



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, 20 January 2015 at 4.00pm.**

Yours faithfully

**ROBERT MIANICH
DIRECTOR CORPORATE SERVICES**

15 January 2015

Committee Members:

Members:

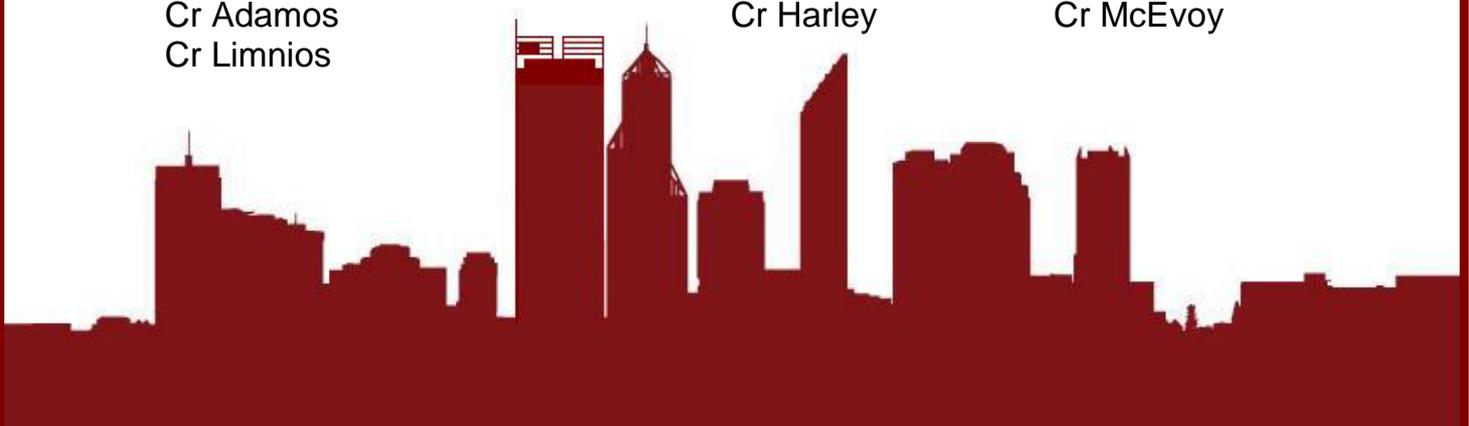
Cr Chen (Presiding Member)
Cr Adamos
Cr Linnios

1st Deputy:

Cr Harley

2nd Deputy:

Cr McEvoy



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

EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

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

BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

ALERT ALARM

beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.

EVACUATION ALARM/PROCEDURES

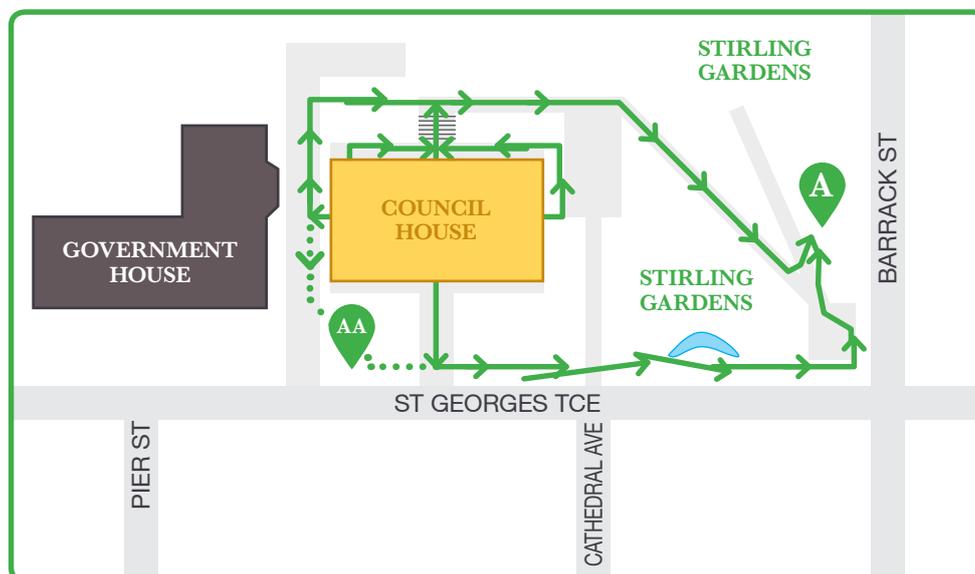
whoop whoop whoop

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

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



EVACUATION ASSEMBLY AREA



Assembly Area

Alternate Assembly Area

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

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

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

Quorum: Two

Expiry: October 2015

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

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

This meeting is open to members of the public

INFORMATION FOR THE PUBLIC ATTENDING COMMITTEE MEETINGS

Question Time for the Public

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

Deputations

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

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

Disclaimer

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

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**MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS COMMITTEE
20 JANUARY 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 – 25 November 2014**
- 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: Nil
- 12. Closure**

INDEX OF REPORTS

| Item | Description | Page |
|-------------|---|-------------|
| 1 | CORPORATE SPONSORSHIP – 2015 ENTREPRENEURS AND INNOVATORS AWARDS | 1 |
| 2 | CORPORATE SPONSORSHIP – ASIA-PACIFIC MODEL UNITED NATIONS CONFERENCE 2015 | 6 |
| 3 | CORPORATE SPONSORSHIP – ‘PICTURE YOURSELF IN PERTH’- KAGOSHIMA | 11 |
| 4 | EAT DRINK PERTH SPONSORSHIP 2015 | 17 |
| 5 | EVENT SPONSORSHIP (PARTNERSHIP) – NIGHT NOODLE MARKET | 21 |

ITEM NO: 1

CORPORATE SPONSORSHIP – 2015 ENTREPRENEURS AND INNOVATORS AWARDS

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves Corporate Sponsorship of \$5,000 (excluding GST) to Networking WA to present the 2015 Entrepreneurs and Innovators Awards on Thursday, 7 May 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 exclusive naming rights for one award;***
 - 2.2 10 tickets to attend the Entrepreneurs and Innovators Awards (one table);***
 - 2.3 City of Perth logo featured on event slideshow listed as a Gold Partner;***
 - 2.4 City of Perth logo featured on event collateral and advertising;***
 - 2.5 City of Perth branding featured on guest tables at the event;***
 - 2.6 City of Perth banner displayed at the event;***
 - 2.7 opportunity to distribute marketing collateral;***
 - 2.8 opportunity to include a special feature in an edition of the Networking WA monthly newsletter; and***
 - 2.9 a detailed acquittal report, including all media coverage obtained, by September 2015.***

BACKGROUND:

FILE REFERENCE: P1027729
REPORTING OFFICER: Samantha Jones, Acting Northbridge Economic Development Officer
RESPONSIBLE DIRECTOR: Steven McDougall, Acting Director City Planning and Development
DATE: 8 January 2015
MAP / SCHEDULE: N/A

Networking WA is a boutique event management company established in 2008. The business is experienced in a wide range of events including corporate events, gala dinners, award ceremonies, meetings, community events, charity balls, conferences and exhibitions. Additionally, it is the only Perth based event management company that also run events in its own right, managing an extensive database and membership program.

