient.

Assessment of Application (Corporate):

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

The Awards are heavily promoted by the AHA, via the industry work groups, committees and publications. Award winners will be publicised in industry and mainstream media.

The AHA Accommodation Hotels Industry Awards celebrate excellence in the accommodation/hotels sector. The City of Perth will promote its brand to senior management of four and five star hotels that stand at the forefront of the tourism and hospitality in WA.

Sponsorship of the “Front Office Management Employee Award” will ensure that front office staff are recognised by the industry and demonstrates the City’s support of the tourism and hospitality industry. It also provides an opportunity to highlight the leadership role the City is taking in recognising the importance of customer service.

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

Continued sponsorship reaffirms the City of Perth’s existing support to the growth of hospitality and tourism in front of this exclusive industry audience.

Furthermore, the AHA is a major City stakeholder and supporting initiatives such as the Industry Awards extends the positive working relationship the City has with the AHA and its members.

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

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

Hospitality and service are fundamental components to local, interstate or international visitor experiences. The "Front Office Management Employee Award" acknowledges and rewards venues that take pride in their venue and management staff, and are committed to providing the best service and experience possible to Perth's visitors. Reinforcement of these ideals is an important contribution by AHA and support by the City should ensure tourist and visitor experiences are positive when they are staying, sleeping, eating and entertaining in Perth city.

Customer service is an important component of tourism product delivery. In supporting activities that recognise excellence in the delivery of services to visitors the City is assisting to raise the profile of the hospitality industry and promote the importance of customer service. Improving the visitor experience will enhance the desirability of Perth as a destination of choice.

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:

The costs associated with this sponsorship proposal are accommodated within Council's 2015/16 Annual Budget.

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

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

COMMENTS:

It is recommended that the Marketing, Sponsorship and International Relations Committee approves sponsorship of \$5,700 (excluding GST) to show continued support for the AHA (WA) Accommodation Hotels Industry Awards. The sponsorship of the "Front Office Management Employee Award" is an opportunity for the City to acknowledge the important role of front office hotel staff and the contribution they make to a visitor's experience and perception of Perth.

ITEM NO: 4

CORPORATE SPONSORSHIP – IAP2 AUSTRALASIA ENGAGEMENT CONFERENCE

RECOMMENDATION: (REFUSAL)

That the Marketing, Sponsorship and International Relations Committee declines the request to sponsor the IAP2 Australasia Engagement Conference to be held at the Perth Convention and Exhibition Centre from Wednesday 14 until Friday 16 October 2015 as specific expenditure for this conference has not been included in the City's 2015/16 adopted budget.

BACKGROUND:

FILE REFERENCE: P1010627-29
REPORTING UNIT: Marketing, Communications and Events
RESPONSIBLE DIRECTORATE: City Services
DATE: 18 May 2015
MAP / SCHEDULE: N/A

The International Association for Public Participation (IAP2) Australasia is a core professional body for community and stakeholder professionals. IAP2 Australasia promotes and supports best practice in Community Engagement and Public Participation. The organisation has strong networks across Western Australia and Perth and is an affiliate of the global IAP2 Federation. The Australasian Affiliate has grown to become three times larger than the United States and Canadian Affiliates and is leading the world in engagement practice. The organisation has a membership base of over 12,000.

Summary of Event:

IAP2 Australasia will present the IAP2 Australasia Engagement Conference at the Perth Convention and Exhibition Centre from Wednesday, 14 October 2015 to Friday, 16 October 2015. The theme for the Conference is Influence, Engage, Lead as follows:

“Influence - exploring strategies and experiences of raising awareness, improving decision making and embedded practise in an organisation or profession.

Engage - exploring the celebrations and commiserations from your engagement experiences, sharing insights and understanding that can only be gained in the field of practice.

Lead - exploring the future of engagement by profiling emerging research, strategies and practise to stretch our thinking.”

The conference will bring together the top minds in community and stakeholder engagement from across the globe in a three day forum of information exchange, networking and celebration. Keynote presenters for the event are detailed below.

Mr Simon Denegri is the chairperson of INVOLVE in the United Kingdom. He is also the UK National Institute for Health Research (NIHR) National Director for Public Participation and Engagement in Research. His previous roles have been with the Association of Medical Research and the Alzheimer’s Society.

Dr Carolyn Lukensmeyer is the Executive Director of the USA National Institute for Civil Discourse. Carolyn is also the founder of America Speaks and is the author of Bringing Voices to the Table: A Guide for Public Managers which provide strategies and best practices to public managers and leaders who wish to authentically engage citizens around significant policy issues.

Conference delegates will include senior decision makers, policy makers and practitioners from a wide-ranging audience. This includes all levels of government, business and industry across Australia, New Zealand, Indonesia and other parts of the world. Organisers anticipate an attendance at the conference of 200 over the three days.

Organisers have invited the City of Perth to come on board as a host City Partner for the conference, giving an opportunity to:

- Directly link with an interested, relevant and international audience from both public and private sector organisations and communities across Australia, New Zealand, Indonesia and other international connections.
- Experience and participate in formal and informal networking opportunities with delegates and receiving widespread brand positioning.

Benefits offered to the City for its support include an opportunity to showcase the many projects underway or recently completed in the city through a tour to engagement professionals from around the world.

In 2010 the IAP2 Australasia Conference was held in Perth attracting delegates from every state across Australia and New Zealand. The City did not provide sponsorship for this event.

LEGISLATION / STRATEGIC PLAN / POLICY:

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
IP35 Enhance community engagement

Policy

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

DETAILS:

Eligibility for Sponsorship:

| Criterion | Satisfied |
|--|------------------|
| Support for activities which award endeavour in community service | Yes |
| Support for the activities of organisations or individual which provide positive positioning for the City of Perth | Yes |

Markets / audiences who will be exposed to sponsorship information:

Conference delegates will include senior decision makers, policy makers and practitioners from government, business and industry across Australia, New Zealand and Indonesia. In addition to conference delegates, the City's sponsorship would promote to IAP2's membership base of 12,000.

Promotion of City of Perth to Markets / audiences:

The City would be promoted as detailed above.

Assessment of Application (Corporate):

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

Host City sponsorship of this event would enhance the image of the City as a leader in stakeholder engagement and promote the city to national and international senior decision makers, policy makers and practitioners.

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

The increase of good will for the City of Perth would spread beyond a WA-based audience, through national and international delegates and the over 12,000 members of the organisation. In addition the City would have an opportunity to directly showcase a city project through a tour for engagement professionals from around the world.

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

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

The event will position the city as a city of regional and international significance and increase visitation to the city.

