



CITY of PERTH

Lord Mayor and Councillors,

NOTICE IS HEREBY GIVEN that the next Ordinary Meeting of the Council of the City of Perth will be held in the Council Chamber, Level 9, Council House, 27 St Georges Terrace, Perth on **Tuesday, 19 July 2016 at 6.00pm.**

Yours faithfully

MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER

14 July 2016

VISION STATEMENT

Perth is renowned as an accessible city. It is alive with urban green networks that are safe and vibrant. As a global city, there is a diverse culture that attracts visitors. It provides city living at its best. Local and global businesses thrive here. Perth honours its past, while creating a sustainable future.





CITY of PERTH

COUNCIL CHAMBERS SEATING LAYOUT



Manager Governance
Mark Ridgwell



The Right Honourable
The Lord Mayor
Ms Lisa-M. Scaffidi



Chief Executive
Officer
Martin Mileham



Director Community and
Commercial Services
Rebecca Moore



Cr Judy McEvoy



Cr Janet Davidson
OAM JP



Personal Aide to
the Lord Mayor
Paul Anastas

Acting Director Planning
and Development
Erica Barrenger



Cr Reece Harley



Cr Jemma Green



Director
Construction and
Maintenance
Paul Crosetta



Manager Development
Approvals
Margaret Smith



Cr Keith Yong



Cr Lily Chen



Director Corporate
Services
Robert Mianich

Acting Director Economic
Development and
Activation
Annaliese Battista



Cr James Limnios
Deputy Lord Mayor



Cr Jim Adamos



Governance Electoral
Officer - Minutes
Cathryn Clayton

Public Gallery

BUSINESS

1. **Prayer**
2. **Declaration of Opening**
3. **Apologies**
4. **Question Time for the Public.**
5. **Members on Leave of Absence and Applications for Leave of Absence**

Cr Limnios – approved Leave of Absence

6. **Confirmation of Minutes:**

Ordinary Council - 28 June 2016

7. **Announcements by the Lord Mayor**

8. **Disclosure of Members' Interests**

The following members disclosed an interest

Member/ Officer	Item No and Title.	Nature / Extent of Interest
Cr Yong	Item 2 - 251 (Strata Plan 59114) Adelaide Terrace, Perth – Proposed Large Banner Sign	Proximity - Cr Yong is a tenant at 231 Adelaide Terrace, Perth, which is located adjacent to the proposed site - 251 Adelaide Terrace, Perth.
Cr Adamos	Item 8 - Arts And Cultural Sponsorship 2016/17 – Major Partnership – Awesome Arts Australia Ltd	Direct Financial – Cr Adamos has previously received tickets from this applicant.
Lord Mayor Scaffidi	Item 13 - Corporate Sponsorship – TEDxPerth 2016	Direct Financial – Lord Mayor Scaffidi has previously received a ticket from this applicant.
Cr Yong	Item 13 - Corporate Sponsorship – TEDxPerth 2016	Direct Financial – Cr Yong has previously received tickets from this applicant.
Cr McEvoy	Item 13 - Corporate Sponsorship – TEDxPerth 2016	Direct Financial – Cr McEvoy has previously received a ticket from this applicant.
Cr Adamos	Item 13 - Corporate Sponsorship – TEDxPerth 2016	Direct Financial – Cr Adamos has previously received tickets from this applicant.
Lord Mayor Scaffidi	Item 14 - Corporate Sponsorship – Perth Convention Bureau 2016/17	Direct Financial – Lord Mayor Scaffidi has previously accepted a gift from this applicant.

Member/ Officer	Item No and Title.	Nature / Extent of Interest
Cr Chen	Item 14 - Corporate Sponsorship – Perth Convention Bureau 2016/17	Direct Financial – Cr Chen has previously accepted a gift from this applicant.
Cr Davidson	Item 14 - Corporate Sponsorship – Perth Convention Bureau 2016/17	Direct Financial – Cr Davidson has previously accepted a gift from this applicant.
Cr Yong	Item 14 - Corporate Sponsorship – Perth Convention Bureau 2016/17	Direct Financial – Cr Yong has previously accepted a gift from this applicant.

9. Questions by Members of which due notice has been given

10. Correspondence

11. Petitions

12. Matters for which the Meeting may be Closed

In accordance with Section 5.23(2) of the *Local Government Act 1995*, the meeting will be required to be closed to the public prior to discussion of the following:

Item No.	Item Title	Reason
Item 12 & Confidential Schedules 13, 14 & 15	146–152 (Lots 2–8) Barrack Street, Perth – Proposed ‘New Technology’ Above Roof Sign with Third Party Advertising Content – Revised Plans (Reconsideration Under S.31 of the State Administrative Tribunal Act 2004)	s5.23(2)(f)(i)

In accordance with Section 5.23(2) of the *Local Government Act 1995*, should an Elected Member wish to discuss the content of the confidential schedule/s listed below, it is recommended that Council resolve to close the meeting to the public prior to discussion of the following:

Schedule No.	Item No. and Title	Reason
Confidential Schedule 4	Item 4 – Results of Further Assessment to Determine if the Identified Properties are of Cultural Significance and Worthy of Built Heritage Conservation	s5.23(2)(e)(iii)
Confidential Schedule 6	Item 5 – Proposed Entry of Rosie O’Grady’s Pub, 205 James Street, Northbridge, in the City Planning Scheme No. 2 Heritage List	s5.23(2)(e)(iii)
Confidential Schedule 8	Item 6 - Event Sponsorship – Partnership – The Event Agency – Arcadia Australia	s5.23(2)(e)(iii)
Confidential Schedule 9	Item 8 - Arts And Cultural Sponsorship 2016/17 – Major Partnership – Awesome Arts Australia Ltd	s5.23(2)(e)(iii)
Confidential Schedules 11 and 12	Item 10 – Tender 098-15/16 – Provision of Catering Services for the City of Perth	s5.23(2)(e)(ii)

- 13. Reports (refer to Index of Reports on the following pages)**
- 14. Motions of which previous notice has been given**
- 15. Urgent Business**
- 16. Closure**

INFORMATION FOR THE PUBLIC ATTENDING COUNCIL MEETINGS

Welcome to this evening's Council meeting. This information is provided on matters which may affect members of the public. If you have any queries on procedural matters please contact a member of the City's staff in attendance tonight.

Question Time for the Public

- An opportunity is available at Council meetings for members of the public to ask a question about any issue relating to the City. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible in order to allow the City sufficient time to prepare a response.
- The Presiding Person may nominate a Member or officer to answer the question and may also determine that any complex question requiring research be answered in writing. No debate or discussion is allowed to take place on any question or answer.
- To ask a question please write it on the white Question Sheet provided at the entrance to the Council Chamber and hand it to a staff member before the meeting begins. Alternatively questions can be forwarded to the City of Perth prior to 3.00pm on the day of the meeting, by:-
 - Letter: Addressed to GPO Box C120, Perth, 6839;
 - Email: governance@cityofperth.wa.gov.au.
- Question Sheets are also available on the City's web site: www.perth.wa.gov.au.

Disclaimer

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

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

EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

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

BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

ALERT ALARM

beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.

