

MINUTES

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

3 MARCH 2015

APPROVED FOR RELEASE



**GARY STEVENSON PSM
CHIEF EXECUTIVE OFFICER**



CITY of PERTH

MINUTES

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

3 MARCH 2015

THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED

PRESIDING MEMBER'S
SIGNATURE

DATE:

24/3/2015

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

INDEX

Item	Description	Page
MKT17/15	DECLARATION OF OPENING	1
MKT18/15	APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE	1
MKT19/15	QUESTION TIME FOR THE PUBLIC	1
MKT 20/15	CONFIRMATION OF MINUTES	2
MKT21/15	CORRESPONDENCE	2
MKT22/15	DISCLOSURE OF MEMBERS' INTERESTS	2
MKT23/15	MATTERS FOR WHICH THE MEETING MAY BE CLOSED	2
MKT24/15	GRANT - THE AUSTRALIAN NATIONAL FLAG ASSOCIATION - WA INC	2
MKT25/15	DONATION – BRINGING THEM HOME COMMITTEE – SORRY DAY AND RECONCILIATION WEEK 2015	6
MKT26/15	CORPORATE SPONSORSHIP – UNEARTHED 2015	9
MKT27/15	CORPORATE SPONSORSHIP – AUSTRALIAN CLEANTECH NETWORK	15
MKT28/15	EVENT SPONSORSHIP – 2015 INTERNATIONAL SQUASH CHALLENGE	19
MKT29/15	SPONSORSHIP – WOMEN IN SUPER MOTHER'S DAY CLASSIC 2015	25
MKT30/15	COMMONWEALTH WALKWAY, PERTH	29
MKT31/15	MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN	31
MKT32/15	GENERAL BUSINESS	31
MKT33/15	ITEMS FOR CONSIDERATION AT A FUTURE MEETING	32
MKT34/15	CLOSE OF MEETING	32

CONFIRMATION DATE 24 MARCH 2015

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

- 1 -

3 MARCH 2015

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, 3 March 2015**.

MEMBERS IN ATTENDANCE

- | | | |
|-----------|---|--|
| Cr Chen | - | Presiding Member |
| Cr Adamos | | |
| Cr Harley | - | Deputy Member (Entered the meeting at 4:12pm). |

OFFICERS

- | | | |
|--------------|---|--|
| Mr Stevenson | - | Chief Executive Officer |
| Mr Dunne | - | Director City Services |
| Mr Forster | - | Director City Infrastructure and Enterprise (Entered the meeting at 4:12pm). |
| Mr Mileham | - | Director City Planning and Development |
| Ms Scott | - | Manager Marketing, Communications and Events |
| Mr Ridgwell | - | Manager Governance |
| Ms Napier | - | Manager Community Services |
| Mr McDougall | - | Acting Manager Economic Development |
| Ms O'Neill | - | Governance Administration Officer |

GUESTS

Nil

MKT17/15 DECLARATION OF OPENING

4.08pm The Presiding Member declared the meeting open.

MKT18/15 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Cr Limnios (Apology)

MKT19/15 QUESTION TIME FOR THE PUBLIC

Nil

MKT 20/15 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 20 January 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

MKT21/15 CORRESPONDENCE

Nil

MKT22/15 DISCLOSURE OF MEMBERS' INTERESTS

Nil

MKT23/15 MATTERS FOR WHICH THE MEETING MAY BE CLOSED

Nil

MKT24/15 GRANT - THE AUSTRALIAN NATIONAL FLAG ASSOCIATION - WA INC

BACKGROUND:

FILE REFERENCE:	P1010627-28
REPORTING OFFICER:	Elizabeth Napier, Manager Community Services
RESPONSIBLE DIRECTOR:	Garry Dunne, Director City Services
DATE:	10 February 2015
MAP / SCHEDULE:	N/A

The Australian National Flag Association of WA has requested financial assistance of \$4,864 from the City of Perth to meet costs associated with the hire of 35 flag poles in the City in 2015 on Australia Day, ANZAC Day and National Flag Day. The organisation has also requested a contribution towards the cost, maintenance and replacement of the flags.

The fee is raised by the City and covers the cost of the service provided by the City for raising and lowering the flags on the specified days. The Association believes the flying of the flags on days of national significance enhances the City's contribution to its cultural environment and encourages participation in activities that celebrate Australia as a nation.

Each year the Association assumes responsibility for flying the national flag at numerous sites in the city and regards its activities as performing an important civic function on behalf of the City. This practise is now a tradition and the Flag Association is seeking continued support to maintain this tradition.

The Association provides and maintains the flags which measure 3.66 metres by 1.8 metres, at no cost to the City.

Previous financial support from the City to cover the cost of raising and lowering 35 Australian flags on days of national significance is as follows:

Year	Amount Provided
2005/06	\$5,062
2006/07	\$5,062
2007/08	\$4,943
2008/09	\$5,080
2009/10	\$5,080
2010/11	\$5,203
2011/12	\$5,296
2012/13	\$5,563
2013/14	\$4,750
Proposed 2014/15	\$4,864

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan

Council Four Year Priorities: Capable and Responsive Organisation

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

Policy

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

DETAILS:

The Australian National Flag Association - WA Inc, established 28 years ago, is a non-political organisation that relies entirely on volunteers to oversee organisational activities. Although the Association's services extend to the entire State, the flying of the Australian flag is restricted to within the City's boundaries.