4. Benefits to be provided to the City.

The benefits provided to the City should sponsorship be approved are as follows:

- the City of Perth to be recognised as the Host City for the event;
- the City to be acknowledged as the Host City Sponsor in all media releases relating to the IAP2 Australasia Leadership Conference;
- the City of Perth logo to be included on the Conference website with a hyperlink to the City of Perth website;
- acknowledgement of the City's support in the thank you pages of any programs or printed material;
- the City's logo to receive prominent placement in all Conference marketing and event material, including media releases, programmes and promotional products;
- City of Perth signage to be displayed in a prominent location;
- an opportunity for the City to provide local tourist attraction information for all delegates to promote City of Perth activities, accommodation, restaurants and other features;
- the City to have an exhibition space at the Conference Industry Expo;
- an opportunity for the City to provide promotional material to be included in all delegates welcome packs;
- an opportunity for the City to design and present a tour of choice from an engagement perspective;
- complimentary registration for three City representatives at the Conference, including the Core Values Awards Gala Dinner (valued at \$3,600); and
- the Lord Mayor to be invited to provide the opening welcome address at the Conference.

FINANCIAL IMPLICATIONS:

| | |
|-----------------------|--|
| ACCOUNT NO: | 1423 1000 7901 |
| BUDGET ITEM: | Recreation and Culture – Other Culture – Other Cultural Activities |
| BUDGET PAGE NUMBER: | TBC |
| | BUDGET ITEM |
| BUDGETED AMOUNT: | TBC |
| AMOUNT SPENT TO DATE: | \$0 |
| PROPOSED COST: | \$10,000 |
| BALANCE: | TBC |

All figures quoted in this report are exclusive of GST.

COMMENTS:

The IAP2 Australasia Engagement Conference will bring together leaders in the field of Community Engagement and Public Participation. The conference would give the City of Perth an opportunity to showcase current and recent projects to the conference delegates and the IAP2 membership base.

However, it is recommended that Council declines sponsorship of \$10,000 (excluding GST) as specific funds have not been allocated in the 2015/16 budget for this expenditure. There is donation and sponsorship funding that has been tentatively allocated towards other events within Council's 2015/16 Annual Budget, but support for this event may result in having to decline support for an alternative event.

ITEM NO: 5

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

RECOMMENDATION:

(REFUSAL)

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

BACKGROUND:

FILE REFERENCE: P1027654
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: City Planning & Development
DATE: 4 June 2015
MAP / SCHEDULE: N/A

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

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

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

The economic returns from migration and cultural diversity are many and far-reaching. They include: an injection of skilled labour to WA's workforce; job generation; economic growth; a significant fiscal contribution; increased productivity

through innovation and business formation; enhanced trade links; and international markets supporting regional development and repopulation. Further, Visiting Friends and Relatives Tourism (VFR) is generated from migrants and international students and contributes to a quarter of total domestic and international visitors to Perth metropolitan region (*Tourism WA, Perth Inner Visitor Profile 2011/12/13*).

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

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

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

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

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

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

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

Summary of Event:

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

The Conference is expected to attract 250 delegates.

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

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

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

2014 MIA National Conference in Canberra

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

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

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Perth as a Capital City

S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment.

Policy

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

DETAILS:

Eligibility for Sponsorship:

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

Markets / audiences who will be exposed to sponsorship information:

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

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

Promotion of City of Perth to Markets / Audiences:

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

Assessment of Application (Corporate):

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

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

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

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

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

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

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

4. Benefits to be provided to the City.

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

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

FINANCIAL IMPLICATIONS:

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

COMMENTS:

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

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

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

ITEM NO: 6

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

RECOMMENDATION:

(REFUSAL)

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

BACKGROUND:

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

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

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

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

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

The Department of Housing are Diamond Sponsors (\$50,000) and the Western Australian Planning Commission are Gold Sponsors (\$30,000). The conference will

be opened by the Hon Colin Holt MLC, Minister for Housing. The ABC's Q&A with Tony Jones will be broadcast at the closing plenary session.

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

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Community Outcome

Perth as a Capital City

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

Policy

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

DETAILS:

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

1. Eligibility for Sponsorship

| Eligibility Criteria | Satisfied |
|--|--|
| Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth. | Yes – there will be significant exposure generated through the City's participation in the conference and promotional materials. |
| Supports for promotional material (such as | Yes – this is achieved through promotional material and participation in the site tour, workshop and |

| Eligibility Criteria | Satisfied |
|--|--|
| publications and films) which positively position the City of Perth. | plenary session. The City's participation signal leadership in housing and urban development. |
| Support for the activities of organisations or individuals which provide positive positioning for the City of Perth. | Yes – participation by a senior member of the City provide opportunities to explore strategic partnerships with multiple stakeholders. |

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

2. Assessment Criteria

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

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

FINANCIAL IMPLICATIONS:

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

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

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

COMMENTS:

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

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

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

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

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

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

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

ITEM NO: 7

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

RECOMMENDATION:

(APPROVAL)

That Council:

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

(Cont'd)

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

(Cont'd)

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

BACKGROUND:

FILE REFERENCE: P1027726
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: City Planning and Development
DATE: 22 May 2015
MAP / SCHEDULE: N/A

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

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

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

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

TCWA supports:

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

Summary of Membership / Event:

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

Tourism Council WA Gold Membership

Tourism Council WA Gold Membership entitles the City of Perth to advocacy rights with key industry and government decision makers, industry policy input, industry

assemblies and events, data analysis, report functions, industry planning and advice, discounted training and workshops, and voting rights towards the TCWA Board, as well as other rights as proscribed by the TCWA constitution.

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

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

2015 Perth Airport WA Tourism Awards / Gala Dinner

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

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

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

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

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

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

In 2008/09, the City began making a singular corporate sponsorship contribution that incorporated both Gold Membership and WA Tourism Award Sponsorship. Since 2011 a strong relationship has been built with TCWA. The City is in regular

discussions with the Council to collaborate ideas, projects and products to benefit the City's tourism goals. Recent projects include: partnering to improve customer service standards in Perth; providing workshops to local businesses to increase cultural awareness, requirements and needs of a growing Chinese tourism market; and the development of *Destination Perth; Developing Perth's Visitor Economy*.

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

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

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

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

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan 2013/14 to 2017/18

Council Four Year Priorities: Perth as a Capital City

S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment.