EVACUATION ALARM/PROCEDURES

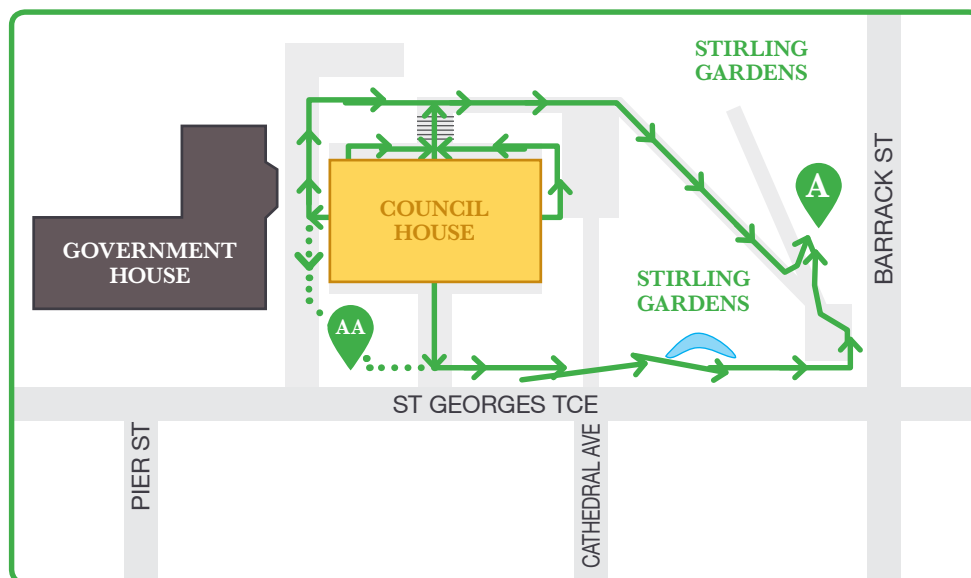
whoop whoop whoop

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

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



EVACUATION ASSEMBLY AREA



Assembly Area

Alternate Assembly Area

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ITEM NO: 1

3 (LOT 502) TRINITY AVENUE, EAST PERTH – 35 LEVEL RESIDENTIAL DEVELOPMENT CONTAINING 309 MULTIPLE DWELLINGS AND 296 CAR PARKING BAYS (WATERBANK PRECINCT ‘SITE B’)

**PLANNING COMMITTEE
RECOMMENDATION:**

**(RECOMMENDATION TO
METROPOLITAN
REDEVELOPMENT AUTHORITY)**

That Council advises the Metropolitan Redevelopment Authority that it:

- 1. supports in principle the proposed 35 level residential development containing 309 multiple dwellings and 296 car parking bays on ‘Site B’ of the Waterbank Precinct at 3 (Lot 502) Trinity Avenue, East Perth subject to the following design revisions and considerations:***
 - 1.1 the height of the building being reduced to no greater than 30 storeys in accordance with the Waterbank Precinct Design Guidelines;***
 - 1.2 the design of the eastern and western podium façades being revised to achieve greater street level activation by replacing car bays and the substation and switch room with active uses, with all services/utilities being internalised or minimised and to provide for greater articulation at the upper podium levels noting that these façades will be the focus of The Causeway vista;***
 - 1.3 visitor car parking bays being provided on site in compliance with the maximum rate prescribed by the Waterbank Precinct Design Guidelines, with the total number of residential parking bays being reduced to allow for a reduced podium height as required by items 1.1 and 1.2 above;***

(Cont’d)

- 1.4 the entry/exit access arrangements for the parking area being revised with an additional crossover being provided on the eastern boundary, subject to the final design of the crossover space being integrated with any revised activation and articulation of the eastern ground level façade;**
 - 1.5 ground floor residential dwellings being designed as 'convertible' or 'adaptable' floors in terms of floor to floor height to allow for future commercial use, should the demand for commercial floor space within the development increase into the future;**
 - 1.6 corridors within the residential tower element being provided with increased access to natural light and ventilation in accordance with the provisions of the Waterbank Precinct Design Guidelines;**
 - 1.7 balconies being redesigned to achieve compliance with the minimum areas and dimensions prescribed by the Waterbank Precinct Design Guidelines. As a minimum, balconies shall have a minimum of 10m² useable area with a minimum dimension of 2 metres; and**
 - 1.8 visual truncation areas of minimum dimensions of 3 metres by 3 metres being provided on the north west and north east corners of the proposed ground floor of the building to provide for improved pedestrian safety and vehicular sightlines;**
- 2. recommends that, should an approval be granted by the Metropolitan Redevelopment Authority for the proposed 35 level mixed use development on 'Site B' of the Waterbank Precinct at 3 (Lot 502) Trinity Avenue, East Perth without further design refinement, the approval be subject to the following conditions:**
 - 2.1 final details and a sample board of the high quality and durable materials, colours and finishes for the proposed building being prepared in consultation with the City and being submitted to the Metropolitan Redevelopment Authority for approval prior to applying for a building permit;**

(Cont'd)

- 2.2 all development and works shown outside of the Lot boundaries including vehicle crossover/s, footpaths and alfresco areas, not forming part of this approval and being the subject of separate applications for approval and lease/licence arrangements where relevant;**
- 2.3 air conditioner condensers and any proposed external building plant, lift overruns, piping, ducting, water tanks, transformers, and fire booster cabinets shall be located so as to minimise any visual and noise impact on the future occupants of adjacent properties and being screened from public view, including any such plant or services located within the vehicle entrance of the development, with details of the location and screening of such plant and services being submitted and approved by the Metropolitan Redevelopment Authority prior to applying for a building permit;**
- 2.4 on-site stormwater disposal/management being to the City's specifications with details being submitted to the Metropolitan Redevelopment Authority for approval prior to applying for a building permit;**
- 2.5 all on-site residential car bays being for the exclusive use of the residents of the development and their visitors;**
- 2.6 the dimensions of all car parking bays, aisle widths and circulation areas complying with the Australian Standard AS2890.1, ensuring that vehicles can enter and exit the building in forward gear;**
- 2.7 a minimum of one residential store being provided for each residential dwelling with each store achieving a minimum internal dimension of 1.5 square metres and minimum area of 4 square metres;**
- 2.8 a detailed landscaping and reticulation plan being submitted and approved prior to the submission of an application for the relevant building permit, with the approved landscaping being installed prior to the occupation of the building and thereafter maintained to a high standard;**

(Cont'd)