The aims and objectives of the Association are to:

1. Communicate positively to all Australians the importance and significance of the chief national symbol - the Australian flag.
2. Provide promotional and educational material concerning the Australian National Flag.
3. Promote the Australian identity overseas by the use of the Australian National Flag.
4. Support existing "fly the flag" programmes and encourage support from recognised service organisations.
5. Encourage personal identity with the Australian National Flag at all levels within the community.
6. Promote the correct flying of the Australian National Flag in accordance with the Australian National Flag Official Guide.
7. Work to ensure that the Australian National Flag not be changed unless it is by the will of the people expressed in a constitutional referendum.

The dates and locations for flying the Australian National flag in 2015 are:

Day of National Significance	Dates	Locations/No of Flags
Australia Day	18/1/15 to 1/2/15	Kings Park Road (14 flags)
		Mounts Bay Road (14 flags)
		The Causeway (7 flags)
ANZAC Day	20/4/15 to 2/5/15	As Above
Australian National Flag Day	30/8/15 to 13/9/15	As Above

The organisation's audited financial statement for the year ended 30 June 2014 shows income derived from membership fees, sundry donations and sales of merchandise as \$56,195, and expenditure \$45,527. Accumulated funds amount to \$213,331.

CONFIRMATION DATE 24 MARCH 2015

**MARKETING,
SPONSORSHIP AND
INTERNATIONAL
RELATIONS COMMITTEE**

- 5 -

3 MARCH 2015

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	29B26000
BUDGET ITEM:	Other Property and Services - Unclassified – Other Unclassified
BUDGET PAGE NUMBER:	5
BUDGETED AMOUNT:	\$118,704
AMOUNT ALLOCATED TO DATE:	\$119,047
PROPOSED COST:	\$ 4,864
BALANCE:	(\$ 5,207)

All figures quoted in this report are exclusive of GST.

The budget item *Other Property and Services - Unclassified – Other Unclassified* has been adjusted in the February Budget Review to accommodate the recommended expenditure.

COMMENTS:

The Australian National Flag Association considers it has a civic and community responsibility to fly the Australian National Flag within the boundaries of the City on significant occasions. On each occasion, Australia Day, ANZAC Day and National Flag Day, 35 flags are flown in Kings Park Road, Mounts Bay Road, and the Causeway.

Moved by Cr Adamos , seconded by Cr Chen

That the Marketing, Sponsorship and International Relations Committee approve a grant of \$4,864 (excluding GST), to the Australian National Flag Association – WA Inc. to assist with hire fee costs associated with using City flag pole facilities on days of national significance (\$3,864), and the cost of maintenance and flag replacement (\$1,000), noting that the amount of \$3,864 will be recoverable in fees and charges raised by the City.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Adamos

Against: Nil

**MKT25/15 DONATION – BRINGING THEM HOME COMMITTEE –
SORRY DAY AND RECONCILIATION WEEK 2015****BACKGROUND:**

FILE REFERENCE: P1010627-28
 REPORTING OFFICER: Elizabeth Napier, Manager Community Services
 RESPONSIBLE DIRECTOR: Garry Dunne, Director City Services
 DATE: 13 February 2015
 MAP / SCHEDULE: N/A

The Bringing Them Home Committee has submitted a request to the City for the amount of \$7,000 (excluding GST) to support the cost of holding the Sorry Day commemoration event at Wellington Square on Tuesday, 26 May 2015, and to assist in raising awareness of Reconciliation Week, which runs from Wednesday, 27 May 2015 to Wednesday, 3 June 2015.

The Bringing Them Home Committee (WA) Inc. was formed in 1998 in response to the *Bringing Them Home Report*, which outlined the effects of policies surrounding the removal of Aboriginal children from their families, collectively known as 'The Stolen Generation'. Sorry Day is commemorated annually on 26 May, which is the anniversary date of the *Bringing Them Home Report* being tabled in Parliament.

The Committee is a not-for-profit community organisation committed to supporting reconciliation between the Aboriginal and non-Aboriginal community and is supported by Reconciliation WA located in West Perth established to provide leadership, advocacy and support to people and organisations driving the movement for reconciliation in WA.

Reconciliation Week is nationally recognised as a week to celebrate the building of mutually respectful relationships between Indigenous and other Australians. It is considered a major cultural event.

Previous sponsorship associated with Reconciliation Week and Sorry Day is as follows:

Year	Amount	Event
2001	\$3,100	'Sorry Day Bridge Walk'
2010	\$2,000	'Sorry Day' Event Wellington Square
2011	\$6,831	Reconciliation Week and Sorry Day Event Wellington Square
2012	\$5,200	Reconciliation Week and Sorry Day Event Wellington Square
2013	\$6,176	Reconciliation Week and Sorry Day Event Wellington Square

Year	Amount	Event
2014	\$6,800	Reconciliation Week and Sorry Day Event Wellington Square
<i>Requested /Proposed 2015</i>	\$7,000	Reconciliation Week and Sorry Day Event Wellington Square

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan

Council Four Year Priorities: Healthy and Active in Perth
S17 Recognition of Aboriginal culture and strong
relationships with the Indigenous community
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
18.5 – Hire of City Banner and Flag Sites

DETAILS:

National Reconciliation Week began in 1996 and was marked as an occasion to celebrate the resilience and achievements of Australia's Aboriginal peoples and build trusting relationships between Aboriginal peoples and other Australians. The dates of Reconciliation Week reflect significant dates in Australia's history. They are as follows:

- May 27 – The date of the 1967 Referendum, which saw 98% of Australians vote in favour of removing clauses in the Constitution that discriminated against Aboriginal people; and
- June 3 – The date in 1992 that the High Court recognised the Native Title rights of Aboriginal people and overturned the concept of 'terra nullius' (the belief that the continent was an empty, un-owned land at the time of European arrival). In 2000 over 300,000 people walked over the Sydney Harbour Bridge demonstrating their support for Reconciliation.

