

MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS
COMMITTEE**

24 MARCH 2015

APPROVED FOR RELEASE



**GARY STEVENSON PSM
CHIEF EXECUTIVE OFFICER**



CITY of PERTH

MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS
COMMITTEE**

24 MARCH 2015

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

**PRESIDING MEMBER'S
SIGNATURE**

CS

DATE:

14/4/2015

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

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Minutes of the meeting of the City of Perth **Marketing, Sponsorship and International Relations Committee** held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 24 March 2015**.

MEMBERS IN ATTENDANCE

Cr Chen - Presiding Member
Cr Adamos

OFFICERS

Mr Stevenson - Chief Executive Officer
Mr Dunne - Director City Services
Mr Mileham - Director City Planning and Development
Mr McDougall - Acting Manager Economic Development
Mr Noble - Acting Manager Governance
Ms Best - Governance Officer

OBSERVERS

Deputy Lord Mayor

MP35/15 DECLARATION OF OPENING

4.00pm The Presiding Member declared the meeting open.

MP36/15 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Cr Limnios (Leave of Absence)

MP37/15 QUESTION TIME FOR THE PUBLIC

Nil

MP38/15 CONFIRMATION OF MINUTES

Moved by Cr Adamos, seconded by Cr Chen

That the minutes of the meeting of the Marketing, Sponsorship and International Relations Committee held on 3 March 2015 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Adamos

Against: Nil

MP39/15 CORRESPONDENCE

Nil

MP40/15 DISCLOSURE OF MEMBERS' INTERESTS

Nil

**MP41/15 MATTERS FOR WHICH THE MEETING MAY BE
CLOSED**

Nil

**MP42/15 CORPORATE SPONSORSHIP – STARTUP WEEKEND
PERTH**

BACKGROUND:

FILE REFERENCE:	P1010627-23
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	Planning and Development Directorate
DATE:	3 February 2015
MAP / SCHEDULE:	Nil

Startup Weekend is a global network of leaders and entrepreneurs on a mission to “inspire, educate, and empower individuals, teams and communities”. It is a registered non-profit charitable organisation that relies on corporate sponsorships, grants and volunteers to host events to benefit creative industry target groups. So far there have been over 1,500 Startup Weekend events held worldwide.

Startup Weekend Perth is an intensive 54 hour event where developers, designers, marketers and enthusiasts come together to share ideas, form teams, build a product and launch a ‘start-up’. All five of the Startup Weekends previously held in Perth were sold out events, with between 80 – 100 participants at each.

Startup Weekend Perth is supported by local innovation leaders including Sync Labs, Spacecubed, Health Engine, Seabreeze, Yuuwa Capital and Amcom. Startup

Weekend is also supported at a global level by Google for Entrepreneurs, Amazon Web Services, Microsoft and Intuit.

The City provided \$5,000 cash sponsorship in 2012 for the inaugural Perth Startup Weekend and a further \$10,000 to support a series of start-up events held during the 2013/14 financial year. These events directly target small new and/or potential businesses from the creative industries.

A request for corporate sponsorship has been received from Startup Weekend to support a Startup Weekend Perth event in April 2015.

Summary of Event:

Startup Weekend are looking to build on the momentum of previous events by hosting their sixth Startup Weekend in Perth in April 2015. The event will be held at Spacecubed, 45 St Georges Terrace, Perth, and is scheduled to work in with other complementary events run by Uearthed and the Founder Institute.

The Startup Weekend Perth event will also be supported by pre and post events with the aim of maximising community awareness and involvement.

The main event will follow the same successful model used globally, where participants will have the opportunity to pitch their own start-up idea to their peers.

The most popular/high-potential ideas will be selected and teams will be formed to work on business model creation, prototypes and market validation. The teams will receive advice and assistance from the speakers and coaches throughout the event.