IP14 Promote collaboration, networking, knowledge-exchange and business mentoring and development for tourism based businesses

Policy

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

DETAILS:

Eligibility for Sponsorship:

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

Markets / audiences who will be exposed to sponsorship information:

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

Promotion of City of Perth to Markets / audiences:

The markets exposed to the sponsorship will be primarily:-

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

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

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

Assessment of Application (Corporate):

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

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

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

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

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

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

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

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

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

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

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

COMMENTS:

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

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

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

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

ITEM NO: 8

CORPORATE SPONSORSHIP – PERTH CONVENTION BUREAU 2015/16 GRANT

RECOMMENDATION:

(APPROVAL)

That Council:

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

(Cont'd)

2.9 inclusion of City of Perth support and activities in the Meeting and Incentive Planners Guide;

2.10 access to the Bureau's calendar of events including conference organiser contacts;

2.11 opportunities to be involved in the Bureau's familiarisation programs as they arise;

2.12 the City of Perth to be recognised as a key stakeholder of the Perth Convention Bureau.

BACKGROUND:

| | |
|--------------------------|--------------------------------------|
| FILE REFERENCE: | P1010627-29 |
| REPORTING UNIT: | Marketing, Communications and Events |
| RESPONSIBLE DIRECTORATE: | City Services |
| DATE: | 5 June 2015 |
| MAP / SCHEDULE: | N/A |

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

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

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

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

Summary of Event:

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

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

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

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

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

Conventions and City of Perth

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

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

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

Major Bid Wins 2014/15

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

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

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

| Conference | Direct Delegate Expenditure |
|-----------------------------------|-----------------------------|
| National Scientific Congress 2017 | |

Revenue

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

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Perth as a Capital City
S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment
IP14 Promote collaboration, networking, knowledge-exchange and business mentoring and development for tourism-based businesses.

Policy

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

DETAILS:

Eligibility for Sponsorship:

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

Markets / audiences who will be exposed to sponsorship information:

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

Promotion of City of Perth to Markets / audiences:

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

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

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

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

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

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

Assessment of Application (Corporate):

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

Benefits offered by the PCB ensure that the city is promoted internationally, to a high spending market with measurable results. This marketing activity is not undertaken

by any other authority or organisation. The PCB is the authorised marketing body on behalf of the convention/tourism sector in Perth and WA.

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

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

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

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

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

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

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

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

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

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

ITEM NO: 9

CORPORATE SPONSORSHIP – PERTH CONVENTION BUREAU SCHOLARSHIP PROGRAM 2015-16

RECOMMENDATION:

(APPROVAL)

That Council:

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

BACKGROUND:

FILE REFERENCE: P1010627-29
REPORTING UNIT: Marketing, Communications and Events
RESPONSIBLE DIRECTORATE: City Services
DATE: 2 June 2015
MAP / SCHEDULE: N/A

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

Perth Convention Bureau

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

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

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

PCB Membership and Board

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

The PCB Board currently consists of the following:

| | |
|----------------------|--|
| Ian Laurance (Chair) | Axiom Properties Limited |
| Cr Reece Harley | City of Perth nominee |
| Ian Gay | Qantas Airways |
| Michael Altieri | Crown Perth |
| Nigel Keen | Perth Convention and Exhibition Centre |
| David Constantine | Parmelia Hilton Perth |
| Chris Pye | The Terrace Hotel |
| Renee Bennett | EECW Events Management |
| Gaye McMath | The University of Western Australia |
| Nicole Moody | Racing and Wagering WA |
| Chad D'Souza | ADAMS |

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Perth as a capital city
S6 Maintain a strong profile and reputation for Perth
as a city that is attractive for investment
IP14 Promote collaboration, networking, knowledge
exchange and business mentoring and
development for tourism-based businesses

Policy

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

DETAILS:

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

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

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

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

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

Previous scholarship winners are detailed in the below table:

| Year | Recipient | Details |
|---------|---|--|
| 2006/7 | Dr John De Roach and Enid Chelva, Sir Charles Gairdner Hospital | Secured the XLVIII International Society for Clinical Electrophysiology of Vision Symposium in November 2011 |
| 2007/8 | N/A | Scholarship program did not run |
| 2008/9 | Carol Hanlon, CEO of the TCF Resource Centre if WA Inc. | Secured the 3 rd International Fashion Incubators Conference in September 2011 |
| 2009/10 | Associate Professor Judith Fordham, Barrister and Jury | Has bid to host three international conferences representing \$5.61 million in |

| Year | Recipient | Details |
|---------|--|---|
| | Research Member, UWA | potential direct delegate expenditure |
| 2010/11 | Dr Ann O'Neill, Director of Angelhands | Successfully bid for Perth to host the National Conference for Victims of Crime in 2013, and the International Symposium on Victimology in 2015 |
| 2011/12 | Dr Susan van Leeuwin, CEO of Leadership Western Australia | Attendance at the annual International Leadership Conference in the United States in October 2012. Also used to attend the Harvard Business School to undertake its corporate social responsibility program. |
| 2012/13 | Ms Jodie Hurd, projects Manager, Diabetes WA | Attendance at the 21 st Global Conference on Health Promotion in Pattaya, Thailand |
| 2013/14 | Monnia Volpi-Wise, Manager Prevention Services, SIDS and Kids WA | Attendance at the the Ispid international conference in the Netherlands in September 2014. Aims to attract both the national and international conferences to WA. |
| 2014/15 | Dr Heidi Stieglitz Ham, Autism and Language Intervention WA | The scholarship will support Dr Stieglitz Ham to attend two international conferences; the International Meeting for Autism Research and the American Speech and Hearing Association Convention, and enable her to explore the opportunity to bring the conferences to Perth. |

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

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

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

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

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

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

Eligibility for Sponsorship:

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

Markets / audiences who will be exposed to sponsorship information:

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

Promotion of City of Perth to Markets / audiences:

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

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

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

Assessment of Application (Corporate):

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

Sponsorship of the PCB Scholarship program contributes to positioning the city as an international convention destination. Conventions showcase the State's areas of

excellence, enabling the fostering of closer trading, cultural and social links with business and trading partners. Conference business facilitated by PCB enhances Perth's international profile, increases leisure tourism through pre and post routing opportunities and increases business investment, innovation and productivity.

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

The program will provide an opportunity for the City to:

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

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

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

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

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

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

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

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

Cash sponsorship of \$20,000 is recommended.

