



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, 18 August 2015 at 4.00pm.**

Yours faithfully

GARY STEVENSON PSM
CHIEF EXECUTIVE OFFICER

13 August 2015

Committee Members:

Members:

Cr Chen (Presiding Member)
Cr Adamos
Cr Linnios

1st Deputy:

Cr Harley

2nd Deputy:

Cr McEvoy



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

EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

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

BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

ALERT ALARM

beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.

EVACUATION ALARM/PROCEDURES

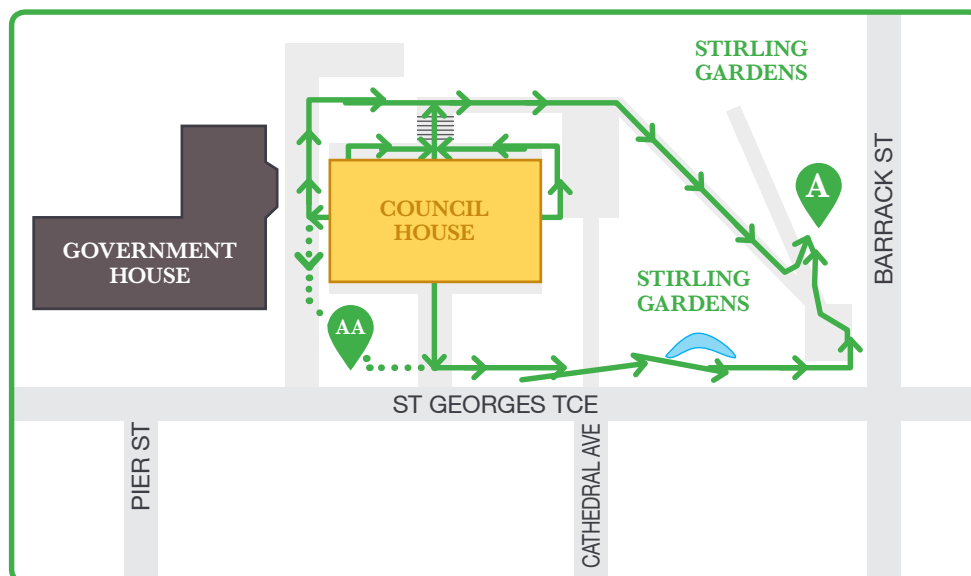
whoop whoop whoop

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

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



EVACUATION ASSEMBLY AREA



Assembly Area

Alternate Assembly Area

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

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

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

Quorum: Two

Expiry: October 2015

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

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

This meeting is open to members of the public

INFORMATION FOR THE PUBLIC ATTENDING COMMITTEE MEETINGS

Question Time for the Public

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

Deputations

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

Please refer to the 'Deputation to Committee' form provided at the entrance to the Council Chamber for further information on the procedures for deputations. These forms are also available on the City's web site: www.perth.wa.gov.au.

Disclaimer

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

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

**MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE
18 AUGUST 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 – 28 July 2015**
- 5. Correspondence**
- 6. Disclosure of Members' Interests**
- 7. Matters for which the Meeting may be Closed**
- 8. Reports**
- 9. Motions of which Previous Notice has been Given**
- 10. General Business**
 - 10.1. Responses to General Business from a Previous Meeting**

Nil
 - 10.2. New General Business**
- 11. Items for Consideration at a Future Meeting**

Outstanding Reports:

 - Review of Council Policy 18.8 – Provision of Sponsorship and Donations (Raised 22/01/15, updated 03/03/15, 26/05/15 and 28/07/15).
- 12. Closure**

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ITEM NO: 1

CORPORATE SPONSORSHIP – FORUM ADVOCATING CULTURAL AND ECO-TOURISM

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves Corporate Sponsorship of \$5,000 (excluding GST) to Forum Advocating Cultural and Eco-Tourism (FACET) to present its 2015/16 events program;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 media release to the FACET database announcing City of Perth as a sponsor;***
 - 2.2 City of Perth crest on FACET website and link to the City of Perth website and all electronic and printed promotional material for FACET events;***
 - 2.3 verbal acknowledgement as sponsor at all FACET events;***
 - 2.4 opportunity for a City of Perth representative to deliver a short, relevant corporate message/update at appropriate FACET events, as determined by the FACET Chair;***
 - 2.5 FACET to structure its Forum/Seminar program to deliver at least three events that are relevant to the City's tourism/business strategy;***
 - 2.6 opportunity to distribute City of Perth promotional material at FACET events where appropriate and approved by the FACET Chair;***
 - 2.7 five free memberships which can be offered to stakeholders;***

(Cont'd)

2.8 two complimentary tickets to FACET events for 2015/16;

2.7 City of Perth article in FACET newsletter;

2.8 promotion of City's tourism programs on FACET social media platforms highlighting sponsor status; and

2.9 opportunity to seek advice from FACET Board Members regarding cultural, heritage, eco and nature-based tourism matters.

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 28 July 2015
MAP / SCHEDULE: N/A

Forum Advocating Cultural and Eco-Tourism (FACET) is a not-for-profit peak tourism body based in Western Australia. FACET was founded in 1991 by Mrs Pat Barblett AM when it became clear that the tourism industry was expanding but there was no means of ensuring that the natural and cultural heritage experiences being developed were sustainable.

FACET's main focus is to facilitate professional development and promotion through a wide range of forums, workshops and its annual conference. FACET's events aim to deliver specialist information to improve the delivery and raise awareness of cultural, heritage, eco and nature-based tourism throughout Western Australia.

FACET is recognised by Government as a key player in the tourism industry and has had ongoing support from the Department of Parks and Wildlife (DPaW) and Tourism Western Australia (TWA).

FACET Executive Committee is responsible for the management of the Association, in accordance with its Constitution and Strategic Plan. The Board currently consists of 14 members with representation from Tourism Western Australia, Department of Parks and Wildlife, State Heritage Office, local government, private tourism operators and academia.

The FACET membership has representatives from a range of Government organisations as well as academia, tourism operators and tourism professionals. FACET also has close links with Interpretation Australia, Ecotourism Australia, Museums Australia, Tourism Council WA and the Australian Tourism Export Council. The organisation is sought for its expertise and advice on matters relating to tourism and has a particular focus on issues relating to natural and cultural heritage. FACET works with state and local government and industry bodies to provide advice and

advocacy into policy development and strategic planning. FACET's overall aim is to ensure the on-going sustainability of the cultural, heritage, eco and nature-based tourism sectors.

As of 30 June 2015, FACET has a membership of 136 however, FACET's events are open to the broader tourism industry, and therefore it has a database of over 350 people. The database is broad and includes government, local government, tourism operators and professionals including heritage and tourism consultants, architects, academics and students.

Summary of Event:

FACET has been working closely with the City of Perth since 2013 and is keen to continue to develop a mutually beneficial relationship.

Corporate Sponsorship will be put towards FACET's 2015/16 events program which includes up to eight networking and professional development events for the tourism industry, as well as an annual conference.

FACET has ongoing support from DPaW, Tourism WA and more recently, the State Heritage Office. FACET also receives in-kind sponsorship from Matilda Bay and Harris River Estate. In partnering with FACET, the City will join these organisations to support the Western Australian tourism industry.

The City has sponsored FACET since 2013 as per the following table:

Year	Amount
2013/14	\$5,000
2014/15	\$5,000
2015/16	\$5,000 (<i>requested</i>) \$5,000 (<i>recommended</i>)

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 that is 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
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
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:

- FACET members (including government agencies, academia, cultural, ecological and scientific institutions, the tourism sector and the general public) and wider FACET database, both in the metropolitan area and regional Western Australia;
- attendees at all FACET events, through acknowledgement of the City as a sponsor; and
- users of the FACET website and social media platforms.

Promotion of City of Perth to markets/audiences:

Acknowledgement of City of Perth sponsorship will include:

- recognition of City of Perth as a sponsor on the FACET website and a link to City of Perth website;
- City of Perth logo displayed on all electronic and printed promotional material for FACET events;
- verbal acknowledgement of City of Perth as a sponsor at all FACET events;
- an opportunity for a City of Perth representative to deliver a short relevant corporate message/update at appropriate FACET events, as determined by the FACET Chair;
- the Forum/Seminar program will deliver three events relevant to the City's tourism/business strategy;
- a media release will be sent to the FACET database announcing City of Perth as a Sponsor; and
- the opportunity to distribute City of Perth promotional material at FACET events where appropriate and approved by the FACET Chair.

