

MINUTES

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

5 MAY 2015

APPROVED FOR RELEASE



**GARY STEVENSON PSM
CHIEF EXECUTIVE OFFICER**



CITY of PERTH

MINUTES

MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

5 MAY 2015

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

**PRESIDING MEMBER'S
SIGNATURE**

DATE: 26 May 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, 5 May 2015**.

MEMBERS IN ATTENDANCE

Cr Chen - Presiding Member
Cr Adamos
Cr Limnios

OFFICERS

Mr Stevenson - Chief Executive Officer
Mr Dunne - Director City Services
Mr Mileham - Director Planning and Development
Ms Scott - Manager Marketing, Communications and Events
Ms Napier - Manager Community Services
Mr Ridgwell - Manager Governance
Ms Woolcott - Acting Manager Economic Development
Ms Schreiber - Arts and Cultural Programs Sponsorship Officer
Ms Watanabe - Piazza Screen Officer
Ms Honmon - Governance Officer

GUESTS AND DEPUTATIONS

Nil

MP65/15 DECLARATION OF OPENING

4.00pm The Presiding Member declared the meeting open.

MP66/15 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

The following request for leave of absence was received:

- Cr Limnios for 18 June to 27 July 2015, inclusive.

Moved by Cr Adamos, seconded by Cr Chen

That the following request for leave of absence be noted for consideration at the next available Council meeting:

- *Cr Limnios for 18 June to 27 July 2015, inclusive.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Adamos and Limnios

Against: Nil

MP67/15 QUESTION TIME FOR THE PUBLIC

Nil

MP68/15 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 Tuesday, 14 April 2015 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Adamos and Limnios

Against: Nil

MP69/15 CORRESPONDENCE

Nil

MP70/15 DISCLOSURE OF MEMBERS' INTERESTS

Nil

MP71/15 MATTERS FOR WHICH THE MEETING MAY BE CLOSED

Nil

MP72/15 SPONSORSHIP REQUEST – ANNUAL KASTELLORIZO SISTER CITY STUDENT EXCHANGE PROGRAM 2015

BACKGROUND:

FILE REFERENCE:	P1014579
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	City Planning and Development
DATE:	23 April 2015
MAP / SCHEDULE:	N/A

On **27 April 2011**, Council resolved to support the establishment of four annual education-based Sister City exchanges, with the City of Perth (City) as a funding partner and the operational and duty of care aspects of the exchange programs to be managed by external organisations with expertise in operating educational exchanges.

A budget of \$20,000 per annum was approved from the then Sister City budget for the four programs.

This report seeks approval to provide \$5,000 from the International Engagement budget to support the Australian Friends of Kastellorizo (AFK) Annual Sister City Student Exchange Program (Program) in order to fund the travel of at least two Perth-based students to Kastellorizo, Greece in September / October 2015 for a two week period.

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

Strategic Community Plan

Council Four Year Priorities: Community Outcome

Perth as a Capital City

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

Policy

Policy No and Name: Policy 11.3 – Sister City Relationships

DETAILS:

Background

In 1984, the City of Perth established a Sister City relationship with Kastellorizo, Greece. The relationship was based on historical ties due to the large Kastellorizian migrant community in Perth. Kastellorizo has fewer than 500 residents and one school. Anecdotal evidence suggests that approximately 6,000 people of Kastellorizian heritage live in Perth, including many well-known business and community leaders.

The AFK is a not-for-profit organisation with branches in Perth, Melbourne, Sydney and throughout the world. It was established in Australia in 2007 to help create a positive future for Kastellorizo, recognising its proud heritage, and “giving back” to the island of its forbears. It focuses on supporting the young people of Kastellorizo.

As part of its broader program of community engagement, the Perth-based AFK manage an annual reciprocal Student Exchange Program. Each year, on an alternating basis, at least two students travel from Kastellorizo to Perth and vice-versa to participate in school and cultural based activities including host family accommodation, school visits, language lessons and visits to museums, art galleries and sporting events.

In 2015, at least two students from Perth are proposed to travel to Kastellorizo.

Request

The AFK requests \$5,000 to support sending at least two students from Perth to Kastellorizo on its next outbound student exchange in September / October 2015.

In addition to being immersed in Greek culture and participating in school and cultural activities, the students from Perth will give a presentation to the host school in Kastellorizo showcasing their life in Perth covering family life, schooling, cultural and sporting activities.

The program encourages students from Kastellorizo to visit, study and work in Perth and the Perth-based students become young ambassadors for Perth.

The request would see the City's support for the program promoted across AFK's monthly electronic newsletters and quarterly publication - *Filia*. The AFK database hosts 1,500 national and international members.

History and Outcomes

Former students who have taken part in the program have favourable views about Perth when they visit from Kastellorizo and have considered returning to Perth to study or work.

Perth has also been mentioned positively in AFK publications including *Filia* by students who have partaken in the Program and experienced the positive community and people-to-people relationships that the exchange fosters and promotes.

In 2012, 2013 and 2014, the City contributed \$5,000 to the program.

In 2014, and as a direct result of the Program and its role in promoting Perth as an education destination, one of the first exchange students from Kastellorizo commenced study at Curtin University in Perth as a full-fee paying international student.

In addition to the financial benefits, the further proposed benefits of the program include promoting international learning and knowledge; promoting acceptance and understanding of different cultural and community perspectives; language acquisition through practical immersion; enhanced interest in global issues; international cultural literacy; the promotion of Perth globally and strengthening ties with other regions.

Assessment and recommendation

It has been considered that the provision of \$5,000 to the AFK to support the Student Exchange Program through a sponsorship agreement accords with the guiding principles and goals of the City's newly adopted International Engagement Strategy – *Looking West* - namely:

- Focus on the international promotion of Perth;
- Position Perth as a great place to live, work, study, visit and do business;
- Develop closer relationships with other international cities;
- Add to the exchange of cultural awareness, knowledge, skills and experiences;
- Facilitate community and private sector involvement in international relationships by enhancing (the City's) worldwide connections through cultural, educational, sporting and community relationships.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL A08 000
BUDGET ITEM:	Governance – Governance General – International Relations
BUDGET PAGE NUMBER:	7
BUDGETED AMOUNT:	\$ 737,032
AMOUNT SPENT TO DATE:	\$ 396,454
PROPOSED COST:	\$ 5,000
BALANCE:	\$ 335,578

All figures quoted in this report are exclusive of GST.

COMMENTS:

This sponsorship presents an opportunity for Perth students to experience many opportunities offered by Kastellorizo.

Officers have been advised by AFK that the City is the main funding vehicle for the program and without the City's support, the program would be 'very difficult' to progress.

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

Moved by Cr Limnios, seconded by Cr Adamos

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves cash sponsorship of \$5,000 (excluding GST) to the Australian Friends of Kastellorizo to support the Annual Kastellorizo Sister City Student Exchange Program scheduled for October 2015;***
- 2. notes that the event organiser will provide a sponsorship benefit of acknowledgement of the City as primary sponsor in all promotional material in relation to the Student Exchange Program.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Adamos and Limnios

Against: Nil

**MP73/15 CORPORATE SPONSORSHIP – SPACECUBED –
CREATIVE ON DEMAND – PROFESSIONAL VIDEO
CONTENT FOR PERTH STARTUP ECOSYSTEM**

BACKGROUND:

FILE REFERENCE:	P1010627-23
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	City Planning and Development
DATE:	20 April 2015
MAP / SCHEDULE:	N/A

Spacecubed is a 1,000 square metre co-working space on St Georges Terrace with resident desks, team space, meeting rooms and event space open to a mix of social, environmental, technological and creative entrepreneurs and innovators. Teams and individuals can grow their businesses in a supportive, collaborative environment. The spaces have been co-designed by members, which is comprised of a mix of entrepreneurs, innovators and change makers who want to get their ideas off the ground.

Spacecubed now has over 550 members from a range of industries all working on building new businesses to tackle social, environmental and economic challenges. Spacecubed is run by a board of directors and is a company limited by guarantee (not for profit) where all money made is reinvested into supporting WA entrepreneurs and innovators.

In this collaborative workspace, Spacecubed have conducted over 100 workshops, lectures, as well as “hackathons” (events in which computer programmers and others involved in software development collaborate intensively on software projects intended for educational or social purposes, or to create usable software, usually over a few days). These events have attracted participants and visitors into the city to learn, collaborate and move their ideas and projects forward.

Spacecubed believe there is an opportunity to deliver additional benefits from the workshops, lectures and events far more broadly across Perth, nationally and internationally via the use of YouTube videos to disseminate the content / events listed above. The high value events are currently only of value to the attending

audience, thus sharing content online would broaden the reach of the events that are taking place.

Summary of videos

Spacecubed will coordinate, schedule, record and edit high quality, professionally developed videos featuring Spacecubed's workshops, lectures and hackathons. They will be professionally produced in conjunction with video production company 90 Seconds.

The core objective of the YouTube video series is to broaden the market and increase awareness of Spacecubed's events, workshops and lectures that are being generated by Perth entrepreneurs, business people and those in the creative industries.

The program will include a range of different types of videos such as:

- interviews, such as lessons learned and / or inspirational people;
- "hackathon" events such as Startup Weekend, Unearthed, GovHack, Rails Girls and Hack the Festival;
- workshops such as Perth Startup Ecosystem 101 and Learning to Code 101; and
- conferences such as OzApps Awards and West Tech Fest.

Spacecubed has requested cash sponsorship totalling \$20,000 (excluding GST) to produce approximately eighteen videos, with all YouTube videos highlighting the City's support at the conclusion of the video.

The City has supported Spacecubed via corporate sponsorship as follows:

Recipient	Financial Year	Approved Amount
Spacecubed	2011/12	\$40,000
Spacecubed	2012/13	\$20,000
Spacecubed	2014/15	\$20,000 (pending)

Furthermore, the City has supported the following events which are supported by Spacecubed and held at the Spacecubed premises:

Recipient	Financial Year	Approved Amount
Founder Institute	2012/13	\$12,000
GovHack	2012/13	\$ 2,000
Startup Weekend	2012/13	\$10,000
Founder Institute	2013/14	\$12,000
Startup Weekend	2013/14	\$10,000
Founder Institute	2014/15	\$15,000

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Recipient	Financial Year	Approved Amount
Startup Weekend	2014/15	\$10,000
Unearthed	2014/15	\$10,000

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan

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

Strategic Community Plan

Council Four Year Priorities: Community Outcome
Perth as a Capital City
The City is recognised internationally as a city on the move
and for its liveability, talented people, centres of excellence
and business opportunities.

Policy

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

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:

Local, national and global entrepreneurs, small businesses and those in creative industries or those looking to enter these industries.

Promotion of City of Perth to markets / audiences:

YouTube video content will feature “Supported by the City of Perth” at the conclusion and there is also the opportunity to feature marketing campaigns such as the City’s “Get to know me” destination marketing campaign, therefore enhancing the City of Perth brand. It will also allow for the City of Perth to be viewed as a supporter of new business and new industries.

Assessment of Application (Corporate):**1. The opportunity the sponsorship provides to enhance the image of the City of Perth.**

The opportunity will allow for the City of Perth's brand to be enhanced through providing global online reach via YouTube. YouTube videos will feature a "Supported by the City of Perth" as the conclusion of content.

This video content will be available internationally and present Perth as a place to startup your technology business and show the capability of Perth startups and entrepreneurs.

Through raising the profile of Perth Entrepreneurs and the Startup Community, Spacecubed expect increased investment and understanding of the investment opportunities in Perth towards early stage ventures.

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

This video content will be available internationally and present Perth as a place to startup your technology business and show the capability of Perth startups and entrepreneurs.

Though raising the profile of Perth Entrepreneurs and the Startup Community, Spacecubed expect increased investment and understanding of the investment opportunities in Perth towards early stage ventures.

4. Benefits to be provided to the City.

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

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FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 43 793 000		
BUDGET ITEM:	Economic Services – Other Economic Services –		
	Economic Development		
BUDGET PAGE NUMBER:	13		
BUDGETED AMOUNT:	\$1,850,008	\$120,259	(This
		component	–
		Creative Industries)	
AMOUNT SPENT TO DATE:		\$46,359	
PROPOSED COST:		\$20,000	
BALANCE:		\$53,900	

All figures quoted in this report are exclusive of GST.

COMMENTS:

It is recommended that Council approves sponsorship of \$20,000 (excluding GST) to cover costs associated with the production of these promotional videos

As guided by the City's *Economic Development Strategy 2010 - 2029* and the *Strategic Community Plan 2029+*, the video initiative supports entrepreneurship, innovation and creative industries and allows Perth to be recognised internationally for its talented people, centres of excellence and business opportunities.

OFFICER RECOMMENDATION:

That Council:

1. approves corporate sponsorship of \$20,000 (excluding GST) to Spacecubed to coordinate, schedule and plan approximately eighteen high quality professionally developed videos featuring upcoming Spacecubed workshops, lectures and events;
2. notes that in exchange for funding, Spacecubed will provide acknowledgement of the City's support through the inclusion of a message of support and the City's logo at the end of the videos; and
3. notes that a detailed acquittal report, including measurements of success such as video views, channel subscriptions, video shares and clicks through to events and websites, will be submitted to the City by October 2015.

The Marketing, Sponsorship and International Relations Committee agreed to amend the Officer Recommendation to include a new part 4 as follows:

4. authorises the Chief Executive Officer to negotiate a stronger acknowledgment of Council's sponsorship with Spacecubed and to report back to Elected Members prior to the Council meeting scheduled to be held on Tuesday, 19 May 2015.

Moved by Cr Adamos, seconded by Cr Limnios

That Council:

1. ***approves corporate sponsorship of \$20,000 (excluding GST) to Spacecubed to coordinate, schedule and plan approximately eighteen high quality professionally developed videos featuring upcoming Spacecubed workshops, lectures and events;***
2. ***notes that in exchange for funding, Spacecubed will provide acknowledgement of the City's support through the inclusion of a message of support and the City's logo at the end of the videos; and***
3. ***notes that a detailed acquittal report, including measurements of success such as video views, channel subscriptions, video shares and clicks through to events and websites, will be submitted to the City by October 2015;***
4. ***authorises the Chief Executive Officer to negotiate a stronger acknowledgment of Council's sponsorship with Spacecubed and to report back to Elected Members prior to the Council meeting scheduled to be held on Tuesday, 19 May 2015.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Adamos and Limnios

Against: Nil

Reason: The Committee requested additional information regarding Spacecubed's acknowledgment of Council's sponsorship in the videos that are to be produced as a part of this project. Accordingly, the Committee considered that it was appropriate to include the new part 4 to the recommendation.

4.25pm The Manager Governance departed the meeting.

4.27pm The Manager Governance returned to the meeting.

MP74/15 ARTS AND CULTURAL SPONSORSHIP 2015/16 – ROUND ONE ASSESSMENT

BACKGROUND:

FILE REFERENCE:	P1031291
REPORTING UNIT:	Community Services
RESPONSIBLE DIRECTORATE:	City Services
DATE:	15 April 2015
MAP / SCHEDULE:	Schedule 1 – Arts & Cultural Sponsorship Round One 2014/15 Assessment Report

A proposed budget allocation of \$1,437,634 (excluding GST) for the Arts and Cultural Sponsorship Program is included in the 2015/16 Draft Budget. This amount is inclusive of \$221,226 to be administered within two distinct six-month project rounds for project grants and project sponsorship with a target of 50% of the allocation reserved for the second round of the year.

The Arts and Cultural Sponsorship program supports innovative, city-based arts and cultural activities. The City encourages cultural activity, thereby enhancing quality of life, increasing vitality of the city and contributing to the economy.

The City of Perth invites applications in January and July each year from organisations, performing arts companies, individuals and community groups that propose innovative cultural activities for which arts and culture is the primary purpose.

Arts and Creative Community Project Grants assist community groups, not for profit organisations and small businesses to produce and present high quality arts and cultural activities to the public.

All proposals are considered on the merit of each application. Applicants that have successfully received support in the past are advised that they should have no expectation that future projects will also be supported.

This project rounds considers:

- Arts and Cultural Sponsorship (Project/Program) for a once-off single project or program series;
- Arts Projects Grants for high quality local arts projects that encourage creative development;
- Creative Communities Grants for arts and cultural projects that facilitate the public's access to and participation in the city's cultural life.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth

S15 Reflect and celebrate diversity in Perth.

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

Policy

Policy No and Name: 18.1 – Arts and Culture

18.8 – Provision of Sponsorship and Donations

ELIGIBILITY:

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

Policy 18.8 establishes the criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy's objectives and selection criteria as follows:

DETAILS:

This report summarises the assessment of applications received in round one and provides recommendations for funding.

Application Assessment

Panel assessment meetings were conducted on Wednesday, 18 March 2015 and Wednesday, 8 April 2015. The Round One 2015/16 Assessment Report provides an evaluation of each project in the context of the entire program and the degree to which the application meets the selection criteria detailed in the application form and program guidelines.

The proposed activities are presented to Council for consideration as detailed Schedule 1 and outlined in the following table.