ITEM NO: 10

CORPORATE SPONSORSHIP – 2016 HOPMAN CUP

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. approves Corporate Sponsorship of \$110,000 (excluding GST) to Tennis Australia to present the 2016 Hopman Cup from 3 January until 9 January 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 the City of Perth to be recognised as a Platinum Sponsor for the duration of the event;***
 - 2.2 acknowledgement as a Platinum Sponsor with acknowledgement and the inclusion of the City of Perth logo whenever Platinum Sponsors are acknowledged;***
 - 2.3 the City of Perth crest to appear on the following:***
 - a. LED court signage, located in two corners, east and west sides on the ball guards;***
 - b. colour LED signage around the entire courtside ball guards, in rotation, during breaks in play;***
 - c. two (2) City of Perth flags to be flown on the outdoor practice court;***
 - d. on the main scoreboard in the Sponsor logo rotation;***
 - e. 8 second promotional space, on rotation, on Perth arena internal LED screens during the event;***
 - 2.4 two full page colour advertisements in the official Hopman Cup program;***
 - 2.5 one 30 second City of Perth television commercial to be played on the centre court big screen before each match and during matches on a sponsor rotation;***

(Cont'd)

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

BACKGROUND:

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

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

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

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

Summary of Event:

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

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

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

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

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

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

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

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

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

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

Flavour of Hopman (working title)

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

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

City of Perth broadcast colour segments

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

i-City Volunteer Involvement

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

Funding

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth
S15 Reflect and celebrate diversity of Perth
IP27 Support and deliver events that reflect and
celebrate cultural diversity

Policy

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

DETAILS:

Eligibility for Sponsorship:

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

Markets / audiences who will be exposed to sponsorship information:

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

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

Promotion of City of Perth to Markets / audiences:

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

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

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

Assessment of Application (Corporate):

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

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

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

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

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

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

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

4. Benefits to be provided to the City.

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

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

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

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

FINANCIAL IMPLICATIONS:

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

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

ITEM NO: 11

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

RECOMMENDATION:

(APPROVAL)

That Council:

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

(Cont'd)

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

BACKGROUND:

| | |
|--------------------------|---|
| FILE REFERENCE: | P1031286 |
| REPORTING UNIT: | Community Services |
| RESPONSIBLE DIRECTORATE: | Community Services |
| DATE: | 13 May 2015 |
| MAP / SCHEDULE: | Confidential Schedule 1 – Draft Festival Program (distributed to Elected Members under separate cover) |

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

The *AWESOME International Arts Festival for Bright Young Things* is a showcase of high quality contemporary arts from around the world. Presented in the Perth CBD and Cultural Centre, the program includes film and animation, contemporary dance, visual arts, street art, theatre, contemporary music and new media. Presentation of the *Awesome Festival* is the main program outcome for Awesome Arts.

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

The mission of Awesome Arts is to:

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

The vision of Awesome Arts is:

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

Past support

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

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

An acquittal report for the 2014/15 year has been provided. The 2014 Annual Report with audited financial reports has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City’s previous funding.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth

S15 Reflect and celebrate diversity in Perth.

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

Policy

Policy No and Name: 18.1 – Arts and Culture

18.8 – Provision of Sponsorship and Donations

Eligibility:

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

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

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

DETAILS:

Project Summary

AWESOME International Arts Festival (3 to 16 October 2015)

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

The Festival's Interactive / Installation Program can be seen in Confidential Schedule 1. As the company is currently finalising artists' agreements, the Confidential Schedule is not yet confirmed and is not comprehensive. The applicant has highlighted selected works to be aligned with this sponsorship. There will be a public launch of the 2015 program in September.

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

In the 2015 Festival program Awesome Arts will partner with SymbioticA on the National Experimental Arts Forum to be held 5 to 6 October 2015, cross-leveraging artist presentations with the intention to present a joint seminar on Experimental Art and Children. Awesome Arts will also expand its early childhood program in 2015, partnering again with Playgroup WA. Awesome Arts will also again partner with the Art Gallery of WA, the State Library of WA and the WA Museum to co-present

exclusive festival events. Black Swan State Theatre Company will present the childrens' theatre production *Red Balloon* as part of the Awesome Festival.

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

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

Venues

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

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

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

Audience

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

Awesome Arts anticipates that an increased media profile will attract a larger audience than previous years. 97% of respondents to Awesome Arts 2014 survey indicated that they were satisfied or very satisfied with the quality of the Awesome program, 57% of respondents visited the festival two times or more over the fortnight, 93% would attend again, and 96% would recommend Awesome to others. In 2014 Awesome Arts achieved a year-on-year audience retention rate of 45% indicating that audiences are loyal to the Awesome Festival.

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

Ticket Prices

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

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

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

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

ASSESSMENT:

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

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

- Facilitate the dynamic celebration of the city through major arts and cultural festivals and activities;
- Enhance social well-being and encourage community;
- Provide support for the city's key arts and cultural organisations to provide high quality arts and cultural experiences;
- Contribute to the economy of the city.

The project must demonstrate shared objectives as a Major Partner

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

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

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

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

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

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

The project must be of high artistic quality/ cultural relevance

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

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

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

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

- has a contemporary arts focus;
- encompasses multiple art forms;
- inclusive of quality works from Western Australia, Australia and around the world;
- provides a challenge for young people to think differently about the world;
- is interactive, participatory and immersive;
- promotes creative expression within its audience;

- is inclusive of works for various age ranges including pre-school, early primary, middle to late primary school children and families.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Acknowledgement

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

Assessment of return on investment

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

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

FINANCIAL IMPLICATIONS:

| | |
|-----------------------|---|
| ACCOUNT NO: | CL15724000 |
| BUDGET ITEM: | Recreation and Culture – Other Culture – Donations and Sponsorship |
| BUDGET PAGE NUMBER: | TBA |
| | BUDGET ITEM |
| BUDGETED AMOUNT: | \$1,437,634 |
| AMOUNT SPENT TO DATE: | \$161,278 |
| PROPOSED COST: | \$100,000 |
| BALANCE: | \$1,176,356 |

All figures quoted in this report are exclusive of GST

COMMENTS:

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

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

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

CONFIDENTIAL SCHEDULE 1
ITEM 11 – ARTS AND CULTURAL SPONSORSHIP 2015/16
– MAJOR PARTNERSHIP – AWESOME ARTS LTD

FOR THE MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE MEETING

16 JUNE 2015

DISTRIBUTED TO ELECTED MEMBERS UNDER
SEPARATE COVER

ITEM NO: 12

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

RECOMMENDATION:

(APPROVAL)

That Council:

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

(Cont'd)

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

BACKGROUND:

FILE REFERENCE: P1031290
REPORTING UNIT: Community Services
RESPONSIBLE DIRECTORATE: City Services
DATE: 11 May 2015
MAP / SCHEDULE: N/A

Artrinsic Inc is a not-for-profit incorporated organisation established in 2007 to deliver high quality interactive art events/programs for the greater community to engage in, thereby encouraging and promoting visual arts in WA. The *Black Swan Prize for Portraiture* is the organisation's core activity. The Black Swan Prize is a highly regarded national art competition and exhibition. Since the event's inception, management of the *Black Swan Prize* has been undertaken by Executive Director Tina Wilson, and overseen by the organisation's board of eight members from the arts and business community.