- 2.9** *the recommendations contained in the Acoustic Report prepared by Herring Storer Acoustics dated February 2016 regarding the noise amelioration construction specifications and other noise management measures, being implemented in full to the satisfaction of the Metropolitan Redevelopment Authority and in consultation with the City with a detailed acoustic report demonstrating how the development will comply with the 'satisfactory' criteria of AS/NZS 2107:2000 and the Environmental Protection (Noise) Regulations 1997 being submitted and approved by the Metropolitan Redevelopment Authority, in consultation with the City, prior to applying for the relevant building permit;*
- 2.10** *the recommendations contained in the Wind Tunnel Study report prepared by CPP Wind Engineering and Air Quality Consultants dated February 2016 being incorporated into the detailed design with a final Wind Tunnel Study, together with details of the measures being introduced to mitigate any adverse wind impacts, being submitted and approved by the Metropolitan Redevelopment Authority, in consultation with the City, prior to applying for the relevant building permit;*
- 2.11** *the recommendations contained in the Jacobs Crime Prevention through Environmental Design report dated 9 February 2016 being incorporated into the detailed design of the building with the mitigation measures outlined in Appendix B of the report being implemented in full (where practical) to the satisfaction of the Metropolitan Redevelopment Authority and in consultation with the City;*
- 2.12** *the Waste Management Plan being updated and the plans being modified to address access/egress requirements to comply with the City's draft Waste Services Guidelines for New Development 2015 and the WALGA Multiple Dwellings Waste Management Plan Guidelines, including:*

(Cont'd)

- a) **alignment of proposed collection times with the City's services;**
- b) **clarification as to how all the bins will be collected on service days, including figures showing the path bins will use to be transferred to the loading bay and where they will be collected from;**
- c) **details to demonstrate there is adequate space in the loading bay for all bins;**
- d) **bin store dimensions to be revised to allow for 1m² for every 240L of waste; and**
- e) **provision for collection vehicles to access/egress the site in forward gear;**

with a final Waste Management Plan being submitted and approved by the Metropolitan Redevelopment Authority, in consultation with the City, prior to applying for the relevant building permit;

2.13 an updated Transport Statement addressing the following technical matters:

- a) **the Traffic flow comparison to be 'total' flow into/out of the area;**
- b) **additional detail in relation to the design, function and maintenance responsibilities of the proposed 'Porte Cochere'; and**
- c) **proposed traffic signal phasings identified being in accordance with Main Roads Western Australia (MRWA) requirements;**

being submitted and approved by the Metropolitan Redevelopment Authority, in consultation with the City, prior to applying for the relevant building permit; and

2.14 a construction management plan for the proposal being submitted for approval prior to applying for a building permit, detailing how it is proposed to manage:

- a) **the delivery of materials and equipment to the site;**
- b) **the storage of materials and equipment on the site;**

(Cont'd)

- c) ***the parking arrangements for the contractors and subcontractors;***
- d) ***any dewatering of the site; and***
- e) ***any other matters likely to impact on the surrounding properties.***

BACKGROUND:

SUBURB/LOCATION:	3 (Lot 502) Trinity Avenue, East Perth
FILE REFERENCE:	2016/5186
REPORTING UNIT:	Development Approvals
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	21 June 2016
MAP / SCHEDULE:	Schedule 1 – Location map and coloured perspectives for 3 Trinity Avenue, East Perth ('Site B')
LANDOWNER:	Metropolitan Redevelopment Authority
APPLICANT:	Lend Lease (Waterbank) Pty Ltd
ZONING:	(MRS Zone) Redevelopment Scheme/Act Area (City Planning Scheme Precinct) East Perth (P15) (City Planning Scheme Use Area) N/A
APPROXIMATE COST:	\$100 million

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 12 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

SITE HISTORY:

The four hectare 'Waterbank Precinct' (the precinct) situated on the eastern edge of the city is bound by Trinity College to the north, the Swan River to the east, the Causeway interchange to the south and the Western Australian Police site to the west. The Precinct forms part of the Metropolitan Redevelopment Authority's (MRA) greater Riverside Project Area.

Council, at its meeting held on **11 August 2015**, considered the first stage of subdivision of the Waterbank Precinct and resolved to advise the MRA of its in principle support subject to conditions and the submission of additional details and information. The Minister for Planning (upon the advice and recommendations of the MRA) granted conditional approval for the subdivision on 9 February 2016.

Council, at its meeting held on **3 November 2015**, considered the first private realm development within the Precinct for a mixed use building on 'Site G' and resolved to advise the MRA of its support for the application subject to relevant design revisions and conditions. The Minister granted conditional approval for the development on 1 March 2016.

Council, at its meeting held on **2 February 2015**, considered an application for the design and construction of the entire infrastructure and public domain components associated with the development of the Waterbank Precinct and resolved to advise the MRA of its support subject to conditions. The Minister has yet to determine this application.

Council, at its meeting held on **23 February 2016**, considered the second stage of subdivision of the Waterbank Precinct and resolved to advise the MRA of its in principle support subject to relevant design revisions and conditions. The Minister for Planning has yet to determine the second stage subdivision application.

DETAILS:

A development application for a new residential building for 'Site B' of the Waterbank Precinct has been referred to the City for comment by the MRA. The application is the second private realm development for the Precinct received by the MRA.

The development application proposes a podium element (six storeys) with one tower above of 29 storeys, comprising of car parking and residential apartments.

A summary of the main features of the proposed development are as follows:

Residential	A total of 309 residential dwellings will be provided at the podium and tower levels. The development will comprise of a mixture of dwelling types including nine studio, 87 one-bedroom apartments, 194 two-bedroom apartments and 19 three-bedroom apartments. A storeroom will be provided for each of the residential apartments.
Vehicle Parking	296 car parking bays will be provided at the ground floor level and levels 1 to 5. The car parking levels will be sleeved behind apartments on the north and south facades and screened on the east and west facades using a mix of materials and finishes.
Communal Facilities	A landscaped terrace with pool, decking area, gymnasium, community room, change facilities and barbecue/kitchenette facilities will be provided on the podium rooftop (Level 6).
Other Facilities	Mail room, main residential lobby and five alternative entrances, end of trip facilities, bicycle storage (115 bays) and bicycle 'hub/workshop' at the ground floor level. Building service facilities including substations, switch rooms, fire tank and pump rooms, bin storage and loading area, fire booster and control rooms will also be provided at the ground floor level.

With respect to the physical design of the proposal, the applicant advises that the architecture of the building is based on the following principles:

- *'creation of a slender elegant tower on the skyline, with a highly identifiable presence to frame the eastern gateway to the city. The podium creates a*

humane streetscape with a composition of volumes & warm natural materials, to integrate with the park setting;

- *tower form being sculpted into two volumes to emphasise its slenderness. These volumes come to the ground to further enhance their verticality;*
- *planning of the tower carefully considered to maximise light and ventilation to the residential apartments and to maximise the number of apartments with views to the south west towards Swan River and Kings Park;*
- *creation of a building that is highly identifiable on the Perth skyline. The building steps up in transition to the landmark tower, without dominating it;*
- *materials typified by rich, textural materials closer to ground that progressively become smoother and simpler as they rise up the tower. In this way the materials respond to the proximity of people to the building with a human scale at ground and distant scale in the sky; and*
- *palette selection of cool and urban materials; creating an authentic streetscape, while complimenting the tower beyond.'*

LEGISLATION / POLICY:

Legislation	<i>Metropolitan Redevelopment Authority Act 2011</i> Metropolitan Redevelopment Authority's Central Perth Redevelopment Scheme
Policy	Metropolitan Redevelopment Authority 's Riverside Master Plan 2008 Waterbank Precinct Design Guidelines 2015

COMPLIANCE WITH PLANNING SCHEME:

Land Use and Development Standards

Under the provisions of the *Metropolitan Redevelopment Authority Act 2011*, the MRA is responsible for planning and development control within the Central Perth Redevelopment Area (CPRA). The Riverside project area, which includes the Waterbank Precinct, is subject to the provisions of the MRA's Central Perth Redevelopment Scheme (CPRS). The general land use intent of the CPRS is to create diverse mixed land use urban environments, including creating high quality spaces for people through an activated and interesting public realm. Retail, Residential, Residential and Dining and Entertainment land uses are preferred uses within the Waterbank Precinct, whilst Culture and Creative Industry, Commercial and Community land uses are contemplated uses within the Precinct.