Assessment of Application (Corporate):

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

Sponsorship provides an opportunity to highlight the leadership role the City is taking in recognising the important role that businesses and organisations, such as FACET, play in the development of a strong tourism industry in Perth.

The City benefits from being able to actively demonstrate its corporate commitment to the tourism industry, by way of promotion of its support, and involvement with this peak body.

FACET will recognise the City's support via electronic and printed promotional means which includes networking and business events, annual conference and regular newsletters. The City will also have the opportunity to deliver a forum/seminar to FACET members which is relevant to the City's business objectives.

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 enhance its profile as a leading capital city by supporting FACET. The sponsorship demonstrates the City's support for cultural and eco-tourism, along with a commitment to provide city businesses with access to valuable and informative business development events.

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.*

FACET's capacity building program enables the City to engage with a broad cross section of the tourism industry to promote the program it undertakes and to build the capacity of tourism businesses operating within Perth. Building capacity ensures that Perth can provide a high quality experience to visitors and build the City's reputation as a tourism destination.

FACET's events provide a range of opportunities to develop the cultural and heritage experience in Perth and FACET's 2016 Conference will focus on developing a Sense of Place, a key plank in the development of an international destination.

Building the tourism experience has been shown to be a major catalyst in the development of economic investment in a city. Creating a city that has plenty to attract visitors also creates a place that is liveable and attractive for inward

investment. Supporting the development of a strong tourism sector can assist in creating a city that attracts new residents and new business opportunities.

FACET is committed to contributing to the development of a sustainable tourism sector through the provision of capacity building and networking opportunities. In addition FACET's conferences provide a more in-depth showcase of important issues and trends that affect the development of tourism. FACET's 2016 Conference will be used as a showcase for the development of vibrant urban and regional spaces and the creation of a strong sense of place. This is important in the attraction of business investment, new residents and domestic 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:	43971000	
BUDGET ITEM:	Economic Services – Other Economic Services Economic Development Program	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	(EDU Whole Budget Amount)	(Tourism Portfolio)
	\$2,945,828	\$95,000
AMOUNT SPENT TO DATE:	\$ 69,407	\$26,390
PROPOSED COST:	\$ 5,000	\$ 5,000
BALANCE:	\$2,871,421	\$68,610

All figures quoted in this report are exclusive of GST.

COMMENTS:

Policy 18.8 states that its corporate sponsorship objective is to explore opportunities to enhance the corporate image of the City of Perth and generate goodwill with significant stakeholders.

The City's support for FACET and the organisation's initiatives has been previously recognised and referenced as an implementation priority in the City's previous Corporate Business Plan, specifically, to promote collaboration, networking, knowledge-exchange and business mentoring and development for tourism-based businesses.

By continuing to align with FACET, 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 FACET and this corporate sponsorship will allow a continued, mutually beneficial relationship.

It is recommended that the Marketing, Sponsorship and International Relations Committee approves sponsorship of \$5,000 (excluding GST).

ITEM NO: 2

CORPORATE SPONSORSHIP – AUSTRALASIAN OIL AND GAS CONFERENCE AND EXHIBITION (AOG) 2016

RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves Corporate Sponsorship of \$50,000 (excluding GST) to Diversified Communications to present the Australasian Oil and Gas Conference and Exhibition (AOG) from Wednesday, 24 until Friday, 26 February 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 inclusion of the City of Perth crest on the AOG website including registration page;***
 - 2.2 acknowledgement of the City of Perth in all promotions and advertising pertaining to the event (including branding on the 24 page lift out in The West Australian);***
 - 2.3 inclusion of the City of Perth crest in all promotional material and publications relating to the event (including electronic direct mail to over 54,000 industry contacts, event promotional brochure distributed by direct mail, at show signage, banners throughout the city, trade magazine advertisements and international journals);***
 - 2.4 a speaking opportunity for the Lord Mayor at the AOG Official Dinner;***
 - 2.5 invitation to the Lord Mayor and Elected Members to attend all relevant events, including a table of 10 at the Official Dinner;***
 - 2.6 promotion of City of Perth events taking place in conjunction with AOG;***

(Cont'd)

2.7 a half page advertisement in the AOG Show Guide;

2.8 a welcome from the Lord Mayor in the Show guide.

**2.9 a stand at the Exhibition and Conference entrance;
and**

3. notes that on completion of the event Diversified Communications is required to provide to the City of Perth a detailed acquittal report, including all media coverage obtained, by June 2016.

BACKGROUND:

FILE REFERENCE: P1027681
RESPONSIBLE UNIT: Economic Development
RESPONSIBLE DIRECTOR: Martin Mileham, Director Planning and Development
DATE: 30 July 2015
MAP / SCHEDULE: Schedule 1 – AOG 2015 Sponsorship Report
(The AOG 2015 Audit Certificate can be made available to Elected Members upon request)

The City of Perth has received a request for corporate sponsorship of \$50,000 from Diversified Communications, to present the 2016 Australasian Oil and Gas Conference and Exhibition (AOG) to be held at the Perth Convention and Exhibition Centre from 24 until 26 February 2016.

Diversified Communications have held many successful events in Perth including:

- Subsea Australasia Conference;
- DesignBuild Perth;
- Green Building Seminars;
- Fine Food Perth;
- Hospitality Perth;
- Fitness Show; and
- Good Food & Wine Show.

Diversified Communications Australia was founded in 1982 under the name Australian Exhibition Services (AES) specialising in providing paramount market knowledge for customers across a variety of industries. Carrying an established record of more than 400 successful events the year 2000 saw the acquisition of AES by the US based company, Diversified Business Communications and became part of a global exhibitions network as Diversified Communications.

Summary of Event:

AOG is Australia's largest and most successful international petroleum industry event. AOG has been staged in Perth for the past 32 years and in that time has grown to be the largest oil and gas show of its type in the Southern hemisphere. It has mirrored the growth of the hydrocarbon industry in the region and has been a major contributor to positioning Australia as a world leader in LNG development.

AOG is held annually in Perth in-line with its vision of becoming the largest oil and gas conference of the Asia Pacific region, similar to the likes of the Offshore Technology Conference in Houston, Texas; Offshore Europe in Aberdeen, Scotland; and Offshore Northern Seas Conference in Stavanger, Norway.

AOG is supported by the Federal Government Department of Industry, Society for Underwater Technology, Subsea Energy Australia, Subsea UK, Engineers Australia, Industry Capability Network, University of Western Australia (UWA), Curtin University, Institute of Instrumentation Control and Automation, Australian Institute for Non-destructive Testing, Energy Industry Council, UK Trade and Industry, Scottish Development International, Association of Singapore Marine Industries and the Petroleum Club of WA.

The 2015 AOG Conference had the largest attendance on record in the show's 34 year history. The show attracted a total attendance of 14,096 people. The Conference featured 184 speakers over 15 conference streams and attracted 740 delegates.

Other networking events to take place at AOG 2015 included:

- Official Dinner with 650 attendees;
- AOG Women High Tea with 320 attendees;
- Subsea Welcome Drinks with over 170 attendees;
- Opening Party with over 890 attendees; and
- AOG Timor-Leste special interest lunch attended by over 500 guests.

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:

Domestic, interstate and international representatives working in the oil and gas industry will be exposed to the City of Perth brand during the conference.

Assessment of Application (Corporate):

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

- Strengthens the City of Perth's position as a 'World Energy City';
- Promotes Perth, Western Australia's petroleum industry capability;
- Further enhances oil and gas industry clustering in the city of Perth;
- Encourages international and interstate organisations to set up offices in Perth;
- Exposes Perth's petroleum industry research, education and training facilities to international and interstate audiences;
- Encourages skilled migration from overseas and interstate; and
- Increases brand awareness of the City of Perth in a difficult to reach target market.

2. Contributes towards the achievement of one or more of the City's economic development objectives.

Contribution is made to the following objectives:

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

The event positions the city as a global energy and minerals hub and highlights Perth as the Asia-Pacific capital for the oil and gas industry and a 'World Energy City'.

Economic Impact of AOG 2015

AOG 2015 received positive feedback from exhibitors and visitors. The show attracted 14,096 attendees including 9,857 unique visitors and 434 exhibitors.

From the post-show survey, Diversified Communications reported that an average value of A\$622,472 in sales leads per exhibitor, was generated.