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

Artrinsic has stated its vision and aim as:

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

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

Artrinsic's core objectives:

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

Past support

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

| Year | Sponsorship Amount | Supported Program |
|----------------------------|--------------------|---|
| 2009/10 | \$56,100 | City of Perth Black Swan Prize for Portraiture at Perth Town Hall |
| 2010/11 | \$65,000 | City of Perth Black Swan Prize for Portraiture at Perth Town Hall |
| 2011/12 | \$66,690 | City of Perth Black Swan Prize for Portraiture at Perth Town Hall |
| 2012/13 | \$39,169 | Black Swan Prize for Portraiture at Linton Kay Gallery |
| 2013/14 | \$40,000 | Black Swan Prize for Portraiture at Linton Kay Gallery |
| 2014/15 | \$41,000 | Black Swan Prize Exhibition at Linton Kay Gallery |
| Requested 2015/16 | \$42,107 | Black Swan Prize |
| Recommended 2015/16 | \$41,000 | |

An acquittal report for the 2014/15 has been provided. The 2014 audited financial report has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth

S15 Reflect and celebrate diversity in Perth.

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

Policy

Policy No and Name: 18.1 – Arts and Culture

18.8 – Provision of Sponsorship and Donations

Eligibility:

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

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

Category of Sponsorship: Associate Partnership

Applicant Eligibility Criteria

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

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

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

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

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

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

DETAILS:

Project Summary

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

The *Black Swan Prize* exhibition is free for the public to attend. Visitors are able to view the portrait exhibition of well-known and respected Australians by some of Australia's finest practising artists. Artrinsic offers guided tours and artist floor talks during the exhibition.

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

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

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

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

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

Venues

Linton and Kay Gallery, 137 St Georges Terrace, Perth

Times and dates

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

Ticket Prices

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

ASSESSMENT:

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

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

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

The project must demonstrate shared objectives as an Associate Partner

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

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

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

The project must demonstrate artistic excellence

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

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

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

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

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

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

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

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

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

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

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

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

Acknowledgement

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

FINANCIAL IMPLICATIONS:

| | |
|-----------------------|---|
| ACCOUNT NO: | 121-254-7901 |
| BUDGET ITEM: | Recreation and Culture – Other Culture – Donations and Sponsorship |
| BUDGET PAGE NUMBER: | TBA |
| | BUDGET ITEM |
| BUDGETED AMOUNT: | \$1,437,634 |
| AMOUNT SPENT TO DATE: | \$ 161,278 |
| PROPOSED COST: | \$ 41,000 |
| BALANCE: | \$1,235,249 |

All figures quoted in this report are exclusive of GST

COMMENTS:

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

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

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

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

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

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

ITEM NO: 13

TENDER 090-14/15 – PROVISION OF TWO CHRISTMAS TREES FOR A THREE YEAR PERIOD

RECOMMENDATION:

(APPROVAL)

That Council accepts the most suitable tender from Displaycraft Pty Ltd, trading as Chas Clarkson (Option A), for the provision of two Christmas trees for a three year period (Tender 090-14/15) for a lump sum price of \$85,032.40 each year, totalling \$255,097.20 (excluding GST).

BACKGROUND:

| | |
|--------------------------|---|
| FILE REFERENCE: | P1031426 |
| REPORTING UNIT: | Contracts and Asset Management Services |
| RESPONSIBLE DIRECTORATE: | City Infrastructure & Enterprises |
| DATE: | 3 June 2015 |
| MAP / SCHEDULE: | Schedule 2 – Comparative Price Schedule Confidential Schedule 3 – Evaluation Matrix for Tender 090-14/15 (distributed to Elected Members under separate cover) |

Tenders were advertised in The West Australian newspaper on Wednesday, 14 April 2015 for the provision of two Christmas trees for a three year period. The tender includes providing one large Christmas tree in Forrest Place and a smaller tree for Council House.

LEGISLATION / STRATEGIC PLAN / POLICY:

| | |
|--------------------|--|
| Legislation | Section 3.57 of the <i>Local Government Act 1995</i> Part 4 of the <i>Local Government (Functions and General) Regulations 1996</i> |
|--------------------|--|

| | |
|---|---|
| Integrated Planning and Reporting Framework Implications | Corporate Business Plan Council Four Year Priorities: Living in Perth S9 Promote and Facilitate CBD living 9.3 Enhance and maintain public spaces and streets to high standards to ensure the city centre is an attractive place for people |
|---|---|

Policy

Policy No and Name: 9.7 – Purchasing Policy

DETAILS:

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

- MK Illumination Pty Ltd;
- Mark One Visual Promotions Pty Ltd;
- RGB Illumination and Alltech Data Services; and
- Chas Clarkson.

The City has installed a large Christmas tree in Forrest Place since Christmas 2006. The original tree was purchased, decorated and installed by the City and contractors. In 2013, a visual display company was engaged to provide new decorations, install and decorate the tree. Due to the age of the City's tree structure, a visual display company provided a new tree on a hire basis and provided full installation in 2014.

This tender, for a three year period, removes the need for the City to provide storage and transportation. It will result in a visually appealing tree with new decorations in each of the three years.

The same considerations have been applied to the Christmas tree for Council House.

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

Qualitative Criteria

The tender submissions were required to address the following:

- "Concept – Provide in graphical form, a concept of the proposed trees. More than one option may be submitted. Should costs vary between options a separate Form of Tender should be submitted for each option."

MK Illumination and Chas Clarkson met this criterion very well in their tender submissions with clear distinction in a different set of decorations and evolving over the three years. RGB Illumination and Mark One Visual met the criterion to a lesser degree.

- "Experience – Detail experience in providing large Christmas decorations within a public area, and Experience of nominated personnel."

The tender submissions from MK Illumination, RGB Illumination and Chas Clarkson demonstrated experience of installing decorations in a public area and with their nominated personnel. Mark One Visual, while known to be a supplier and installer of Christmas decorations in Perth, did not detail this experience in its submission.

MK Illumination and Chas Clarkson both cited experience across Australia.

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

MK Illumination, RGB Illumination and Chas Clarkson all provided tender submissions with detailed programs and methodology to deliver within key dates. Mark One Visual did not provide a program.

- “Safety Management – Tenderers should demonstrate their duty of care to employees and the public and provide details of all relevant staff licences/qualifications required for an installation of this type including but not limited to: Working at height; rigging; operation of specialised equipment, documented systems/plans in place to ensure a safe working environment, and inductions of staff into the work environment.”