Sorry Day or the National Day of Healing for all Australians began in 1998, one year after the release of the Bringing Them Home Report which outlined the stories and recommendations of the Stolen Generations. In February 2008 the Prime Minister, Kevin Rudd, issued the National Apology to the Stolen Generations.

The budget item *Other Property and Services - Unclassified – Other Unclassified* has been adjusted in the February Budget Review to accommodate the recommended expenditure.

Moved by Cr Adamos , seconded by Cr Chen

That the Marketing, Sponsorship and International Relations Committee approve a donation of \$7,000 (excluding GST) to the Bringing Them Home Committee to assist with costs of the Sorry Day event to be held at Wellington Square and in recognition of Reconciliation Week noting that the amount of \$2,674 will be recoverable in fees and charges raised by the City.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Adamos

Against: Nil

4:12pm Cr Harley and Director City Infrastructure and Enterprises entered the meeting.

MKT26/15 CORPORATE SPONSORSHIP – UNEARTHED 2015

BACKGROUND:

FILE REFERENCE: P1027729
REPORTING OFFICER: Samantha Jones, A/Northbridge Economic Development Officer
RESPONSIBLE DIRECTOR: Martin Mileham, Director City Planning and Development
DATE: 19 February 2015
MAP / SCHEDULE: N/A

Resources Innovation through Information Technology (RIIT) is an Australian not-for-profit company with a mission to create a sustainable technology innovation ecosystem that leverages the strengths of the local resources sector.

RIIT's three Directors all have significant experience in the resources and oil and gas industry, and have all contributed to the growth in Perth's creative industries network through their contributions to initiatives such as Startup Weekend, GovHack and Morning Startup.

Summary of Event:

Unearthed is an intensive 54-hour event, similar to Startup Weekend, specifically focused on driving innovation in the mining sector. Software developers, designers and industry experts will collaborate to develop prototype solutions to real challenges faced in the mining sector, using data and information from both industry and government partners.

Throughout the event participants will have the opportunity to engage with and learn from experienced industry mentors and judges, contributing to knowledge sharing in Perth's creative sector. The involvement of industry experts also ensures that participants will develop solutions with potential to have a real impact on the challenges presented.

Unearthed concludes with participant groups pitching their concepts to an expert judging panel who will provide critical feedback. Winners are awarded with cash, in-kind resources and mentoring advice to contribute to the continued development of their concepts or skills.

To date, confirmed sponsors for Unearthed 2015 include:

- Department of Industry;
- acQuire Tech;
- University of Western Australia;
- Austmine; and
- Spacecubed.

Organisers are currently finalising support agreements with the following organisations:

- Iluka Resources;
- MRIWA;
- CSIRO;
- DMP;
- Amazon Web Services; and
- CRCMining.

The event will be held at Spacecubed in the Perth CBD from Friday, 20 March 2015 through until Sunday, 22 March 2015.

Unearthed events will also run in Brisbane, Melbourne and Sydney throughout 2015, and across Australia partners with over 30 resource companies and engages more than 300 developers each year.

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 target groups in both mining and creative/knowledge based industries.

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

Creative industries are recognised as integral to the development of a modern economy and sponsorship of this event will help to strengthen industry networks and attract innovative businesses to the city.

In addition, sponsorship of Unearthed will contribute to the growing recognition of Perth as a destination for pioneering the development of innovative technology.

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

The program meets the following objectives:

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

- Local and national markets will have access to marketing material and media for this event.
- The City will be recognised as a supporter of innovation, entrepreneurship and startups.
- Enhance Perth's growing reputation as a developing creative industries hub of global significance.
- 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.
- Encourages collaboration between Perth's mining and creative sectors.

To increase visitation to the City:

- Attendees will visit the central business district location over the three days of the event, generating activity outside of regular business hours.

- 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 increase economic investment in the City:

- Unearthed has the potential to increase economic investment in the City by providing links between entrepreneurs and large resource companies looking to invest in innovative technology.

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:	CL43793000
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development
BUDGET PAGE NUMBER:	13
BUDGETED AMOUNT:	\$1,851,915
AMOUNT SPENT TO DATE:	\$ 951,982
PROPOSED COST:	\$ 10,000
BALANCE:	\$ 889,933

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

Beyond the benefits of the main event, Unearthed has the potential to lead to the establishment of new businesses in Perth whose innovative products have a real impact upon the economy as demonstrated by the success of the 2014 Unearthed winners.

The winning team from Unearthed 2014 worked with representatives from Rio Tinto to identify a challenge currently faced by the mining industry. The team spent their time analysing the issue and in that weekend successfully built a large boulder detection prototype using an iPhone accelerometer to detect the boulders and an iPhone app to alert the operator when a boulder was detected. Out of 18 final pitches, this prototype was selected as the winner by a panel of six industry experts.

Two members of the winning team then went on to form a private company, Newton Labs, to pursue further development of their prototype. In less than 6 months the

Unearthed winners went from having no mining industry product experience to a product focused on a >\$100M per year mining efficiency opportunity for Australian mine sites.