Summary of Event:

The 2015 Entrepreneurs and Innovators Awards recognise individuals in Western Australia that have excelled in their respective fields. The event aims to share the knowledge of successful entrepreneurs and innovators, and to encourage discussion among established and emerging individuals in the industry.

The breakfast event is to be held on Thursday, 7 May 2015 from 7.00am until 9.15am at the Novotel Langley. Four awards will be presented in the following categories:

1. Entrepreneur Award.
2. Innovator Award.
3. Young Entrepreneur Award.
4. People's Choice Award.

A major feature of the event is a panel of speakers, facilitated by James Lush from 720 ABC, who will discuss relevant topics. In 2015, the speakers are:

- Professor Lyn Beazley – Former Chief Scientist of Western Australia, Murdoch University ambassador and WA Australian of the Year 2015;
- Zhenya Tsvetnenko – Executive Chairman at digitalBTC; and
- Larry Lopez – Partner, Australian Venture Consultants.

The Entrepreneurs and Innovators Awards have previously attracted sponsorship from a range of high profile organisations, including:

- Bank of Queensland;
- Chamber of Commerce and Industry;
- Community New Group;
- Curtin University;
- Fairfax Media;
- iiNet;

- Media 140;
- Nova937;
- Perth Convention Bureau;
- Professional Public Relations;
- Telstra ;
- The West Australian; and
- Tourism Western Australia.

Networking WA is working to secure sponsorship from past and new sponsors for the 2015 event, with Fairfax Media secured in a Platinum Partnership giving the media company naming rights to the event.

The City of Perth provided \$2,000 sponsorship to the Entrepreneurs and Innovators Awards in the 2012/13 financial year.

Networking WA has invited the City to support the 2015 Entrepreneurs and Innovators Awards as a Gold Partner through sponsorship of \$5,000 (excluding GST).

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 Sponsorships and Donations

DETAILS:

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 following audiences will be exposed to the sponsorship information:

- Local entrepreneurs;
- Networking WA members and website viewers;
- Local and national sponsors;

- Creative Industry professionals; and
- Current and potential City business owners.

Promotion of City of Perth to markets / audiences:

The City of Perth will be promoted to markets/audiences as per the recommendation section of this report.

Assessment of Application (Corporate):

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

Support for the 2015 Entrepreneurs and Innovators Awards will contribute to the City's reputation of supporting local entrepreneurship and to the recognition of Perth as a growing hub for innovation.

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

The City's role in supporting local entrepreneurship and innovation in Perth will be promoted to professional and academic networks across the state through promotion relating to the Entrepreneurs and Innovators Awards.

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:

- The City will be recognised as a supporter of innovation and entrepreneurship;
- Interstate and international markets will have access to marketing material and media for this event; and
- The event will enhance Perth's growing reputation as a developing hub for innovation.

To increase visitation to the city:

- The event will be held in the City of Perth.

To increase economic investment in the city:

- Opportunity for the City of Perth to network with existing and emerging local entrepreneurs and innovators.

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

| | | |
|-----------------------|---|-----------------------------|
| ACCOUNT NO: | CL 43 793 000 | |
| BUDGET ITEM: | Economic Services – Other Economic Services – Economic Development | |
| BUDGET PAGE NUMBER: | 13 | |
| BUDGETED AMOUNT: | \$1,874,339 | This component is \$119,000 |
| AMOUNT SPENT TO DATE: | \$ 711,372 | This component is \$ 36,359 |
| PROPOSED COST: | \$ 5,000 | |
| BALANCE: | \$1,157,967 | |

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

Sponsorship of this event will deliver positive outcomes for the City through recognition of its support for existing and emerging entrepreneurs and its encouragement of innovation in Western Australia.

ITEM NO: 2

CORPORATE SPONSORSHIP – ASIA-PACIFIC MODEL UNITED NATIONS CONFERENCE 2015

RECOMMENDATION:

(APPROVAL)

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves Corporate Sponsorship of \$10,000 (excluding GST) to Asia-Pacific Model United Nations to present the Asia-Pacific Model United Nations Conference 2015 from 29 June 2015 until 4 July 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 acknowledgement as sponsor on all Asia-Pacific Model United Nations Conference 2015 marketing material, presentation material, social media, and Asia-Pacific Model United Nations website;***
 - 2.2 City of Perth crest to appear on all Asia-Pacific Model United Nations Conference banners that will be placed at all conference events;***
 - 2.3 opportunity to place City of Perth marketing collateral in delegates conference bags;***
 - 2.4 acknowledgement as sponsor at all events;***
 - 2.5 two City representatives to be invited to attend the Opening and Closing Ceremony, all conference events and VIP receptions;***
 - 2.6 a detailed acquittal report, including all media coverage obtained, by September 2015.***

BACKGROUND:

FILE REFERENCE: P1010627
REPORTING OFFICER: Economic Development Officer – Tourism
RESPONSIBLE DIRECTOR: Steven McDougall – Acting Director City Planning and Development
DATE: 7 January 2015
MAP / SCHEDULE: N/A

The Asia-Pacific Model United Nations Conference (AMUNC) is an annual travelling Model United Nations conference for university students. AMUNC is the largest annual conference in the Asia-Pacific bringing together approximately 700 students from around the world. The conference is a simulation of the international political landscape where delegates take on the roles of diplomats, ambassadors, judges, journalists and renowned experts. Model United Nations provides a framework through which participants expand their knowledge and understanding of international affairs.

Each conference is hosted in a different city within the Asia-Pacific region, attracting students from Asia, the Pacific Islands, Australia and New Zealand, making it one of the largest regional Model United Nations conferences in the world. AMUNC is run entirely by student volunteers, usually coordinated through a relevant student association, with the support and backing of a host university.

Established in 2005 as the Australian Model United Nations Conference, the inaugural AMUNC was hosted by the University of New South Wales and consisted of only a single General Assembly. The conference rotated between cities in the eastern states in the following years, growing in popularity and size and attracting students from around the world. The conference has been held at 16 Australian universities and once in New Zealand and will be held for the first time in Perth at the University of Western Australia. The name was later changed to the Asia-Pacific Model United Nations Conference due to the increased number of foreign student attendance and its international standing.

The main goal for this event is to encourage talented and passionate students from all over the world to participate in a one-week forum and discussion of important world affairs. The conference is an opportunity for university students from varying backgrounds and courses to impart their international experience in a Model United Nations context. This is also a chance for the students to apply what they have learnt at university on a more practical level, bringing together young people and offering them the chance to communicate and interact in a multi-cultural way.

Summary of Event:

Asia-Pacific Model United Nations 2015 will be held in the Perth Convention and Exhibition Centre from the 29 June to 4 July 2015. Each day will comprise of negotiations, discussions and presentations between 700 local, interstate and international students. It is a simulation of the international political landscape where delegates take on the roles of diplomats, ambassadors, judges, journalists and renowned experts.