The form and function of development within the Precinct is guided by the MRA's associated Waterbank Precinct Design Guidelines, with the latest iteration of the Guidelines being adopted by the MRA on 4 May 2015. The Guidelines aim to facilitate a new mixed use precinct for Perth which provides a richness of architecture and diversity of uses that respond to the character of the Swan River and associated landscape. The vision of the Waterbank Precinct under the Guidelines is to:

“Create a prime visitor destination with a lively blend of entertainment, cultural, commercial, retail and residential uses within a Waterbank precinct of international standard.”

The specific statement of design intent for Site B within the Guidelines is as follows:

“Site B serves as an edge building as viewed from The Causeway and the structure should respond to its visual prominence from the Causeway. This building will also help to form an edge to one of the internal connections within Waterbank. This building serves as an entry point to the urban edge of the city.”

“Residential is a preferred use within the podium and tower and may be considered at ground level where it can be demonstrated that the design outcome will contribute positively to the activation and surveillance of the adjacent public realm, minimise level differences and ensure a high quality public interface.”

“Podium façades fronting The Causeway are in a high profile gateway position and are to provide high levels of visual interest and activation, with any podium car parking to be sleeved with active uses and Podium facades are to be designed to break up the horizontal bulk of the building through architectural treatments and fine grain detailing.”

The Central Perth Development Policies set out development approval requirements and performance standards for the development of land in the CPRA. The policies relevant to this development include Green Building Design, Sound and Vibration Attenuation, Providing Public Art, Signage, Affordable and Diverse Housing and Adaptable Housing.

COMMENTS:

Land Use

The residential land use proposed is generally in accordance with the preferred land uses stipulated in the CPRS and Design Guidelines. However a variation is proposed being the proposed residential dwellings located on the ground floor of the development. It is noted and acknowledged that full activation of the ground floor frontage for the entirety of the development with commercial, dining or retail uses may not be commercially viable, the presence of residential uses at the ground floor level can be supported. However at a minimum, opportunity exists for the proposed ground floor residential dwellings to be designed and designated as ‘convertible/adaptable floor spaces’ whereby they can be initially occupied as a residential dwelling and then potentially adapted (with minor modifications) for commercial use at an appropriate time when demand exists.

The design for flexibility and adaptability for different ground floor uses over time is considered to be an appropriate outcome to provide for streets becoming active as originally intended. It is therefore recommended that any viable design responses to prevent this occurring should be investigated and applied as appropriate.

Building Height and Setbacks

The development includes a variation to the height controls contained within the Design Guidelines. In particular, 29 storeys is proposed for the tower and a total development height of 35 storeys (inclusive of a compliant six storey podium) in lieu of the prescribed maximum 30 storey total development height. The variation has been justified by the applicant based on the following:

- *the proposed building complies with the overshadowing requirements contained within the Design Guidelines;*
- *it has been demonstrated that there will be no additional down draught of wind as a result of the additional height of the tower;*
- *the privacy and amenity of residents of the proposed tower and adjacent future development sites will not be impacted by the additional tower height;*
- *the tower meets the setback requirements of the Design Guidelines and also respects and retains designated view corridors;*
- *the tower presents as a slender form and the additional 5 storeys, while a minor variation, will assist in emphasising the sites location adjacent to the Causeway within Waterbank and will provide a positive contribution to the Perth City skyline; and*
- *the tower site coverage is only 27.8% of the site which is substantially less than the permitted maximum site coverage of 40%, thus limiting the bulk of the building.'*

Whilst the variation can be supported noting the above addresses potential concerns in relation to the tower element of the proposal, the additional height does create negative flow on effects for other aspects of the development. In particular, the additional height results in an increase in the number of apartments being developed which results in additional car parking provision. As no basement car parking is being proposed, this results in the podium being developed to the maximum six storeys permissible under the Guidelines and only being partly sleeved with apartments. The implications of this are discussed in greater detail in the Building Design section of this report. Therefore it is considered that the variation to the building height should only be supported subject to the additional height within the tower element being offset by a reduction in the podium height in addition to improvements to the design of the podium facades.

The development is compliant with respect to the setback and siting requirements of the Design Guidelines. The tower element is setback 28.5 metres from the northern boundary and 12.2 metres from the southern boundary, with the Guidelines prescribing minimum setbacks of 15 metres (northern) and nil (all other boundaries) respectively. The Guidelines permit the tower element to occupy 40% of the site and the proposed tower occupies approximately 28% of the podium roof space and site.

Building Design

The design of the building is generally in keeping with the Design Guidelines however there are concerns in relation to the design of the podium façades and internal configuration of the tower element.

The Guidelines require activation of the ground floor frontages for 80% of primary frontages (northern street) and 50% of secondary frontages (other streets). Whilst the northern and southern ground floor frontages are considered to be 'active' through the provision of residential dwellings inclusive of decking and major openings, the eastern and western facades are predominantly inactive. The eastern and western facades suffer from a proliferation of services and utilities being located within the ground floor frontage areas which results in less than 25% activation being achieved. In particular, the siting of services and utilities along the frontage means that these spaces are highly unlikely to ever be subject to any retrofitting due to the finality of such installations. Accommodating additional apartments or other uses or as a minimum placing screened car parking spaces along the frontage, whilst still not a desirable outcome, will result in greater flexibility in the future to accommodate any reconfiguration of the ground floor area. It is recommended that this form part of the City's recommendation to the MRA.

The upper levels of the eastern and western façades are not required to be sleeved given they are adjacent to secondary streets. However it is considered that further activation of the ground level and refinement of upper levels are required to provide for improved overall eastern and western podium elevations for the development. This is considered critical given this would be the primary vista for pedestrians and vehicles travelling west and north towards the site along the Causeway.

In its previous considerations of the Design Guidelines, most recently at its meeting held on **18 November 2014**, Council resolved to advise the MRA that the treatment of the interface of any development adjacent to the Causeway is critical and should reflect a fine urban grain and architectural detailing. In particular, the southern elevation should not constitute an extensive monotonous façade to shield potential car parking situated within the podium levels. Based on the above it is recommended that further refinement of the upper levels of the podium on the eastern and western facades be required.

With regards to the tower element, it is noted that no access to natural light and ventilation for the internal corridor spaces has been provided which is contrary to Section 3.1.1 of the Design Guidelines. The justification provided by the applicant relates to the amenity of the dwelling units being prioritised over that of the passageways which are only transient spaces. Whilst the intent is acknowledged, the City considers that communal spaces and improvements to an apartment's 'sense of arrival' are important design factors. Therefore it is recommended that the provision for access to natural light and ventilation be explored as part of any design refinement for the development.