The AOG conference organisers estimate that over \$31 million was spent in Western Australia by visitors, exhibitors and the organisers during AOG 2015, an increase of 32% on 2014. This does not include a multiplier effect and is based on post event surveys.¹ Therefore, the value of economic investment in the city as a result of the event far exceeds the value of the City's \$50,000 sponsorship.

International participation continues to feature strongly with 151 exhibitors from 27 overseas countries including group pavilions from Singapore, USA, UK, Italy, Belgium, Canada, China, France and Norway. Over 795 visitors (not including overseas exhibitor personnel) from 36 countries overseas participated in the conference.

3. 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 City has been a financial sponsor of AOG since 2009, providing \$40,000 in sponsorship to the event each year between 2009 to 2011, and then increasing to \$50,000 from 2012 to 2015.

ACCOUNT NO:	43973000	
BUDGET ITEM:	Economic Services – Other Economic Services	
	Economic Development Program	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	(EDU Whole Budget Amount)	(Resource Sector Portfolio)
	\$2,945,828	\$104,000
AMOUNT SPENT TO DATE:	\$ 69,402	\$ 0
PROPOSED COST:	\$ 50,000	\$ 50,000
BALANCE:	\$2,826,426	\$ 52,000

All figures quoted in this report are exclusive of GST.

¹ This figure (\$31,537,000) is quoted in AOG's sponsorship proposal to the City. The analytical tool used to derive the economic impact is the "Encore Festival & Event Evaluation Kit" developed by the Sustainable Tourism Cooperative Research Centre.

COMMENTS:

It is recommended that Council approves sponsorship of \$50,000 (excluding GST) to Diversified Communications to host the 2016 AOG Conference.

The oil and gas sector is a major contributor to the Perth economy, with the AOG Conference representing the most significant annual industry event for that sector.

The economic benefit to the City that results from this conference annually far outweighs the value of the City's sponsorship contribution. Continued support for AOG will reinforce Perth's status as a 'World Energy City' and the City of Perth's positive association with the oil and gas sector.



2015 CITY OF PERTH SPONSORSHIP REPORT

PART ONE: ECONOMIC IMPACT

PART TWO: 2015 MARKETING CAMPAIGN

**PART THREE: 2015 MARKETING COLLATERAL & MEDIA
RELEASE EXAMPLES**

PART FOUR: CAB REPORT

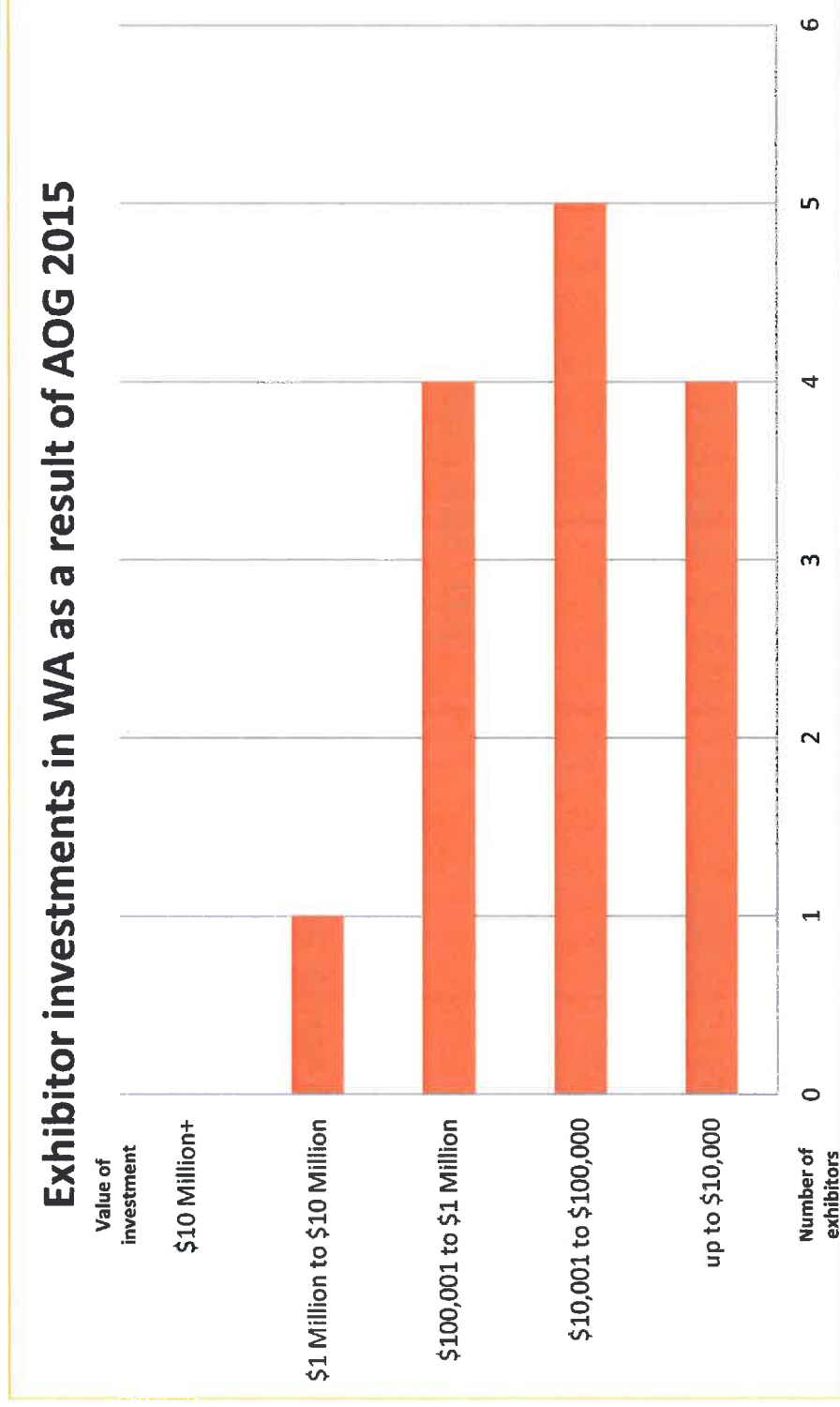
AOG 2015: ECONOMIC IMPACT

	Regional Expenditure
AOG 2015 Attendees	\$ 7, 709, 552
AOG 2015 Exhibitors	\$22, 594, 491
Organiser	\$1,233, 277
TOTAL	\$31, 537, 320

- AOG 2015, which was held from Wednesday 11 March 2015 until Friday 13 March 2015, brought \$31, 537, 320 to Perth
- Includes expenditure on accommodation, meals, entertainment, transportation and personal services
- This represents an increase of 32% year on year (\$23, 747, 044 in 2014)