MK Illumination, RGB Illumination and Chas Clarkson provided detail of checklists and / or policies for Occupational Safety and Health (OSH) as well as Job Safety Analysis or Safe Work Method Statement in their tender submissions. Mark One Visual did not demonstrate safety management in its submission.

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

MK Illumination provided referees from the City’s of Fremantle and Vincent as well as the Perth International Airport. RGB Illumination provided referees from the Citys of Rockingham, Joondalup and Swan. Chas Clarkson provided referees from City of Sydney, Lakeside Joondalup and Lend Lease. Mark One Visual did not provide referees although is known to provide these services to many buildings and shopping centres in the Perth metropolitan area.

Summary

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

1. MK Illumination and Chas Clarkson scored equal.
2. N/A.
3. RGB Illumination.
4. Mark one Visual.

The tender submissions were then assessed on the pricing offered to obtain the best value for money outcome for the City. Comparison pricing for the options provided is attached as Schedule 2.

MK Illumination has been discounted as the pricing offered could not be considered within Council’s Christmas decorations budget.

RGB Illumination, while demonstrating experience with Christmas decoration installations, has not previously been exposed to a significant display such as the Christmas tree in Forrest Place. It was considered that Mark One Visual did not demonstrate its abilities sufficiently through its tender submission.

Chas Clarkson met the overall brief very well and shows considerable experience installing Christmas decorations in public places including Martin Place, Sydney for the City of Sydney, Lakeside Joondalup Shopping Centre and Queen Victoria Building in Sydney.

Two options have been presented for the tree lighting as follows:

1. Option A – 12 metre Christmas tree with LED Digital Messaging Ribbon.

This consists of a deluxe style 9 metre tree with a 1.5 metre star on a 2 metre base that can be customised with a City of Perth message or Christmas iconography. The LED ribbon spirals up the Christmas tree and is made up of RGB pixels that can create endless graphic images and pre-programmed messages, creating a stunning display. The brightness of the ribbon allows for good day time presence and powerful night time shows.

2. Option B – 12 metre Christmas tree with RGB Starbursts

This option consists of the same style tree, star and base as Option A but replaces the LED Digital Messaging Ribbon with RGB Starbursts. These Starbursts can be individually controlled creating amazing patterns of colour and unlimited colour combinations. Programming can include shows of chasing, spiralling, flashing and dancing starbursts. The brightness of the starbursts allows for good day time presence and powerful night shows.

A number of factors have been considered in assessing the value for money that the Christmas tree in Forrest Place presents:

- The visual spectacle of the Christmas tree and programmable lighting to enhance Forrest Place and contribute to the switching on of the Christmas lights event;
- The LED Messaging Ribbon option allows for enhanced graphics and animation; and
- An increase in decorations in the CBD is required due to the absence of decorations in Barrack Street because of current streetscape works. Intersection Christmas features will still be installed however, no street canopy features can be placed across Barrack Street from Hay Street through to Wellington Street.

As an indication, the costs for the City to purchase decorate and install, its own tree in 2006 was \$53,900 inclusive of decorations and lighting.

A price to provide an equivalent tree in 2015 is estimated to be \$72,500 which does not include annual installation and transport, storage, repairs etc at a cost of \$30,000. Additionally there has been significant staff time in researching and purchasing new decorations to enhance the tree each year.

To upgrade the existing lighting on our own tree to an LED messaging ribbon inclusive of programming is expected to cost \$18,000 with an annual ongoing cost of approximately \$4,000.

Therefore the cost to Council over a three year period to upgrade and maintain its own tree is approximately \$68,200 per annum.

FINANCIAL IMPLICATIONS:

| | |
|-------------------------------|--|
| ACCOUNT NO: | CL 70157000 |
| BUDGET ITEM: | Recreation & Culture/Other Culture/Christmas Decorations |
| BUDGET PAGE NUMBER: | TBA |
| BUDGETED AMOUNT: | \$1,129,797 in proposed 2015/16 Budget |
| AMOUNT SPENT TO DATE: | \$180,338 |
| PROPOSED COST: | \$ 85,032 |
| BALANCE: | \$864,427 |
| ANNUAL MAINTENANCE: | Included in proposed cost. |
| ESTIMATED WHOLE OF LIFE COST: | N/A |

All figures quoted in this report are exclusive of GST.

COMMENTS:

All tender submissions generally covered the requirements of the City to provide the two Christmas trees.

There were varying levels of experience and resources of the companies. Overall the considerable experience of Chas Clarkson to present a project of this scale outweighed the higher cost of their submission.

SCHEDULE 2

TENDER NO 090-14/15

PROVISION OF TWO CHRISTMAS TREES FOR A THREE YEAR PERIOD

| | MK Illumination | Mark One (A) | Mark One (B) | Mark One (C) | RGB Illumination | Chas Clarkson (A) | Chas Clarkson (B) |
|---|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| <i>Forrest Place Christmas tree</i> | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 |
| Provision of large Christmas tree inclusive of decorations | 45,000.00 | 22,800.00 | 22,800.00 | 45,900.00 | 21,000.00 | 12,038.40 | 12,038.40 |
| Provision of colour change LED lighting including programming to City of Perth requirements | 34,000.00 | 18,800.00 | 18,800.00 | 25,300.00 | 18,000.00 | 28,846.20 | 17,188.00 |
| Installation and dismantling of tree inclusive of all transport, labour, equipment, permits etc. | 111,080.00 | 12,600.00 | 12,600.00 | 20,000.00 | 15,000.00 | 24,555.50 | 18,342.50 |
| Provision of fencing | 4,666.00 | | 7,864.00 | | 3,000.00 | 2,551.20 | 2,551.20 |
| Provision of Base (if applicable) | 12,666.00 | | 9,000.00 | | | 4,952.80 | 4,952.80 |
| Weekly maintenance visit | 5,623.00 | 800.00 | 800.00 | 800.00 | 2,000.00 | 2,946.00 | 2,946.00 |
| <i>**Provisional Sum: Additional lighting or decorations for a Community Engagement Activity relating to Sustainability</i> | 2,000.00 | 2,000.00 | 2,000.00 | 2,000.00 | 2,000.00 | 2,000.00 | 2,000.00 |
| Sub Total Forrest Place | 215,035.00 | 57,000.00 | 73,864.00 | 94,000.00 | 61,000.00 | 77,890.10 | 60,018.90 |
| <i>Council House Christmas tree</i> | | | | | | | |
| Provision of Christmas tree inclusive of decorations | 12,650.00 | 1,450.00 | 1,450.00 | 1,450.00 | 10,200.00 | 1,635.20 | 1,635.20 |
| Provision of colour change LED lighting including programming to City of Perth requirements | 5,600.00 | 3,644.00 | 3,644.00 | 3,644.00 | 8,700.00 | 4,109.60 | 4,109.60 |
| Installation and dismantling of tree inclusive of all transport, labour, equipment etc. | 8,630.00 | 2,400.00 | 2,400.00 | 2,400.00 | 3,500.00 | 1,397.50 | 1,397.50 |
| Sub Total Council House | 26,880.00 | 7,494.00 | 7,494.00 | 7,494.00 | 22,400.00 | 7,142.30 | 7,142.30 |
| TOTAL LUMP SUM | 241,915.00 | 64,494.00 | 81,358.00 | 101,494.00 | 83,400.00 | 85,032.40 | 67,161.20 |
| 2016 | 241,915.00 | 65,444.00 | 82,068.00 | 102,294.00 | 63,000.00 | 85,032.40 | 67,161.20 |
| 2017 | 241,915.00 | 66,452.00 | 82,816.00 | 105,862.00 | 63,000.00 | 85,032.40 | 67,161.20 |
| TOTAL FOR THREE YEARS | \$ 725,745.00 | \$ 196,390.00 | \$ 246,242.00 | \$ 309,650.00 | \$ 209,400.00 | \$ 255,097.20 | \$ 201,483.60 |