Major events will occur each day for the delegates including a festival at the University of WA, cocktail gala held at the State Reception Centre in Kings Park, committee dinners held at 25 restaurants throughout Perth, a club night at Metro City in Northbridge, and a finale night at the Crown Ballroom.

It is recommended that the City sponsor the requested amount of \$10,000 (excluding GST).

There have been no previous sponsorship requests made to the City for previous Asia-Pacific Model United Nations Conferences.

LEGISLATION / STRATEGIC PLAN / POLICY:

| | |
|---|---|
| Integrated Planning and Reporting Framework Implications | Strategic Community Plan Council Four Year Priorities: Perth as a Capita City S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment. |
|---|---|

DETAILS:

Eligibility for Sponsorship:

| Criterion | Satisfied |
|--|------------------|
| 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:

AMUNC is a conference that is known and marketed nationally and internationally. Interstate /international universities and university students would be exposed to sponsorship information.

Promotion of City of Perth to Markets / audiences:

Interstate / international universities and university students.

Assessment of Application (Corporate):

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

AMUNC is an event that aims to maximise the educational and practical experience of students. The conference aims to showcase the talent of domestic delegates and highlight the excellence of the universities in Perth. The event also focuses on emphasising the lifestyle, social aspects and continuous developments of Perth.

The conference is a chance to demonstrate the increasing prominence and popularity of Perth and how it caters to young adults and students.

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

AMUNC is a conference that is known nationally and internationally. Sponsorship would be a platform to promote to a global market.

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

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

This is an opportunity to showcase Perth to interstate and international university students and position the city as a city of regional and international significance, to increase visitation to the city, and to increase economic investment in the city. Approximately 700 local, interstate and international students will attend AMUNC at the Perth Convention Centre.

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: | CL43971000 | |
| BUDGET ITEM: | Economic Services – Other Economic Services – Economic Development | |
| BUDGET PAGE NUMBER: | 13 | |
| BUDGETED AMOUNT: | \$1,895,851 | This component is \$90,000 |
| AMOUNT SPENT TO DATE: | \$1,178,378 | |
| PROPOSED COST: | \$ 10,000 | |
| BALANCE: | \$ 707,473 | |

All figures quoted in this report are exclusive of GST.

COMMENTS:

In line with the City's recently endorsed International Engagement Strategy, support for the Asia-Pacific Model United Nations Conference will provide an opportunity to strengthen ties and build relationships with representatives from within our region.

Sponsorship for this event is also in line with one of the City's major stakeholders, StudyPerth, who in collaboration with governments, educational institutions and stakeholders, provide a leadership role in building the profile of international education in WA and overseas.

It is anticipated 700 local, interstate and international students from across the Asia-Pacific will attend this academic conference at the Perth Convention Centre. Perth universities, and Perth itself, will gain exposure as a premier place for our target market to study. A major Perth university will gain sponsorship exposure, both at the event and through international marketing, due to confirmed funding. Other Perth universities have been approached to support the event via sponsorship.

It is recommended that the Marketing, Sponsorship and International Relations Committee approves sponsorship of \$10,000 (excluding GST).

ITEM NO: 3

CORPORATE SPONSORSHIP – ‘PICTURE YOURSELF IN PERTH’- KAGOSHIMA

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves Corporate Sponsorship of \$10,000 (excluding GST) to StudyPerth to launch the ‘Picture Yourself in Perth’ competition in Kagoshima during 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 promote Perth globally as a destination of choice for international students and tourists;***
 - 2.2 strengthen the Sister City relationship with Kagoshima;***
 - 2.3 the City of Perth to receive official Naming Partner recognition on all marketing materials including press, digital campaigns and posters;***
 - 2.4 recognition and acknowledgement of the City of Perth as Naming Partner in all public relations activities before and after the event;***
 - 2.5 inclusion of the City of Perth crest and acknowledgement as Naming Partner in the credits of any digital material hosted on StudyPerth’s YouTube channel, across social media platforms and the StudyPerth website;***
 - 2.6 an invitation for the Lord Mayor to deliver a speech at the launch in Kagoshima;***
 - 2.7 event organisers to provide a detailed acquittal report, including all media coverage obtained, by December 2015.***

BACKGROUND:

FILE REFERENCE: P1010627-26
REPORTING OFFICER: Inga Dahler, International Engagement Coordinator
RESPONSIBLE DIRECTOR: Steven McDougall, Acting Director City Planning and Development
DATE: 9 January 2015
MAP / SCHEDULE: N/A

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

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

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

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

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

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

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

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

The role StudyPerth plays in encouraging thousands of international students to study in Perth directly contributes to the economic growth of the City and the sustained financial viability of city businesses.

Summary of Event:

'Picture Yourself in Perth' is a competition providing secondary students the opportunity to win one of six 'Study Experience in Perth Scholarships' including travel to Perth.

In order to participate, students are required to submit a postcard of themselves superimposed on a Perth/Western Australia background. The City of Perth and Kagoshima are both responsible for selecting winners.

The six winners are awarded with:

- An award ceremony in Kagoshima;
- Return economic airfares to Perth;
- A courtesy visit with the Lord Mayor at Council House including representation from key education providers in Perth;
- Five day English language study at a Perth Institution;
- 10 day homestay with a Perth family; and
- Visits to Perth tourist attractions.

The proven benefits of student exchanges include:

- International learning and knowledge, promoting acceptance and understanding of different cultural and community perspectives;
- Language acquisition through practical immersion;
- International cultural literacy; the promotion of Perth globally; and strengthening ties with regions; and
- Promote and sustain tourism and economic growth for Western Australia.

In 2011 and 2012, the City of Perth contributed \$5,000 to each of the 'Picture Yourself in Perth' programs held in Chengdu, Nanjing and Seocho. Due to escalating costs associated with the program, this sponsorship increased to \$7,000 per city in 2013 and 2014.

Sponsorship Request:

StudyPerth are requesting sponsorship of \$10,000 from the City of Perth to undertake the 'Picture Yourself in Perth - Kagoshima' competition. The total program cost is estimated at \$17,230.

In March 2015, the Lord Mayor will lead a delegation to Kagoshima to commemorate the 40th anniversary of the relationship. 'Picture Yourself in Perth – Kagoshima' is an ideal activity to launch during this milestone visit to showcase the strong relationship.

An announcement over this time would also generate favourable media attention to further promote the campaign and Perth as an education destination.

It is recommended that the City supports the sponsorship of \$10,000 to undertake the 'Picture Yourself in Perth – Kagoshima' competition.