Source: AOG 2015 post-show survey

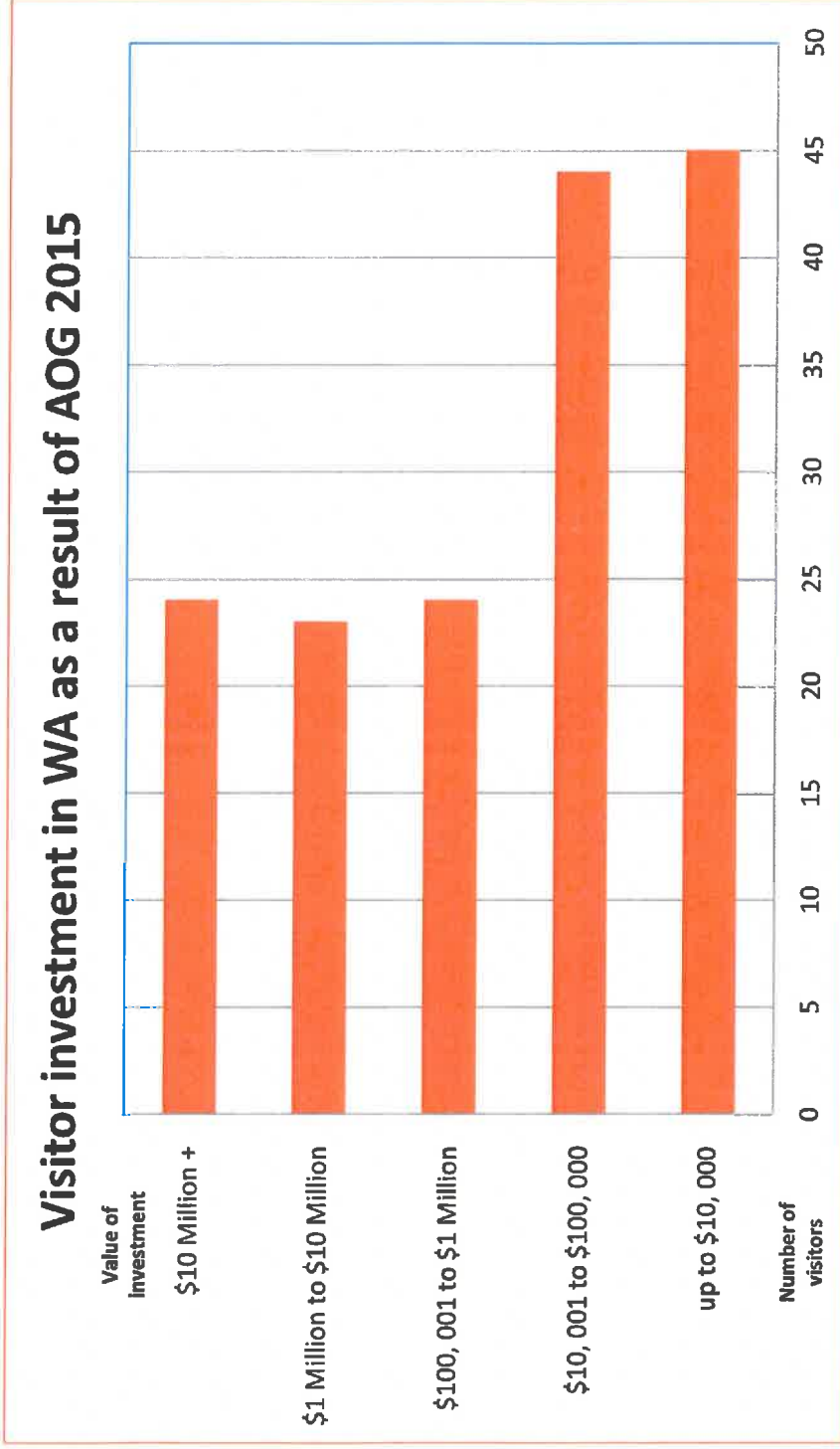
AOG 2015: ECONOMIC IMPACT



- 14% of exhibitors surveyed have made investments in Western Australia as a result of AOG
- 1% of exhibitors surveyed have invested between \$1 million and \$10 million as a result of AOG

Source: AOG 2015 post-show survey

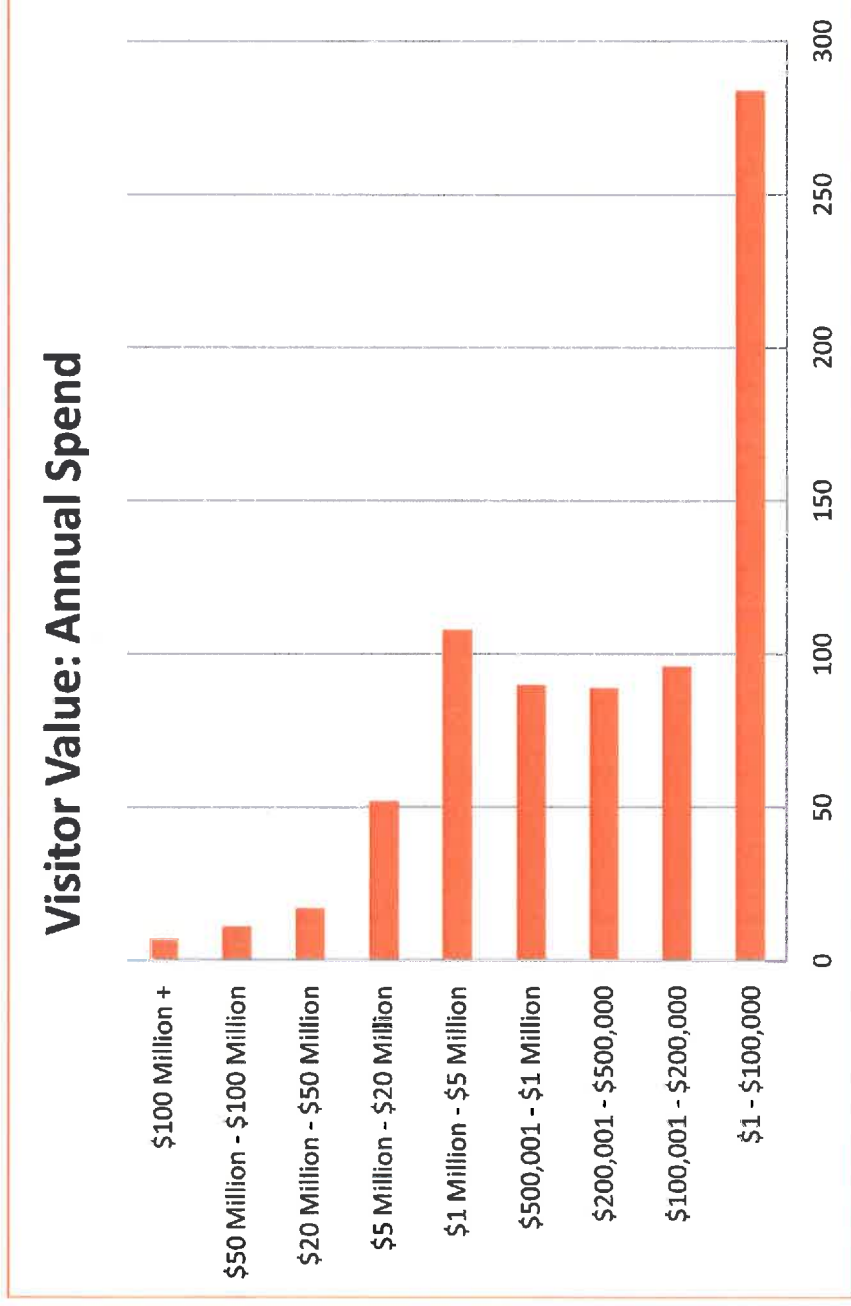
AOG 2015: ECONOMIC IMPACT



- 13% of visitors surveyed have made investments in Western Australia as a result of AOG
- 2% of visitors surveyed have invested between \$1 million and \$10 million as a result of AOG

Source: AOG 2015 post-show survey

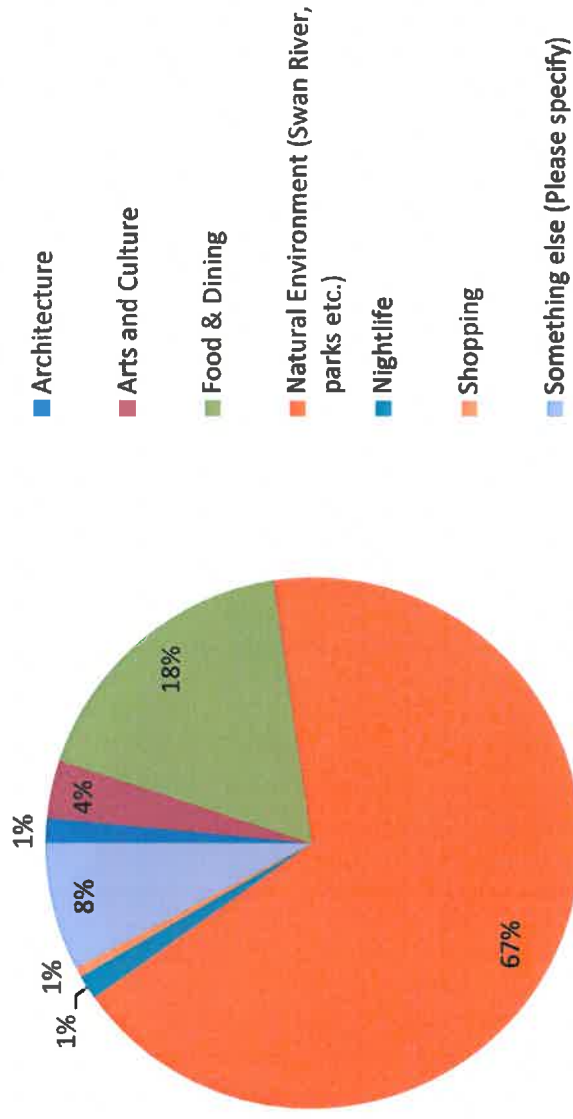
AOG 2015: ECONOMIC IMPACT



- 81% of visitor respondents have influence over purchases within their business
- 12% of visitor respondents have the final say over purchases within their business
- The average annual value of oil and gas related products that respondents purchase, recommend or specify is \$4.3 million, making the total estimated market value for AOG 2015 \$60 billion
- Source: AOG 2015 post-show survey