Moved by Cr Adamos, seconded by Cr Harley

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves cash Corporate sponsorship of \$10,000 (excluding GST) to Resource Innovation through Information Technology (RIIT) to present Unearthed from Friday, 20 March 2015 until Sunday, 22 March 2015;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 City of Perth logo included on all promotional material for the event;***
 - 2.2 City of Perth logo included on Unearthed event website;***
 - 2.3 eight (8) complimentary tickets to attend the Unearthed event;***
 - 2.4 the opportunity for the City to post a guest blog on the event website;***
 - 2.5 opportunity to display City of Perth banner at the event; and***
- 3. a detailed acquittal report, including all media coverage obtained, by July 2015.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Adamos and Harley

Against: Nil

**MKT27/15 CORPORATE SPONSORSHIP – AUSTRALIAN
CLEANTECH NETWORK**

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING OFFICER: Nicole Kirchlechner, Economic Development Officer-
Commercial
RESPONSIBLE DIRECTOR: Martin Mileham, Director City Planning and Development
DATE: 10 February 2015
MAP / SCHEDULE: N/A

The City has received a request from the Australian Cleantech Network to support the organisation as a 'City Partner' and to host one networking event for 80 guests in 2015.

Australian Cleantech Network is an industry-led organisation that focuses on attracting investment into the sector, holding industry networking events and providing research and policy advice to business and government bodies. The Network facilitates and delivers Australian Clean Technology investments on behalf of both investors and project proponents. In addition, Australian Cleantech provides services to Government agencies to help stimulate jobs, investment and trade in the Cleantech industry. The organisation runs two programs for the Commonwealth Government Department of Industry; the Australian Technologies Competition and the Cleantech Cluster. There are a number of WA companies who participate in the two programs.

Australian Cleantech also provides access to Cleantech Network events around the country and Cleantech stock market indices in Australia and China. The Australian Cleantech Network have mobilised significant investment in clean technology across energy and waste management sectors and recently arranged an Australian trade mission to Asia with the winners of the Australian Technologies Competition.

The 'Cleantech' sector incorporates technologies and services that come under the categories of:

- Resource efficiency.
- Renewable energy.
- Low emissions technologies.
- Water and wastewater reuse and treatment technologies.
- Waste management, recycling and 'waste' utilisation.
- Demand side management for energy, water and other resources.

'Cleantech' products are defined as "Economically viable products, services and processes that harness renewable materials and energy sources, dramatically

reduce the use of natural resources and cut or eliminate emissions and wastes". Cleantech products deliver both economic and environmental benefits and offer more efficient and more sustainable business methods.

Supporting this network will raise the profile of this sector in Perth, promote diversification of Perth's economy and support start-up companies in this industry attract investment.

The City of Melbourne (Enterprise Melbourne) is a city partner for this network in Victoria. The City of Perth is the only local government agency in Western Australia to be invited to be a city partner for the Network.

Summary of Event:

The City has received a request from the Australian Cleantech Network to support the organisation as a 'City Partner'. The sponsorship amount of \$3500 covers the administration costs for including Western Australia in the Network.

These administration costs include arranging, marketing, facilitating events in Perth and associated travel costs for representatives from the Australian Cleantech Network. This also involves covering the cost of arranging the main speaker and presenting companies, preparing the event flyer, marketing the event through its distribution lists and managing the RSVP process.

The second component of the sponsorship request is for the City to host a networking reception for 80 guests at Council House. The approximate cost of the reception will be \$2,500 (excl. GST).

The purpose of the reception is to provide a networking opportunity for businesses in the industry and to allow businesses to hear from a keynote speaker with significant experience in the sector. The event theme will be aligned with the City's energy resilience objectives. The City will also be able to liaise with the Network regarding the choice of keynote speaker for the event.

Event Format

The proposed format for the event will be:

- 5:30: Arrival and networking
- 6:00: Welcome and introduction
- 6:10: Keynote speaker
- 6:25: Possible presentation regarding the City's work on energy resiliency or presentations/case studies from companies in attendance
- 6:40: Informal facilitated networking
- 7:30: Event ends

Moved by Cr Harley, seconded by Cr Adamos

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves total corporate sponsorship of \$6,000 (excluding GST) to the Australian Cleantech Network to enable the City of Perth to be named as the Network's City Partner for 2015 and for the City of Perth to host an 80-person industry briefing and networking event in 2015;*
- 2. notes that the Applicant will provide the following sponsorship benefits to the City:*
 - 2.1 Exposure of the City of Perth name and logo as City Partner on all marketing material during 2015;*
 - 2.2 The opportunity to send out relevant information to the member distribution list up to five times during 2015; and*
 - 2.3 be acknowledged and identified at each event held in Western Australia for 2015.*
- 3. a detailed acquittal report, including all media coverage obtained, by February 2016.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Adamos and Harley

Against: Nil

MKT28/15 EVENT SPONSORSHIP – 2015 INTERNATIONAL SQUASH CHALLENGE

BACKGROUND:

FILE REFERENCE:	P1010627-28
REPORTING OFFICER:	Peta Galloway, Sponsorship Officer
RESPONSIBLE DIRECTOR:	Garry Dunne, Director Service Units
DATE:	10 February 2015
MAP / SCHEDULE:	N/A

I:\CPS\ADMIN SERVICES\COMMITTEES\2. MARKETING\MKT150303 MINUTES.DOCX

CONFIRMATION DATE 24 MARCH 2015

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

- 21 -

3 MARCH 2015

Year	Sponsorship	Events
2010	\$5,000	Men's PSA event
2011	\$5,000	Men's PSA event and women's WISPA event
2012	\$5,000	Men's PSA event and women's WISPA event
2013	\$5,000	Men's PSA event and women's WISPA event
2014	\$5,130	Men's PSA event and women's WISPA event

Organisers have requested an increase in sponsorship for 2015. The event prize money is in USD and organisers advise that this increase is to allow for the exchange rate.