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: 11.3 – Sister City Relationships
18.8 – Provision of Sponsorship and Donations

DETAILS:

Eligibility for Sponsorship:

| Criterion | Satisfied |
|---|-----------|
| Events and activities held outside of the city of Perth which would increase awareness of, and goodwill for the City of Perth | Yes |
| Support for promotional material (such as publications and films) which positively position the City of Perth | Yes |
| Support for the activities of organisations or individual which provide positive positioning for the City of Perth | Yes |

Markets / audiences who would be exposed to sponsorship information:

The audiences exposed to sponsorship information would primarily be:

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

Promotion of City of Perth to Markets / audiences:

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

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

- Recognition in all marketing materials including press and digital campaigns; and

- City of Perth branding and promotional material included in 'Picture Yourself in Perth' competition entrant kit.

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

Assessment of Application (Corporate):

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

The City's role in supporting international students and the education industry would be directly promoted to target educational audiences in Kagoshima and surrounding regions.

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

The City of Perth would continue to promote its support for StudyPerth and the education industry. The promotion and media associated with this competition is expected to reach an audience of up to one million people.

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

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

Sponsorship of this event would position Perth as a city of regional and international significance within the education industry. The event would potentially increase Japanese tourism visitation to Western Australia, providing positive economic benefits.

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 A08 000 |
| BUDGET ITEM: | Governance – Governance General – International Relations |
| BUDGET PAGE NUMBER: | 7 |
| BUDGETED AMOUNT: | \$759,409 |
| AMOUNT SPENT TO DATE: | \$195,177 |
| PROPOSED COST: | \$ 10,000 |
| BALANCE: | \$554,232 |

All figures quoted in this report are exclusive of GST.

The proposed sponsorship of \$10,000 constitutes approximately 59% of the total event cost.

COMMENTS:

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

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

Historically the City of Perth provides sponsorships (International Students Festival and 'Picture Yourself in Perth') and other support to StudyPerth at an estimated cost of \$65,000 per annum. For an amount of this significance, Officers recommend that in future the City of Perth initiate a holistic sponsorship agreement or Memorandum of Understanding with StudyPerth to manage the costs more efficiently and to ensure that the sponsorship is the best value for money to the City. A review of the City's sponsorship policies would be conducted in due course where new criteria would be established for future sponsorship requests.

It is recommended that the Marketing, Sponsorship and International Relations Committee approve sponsorship of \$10,000 (excluding GST) to StudyPerth to launch the 'Picture Yourself in Perth' program in Kagoshima 2015.

ITEM NO: 4

EAT DRINK PERTH SPONSORSHIP 2015

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. *approves sponsorship of \$24,000 for Eat Drink Perth 2015 to the following applicants:***
 - 1.1 *The Big N (\$9,000);***
 - 1.2 *The Trustee Bar and Bistro (\$5,000);***
 - 1.3 *Food Truck Rumble (\$10,000);***

- 2. *approves the applicants listed in part 1 above being required to provide the benefits to the City of Perth as outlined in the Assessment Report attached as Schedule 1;***

- 3. *declines sponsorship to the following applicants:***
 - 3.1 *DYO Events;***
 - 3.2 *Perth Symphony Orchestra.***

BACKGROUND:

| | |
|-----------------------|---|
| FILE REFERENCE: | P1010627-24 |
| REPORTING OFFICER: | Peta Galloway, Sponsorship Officer Melissa Forbes, Assistant Manager - Marketing |
| RESPONSIBLE DIRECTOR: | Garry Dunne, Director City Service |
| DATE: | 9 January 2015 |
| MAP/SCHEDULE: | Schedule 1 – Assessment Report |

Eat Drink Perth is the principal annual marketing campaign supporting the food and beverage business sector in the City of Perth. It provides numerous opportunities for individual businesses to participate and aims to raise the profile of the industry over the month-long period.

Eat Drink Perth aims to:

- Increase the general public's awareness of the variety of food and beverage outlets in the City.

- Increase visitation to the City's food and beverage venues and extended stays by city workers.
- Create vibrancy and activity in the City.

The City of Perth has been supporting or coordinating a food-related festival over the March period since 2002, initially in the form of a donation to the AIDS Council Food Fair. Then in 2005, this support increased by programming events in the weeks either side of the Fair and creating a stand-alone, month-long program of food-related activities under the title of "City Food and Wine Month".

City-based restaurants, cafes, specialty stores and food outlets were invited to participate free-of-charge by introducing an offer or activity as part of the program. The City of Perth sourced sponsors and media involvement to assist with the funding and promotion. In 2010, this event was rebranded as Eat Drink Perth.

Today, Eat Drink Perth has become a significant program that appeals to the local community and tourism sector. In 2014, the event was moved to April to allow for a new partnership with the Taste Festival.

The City of Perth's financial contribution to Eat Drink Perth in 2014 was \$205,000 (excluding GST). This included advertising and media costs and event coordination. During the 2015 budget process, \$50,000 of Eat Drink Perth expenditure was allocated as event sponsorship funding to encourage the growth of existing events and new events, that met the objectives of Eat Drink Perth, to form part of the festival and encourage City businesses to develop event concepts that would add to program.

Objectives as they relate to the City of Perth Vision 2029:

Perth as a Capital City:

- Place activation;
- Creating a strong profile as a 'visitor destination';
- Achieving support for private sector business; and
- Assisting to make Perth City an attractive investment for food and beverage business.

Perth at Night:

- Attracting a new and diverse range of visitors to Perth City for evening activities; and
- Promoting businesses and events with an evening focus.

Healthy and Active Perth:

- Coordinating and profiling a range of community activities and events that celebrate the diversity of Perth's food and beverage businesses; and

- Encouraging participation in activities across indoor/outdoor venues by families and other groups.

This report details the assessment of applications for Eat Drink Perth Event Sponsorship for the 2014/15 financial year.

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

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

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth

S15 Reflect and celebrate the diversity of Perth

15.1 Support and celebrate events that reflect and celebrate cultural diversity

Council Four Year Priorities: Perth at Night

S13 Development of a Healthy Night-time economy

13.1 Investigate ways to expand safe and healthy options for night-time activity in Perth city in collaboration with the business community and other stakeholders

Policy

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

DETAILS:

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

APPLICATIONS RECOMMENDED FOR APPROVAL

| Eat Drink Perth Sponsorship – Budget | | | \$50,000 |
|---|--|--------------------|--------------------|
| Applicant | Event | Sponsorship | |
| | | Requested | Recommended |
| The Big N | Northbridge Food and Wine – Then and Now: A Panel Discussion and Tasting | \$9,000 | \$9,000 |
| The Trustee Bar and Bistro | Bar Wars | \$10,000 | \$5,000 |
| Food Truck Rumble | Food Truck Rumble | \$10,000 | \$10,000 |
| Proposed Sponsorship – Eat Drink Perth | | | \$ 24,000 |
| Total Event Sponsorship Budget Remaining | | | \$26,000 |

APPLICATIONS RECOMMENDED FOR REFUSAL

| Applicant | Event | Requested / Refused |
|--------------------------|---|---------------------|
| DYO Events | Pops Boxx @ The Yellow Door | \$10,000 |
| Perth Symphony Orchestra | Perth Chamber Orchestra presents Lights Out: Earth Hour by Candlelight | \$7,000 |

FINANCIAL IMPLICATIONS:

| | |
|-----------------------|--|
| ACCOUNT NO: | 1486 9000 7901 |
| BUDGET ITEM: | Recreation and Culture – Other Culture – Other Cultural Activities |
| BUDGET PAGE NUMBER: | 39 |
| BUDGETED AMOUNT: | \$50,000 |
| AMOUNT SPENT TO DATE: | \$ 0 |
| PROPOSED COST: | \$24,000 |
| BALANCE: | \$26,000 |

All figures in this report are exclusive of GST.