Whilst each of the apartments is provided with an outdoor living space in the form of a balcony or terrace, only 5% of these spaces achieve compliance with the minimum area and dimensions required by the MRA's Design Guidelines being 12m² for one bedroom apartments and 15m² for two bedroom (and above) bedroom apartments. The applicant's justification for the reduced balcony sizes is based on:

- the prevailing wind conditions impacting on the site thus reducing the usability of balcony areas and a focus to provide increased internal amenity for residents; and

- encouraging residents to use the services and amenities within the public realm of Waterbank which will result in increased social and community interaction.

Notwithstanding the above, it is recommended that the majority, if not all, of the balconies should achieve the minimums prescribed by the Guidelines. As minimum, the City recommends balconies be redesigned to meet the 10m² area and minimum internal dimension of 2 metres generally applied to residential apartments in the City.

The associated Crime Prevention through Environmental Design (CPTED) report submitted by the applicant in support of the development confirms that consistent and good practice CPTED principles have been incorporated into the design of the building. However the report also provides recommendations in relation to aspects of the design which could be improved at the detailed design phase. It is recommended a relevant condition relating to these additional measures be included in any approval.

Car Parking and Traffic Management

The Design Guidelines require the provision of residential car parking at a maximum rate of 1.2 car parking bays per dwelling which equates to a maximum of 371 parking bays for the 309 dwellings proposed. Residential visitor bays are also required to be provided on site at a rate of 0.1 bays per dwelling being 31 bays for the subject development.

The development is near to being compliant with respect to provision of on-site vehicle parking for residents as 296 car parking bays are being provided which equates to a rate of 0.96 bays per dwelling. However the applicant is seeking a variation with regards to visitor car parking bays as no bays have been provided on site for visitors. The applicant proposes to utilise future adjacent on-street car parking bays (22 bays currently proposed) to cater for visitors to the site. Whilst this variation can be considered by the MRA, it should be noted that on street parking is likely to be time restricted (up to 3 hours maximum), with fees payable (as these will be available to the general public). For this reason it is recommended that adequate visitor parking provision be provided on-site in accordance with the Guidelines to ensure on street parking remains available to the general public visiting the area.

With regards to on-site car parking management, access to on-site car parking is proposed via a two-lane, two-direction entrance fitted with a remote control roller door system. Access to the bicycle parking facility is located on the opposite side of the building to that of vehicles to minimise risks of conflict between the two modes of transport. Whilst the minimisation of crossovers along the ground floor frontages is supported, there is concern in relation to the functionality of a single crossover serving 296 car parking bays. In particular, significant delays during peak AM and PM times are anticipated. It is therefore recommended that the existing access/egress arrangements be reviewed to provide for more efficient vehicle movements to and from the site.

The applicant submitted a Transport Statement in support of the application. The following matters have been identified by City officers and are recommended to be reviewed via the submission of an updated Statement at the building permit stage:

- the Traffic flow comparison should use a comparison of 'total' flow into/out of the area. The current assessment is selective and includes double counting;
- additional detail in relation to the design, function and maintenance responsibilities of the proposed 'Porte Cochere' are required; and
- the proposed traffic signal phasing identified is unlikely to be approved by Main Roads Western Australia (MRWA) as it significantly impacts on the eastbound traffic on Hay Street.

Council at its meeting held on **23 February 2016**, considered the Waterbank Stage 2 subdivision application which facilitates the creation of the lot for the subject development. In its consideration, Council noted that road truncations were not provided at the corners of lots at all intersections. Council therefore recommended that truncations be provided in accordance with the City's standard requirements to ensure safe vehicle sight lines and improved pedestrian movement at these intersections. The proposed does not account for any truncations in its design and it is therefore recommended that, as a minimum, 3 metre by 3 metre truncated areas provided at the north west and north east corners of the proposed building.

Waste Management

The proposed development will provide three separate bin storage areas to allow for separate and efficient collection of residential waste. Waste servicing needs to be further clarified via an updated Waste Management Plan (WMP) given additional information if required in relation to the proposed waste collection method. In particular, the City requires:

- alignment of proposed collection times with the City's services;
- clarification as to how the all the bins will be collected on service days, including figures showing the path bins will use to be transferred to the loading bay and where they will be collected from;
- figures to demonstrate there is adequate space in the loading bay for all bins;
- bin store dimensions to be revised to allow for 1m² for every 240L of waste; and
- provision for collection vehicles to access/egress the site in forward gear.

A relevant condition requiring the above matters to be addressed in a revised WMP with access/egress being appropriately modified, should be included in any approval.

Noise

The applicant advised that the proposed development will be designed to ensure compliance with the MRA's requirements, the Environmental Protection (Noise) Regulations 1997 and the National Construction Code. In accordance with the MRA's Sound and Vibration Attenuation Policy, a further Acoustic Report will be submitted at the working drawings stage addressing all of the relevant considerations. Any approval should include a condition requiring that the building be constructed and certified to comply with the requirements.

Wind

The applicant submitted a wind tunnel study in support of the proposed development which provides an analysis in relation to the development's impact on local wind conditions. The study found that the wind flow interaction with the proposed towers will create varying wind conditions around the perimeter of the site boundaries. In particular, windy conditions are anticipated to be experienced at locations close to the corners of the Tower at ground level. The study recommends further testing to best position screening and landscaping elements at the base of the tower. However it is noted these elements will likely need to be significant in size and will provide mostly localised shielding.

In addition, the podium roof space is also expected to experience wind conditions that will vary across the space due to wind flows interacting with the geometry of the towers which will cause changes in direction and wind speed. Other locations tested in and around the proposed development sites will benefit from the use of local vertical screening and landscaping to create suitable wind conditions for prolonged sitting and outdoor dining activities.

Noting the above it is recommended that a final wind tunnel study to address the preliminary findings be undertaken at the detailed design stage and be included as a condition of any approval.

Conclusion

Whilst the proposed development is generally consistent with the MRA's associated guiding documents, fundamental issues including ground floor residential uses, building height and podium design concerns have been identified. It is therefore recommended that the MRA be advised of the issues identified within this report, with the matters to be addressed by way of conditions on any development approval or subject to further details being provided to the City's satisfaction prior to any approval being issued by the MRA.

ITEM NO: 2

251 (STRATA PLAN 59114) ADELAIDE TERRACE, PERTH – PROPOSED LARGE BANNER SIGN

**PLANNING COMMITTEE (REFUSAL)
RECOMMENDATION:**

That, in accordance with the provisions of the City Planning Scheme No. 2 and the Metropolitan Region Scheme, the Council APPROVES BY AN ABSOLUTE MAJORITY the application for a proposed large banner sign with third party advertising content at 251 (Strata Plan 59114) Adelaide Terrace, Perth as detailed on the Metropolitan Region Scheme Form One dated 23 May 2016 and as shown on the plans received on 30 May 2016 subject to:

- 1. the sign displaying only advertisements with high quality graphics and vibrant artistic content that maintains or improves the visual amenity of the locality consistent with the City's Signs Policy 4.6 and having regard for the locality being the focus of local retail, business, commerce, civic and tourist activities for the State;*
- 2. the part of the sign occupied by corporate markings, logos, branding or the like occupying a maximum of 10% of the total sign area;*
- 3. a comprehensive advertising strategy, detailing the control of all signage content to satisfy conditions 1 and 2 above, and the management and maintenance of the sign, being submitted to the City for approval within 28 days of the date of approval or prior to any new advertising content being erected and implemented by the proponent thereafter to the satisfaction of the City;*
- 4. any individual advertisement shall be displayed for a maximum period of six months with any approved replacement sign or advertisement being installed immediately following the removal of the previously approved sign; and*

(Cont'd)

5. this approval being valid until 31 December 2017 with the sign and supporting structure being removed within 30 days thereafter and the building made good.