The total cost of the event is \$22,280. Organisers have requested cash sponsorship of \$7,000 for the event (31% of the total cost of the event). Organisers submitted an application for funding outside of the rounds. Due to an event cancellation, there are available funds in the sponsorship budget to support this event. Cash sponsorship of \$5,300 is recommended for the event (24% of the total event cost). This represents a CPI increase on the level of sponsorship provided for the event in 2014.

Event Sponsorship Comparison:

Year / Event	Amount	Attendance	Subsidy
2013/14 Sabre Sailing	\$2,000	300	\$6.67
ASICS Bridges Fun Run 2014	\$6,500	2,700	\$2.41
<i>International Squash Challenge</i>			
2015 (requested)	\$7,000	490	\$14.29
(recommended)	\$5,300		\$10.82

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation N/A

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth

S15 Reflect and celebrate diversity of Perth

15.1 Support and deliver events that reflect and celebrate cultural diversity

Policy

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

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

Whilst the event takes place in a privately owned space in the city, the Event Sponsorship guidelines make allowance for sporting events

Assessment of Application:

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

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

The event is a small scale event; however it attracts approximately 30 international squash players to the city. The event will not significantly increase visitation to the city, with an estimated attendance of 490 over the course of the event. The event will not significantly increase economic investment in the city.

2. Increase visitation to the city.

The event attracts a small visitation with approximately 140 players attending and an additional 350 spectators. Some participants will travel from interstate or internationally to attend the event.

3. Encourages use of public spaces.

The event takes place at the Terrace Squash Centre within the Hyatt Centre, Terrace Road, East Perth. The location is a private building; however spectators can enter the premises unrestricted.

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

The event is free for spectators to attend. Competitors are required to pay registration fees.

recommended; it is also recommended that organisers be notified that further sponsorship applications will not be considered outside the rounds process.

Moved by Cr Harley, seconded by Cr Adamos

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves Event Sponsorship of \$5,300 (excluding GST) to WA Squash to present the 2015 International Squash Challenge from Friday, 22 May 2015 to Sunday, 24 May 2015 at Terrace Squash, East Perth;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 the City of Perth to have exclusive naming rights to the PSA Men's event and the WISPA Women's event;***
 - 2.2 the City of Perth to be acknowledged as an ongoing sponsor of Terrace Squash;***
 - 2.3 an opportunity for the City to display signage at the event;***
 - 2.4 the City of Perth logo to be included on all promotional material for the event;***
 - 2.5 the City of Perth logo to appear on the WA Squash website and Facebook page;***
 - 2.6 the City of Perth to be acknowledged in all radio and press coverage where possible;***
 - 2.7 Elected Members to be invited to attend the cocktail party opening function for the event;***
 - 2.8 The Lord Mayor, or representative, to be invited to present the Lord Mayors Cup to the Men's and Ladies events; and***
- 3. a detailed acquittal report, including all media coverage obtained, by 31 August 2015.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Adamos and Harley

Against: Nil

MKT29/15 SPONSORSHIP – WOMEN IN SUPER MOTHER’S DAY CLASSIC 2015

BACKGROUND:

FILE REFERENCE: P1010627-28
REPORTING OFFICER: Elizabeth Napier, Manager Community Services
RESPONSIBLE DIRECTOR: Garry Dunne, Director City Services
DATE: 5 February 2015
MAP / SCHEDULE: N/A

The Mother’s Day Classic was established in 1998 by the organisation Women in Super. The event is a 4km or 8km walk or run held nationally to raise funds for the National Breast Cancer Foundation research programs as well as raising awareness of breast cancer in the community. The event is held on Mother’s Day every year and according to the event organisers is the largest nationally held fun-run event.

Women in Super (WIS) is a national advocacy and networking group for women employed in the superannuation and financial services industries.

In 2014, Mother’s Day Classic events were held in all of the Australian capital cities, as well as 88 regional Australian centres. Participant numbers nationwide have increased to 130,000.

From 2007 to 2010 the Mother’s Day Classic in Western Australia was held at Lake Monger. During that time the event grew to more than 3,600 participants ranging from the ages of 9 years to over 70 years. Due to increasing numbers, the organisers relocated the event to Langley Park in 2011.

Year	Participants	Support From City of Perth
2011	3,680	\$5,000
2012	4,100	\$10,000
2013	4,900	\$12,000
2014	4,178	\$12,000

The organisers have requested sponsorship of up to \$20,000 from the City to fund the operational component of the event. Due to the limited funds available in the Donations Budget, the number of requests received, and the diverse range of services supported, the amount of \$12,000 is recommended.

Breast Cancer Foundation. Event organisers aim to raise at least \$6 million across all national events.

Funding

The City has been requested to assist with costs associated with traffic management (\$12,007); banner installation and hire fees (\$2,865); paper notification and posters and flyers (\$2,911).

The estimated cost of the event is \$165,000 and income, \$235,000. The cost to participants in entry fees ranges from \$10.00 to \$55.00.

Every dollar that is donated or raised through individual fundraising, and more than two thirds of the ticket registration fee, is directed to the National Breast Cancer Foundation (NBCF). This is used for research projects aimed at improving the detection, treatment and outcomes for those who are affected by breast cancer.

The costs associated with managing and staging the Perth event is covered by part of the ticket price together with support from corporate sponsors and merchandise sales.

In 2014 \$148,392 was donated to the National Breast Cancer Foundation from the Perth event but nationally \$4.5million was raised to support research projects.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	29B26000
BUDGET ITEM:	Other Properties and Services – Unclassified – Other Unclassified
BUDGET PAGE NUMBER:	5
BUDGETED AMOUNT:	\$118,704
AMOUNT SPENT TO DATE:	\$123,911
PROPOSED COST:	\$12,000
BALANCE:	(17,207)

All figures quoted in this report are exclusive of GST.