AOG 2015: ECONOMIC IMPACT

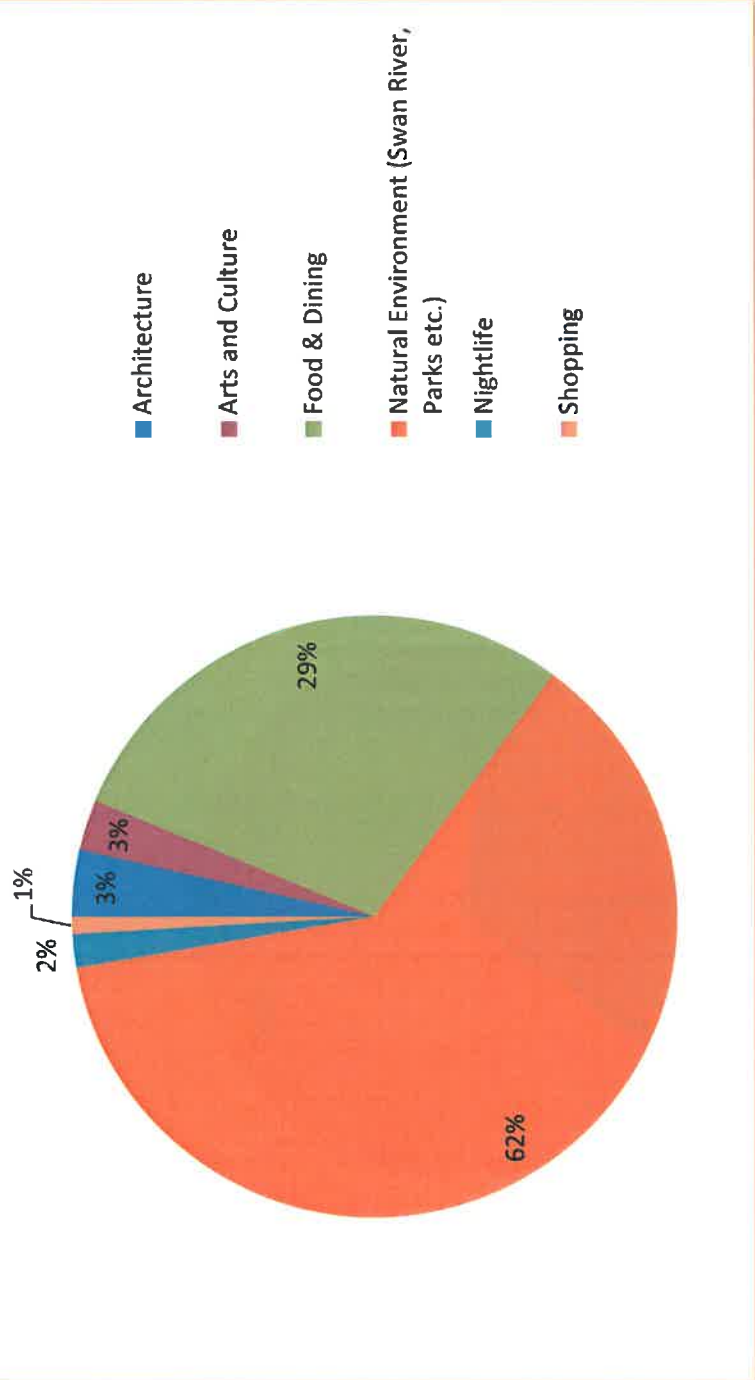
Highlight of Perth: Visitors



Source: AOG 2015 post-show survey

AOG 2015: ECONOMIC IMPACT

Highlight of Perth- Exhibitors



Source: AOG 2015 post-show survey

AOG 2015: 2015 MARKETING CAMPAIGN

Activity	Launch Date	Estimated no. of impressions	Estimated value
AMBIENT			
City of Perth banners	March	100,000	\$15,000.00
Urban Walkers	March	2,500	\$500.00
DIRECT MAIL			
Conference DL & letter	December	2,500	\$3,000.00
Exhibitor invitations – 60 per exhibitor	February	40,000	\$2,000.00
AOG magazine	February	20,000	\$20,000.00
Conference program	February	2,500	\$3,000.00
Last Chance DM	February	10,000	\$5,700.00

- Selection of marketing and promotional items incorporating the City of Perth logo

AOG 2015: 2015 MARKETING CAMPAIGN

Activity	Launch Date	Estimated no. of impressions	Estimated value
EMAIL (major email campaigns)			
Registration Launch	November	30,300	\$3,000.00
Exhibitor marketing communications	January	5,000	\$1,000.00
E-newsletter	Ongoing	60,000	\$8,000.00
Targeted conference emails	Ongoing	20,000	\$2,500.00
Registration reminder emails	Ongoing	60,000	\$20,000.00

- Selection of marketing and promotional items incorporating the City of Perth logo

AOG 2015: 2015 MARKETING CAMPAIGN

Activity	Launch Date	Estimated no. of impressions	Estimated value
NEWSPAPER			
Business News	February	10, 500	\$2805.00
	February	10, 500	\$2805.00
	March	10, 500	\$2805.00
	March	10, 500	\$2805.00
Onsert	February	10, 500	\$5500.00

- Selection of marketing and promotional items incorporating the City of Perth logo

AOG 2015: 2015 MARKETING CAMPAIGN

Activity	Launch Date	Estimated no. of impressions	Estimated value
TRADE MAGAZINE			
Australian Oil and Gas Review advert	November	15,000	\$4,350
	December	15,000	\$4,350
	January	15,000	\$4,350
Oil & Gas Australia advert	February	15,000	\$4,350
	October	6,800	\$3620
	November	6,800	\$3620
December / January	December / January	6,800	\$3620
	February	6,800	\$3620

- Selection of marketing and promotional items incorporating the City of Perth logo

AOG 2015: 2015 MARKETING CAMPAIGN

Activity	Launch Date	Estimated no. of impressions	Estimated value
TRADE MAGAZINE			
Upstream advert	November 1	39,000	\$4,233
	November 15	39,000	\$4,233
	November 29	39,000	\$4,233
	December 13	39,000	\$4,233
Gas Today advert	February	39,000	\$8,466
	Summer edition	4,000	\$2,650

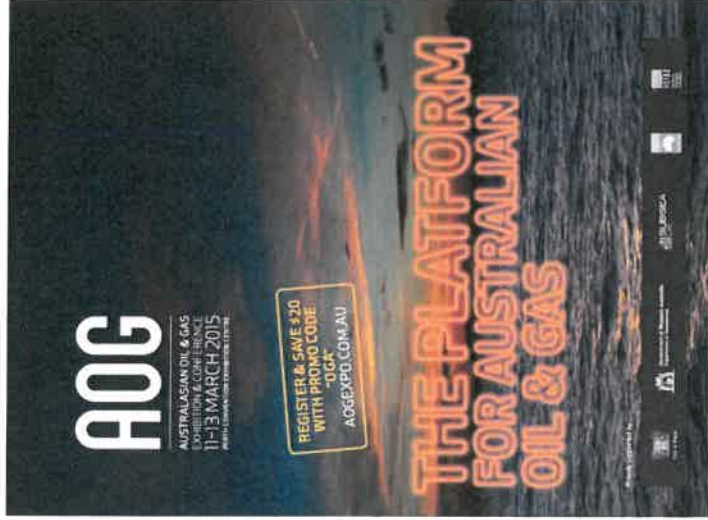
Additional adverts in the following trade publications: What's New in Process Technology, National Resources Review, LNG Industry, World Pipelines, Oilfield Technology, Clarkson Research Services, Tradequip, Projects OGP and OE Magazine.