BACKGROUND:

SUBURB/LOCATION: 251 Adelaide Terrace, Perth
FILE REFERENCE: 2016/5184
REPORTING UNIT: Development Approvals
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 17 June 2016
MAP / SCHEDULE: Schedule 2 – Map and colour perspective for 251 Adelaide Terrace, Perth

LANDOWNER: The Owners of 251 Adelaide Terrace, Perth
APPLICANT: EPICO
ZONING: (MRS Zone) Central City Area zone
(City Planning Scheme Precinct) Adelaide (P13)
(City Planning Scheme Use Area) Office / Residential

APPROXIMATE COST: Nil.

OFFICER RECOMMENDATION:

That in accordance with the provision of the City Planning Scheme No. 2, Council refuses the application for a large banner sign at 251 (Strata Plan 59114) Adelaide Terrace, Perth as detailed on the Metropolitan Region Scheme Form One dated 23 May 2016 and as shown on the plans received on 30 May 2016 for the following reasons:

1. the proposed sign does not comply with City Planning Scheme No. 2 Policy 4.6 – Signs given that:
 - 1.1 the display of a large banner sign for a further extended period of more than six months is contrary to the City's Signs Policy 4.6 and will result in the visual quality and amenity of the area being diminished by the ongoing display of the third party advertising, which is contrary to the orderly and proper planning of the Precinct; and
 - 1.2 the renewal of the previous approved sign resulting in more than four large banner being displayed within the City of Perth at any one time which is contrary to the City's Signs Policy 4.6 and results in visual noise with signage dominating the City streetscape;
2. the proposed sign will not comply with the City Planning Scheme No. 2 draft revised Policy 4.6 - Signs given that:
 - 2.1 the sign is considered excessive in scale and dimensions as it exceeds a vertical dimension of one tenth of the buildings height with a maximum

height of two typical floors and is therefore under this draft policy considered out of place with the surroundings and dominating the skyline resulting in a negative impact on the visual quality and amenity of the area;

- 2.2 the sign is in excess of 25% of the wall area and stretched the full width of the wall resulting in the sign being ill proportioned to the size of the building; and
- 2.3 third party advertising shall only be considered for a sign facing or in a public space where the sign is orientated for viewing within the space and not from adjacent streets.

At the Planning Committee meeting held on 12 July 2016 the Committee resolved to adopt an alternative motion as follows:

That, in accordance with the provisions of the City Planning Scheme No. 2 and the Metropolitan Region Scheme, the Council APPROVES BY AN ABSOLUTE MAJORITY the application for a proposed large banner sign with third party advertising content at 251 (Strata Plan 59114) Adelaide Terrace, Perth as detailed on the Metropolitan Region Scheme Form One dated 23 May 2016 and as shown on the plans received on 30 May 2016 subject to:

1. *the sign displaying only advertisements with high quality graphics and vibrant artistic content that maintains or improves the visual amenity of the locality consistent with the City's Signs Policy 4.6 and having regard for the locality being the focus of local retail, business, commerce, civic and tourist activities for the State;*
2. *the part of the sign occupied by corporate markings, logos, branding or the like occupying a maximum of 10% of the total sign area;*
3. *a comprehensive advertising strategy, detailing the control of all signage content to satisfy conditions 1 and 2 above, and the management and maintenance of the sign, being submitted to the City for approval within 28 days of the date of approval or prior to any new advertising content being erected and implemented by the proponent thereafter to the satisfaction of the City;*
4. *any individual advertisement shall be displayed for a maximum period of six months with any approved replacement sign or advertisement being installed immediately following the removal of the previously approved sign; and*
5. *this approval being valid until 31 December 2017 with the sign and supporting structure being removed within 30 days thereafter and the building made good.*

Reason The Planning Committee considered it appropriate to allow for additional time during the transition from one Policy setting to another, taking into consideration the applicants concerns and allowing proponents the opportunity to comment on the revised Signs Policy.

SITE HISTORY:

On the **6 December 2011**, Council approved the installation of the subject sign for the subject sign for a period of five years subject to the following conditions:

- “1. the sign displaying only advertisements with high quality graphics and vibrant artistic content that maintains or improves the visual amenity of the locality consistent with the City’s Signs Policy, with details of each advertisement being submitted and approved prior to the erection of any individual sign;*
- 2. details of the sail track system supporting the large banner sign being provided prior to the issue of a sign licence, addressing the tension and construction methodology to ensure that no detrimental amenity or noise impacts from wind will affect the occupants of the adjacent residential properties;*
- 3. any individual advertisement shall be displayed for a maximum period of six months with any approved replacement sign or advertisement being installed immediately following the removal of the previously approved sign;*
- 4. the part of the sign occupied by corporate markings, logos, branding or the like occupying a maximum of 10% of the total sign area; and*
- 5. the approval being limited to a maximum period of 5 years from the date of the planning approval. If no subsequent approval is granted extending this period then the subject signage and framing shall be removed and the building façade made good within 30 days of the expiry of the 5 year approval.”*

The sign licence was issued for the sign on the 10 February 2012 and the sign was erected shortly after. The content of the sign changes on a monthly basis and displays third party content for local, national and international brands.

DETAILS:

The current approval expires on 6 December 2016. The applicant is seeking Council’s approval to extend the length of approval for the existing large banner sign on the subject site for an additional ten years. The large banner sign measures 25m by 25m (625m²) on the upper eight floors of the western elevation of the twenty storey retail and office building on the subject site. The applicant intends to display ‘vibrant and artistic advertising’, indicative of that displayed for the past five years and as shown on the conceptual perspective accompanying this report. The advertising signs will be installed on the existing sail track system. The sign is illuminated by offsite lighting from the adjoining property.

The application states it is intended that the sign will continue to be used to advertise special events, commercial events of special interest to the public and general advertising of high graphic quality. If approval is obtained the applicant will then approach prospective clients and each specific advertisement will be submitted to the City for approval (to be determined under delegated authority by the City’s Administration) prior to being installed.

LEGISLATION / POLICY:

Legislation *Planning and Development Act 2005*
City Planning Scheme No. 2

Policy

Policy No and Name: 4.6 Signs. The revised policy was initiated for public consultation at the **28 June 2016** Council meeting and as such is considered to be 'seriously entertained' and can be taken into consideration when determining the application. Precinct Plan No.13 – Adelaide

COMPLIANCE WITH PLANNING SCHEME:

Development Requirements

The subject site is located within the Office/Residential Use Area of the Adelaide Precinct (P13) where signs should not detract from the character and general environmental quality of the Precinct.