The budget item *Other Property and Services - Unclassified – Other Unclassified* has been adjusted in the February Budget Review to accommodate the recommended expenditure.

COMMENTS:

The event will increase visitation to the city and add vibrancy to the foreshore, in addition to supporting an important community service. The event organisers advise

that feedback from the 2014 event indicates that at least 29.83% of event attendees surveyed visited cafes, retailers and attractions in the area post event, resulting in potential additional economic spend for city retailers on Mother's Day.

In addition to the community fun-run, the event also includes significant entertainment for participants and spectators.

Moved by Cr Adamos, seconded by Cr Harley

That Council:

- 1. approves sponsorship of \$12,000 (excluding GST), to Women in Super to assist with costs associated with the Mother's Day Classic fundraising event to be held on Sunday, 10 May 2015 at Langley Park, noting that \$4,491 of this amount will be recouped by the City for fees and charges.***
- 2. notes event organisers to provide the following sponsorship benefits;***
 - 2.1 the City of Perth crest to be included on all press advertising and promotional material;***
 - 2.2 a hyperlink from the event website to the City of Perth website;***
 - 2.3 the City of Perth to be acknowledged in all radio and television interviews;***
 - 2.4 City of Perth signage to be positioned at the event and the City of Perth crest to be included on Channel 9 advertisement of the event;***
 - 2.5 an opportunity for City of Perth promotional material to be included in the participant packs and a pre-recorded statement about the City to be played at intervals during the event; and***
 - 2.6¹ The Lord Mayor, or representative, to be invited to make a speech or start the event.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Adamos and Harley

Against: Nil

¹ Typographical error in agenda corrected from 2.7 to 2.6.

MKT30/15 COMMONWEALTH WALKWAY, PERTH

BACKGROUND:

FILE REFERENCE: P1009967
REPORTING OFFICERS: Doug Forster, Director City Infrastructure & Enterprises
Garry Dunne, Director City Services
RESPONSIBLE DIRECTOR: Doug Forster, Director City Infrastructure & Enterprises
Garry Dunne, Director City Services
DATE: 19 February 2015
MAP / SCHEDULE: Schedule 1 – Letter from Hugo Vickers, Chairman DL
Outdoor Trust TRIM reference 27911/15
Schedule 2 – Information Sheet – Commonwealth
Walkways (TRIM reference 7136/15)

An approach has been made to the City by an organisation known as the Outdoor Trust. The Trust has been set-up in the United Kingdom to facilitate the generation of 100 walkways in 100 cities with the walkways in the main cities of the Commonwealth's 71 nations and territories over the next four years. Her Majesty the Queen has given the Outdoor Trust permission to create the walkways in Cities throughout the Commonwealth marked with her personal Royal cypher.

The proposal in the City of Perth is a 10km walkway on existing footpaths and trails which starts at Government House St Georges Terrace and connects many of the City's highlights.

The purpose of this report is to seek tacit support for the concept which would be further developed in detail and reported on at the appropriate future date.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	<i>Local Government Act 1995</i>
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. 15.3 Review and further develop the City's approach to the conversation, management and celebration of its cultural heritage.

DETAILS:

The concept is to use existing trails and footpaths which cumulatively result in an approximate 10km walk. The inclusion of Indigenous history, the needs of different people with different abilities and the values and principles of the Commonwealth will

be an important consideration informing the final walkway route and story that is to be shared.

It is proposed that the 100 walkways to be created across the 71 countries will thread together 10,000 of the most significant highlights of the Commonwealth. Each highlight will be marked permanently with a large bronze plaque which displays the Queen's personal EIR Royal cypher.

An electronic beacon under each marker will interface with Smart Phones to pick-up images, text and video explaining the importance of the particular feature and promoting the principles and values of the Commonwealth.

At the start of each walk a permanent embossed metal interpretation panel, similar to those already installed by the Trust outside Buckingham Palace, Westminster Abbey, the Supreme Court and the Houses of Parliament London will be set in the ground illustrating the route, key points of interest and the relevance to the Commonwealth.

One example of the walk already created is the Jubilee walkway which was the first urban trail in the World, connecting many of London's key attractions and is a permanent memorial to the Queen's Silver Jubilee unveiled by Her Majesty on 9 June 1977.

In summary, once a route is agreed the role of the City would be to:

1. Consult locally on the route, agree the points of Commonwealth significance and provide relevant text and images.
2. Coordinate the installation of the Commonwealth walkway markers and integrated I-beacons in the pavement at each of the points of Commonwealth significance.
3. Install and launch the Commonwealth walkway Interpretive Panel, to be erected at a suitable location close to the first marker at Government House, to promote the route; Perth's Commonwealth significance; and the values and principles of the Commonwealth.

At this time the Outdoor Trust organisers are seeking consideration of the City of Perth's participation in the Commonwealth walkway project. It should be noted that the organisers of this Project have advised when meeting with City officers that they will not be seeking any cash funding from the City for the establishment of the Walkway.

New General Business

1. Vasto Flag – Council House

Cr Harley brought to the attention of the Marketing, Sponsorship and International Relations Committee that the Vasto Flag should be displayed on Level 10 during inbound Vasto delegations. The Chief Executive Office advised that the Flag is displayed at the front of Council House and on Level 11 of Council House.

MKT33/15 ITEMS FOR CONSIDERATION AT A FUTURE MEETING

Outstanding Items:

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

Cr Chen requested an update on this review. The Chief Executive Officer advised that it is currently being progressed and will be presented to Council for consideration in the near future.

MKT34/15 CLOSE OF MEETING

4.41pm There being no further business the Presiding Member declared the meeting closed.