COMMENTS:

The City received a good response for the Eat Drink Perth event sponsorship applications. All applications have been assessed against the Event Sponsorship Criteria with the objectives of Eat Drink Perth taken into account and recommendations for funding have been provided for Council's consideration.

Those events that do not receive funding, will still receive promotional support via the City of Perth's Eat Drink Perth media partnerships and advertising program, which include a printed program, press advertising and a dedicated website.

**Eat Drink Perth
Event Sponsorship
Assessment Schedule**

EVENTS

Event Sponsorship Evaluation Form

| | |
|---------------------------------|--|
| Applicant: | The Big N |
| Event: | Northbridge Food and Wine – Then and Now: A Panel Discussion and Tasting |
| Date and Time: | 26 March 2015, 7.00pm to 10.00pm |
| Location: | Northbridge Piazza |
| Total Cost of Event: | \$12,400 |
| Sponsorship Requested: | \$9,000 |
| Sponsorship Recommended: | \$9,000 |

Background on Applicant:

The Business Improvement Group of Northbridge (Big N) advocates for and promotes Northbridge as a safe and vibrant destination for locals and visitors.

The Big N aims to:

- promote Northbridge to the broader community;
- advocate for business and the local community;
- make Northbridge a safe place to do business;
- work with the City of Perth to improve the local amenity; and
- encourage the profitability of its members.

Summary of Event:

The Big N has applied for Eat Drink Perth sponsorship for Northbridge Food and Wine – Then and Now: A Panel Discussion and Tasting. The event is to be held in a marquee in Northbridge Piazza on Thursday 26 March from 7.00pm to 10.00pm, and is ticketed at \$10 per head.

The event is a panel discussion around the history of Northbridge as a food and wine destination, from the European influence of the 1940's and 50's to the Asian influence of the 1970's and the new wave of small bars in recent years. The discussion will include the following panellists:-

- Clint Nolan (La Cholita, Pleased to Meet You);
- Andrew McIntyre (Lot20, 399)
- Michael Keiller (Northbridge Brewing Company);
- Fiona DiLanzo (Sorrento Restaurant).

Rob Broadfield (Food Writer, the West Australian) will MC the event and encourage panellists to discuss their inspiration and what they believe works for Northbridge and what makes it unique. They will discuss how the people and nature of Northbridge has changed over the years and why it is so vibrant today. Audience participation will be invited.

Food samples will be provided by each of the panellists and the Northbridge Brewing Company will supply wine. The Big N will also use the event to promote offers at other Northbridge venues for post-event drinks and dining.

The Big N hope that the event will assist in dispelling the negative image often associated with Northbridge, and will operate as a public relations exercise for Northbridge. The maximum capacity for the marquee is 220 people. Organisers are in discussions with the screen curator at the Northbridge Piazza to simultaneously screen the panel discussion on the Piazza Screen to extend the reach of the event. The discussion could then be re-broadcast at several later dates, further increasing the audience. Organisers are also investigating the possibility of screening the event on the large screen at the Perth Cultural Centre.

Funding

The total cost of the event is \$12,400. Organisers have requested cash sponsorship of \$9,000 (73% of the total cost of the event). Hospitality participants on the panel will be providing food and beverages for the event at a discounted rate. Organisers advise that should they be unsuccessful in securing sponsorship from the City, the event would be funded from the Big N funds. Organisers advise that they would be unable to hire a marquee, and would increase the cover charge for the event.

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

Whilst the event attendance is not significant, the Big N are planning to extend the reach of the event by screening it on the Piazza and Cultural centre Screens. The event will attract attendees to Northbridge on a Thursday night and is likely to increase economic benefit in surrounding

businesses. The event will assist with positive image positioning for Northbridge.

2. Encourages use of public spaces.

The event is to be held at the Northbridge Piazza.

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

Organisers plan to charge a small fee of \$10 for attendance at the event. This cost will cover food and beverages. The event will be free to view on the Piazza and Cultural Centre screens.

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

The event will be held exclusively in Northbridge.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the requested sponsorship of \$9,000:-

- the City of Perth to be acknowledged as a major sponsor of the event;
- an opportunity for the City to provide extensive signage at the event;
- the City of Perth crest and Eat Drink Perth logo to be included on all marketing material including flyers distributed through Northbridge and the City;
- invitations for Elected Members to attend the event as VIP's;
- the Lord Mayor, or representative, to be invited to welcome attendees to the event.

Comments:

Northbridge Food and Wine – Then and Now: A Panel Discussion and Tasting will activate Northbridge on a Thursday night. The Big N has plans to extend the reach of the event by screening the event on the Piazza and Cultural Centre screens. Organiser will promote food and drink offers at surrounding businesses to event attendees. The event will provide some economic benefit for Northbridge.

The influence and status of those involved in presenting this event provide a potential platform for significant positive promotion of the Northbridge precinct. While the capacity for attendance at the activity is quite low, the post-event coverage and positive word-of-mouth (including social media) it could generate has the ability to impact on the greater community and depiction of Northbridge as a safe and vibrant destination.

Should the Big N be unsuccessful in receiving sponsorship for the event, it would impact the organisations ability to deliver a low cost event. Cash sponsorship of \$9,000 is recommended.

EVENTS

Event Sponsorship Evaluation Form

| | |
|---------------------------------|---|
| Applicant: | DYO Events |
| Event: | Pops Boxx |
| Date and Time: | 21 – 22 March 2015, 12.00pm to 5.00pm and 6.00pm to 12.00am |
| Location: | TBC |
| Total Cost of Event: | \$52,983.05 |
| Sponsorship Requested: | \$10,000 |
| Sponsorship Recommended: | Decline |

Background on Applicant:

DYO Events is an event company run by Katie and Erica Mathieson. The organisation focuses on activating spaces, giving back to the community and providing new offerings for the events industry. Together the two organisers have experience assisting and delivering a range of events over the past six years including:-

- Subiaco Farmers Market;
- Food Meets Fashion (Eat Drink Perth);
- Winter Supper Club (Winter Arts Season);
- Twilight Hawkers Market;
- Mandurah Boardwalk farmers Market;
- Design Institute of Australia 2013 and 2014 Awards Night; and
- a suite of corporate and private events.

DYO Events has been operating since August 2013.

Summary of Event:

Pops Boxx will be held on Saturday 21 and Sunday 22 March 2015, in two sessions daily – 12.00 noon to 5.00pm and 6.00pm to 12.00 midnight.