AOG 2015: 2015 MARKETING CAMPAIGN

Activity	Launch Date	Estimated no. of impressions	Estimated value
WEBSITE			
AOG Website	Ongoing	365,819	\$6,000.00
Registration page	Ongoing	31,098	\$3,150.00
ONSITE EVENT COLLATERAL			
AOG Show guide	March	7,000	\$5,000.00
AOG Map guide	March	8,000	\$7,000.00
Careers Day Map Guide	March	1000	\$800
AOG Plenary	March	400	\$5,000
TOTAL PACKAGE			\$204,603

- Selection of marketing and promotional items incorporating the City of Perth logo

AOG 2015: MARKETING COLLATERAL EXAMPLES



AOG 2015: MARKETING COLLATERAL EXAMPLES



Show Collateral

AOG | AOGEXPO.COM.AU

AOG 2015: MARKETING COLLATERAL EXAMPLES



Ambient Signage

AOG | AOGEXPO.COM.AU

AOG 2015: MEDIA RELEASE EXAMPLES

EnergyNews.net

Shell to lead AOG's FLNG charge

by
LAWRENCE J. DECEMBER, JETTY
ATTORNEY MARCH

FLNG WILL be a major focus at the annual Australasian Oil & Gas Exhibition Conference (AOG) in Perth from March 11-13 next year.

Shell, at the forefront of FLNG technology with its Prelude project off Australia's northwestern coast, will be a major focus at AOG with keynote presentations from its vice president of development, Neil Gilmour, and Shell Australia's general manager production, Mark Schubert. Technology manager Clause AOG event director at Diversified Communications Bill Hare said that with Prelude set to be the world's first FLNG project when commissioned next year, "it is obviously a very current and relevant topic for the global oil and gas industry".

FLNG is seen by many as the best answer for the development of stranded and previous gas fields.

In the case of Prelude, studies have forecast that this innovative development will bring so many benefits to Australia over the life of the project.

The conference will also focus on the recent game changing Phoenix South-1 oil and gas field in the WA coast and an overview of the opportunities available in Timor-Leste, in two specific lunches that have been added to the program for next year.

LNGWorld News

FLNG in AOG's focus



zoom

Floating LNG will be a major topic of conversation when the global oil & gas industry comes to Perth next March for the annual Australasian Oil & Gas Exhibition and Conference.

Shell, which is at the forefront of the ground-breaking FLNG technology through its Prelude project off the north-west coast of Australia, will be strongly represented at AOG with keynote presentations by the company's Vice President of Development, Neil Gilmour, and Shell Australia's General Manager Production, Mark Schubert and Technology Manager, Clause Otto.

FLNG is seen by many as the best answer for the development of stranded and previously uncommercial gas fields. In the case of Prelude, studies have forecast that this innovative development will bring some \$45 billion in benefits to Australia over the life of the project. Building capabilities for the future of the Australian oil and gas sector through bringing together key thinkers and achievers from around the globe will also be a key theme at AOG in 2015.

EnergyNews.net & LNG World News

AOG | AOGEXPO.COM.AU

AOG 2015: MEDIA RELEASE EXAMPLES

The West Australian

Timorese Minister talks up onshore processing

Peter Klinger
March 12, 2015, 1:29 pm

Share



Timorese Minister talks up onshore processing
Timor-Leste's Petroleum Minister Alfredo Pires said the fledgling country's government had spent millions of dollars on rubies to support its push for the big but controversial Sumate gas-condensate field to be developed onshore.
Fighting against a Sumate consortium led by Woodside Petroleum that does not want to build an LNG plant in Timor-Leste, Mr Pires used a hunchback address to the Australian Oil and Gas conference in Perth today to talk up the economic benefits that should flow to his country through onshore processing.

He referenced Timor-Leste's colourful history including "war, betrayal and espionage" to the country's willingness to deal with the hurdles facing the fractured relationship between the various Sumate stakeholders.

Mr Pires also expressed concern about floating LNG, the Sumate consortium's preferred development option, with a thinly veiled crack at consortium partner Royal Dutch Shell.

"When one entity that owns the technology and is pushing it a lot, it worries me," Mr Pires said, though he did not name Shell.

Shell's FLNG technology is being proposed for Sumate's development.

"We would like to see it (FLNG) tried out and proven."

Mr Pires also said Timor-Leste had invested heavily in studies to prove the technical and fiscal viability of a pipeline linking the Sumate fields with the island nation, and had been told by Woodside in 2009 that onshore processing was possible.

Sumate has been mired in controversy since its discovery decades ago because of its location in waters controlled jointly by the Australian and Timor-Leste governments.

Australian Financial Review

Timor-Leste fears floating LNG vessels are 'sitting ducks' for terrorists

Date
March 12, 2015 - 5:53PM

Angela Macdonald-Smith



Timor-Leste Petroleum Minister Alfredo Pires says the cost of an onshore LNG plant was much more certain. Photo: Timor-Leste government

The West Australian & The Australian Financial Review

CAB REPORT ATTACHED

ITEM NO: 3

CORPORATE SPONSORSHIP – TEDXPERTH 2015 EVENT

RECOMMENDATION: (APPROVAL)

That Council:

1. **approves cash Corporate Sponsorship of \$20,000 (excluding GST) to TEDxPerth Inc. to present TEDxPerth on Saturday, 7 November, 2015;**
2. **notes that the event organisers will provide the following sponsorship benefits to the City:**
 - 2.1 **City of Perth crest acknowledgement as Principal Partner on marketing material, presentation slides, supplied banners, volunteers' uniforms and a slide appearing for three seconds at the start of TEDxPerth 2015 videos produced and distributed on TEDxTalks YouTube channel and TEDxPerth.com;**
 - 2.2 **City of Perth acknowledgement in sponsors speech and prior to presentation commencement;**
 - 2.3 **option to secure up to twelve complimentary tickets to attend the event and advanced ticket priority notice;**
 - 2.4 **twelve complimentary invitations to the after-event VIP celebration function;**
 - 2.5 **opportunity for a large partner space to promote the City;**
 - 2.6 **optional certificate acknowledging support of the event; and**
3. **notes that on completion of the event TEDxPerth Inc. is required to provide to the City of Perth a detailed acquittal report, including all media coverage obtained, by 31 December 2015.**

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 28 July 2015
MAP / SCHEDULE: N/A

The TED (Technology, Entertainment and Design) conference first started in 1984 in Monterey, California before becoming an annual event in 1990. It has since grown to be a globally recognised event where respected political, corporate and cultural leaders have presented short speeches on a wide range of topics. The slogan for the TED conference events is “Ideas worth spreading”.

Hoping to spread the reach of their mission further, the TED organising committee now distribute licences across the world to allow local organisations to host semi-independent TEDx events in their own cities. Although officially licensed and sanctioned by TED, the “x” in the name indicates that it is an independently organised TED event.

TEDxPerth is an independently organised, volunteer-driven, not-for-profit that organises TEDx events made up of board members and an organising committee. Their vision is to gather Perth’s most remarkable speakers and provide a forum to share their ‘Ideas Worth Spreading’ with an audience that is highly motivated, influential and engaged.

In 2014, the City approached the event organisers to consider moving the event from the University of WA to the Perth Concert Hall. Under a Principal Partner Corporate Sponsorship agreement, the Perth Concert Hall was secured as the 2014 venue, doubling attendance numbers. Previous annual TEDxPerth events have been held at the Octagon Theatre at the University of Western Australia and the Northbridge Piazza.

The 2014 TEDxPerth event sold out within one week. More than 1,400 attended the event with an estimated 93,000 people reached on the day of the event alone. Furthermore, the 2014 TEDxPerth event was a national top 10 “Twitter Trending Topic/Hashtag”, meaning Twitter identified, via algorithm, that the 2014 TEDxPerth event was a topic discussed more than others.

Following the 2014 event, attendees were asked to complete a post-event survey. 92% of responders rated the event as either brilliant or good, and 98% suggested they would attend another TEDx event.

Summary of Event:

The event will take place at the Perth Concert Hall on Saturday 7, November, 2015, and ticket prices will range between \$70 and \$99. The ticket price includes entry to the event and the ability to see and hear from the numerous speakers, participate in Q&A sessions, and experience the various displays and activities that are situated around the venue. The event organisers also provided food and refreshments to all attendees at the 2014 event.

TEDxPerth 2015 is currently building the program for the event and the speaker list will be announced in September 2015. At least 12 speakers from a range of disciplines including medicine, engineering, history, social enterprise, technology, innovation, business and the arts will present talks lasting no more than 18 minutes long. Complementing these 'ideas worth spreading' will be performances, including local acts.

TEDxPerth 2015 will be simulcast at the Northbridge Piazza, providing a unique experience for attendees at the simulcast venue that are unable to attend the event live in person.