2015/16 – Round One Recommendation

Arts Projects –Total Annual Budget \$106,266			
Applicant	Project	Amount Requested	Amount Recommended
<i>Proposed</i>			
<i>Mr Jed Handmer</i>	<i>The Dripping Chin</i>	<i>\$10,000</i>	<i>\$10,000</i>
<i>Australasian Photographic Association</i>	<i>Perth Cup 2015</i>	<i>\$6,000</i>	<i>\$4,000</i>
<i>Oh Hey WA</i>	<i>PERTHiAM</i>	<i>\$4,665</i>	<i>\$0</i>
<i>Mr Bishop Beshop</i>	<i>When We Curve the Wild Boer</i>	<i>\$15,000</i>	<i>\$0</i>
Total Proposed Arts Projects – Round One		\$35,665	\$14,000

Creative Community Projects –Total Annual Budget \$55,000			
Applicant	Project	Amount Requested	Amount Recommended
<i>Proposed</i>			
<i>Nulsen Association Inc.</i>	<i>2015 As We Art Award</i>	<i>\$10,000</i>	<i>\$8,000</i>
<i>Let's Make Games Inc.</i>	<i>Perth Games Festival</i>	<i>\$10,000</i>	<i>\$5,000</i>

Creative Community Projects –Total Annual Budget \$55,000			
Applicant	Project	Amount Requested	Amount Recommended
<i>Proposed</i>			
<i>Arts Radio Limited</i>	<i>Live Film Series – The View From Here</i>	<i>\$19,000</i>	<i>\$3,000</i>
<i>St George Foundation for the Arts</i>	<i>St George's Art</i>	<i>\$5,000</i>	<i>\$5,000</i>
<i>WA Poets Inc</i>	<i>Perth Poetry Festival</i>	<i>\$6,762</i>	<i>\$5,128</i>
<i>Youth Affairs Council</i>	<i>Home Is Where My Heart Is</i>	<i>\$9,000</i>	<i>\$3,000</i>
Total Proposed Creative Community - Round One		\$59,762	\$29,128
Arts & Cultural Sponsorship –Total Annual Budget \$60,000			
Applicant	Project	Amount Requested	Amount Recommended
<i>Proposed</i>			
<i>Yirra Yaakin Theatre Company</i>	<i>Guddir Guddir, Yirra Yaarnz & Songbird</i>	<i>\$20,000</i>	<i>\$12,150</i>
<i>Contemporary Dance Company of WA</i>	<i>McGowann, Webber, Hill CSCWA Launch Season</i>	<i>\$20,000</i>	<i>\$10,000</i>
<i>Revelation Film Festival</i>	<i>Revelation Perth International Film Festival</i>	<i>\$20,000</i>	<i>\$11,000</i>
<i>Propel Youth Arts</i>	<i>kickstART and MOSAIC</i>	<i>\$15,000</i>	<i>\$0</i>
Total Proposed Arts Projects – Round One		\$75,000	\$33,150

SUMMARY:

The City of Perth received 14 applications in Round One, including six applications from new applicants. The total amount requested was \$170,427, with estimated total project costs of \$1,171,786. The average contribution requested by applicants was

25% of the total project cost. Based on the recommendation for each supported project the average City of Perth funding contribution is 19%.

Round One was advertised in Guardian Express, The West Australian and Voice News newspapers and through the City's social media channels. The round was also advertised on the City's website and included an invitation for interested parties to attend one of two Arts & Cultural Sponsorship information sessions.

In Round One, there was a trend for applications that provided insufficient project information or did not adequately meet the objectives of one of the two categories available. In some instances the project proposals were underdeveloped and required further planning.

The round includes applications from applicants that did not discuss their project with the appropriate officer prior to submitting the application. Arranging a meeting or time to discuss the project ensures familiarity with the program objectives and assists the applicant in determining the project's suitability and eligibility.

The City of Perth received more requests for support than it was able to support. Eleven applications are recommended for support and three applications are recommended for decline in this round which represents a success rate of 79%.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL15724000
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,437,634
AMOUNT SPENT TO DATE:	\$85,000
PROPOSED COST:	\$76,278
BALANCE:	\$1,276,356

All figures quoted in this report are exclusive of GST

COMMENTS:

The City of Perth's Arts and Cultural Sponsorship Program provides an effective means of engaging Western Australia's peak art bodies, community groups and individual artists to present high quality and diverse cultural activities that encourage people to visit and enjoy the city.

The Arts and Cultural Funding Rounds ensure that small to medium size organisations and individual artists are encouraged to present arts and cultural activities across a diverse range of art forms, in particular for support of once-off projects that encourage creative exploration or community engagement.

The proposed projects are representative of a broad range of arts and cultural activity and appeal to diverse audiences many of which encourage non-artists to creatively engage with art form. These projects include games festival, a photography exhibition, a contemporary dance work, two art exhibition, a poetry festival, a live music film launch, aboriginal theatre production, and an international film festival.

The Marketing, Sponsorship and International Relations Committee agreed to amend part 1.2 (c) of the Officer Recommendation as follows:

“1.2 Creative Community Projects:

- a. Nulsen Association Inc. – \$8,000;
- b. Lets Make Games Inc. – ~~\$5,000~~ \$7,500;
- c. Arts Radio Limited – \$3,000;
- d. St George’s Cathedral Foundation for the Arts – \$5,000;
- e. WA Poets Inc. – \$5,128;
- f. Youth Affairs Council of WA Inc. – \$3,000;”

Moved by Cr Limnios, seconded by Cr Adamos

That Council:

- 1. subject to approval of Council’s 2015/16 budget, approves Round One funding of Arts and Cultural Sponsorship for 2015/16 as follows:***

1.1 Arts Projects:

- a. Mr Jed Handmer – \$10,000;***
- b. Australasian Photographic Association – \$4,000;***

(Cont’d)

1.2 Creative Community Projects:

- a. Nulsen Association Inc. – \$8,000;**
- b. Let's Make Games Inc. – \$7,500;**
- c. Arts Radio Limited – \$3,000;**
- d. St George's Cathedral Foundation for the Arts – \$5,000;**
- e. WA Poets Inc. – \$5,128;**
- f. Youth Affairs Council of WA Inc. – \$3,000;**

1.3 Arts and Cultural Sponsorship:

- a. Yirra Yaakin Theatre Company – \$12,150;**
 - b. Contemporary Dance Company of Western Australia – \$10,000; and**
 - c. Revelation Perth International Film Festival Inc. – \$11,000;**
- 2. approves the applicants listed in part 1 above being required to provide the benefits to the City of Perth as outlined in the Cultural Sponsorship Assessment Report as detailed in Schedule 1;**
- 3. declines Round One funding of Arts and Cultural Sponsorship for 2015/16 as follows:**
- 3.1 Oh Hey WA – \$4,665;**
 - 3.2 Mr Bishop Beshop – \$15,000;**
 - 3.3 Propel Youth Arts WA – \$20,000.**

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Adamos and Limnios

Against: Nil

Reason: The Marketing, Sponsorship and International Relations Committee considered it appropriate to increase the recommended funding to Let's Make Games Inc. for the Perth Games Festival project to

- television broadcast contractor; and
- the City of Perth underwrites and organises the event.

Event operations are co-ordinated by the City of Perth with the participation of the following organisations which participated in the post-event debrief:

- Australia Day Council WA;
- Botanic Gardens & Parks Authority (Kings Park);
- City of South Perth;
- Civil Aviation Services Authority (CASA);
- Constable Care (Lost Children)
- Department for Child Protection and Family Support (Lost Children);
- Department of Transport – Marine Safety ;
- Department of Parks and Wildlife;
- Department of Environment Regulation;
- Department of Health;
- Department of Mines & Petroleum (Explosives Safety);
- Department of Fire and Emergency Services Authority (DFES);
- State Emergency Services (SES);
- Keep Australia Beautiful Council;
- Main Roads WA;
- Public Transport Authority (Trains, Ferries and Buses);
- St John Ambulance (Ambulance and First Aid);
- Swan River Trust;
- Town of Victoria Park;
- WA Alcohol and Drug Authority;
- Western Australian Police; and
- Western Power.

The following is a synopsis of event operations and activities collated from internal and external parties at the debrief meeting held on 6 February 2015. Market research results following the event are also presented.

Venues

The City of Perth precinct featured events and activities in the two main areas of the Supreme Court Gardens and Langley Park.

Supreme Court Gardens

Indigenous Services Australia successfully coordinated all aspects of the Aboriginal Cultural and Community event 'Make Smoking History Survival Perth 2015' and complied with all City of Perth requirements.

The event organisers secured performers and exhibitions, provided event management and presented the event on behalf of the aboriginal community.

The City provided assistance by way of funding, event infrastructure and working with the organiser on optimal infrastructure and public health and safety requirements.

The concert was held from 3.00pm to 7.30pm. The concert included traditional and contemporary local Indigenous performances with Gurummul headlining the concert and attracting larger crowd numbers than previous years. The event was heavily promoted by the organisers and the City of Perth, with attendance on the day estimated at 20,000. This was an increase on previous years with a mixed crowd evident.

Feedback at the Skyworks Full Team Debrief was positive in relation to the general behaviour in Supreme Court Gardens this year with minimal incidents.

Langley Park

The City has presented an entertainment area at Langley Park since 2003 as part of a risk management strategy to remove vehicles and related problems from the area. Until 2012 this area had activities mainly aimed at young adults. In 2013, this area was reworked as a family entertainment area due to the Elizabeth Quay works making the Esplanade and Barack Square unavailable. This arrangement has continued in 2014 and 2015 due to its success in 2013 and continues to draw large crowds each year. The entire area of Langley Park also operated successfully as a BYO Picnic Zone including down to the foreshore on Riverside Drive.

Pre-fireworks entertainment from 3.00pm included a water playground area, a children's carnival ride area, camel and pony rides, face painting, the big top Joseph Ashton Circus, motorbike stunt displays, a hawker style food market, sky divers and many other smaller activities. A sound system was installed on Langley Park which allowed everyone to hear the radio throughout the day, a commentary on the air show and the soundtrack for the fireworks display. This was considered to be a very successful addition to the overall atmosphere on Langley Park. A trackless train circled Langley Park providing transport to families to get from one end of the park to the other so all could experience the activities on offer.

In addition, this area was the only location that the water and laser spectacular, which accompanied the fireworks display, was visible. The market research conducted at and following the event shows that:

- The pre-show entertainment was well received, with 88% rating it good to excellent.
- 90% rated the variety of free activities and entertainment at Langley Park positively.
- The free entertainment at Langley Park and the Laser and Water Spectacular were the most well-known of the events.

City of South Perth

The management of access to and from the foreshore and crowd behaviour initiatives introduced by City of South Perth in 2005 were successfully applied again in 2015.

Parking near the foreshore was restricted to 'residents only' to ensure that streets and reserves remained free of obstruction to enable easy access for emergency services and pedestrian traffic.

There were increased numbers attending during the day, in comparison to last year, although crowds arrived later due to the heat. City of South Perth would like to delay the Celebration Zone start time in 2016 to match the Langley Park start time of 3.00pm.

The large Celebration Zone covered almost all of Sir James Mitchell Park in 2015. The Celebration Zone included a range of interactive activities for different age groups. The zone was completely fenced and was alcohol free.

Feedback at the debrief was very positive.

The City of South Perth continued a clean-up initiative that was introduced in 2006 which consists of staff picking up bottles and rubbish during the afternoon and immediately following the conclusion of Skyworks. The initiative has proved to be successful with the South Perth foreshore clean by 8.00am the next day.

Victoria Park

The Town of Victoria Park reported a well-behaved crowd with no major incidences. A small hawker style market operated on McCallum Park for the first time which provided food options for those viewing the fireworks at this location.

Kings Park

The Kings Park rangers reported that crowd numbers were up on 2015 with most arriving in late afternoon and early evening for the Skyworks. The BYO Picnic Zone was once again successful with only minor issues. Visitors left the park quickly after the event due to the following day being a work day.

Swan River

Those taking advantage of the boat mooring locations both west and east of the fireworks were generally well behaved and abided by the river rules. The Marine Safety and Water Police reported that it was their most successful year to date on Perth Water with minimal incidents. The shift of the barges in 2013 would allow the Transperth ferry to operate later, however the Public Transport Authority declined the opportunity when it was requested by the City in previous years. It is hoped that this may be possible in 2016 to increase the public transport options made available to South Perth foreshore.

Emergency Services

The Emergency Coordination Centre for the day was located at the Major Incident Control Centre (MICC) in Maylands which is a purpose built facility. Twenty one compounds are positioned around the event area, including the City, Victoria Park, South Perth, Kings Park and Crawley, for the WA Police, St John Ambulance First Aid services and Lost Children.

Overall feedback from the WA Police is that patrons attending the event itself were well behaved with little evidence of trouble. The WA Police commended the overall behaviour of the crowd attending Skyworks.

There were significant numbers of lost children at the event (65) although all were successfully reunited without delay with the assistance of 'lost kids' wristbands introduced river-wide this year. The provision of the service for managing lost children was supplied by the Department of Child Protection and Family Support (CPFS) for 3 locations, and Constable Care for 1 location. CPFS have advised that they can no longer commit their resources to Skyworks without being financially compensated. CPFS have also indicated that in the event of a bush fire or other emergency occurring at the same time of Skyworks, it is likely they would not be able to staff the lost children compounds at the event. Additional funds for 2015/16 has been budgeted for to cover the cost of this service for Skyworks 2016, most likely with Constable Care.

Public Transport

Buses

The Public Transport Authority reported that the majority of passengers had departed by 10.00pm.

Trains

The Public Transport Authority reported a decrease in passengers, which is consistent with other major events such as the Christmas Pageant and general use in the past year (with the exception of The Giants weekend).

There were significant queues at the end of the event at both stations. The City of Perth introduced roving entertainment for the first time in 2015 to entertain the queues and keep patrons patient and happy – this was deemed a success and will be continued in future years.

Car Parks

Statistics show that on Australia Day by 8.00pm the City of Perth car parks near the foreshore were at a capacity of:

Perth Convention and Exhibition Centre	50% (decrease)
Perth Concert Hall	53% (decrease)
His Majesty's	71% (increase)
Pier Street	65% (increase)
Queens Gardens	81% (decrease)
Terrace Road	93% (increase)
Point Fraser	77% (increase)

After significant issues were experienced in 2014 with patron behaviour at the end of the event at the Terrace Road and Perth Concert Hall Car Parks (due to patrons not being able to leave when they wished to because of the road closures that were still in place), new initiatives were introduced in 2015. This included flyers being given to drivers as they entered, allowing them to exit again and find alternative parking should they not wish to be delayed, increased signage and amendments to the traffic management plan. This alleviated the issues experienced the year prior and still resulted in an increase of capacity at Terrace Road Car Park.

Narrows Bridge

The City, in conjunction with WA Police and Main Roads WA, installed temporary fencing on the Narrows Bridge in 2006 to deter people from jumping, throwing missiles and accessing the freeway. All pedestrian traffic was re-directed onto the

western footpath in order to manage the strategy. In 2007 the initiative was reviewed with additional fencing installed and additional security guards positioned to monitor behaviour. This has been continued each year.

Since 2010 there have been no reports of missiles being thrown from the Narrows Bridge or people jumping from the Bridge.

Traffic Management

Advanced Traffic Management (ATM) was the successful contractor and managed the road closures for the entire event for the first time (including South Perth and Main Roads localities). There were some issues with buses in Wellington Street and St Georges Terrace due to the location of layover areas which will be discussed with the Public Transport Authority for 2016. Some missing barriers at two locations created further issues. Vehicles exiting private car parks within the road closures continue to be a problem. A separate debrief meeting has occurred with ATM, City of Perth, WA Police and Main Roads to address these issues.

Elizabeth Quay Development

Close consultation with the City's Planning and Development Office (specifically the Project Coordinator) and Approval Services Unit ensured that disruption associated with the Elizabeth Quay Development was minimised by Australia Day, to ensure safe pedestrian access and egress to the event. This was particularly important for Barrack Street where road works in January impeded pedestrian access dramatically, but was successfully completed in time for Skyworks bump in. Furthermore, the Planning and Development Office ensured that the MRA had sufficient security on their construction sites and that a 'clean up' was conducted prior to the event to remove any potentially hazardous objects within the public areas.

Waste Management

The Skyworks 2015 waste management strategy included the following initiatives:

- 265 skip bins;
- rubbish and recycle bins were positioned at 1:1 ratio; and
- Approximately 40 volunteers on the north and south foreshores, Crawley and Kings Park, distributed 50,000 degradable rubbish bags.

Rubbish (in total) collected at Skyworks amounted to 20.34 tonnes. This is a slight decrease from 2014.

Recycling Initiative

The recycling initiatives were continued for 2015. Two recycling compounds were placed on Langley Park and Supreme Court Gardens, with clean up teams depositing recycling into the compounds as well as encouraging the public to bring their recycling to the area. The initiative managed by the Mindarie Regional Council Earthcarer volunteers. The recyclable rubbish initiative resulted in 7.6 tonnes of recycling being collected at Skyworks. As a percentage of total rubbish collected this is 37% (1% increase from 2014). The overall volume of recyclables has increased significantly since 2012 due to the increase in attendees and improved collection measures.