SCHEDULES
FOR THE MINUTES OF THE
MARKETING,
SPONSORSHIP AND
INTERNATIONAL
RELATIONS COMMITTEE
MEETING
HELD ON
3 MARCH 2015



Mr Gary Stevenson PSM
 Chief Executive Officer
 City of Perth
 27, St Georges Terrace
 PERTH WA 6000
 Australia

16th February 2015

Dear Gary

Commonwealth Walkway Perth

I write as Chairman of the Outdoor Trust to invite you to support a project that the Trust is undertaking - to establish Walkways in the main cities of the countries of the Commonwealth and inspire a generation outdoors to enjoy them. Our focus is on attracting young people especially - a third of the world's population lives in The Commonwealth, 60% of whom are under 30 years old and 37% are not active enough to benefit their health. Walkways achieve several goals:

- They heighten interest and awareness in the cities, their history and their architecture.
- They get people walking which is good for their health.
- They celebrate The Queen as Head of the Commonwealth for over 63 years in a subtle way.

Her Majesty The Queen has given us permission to use her EIIR cypher to promote these paths throughout the 71 nations and territories. We are in touch with the Commonwealth Games Federation who are keen that we should be part of the promotion for the 2018 Commonwealth Games and in particular be a permanent practical legacy of the next Queen's Baton Relay. The Commonwealth Secretariat are intending to connect the initiative too and will promote it at their next Commonwealth Heads of Government Meeting in Malta.

We have achieved city walkways before and understand how to design and promote popular walks. We were formerly the Jubilee Walkway Trust and the Jubilee Walkway was the first urban trail in the world, connecting many of London's key attractions and is a permanent memorial to The Queen's Silver Jubilee unveiled by Her Majesty on 9 June 1977.

In time this succeeded in opening up the south bank of the Thames, now a vibrant part of London. In 2012 we further created the Jubilee Greenway, a 60km route linking the various Olympic Games venues to celebrate the Diamond Jubilee. The Queen opened this outside Buckingham Palace on 29th February 2012. More than 3 million people enjoy these routes annually and millions more benefit from the 50 interpretive panels which are installed at key points along the way. In 2015 we will complete a new route in Windsor – to be called The Queen's Walkway to mark 9 September this year when Her Majesty becomes our longest reigning monarch.

We particularly seek your assistance to create a Commonwealth Walkway in Perth. A 10km accessible and attractive loop, which starts at Government House and connects many of the City's highlights, is already drafted for your consideration. We would welcome the inclusion of local people in the development of the final route to ensure it fully captures the natural and built heritage as well as the social and cultural history of the City. The inclusion of indigenous history, the needs of people with different abilities and the values and principles of The Commonwealth are all important to inform the final Walkway route and story that is to be shared globally.

TRUSTEES: Hugo Vickers DL, Jim Walker, Bronwen Thornton.
 Registered Company 8140120 Registered Charity 1148702

The Outdoor Trust 24 Moored Road, Cheltenham, Gloucestershire GL530HD United Kingdom

Approximately 50 points of Commonwealth significance are connected by the draft route, each requiring a marker and information for promotion as part of the Iconic Commonwealth Database. The Outdoor Trust is hoping to be able to secure an international sponsor so that they can supply the City with the necessary:

- Gunmetal (AB1 Bronze) markers - each weighing 4.75kg; 290mm diameter, 8mm thick, embossed with The Queen's personal Royal cypher and slip tested.
- Individually coded beacons - sealed, low energy blue tooth, IMEI referenced boxes for installing under each marker so that enabled smart phones can learn more about each point.
- Interpretive panel - an A1 embossed zinc, triptych style sharing the values and principles of The Commonwealth with a bespoke map of the city route highlighting key features and introductory text recognising the significance of Perth to the Commonwealth.

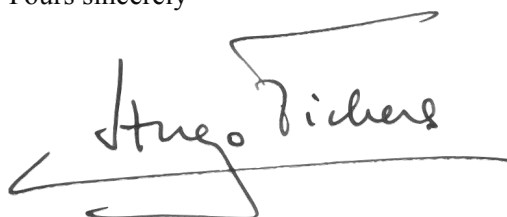
Once the route is agreed, the City is requested to:

1. Consult locally on the route, agree the points of Commonwealth significance and provide relevant text and images to promote them.
2. Coordinate the installation of the Commonwealth Walkway Markers and integrated I-beacons in the footway at each of the points of Commonwealth significance. (A suggestion of where the markers could go for the draft route has been captured with photographs for consideration).
3. Install and launch the Commonwealth Walkway Interpretive Panel, to be erected at a suitable location close to the first marker at Government House, to promote the route; Perth's Commonwealth significance; and the values and principles of the Commonwealth.

Commonwealth Walkways have the potential to inspire many millions of people in all 71 nations and territories to be more active to benefit their health; value the importance of the Commonwealth to help secure it's united future; and celebrate, in an appropriate way, the extraordinary leadership of Her Majesty The Queen for over 63 years.

We look forward to working with you to create a Commonwealth Walkway in Perth to ensure every significant step of the Commonwealth's richness and diversity is captured and celebrated.

Yours sincerely

A handwritten signature in black ink that reads "Hugo Vickers". The signature is stylized with a large, sweeping initial 'H' and a long horizontal line extending from the end of the name.