The City provided sponsorship of \$25,000 towards TEDxPerth in 2014. As part of their sponsorship proposal, the event organisers have requested \$20,000 from the City to once again be a "Principal Partner" for the 2015 event, a reduction from the funding provided in 2014.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Framework Implications	Strategic Community Plan	Council Four Year Priorities: Perth as a Capital City S6 The City is recognised internationally as a city on the move and for its liveability, talented people, centres of excellence and business opportunities.
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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 TEDxPerth organisers expect a physical attendance of approximately 1,400 people on the day of the event. The event will also be streamed live for free over the internet, with a potential to reach thousands more in Perth, throughout Australia and overseas. Talks from TEDxPerth 2015 will be made available for viewing live at the Northbridge Piazza and on TEDxPerth.com and YouTube after the event.

Promotion of City of Perth to Markets/audiences:

The City will be recognised as a Principal Partner on printed programs, TEDx website, slides during Partners acknowledgement speech and prior to presentation commencement, in acknowledgement speech, printed promotional material, volunteer workers' clothing, a slide appearing for three seconds at the start of TEDxPerth 2015 videos produced and distributed on TEDxTalks YouTube channel and TEDxPerth.com.

TEDxPerth has extensive reach into the Perth TEDx/TED follower base through its social media and digital marketing channels, and will seek to augment this with publicity through local radio, press releases to local newspapers and signage.

The marketing strategy for TEDxPerth 2015 will involve promotion through social media and digital marketing channels, which has proven highly effective in the past. TEDxPerth 2014 sold out entirely through a direct mailing list campaign.

As of July 2015, TEDxPerth has 5,998 followers on Facebook, 5,563 followers on Twitter and over 3,000 subscribers to its e-mail list.

Furthermore, advertising will take place through local and community radio stations, direct e-mail marketing to an extensive database of like-minded organisations (including business and community organisations, cultural groups), press releases to local newspapers and opportunities for media to interview TEDxPerth speakers.

Signage, including posters and banners, will be deployed prior to the event to increase the awareness of TEDxPerth to the general public.

Promotion through TEDxPerth's partner network will also be conducted as opportunities arise.

Assessment of Application (Corporate):

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

The City will be recognised locally, nationally and internationally for its involvement and support of this internationally recognised TED brand through acknowledgements, marketing material, website and presenter slides.

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

This event aids towards the vision of the City, being that 'Perth is a connected and informed capital city with a unique identity and an economy that is diverse, resilient and adaptable'. TEDxPerth Inc. aims to raise the intellectual ambition and culture of Western Australia through presentations from thought-provoking speakers on a range of disciplines including medicine, engineering, history, social enterprise, technology, innovation, business and the arts.

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.*

This event is considered under the 2015/16 Economic Development Business Plan to be an important creative industries program to the local tech and entrepreneur community and is considered an Economic Development Unit key operational project.

The event will draw people into the city and will deliver increased economic benefit to the city through associated expenditure in local businesses.

The City will also likely directly benefit from the event through parking revenue at the City's near-by car parks. In 2014, occupancy at City of Perth Parking in the vicinity (i.e. Terrace Road, Council House and Concert Hall) was up an average of 66% between the hours of 8am and 6pm compared to the 3 weeks surrounding 4 October 2014 (TEDxPerth 2014 event date).

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:	43793000	
BUDGET ITEM:	Economic Services - Other Economic Services Economic Development Program	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	(EDU Whole Budget Amount)	(Creative Industries Portfolio)
	\$2,945,828	\$122,000
AMOUNT SPENT TO DATE:	\$ 35,487	\$ 0
PROPOSED COST:	\$ 20,000	\$ 20,000
BALANCE:	\$2,890,341	\$102,000

All figures quoted in this report are exclusive of GST.

COMMENTS:

It is recommended that Council approves sponsorship of \$20,000 (excluding GST).

The 2015 TEDxPerth event aims to raise the intellectual ambition and culture of Western Australia through presentations from thought-provoking speakers via an internationally known brand and is in-line with the City's desire to be known as a regionally significant region, and for supporting knowledge-based enterprises and cultural endeavours.

ITEM NO: 4

ARTS AND CULTURAL SPONSORSHIP 2015/16 – CIVIC PARTNERSHIP – WEST AUSTRALIAN OPERA

RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves Arts and Cultural Sponsorship – Civic Partnership of \$155,000 (excluding GST) to the West Australian Opera;***
- 2. notes that West Australian Opera will provide the following event and sponsorship benefits to the City of Perth:***
 - 2.1 a free outdoor opera concert at Langley Park on Saturday, 6 February 2016;***
 - 2.2 naming rights to the event to be cited as ‘West Australian Opera presents City of Perth’s Opera in the Park’;***
 - 2.3 inclusion of the City of Perth crest and acknowledgement as ‘Civic Partner’ on the sponsors page of all West Australian Opera programs for the 2016 Annual Season;***
 - 2.4 display of City of Perth sponsorship banners (supplied by the City of Perth) at Langley Park for the duration of the event;***
 - 2.5 inclusion of the City of Perth crest on all advertising print and promotional material related to ‘Opera in the Park’;***
 - 2.6 acknowledgement of the City of Perth in all electronic marketing and promotional material related to ‘Opera in the Park’;***
 - 2.7 inclusion of a City of Perth Television Commercial (provided by the City of Perth) displayed on the screens prior to and post event;***

(Cont’d)

- 2.8** *dedicated full page acknowledgement of partnership in the 'Opera in the Park' program;*
 - 2.9** *invitation for the Lord Mayor, or representative, to speak and officially welcome the audience at 'Opera in the Park' event;*
 - 2.10** *opportunity for the Lord Mayor to contribute a foreword in the 'Opera in the Park' program;*
 - 2.11** *VIP invitations for Elected Members to attend Opera in the Park (maximum nine double tickets);*
 - 2.12** *VIP invitations for City of Perth representatives (as determined by the Director) to attend 'Opera in the Park' (maximum five double tickets);*
 - 2.13** *VIP invitations for Elected Members to attend each of the two opening night performances from the West Australian Opera 2016 Annual Season at His Majesty's Theatre (maximum 18 double tickets);*
 - 2.14** *VIP invitations for City of Perth representatives (as determined by the Director) to attend each of the two opening night performances from the West Australian Opera 2016 Annual Season at His Majesty's Theatre (maximum ten double tickets);*
- 3.** *notes that on completion of the project West Australian Opera is required to provide to the City of Perth:*
- 3.1** *an event acquittal report within three months of project completion;*
 - 3.2** *an audited financial report of West Australian Opera at the end of the relevant financial year.*

BACKGROUND:

FILE REFERENCE: P1031288
REPORTING UNIT: Community Facilities
RESPONSIBLE DIRECTORATE: Community and Commercial Services
DATE: 24 July 2015
MAP / SCHEDULE: (The 2014 Annual Report and Acquittal Form can be made available to Elected Members upon request)

The West Australian Opera (WAO) has applied for arts and cultural sponsorship of \$165,000 (excluding GST) to support the presentation of *City of Perth's Opera in the Park* at Langley Park on Saturday, 6 February 2016.

WAO is an incorporated not-for-profit association established in 1967. WAO is increasingly involved in the commissioning and development of new operatic repertoire.

WAO has identified its vision as:

We will enrich the cultural landscape by presenting high quality opera and be a source of pride for West Australians.

WAO's four key goals are:

1. Sustainability – As custodians of the art form we will present, sustain, develop and ensure the long-term viability of opera.
2. Community Engagement – We will engage and inspire West Australians, develop and retain audiences and ensure relevancy.
3. Artistic Vibrancy – We will present the standard repertoire and develop the art form while increasing artistic vibrancy.
4. Integrity – We will act with integrity and responsibility in all that we do and provide a safe and supportive environment within which each individual can produce their best work.

Past Support

Year	Sponsorship Amount	Supported Program
2005/06	\$40,000	City of Perth's Opera in the Park
2006/07	\$41,000	City of Perth's Opera in the Park
2007/08	\$80,000	City of Perth's Opera in the Park
2008/09	\$140,000	City of Perth's Opera in the Park
2009/10	\$142,800	City of Perth's Opera in the Park
2010/11	\$146,370	City of Perth's Opera in the Park
2011/12	\$150,176	City of Perth's Opera in the Park
2012/13	\$153,930	City of Perth's Opera in the Park
2013/14	\$157,778	City of Perth's Opera in the Park
2014/15	\$161,722	City of Perth's Opera in the Park
Requested 2015/16	\$165,000	City of Perth's Opera in the Park
Proposed 2015/16	\$155,000	City of Perth's Opera in the Park

The City of Perth has received naming rights to the event for the past ten years cited as *West Australian Opera Presents City of Perth's Opera in the Park*.