Clean Up Crews

The City employed a clean-up team to operate from 4.00pm to 10.00pm on Australia Day in Supreme Court Gardens, Langley Park and general foreshore area. The aim of this strategy was to reduce the amount of glass and litter on the ground in this area. The strategy was successful with little waste found on the road or reserves in these areas after the event with the reserves being back to normal by 8.00am the next day.

BYO Picnic Zone

On 24 November 2010 the Premier of Western Australia and the Lord Mayor jointly announced the Premier's initiative to establish two BYO Picnic Zones for Skyworks 2011. These were continued for 2012 with the area in Kings Park slightly increased in size to accommodate more people. In 2013 due to the Elizabeth Quay works, the BYO zone was shifted from the Esplanade to Langley Park and was extended in 2014 to the foreshore immediately in front of Langley Park.

The BYO Picnic Zone on Langley Park down to the foreshore was given a permit by the Chief Executive Officer of the City of Perth under the Local Government Property Local Law to allow alcohol in the area subject to certain conditions.

These conditions were widely communicated through publicity and advertising. On the day there was signage at the Zone and via information cards provided on the day by security officers.

The conditions of the BYO Picnic Zones were:

- Consumption of BYO alcohol could occur between the hours of 6.30pm and 8.45pm.
- Persons over 18 could be in possession of either one standard six pack of beer or one standard six pack of pre-mixed drinks or one standard bottle of wine per adult while within the nominated area.

At the Skyworks debrief meeting all stakeholders agreed that overall the BYO Picnic Zones went well with very few incidences at either zone.

Fireworks and Lasers

Foti International Fireworks delivered a display that met all the creative elements proposed in their tender submission. The theme for 2015 was 'Love This City'.

This year's display was complimented by a laser and water show by Oracle Attractions which was very effective for those watching from Langley Park.

Of all the additional features tried over the years (jet skis, search lights, and projections) the laser and water display has been the most effective. Oracle Attractions have one more year in their tender (2016) and it is proposed to explore the possibility of eliminating the water screen element of the show and increasing the laser show element to provide visibility to South Perth and possibly Kings Park, widening the audience reach on the city side of the river also.

Broadcast and Soundtrack

The radio broadcaster met all required timeframes for the provision of the soundtrack. The broadcaster provided considerable added support by way of its community messages covering a range of issues and including behaviour and responsibility messages. The broadcaster also incorporated the provisions of the Swan River Trust, that the City promotes the protection of the Swan River.

The soundtrack narration was written by MIX94.5 and was based on the event's theme of "Love This City".

The delayed television broadcast was shown at 10.37pm and an average audience of 50,000 watched the delayed telecast which was 19% of all viewers. 23,000 watched the replay the following week, equal to 14.7% of viewers.

Marketing and Promotion

In 2014 a liftout was not produced and instead a broader range of press advertising was secured. This was a success and was done again in 2015 which has had an impact in raising the profile of the event.

The press advertising is complemented by radio and television advertising as part of the tender for these aspects.

In addition to the press, radio and TV advertising, a mobile application (app) was created for iPhone which was downloaded by 529 people and updated from 2014 by 106 people. Most people downloaded the app on the day. The app will be reviewed with features to be enhanced for 2016. A decrease in downloads is attributed to the release of the new Perth City Skyworks sub-site which for the first time in 2015 was

'responsive' allowing users to easily navigate all features on their device (for example, iPhone, Android and iPad).

All information about the event was available on this event website hosted on the visitperthcity.com website. On the 26th of January there were 30,879 Unique Visitors (UV) to the Skyworks site. From 19 December 2014 to 29 January 2015 there were 167,211 UV with a bounce rate of 47.91% (low) and average duration of 2.15 mins. 71.5% of visitors were new and 28.5% returning.

Market Research

The City of Perth commissioned market research to evaluate the event. 783 respondents from the Perth metropolitan area aged over 18 years old were surveyed. The data has been weighted by age and gender to ensure that the sample is representative of the Perth metropolitan adult population.

The research consisted of two elements: 403 people were surveyed in a random general public online survey and a team of recruiters were positioned on Langley Park and South Perth between 3.30pm and 7.30pm on 26 January. These two methods resulted in 426 attendees and 357 non-attendees being surveyed.

Results have been compared with the previous year's figures, which appear in brackets after this year's figures.

Visitor Numbers

The market research shows that number of visitors to view the event live was 28% (29% in 2014) of Perth adults. It was estimated on the day that numbers were around 300,000 for those who watched from the City and South Perth foreshores and Kings Park which is consistent with the market research results of 295,972 +/- 4.88% (281,529 – 310,415).

Enjoyment

Enjoyment of the event remains high at 93% (93% in 2014) who were satisfied with the overall event. Although it remains apparent that expectations remain very high for the event to be constantly evolving with feature components of pyrotechnics, soundtrack and narration.

91% (93% in 2014) felt that the fireworks and laser and water show was memorable.

Sponsor Awareness

- Awareness of the City of Perth as the primary event organiser was 42% (54% in 2014) unprompted. Prompted recognition 83% (83% in 2014).
- Unprompted recognition of Lotterywest as a sponsor of the Australia Day Skyworks was 23% (39% in 2014). Prompted recognition 64% (70% in 2014).

- Unprompted recognition and awareness of MIX94.5 was 39% (37% in 2014). Prompted recognition 81% (69% in 2014).
- Unprompted recognition and awareness of Channel 7 was 31% (29% in 2014). Prompted recognition 70% (61% in 2014).

Soundtrack and Broadcast

- Awareness of a specific soundtrack being broadcast was 60% (67% in 2014).
- 73% (83% in 2014) agreed that the music was well suited to the event.
- 40% (83% in 2014) said that the music and the narration reflected the theme quite well or very well.
- 75% (84% in 2014) also said that the soundtrack was enjoyable to them personally.
- 82% (84% in 2014) assessed the soundtrack to be for people of all ages.
- 48% (52% in 2014) noted that the soundtrack was memorable, leaving a lasting positive impression.
- Recognition of MIX94.5 as the soundtrack broadcaster at 70% (76% in 2014) recognising the station's contribution.

Promotion awareness

- 51% (38% in 2014) of attendees and 67% of non-attendees heard advertising or promotion of Skyworks on Channel Seven.
- 61% (48% in 2014) of attendees and 57% of non-attendees heard advertising or promotion of Skyworks on MIX94.5.
- 43% (36% in 2014) of attendees and 43% of non-attendees saw advertising or promotion of Skyworks in The West Australian.

Intention to attend again

- Of those who attended the event the intention to attend again is high and on par to last year at 87% (91% in 2014).
- Of the general population of non-attendees, 35% (46% in 2014) indicated they would attend in the future.
- Of those who did not attend Skyworks, 76% did not attend a competing event. Of the 24% that did attend a competing event, the Bunbury Fireworks (14% in 2014) and Fremantle Fireworks (13%) were the highest attended.

Tenders

All contractual arrangements were met in 2015.

Contracts and their terms were:

- Pyrotechnics and Special Effects 2013 – 2015.

- Television Promotion and Broadcast 2013 – 2015.
- Radio Promotion and Broadcast 2013 – 2015.
- Toilets, Infrastructure and Fencing 2013 – 2015.
- Waste Management Services 2013 plus one year (2014), plus one year (2015).
- Licences for mobile catering 2014 plus one year (2015).
- Licences for merchandising 2015.
- Laser & Water Show 2014 plus one year (2015), plus one year (2016).
- Langley Park Entertainment Zone 2015 – 2017.
- Supreme Court Gardens Survival Concert 2015 – 2017.

Australia Day 2016

Planning has commenced for Australia Day 2016 – 2018 inclusive. Major contracts for the core elements of the event have expired at the completion of the 2015 event and the tender process has commenced to secure a fireworks provider, radio and television support / broadcast rights. Other contracts also expired at the completion of the 2015 event include infrastructure, fencing and waste management. The tender process for these elements of the event will commence in the near future.

2015 was the final year of the three year agreement with Lotterywest. A meeting with the Lotterywest Chief Executive Officer, Mr Paul Andrew and the City of Perth Chief Executive Officer, Mr Gary Stevenson, was held on 19 February 2015 where funding for future Skyworks was discussed. Lotterywest have advised that it would welcome future submissions.

Supreme Court Gardens is unavailable for the 2016 event due to planned renovations. Discussions have been held with the current contractor of the event, Indigenous Services Australia, and it is proposed that the Survival Concert is held at the east end of Langley Park for the 2016 event, moving back to Supreme Court Gardens in 2017. The removal of the circus tent will allow for the space required on the park. Consultation with WA Police, Australian Event Protection (private security) and the City of Perth Ranger / Security team has occurred and will continue in the planning of this relocation. The area will be fenced and remain alcohol free with security checking bags upon entry. Additional advertising and marketing will be required from the City of Perth and Indigenous Services Australia to make the community aware of the change in location.

The public areas of Elizabeth Quay are expected to be open and available for use in November 2015. Discussions have commenced with the Metropolitan Redevelopment Authority (MRA) regarding Elizabeth Quay and Skyworks 2016 and will continue as a representative from MRA will be attending all Skyworks operational meetings in 2015. This will include determining any operational requirements of this space and any activation.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 1405 4000
BUDGET ITEM:	Recreation & Culture – Skyworks
BUDGET PAGE NUMBER:	38
BUDGETED AMOUNT:	\$ 1,961,647
AMOUNT SPENT TO DATE:	\$ 1,886,887
PROPOSED COST:	\$ N/A
BALANCE:	\$ 74,760

All figures quoted in this report are exclusive of GST.

COMMENTS:

The City of Perth Australia Day Skyworks is the largest community event in WA and the largest Australia Day celebration in the country. It is a well-regarded event which in recent years has seen significant improvements in crowd behaviour leading to positive feedback from both patrons and the police. Market research following the event suggests that numbers attending are stable at around the 300,000 mark which is pleasing given the recent addition of events in Fremantle and other local authority areas. The research also demonstrated that out of the non-attendees surveyed, 76% did not attend a competing event which is positive. In addition 87% of those attending say they will do so again making the City of Perth Australia Day Skyworks a key element in the celebration of our national Day.

4.50pm The Chief Executive Officer departed the meeting.

4.52pm The Chief Executive Officer returned to the meeting.

Moved by Cr Adamos, seconded by Cr Limnios

That the Marketing, Sponsorship and International Relations Committee notes:

- 1. the information detailed in the report titled “Post Event Report – City of Perth Australia Day Skyworks 2015”;***
- 2. the relocation of the aboriginal community and cultural event (Survival Perth) to Langley Park for the 2016 event.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Adamos and Limnios

Against: Nil

**MP76/15 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN
GIVEN**

Nil

MP77/15 GENERAL BUSINESS

Responses to General Business from a Previous Meeting

Nil

New General Business

1. City of Perth School Holiday Program – July 2015

Cr Adamos enquired about the progress of the City of Perth School Holiday Program – July 2015. The Manager Marketing, Communications and Events advised that scheduling and arrangements are currently being progressed and it is anticipated that the information will be released to the public during mid June 2015.

MP78/15 ITEMS FOR CONSIDERATION AT A FUTURE MEETING

Outstanding Reports:

- Review of Council Policy 18.8 – Provision of Sponsorship and Donations (Raised 22/01/15, updated 03/03/15).

MP79/15 CLOSE OF MEETING

5.10pm 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
5 MAY 2015**



CITY of PERTH

2015/16

Arts & Cultural Funding

Assessment Report

Round One

2015/16 ROUND ONE

The applicants contained within this report have applied for Arts & Cultural Sponsorship in Round One 2015/16, for single projects with a public performance period occurring between 1 July 2015 and 31 December 2015 and support for programs commencing in this period and completing by 30 June 2016.

The assessment process included analysis of responses provided on the application form, optional and essential support materials, proposed budget, eligibility and the extent to which the stated responses meet the program objectives and assessment criteria of one of three categories. Within each category, the applications are listed according to assessment results from highest to lowest ranking.

All projects were assessed for potential risk to the City's corporate image as a sponsor, based on the information provided and considering the following factors:

- Suitability of content for general audiences
- Physical safety to artist and audience
- Security to property
- Quality of program/ delivery
- Conflicting priorities
- Low planning and operational capacity ranking

A total of 14 applications for 17 projects were received and 11 applications have been recommended for support. Three applications were declined as one was considered ineligible for support, one did not sufficiently meet the minimum assessment criteria and one did not satisfactorily demonstrate a need for support from the City.

ART PROJECTS

ITEM	APPLICANT	ACTIVITY	PAGE
1	Jed Handmer	<i>The Dripping Chin</i>	5
2	Australasian Photographic Association	<i>Perth Cup 2015</i>	9
3	Oh Hey WA	<i>PERTHiAM</i>	13
4	Bishop Beshop	<i>When We Curve the Wild Boer</i>	17

CREATIVE COMMUNITY

5	Nulsen	<i>2015 As We Are Art Award</i>	19
6	Let's make Games	<i>Games Festival</i>	23
7	RTR FM	<i>Live Film Series – The View From Here</i>	27
8	St Georges Cathedral Foundation for the Arts	<i>St George's Art Award 2015</i>	31
9	WA Poets	<i>Perth Poetry Festival</i>	35
10	Youth Affairs Council of WA	<i>Home is Where my Heart is</i>	40

PROGRAM SPONSORSHIP

11	Yirra Yaakin Theatre Company	<i>Guddir Guddir & Yirra Yaarnz</i>	45
12	Contemporary Dance Company of WA	<i>McGowann, Webber, Hill CSCWA Launch Season</i>	52
13	Revelation Film Festival	<i>Revelation Perth International Film Festival</i>	56
14	Propel Youth Arts	<i>Mosaic & KickstART</i>	61

ARTS PROJECTS 2015/16

The identified objectives of this category of funding are listed below.

- Enhance social wellbeing and provoke engagement in cultural life.
- Invest in the presentation of a diverse range of local arts activity.
- Encourage artists to explore, develop and strengthen their practice.
- Enhance the community profile of the City of Perth.
- Enhance the profile of the city of Perth as a pre-eminent cultural destination.

Essential Criteria (Arts Projects)

- High quality local arts project.
- Demonstrated capacity to manage and deliver the project as described.
- Must meet all or some of the identified arts projects' objectives.
- Must take place within the specified timeframe.
- Provide evidence of support from other sources (cash and in-kind)

Desirable Criteria (Arts Projects)

- Innovation of approach or presentation or content.
- Audience development.
- Creative development.

ITEM 1

Applicant	Jed Handmer
Project Title	<i>The Dripping Chin</i>
Artform	Live Theatre, Dance, Music
Venue	Studio Underground, State Theatre Centre,
Total Project Cost	\$77,140
Amount Requested	\$10,000
Recommended	\$10,000

BACKGROUND:

Jed Handmer is a Western Australian artist, writer and artistic director. Handmer is presenting his multi-arts theatre project, *The Dripping Chin* in collaboration with local production company, HMS PopUp Productions. HMS PopUp Productions has a successful history of production management in both Perth and Melbourne. Handmer is applying for sponsorship as a sole trader.

ELIGIBILITY:

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

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

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; or	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met

an applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries	Criterion met
occur with the specified timeframe	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

DETAILS:

Project Summary

The Dripping Chin is an original multi-arts theatre work written and scored by Jed Handmer and developed over four years. Handmer describes the work as a silent musical; characters are portrayed entirely through dance and musical interpretation whilst only the narrator and singer are given a voice. The premiere season of *The Dripping Chin* will be held at Studio Underground, State Theatre Centre and is intended to be promoted as part of the City of Perth's *Winter Art Season*.

The Dripping Chin is a dark tale of an anti-heroine's fall, rise and fall again. Handmer explains "...the lead character's life is burlesque; the show is not...". He states "...the loose weave of the narrative, score, choreography and staging aims to alternately immerse and distance the audience in a roller coaster dynamic..."

Handmer is presenting *The Dripping Chin* in collaboration with local arts industry professionals Noah Shilkin, Vice-President of the West Australian Music Industry Association, who will mentor leading local vocalist Harry DeLuxe to deliver musical direction on the project. Locally-based international costume designer Kym Byrnes will participate in the project along with local graphic designers from Studio Bomba.

Handmer anticipates an audience of 600 will attend the Studio Underground performances. This is consistent with the average numbers of current audiences attending performances at Studio Underground and the capacity level for such a production.

Times and Dates

Day	Date 2015	
Thursday	13 August	<i>Opening Night</i>
Friday	14 August	<i>Performance</i>
Saturday	15 August	<i>Performance</i>

Venue

Studio Underground at the State Theatre Centre.

Ticket Prices

Audiences will be charged a standard ticket price of \$45 and concession ticket price of \$30.

Past support

The applicant has not previously applied for Arts & Cultural Sponsorship.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives as an Arts Project

This project offers an innovative performance experience and providing creative development opportunities for local artists to explore, develop and strengthen their practice.

The proposed professional quality and stylised artistry of this project, including Handmer's score recording, indicate *The Dripping Chin* has a high capacity to provide audiences with a unique and fulfilling experience with a legacy that will last beyond the performance season through the continued utilisation of the musical. Handmer is hopeful that the production will be presented internationally and the score recorded for the Perth premiere season will be used in any future performances.

This multiple genre production will engage a broad audience, described as fringe, burlesque and musical theatre audiences.