SCHEDULE 2

CONFIDENTIAL SCHEDULE 3
ITEM 13 – TENDER 090-14/15 – PROVISION OF TWO
CHRISTMAS TREES FOR A THREE YEAR PERIOD

FOR THE MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE MEETING

16 JUNE 2015

DISTRIBUTED TO ELECTED MEMBERS UNDER
SEPARATE COVER

ITEM NO: 14

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

RECOMMENDATION:

(APPROVAL)

That Council:

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

BACKGROUND:

| | |
|--------------------------|---|
| FILE REFERENCE: | P1031427 |
| REPORTING UNIT: | Contracts & Asset Management Services |
| RESPONSIBLE DIRECTORATE: | City Infrastructure & Enterprises |
| DATE: | 3 June 2015 |
| MAP / SCHEDULE: | Schedule 4 – Comparative Prices Confidential Schedule 5 – Evaluation Matrix for Tender 091-14/15 (distributed to Elected Members under separate cover) |

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

LEGISLATION / STRATEGIC PLAN / POLICY:

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

Policy

Policy No and Name: 9.7 – Purchasing Policy

DETAILS:

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

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

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

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

With the options requested the scenarios for 2015 could be:

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

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

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

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

Qualitative Criteria

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

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

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

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

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

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

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

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

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

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

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

All tenderers provided the required list of referees as requested.

Summary

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

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

Tenders have then been assessed on the pricing offered to obtain the best value for money outcome for the City. Comparison pricing for the options provided and rates for minor increase / decrease on a per day basis is attached as Schedule 4.

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

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

The Electric Canvas have considerable experience in presenting large scale projections Australia wide and have been well represented in Melbourne and Brisbane Christmas projections in 2014. The Brisbane event is one of the main

reasons that support the recommendation for The Electric Canvas to deliver the projections for the City of Perth.

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

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

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

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

| Item | Quantity | Indicative costs \$ |
|---|----------|---------------------|
| Digital Projectors | 4 | 360,000 |
| Lenses | 4 | 48,000 |
| Playback system (media server) | 1 | 50,000 |
| Control (power distribution) | 1 | 20,000 |
| Structures to secure equipment | 4 | 12,000 |
| Total minimum outlay | | \$490,000 |
| Annual costs: | | |
| Lamps (Replacement per 1,000 hrs approx.) | 4 | 1200 |
| Creative services per annum | 1 | 40,000 |
| Projector operators (based on minimum of 21 days) | 1 | 15,000 |

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

FINANCIAL IMPLICATIONS:

| | |
|-------------------------------|--|
| ACCOUNT NO: | CL 70157000 |
| BUDGET ITEM: | Recreation & Culture/Other Culture/Christmas Decorations |
| BUDGET PAGE NUMBER: | TBA |
| BUDGETED AMOUNT: | \$1,129,797 in proposed 2015/16 Budget |
| AMOUNT SPENT TO DATE: | Nil |
| PROPOSED COST: | \$180,338 |
| BALANCE: | |
| ANNUAL MAINTENANCE: | N/A |
| ESTIMATED WHOLE OF LIFE COST: | N/A |

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

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

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

SCHEDULE 4

TENDER NO 091-14/15 ARCHITECTURAL DECORATIVE PROJECTION - CHRISTMAS 2015-2017

Price Comparison

| ITEM | Perth Audio Visual - \$ | | | Austage Perth Pty Ltd - \$ | | | The Electric Canvas (Digital) - \$ | | | The Electric Canvas (PIGI) - \$ | | |
|--|-------------------------|----------------|----------------|----------------------------|----------------|----------------|------------------------------------|----------------|----------------|---------------------------------|----------------|----------------|
| | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| Creative Services | 9,000 | 9,000 | 9,000 | 32,000 | 32,000 | 32,000 | 52,500 | 52,500 | 52,500 | 38,900 | 38,900 | 38,900 |
| Survey / Pre-Production | | | | 2,500 | 2,500 | 2,500 | | | | | | |
| Travel / Accommodation / Disbursements | | | | | | | 9,320 | 10,680 | 11,080 | 12,170 | 17,450 | 19,100 |
| Personnel | 16,470 | 25,110 | 27,810 | 9,070 | 14,350 | 16,000 | 20,175 | 30,375 | 33,375 | 19,200 | 28,800 | 31,800 |
| Freight | | | | 1,000 | 1,000 | 1,000 | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 |
| Equipment Insurance | | | | 1,050 | 1,850 | 2,100 | 3,896 | 6,233 | 6,010 | 2,576 | 3,753 | 4,121 |
| Structures | 1,225 | 1,225 | 1,225 | 840 | 1,480 | 1,680 | 2,231 | 3,570 | 3,443 | 2,231 | 3,251 | 3,570 |
| Projection Equipment | 108,882 | 155,275 | 171,705 | 105,000 | 170,200 | 189,000 | 137,987 | 221,470 | 216,338 | 55,764 | 82,614 | 91,005 |
| Playback | 15,075 | 20,938 | 25,125 | 4,200 | 5,550 | 7,560 | | | | | | |
| Discount | | | | | | | - 51,771 | - 80,828 | - 58,746 | - 41,041 | - 52,768 | - 58,496 |
| Interactive Option | | | | 2,625 | 3,700 | 3,990 | | | | | | |
| TOTAL | 150,652 | 211,548 | 234,865 | 158,285 | 232,630 | 255,830 | 180,338 | 250,000 | 270,000 | 95,800 | 128,000 | 136,000 |
| Cost per day for limited variation. (Includes staff costs, accommodation, equipment hire, etc.) | | | | 800 | 800 | 800 | 4,500 | 4,400 | 4,300 | 2,050 | 1,900 | 1,800 |