The Adelaide Precinct development standards for signs in the Office/Residential Area state that:

"2. Signs and Graphic Display:

- (i) Signs and graphics shall be carefully controlled to ensure compatibility with the desired character of the area. Signs and lettering shall be small scale, discreet in colour and style and well integrated with the building or space on or in which they are placed; and*
- (ii) Structural components of signs shall be concealed and/or the impact of the components minimised. A high standard of construction, materials and graphics is required."*

In addition to the requirements set out in the Adelaide Precinct Plan, the City Planning Scheme No. 2 Policy 4.6 – Signs sets out the City's requirements for the erection and management of signs on or adjacent to buildings within the City. The policy defines different types of signs and provides guidelines for their acceptable design and location.

It is noted that the City has completed a review of the Signs Policy 4.6 and a draft revised policy was approved by Council for public consultation at its meeting held on **28 June 2016**.

The proposed sign falls within the following definitions of the current Signs Policy 4.6:

***"Large Banner Sign** means a large-scale sign with static content attached to construction site scaffolding, or inside or outside a building and visible from the outside the building, which in its vertical dimension occupies more than the equivalent of one floor of that building."*

“Third Party Advertising or General Advertising is a sign:

- *displaying the name, logo, or symbol of a company or other organisation that does not own or substantially occupy the site or building on which the advertisement is located: or*
- *for a product or service not provided on the site on which the advertisement is located; or*
- *form part of the signage displayed the name, logo or symbol; of a company or other organisations that owns or substantially occupy the site or building on which the advertisement is located; or*
- *for any activity or event not occurring on the site on which the advertisement is located.”*

Under the revised draft City’s Signs Policy the proposed sign will fall within the following definitions:

“Wall Sign means a sign that is fixed flat or parallel to, or painted upon, the surface of a wall of a building (but not to a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of the building). It includes cabinets fixed to walls to display an advertisement.

Third Party Advertising Content means sign content that advertises businesses, products, goods or services not located or available at the premises where the sign content is displayed.”

Noting that Council has approved the draft revised Signs Policy for public consultation, it is considered to have sufficient ‘weight’ to be considered in determining this application. From a town planning perspective, the draft planning policy is considered to be a ‘seriously entertained proposal’. The proposal’s compliance with the current and draft revised Signs Policy is detailed in the proceeding comments section of this report.

The applicant is seeking Council’s discretion to support variations to the Signs Policy. Variations to the Signs Policy can only be granted by an absolute majority decision of Council, in accordance with Clause 47 of the City Planning Scheme No. 2 and provided Council is satisfied that:

‘47(3)(c)(i) if approval were to be granted, the development would be consistent with:

- (A) the orderly and proper planning of the locality;*
 - (B) the conservation of the amenities of the locality; and*
 - (C) the statement of intent set out in the relevant precinct plan; and*
- (ii) the non-compliance would not have any undue adverse effect on:*
- (A) the occupiers or users of the development;*
 - (B) the property in, or the inhabitants of, the locality; or*
 - (C) the likely future development of the locality’.*

COMMENTS:

It is relevant to note that when the current sign was approved for a five year period, the City recognised that the current Signs Policy had not been reviewed since 2005, and that trends in signage were changing. Therefore, the exercise of discretion in approving the sign with a time restriction was a reflection that new signage needed to be considered on a case by case basis until a contemporary and up-to-date Signs Policy was available.

The current Signs Policy outlines specific criteria for signs within the Office/Residential Area within the Adelaide Terrace Precinct. Signs within this precinct shall create an attractive daytime and evening atmosphere and help to express the mixed residential, business and tourism environmental character. Any proposed sign should only be considered if it will add particular interest and vibrancy to the locality given its scale, position and proposed content.

The draft revised policy sets out additional requirements for signs within Adelaide and St Georges Terrace. Signs should be designed to reflect the character and role of St Georges and Adelaide Terrace that together form the principal city boulevard. Signage should principally be for the purpose of numbering and naming buildings and identifying their occupants with signage being limited in size and number per tenancy.

Signs are required under the current policy to be assessed in accordance with the general (relevant) criteria below:

Response to Location and Contribution to Local Character

The current Signs Policy 4.6 requires all new signs to make a positive contribution to its setting. Signs that block important views, are detrimental to their neighbour's amenity or are out of character with the streetscape, ultimately reduce the quality of the street as a whole. The sign is located within a prominent location and not only impacts the immediate locality it also can be seen from various distance viewpoints. The location of the sign being at the top of the building results in the sign being mainly oriented towards passing motorists driving east along Adelaide Terrace and St Georges Terrace.

Having regard to the statement of intent for signage within the precinct it is considered that the retention of a large banner sign with third party advertising content for a further ten years would be inconsistent with the design and types of signage generally permitted in the locality. The location the scale of the sign is considered to add to the visual noise of signage within the Precinct. Signage on buildings on Adelaide Terrace should create an attractive daytime and evening atmosphere and help to express the mixed residential, business and tourism environment character and display innovative graphic signs at lower levels. Whilst the display or international advertising does add to the business environment of the City the lack of local content is not considered to add to the tourism environment or support local businesses within Perth.

The installation of the large banner sign displaying third party content for a further ten years is not considered consistent with the intent of the Policy requirements within this precinct and has had a resultant negative impact on the streetscape within the area. Whilst the Policy does state that opportunities may exist for large banner signs in appropriate locations and temporary large banner signs may be permitted on construction site scaffolding the long term (permanent) installation of said signs are not considered appropriate to the Precinct.

Variety and Interest

The City recognises that signage can play an important role in the interest and appeal of a building or place and as such the City supports variety over monotonous design. A sign should be appropriate to the building or site, and aim to attract attention in a way which is well thought out and well designed.

Since installation of the sign the City has had reoccurring issues in regulating what is deemed to be 'high quality graphics and vibrant artistic content that maintains or improves the visual amenity of the locality', as per condition one of the previous development approval. Even with this requirement, issues have been raised by the City regarding the lack of local content or vibrant artistic content, such an assessment has been subjective and arbitrary the signs have still been installed on the basis that they were national and international advertising campaigns that cannot be amended to incorporate any local context. It is not envisaged that this issue will change if an extension of approval time is granted and as such it is considered the sign will not enhance the visual amenity of the locality or of the City's skyline.

Large Banner Signs

The current Policy permits a maximum of four large banner signs in the city at any one time with any change in content requiring the approval of Council. There is however currently in excess of the maximum number of signs approved in the city since the original approval with the city centre deemed to be more appropriate for large banner signs focusing on the core retail area of the City.

The Policy also requires that large banner signs be erected on a temporary basis meaning no more than six months duration with a six month lapse between display periods. The applicant's proposal to display a large banner sign continuously for a minimum of ten years is contrary to this requirement. Previous variation to this Policy requirement was waived on the basis that in the interest of reinforcing the vibrancy and visual interest of the locality, the six month lapse between advertising is not considered necessary and the resultant blank façade and the supporting sail track system for six months between advertisements was not considered contributing to maintaining the visual amenity of the locality.