Pops Boxx is a pop-up gourmet picnic. Organisers are investigating the use of the privately owned space on the corner of Roe Street and Lake Street, as well as the State Theatre Centre Courtyard as potential locations. The event is ticketed at a cost of \$50 per head, which covers entry to the event, a free drink and a Pops Boxx picnic box for one from Uncle Joe's Mess Hall.

Organisers will work with Uncle Joes Mess Hall and Bar Pop to deliver the event. Uncle Joe’s Mess Hall is a food venue and barbershop and will be responsible for menu co-ordination and design, food preparation and food safety management for the event. Barpop has been operating since November 2013 and deliver Pop Up Bars in various public and private events, including the Urban Orchard in the Perth Cultural Centre. Barpop will be responsible for the beverage menu, site plan, bar management, liquor licensing and front of house.

DYO Events will manage the on-site management, ticketing, marketing, concept layout and design development and delivery.

Organisers will provide rugs and cushions and the event will include live music from local musicians and short films shown on a big screen.

Each session has a capacity of 200, giving a total maximum attendance of 800 over the two days.

Funding

The total cost of the event is \$52,983.05. DYO Events has requested cash sponsorship of \$10,000 (19% of the total cost of the event). Organisers advise that the event would be unable to continue without cash sponsorship from the City. Organisers have confirmed in-kind sponsorship from marquee and security companies and will look to partner with an organisation to provide beverages for the event.

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

The event will create vibrancy in Northbridge. The event will increase visitation to the City over two days, and may provide some economic benefit for businesses in the area.

2. Encourages use of public spaces.

Organisers are investigating two potential locations, both of which are privately owned spaces.

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

The event is ticketed at a cost of \$50 per head.

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

The event will be held exclusively in the City of Perth.

5. Benefits to be provided to the City:

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

- the City to be acknowledged as a key sponsor of the event in all marketing and media promotion;
- the City of Perth crest and Eat Drink Perth logos to appear on all marketing and promotional material, both in print and social media;
- an opportunity for the City of Perth and Eat Drink Perth logos to appear on all picnic boxes;
- an opportunity for the City to display signage at the event;
- VIP invitations for Elected Members to attend the event;
- An additional 25 tickets for City of Perth representatives to attend one session.

Comments:

The event is a pop up picnic concept which will attract people to the City over two days. The event is not free to attend and is not planned to be held in a public space. It is recommended that cash sponsorship is declined for this event.

EVENTS

Event Sponsorship Evaluation Form

| | |
|---------------------------------|---------------------------------|
| Applicant: | The Trustee Bar and Bistro |
| Event: | Bar Wars |
| Date and Time: | 18 April 2015, 2.00pm – 10.00pm |
| Location: | Chung Wah Lane |
| Total Cost of Event: | \$20,500 |
| Sponsorship Requested: | \$10,000 |
| Sponsorship Recommended: | \$5,000 |

Background on Applicant:

The Trustee Bar and Bistro has been operating in Brookfield Place for three years. The venue is owned and operated by the brother and sister team of Scott and Angie Taylor, who are also responsible for the Beaufort Street Merchant and Enrique's School For To Bullfighting in Highgate, as well as Obsesso Espresso in Brookfield Place. In June 2014, the venue owners converted the existing wine vault above the Trustee into a rum bar called The Angels Cut.

The bars form part of the growing trend of small bars in the city and a such form a key part of our night time economy.

Summary of Event:

Organisers have requested cash sponsorship for "Bar Wars", to be held on Saturday 18 April 2015, from 2.00pm to 10.00pm. The event is a competition where two bars compete for the inaugural Bar Wars trophy.

Organisers propose that the Angels Cut (rum bar) will compete against Enrique's School For To Bullfighting (gin bar). The venues will each provide two drink offers for sale and the public will vote for their favourite drink through a token voting system with tokens placed in one of two giant martini glasses. The venue with the most tokens by 9.00pm will receive the Bar Wars Trophy. The event will also include food offerings available for purchase, designed to match the drinks.

Each bar will offer:-

- water and soft drink;
- one full strength and one mid strength beer;

- one red, one white and one sparkling wine;
- three signature cocktails from each bar;
- simple food offerings.

Venues also have the chance to earn points via different competitions which will be run throughout the evening:-

- a dunk tank with a 'celebrity; representing each bar
- a strong man competition with a side show mallet
- a cocktail competition – each venue to recruit two barmen from other venues who will do battle on their behalf, judged by a panel of industry leaders.

Further proposed event entertainment includes:-

- DJ's and live music;
- a cocktail masterclass with James Connolly, bar guru;
- the five best rum cocktails ever.

Organisers anticipate that attendance at the event will be 200.

Organisers are working with the City of Perth to facilitate approvals for the use of the space and to maximise the reach and economic impact of the event. The event will also form part of the Northbridge Piazza's Innovation Month to be held over April.

The event organiser is fully aware of the responsible service of alcohol and as such will ensure that consumption of alcohol is monitored. Security will be onsite throughout the event to monitor numbers and patrons generally.

Funding

The total cost of the event is \$20,500. Organisers have requested cash sponsorship of \$10,000 (49% of the total cost of the event). Organisers advise that should they be unsuccessful in securing sponsorship, the event would be unable to continue.

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;

- to create a vibrant, energetic 24 hour city.

The event will provide exposure for the participating venues and may provide some small increase in visitation to the city. The event will create vibrancy in the city.

2. Encourages use of public spaces.

The event is to be held in Chung Wah Lane which is privately owned, however the event will be completely accessible to the public.

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

The event will be free to the public to attend. Attendees can purchase food and beverages at the event.

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

The event will be held exclusively in the City of Perth.

5. Benefits to be provided to the City:

The following benefits will be provided for the requested cash sponsorship of \$5,000:-

- an opportunity for the City to display City of Perth and Eat Drink Perth signage at the event;
- the City of Perth and Eat Drink Perth logos to appear on all print and online advertising;
- the Lord Mayor, or representative, to be invited to attend the event and to judge the cocktail competition.

6. Additional benefits to be provided:

Organisers advise that no additional benefits would be provided for the requested cash sponsorship of \$10,000.

Comments:

Bar Wars is to be held in Chung Wah Lane in Northbridge. The event is free to attend and is held in a publically accessible privately owned space. Organisers are working closely with the City of Perth to maximise the reach and economic impact of the event. The event will form part of the Northbridge Piazza's Innovation Month as well as the City's Eat Drink Perth program of events. Cash sponsorship of \$5,000 is recommended.

EVENTS

Event Sponsorship Evaluation Form

| | |
|---------------------------------|-------------------------------|
| Applicant: | Food Truck Rumble |
| Event: | Food Truck Rumble |
| Date and Time: | 12 April 2015, 11am to 8.00pm |
| Location: | Perth Cultural Centre |
| Total Cost of Event: | \$50,000 |
| Sponsorship Requested: | \$10,000 |
| Sponsorship Recommended: | \$10,000 |

Background on Applicant:

Food Truck Rumble was formed to deliver the Food Truck Rumble, the first Food Truck Festival in Perth. The event brings together the best food trucks to the heart of the city for people to experience the food truck phenomenon.