Participants will benefit by undertaking one or more of the following activities:

- launch a successful start-up business;
- find a co-founder or business partner;
- network and share knowledge;
- learn skills outside their own professions;
- experience a coaching and mentoring program; and
- engage in strategic planning and business development.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan

Council Four Year Priorities: Perth as a capital city
S6 Maintain a strong profile and reputation for Perth
as a city that is attractive for investment
Council Four Year Priorities: Capable and Responsive
Organisation
S20 Meaningful and contemporary community
engagement and communications

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
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:

- Entrepreneurs;
- Creative industries professionals;
- Business development and management professionals;
- Students;
- Existing City business owners; and
- Potential City business owners.

Promotion of City of Perth to Markets / audiences:

The City of Perth will be promoted to key target markets as a major supporter of creative industries at all Startup Weekend Perth events.

Assessment of Application (Corporate):

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

The City's role in attracting creative and innovative businesses to the city will be promoted to creative industry target groups.

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

The City of Perth will continue to promote its role as a supporter of businesses and of the creative industries in Perth. This sector is recognised as integral to the development of a modern economy and sponsorship of this event will help to strengthen industry networks, foster innovation and attract creative industry businesses to the city.

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

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

- The local and national market will have access to marketing material for this event via online resources.
- The City will be recognised as a contributor to innovative and successful business.
- Attract and retain creative industry businesses to the city.
- Enhances Perth's growing reputation as a developing digital hub of global significance.

To increase visitation to the City:

- Attendees will visit the Central Business District (CBD) location throughout the weekend during the main event.
- A future outcome of this project will be to encourage innovative new businesses in the city that will in turn increase visitation to the area.

To create a vibrant, energetic 24 hour city:

- The event will generate vibrancy in the city by activating an area of the CBD outside of normal business hours (St Georges Terrace).
- 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 793 000	
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development	
BUDGET PAGE NUMBER:	13	
BUDGETED AMOUNT:	\$1,851,915	This component is \$120,259 (Creative Industries)
AMOUNT SPENT TO DATE:	\$ 46,359	
PROPOSED COST:	\$ 10,000	
BALANCE:	\$1,795,556	

All figures quoted in this report are exclusive of GST.

COMMENTS:

Startup Weekend Perth meets the identified objectives of the City's Economic Development Strategy. The event will deliver positive outcomes for the City by demonstrating its firm commitment to supporting start-ups and entrepreneurial activity within the creative industries. Ongoing support for this initiative will contribute to strengthened industry networks and increased opportunities for collaboration and innovation, ultimately supporting the aim of attracting and retaining creative industries in the city.

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

Moved by Cr Adamos, seconded by Cr Chen

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves Corporate Sponsorship of \$10,000 (excluding GST) to Startup Weekend organisers to present Startup Weekend Perth in April 2015;***
- 2. notes that the event organisers will provide the following annual sponsorship benefits to the City as a "Platinum" sponsor:***
 - 2.1 the City of Perth to be identified in all media material for Startup Weekend Perth;***
 - 2.2 the City of Perth logo to be listed on the Startup Weekend website, including recognition of the City's ongoing Platinum sponsorship;***
 - 2.3 an invitation for the Lord Mayor or City of Perth representative to address the attendees at the start/finale of Startup Weekend Perth events;***
 - 2.4 the opportunity for the City to set up a booth during all major Startup Weekend Perth events;***
 - 2.5 the opportunity for the City to display banners and distribute promotional material at all Startup Weekend Perth events;***
 - 2.6 the opportunity for the City to post a guest blog on the Startup Weekend website homepage;***

(Cont'd)

- 2.7** *four VIP tickets to attend the Startup Weekend Perth events; and*
- 2.8** *the opportunity for the City to award a prize to teams or individuals via a raffle or vote;*
- 3.** *requires a detailed acquittal report, including all media coverage obtained, to be submitted to the satisfaction of the City, by October 2015.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Adamos

Against: Nil

**MP43/15 CORPORATE SPONSORSHIP – IN THE ZONE
CONFERENCE 2015**

BACKGROUND:

FILE REFERENCE: P1027654
REPORTING UNIT: Economic Development Unit
RESPONSIBLE DIRECTORATE: Planning and Development Directorate
DATE: 16 March 2015
MAP / SCHEDULE: N/A

The City of Perth has received a request for Corporate Sponsorship of \$20,000, (excluding GST) from the University of Western Australia, to support the In the Zone conference 2015.