The City's contribution includes the provision of site and facilities charged by the City of Perth. In 2014/15 WA Opera paid \$14,247 in site fees to stage *Opera in the Park* at Langley Park. A bond of \$5,000 is included in this amount. Approximately, \$2,000 of the bond has been returned to WA Opera. In addition, WA Opera paid

approximately \$2,500 to the City for the advertisement of road closures relating to the event. It is expected that these costs will increase slightly in 2015/16.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

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

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.

Applicant Eligibility Criteria	
<i>Category of Sponsorship: Major/Civic Partnership</i>	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion Met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion Met
Be an Australian legally constituted entity.	Criterion Met
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion Met
An individual.	Criterion Met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion Met
An applicant that has outstanding debts to the City of Perth.	Criterion Met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

DETAILS:

Project Summary

City of Perth's Opera in the Park is a free outdoor opera concert featuring the West Australian Opera Chorus, West Australian Symphony Orchestra, acclaimed Principal Artists, Conductor and Director and is intended to extend the experience of high quality opera to the people of Western Australia.

City of Perth's Opera in the Park has been presented since 1991 and is a highlight of Perth's cultural calendar. This annual performance is a highly anticipated event for residents and visitors to Perth. In recent years the event has been simulcast across the State to regional centres with additional funding from Lotterywest. These retransmission activities strengthen Perth's status as a capital city and contribute towards making the artform accessible to thousands of Western Australians.

West Australian Opera is recognised nationally for its high quality artistic program. *Opera in the Park* engages a wide audience of opera enthusiasts who regularly attend main stage productions, in addition to new audiences who may be seeking a new cultural experience. The event is suitable for all ages and is well attended by a diverse audience including families, young adults and seniors. WAO encourage patrons to arrive early and bring a picnic or access the on-site catering.

The company has provided program information relating to its proposed program for the 2016 *Opera in the Park* event, however, the artistic program is currently embargoed until the official 2016 Annual Season Launch to take place in October 2015.

City of Perth's Opera in the Park is often referred to as a 'gift to the people of Perth' and Western Australia and offers a unique outdoor summer experience that contributes to the vibrancy of the City's public spaces. The event enriches the cultural landscape by presenting high quality opera that is a source of pride for Western Australians. This underpins the company's aims of long term viability and future growth.

Venues

Langley Park (The event has been relocated in 2016 due to site works to be undertaken in the Supreme Court Gardens.)

Times and Dates

Saturday, 6 February 2016, 8.00pm

Ticket Prices

This event is free for the public to attend.

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 Civic/Major Partner.

In recent years *Opera in the Park* has consistently achieved full capacity attendances, and its popularity remains strong with many people choosing to return to enjoy the annual celebration yearly. An audience survey conducted in 2014 indicated that the sample audience comprised of returning audiences members (67%) and first time audience members (33%).

WAO is the State's flagship professional opera company and produces an annual season of main stage productions at His Majesty's Theatre, a regional program, an education program and auxiliary activities including concerts and community events. The company is one of the four major performing arts companies in Western Australia which receives its core operating funding from the State and Federal Governments through the *National Framework for Government Support of the Major Performing Arts Sector*. This framework was developed to support artistic excellence and best practice in governance and management and currently supports the 28 major performing arts companies in Australia.

WA Opera's offices and a significant proportion of the company's annual program, including their largest event, *Opera in the Park*, is located within the City of Perth local government boundaries.

In 2015 *Opera in the Park* received very positive reviews and the event was experienced by approximately 17,000 people; 15,000 people attended the Supreme Court Gardens and 2,048 people at broadcast locations in Perth and throughout regional WA.

In 2016 WAO expects to attract 15,000 people to Langley Park for the performance and 2,500 people are expected to view the performance via live simulcast.

In 2016 *Opera in the Park* returns to a Saturday evening schedule, and it is anticipated local businesses will benefit from increased patronage at restaurants and bars within close proximity to Langley Park and the city train and bus stations. It is anticipated that there will be substantial use of the City's parking facilities on the evening of the event and patrons will be encouraged to use public transport services. Economic benefits to the City are expected to extend throughout the weekend as some audience members elect to book city based accommodation.

The project must demonstrate artistic excellence

Opera in the Park is presented at a consistently high standard and will feature the West Australian Opera Chorus, West Australian Symphony Orchestra, acclaimed Principal Artists, Conductor and Director.

WAO has not yet confirmed the cast or Director for *Opera in the Park*. In 2015, *Opera in the Park* featured James Clayton as Figaro and Emma Matthews as Rosina, conducted by Richard Mills.

Audience research conducted at the 2014 event indicated that 99% of the audience were extremely happy with their experience with over 90% promising to return in the following year.

In 2015 *The Rabbits*, a co-production between Opera Australia and Barking Gecko Theatre Company in association with West Australian Opera, premiered at the 2015 Perth International Arts Festival and was recently nominated for seven Helpmann Awards. WA Opera Chorus also performed with *Madama Butterfly* directed by Anthony Minghella as part of the Perth International Arts Festival to critical acclaim. Increasingly WAO is involved in the commissioning and development of new operatic repertoire, ensuring opera remains a culturally relevant art form to contemporary audiences.

The event must be accessible to the public and a significant component of the supported program should be free or low cost.

Opera in the Park is a high profile cultural event that enhances social vibrancy by contributing to the increased availability of diverse art forms accessible for the residents and visitors of the city. As a free performance set against the backdrop of the Swan River and the Perth city skyline, this event highlights the natural and architectural landscape of the city, increasing recognition of the city as a Capital City and encouraging people of all ages and backgrounds to enjoy opera.

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

WAO has successfully delivered this event since 1991. An event application has been lodged with the City. Prior to the event a full risk management plan for the activity will be lodged with City of Perth, as has occurred in previous years.

WAO is a not-for-profit association and has a professional management and creative team. Key personnel have many years of experience in managing large scale events.

WAO annually assesses the creative and production aspects of this project to ensure that it continues to achieve a high presentation standard. Big screens will be erected on site for access to subtitles and a better viewing experience.

This is a semi-staged production, specialist lighting together with costume and props will complement the performance rather than elaborate sets which appear in the company's main stage productions.

WAO has submitted an audited annual report (see attached Confidential Schedule) with its application for arts and cultural sponsorship and over many years as a partner to the City of Perth has delivered all projects, benefits, reporting and acquittal documentation to a satisfactory standard.

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

As a major sponsor of *Opera in the Park* and the regional broadcast, WA Opera have estimated Lotterywest's contribution as approximately 33% of the total project cost, however this is to be confirmed.

The City of Perth has been requested to provide \$165,000 cash (excluding GST) in arts and cultural sponsorship towards the event.

The recommended City of Perth contribution of \$155,000 represents 21.03% of the cost of the project. The contribution in 2014/15 was estimated as 22.16% however, the 2014/15 acquittal report measured the City of Perth contribution at approximately 25%.

Acknowledgement

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	15C480007901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	10
BUDGETED AMOUNT:	\$1,411,043
AMOUNT SPENT TO DATE:	\$ 344,278
PROPOSED COST:	\$ 155,000
BALANCE:	\$ 911,765

All figures quoted in this report are exclusive of GST

COMMENTS:

City of Perth's Opera in the Park is a free outdoor opera concert featuring the West Australian Opera Chorus, West Australian Symphony Orchestra, acclaimed Principal Artists, Conductor and Director and is intended to extend the experience of high quality opera to the people of Western Australia.

City of Perth's Opera in the Park offers a unique outdoor summer experience that serves to contribute to the vibrancy of the City's public spaces whilst providing economic benefit to the city.

The City of Perth has been requested to provide \$165,000 cash (excluding GST) in arts and cultural sponsorship towards the event. This allocation can be accommodated within the Arts and Cultural Sponsorship budget and has been considered in the context of 2015/16 budget constraints. The recommendation reflects a slight decrease (\$6,722) from 2014/15 (\$161,722) to ensure the City can meet anticipated 2015/16 budget requests in the context of modest program variations and existing commitments.

WA Opera has verbally confirmed that this adjustment will not impact on the sponsorship benefits offered. Based on fluctuations in the actual expenditure in prior years, this is unlikely to impact on the quality of programming or event delivery and as the event is more than six months in the future there should be sufficient time to make the required budget adjustments or seek additional financial support from alternative sources.