| ITEM | Eastwick Events - \$ | | | Katrina Black and Jasper Cook - \$ | | | Klaasen Lighting Design - \$ | | | Lux Events - \$ | | |
|--|----------------------|----------------|----------------|------------------------------------|----------------|----------------|------------------------------|----------------|----------------|-----------------|----------------|----------------|
| | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| Creative Services | 10,000 | 10,000 | 10,000 | 35,000 | 35,000 | 35,000 | 140,000 | 140,000 | 140,000 | 15,000 | 15,000 | 15,000 |
| Survey / Pre-Production | 5,000 | 5,000 | 5,000 | 8,000 | 8,000 | 8,000 | 31,000 | 31,000 | 31,000 | 2,800 | 2,800 | 2,800 |
| Travel / Accommodation / Disbursements | 14,000 | 27,000 | 30,000 | 12,000 | 18,000 | 19,800 | 23,750 | 28,000 | 29,250 | 500 | 500 | 500 |
| Personnel | 39,000 | 59,000 | 67,000 | 29,830 | 41,910 | 45,885 | 58,000 | 71,750 | 77,000 | 13,650 | 24,050 | 13,650 |
| Freight | 15,000 | 15,000 | 15,000 | 13,090 | 13,090 | 13,090 | 30,500 | 30,500 | 30,500 | 400 | 400 | 400 |
| Equipment Insurance | 5,000 | 5,000 | 5,000 | | | | 4,000 | 4,000 | 4,000 | | | |
| Structures | 10,000 | 10,000 | 10,000 | | | | 12,500 | 12,500 | 12,500 | 4,800 | 4,800 | 4,800 |
| Projection Equipment | 154,000 | 206,000 | 262,000 | 80,927 | 138,732 | 161,854 | 172,500 | 287,000 | 345,000 | 64,800 | 86,400 | 108,000 |
| Playback | 6,000 | 8,000 | 12,000 | | | | | | | | | |
| Permits | 2,000 | 2,000 | 2,000 | | | | | | | | | |
| Management Fee | 10,000 | 10,000 | 10,000 | | | | | | | | | |
| Contract Administration | | | | | | | 12,500 | 13,500 | 14,500 | | | |
| Media Server Control | | | | | | | | | | 17,280 | 23,040 | 28,800 |
| Install and Remove | | | | | | | | | | 4,800 | 4,800 | 4,800 |
| TOTAL | 270,000 | 357,000 | 428,000 | 178,847 | 254,732 | 283,629 | 484,750 | 618,250 | 683,750 | 124,030 | 161,790 | 178,750 |
| Item | | | | | | | | | | | | |
| Cost per day for limited variation. (Includes staff costs, accommodation, equipment hire, etc.) | 7,730 | 7,730 | 7,730 | 8,000 | 8,000 | 8,000 | 24,850 | 24,850 | 24,850 | 2,930 | 2,360 | 2,018 |

Option 1 - 21 Days

Option 2 - 37 Days

Option 3 - 42 Days

CONFIDENTIAL SCHEDULE 5
ITEM 13 – TENDER 091-14/15 – ARCHITECTURAL
DECORATIVE PROJECTION – CHRISTMAS 2015 TO 2017
– GPO BUILDING

FOR THE MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE MEETING

16 JUNE 2015

DISTRIBUTED TO ELECTED MEMBERS UNDER
SEPARATE COVER

ITEM NO: 15

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

RECOMMENDATION:

(APPROVAL)

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

BACKGROUND:

| | |
|--------------------------|--|
| FILE REFERENCE: | P1031535 |
| REPORTING UNIT: | Marketing, Communications & Events |
| RESPONSIBLE DIRECTORATE: | City Services |
| DATE: | 8 June 2015 |
| MAP / SCHEDULE: | Confidential Schedule 6 – Creative Proposals (distributed to Elected Members under separate cover) Confidential Schedule 7 – Evaluation Matrix (distributed to Elected Members under separate cover) |

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

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

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

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

Policy

Policy No and Name: 9.7 – Purchasing Policy

DETAILS:

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

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

Assessment

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

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

Australian Performing Arts Network (APAN)

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

Good stage layouts were proposed, especially the apex trussing and multi-tiered staging, with good mix of stage pyrotechnics, confetti canons and streamers. The roving acts that were proposed were average in quality and did not offer anything new, fresh and exciting. No static art installations were mentioned.

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

Avid Events

Avid Events proposed a multicultural inspired event theme including linking the two stages. Both stages would include family friendly entertainment. Avid Events would

use an MC for each stage and audience participation would link in with the event theme. They offered a creative roving programme, activities and installation that included a range of children's activities.

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

Perth Audio Visual (PAV)

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

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

Spirit Events & Entertainment

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

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

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

Strut & Fret Production House

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

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

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

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

Confidential Schedule 6 details creative proposal details of all tender submissions.

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

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

Australian Performing Arts Network

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

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

APAN demonstrated its ability to meet budgets.

Avid Events

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

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

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

Perth Audio Visual

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

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

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

Spirit Events & Entertainment

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

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

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

Strut & Fret Production House

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

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

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

Australian Performing Arts Network

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

Avid Events

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

Perth Audio Visual

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

Spirit Events & Entertainment

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

Strut & Fret Production House

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

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

Australian Performing Arts Network

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

Avid Events

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

Perth Audio Visual

No experience was mentioned for this criteria.

Spirit Events & Entertainment

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

Strut & Fret Production House

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

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

Australian Performing Arts Network

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

Avid Events

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

Perth Audio Visual

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

Spirit Events & Entertainment

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

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

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

Strut & Fret Production House

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

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

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

Australian Performing Arts Network

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

Avid Events

Two written references were provided for AVID and the Director.

Perth Audio Visual

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

Spirit Events & Entertainment

Two written references were provided which were relevant.

Strut & Fret Production House

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

FINANCIAL IMPLICATIONS:

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

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

CONFIDENTIAL SCHEDULES 6 AND 7
ITEM 15 – TENDER 110-14/15 – CREATIVE AND
PRODUCTION MANAGEMENT OF NEW YEAR'S EVE
NORTHBRIDGE 2015

FOR THE MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE MEETING

16 JUNE 2015

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