The project must be of high artistic quality

Following a four year development period, Jed Handmer has engaged talented industry professionals in creative collaboration to present a high quality innovative multi-disciplinary theatre performance.

Handmer aims to develop the project to a quality suitable for national and international audiences and has provided evidence that key personnel possess the skills and experience to deliver a high quality production.

A live recording of *The Dripping Chin's* score has been provided in-kind by a professional sound engineer. The production team includes international Perth-based Costume Designer Kim Byrnes and local musician Harry DeLuxe. Management of the project will be undertaken by an experienced team of entertainment professionals from HMS PopUp Productions.

The applicant must have demonstrated capacity to deliver the project as described

The applicant has provided confirmation that an informal project partnership has been established with HMS PopUp Productions, an established multi-arts production team.

Since submitting the application Handmer has confirmed that pre-production objectives identified in the application form have now been achieved.

Handmer has stated that should his application for sponsorship be unsuccessful the project budget may be revised to reflect reduced promotion costs.

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

The applicant has provided a detailed project budget and demonstrated financial support from other sources including confirmed corporate sponsorship of \$8,000, a personal cash contribution of \$8,200 in addition to anticipated box office of \$13,500 and CD and program sales \$6,500. The budget includes in-kind support valued at \$11,125.

The recommended level of support represents approximately 21% of the total cash component of the project budget (excludes the value of in-kind services).

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- invitations for Elected Members City of Perth representatives (as determined by the unit Director) to attend the performance;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth's support on applicant's website.

COMMENTS:

The recommended level of support is \$10,000 based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

ITEM 2

Applicant	Australasian Photographic Association
Project Title	<i>Perth Cup 2015</i>
Artform	Photography
Venue	Perth Town Hall
Total Project Cost	\$36,000
Amount Requested	\$6,000
Recommended	\$4,000

BACKGROUND:

The Australasian Photographic Association Inc. (APA) is a not-for-profit incorporated association that was established in 2008. APA has a membership base comprising of both professional and amateur photographers.

The identified objective of this multi-cultural association is to promote the exchange, development and understanding of ideas, cultures and techniques within the photographic and associated industries.

ELIGIBILITY:

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

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

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; or	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same	Criterion Met

financial year	
an applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries.	Criterion met
occur with the specified timeframe	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

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

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

iii. prizes (provided as cash or good and services)

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

DETAILS:

Project Summary

Perth Cup is a Biennial photography competition and exhibition. *Perth Cup 2015* is the fourth competition since its inception in 2009. APA describes *Perth Cup 2015* as an event aimed at promoting cultural awareness, social development and the unique scenery of Perth through photography.

Entries are received and assessed by a panel of APA photographers with selected photographs chosen for exhibit at the Perth Town Hall and cash prizes conferred to the winners, second and third places of each of the three categories: Perth Landscape, Perth News and Events and Mobile Phone Photography.

APA anticipates an audience of 3,000 will attend the Perth Town Hall during the ten day exhibition.

Times and Dates

Day	Date 2015	
Thursday	30 April	<i>Entries close</i>
Saturday	9 May	<i>Awards Selection</i>
Friday	14 August	<i>Exhibition Opens</i>
Sunday	16 August	<i>Awards Ceremony</i>
Monday	24 August	<i>Exhibition Closes</i>

Venue

Perth Town Hall

Ticket Prices

The entry fee is \$50 for non APA members and free for members, APA anticipates most entrants will elect to become APA members and therefore, no income is expected to be derived from entry fees.

The exhibition will be free to attend.

Past support

Year	Amount	Project
2008/09	\$1,600 \$400 in-kind	Perth Cup 2009 Photography Exhibition
2010/11	\$2,500	Perth Cup 2011 Photography Exhibition
2013/14	\$2,000	Perth Cup 2013 Photography Exhibition
<i>Requested 2015/16</i>	<i>\$6,000</i>	<i>Perth Cup 2015 Photography Exhibition</i>
<i>Proposed 2015/16</i>	<i>\$4,000</i>	<i>Perth Cup 2015 Photography Exhibition</i>

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives as an Arts Project

This is a community-based project which encourages photographers to explore, capture and promote the city and surrounds.

As an Arts Project activity the exhibition meets the City's Arts Projects objectives by promoting diversity and encouraging engagement in arts and cultural activity by people of all ages and backgrounds and by encouraging activation of City spaces.

Several acclaimed Chinese professional photographers are invited to shoot photographs of Perth events, lifestyles and landscapes over 10 days. Their photographs will be pre-selected to be displayed in the *Perth Cup 2017* exhibition, enhancing the profile of the city of Perth as a pre-eminent cultural destination.

The project must be of high artistic quality

The competition attracts photographers of all skill levels and APA has invited a selection of renowned Chinese photographers to Perth to capture landscapes, events

and lifestyle themes as part of Perth Cup 2015. A sample of previous winners and highly commended photographs demonstrate a high artistic quality.

The level of general presentation is consistent with a project of this scale, and as one which is managed and curated by volunteers. In previous years, the quality of the accompanying publication has been unsatisfactory and has included substantial spelling and grammatical errors.

The applicant must have demonstrated capacity to deliver the project as described

APA has successfully planned and managed three earlier incarnations of the *Perth Cup* at both the Council House foyer and Perth Town Hall locations.

APA has received substantial support from private donors and corporate sponsorship and a budget consistent with a project of this scale.

APA has indicated that without City of Perth support, the project will proceed, however, the Awards Ceremony (a component not eligible for sponsorship) would be rescheduled to an earlier hour to recover catering costs, and print material quantities would be reduced.

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

APA has confirmed cash support has been pledged by eight corporate partners totalling \$30,000.

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth's support on applicant's website;
- verbal acknowledgement prior to the exhibition;
- inclusion of City of Perth signage (provided by City of Perth) at the exhibition;
- invitations for Elected Members and City of Perth representatives (as determined by the unit Director) to attend the exhibition opening.

COMMENTS:

The recommended level of support is \$4,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the

identified program objectives. This contribution is to be allocated to Perth Town Hall hire fees and printing of promotional materials.

ITEM 3

Applicant	Oh Hey WA
Project Title	<i>PERTHiAM</i>
Artform	Photography
Venue	Urban Orchard – Perth Cultural Centre
Total Project Cost	\$11,884
Amount Requested	\$4,665
Recommendation	Decline

BACKGROUND:

Oh Hey WA is a city-based walking tour business owned by Adie Chapman. Oh Hey WA tours include history, art and bar walking tours. The applicant is applying as a sole trader trading as Oh Hey WA.

The applicant describes its objectives:

To educate people about Perth in an entertaining manner, covering the past, present and future of the city. Oh Hey WA endeavours to promote Perth and show people that it is an exciting city with many hidden gems and exciting things happening.

ELIGIBILITY:

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

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

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; or	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	N/A
<i>The applicant must not be:</i>	

a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries.	Criterion met
occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes.	Inconclusive*
for fundraising.	Criterion met
an award ceremony or industry specific presentation.	Criterion met
training, workshops, research or professional development.	Criterion met

The primary purpose of this event is not clearly identified as arts or cultural, a significant proportion of the described activity does appear to be the sales of food and beverage which have been outsourced to another party for a fee. The budget for the exhibition component of the event does indicate the exhibition is non-commercial in nature however this activity lacks detail.

DETAILS:

Project Summary

PERTHiAM is a photography exhibition at the Urban Orchard – Perth Cultural Centre. *PERTHiAM* will occur over a weekend in November (TBC) and includes an opening night event featuring local bands. Local food and beverage companies will also be invited to pay a fee as stall holders on the opening night. The budget indicates a fee will be paid to “Bar Pop” to supply tap beer to patrons on the opening night.

Oh Hey WA anticipates that 500 people will attend the exhibition over the weekend. This estimate is inclusive of the opening night event.

Times and Dates

Day	Date 2015	
Friday	20 November (TBC)	<i>Opening night</i>
Saturday	21 November (TBC)	<i>Exhibition</i>
Sunday	22 November (TBC)	<i>Exhibition closes</i>

Venue

The Urban Orchard – Perth Cultural Centre

Ticket Prices

Audiences will be charged \$5 for standard entry and \$4 for concession entry to the exhibition. Photographers will be charged an application fee of \$50 each to participate in the exhibition.

Past support

The applicant has not previously applied for Arts & Cultural Sponsorship.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives as an Arts Project

The application has not provided sufficient detail to assess its merit as an Arts Project. No information has been provided concerning how the activity will attract photographers to participate in the project, the selection process for exhibiting photographs, or the brief the photographers must adhere to.

The application has not demonstrated the extent to which artists will be encouraged to explore, develop and strengthen their practice. Photographers will be charged a \$50 application fee whilst \$1,250 of income will be expended on a “Bar Pop” Chevrolet – tap beer dispensary.

The project must be of high artistic quality

The application has not identified the method in which photographers will be attracted to or selected by *PERTHiAM*. The application form states that the organisers have not managed an event of this nature before.

It is not possible to determine the artistic merit of this project with the limited project description provided.

The applicant must have demonstrated capacity to deliver the project as described

The applicant indicates that the proposed dates of 20 November to 22 November are not yet confirmed with MRA and could change to any week in November. Enquiries with MRA suggest that the applicant has submitted neither an application form for MRA sponsorship (as suggested in the application), or event application for any date. MRA has stated that “Bar Pop” is booked for each Friday from 20 November until January 2016. It is unclear if PerthIAM is participating in an event already booked by Bar Pop, to whom PerthIAM has allocated funds to in the project budget. MRA indicated that Bar Pop often undertake co-productions, however, the application submitted by Oh Hey WA makes no reference to a co-production with Bar Pop. It is likely that an application from Bar Pop would be ineligible as a commercial activity.

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

The applicant has identified income generated from ticket sales (\$1,500), food/bar stall fees (\$150), photographer application fees (\$500) and MRA sponsorship (\$2,000). At the time of writing this report, MRA has confirmed that no sponsorship application had been received. A self-funded contribution (\$1,000) has been included in the budget.

The applicant is requesting that the City of Perth makes a contribution to the project which represents 44.79% of the value of cash expenditure.

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth's support on applicant's website;
- inclusion of City of Perth signage at the exhibition;
- verbal acknowledgement at the Opening Night function;
- invitations for Elected Members City of Perth representatives (as determined by the unit Director) to attend the exhibition.

COMMENTS:

The application was assessed in a competitive funding round where the demand for funding and quality of applications was high. This project does not meet the assessment criteria sufficiently to be funded in the context of funds available and comparable evaluation.

Based on analysis of the application, level of interest, artistic and cultural merit, and a comparative analysis against the ability to meet the program objectives and assessment criteria, the recommendation is to decline sponsorship. There is insufficient information in regards to the artistic program and rationale, nor commitment from artists. The applicant has not provided sufficient detail to demonstrate capacity to plan and delivery a project of this nature.

ITEM 4

Applicant	Bishop Beshop
Project Title	<i>When We curve the Wild Boer</i>
Artform	Performance
Venue	Perth Town Hall
Total Project Cost	\$19,200
Amount Requested	\$15,000
Recommended	Decline

BACKGROUND:

Bishop Beshop is applying for sponsorship as a sole trader. The applicant submitted an illegible handwritten application prior to the closing date, and was provided with an opportunity to review his application and resubmit it prior to the closing date of 9 February 2015.

The revised application provided limited information with which to assess.

The applicant has responded "N/A" to each of the core sponsorship acknowledgement benefits as outlined in the application form, effectively indicating that the City's contribution would not be acknowledged.

The applicant states that the event would take place on 20 February 2015 at the Perth Town Hall, this date has passed. Perth Town Hall staff confirm that the event did not occur and the date stated is outside the specified period for sponsorship assessed in this round.

ELIGIBILITY:

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

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

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; or	N/A
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	Criterion Met

<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries	Criterion not met
occur with the specified timeframe	Criterion not met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Unable to be determined
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

COMMENTS

This project does not meet the assessment criteria sufficiently to demonstrate an outcome will be provided within the City of Perth boundaries. The stated event date has passed. The event was said to occur outside the funded period and the project is considered ineligible on this basis.

The amount requested exceeds the maximum request available for an individual presenting a single project.

The applicant has been advised that the project fails to meet essential eligibility requirements. The recommendation is to decline sponsorship.

CREATIVE COMMUNITY PROJECTS 2015/16

The identified objectives of this category of funding are listed below.

- Enhance social well-being and provoke engagement in cultural life.
- Enhance the community profile of the City of Perth.
- Enhance the profile of the city of Perth as a pre-eminent cultural destination.
- Reflect on the City of Perth as a community with a diverse living culture.

- Encourage participation in the arts or cultural activity.

Essential Criteria (Creative Community Project)

- Program relevance. The project relates to and provides benefits to the intended audience.
- Demonstrated capacity to manage and deliver the project as described.
- Must meet all or some of the identified creative community project objectives.
- Must take place within the specified timeframe.
- Provide evidence of support from other sources (cash and in-kind).

Desirable Criteria (Creative Community Projects)

- Innovation of approach or presentation or content.
- Professional artist/ practitioners are engaged to work alongside participants (if this project has a participatory element).
- Audience development.

ITEM 5

Applicant	Nulsen Association
Project Title	<i>As We Are 2015</i>
Artform	Visual Arts Exhibition
Venue	Central Park Building Foyer
Total Project Cost	\$57,647
Amount Requested	\$10,000
Recommended	\$8,000

BACKGROUND:

The Nulsen Association is an incorporated public benevolent institution, established in 1956. The Association provides support to people with a range of disabilities including intellectual, physical and acquired brain injuries. The *Nulsen Connect* program supports initiatives and programs which enhance the quality of life for people with disabilities. This is achieved through a range of inclusive communicative leisure and health promotional activities that are appropriate and meaningful.

2015 will be the thirteenth year that the *As We Are* exhibition has been presented.

ELIGIBILITY:

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

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

Category of Sponsorship: Creative Community	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; or	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries.	Criterion met
occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes.	Criterion met
for fundraising.	Criterion met
an award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

DETAILS:

Project Summary

The *As We Are* exhibition is a twelve day visual art exhibition presented by the Nulsen Association.

The Nulsen Association anticipates approximately 175 works to be featured in the exhibition consisting of a variety of media including two and three dimensional works. The event will award cash prizes in recognition of artistic excellence across 5 categories. The work will be judged by respected independent arts representatives. Works will be available for sale by the artists with a commission of 15% retained by Nulsen to assist with administration and display costs.

Nulsen anticipates that approximately 3,000 people will attend the exhibition over its 11 day duration. As the exhibition is to be held in a high pedestrian traffic location, this estimate is considered realistic.

Times and Dates

The exhibition will be open to the public from Monday 5 October until Friday 16 October 2015. Opening hours are 10.00am to 4.00pm Monday to Saturday and 11.00am to 3.00pm Sundays.

An exhibition opening event and presentation will take place on Sunday 4 October from 5.00pm to 7.00pm for participating artist and invited guests.

Venue

Central Park Foyer 152 – 158 St Georges Terrace.

Central Park management have offered the venue free of charge and will be acknowledged as sponsor of the exhibition.

Ticket Prices

The exhibition is free for the public to attend.

Past support

Year	Amount	Project
2011/12	\$2,000*	2011 As We Are
2012/13	\$5,000	2012 As We Are
2013/14	\$8,000	2013 As We Are
2014/15	\$8,000	2014 As We Are
<i>2015/16 requested</i>	<i>\$10,000</i>	<i>2015 As We Are</i>
<i>2015/16 proposed</i>	<i>\$8,000</i>	<i>2015 As We Are</i>

** In 2011/12 the applicant received support for this project as a Fast Response Applicant and received the maximum support available.*

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives as a Creative Community Project

This project supports Nulsen Association's endeavours to reward the achievements and improve the well-being of people living with an intellectual disability, and encourages cultural activity. Support of such events promotes the City of Perth as diverse and inclusive community.

For the artists, having the opportunity to display their work provides encouragement and confidence to exhibit their work in mainstream art awards and exhibitions.

The project must be relevant to the intended audience

The exhibition will be situated in a high pedestrian traffic corporate environment which is well suited for exhibitions of this scale and audience.

The exhibition attracts a broad audience and is of significant importance for artists with disabilities, their families, friends and supporters.

The applicant must have demonstrated capacity to deliver the project as described

The presentation and management of previous *As We Are* exhibitions has been of a high standard. The project will be managed by a professional team of paid staff members with experience in management of this project. Nulsen has provided a summary of the project and marketing plan which is considered consistent with the budget provided and the organisation's capacity.

The applicant has provided a schedule of key dates which demonstrates a sound understanding of preparatory stages the project.

As in previous years the Nulsen Association will distribute information to key industry networks for inclusion on their websites and newsletters, those being Community Arts Network, Department of Culture and the Arts, Victoria Park Centre for the Arts and Disability in the Arts Disadvantage in the Arts WA (DADAA).

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

The applicant has provided a project budget and demonstrated financial support from other sources including self-contribution, entry fees, commission on sales, government and corporate sponsorship. The applicant has been offered in-kind support for venue hire and has estimated the value of other in kind services and volunteer labour at \$14,800.

The recommended level of support represents approximately 19.58% of the cash expenditure of the project, and is consistent with the sponsorship level of previous years.