Summary of Event:

The Food Truck Rumble is to be held on Sunday 12 April 2015, from 11.00am to 8.00pm in the Perth Cultural Centre. The event is a Food Truck Festival with a proposed 30 food trucks attending the event to sell food to the public, with food costs ranging from \$5.00 to \$15.00. The event will operate through lunch and dinner and will also feature a pop up bar, seating and shade, DJs, music, a mobile app and a street dance competition. The event will have the theme of street food and street dance, linking together two scenes which have emerged from the streets.

The inaugural Food Truck Rumble was held in the Perth Cultural Centre in 2014, as part of Eat Drink Perth. The event had 16 food trucks and an anticipated attendance of 5,000 and included a pop up bar, carnival amusements, swing dancing performances and a cupcake eating competition. The event attracted a total attendance of 10,000. Several food trucks ran out of food and had to restock due to the unexpected high numbers attending the event.

Funding

The total cost of the event is \$50,000. Organisers have requested cash sponsorship of \$10,000 (20% of the total cost of the event). Organisers advise that should they be unsuccessful in securing sponsorship for the event, it will still continue.

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

The event will increase visitation to the city on a Sunday with an estimated 10,000 people attending the event over nine hours. The event will increase economic investment in the city with attendees likely to visit surrounding businesses before or after they attend the Food Truck Rumble.

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

The event will be held exclusively in the Perth Cultural Centre

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

The event is free to the public to attend. Food and beverages will be available for purchase and there will be free entertainment.

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

The event will be held exclusively in the city.

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

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

- the event to be acknowledged as part of Eat Drink Perth in all promotional material;
- the City of Perth crest to appear on all promotional material including banners, posters, flyers and the program booklet;
- the support of the City of Perth to be acknowledged on the event social media accounts;
- the event organiser to promote other Eat Drink Perth events through its social media channels;

- an opportunity for the City to display signage at the event;
 - an opportunity for the City to utilise one full page of the official event program for promotion of other Eat Drink Perth events;
 - the Lord Mayor to be invited to provide a foreword for the official event program.
-

Comments:

The Food Truck Rumble was held in 2014 and attracted an attendance of 10,000. Organisers plan to hold the event again in 2015 with almost double the number of trucks. The event will activate the Cultural Centre on a Sunday during trading hours, will add vibrancy to the city and will increase economic benefit in the city with attendees likely to visit surrounding businesses and attractions before or after attending the event. Cash sponsorship of \$10,000 is recommended for the event.

EVENTS

Event Sponsorship Evaluation Form

| | |
|---------------------------------|---|
| Applicant: | Perth Symphony Orchestra |
| Event: | Perth Chamber Orchestra presents Lights Out: Earth Hour by Candlelight |
| Date and Time: | 28 March 2015, 6.30p0m to 9.30pm |
| Location: | St Georges Cathedral |
| Total Cost of Event: | \$46,330 |
| Sponsorship Requested: | \$7,000 |
| Sponsorship Recommended: | Decline |

Background on Applicant:

Perth Chamber Orchestra is the sister of the new Perth Symphony Orchestra. The organisation aims to bring unique concert experiences to Perth and WA.

Summary of Event:

Perth Chamber Orchestra presents 'Lights Out': Earth Hour by Candlelight is to be held in St Georges Cathedral on Saturday 28 March 2015, from 6.30pm to 9.30pm. The event is a candlelight food, wine and music event in conjunction with Earth Hour.

The event will be ticketed as follows:-

- \$25 for under 18 years;
- \$65 concession;
- \$79 full price.

Attendees will arrive at 7.00pm and view a gallery of images of Perth on the theme of natural light, as they sample raw food created for the event by Perth based caterer Comestibles. The food will be created without using power, and sourced from local suppliers. Wines will be supplied by Karafilis – a WA organic wine producer. At 8pm guests will be invited out to the lawn of the cathedral to watch the lights go out along St Georges Terrace. Attendees will then return inside for a candlelit concert recalling the flavours and scents of the food they have consumed.

Organisers have not previously delivered an Earth Hour concert before, however they have run several candlelit concerts with matching menus and wine and theatricals. These concerts have sold out in advance, and received wide media coverage and positive reviews.

Organisers anticipate an attendance of approximately 400 at the event.

Funding

The total cost of the event is \$47,000. Perth Chamber Orchestra has requested cash sponsorship of \$7,000 (15% of the total cost of the event). Organisers are also seeking sponsorship from private organisations. Should the event be unsuccessful in receiving sponsorship from the City, organisers advise that the event would continue in a scaled down format.

Eligibility for Sponsorship:

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

Assessment of Application (Events):

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

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

The event will create vibrancy in the city but will only provide a small increase in visitation to the city. The event is not likely to increase economic investment in the city as it is held on a Saturday evening after retail trading hours, and attendees are unlikely to visit surrounding businesses before or after the event.

2. Encourages use of public spaces.

The event is not held in a public space; a small portion of the event is planned to take place on the front lawn of the Cathedral.

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

The event will be ticketed with prices ranging between \$25 and 79. Tickets costs will assist in covering the running costs of the event and the provision of food and beverages.

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

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the requested sponsorship of \$7,000:-

- the City of Perth to be recognised as an event partner;
- the City of Perth crest to appear on all promotional material for the event, including newspaper advertising, social media and the official event program ;
- an opportunity for the City to display signage at the event;
- the Lord Mayor and Deputy Lord Mayor and their guests to be invited to attend the event as VIPs;
- the Lord Mayor, or representative, to be invited to give the official welcome at the event;
- an opportunity for the City to leverage the event for cross promotion of Eat Drink Perth and related events.

Comments:

Perth Chamber Orchestra presents Lights Out: Earth Hour by Candlelight is not held in a public space, which is one of the key criteria for City of Perth Event Sponsorship. The event is also ticketed with most prices quite high, and therefore does not meet the City's preference for events to be free to the public to attend. The event is an arts based event with the addition of a food and beverage component. The intention of Eat Drink Perth sponsorships is to encourage events which have food and beverage as the primary component. Organisers advise that the event is likely to go ahead without City funding. It is recommended that sponsorship is declined for this event.