The University of Western Australia (UWA) launched the 'In the Zone' conference series in 2009 with the aim to provide participants with a contemporary perspective on the growth prospects of the Asia-Pacific region, the opportunities created by an increasingly multi-polar world order, and the policy settings and infrastructure necessary to stimulate sustainable growth and active dialogue between the nations taking centre stage in the twenty-first century.

'In the Zone', which was also held in 2011 (invite only forum), 2012 (full conference), and 2014 (full conference) has built a reputation for bringing together a diverse cross-section of talent and expertise from around Australia and the region. It is a forum to

discuss issues of mutual significance, build relationships and strengthen networks to support Australia's international public diplomacy efforts.

The 'In the Zone' conference promotes Perth to a number of foreign dignitaries and influential people globally, about Perth's strategic location in the Indian Ocean Rim. The conference creates and increases awareness regarding Perth's position within the same time zone as 60 percent of the world's population, sharing the same or similar business hours as most of Asia's key business centres. This positive message has great potential to encourage foreign direct investment into Perth.

In 2014, 'In the Zone' held its most successful business forum to date, attracting a range of international speakers and the support of the Hon. Julie Bishop MP, Foreign Minister, who hosted the largest delegation of foreign diplomats to Western Australia at the event.

As the role of business and non-state actors grow in its ability to influence international relations and policy, In the Zone continues to build a platform to actively promote the vision and commentary of a range of Western Australian leaders on both national and international stages.

The City supported the 2011, 2012, and 2014 In the Zone conference series' through cash sponsorship, totalling \$20,000 (excluding GST), detailed in the table below.

Financial Year	Sponsorship amount
2009/2010	In-kind
2011/2012	\$20,000
2013/2014	\$20,000
2014/2015	\$20,000 (recommended)

Summary of Event:

In 2015, 'In the Zone' plans to host two high-profile events, in Perth and Singapore, as part of its ambition to engage further and more deeply with key influencers and decision makers across the region. Their goal is to enhance Perth and Western Australia's profile as a knowledge economy, and a strategic trade and investment partner for the Asian Market.

The 'In the Zone' conference 2015 will feature the following events and initiatives:

Singapore Roundtable

The first 'In the Zone' event this year is proposed to take place in Singapore on Monday, 13 April 2015, as an invitation-only high-level roundtable and lunch with the Premier of Western Australia, the Hon. Colin Barnett MLA. UWA will work with the Western Australian Trade Office in Singapore and a corporate partner to curate a selection of participants from across government and the business community.

State of Mind Report

The Singapore event will involve the launch and distribution of a new report commissioned by the Energy and Minerals Institute at UWA entitled State of Mind, a data visualisation narrative that tells the story of Western Australia's transition from a resources based economy to a smart, knowledge based economy, possessing the scientific, technical and professional skills necessary to building and developing capacity in Asia.

Annual Business Forum

On Friday, 1 May 2015, 'In the Zone' will host a half-day business leader's forum in Perth with its media partner, The Australian newspaper. The business forum will aim to bring together 250 senior business, thought and policy leaders from across Australia and the region to participate in active roundtables and dialogue on contemporary regional issues.

The Australian Foreign Minister, the Hon. Julie Bishop MP, has committed her support for the event, which will be moderated by senior journalists from The Australian including Paul Kelly, Editor-at-large. The headline speaker in 2015 is His Excellency Professor Doctor Susilo Bambang Yudhoyono, the former president of Indonesia.

Smart Power in the Zone

As the balance of world economic power and wealth shifts to Asia, it is important that Australia benchmarks its performance against the economies of our own region. In 2014, In the Zone and the Perth USAsia Centre commissioned a new set of comparative indicators that reveal Australia's relative strengths and weaknesses set against the performance of the principal economies of the region, in the form of the Smart Power report. The second edition of this report will be launched on 1 May 2015.

Special Report in The Australian

In the Zone will work with The Australian newspaper to develop a special report that showcases policy content from the 2015 Business Forum. The special report series provides an invaluable opportunity for Western Australian policy makers and leaders to have a voice in the national policy arena.