Hugo Vickers DL
Chairman

*For more information please contact: CEO - Jim Walker, jim.walker@outdoortrust.com
Local Representatives - David Forster (David.Forster@education.wa.edu.au) and Tom Perrigo (Tom.Perrigo@ntwa.com.au)*

TRUSTEES: Hugo Vickers DL, Jim Walker, Bronwen Thornton Secretary.
Registered Company 8140120 Registered Under the Charities Act 1960. Registration No. 1148702
The Outdoor Trust 24 Moorend Road, Cheltenham, Gloucestershire GL530HD United Kingdom



Commonwealth Walkways

Her Majesty The Queen has recently given The Outdoor Trust permission to create walkways in cities throughout The Commonwealth marked with Her personal Royal cypher. The Trust now plans to create 100 new walkways in the main cities of The Commonwealth's 71 nations and territories in the next 4 years.

The Commonwealth Walkways will be within reach of two billion people - a third of the World's population - 60% of whom are under 30 and 37% of which are currently not active enough to benefit their health.

All the Commonwealth Walkways will be dedicated to The Queen's unfailing service and leadership as Head of The Commonwealth for nearly 63 years and will be a lasting practical legacy that can continue to be appreciated.



The Walkways will thread together 10,000 of the most significant highlights of The Commonwealth and each will be marked permanently with a large bronze plaque which proudly displays The Queen's personal 'EIIR' Royal cypher.

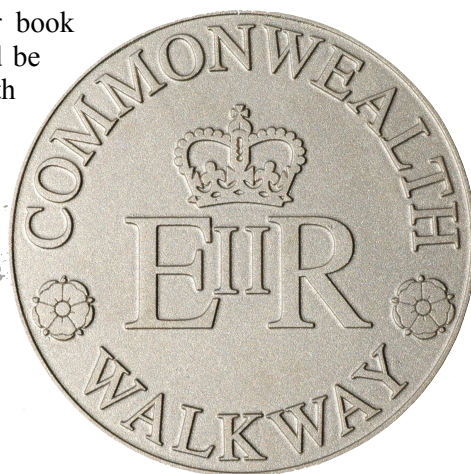
A beacon under each marker will provide a signal for enabled smart phones to pick up images, text and video explaining the importance of the iconic features and promoting the principles and values of The Commonwealth which can also be shared.

At the start of each walk a permanent embossed metal interpretation panel, similar to those already installed by The Trust outside Buckingham Palace, Westminster Abbey, The Supreme Court and The Houses of Parliament in London, will be set in the ground illustrating the route, key points of interest and the relevance to The Commonwealth.

The Commonwealth Games Federation plan to promote the Walkways, through their teams of athletes in each country, as a permanent outcome of The Queen's Baton Relay when it visits all the countries of the Commonwealth in advance of the next Commonwealth Games in 2018.

In partnership with The Commonwealth Secretariat a souvenir book will be published to promote the Commonwealth Walkways and be given to every participating Head of Government, Commonwealth organisation, City Mayor and Commonwealth Games Athlete.

The trust hope to work in partnership with city Mayors to ensure the 100 permanent Commonwealth Walkway routes are installed by 2018 in all of the Commonwealth countries. Each participating city will receive approximately 100 Commonwealth Walkway bronze markers to be installed in the footway locally; a bespoke Commonwealth interpretation panel to be unveiled at an official ceremony; and access to build the iconic Commonwealth points of interest database which will be promoted internationally online, through the mobile phone networks and in the souvenir book.



The Outdoor Trust

Registered Company 8140120 Registered Charity 1148702
 24 Moored Road, Cheltenham, Gloucestershire GL53 0HD United Kingdom
info@outdoortrust.com www.outdoortrust.com 00 44 (0) 7801 334 915

The Outdoor Trust, formally The Jubilee Walkway Trust, who previously built The Jubilee Walkway and Jubilee Greenway in London in celebration of The Queen's Silver and Diamond Jubilees, is coordinating the project.

The Trust will be completing a Walkway for The Queen in Windsor too during 2015, to celebrate the moment Her Majesty becomes Britain's longest reigning British Monarch.

Several Commonwealth countries and city Mayors have already made contact with The Trust, eager to participate in the scheme.

Trustees are now concentrating on developing appropriate funding partnerships as well as starting to plan visits to the different regions of The Commonwealth as soon as possible during 2015.

The visits will be an opportunity to:

- Meet with relevant officials to build local support for Commonwealth Walkways including, where appointed, The Governor General or other Queen's representative, High Commissioner, elected officials, President of The Commonwealth Games Association, City Mayor, business leaders, athletes and young people.
- Identify the relevant 100 significant features in the participating city to be connected by the Walkway and assemble engaging images, text and video to add to the iconic Commonwealth point of interest database.
- Map a safe, accessible and attractive route for the Walkway (ideally an 8 - 10km circular route to help promote the World Health Organisations recommended distance for everyday physical activity in young adults).
- Agree the locations of the bronze markers and a suitable schedule of works to ensure they are permanently installed in the footway, ideally in advance of the 2018 Queen's Baton Relay event.
- Outline the design of the bespoke Commonwealth Walkway interpretive panel and its appropriate location, ideally close to the official building at the start of the route where it could be possible to arrange an official high profile launch.

Commonwealth Walkways have the potential to inspire many millions of people in 71 nations and territories to be more active to benefit their health; value the importance of The Commonwealth to help secure its united future; and celebrate, in an appropriate way, the extraordinary leadership of Her Majesty The Queen for nearly 63 years.

The Trust anticipate Commonwealth Walkways will become one of the most significant gateways for future generations to access, learn and celebrate the extraordinary richness and diversity that is The Commonwealth.



The Outdoor Trust

Registered Company 8140120 Registered Charity 1148702
24 Moorend Road, Cheltenham, Gloucestershire GL530HD United Kingdom
info@outdoortrust.com www.outdoortrust.com 07801 334915