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal announcement acknowledging the sponsorship at the presentation evening;
- acknowledgement of the City of Perth's support on organisation's website;
- display of City of Perth signage at the event;
- invitations for Elected Members City of Perth representatives (as determined by the unit Director) to attend the festival.

COMMENTS:

The recommended level of support is \$8,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives. This contribution is consistent with previous years.

ITEM 6

Applicant	Let's Make Games Inc.
Project	<i>Perth Games Festival</i>
Artform	Community Festival
Venue	Perth Town Hall
Total Project Cost	\$34,830
Amount Requested	\$10,000
Recommended	\$5,000

BACKGROUND:

Let's Make Games Inc. is a WA based not-for-profit incorporated organisation established to encourage community awareness of, and engagement with, locally made games and digital experiences.

Let's Make Games functions by supporting and promoting the games development community of Western Australia. The organisation is run by a team of volunteers, dedicated to coordinating educational and networking events for local games developers.

Let's Make Games is an incorporated body, registered in 2011. The organisation is not registered for GST.

ELIGIBILITY:

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

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

Category of Sponsorship: Creative Community	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; or	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
An applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

DETAILS:

Project Summary

Let's Make Games proposes to present the *Perth Games Festival* at the Perth Town Hall over a four hour period on Saturday 28 November 2015.

Perth Games Festival is a family-friendly event that will engage the community by presenting locally made independent games and play experiences in an open-floor space exhibition format.

The event will feature playable experiences including board games; card games; computer games; console games; arcade games and virtual reality experiences as well as featuring game development talks and workshops facilitated by professional developers.

For five years Let's Make Games have presented an annual WA Developer Showcase which supports games developers, students and hobbyists to share their creative works. *Perth Games Festival* is an extension of this showcase, and in 2014 the first *Perth Games Festival* was held at the Perth Town Hall, and was supported through the Fast Response category of Arts & Cultural Sponsorship. Approximately 2,000 people are expected to attend the 2015 *Perth Games Festival*. The event will increase awareness of game making and gaming culture in Western Australia.

Similar events are held in Melbourne, Brisbane and Sydney.

Times and Dates

The festival will take place on Saturday 28 November 2015

Venue

Perth Town Hall

Ticket Prices

The festival is free to attend.

Past support

Year	Amount	Project
2014/15	\$2,000	Perth Games Festival
<i>2015/16 requested</i>	<i>\$10,000</i>	<i>Perth Games Festival</i>
<i>2015/16 proposed</i>	<i>\$5,000</i>	<i>Perth Games Festival</i>

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives as a Creative Community Project

This festival welcomes people to experience and engage with the local game industry. Local developers, students and educational institutions are likely to showcase their work and engage with the gaming community through this event.

The organisers anticipate that an audience of 2,000 will attend the festival; this number is consistent with the highly successful inaugural event held in 2014. The festival will contribute to the cultural richness of the city and increase participation in its cultural life. The festival will reflect on the City of Perth as a community with a diverse living culture.

The project must be relevant to the intended audience

The project engages with a broad audience and will attract people of all ages and backgrounds as they find cultural relevance in the festival.

The applicant has indicated that the festival particularly aims to engage with families seeking an exciting and inexpensive school holiday experience, people interested in games, digital content and gaming culture and game developers and digital creative interested in sharing their work with a wider audience.

Inescapably part of our contemporary cultural landscape, a festival celebrating local gaming culture and creative industries will attract a wide and diverse audience, who do not often have the opportunity to engage cohesively as a community.

The applicant must have demonstrated capacity to deliver the project as described

In 2014 Let's Make Games Inc. successfully presented the *Perth Games Festival* at the Perth Town Hall to an audience of 2,000, the organisation, therefore, has demonstrated capacity to deliver the project as described.

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

The applicant has provided a project budget with costs estimated at \$34,830. The budget includes substantial in-kind support (\$14,030) income from exhibitor fees (\$3,800) and other yet to be confirmed sponsorship income (\$10,800). The request is inclusive of an estimated \$1,988 in Perth Town Hall venue charges including equipment hire and security guard fees charged by the City.

The recommended level of support represents approximately 24% of the cash components of the budget (excludes in-kind support).

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- inclusion of City of Perth signage at the festival;

- invitations for Elected Members City of Perth representatives (as determined by the unit Director) to attend the festival;
- verbal announcement at the festival.

COMMENTS:

The recommended level of support is \$5,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

ITEM 7

Applicant	Arts Radio Limited
Project Title	<i>Live Film Series – The View From Here</i>
Artform	Film Launch event
Venue	Live Music, Film Screening
Total Project Cost	\$34,500
Amount Requested	\$19,000
Recommended	\$3,000

BACKGROUND:

Arts Radio Limited trading as RTRFM is an Australian Public Company. The community funded and focused organisation produces a broad range of programs including current affairs programs; art and cultural exploration programs in theatre, film, and visual arts; and specialist music-based programs focused on genres as varied as vintage rock, blues, dub step, post rock, jazz, women in music, indie pop, folk, punk, contemporary independent and avant-garde compositions. These programs are presented by over 200 volunteers and supported by 10 staff members.

RTRFM also curates a host of local events throughout the year as part of a goal to engage with the wider arts and culture community.

RTRFM exists as an FM radio station, an online radio station a podcast and film outlet and as an online independent media company showcasing West Australian arts and cultural expression.

ELIGIBILITY:

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

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

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; or	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries	Criterion met
occur with the specified timeframe	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

DETAILS:

Project Summary

Following the first successful film series of *The View From Here*, RTRFM is developing a second series of live films featuring four WA artists, shot at various locations throughout the City of Perth including the State Theatre Centre and The Bird in Northbridge. The featured artists will be given access to the finished films to promote their work. The films will provide an opportunity to showcase their talent and that of the filmmaker to a wide audience.

The project management team comprises of three RTRFM staff, Project Manager Chris Wheeldon, Marketing and Events Co-ordinator Apple Bagios and Music Director Adam Christou. In addition, two RTRFM volunteer presenters have been selected to join the team as members of a selection panel, Andrew Ryan, Out to Lunch presenter, local musician and owner of Cool Perth Nights promotional company and Tanya Bunter, new Drivetime presenter and youth representative on the panel. The selection panel considers artists that meet the definition of each of the three categories:

- Act with a national profile
- Newly established/up and coming and;
- Act of Indigenous/world music background.

Local Filmmaker, Sam Price, has been employed to work on this project. The costs associated with film production will be met by RTRFM.

RTRFM has requested Arts & Cultural Sponsorship to launch the film series as part of the 2015 Courtyard Club Series at the State Theatre Centre Courtyard. The launch will feature the four acts represented in the film series in addition to premiering the four finished films.

RTRFM indicates that an audience of 600 are likely to attend the event, this is consistent with the audience numbers at previous Courtyard Series events.

Following the live launch, the films will be uploaded to RTRFM's Your Tube Channel and promoted via RTRFM's website and Social Media outlets. In addition, the films will be screened on the Perth Cultural Centre and Northbridge Piazza screens.

The films will also be distributed to WAM and You Tube United States editorial team. Each video will also be promoted via an online campaign and via a bi-monthly mail out to over 7,000 in-boxes. The current series of films has seen all films receiving over 1,000 views on the RTRFM You Tube channel with some films receiving over 3,000 views.

The series would enable RTRFM to engage in its commitment to provide innovative and compelling content that is aligned with the values and vision as per RTRFM's Strategic Plan 2014-2019.

Times and Dates

Day	Date 2015		Time
Friday	30 October	<i>Live Launch</i>	7.00pm – 10:00pm

Venue

State Theatre Centre Courtyard

Ticket Prices

The launch is free to the public.

Past support

The applicant has not previously applied for support through the Arts & Cultural Sponsorship program.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives as a Creative Community Project

RTRFM states:

"...RTRFM strives to bring you the Sound Alternative, bringing you music from around the world and across all genres. We also bring you stories that mainstream media outlets do not wish to cover. We are the voice for your community. Programs such as The Youth News Project, Understorey and Indymedia give a voice to those who do not have one and we play the best form of music, all of it..."

By employing a project brief consistent with these values, this project will provide support to Indigenous artist/s and emerging artist/s alongside established artist/s and embodies the diverse living culture within the City of Perth.

RTRFM have successfully hosted live performances within the City of Perth since its inception in 1977. According to McNair Ingenuity research August 2009 "...some 103,000 people over the age of 15 listen to RTRFM in any given week...". This project, therefore, will undoubtedly enhance the community profile of the City of Perth and encourage participation in arts and cultural activity.

The organisation has confirmed that sponsorship of this activity at the requested level will ensure the City of Perth is acknowledged as a sponsor on each of the four *The View from Here* films. These films are intended to reach a large and international audience, and enhance the profile of the City of Perth as a pre-eminent cultural destination.

The project must be relevant to the intended audience

This project presents a live music - film launch that is likely to have particular appeal to local music fans. RTRFM have a significant audience base of approximately 8% of the Perth over 15 year old population and will encourage listeners to attend the event through email newsletters, community service announcements and via social media.

RTRFM anticipates an audience of 600 will attend the event with up to 50 participants in the film project in its entirety.

The applicant must have demonstrated capacity to deliver the project as described

The applicant has provided a thorough project schedule in addition to a detailed marketing plan. RTRFM is an experienced live music event organiser with considerable experience presenting live music events to Perth audiences. RTRFM has indicated that the project will proceed regardless of the outcome of the sponsorship application.

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

The project budget provided by the applicant is not considered consistent with a discrete live music event. The requested sponsorship amount comprises of 55% of the total project budget. The most significant expenditure relates to staffing expenses (\$21,000). The organisation will use its own audio visual equipment.

Included in the budget is estimated in-kind support of \$7,500 and self-funded cash contribution of \$8,000. The budget contains no additional income from other sources.

The recommended sponsorship amount represents the artist's fees payable to live performers performing at the launch.

Acknowledgement of City of Perth support

The applicant will acknowledge the City's support as below:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth on the RTRFM website;
- inclusion of the City of Perth crest on the four *The View From Here* films;
- inclusion of City of Perth signage at the event;
- invitations for Elected Members City of Perth representatives (as determined by the unit Director) to attend the festival;
- verbal announcement prior to the event.

COMMENTS:

The recommended level of support is \$3,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

This amount is to be apportioned to the artist fees budget item, and more specifically, the live music artists performing at the launch. The additional staffing expenses detailed in the budget do not reflect line items that sufficiently meet the eligibility criteria for Creative Community grants.

ITEM 8

Applicant	St George's Cathedral Foundation for the Arts
Project	St George's Art Award 2015
Artform	Art Exhibition
Venue	St George's Cathedral
Total Project Cost	\$42,500
Amount Requested	\$5,000
Recommended	\$5,000

BACKGROUND:

St George's Cathedral established the St George's Foundation for the Arts in 1997 to support the arts at St George's Cathedral.

Arts and cultural activities that the Foundation has supported in recent years have included the Cathedral Choirs and choir tours, concerts, student art exhibitions, drama productions, special events held as part of Perth International Arts Festival.

The City of Perth has supported the exhibition since 2010.

ELIGIBILITY:

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

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

Category of Sponsorship: Creative Community	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business;	Criterion Met
or	
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met

an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries	Criterion met
occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

DETAILS:

Project Summary

St George's Art is an annual highlight event in the State's arts education calendar. The event is a curated exhibition of artworks that will be selected by the heads of art in participating secondary schools. 2015 will be the thirteenth year of the exhibition and is anticipated that around 120 students from 40 schools will be involved as in previous years. The exhibition is free to visitors and exhibitors and the event adds interest to the heritage precinct during the day mid-week. The exhibition will attract approximately 3,000 visitors.

Times and Dates

The daily exhibition will take place from Saturday 18 July until Sunday 26 July and will be open from 10.00am to 4.00pm on Monday- Saturday and noon to 4.00pm on Sunday.

An Awards Night will take place from 6.30pm to 8.30pm on Thursday 23 July 2015.

Venue

St George's Cathedral

Ticket Prices

The exhibition is free to the public. The Gala Awards night is ticketed at \$20 (standard) \$10 (concession) to offset the cost of catering.

Past support

Year	Amount	Project
2007/08	\$3,000	Choir Tour- France
2009/10	\$1,500	St George's Art 2010
2011/12	\$2,500	St George's Art 2011

2012/13	\$2,500	St George's Art 2012
2013/14	\$2,000*	St George's Art 2013
2014/15	\$5,000	St George's Art 2014
2015/16 requested	\$5,000	St George's Art 2015
2015/16 proposed	\$5,000	St George's Art 2015

**In 2013/14 the applicant submitted the application as a fast response request and received the maximum amount of funding available which is \$2,000.*

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives as a Creative Community Project

This event attracts and encourages young artists from across metropolitan Perth. The exhibition has been well attended in the past and is an important project for school groups and their families and reflects the City as a diverse living culture.

The success of St George's Art over a twelve year period and its reputation as a high quality and much anticipated education activity enhances the community profile of the City of Perth.

The project must be relevant to the intended audience

The event is well attended with continued interest from schools participating each year. The event encourages students to visit the city with family and friends.

The free exhibition may provide a point of interest for people already visiting the area for other purposes. The promotional materials are broadly targeted to the general public of all ages with an interest in the visual arts.

The applicant must have demonstrated capacity to deliver the project as described

This project has been successfully delivered for over ten years at a similar budget and scale. The applicant has provided a summarised project planning schedule and detailed marketing plan.

The applicant has provided all the required acquittal documents for past grants received through this program.

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

The applicant has provided a project budget consistent with a project of this scale. The budget includes in-kind support valued at \$16,000 and an estimated contribution from the Anglican Community Fund. The exhibition and audiences are invited to purchase a

catalogue or make a small donation towards the exhibition. The Foundation receives some private donations to award prizes to artists whose artworks have been given a merit award by a panel of judges.

The recommended level of support represents 12% of total cost or 19% of the cash expenditure allocated for the exhibition and is equivalent to the estimated contribution raised by catalogue sales and donations from visitors.

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage at exhibition;
- acknowledgement of the City of Perth's support on the foundation's website;
- invitations for Elected Members City of Perth representatives (as determined by the unit Director) to attend the exhibition;

COMMENTS:

The recommended level of support is \$5,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

ITEM 9

Applicant	WA Poets Inc.
Project Title	<i>Perth Poetry Festival</i>
Artform	Poetry
Venue	Northbridge Piazza Community Rooms
Total Project Cost	\$30,448
Amount Requested	\$6,762
Recommended	\$5,128

BACKGROUND:

WA Poets Inc. is a membership-based incorporated association established in 2006. The annual poetry festival is acknowledged as the primary aim of the group. The volunteer-based group also acts in association with other writers groups to achieve their stated vision:

To develop and promote poets and poetry

WA Poets Inc. stated aims and objectives of the *Perth Poetry Festival* are:

- Introduce audiences to established and innovative artists of varying poetic traditions.
- Develop a diverse, inclusive program that will provide opportunities for local poets to engage with and challenge their own craft.
- Promote a poetry culture in WA that will promote local poets to improve their opportunities for professional development and their engagement with a broader public readership.

ELIGIBILITY:

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

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

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business;	Criterion Met
or	
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
an applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries*	Criterion met
occur with the specified timeframe	Criterion met

<i>The project must not be:</i>	
for profit or commercial purposes	Criterion met
for fundraising	Criterion met
an award ceremony or industry specific presentation	Criterion met
training, workshops, research or professional development	Criterion met

*The proposed includes some festival programming that takes place outside of the City's boundaries. Audience estimates and budgets have been adjusted with consideration for this based on information provided by the applicant.

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

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

ii. training, workshops, research or professional development.

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

DETAILS:

Project Summary

The *WA Poetry Festival* will be a four day festival of poetry readings, workshops and featured events. The program will include free outdoor readings and talks during the day. One international poet alongside local and national poets of various genres will present their work in the evening.

The applicant has provided confirmation of participating poets, a schedule of programming dates and a description of the work that will be performed.

Of the nineteen sessions, including public performances, workshops and discussions, four sessions take place outside of the City of Perth boundaries and four sessions are workshops and therefore not eligible for support. Of the 27 hours of programming (sixteen activities) within the City of Perth boundaries, 7.5 hours of programming have been identified as workshops, approximately 26% of the City based activities.

The festival organisers aim to reach attendances of 660 people for eligible events taking place in the City of Perth over four days, a total of 34 poets will participate in the event.

Times and Dates

Day	Date 2015		Time
Thursday	13 August	Festival Launch Northbridge Piazza Community Room	7.30pm – 9.30pm
Friday	14 August	Panel Discussion Northbridge Piazza Community Room	4.30pm – 6.00pm
Friday	14 August	Featured Poets Northbridge Piazza Community Room	7.30pm – 9.30pm
Saturday	15 August	Asian Connections	12.00pm – 2.00pm

		Mama Trans, Milligan St, Perth	
Saturday	15 August	Panel Discussion Northbridge Piazza Community Room	4.30pm – 6.00pm
Saturday	15 August	Poetry Slam Northbridge Venue TBC	7.30pm – 9.30pm
Saturday	15 August	Featured Poets Northbridge Piazza Community Room	7.30pm – 9.30pm
Sunday	16 August	Ekphrasis Art Gallery of WA	2.00pm – 4.00pm
Sunday	16 August	Panel Discussion Northbridge Piazza Community Room	4.30pm - 6.00pm
Sunday	16 August	Featured Poets Northbridge Piazza Community Room	7.30pm – 9.30pm
Sunday	16 August	Festival Close Northbridge Piazza Community Room	9.30pm – 10.00pm

Venue

Venues include the Northbridge Piazza Community Room, Art Gallery of Western Australia and restaurant Mama Tran. Other events will occur in City of Vincent, City of Fremantle and Town of Victoria Park. As there is no venue hire associated with these activities, the majority of the expenses represented in the budget are linked to events taking place within the City of Perth boundaries.