Creative Advocacy

In the Zone continues to support Perth's consolidation as a resources hub in the region, and to harness the economic, creative, and social capital needed to keep Perth on the map in the minds of the Asian region.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan

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

S6.2 Promote collaboration, networking, knowledge-exchange and business mentoring and development for tourism-based businesses

Policy

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

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

Markets / audiences who will be exposed to sponsorship information:

- State and Federal Governments;
- National and international business, thought and policy leaders;
- Members of leading think tanks internationally;
- Audiences in India, Indonesia, Korea, Japan, Myanmar and China through international journalists; and
- Readers of The Australian newspaper.

Promotion of City of Perth to Markets / audiences:

UWA will promote the City's support for the In the Zone conference as per the sponsorship benefits outlined in the recommendation section of this report. The benefits and exposure from this promotion will be across Australia and the Asian region.

The City will be promoted to markets / audiences through the following channels:

- The Australian newspaper;
- International media (India, Indonesia, Korea, Japan, Myanmar and China); and
- In the Zone online platforms.

Assessment of Application (Corporate):

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

Sponsorship of 'In the Zone' presents an opportunity for the City to promote its position as a leader in international collaboration and business development, particularly with key countries in the Asian region.

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 build its reputation in the Asian region as a strong supporter of international relations and a leader in collaboration to address and improve key policy areas relating to investment and business development.

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

The project meets the following objectives:

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

- The international market will be exposed to marketing material for this event.
- The City will be recognised as a contributor to international collaboration and business development.
- Attract senior business, thought and policy leaders to the city.

To increase visitation to the City:

- In the Zone will bring international business, thought and policy leaders, members of international think tanks, and both national and international journalists to Perth.

To increase economic investment in the city:

- Visiting interstate and international conference delegates will inject money into Perth businesses.
- The conference aims to highlight policy issues and develop solutions, creating an attractive investment environment for potential businesses and investors.
- The conference also promotes Perth as an attractive investment destination, being situated in a strategic geographical location and in the same time zone as 60 per cent of the world's population.

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:	43973000
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development
BUDGET PAGE NUMBER:	13
BUDGETED AMOUNT:	\$1,815,915 This component is \$184,750 (Resource Sector)
AMOUNT SPENT TO DATE:	\$ 82,353
PROPOSED COST:	\$ 20,000
BALANCE:	\$1,713,562
ESTIMATED WHOLE OF LIFE COST:	\$ 20,000

All figures quoted in this report are exclusive of GST.

COMMENTS:

In return for a financial commitment of \$20,000 (excl. GST), the City of Perth would be recognised as a Silver Partner of the In the Zone conference 2015.

The 'In the Zone' conference series presents an opportunity for Perth to host an international level forum and conference that will be of economic development benefit to the City of Perth and its businesses.

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

Moved by Cr Adamos, seconded by Cr Chen

That Council:

- 1. approves cash sponsorship of \$20,000 (excluding GST) to the University of Western Australia to present the 'In the Zone' conference in May 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 acknowledgement as Silver Partner in all 'In the Zone' marketing collateral including website and conference advertising;***
 - 2.2 acknowledgement as Silver Partner at all 'In the Zone' events, on event signage and at official opening of events;***

(Cont'd)

- 2.3 VIP invitations to conference roundtables and other events;***
- 2.4 one complimentary registration to the 'In the Zone' business forum;***
- 2.5 pull-up banners to be displayed at the annual business forum;***
- 2.6 opportunity to provide marketing materials for display during 'In the Zone' business forum; and***
- 2.7 opportunity to provide content for 'In the Zone' website and use In the Zone logo and branding.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Adamos

Against: Nil

MP44/15 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

MP45/15 GENERAL BUSINESS

Responses to General Business from a Previous Meeting

Nil

New General Business

Nil

MP46/15 ITEMS FOR CONSIDERATION AT A FUTURE MEETING

Outstanding Items:

Review of Council Policy 18.8 – Provision of Sponsorship and Donations (Raised 20/01/15, updated 03/03/15).

MP47/15 CLOSE OF MEETING

4.15pm The Presiding Member declared the meeting closed.