ITEM NO: 5

EVENT SPONSORSHIP (PARTNERSHIP) – NIGHT NOODLE MARKET

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. approves Event Sponsorship of \$50,000 (excluding GST) to Fairfax Events to present the Night Noodle Market in the Perth Cultural Centre, as part of Eat Drink Perth, from Wednesday, 18 March 2015 until Sunday, 29 March 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 City of Perth crest and Eat Drink Perth logo to be displayed on all promotional material including print and online advertising;***
 - 2.2 City of Perth crest and Eat Drink Perth logo to feature in on-site signage at the event in prominent locations;***
 - 2.3 VIP invitations to be extended to the Lord Mayor and Elected Members to attend the event;***
 - 2.4 the Lord Mayor or a City representative to be invited to speak at the opening of the event;***
 - 2.5 Eat Drink Perth programs to be distributed at the event, promoting other city-based food events over the month;***
 - 2.6 Fairfax Events to present a one-off collaboration event, featuring an internationally recognised chef to take place at an iconic Perth restaurant as part of Eat Drink Perth;***
 - 2.7 Fairfax Events to deliver a unique pop-up activation event to feature as part of Eat Drink Perth;***

(Cont'd)

2.8 *Fairfax Events to host interstate food writers from the East Coast during Eat Drink Perth;*

2.9 *Fairfax Events to partner with local businesses to present a series of small events and offers that will feature within the Eat Drink Perth program;*

2.10 *a detailed acquittal report, including all media coverage obtained, by 31 August 2015.*

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING OFFICER: Melissa Forbes, Assistant Manager Marketing
RESPONSIBLE DIRECTOR: Garry Dunne, Director City Services
DATE: 6 January 2015
MAP / SCHEDULE: N/A

Fairfax Media is a multi-platform, national media company comprising metro and regional print mastheads, websites and apps. As a branch of Fairfax Media, Fairfax Events produces a portfolio of major events across the genres of food, wine, entertainment, culture and sport. Their core food event brand, Good Food Month, is currently delivered in Sydney, Brisbane, Canberra and Melbourne. It is a month-long food event that celebrates all things food and drink, in partnership with Australia's best restaurants, food businesses and world-class chefs.

Fairfax Events partners with key stakeholders to deliver a diverse calendar of community events around the nation. Previous events include the Sydney Morning Herald Fun Run, Crave Sydney International Food Festival, Brisbane Times City2South and the NSW Wine Festival.

The Night Noodle Markets will be the first event that Fairfax Events has managed in Western Australia. Fairfax Events currently present the Night Noodle Market event as part of Good Food Month in Sydney, Brisbane and Melbourne.

The Fairfax food events team has up to 10 staff at any one time, covering operations, logistics, administration, sponsorship and business management. The majority of staff members hold degrees within their specified field.

Summary of Event:

The Night Noodle Market will take place for 12 nights in the Perth Cultural Centre between Wednesday, 18 March 2015 and Sunday, 29 March 2015, from 5.00pm to 11.00pm. Other city venues including the Supreme Court Gardens were considered but are unavailable on this occasion due to existing bookings. It is anticipated that in the future the event could be located within a City of Perth location given longer lead times to book.

Fairfax Events describes the event as “*an authentic yet contemporary hawker-style market – fun, family-friendly and free*”. The space will be set up as an outdoor meeting place for locals and visitors of all ages. It will feature 20-25 of the city’s best Asian restaurants, themed bars and chill-out areas, plus live entertainment. There will be no entry fee into the space. Food and drink will be available for purchase.

It is expected that the vast majority (85-90%) of the stall holders will be local Perth businesses. Fairfax Events will charge stall holders a site rental fee of \$500 per night and a commission of 20% on their nightly turnover.

Based on similar events in other capital cities, Fairfax Events estimates that attendance will be approximately 4,000 per night, or 48,000 over the duration of the event. They also predict that the event will have positive ramifications for nearby food businesses, cafes, pubs and bars. Based on research from the Sydney and Melbourne events, an average spend of \$29 per attendee is expected to be made at surrounding local businesses.

The target market for the Night Noodle Market is a broad cross section of the population:

Core Target Market:

- Metro skew, with a broad cross section of visitors from regional areas.
- 30+ years.
- Interested in food and food events.
- Culturally aware and eager to explore diversities in cuisine.
- When eating out they will walk further for a good coffee and wait longer to go to a good restaurant.

Secondary Target Market:

- 18-29 years.
- Progressive and active people looking for inspirational food experiences that stimulate their desire to socialize and share a meal

Publicity and Promotion

The Night Noodle Market will be promoted predominately through local Fairfax Media channels of 6PR and 96FM, along with online sites watoday.com and goodfoodmonth.com. Fairfax Events will also promote via several WA regional papers and will also aim to establish local TV and press partnerships to promote the event.

Add on Events

Fairfax Events have indicated it plans to present a series of add-on events to form part of the City’s Eat Drink Perth program, as outlined in the benefits section of this report.

Funding

The total cost of the event is \$1,151,505 (excluding GST). Organisers have requested cash sponsorship of \$50,000 (4.5% of the total cost of the event). The event has also applied for \$20,000 cash and in-kind funding from the MRA. Organisers have approached other corporate sponsors for support. The event will still go ahead as planned without the City of Perth's support.

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 the diversity of Perth

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

Council Four Year Priorities: Perth at Night

S13 Development of a healthy night time economy

13.1 Investigate ways to expand safe and healthy options for night-time activity in Perth city in collaboration with the business community and other stakeholders.

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.

Based on previous events in other capital cities, Fairfax Events is estimating an overall attendance of 48,000 visitors to the event. Fairfax Events are predicting this attendance will have positive economic benefit for surrounding businesses and have previous research that shows an average spend of \$29 per attendee.

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

The event and the organisation have strong interstate media ties that will provide a platform to showcase Perth, the Night Noodle Market and Eat Drink Perth. It is likely this will have a positive impact on the local food and beverage industry.

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 likely to position Perth as a city of regional significance in interstate markets using established media relationships and leveraging off the strong Good Food Month brand. The event will increase visitation to the City over a 12-day period, with an estimated attendance of 48,000.

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

The event is free to attend. Food and beverage are available for purchase.

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

The event is held in other capital cities in Australia. This will be the only Night Noodle Market held in Western Australia.

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 9000 7901 (\$17,803) Budgeted \$50,000
BUDGET ITEM: Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER: 39
BUDGET ITEM
BUDGETED AMOUNT: \$50,000
AMOUNT SPENT TO DATE: \$25,000
PROPOSED COST: \$25,000
BALANCE: \$ 0

ACCOUNT NO: CL 1486 5000 7901
BUDGET ITEM: Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER: 39
BUDGET ITEM
BUDGETED AMOUNT: \$423,900
AMOUNT SPENT TO DATE: \$391,703
PROPOSED COST: \$ 25,000
BALANCE: \$ 7,197

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Night Noodle Markets will provide a large scale city activation over a 12 day period and is likely to be a major draw card to the Eat Drink Perth festival. With free entry to the event and a comprehensive marketing plan, organisers are expecting 48,000 attendees to the event.

Fairfax Events will work closely with the City of Perth to ensure collaboration and cross promotion of the Forrest Place Twilight Hawkers Market, Yum Cha in the Park and other food-related activity that occurs within the same period.

The event will be positioned as an opening event for the Eat Drink Perth festival and assist in heightening the profile of the event to the advantage of the 80+ City of Perth businesses that feature within it.

The City will also work with Fairfax to ensure the presentation of the event, before during and after meet the high standards the City sets for our own activities.

It is recommended that Council approves a partnership with Fairfax Events of \$50,000 (excluding GST) funded from the Eat Drink Perth project budget.