Ticket Prices

Panel discussions and poetry readings including those at AGWA and Mama Trans are free to attend. Entry fees of \$15 standard and \$10 concession are charged for ticketed evening events.

Past support

Year	Amount	Project
2008/09	\$2,000	WA Poetry Festival
2009/10	\$3,000	WA Poetry Festival
2010/11	\$4,500	WA Poetry Festival
2011/12	\$4,414	WA Poetry Festival
2012/13	\$2,000*	WA Poetry Festival
2014/15	\$5,857	WA Poetry Festival
2015/16 requested	\$6,762	WA Poetry Festival
2015/16 proposed	\$5,128	WA Poetry Festival

*The applicant missed the funding round and applied for a Fast Response grant, and received the maximum amount available in this category.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives as a Creative Community Project

The Festival successfully involves the community at various levels of engagement. The event brings together local poets, national guest artists and an international guest from a variety of genres. Workshops and themed discussions are planned to complement public programming which creates development opportunities for local poets with varying levels of experience.

The project must be relevant to the intended audience

The Perth Poetry Festival has been successfully presented by WA Poets for nine years. The Perth Poetry Festival appeals to both professional and hobby poets and is well attended by the poetry community. Previous acquittal reports indicate that past audience targets have generally been met.

The applicant must have demonstrated capacity to deliver the project as described

The event has been undertaken for a number of years with much of the work achieved through the contribution of volunteers who have worked on the project previously. The group has been successful in obtaining editorial coverage in the press and community radio for the promotion of past activities and has budgeted for some paid advertising.

Key project management volunteers have previous experience in working on the event. The applicant has included a detailed marketing plan which includes anticipated inclusion in the City of Perth *Winter Arts Season*.

The applicant has provided all acquittal and reporting documentation associated with past funded projects.

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

WA Poets Inc has provided a total project budget \$30,448 and requested \$6,762 in arts and cultural sponsorship as a creative community project. The budget reflects a heavy reliance on volunteer support. The estimated value of in kind support from a variety of sources is \$16,930 which is more than half of the budget.

Included in the budget is an estimated value of earned income from workshops, entry fees and entrant fees (\$4,100), Sponsorship (\$800) and a self-contribution (\$1,856).

Venue costs and security have been estimated at \$2,562 of which \$2,053 has been confirmed as payment to the City of Perth for hire of the Northbridge Piazza Community Room.

The recommended level of support represents approximately 17% of the total project budget. This includes in-kind support comprising of approximately 56% of the total budget.

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage displayed at events as appropriate;
- acknowledgement of the City of Perth's support on organisation's website;
- invitations for Elected Members City of Perth representatives (as determined by the unit Director) to attend the event;
- verbal announcement prior to the event.

COMMENTS:

The recommended level of support is \$5,128 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives. This contribution is to support venue hire and security fees, insurance and promotion and marketing costs.

ITEM 10

Applicant	Youth Affairs Council
Project	Home Is Where My Heart Is
Artform	Photography
Venue	Ennex100 Arcade
Total Project Cost	\$63,703
Amount Requested	\$9,000
Recommended	\$3,000

BACKGROUND:

The Youth Affairs Council of Western Australia (YACWA) is described as the peak non-government youth organisation in Western Australia. The YACWA states:

"... Our vision is one that celebrates and engages young people in all aspects of community. Our role is to strengthen the trust, cooperation, collaboration, professionalism, and voice of the non-government youth services sector to better serve the young people of Western Australia..."

The Home Is Where The Heart project was established in 2008 and its described by the applicant as building on the YACWA's advocacy work with the aim to address the youth homelessness and associated issues.

ELIGIBILITY:

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

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

Category of Sponsorship: Arts Project	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
be an Australian legally constituted association or small business; or	Criterion Met
an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association of Company	N/A
<i>The applicant must not be:</i>	
a government authority, agency or department	Criterion Met
a City of Perth staff member	Criterion Met
an applicant that has previously presented unsatisfactory or incomplete reports	Criterion Met
an applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year	Criterion Met
An applicant that has outstanding debts to the City of Perth	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
provide a public outcome within the City of Perth boundaries.	Criterion met
occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
for profit or commercial purposes.	Criterion met
for fundraising.	Criterion met
an award ceremony or industry specific presentation.	Criterion met
training, workshops, research or professional development.	Criterion met

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

iv. organisational operating costs

The project budget suggests that some items may be considered operational due to their comparative value within the project budget, evidence of this expenditure is exclusively supported through other sources is insufficient.

DETAILS:

Project Summary

Young people between the ages of 12 and 25 with experience of homelessness are partnered with a young emerging photographer. Each pair work together to develop photographic works around the concept of home and homelessness.

The participants select the images to be exhibited and write narratives to accompany the photographs. In 2015, a new exhibition venue has been selected. Ennex100 Arcade will provide an opportunity to engage a wider audience in a highly accessible heavy pedestrian traffic area. The exhibition takes place during National Homeless Persons' Week.

YACWA anticipates an audience of 600 will attend the exhibition, this is consistent with attendance figures at the 2014 exhibition.

In 2015 Home is Where My Heart Is will be managed and coordinated by YACWA.

Times and Dates

The exhibition will be open to the public daily between 11.00am Sunday to Thursday and 11.00am to 7.00pm Fridays and Saturdays from Friday August 8 until Sunday August 17. An exhibition opening for invited guests will take place on Thursday 7 August between 6.00pm and 8.00pm.

Venue

Ennex100 Arcade

Ticket Prices

The exhibition is free to attend.

Past support

Year	Amount	Project
2014/15	\$3,000	Home is Where My Heart Is
<i>2015/16 requested</i>	<i>\$9,000</i>	<i>Home is Where My Heart Is</i>
<i>2015/16 proposed</i>	<i>\$3,000</i>	<i>Home is Where My Heart Is</i>

In 2014/15 analysis of the application resulted in a recommendation to decline support of the activity based on concerns that the fundraising component of the activity rendered the project ineligible. Subsequently, Council approved support of \$3,000 to support *Home is Where My Heart Is* in that year.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives as a Creative Community Project

The project aims to encourage participation in the arts by non-artists and provides an opportunity for the transfer of skills and experience.

A key aim of the project is to encourage greater awareness and understanding of the issue of homeless experienced by young people in the community.

The project must be relevant to the intended audience

The exhibition is promoted through associated network including Homelessness Australia as part of their marketing for *National Homeless Persons Week*. YACWA and Propel Youth Arts WA support YACWA to maximise marketing and promotional opportunities by target existing networks.

In past years the exhibition has been visited by people from a wide range of backgrounds including people that do not usually attend arts or cultural events, the exhibition also receives strong support from the social services sector.

The applicant must have demonstrated capacity to deliver the project as described

In the past Youth Affairs Council of WA partnered with Propel Youth Arts to deliver this project successfully. In 2015 YACWA will manage and coordinate the project.

A professional team has been employed to develop and manage the project. The Project Coordinator has successfully managed the project since 2012. YACWA has provided detailed biographies of key personnel engaged in the project.

The proposed budget indicates that the most significant expenses associated with this project are staff and administration costs. Proportionally exhibition presentation costs are low which is likely to impact on the presentation quality of the work.

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

The applicant has provided a proposed project budget. The applicant has included in the budget in-kind support valued at \$5,900. Other income from donations is estimated as \$20,000, DCA has confirmed funding of \$14,448 and the proposed budget indicates additional income will be derived from merchandise sales (\$7,000) which the applicant has indicated is likely to be derived from photographic prints, greeting cards and calendars.

The most significant expenditure of \$37,570 is identified as project coordinator wages.

Total staffing costs of \$43,335 are considered to be superfluous to a project of this scale. Moreover, artwork printing, equipment and display costs of \$3,098 are disproportionate to the costs associated with staffing.

The proposed budget as provided by the applicant included considerable duplication, specifically allocating in-kind services a monetary value. The total value of the duplication represented in the budget is \$5,900.

Staffing represents 65% of the corrected cash expenditure component of the budget.

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage at the exhibition;
- verbal announcement acknowledging the sponsorship at the exhibition launch;
- acknowledgement of the City of Perth's support on the project website;
- invitations for Elected Members City of Perth representatives (as determined by the unit Director) to attend the exhibition.

COMMENTS:

The recommended level of support is \$3,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

PROGRAM SPONSORSHIP 2015/16

The identified objectives of this category of funding are listed below.

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

Essential Criteria (Arts & Cultural Sponsorship- Program)

- Artistic Excellence.

- Performance Excellence. The organisation must have an established relationship with the City of Perth and has demonstrated excellence in service and program delivery.
- Must satisfy all or some of the identified objectives for Arts & Cultural Sponsorship.
- Applicants must demonstrate a financial contribution to the project derived from other sources.

Desirable Criteria

- Audience development.
- Creative development.
- Continuity or recurrence.
- Part of the program is free or low cost.

ITEM 11

Applicant	Yirra Yaakin Theatre Company
Project/ Program	<i>Guddir Guddir, Yirra Yaarnz, Songbird</i>
Artform	Theatre
Venue	State Theatre Centre Studio Underground, Blue Room Theatre, WA Museum Theatre
Total Project Cost	\$57,188
Amount Requested	\$15,000
Recommended	\$12,150

BACKGROUND:

Established in 1993, the Year of Indigenous People, Yirra Yaakin Noongar Theatre began operation with three staff members and the desire to provide the Aboriginal community with an artistic outlet for positive self-determination.

More than twenty years later, Yirra Yaakin Theatre Company, with a combined board and staff of 19, has evolved into a respected cultural leader and artistic hub for Aboriginal people from all over Western Australia, Australia, and indeed, around the world.

Yirra Yaakin's stories have reached 13 countries in five continents and many awards have been won for theatre, governance and partnerships, including a prestigious Sidney Myer Award for Yirra Yaakin's record of facilitating Indigenous artistic programs.

Yirra Yaakin, is one of Australia's leading Aboriginal performing arts organisations producing award-winning, world-class theatre that is exciting, entertaining, educational, authentic and culturally appropriate. The Company has commissioned and premiered over 50 new theatre works. These include major festival presentations

such as *Waltzing the Wilarra*, *One Day in 67*, *Aliwah*, *Windmill Baby* and *Cruel Wild Woman*. In 2015 Yirra Yaakin won Best Production in the Performing Arts WA Awards for *King Hit*. Prominent Aboriginal writers have included Dallas Winmar, Mitch Torres, David Milroy, Sally Morgan and Derek Nannup, amongst many others.

Yirra Yaakin which means “Stand Tall” in the Noongar language, has always had a broad education and community engagement program with a development base that ensures there continues to be Indigenous trainees working within the Australian theatre industry. Yirra Yaakin’s priority is to ensure Aboriginal theatre remains under Aboriginal control and keeps providing opportunities for Aboriginal artists at all levels of theatre creation and production.

ELIGIBILITY:

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

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

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

DETAILS:

Project Summary

The applicant has requested support to present three separate projects as part of NAIDOC week activities.

Project 1 – Guddirr Guddirr

Yirra Yaakin will co-present three exclusive performances of Marrageku Theatre Company's *Guddirr Guddirr* at the Studio Underground, State Theatre Centre.

Marrageku Theatre Company has pioneered contemporary, process-driven, intercultural performance practice and its exposure in national and international arts festivals has had a significant impact in raising awareness of Indigenous culture. Since its inception in 1995, when Perth Festival commissioned choreographer Michael Leslie to present *Mimi*, Marrageku has toured nationally and internationally. *Guddirr Guddirr* has toured to Melbourne, Sydney, Brisbane, Germany, Belgium, Spain and London since premiering in 2013.

Guddirr Guddirr is a physical theatre performance from Dalisa Pigram, Marrageku Theatre Company's Co-Artistic Director. *Guddirr Guddirr* is described:

"Guddirr Guddirr calls a warning, the guwayi bird calls when the tide is turning — to miss the call is to drown."

Guddirr Guddirr is an intimate solo dance and video work performed by Broome-based dance-theatre maker Dalisa Pigram. The production considers the legacy of Australia's history for Aboriginal people in northwest Australia today and asks: what does it take to decolonise Aboriginal people's minds, to unlock doors and to face cultural change? Drawing on a physicality born of Pigram's Asian-Indigenous identity, and in a unique collaboration with Belgian choreographer Koen Augustijnen and visual artist Vernon Ah Kee, Pigram builds a dance language to capture this moment in time for her people.

Yirra Yaakin anticipates an audience of approximately 521 will attend the *Guddirr Guddirr* performance season.

Project 2 – Yirra Yaarnz

Yirra Yaarnz is a presentation of theatre work developed from Yirra Yaakin's Recording Stories writing group, the Recording Stories program facilitates recurring writing workshops with aboriginal participants throughout Western Australia. In 2013, Yirra Yaakin premiered *Yirra Yaarnz*, a performance outcome derived from the Recording Stories program, developing the text into monologues and duologues.

In 2015, Yirra Yaakin will present two, two hour reading and discussions derived from the Recording Stories texts which may include excerpts of *Boodja Kaatijin* (to understand land/country), a final instalment of the Kaatijin Trilogy of creation stories aimed at Primary School children. These stories demonstrate the importance of storytelling as it relates to Aboriginal culture.

The Yirra Yaakin Writers' Group is an important part of developing the next generation of writers to bring Aboriginal stories to life and to continue to share Aboriginal stories and contribute to the health and wellbeing of the community. It is also an important developmental stage for Aboriginal artists to gain confidence in sharing their culture with the wider community.

40 to 50 participants are expected to participate in the *Yirra Yaarnz* performance season and Yirra Yaakin anticipate the free performances will be well attended.

Project 3 - Songbird

Shakara Walley, is an emerging Aboriginal producer/writer, who will present her original play, *Songbird* at the Blue Room Theatre. With Yirra Yaakin's support, Shakara will bring to life Aboriginal stories and engage wider audiences to experience contemporary Aboriginal theatre.

Walley is supported through Yirra Yaakin's Next Step Training Program, a capacity building program whereby Aboriginal Artists are encouraged to participate in the professional theatre sector within Perth.

Yirra Yaakin anticipates an audience of approximately 480 will attend the *Songbird* performance season.

Times and Dates

Project 1 - Guddirr Guddirr

Day	Date 2015		Time
Tuesday	7 July	Opening Night	7.30pm
Wednesday	8 July	Performance	7.30pm
Thursday	9 July	Performance	7.30pm

Project 2 – Yirra Yaarnz

Day	Date 2015		Time
Sunday	12 July	Yirra Yaarnz presentation and artists Q&A	2.00pm – 5.00pm
TBC		Yirra Yaarnz presentation and artists Q&A	

Project 3 – Songbird

Day	Date 2015		Time
Tuesday	7 July	Opening Night	7.30pm
to			
Saturday	18 July	Closing Night	7.30pm

Venue

Project 1 – Guddirr Guddirr

State Theatre Centre, Studio Underground.

Project 2 – Yirra Yaarnz

The reading and discussion will be presented at The Blue Room Theatre and at the WA Museum.

Project 3 – Songbird

The Blue Room Theatre.

Ticket Prices

Project 1 – Guddirr Guddirr

Audiences will be charged an estimated standard ticket price of \$40 and concession ticket price of \$35.

Project 2 – Yirra Yaarnz

The reading and Q&A will be free to attend at both venues.

Project 3 – Songbird

Audiences will be charged a standard ticket price of \$22 and concession ticket price of \$17.

Past support

Year	Amount	Project
2007/08	\$25,000	Honouring Theatre Festival
2009/10	\$15,000	Honey Spot
2012/13	\$15,000	The Cake Man
<i>2015/16 requested</i>	<i>\$15,000</i>	<i>Guddirr Guddirr, Yirra Yaarnz, Songbird</i>
<i>2015/16 proposed</i>	<i>\$12,150</i>	<i>Guddirr Guddirr, Yirra Yaarnz</i>

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives of Arts & Cultural Sponsorship

Through this category of sponsorship the City supports recurring arts and cultural programs by established partners.

Yirra Yaakin is a well-established local arts organisation dedicated to sharing stories of Indigenous culture. This is achieved through the presentation of a wide range of program activities including the presentation of major works.

This investment demonstrates the City of Perth's commitment to supporting local artists to tell local stories. *Yirra Yaarnz* represents local stories by local artists and demonstrates significant cultural relevance. The co-presentation of *Guddirr Guddirr* represents the company's efforts in sharing the cultural and artistic vibrancy of Aboriginal theatre performance to a wide audience.

Yirra Yaakin contributes to Perth's reputation as a city with an active local arts industry and a strong sense of identity that is well received by audiences nationally and internationally.

The submission complies strongly with the objectives of the Arts & Cultural Sponsorship program and meets the assessment criteria. In particular, the submission demonstrates an innovative approach to presentation and content (*Yirra Yaarnz*) and offers a new multi-disciplinary work intended to provoke engagement with wide audiences (*Guddir Guddir*). Furthermore, the presentation of *Guddir Guddir* exemplifies performance excellence.

Whilst the submission to support *Songbird* is considered strong, and Shakara Walley has demonstrated capacity to meet the objectives of the Arts & Cultural Sponsorship Program – Arts Project category, sponsorship of this project is considered a duplication of the City's sponsorship resources. The City supports The Blue Room Theatre's two annual seasons and Summer Nights program as an Associate Partner through the City's Arts & Cultural Sponsorship Program. The season of *Songbird* is promoted as part of the Blue Room Theatre's program and as such receives the benefit of The Blue Room Theatre's sponsorship arrangement with the City. The Sponsorship of *Songbird* is implied through the Blue Room Theatre's Associate Partner status.

The project must be of high artistic quality/cultural significance

Yirra Yaakin has a 22 year history of developing and presenting high quality and engaging Aboriginal theatre. Yirra Yaakin contributes to high quality artistic experiences available to enjoy within the City of Perth throughout the year and provides opportunities for Aboriginal theatre workers.

Providing support to Yirra Yaakin's *Yirra Yaarnz* project enables the City to continue to attract a diverse range of patrons to the City in addition to fostering an expression of local identity.

Guddir Guddir represents a high quality production that offers extraordinary cultural significance. Marrageku Theatre Company is a highly acclaimed and awarded theatre company consistently developing ground-breaking intercultural and interdisciplinary productions.

The applicant must have demonstrated excellence in service and program delivery and have an established relationship with the City of Perth

The applicant has provided the names of key creative and project management staff who will present the projects.

Yirra Yaakin employs professional staff with experience in their relative fields. The organisation has a reputation for delivering high quality productions. Many of the company's productions have been nominated for awards and received critical acclaim. Most recent productions include *Windmill Bay*, *Honey Spot*, *Walzing the Wilarra* included in the *2011 Perth International Arts Festival* program and Performing Arts WA Award winner for best production *King Hit*.

Yirra Yaakin has an established relationship with the City of Perth, which has supported the company as an arts partner through the Arts & Cultural Sponsorship Program. The company has focused on creative development in the last two years and presented work outside of the City of Perth boundaries, which in accordance with the eligibility criteria were unable to be supported.

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

The project budget demonstrates financial support from other sources including funding from the Department of Culture and the Arts, corporate sponsorship and estimated box office income. Yirra Yaakin has committed cash reserves to the project budget. All support from other agencies is to be confirmed. The recommended level of support represents approximately 19% of the total project budget, inclusive of an in-kind contribution of \$10,609

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to *Guddirr Guddirr* and *Yirra Yaarnz*;
- acknowledgement of the City of Perth in promotions or advertising relating to *Guddirr Guddirr* and *Yirra Yaarnz* (includes electronic media);
- display of City of Perth signage at the venues;
- verbal announcement acknowledging the sponsorship during the opening function relating to *Guddirr Guddirr* and *Yirra Yaarnz*;
- acknowledgement of the City of Perth's support on the company's website;
- invitations for Elected Members and City of Perth representatives (as determined by the unit Director) to attend *Guddirr Guddirr* and *Yirra Yaarnz*.

COMMENTS:

Yirra Yaakin's proposal to support *Guddirr Guddirr* and *Yirra Yaarnz* strongly meets the objectives of the sponsorship category. The applicant has provided supporting information which indicates that the co-collaboration with Marragekku Theatre Company has been thoroughly planned.

Whilst the City aims to invest in the development and presentation of local arts and cultural activity through the sponsorship category, the proposal to support *Songbird* at the Blue Room Theatre is considered to be a duplication of allocated sponsorship funds. The Blue Room is currently supported through the City's Arts & Cultural Sponsorship program to present the 2015 Annual Season. In considering the request for sponsorship, the Performing Arts Centre Society stated their purpose:

The Blue Room Theatre enables the development of local performing artists by providing a venue, resources and support to create and produce their work.

It is therefore considered that artists included in the 2015 Annual Season would be supported through the City's support for Performing Arts Centre Society.

The recommended level of support is \$12,150 based on analysis of the submission; including assessment of the project's potential to meet the identified program objectives and comparative levels of support for similar projects supported by the Arts & Cultural Sponsorship program. This allocation is to be apportioned to the *Guddir* and *Yirra Yaarnz* components of the proposed budget.

ITEM 12

Applicant	Contemporary Dance Company of Western Australia
Project/ Program	<i>McGowann, Webber, Hill CSCWA Launch Season</i>
Artform	Dance
Venue	Heath Ledger Theatre, State Theatre Centre of WA
Total Project Cost	\$281,186
Amount Requested	\$20,000
Recommended	\$10,000

BACKGROUND:

Contemporary Dance Company of Western Australia (CDCWA) is a not-for-profit contemporary dance company recently established to become the peak body for contemporary dance in Perth. CDCWA has taken over the key functions of two local dance companies Buzz Dance Theatre and Steps Youth Dance Company. CDCWA holds all intellectual property rights of the two companies and in its first year will present programs developed by Buzz and Steps.

CDCWA have identified their purpose:

Our purpose is to foster and extend community appreciation of, and involvement in, contemporary dance by producing and presenting world-class contemporary dance.

ELIGIBILITY:

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

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

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

DETAILS:

Project Summary

The McGowan, Webber, Hill CDCWA Launch Season has been developed to demonstrate CDCWA's key programming principles of *curate*, *commission* and *create*. The launch will be a triple bill of Australian contemporary dance works, with each work aligning to one of the key CDCWA programming principles.

Choreographer Larissa McGowan's work *Transducer* represents the programming principle *curate*. *Transducer* is a highly charged ensemble work for six dancers. The work premiered in 2012 at Tasdance to critical acclaim.

McGowan is a well-respected member of the Australian Dance industry and was the associate director of Australian Dance Theatre for five years.

Gavin Webber's new work *What is Left* represents the key programming principle *commission* and is driven by physical storytelling, where the ideas are buried in the bodies of the performers and will be expressed in unusual and sometimes silly ways. Webber is one of Australia's most celebrated choreographers and has worked with many national and international dance companies.

Choreographer Raewyn Hill's work *Fugue* responds to the programming principle *create* and is a powerful and sinuous work combining ideas from the Dancing Plague 1518 in Strasbourg and the structure of Spanish bull-fighting. Hill is an acclaimed choreographer, artistic director and Helpmann Award recipient.

The Launch Season intends to introduce CDCWA as the flagship contemporary dance company in Perth, and has secured the services of celebrated lighting designer Mark Howlett to join the creative team.

The launch season represents a diverse program of contemporary dance. CDCWA anticipates an audience of approximately 2,156 will attend performances during the launch season.

Times and Dates

Day	Date 2015		Time
Wednesday	28 October	Opening Night	7.30pm
Thursday	29 October	Performance	7.30pm
Friday	30 October	Performance	7.30pm
Saturday	31 October	Performance	7.30pm

Venue

Heath Ledger Theatre, State Theatre Centre of WA

Ticket Prices

All activities and events are free to attend.

Past support

Whilst CDCWA in a newly established company, it has effectively been formed through a merger of two companies, Buzz Dance Theatre and Steps Youth Dance Company, whose cultural programming and operations have effectively been consolidated and a new board and management structure is in place. Both Buzz Dance and Steps Youth Dance Company have previously received Arts and Cultural Sponsorship from the City of Perth.

Steps Youth Dance Company

Year	Amount	Project
2011/12	\$12,000	Try Hard
2012/13	\$9,000	G3 (Generation one)
2013/14	\$15,000	Fights and Flights

Buzz Dance Theatre

Year	Amount	Project
2006/07	\$5,000	Annual Program (Perth based activity)
2009/10	\$10,000	Annual Program (Perth based activity)
2010/11	\$5,000	Annual Program (Perth based activity)
2012/13	\$5,000	Goodbye Jamie Boyd

2013/14	\$2,000	Ecobots
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Contemporary Dance Company of Western Australia

Year	Amount	Project
2015/16 Requested	\$20,000	McGowann, Webber, Hill CDCWA Launch Season
2015/16 Proposed	\$10,000	McGowann, Webber, Hill CDCWA Launch Season

All Arts & Cultural Sponsorship funding received by the organisations in previous years has been fully acquitted.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives of Arts & Cultural Sponsorship

The CDCWA Launch Season is the premiere season for a new contemporary dance company invested in the development and presentation of local contemporary dance activity. The creative team has demonstrated artistic excellence and the ability to enhance the cultural profile of the City of Perth.

The project must be of high artistic quality /cultural significance

CSCWA have stated their intention to be the flagship contemporary dance company in Perth and with crucial support and consultation with contemporary dance stakeholders, the organisation is of significant cultural relevance to contemporary dance industry personnel.

The applicant has submitted professional profiles of key personnel involved in this project and has demonstrated that a high quality dance production will be presented.

The applicant must have demonstrated excellence in service and program delivery and have an established relationship with the City of Perth

Whilst CDCWA is to be launched a new dance company, The City of Perth has an established relationship with members of the board of directors. The board includes members of the Buzz Dance Theatre and Steps Youth dance committees, both organisation have been supported through the Arts & Cultural Sponsorship program in the past.

The applicant has provided professional biographies of key personnel and a detailed management plan outlining the operational framework of the organisation. In addition, Steps Youth Dance Company 2014 Audited Financial Statements have been submitted with the application.

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

The applicant has provided a detailed project budget and demonstrated financial support from other sources including an allocation of \$50,000 from annual funding from the Department of Culture and the Arts, project funding of \$20,000 from Australia Council and a grant from Healthway (\$10,000). The applicant has also included in the budget estimated private donations of \$50,000 and anticipated project generated income including box office of \$97,031 and participation fees from the CDCWA Youth Ensemble \$34,155.

The recommended level of support represents approximately 3.5% of the total project budget.

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits provided across the two supported projects:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal announcement acknowledging City of Perth's support at the Opening Night performance and at the post-show event;
- acknowledgement of the City of Perth's support on organisation's website;
- provision of 18 complimentary tickets to be used at the City's discretion;
- invitations for Elected Members and City of Perth representatives (as determined by the unit Director) to attend the opening night performance.

COMMENTS:

The organisation has requested \$20,000 in Arts & Cultural Sponsorship. Whilst the project meets the objectives of the Arts Project grants category to a satisfactory level, the proposed project consists of activities of scope and cultural value consistent with support of similar past projects of this scale and outreach.

The request for \$20,000 is in excess of the anticipated benefits that this activity will provide to the City and it is therefore recommended to support the activity at a level consistent with other activities of this scope. Based on analysis of the application and the budget, level of interest, cultural merit, and a comparative assessment, the recommended level of support is \$10,000.

ITEM 13

Applicant	Revelation Perth International Film Festival Inc.
Project/ Program	<i>Revelation Perth International Film Festival</i>
Artform	Film
Venue	Various
Total Project Cost	\$276,400
Amount Requested	\$20,000
Recommended	\$11,000

BACKGROUND

Over its 18 years, *Revelation Perth International Film Festival* (Revelation) has developed a reputation as Australia's leading independent film event and continues to actively advocate for Australian screen culture practice in a still conservative exhibition environment.

Revelation's focus is on signature driven works and embraces audiences of all ages, tastes and backgrounds. Revelation contains feature films, documentaries, shorts, animations, experimental work and cross-disciplinary hybrids. Whilst predominantly embracing cinema based presentations, it seeks to highlight the relationship with other artistic forms and therefore embraces gallery based installations, live music and live performance hybrids.

Revelation has identified its mission:

Through a unique approach to arts, Revelation seeks to contribute to the development of a creative community based on principles of social justice, creativity, individuality, collaboration and equality. Revelation seeks to challenge approaches to the film industry and the cultural environment with alternate perspectives and approaches, global awareness and critical viewpoints.

Revelation states it has developed into an event that:

- Stimulates critical debate and discussion in the wider community
- Challenges conservative trends in the Australian industry
- Provides audiences with a two-way portal into the international creative community
- Embraces independently curated visual arts/digital media gallery based works
- Provides a conduit for filmmakers and screen artists to access international markets and networks
- Provides the only Australian academic platform associated with an international film festival.

Revelation Perth International Film Festival Inc. is an incorporated association registered for GST.

ELIGIBILITY:

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

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

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

*The proposed project includes some festival programming that takes place outside of the City's boundaries. Audience estimates and budgets have been adjusted with consideration for this based on information provided by the applicant.

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

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

ii. training, workshops, research or professional development.

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

DETAILS:

Project Summary

Revelation will present over 100 individual films to Perth audiences, including short, animated, feature documentary and feature films from major international film festivals.

Feature films from Iran, France, Germany, Greenland, Norway, UK and over 30 countries have featured in Revelation.

Within the City of Perth, Revelation will host the Iranian Film Festival as part of Revelation Perth International Film Festival. The Iranian Film Festival will be presented at Cinema Paradiso and comprises of five Iranian films screened 10 times over 10 days, it features introductions and discussions with the festival curator.

Family friendly animations will be presented at various outdoor screens within the City of Perth and will be free to attend. Discussions are currently underway to host a free childrens' event at the WA Museum, State Library of WA or Northbridge Piazza.

Revelation supports the local creative film industry through the inclusion of Revel-8 short film competition for local film makers. The Revelation 2015 trailer will be produced in conjunction with third year Central TAFE students and has been included in their first term curriculum. Students will be encouraged to present a pitch to a panel from the local film industry. One trailer will be selected for production and will be presented at all Revelation 2015 screenings.

Revelation work with cultural organisations internationally to facilitate the presentation of a wide range of international works including The Goethe Institut, the Japan Foundation, Asia Society, The British Council and the Canadian Embassy.

Revelation contributes to the growth and recognition of local and national content and estimates that 50% of films featured in the 2015 festival will be Australian. In 2013, 54 of 116 works screened were Australian.

In addition to film screenings, Revelation facilitates seminars, masterclasses and conferences as part of *RevCon* on each weekend of the festival. These sessions are generally free of charge and include local and international guests drawn from all facets of the film industry including production, distribution, exhibition, financing and broadcast communities.

Additionally, a two day academic conference is presented by Revelation and is a symposium of national and international academics.

Times and Dates

The festival will be presented over 10 days from Thursday 2 July 2015 to Sunday 12 July 2015.

Cinema Paradiso film screenings weekdays

5.30pm, 7.00pm, 9.00pm
and Friday and Saturday 11.00pm

Cinema Paradiso film screening weekends
1.00pm, 3.00pm, 5.00pm, 7.00pm, 9.00pm

Talks and Seminars
Saturday 4 July, Sunday 5 July, Saturday 11 July and Sunday 12 July 2015

Venue

Perth Cultural Centre – Family friendly animations will be held at Perth Cultural Centre screen and the Iranian Film Festival will be held at Cinema Paradiso.

Ticket Prices

Audiences will be charged a standard ticket price of \$17 and concession ticket price of \$15.

Past support

The applicant has not previously received Arts & Cultural Sponsorship.

The project must demonstrate shared objectives of Arts & Cultural Sponsorship

This project will attract a wide audience and gain national exposure which will in turn enhance the profile of the City of Perth as a pre-eminent cultural destination.

By presenting high calibre national and international films, and providing development opportunities for local filmmakers the organisation invests in the development and recognition of the local film industry.

Revelation has consistently presented a high quality international film festival since 1997 and has received key support from film industry funding bodies. Revelation delivers additional education and community engagement programs to support the festival including academic conferences, discussions and film competitions. Revelation anticipates that 3,000 people will attend film screenings within the City of Perth.

The project must be of high artistic quality/cultural significance

As the primary international film festival in Perth, Revelation is a highly visible and professional organisation of great significance to local film makers and enthusiasts and receives significant exposure through its innovative programming.

In 2014 Revelation screened 116 films, 35 of the 64 Australian films presented were Australian premieres and countries of origin included Bhutan, Israel, Argentina, Syria, Kosovo, Iceland amongst many more, the diversity of programming and the inclusion of considerable Australian content is considered to be extremely culturally significant.

The applicant must have demonstrated excellence in service and program delivery and have an established relationship with the City of Perth

Whilst Revelation has not been previously funded through the Arts & Cultural Sponsorship Program, it has an established relationship with the City of Perth through its inclusion in the Winter Arts Season and its history of screening films with the City of Perth boundaries since its inception at Greenwich Jazz Club in 1997.

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

Revelation has demonstrated a considerable contribution to the project from other sources. Confirmed income includes \$55,000 from ScreenWest; \$40,000 from Screen Australia. Grant income of \$10,000 is yet to be confirmed by Foxtel and sponsorship totalling \$25,000 from City of Vincent and City of Fremantle.

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits provided across the two supported projects:

- inclusion of the City of Perth crest in all promotional material and publications relating to the festival;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage at the event and/or City of Perth crest displayed on screen prior to commencement of the films;
- verbal announcement acknowledging the sponsorship prior to the festival;
- acknowledgement of the City of Perth's support on organisation's website;
- invitations for City of Perth representatives to attend.

COMMENTS:

The organisation has requested \$20,000 in Arts & Cultural Sponsorship. Whilst the project meets the objectives of the Sponsorship category to a satisfactory level, the recommended level of sponsorship is consistent with the level of support attributed to other local government authorities.

Based on analysis of the application and the budget, level of interest, cultural merit, and a comparative assessment, the recommended level of support is \$11,000 as an Arts Project activity.

ITEM 14

Applicant	Propel Youth Arts
Project/ Program	<i>Mosaic & KickstART</i>
Artform	Photography Exhibition, Festival
Venue	Various
Total Project Cost	\$149,160
Amount Requested	\$20,000
Recommended	Decline

BACKGROUND:

Propel Youth Arts is a membership based not-for-profit organisation. Established in 2003, Propel Youth Arts defines itself as the peak body for youth arts in Western Australia dedicated to creating opportunities for young people to engage in the Arts.

ELIGIBILITY:

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

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

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

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

iv. organisational operating costs

The project budget suggests that some items may be considered operational due to their comparative value within the project budget, evidence of this expenditure is exclusively supported through other sources is insufficient.

DETAILS:

Project Summary

Project 1

The *MOSAIC* project invites participants (targeting people aged between 12 and 30) to take a photograph, a snap shot of life taken on the same day at the same time somewhere in the Perth metropolitan area. The resulting images are joined together in a mosaic of various sized images interlocking across an exhibition space of approximately 60 square metres. If successful in reaching grants targets Propel will engage a professional photographer to facilitate five photography workshops in the lead up to the image capturing day. This will be the third year the project has been run and the concept remained the same each year.

Project 2

KickstART Festival is the focus event of *National Youth Week* activities. The event also coincides with School Holidays. Propel aims to bring together young people from all backgrounds with a range of interest and skills to be involved in the coordination, marketing and promotion of festival.

In four years the *KickstART Festival* has grown from one day youth arts market to a three week festival of events, with a Youth Hub, workshops with artists, discussion forums, exhibition and live performance. The four focus areas of the festival in 2016 will be the *KickstART Markets*, *KickstART Hub*, *Youth Workshops and Forum Series* and *Satellite Projects*

The *KickstART Hub* started in 2012 and has become the main focus of the event. The hub is based in Northbridge and will host a range of arts workshops, all ages music events and will also host events run by other local young focus arts organisations and groups. Propel have identified potential partners however it is too early in the schedule to provide a confirmation of involvement of these groups for the 2016 event.

Times and Dates

The *MOSAIC* exhibition will be open to the public from Thursday 12 November to Saturday 21 November 2015.

The *KickstART Festival* will take place from Friday 8 April to Sunday 24 April 2016. The event will be of a similar scale and duration to previous years. The Festival coincides with *National Youth Week* celebrations and also the school holidays.

Venue

MOSAIC will take place in the foyer of the City of Perth Library.

The *KickstART Festival* will take place in various locations in Northbridge (TBC).

Ticket Prices

All activities and events are free to attend.

Past support

Year	Amount	Project
2012/13	\$4,000	MOSAIC 2012
2013/14	\$4,000	MOSAIC 2013
2014/15	\$20,000	KickstART Festival 2015 and MOSAIC 2014
<i>2015/16 requested</i>	<i>\$20,000</i>	<i>KickstART Festival 2016 and MOSAIC 2015</i>
<i>2015/16 proposed</i>	<i>Decline</i>	<i>KickstART Festival 2016 and MOSAIC 2015</i>

All arts and cultural project funding received by the organisation in previous years has been fully acquitted.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

The project must demonstrate shared objectives of Arts and Cultural Sponsorship

The *KickstART Festival* is strong in meeting the objective to support projects that enhance social well-being and provoke engagement in cultural life. Propel Youth Arts is a youth- focused arts organisation and is successful in providing a platform for young people to participate in cultural activity, and develop and share their skills. The company employs young artists and is also very well supported by a network of volunteers.

Both events are highly visible, accessible and well attended which add strength the City of Perth's profile in the community.

The project must be of high artistic quality /cultural significance

The *MOSAIC* project encourages young people to engage with their city in creative practice. The resulting body of work is a collective expression of contemporary life from the perspective of young people.

KickstART Festival encourages young people with an interest in different artforms with various skills levels to develop and showcase their creativity.

Propel recognises the importance of involving young people in the planning and delivery of events and encourages participation and skill development. Close involvement of young people ensures the event remains relevant to young people.

The applicant must have demonstrated excellence in service and program delivery and have an established relationship with the City of Perth

Management of the project will be undertaken by a professional team of paid staff members with experience in management of projects of similar scale. Propel has provided a summary of the marketing plan which is consistent with the budget provided and the organisation's capacity.

The City of Perth has supported Propel's *MOSA/C* project for the last three years.

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

The applicant has provided a detailed project budget and demonstrated financial support from a range of other sources including the Department for Local Government, Lotterywest, Mental Health Commission, Metropolitan Redevelopment Authority, State Theatre Centre, Goods and services will also be provided in-kind with an estimated value of \$11,250.

The applicant has been a recipient of ongoing operational support from Department of Cultural and the Arts, in previous years a contribution of operational funding was allocated to the project, in this instance the applicant has not attributed any operational funding to this project.

Acknowledgement of City of Perth support

The applicant will recognise the City's support by providing the following sponsorship benefits provided across the two supported projects:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage at events;
- acknowledgement of the City of Perth's support on the company's website;
- invitations for Elected Members and City of Perth representatives (as determined by the unit Director) to attend.

COMMENTS:


The project meets the objectives of this category of sponsorship and the applicant has provided supporting information which indicates that this project has been planned to a satisfactory standard. However, whilst the total proposed budget income is consistent with the 2014/15 project budget income, expenditure attributed to artist fees has significantly reduced whilst marketing and promotion costs have increased significantly from \$29,102 to \$51,000 in 2015/16. This revised allocation is considered inconsistent with a project of this scale, and could be representative of a cash surplus.

In addition, the proposed budget indicates that payments to artists will decrease significantly from \$38,000 in 2014/15 to \$19,000 in 2015/16, whilst in-kind administration and project support provided in 2014/15 now has a cash value of \$34,709.

This variation to the budget represents a portion of Propel's operational expenditure which is not eligible to be supported through the City's Arts & Cultural Sponsorship Program, additional operational expenditure is identified in the budget as Propel Office Overheads (\$13,295) this represents an increase of \$7,756 in operating expenses. In this respect the organisation has not demonstrated a need for sponsorship in order for this project to proceed.


The City of Perth has been requested to support the event with \$20,000 in sponsorship. Based on analysis of the project budget, the recommendation is to decline sponsorship of Mosaic and KickstART on this occasion.

SCHEDULE 2



City of Perth Australia Day Skyworks 2015


Marketing, Sponsorship & International Relations Committee



Langley Park Entertainment Zone

Langley Park, 3pm – 8pm

- 90% rated the variety of free activities and entertainment at Langley Park positively in post event research.
- Commencing at 3pm, the zone included a water playground area, children's carnival rides, camel & pony rides, motorbike stunts, a hawker's food market, big top Circus Joseph Ashton and more. A trackless train circled Langley Park.
- Attendance continues to increase over the past 3 years since it was introduced.



Langley Park Entertainment Zone

Langley Park, 3pm – 8pm



Langley Park Entertainment Zone

Langley Park, 3pm – 8pm



Langley Park Entertainment Zone



Make Smoking History Survival Perth

Supreme Court Gardens, 3pm – 7.30pm

- included traditional and contemporary local Indigenous performances, community stalls, children's entertainment, welcome to country, flag raising ceremony and more
- World-renowned artist Gurummul headlined the concert
- Big increase in attendance as a result
- Mixed audience with various nationalities and cultures
- Positive feedback from WA Police with minimal incidents



Make Smoking History Survival Perth

Supreme Court Gardens, 3pm – 7.30pm



Make Smoking History Survival Perth

Supreme Court Gardens, 3pm – 7.30pm

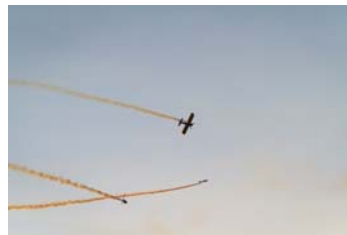


Perth City Foreshore



City of Perth Air Show

3.30pm – 7.50pm



Water Regatta

5pm – 7.30pm



South Perth Celebration Zone

2pm – 7.30pm



Laser Show

8pm



Laser Show

8pm



Fireworks

8pm



Fireworks

8pm



Fireworks

8pm



Fireworks

8pm



Fireworks

8pm



Market Research Results



Market Research Results

ATTENDANCE

- 28% of the Perth population watched the event live
- 295,972 attended +/- 4.88% (281,529 – 310,415)

ENJOYMENT

- 93% were satisfied with the overall event
- 87% intended to attend again next year
- 91% felt the fireworks and laser show was memorable



CITY of PERTH

Market Research Results

SPONSOR AWARENESS

- 83% identified City of Perth as the primary organiser when prompted (42% unprompted)
- 64% recognised Lotterywest as a sponsor when prompted (23% unprompted)
- 81% recognised Mix 94.5 as a sponsor when prompted (39% unprompted)
- 70% recognised Channel Seven as a sponsor when prompted (31% unprompted)



CITY of PERTH

Market Research Results

ADVERTISING

- 51% attendees (67% non-attendees) saw advertising on Channel Seven *reach is on par with the norm*
- 61% attendees (48% non-attendees) heard advertising on Mix 94.5 *reach is significantly higher than the norm*
- 43% of attendees (43% non-attendees) read advertising in the West Australian *reach is significantly higher than the norm*



Website – www.visitperthcity.com/skyworks

- 26 January 2015 – 30,879 unique visitors
- From 19 Dec to 29 Jan – 167,211 unique visitors
- Average duration 2.15 minutes
- 71.5% visitors were new
- 28.5% returning

NB: technical issues were experienced on the day of the event, resulting in fewer sessions being possible



Delayed Broadcast

Delayed TV broadcast aired at 10.37pm on 26 January;

- audience of 50,000
- 19% of all viewers

Second delayed TV broadcast aired the following weekend;

- audience of 23,000
- 14.7% of all viewers



CITY of PERTH

Recycling and Waste Stats

RECYCLING

- 7.6 tonnes collected
- 37% of total rubbish collected was recycled
- 1% increase from 2014

WASTE

- 12.74 tonnes collected
- 63% of total rubbish collected went to waste
- 1% decrease from 2014



CITY of PERTH

Feedback from the General Public

"Thinking back to Skyshow events as far back as 10-12 years ago, the change in the event makes it almost unrecognizable. The free entertainment, food options, amenities and waste disposal services were all top class. City of Perth should be commended for all the planning and implementation in hosting the Australia Day Skyshow." - Dennis Preston

"Skyworks was, as always, a great evening out for my young family. Many thanks to those involved." – Dave Swan

"I would just like to say on behalf of all our family and friends just how much we enjoyed the superb Skyworks event this afternoon and evening. It was absolutely wonderful and every year we feel so very privileged to be here to experience it." - Jenn and Fred Clark



Feedback from the General Public

"First of all we would like to thank you for catering such an fantastic event for Australia Day. We've been looking forward to attending Skyworks every year for 3 years since we've moved interstate from Queensland and have always enjoyed the day, celebrating it with family and friends. We've read in articles that this event has come a long way from previous years where public safety was of great concern to which we agree it has become more family orientated and a fantastic day to celebrate." – Kat & Rob

"Great work re Skyworks, kids loved the jets and stunt bikes...all the free stuff oh and the fireworks...seemed to create a much better family feel, nice also that Mum and Dad can take a small drink as well :) " – Lincoln

"Want to personally congratulate the team who was responsible for organising Skyworks. Attended Langley Park and thought the event was very well organised, with everything from security presence, the toilet facilities, drinking stations and entertainment." - Adene



Social Media

Aniketh V @anivpro · Jan 27

@Perth_City @CityofPerth HatsOff to the excellent management by the Council, the Police & all the Services involved in making a fabulous evt

1 3

[View conversation](#)

Nick Mildenhall @straightbreaks · Jan 26

@CityofPerth gets bagged out sometimes, but this skyworks festus is outstanding #wellplayed



1 3

[View more photos and videos](#)

shazzer @savvyphoto · Jan 26

#skyworks2015 best place on earth @CityofPerth @Mx945Perth



2 4

[View more photos and videos](#)



CITY of PERTH

Social Media

Victor Yong @BigVic1A · Jan 26

Once again, thank you to the @CityofPerth for a fantastic Skyworks!



2 3

[View more photos and videos](#)

City of Perth retweeted

John Barrington @JohnwBarrington · Jan 26

Great to be a part of the massive community event that Skyworks has become. Congratulations to @lotterywest, @CityofPerth & all involved

1 5

City of Perth retweeted

*** Channy *** @ChannyBH · Jan 26

@CityofPerth #skyworks2015 was AWESOME!!!

1 2

Emily Prior @LittleMissyEm · Jan 26

Thank you @CityofPerth @lotterywest @Mx945Perth #skyshow2015

#AustraliaDay First ever skyshow and I LOVED it!❤️



15

[View more photos and videos](#)

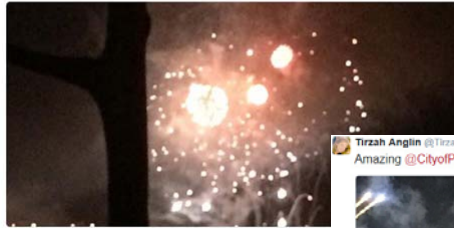


CITY of PERTH

Social Media

Hywel Jakeway @howiej - Jan 26
Once again, #skyworks2015 spoilt us completely. Thank you
@CityofPerth @Mix945Perth

Nobody does Australia Day better



Tirzah Anglin @TirzahAnglin - Jan 26
Amazing @CityofPerth foreshore



CITY of PERTH

Social Media

Rinu Joby Awesome works...

Unlike · Reply · 2 · January 27 at 7:01am

Flossie Matimati Enjoyed it

Unlike · Reply · 2 · January 27 at 12:08am

Aseel Ayash It was awesome show

Unlike · Reply · 2 · January 26 at 11:58pm

Stephanie Twort Jack Williamson email your photo to enter the comp, the one of the sun plane and flag

Unlike · Reply · 1 · January 26 at 11:48pm

Doris LaValette Brilliant

Unlike · Reply · 1 · January 26 at 11:10pm

Jo Taylor They were brilliant! 😊

Unlike · Reply · 1 · January 26 at 11:02pm

Ryan Heaperman Absolutely beautiful

Unlike · Reply · 1 · January 26 at 10:17pm

Fred Kintanar Awesome. Thank you Perth City we love you

Unlike · Reply · 2 · January 26 at 10:15pm

Denise Cooper Had a rock'en time at skyshow well done perth winner winner

Unlike · Reply · 2 · January 26 at 10:07pm

Simone Carlyon Was awesome!!!!

Unlike · Reply · 2 · January 26 at 10:05pm

Bronwyn Schultz Down Riverside - best fireworks for years - great music... fantastically synced, great correlation between fireworks and music. Sat near a tower of speakers - brilliant sound and atmosphere. Loved the themes too. Love this city!

Unlike · Reply · 3 · January 26 at 9:55pm

Jillian Duncan Thought it was amazing!

Unlike · Reply · 1 · January 26 at 9:49pm

Umair Hasan Nice work

Unlike · Reply · 2 · January 26 at 9:31pm

Kerry Ridley Thank you for a fabulous show C of P

Unlike · Reply · 1 · January 26 at 9:31pm

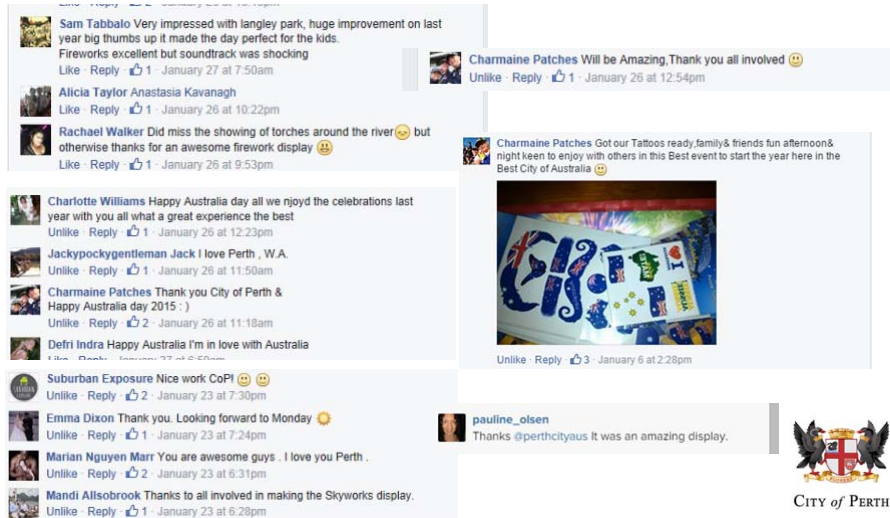
Donna Angelina Rade Awesome... Selwyn Leokuna

Unlike · Reply · 2 · January 26 at 8:44pm



CITY of PERTH

Social Media



Crowds departing the event