Large banner signs will be defined as a wall sign under the revised draft Policy. The revised Policy restricts the size of a wall sign at the top of a building to a maximum vertical dimension to the combined height of two typical floors of the building. The subject sign is significantly larger occupying approximately seven typical floor levels of the building. The sign size of the sign is considered excessive and out of place with the surroundings and will dominate the skyline within the area which is contrary

to the provisions and intent of the proposed amended Policy and as such should not be supported.

Third party advertising

The current Signs Policy 4.6 states third party or general advertising will only be permitted where, having regard to the character of the area in which the sign is to be situated, Council is satisfied that the visual quality, amenity and safety of the area will be enhanced, or at the very least, not diminished.

The initial information provided by the applicant was that third party, or general advertising will only be displayed when the sign is not being utilised to advertise events or other similar promotions. The content of the sign has almost exclusively been used to advertise general advertising for international brands with no or little relation to local advertising and with limited local content. Whilst there was not minimum percentage of local events or promotions required to be displayed the constant display of general third party advertising is considered contrary to the original proposal and not considered to be beneficial to the streetscape of the area.

Creatively and sensitively designed and well placed advertising is a common characteristic of any modern international City pursuing a visually interesting and vibrant built environment, particularly where such signage represents an improvement to a featureless façade. The façade whilst largely blank is not completely featureless and in relatively good condition and is determined acceptable in terms of treatment.

Proposed Signs Policy

Under the draft revised Policy third party advertising content will only be permitted on signs within public spaces and on hoarding signs. Adelaide Terrace has been identified as an area where third party advertising on a wall sign would not be permitted with the signs limited to the entertainment, retail core and town centre areas.

The draft revised Policy also states that where a wall sign is located at the top of a building the sign shall not display third party advertising, should not be more than 25% of the wall area and should not extend to the full height or width of the wall as currently proposed. The maximum size of any such signs is however limited to the height of two typical floors of the building which would be approximately 6 metres whilst the vertical dimension of the current sign is 25 meters.

It is noted that one of the objectives and general principles of the draft revised Policy is to rationalise (including removal) of signs generally inconsistent with the Policy. The purpose of the time limit on the previous approval was to allow for an interim approval period after which the sign can be reconsidered in terms of its compliance with changing circumstances including the provisions of the new draft revised Policy and this is therefore the appropriate time to have the sign removed.

Having due regard to the proposed Policy any approval to extend the display of signage on the site would be contrary to the provisions and intent of the proposed amended Policy and as such should not be supported.

Conclusion

The placement of the sign over the last five years has enabled the Administration to reflect upon its contribution to the street; to its contribution to the city as a place. In the context of the outcomes sought by the current Signs Policy and the draft revised Signs Policy the application is not supported.

It is considered the proposed Large Banner Sign with third party advertising content is not appropriately located. It is not considered to sufficiently benefit the streetscape and amenity, nor contribute to the vibrancy and visual interest of the area to warrant Council exercising discretion under the City Planning Scheme No. 2 (clause 47(3)c(i)).

Other existing large banner signs approved within the City are considered to be more appropriately located having greater benefit to the area.

The extended display of the advertising is generally against the intent of the Policy and has had a resultant negative impact on the streetscape within the area. As the proposed sign does not meet the intent for large banner signs or third party content under the City's Signs Policy 4.6 it is recommended that the application be refused.

ITEM NO: 3

507 (LOT 501) MURRAY STREET, PERTH – PROPOSED NEW TECHNOLOGY ABOVE ROOF SIGN DISPLAYING THIRD PARTY ADVERTISING

**PLANNING COMMITTEE
RECOMMENDATION:**

(REFUSAL)

That, in accordance with the provisions of the City Planning Scheme No. 2 and the Metropolitan Region Scheme, Council refuses the application for the proposed 'new technology' above roof sign with third party advertising content at 507 (Lot 501) Murray Street, Perth as indicated on the Metropolitan Region Scheme Form One dated 22 April 2016 and as shown on the plans received on 17 May 2016 for the following reasons:

1. *the proposed sign does not comply with City Planning Scheme No. 2 Policy 4.6 – Signs given that:*
 - 1.1 *above roof signs are not permitted anywhere within the city;*
 - 1.2 *the sign is not designed as an integral part of the building, and will be excessive in scale and inconsistent with the style of the building on which it will be located;*
 - 1.3 *the third party advertising content of the sign would be detrimental to the visual quality and amenity of the locality; and*
 - 1.4 *the sign is considered to be inappropriately located as it is intended to be viewed by passing motorists where it could create a safety hazard;*
2. *the proposed sign will not comply with the City Planning Scheme No. 2 draft revised Policy 4.6 Signs given that:*

(Cont'd)

2.1 the size, location, display of third party advertising and variable content which will dominate the skyline within the area, have a negative impact on the visual quality and amenity of the area and is likely to cause a distraction to road users; and

2.2 the sign will be defined as a sky sign which is not permitted anywhere within the City.

BACKGROUND:

SUBURB/LOCATION: 507 Murray Street, Perth
FILE REFERENCE: DA-2016/5127
REPORTING UNIT: Development Approvals
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 17 June 2016
MAP / SCHEDULE: Schedule 3 – Map and colour perspectives for 507 Murray Street, Perth

LANDOWNER: Mr G M Catlin and Mr L A Rausz
APPLICANT: Chaos Outdoor Media Pty Ltd
ZONING: (MRS Zone) Central City Area Zone
(City Planning Scheme Precinct) Precinct 5
Citiplace
(City Planning Scheme Use Area) City Centre
APPROXIMATE COST: \$500,000

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 12 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

SITE HISTORY:

On **4 November 2008** an application for the development of an eight storey office building was approved on the subject site.

A retrospective approval was granted on 3 September 2013 for the installation of energy saving louvers to the first floor level of the front elevation and the display of an animated LED roof sign measuring 8,416mm in length by 2,226mm in height displaying the names of companies operating in the building including 'Seamless Resourcing', 'Octave Consulting', 'Powertech Services', 'Precise Facilities' and 'Present Group'.

DETAILS:

The applicant seeks development approval to erect a 'new technology', above roof sign at the subject site. The sign is proposed to be 15 metres in width and 5 metres in height. The sign is proposed to be supported by charcoal grey and yellow structure which will measure 8.7 metres in height, 9.77 metres in depth and approximately 19.6 metres in overall length. It is proposed that the supporting structure will be tiered to the rear of the sign which will be landscaped to screen the supporting structure providing a better outlook to those residents and future development to the south of the sign.

The applicant has indicated that the sign will display variable static advertising content that will change instantaneously but not move, flash or pulsate. Content is intended to change every 20 seconds in length with a 0.01 second transition. No details regarding the management of the content of the sign has been provided by the applicant.

LEGISLATION / POLICY:

Legislation *Planning and Development Act 2005;*
City Planning Scheme No. 2

Policy

Policy No and Name: 4.6 Signs The draft revised Policy was initiated for public consultation at the **28 June 2016** Council meeting and as such is considered to be 'seriously entertained' and can be taken into consideration when determining the application.

COMPLIANCE WITH PLANNING SCHEME:

Development Requirements

The subject site is located within the City Centre Use Area of the Citiplace Precinct (P5) under the City Planning Scheme No. 2 (CPS2). The Precinct will be enhanced as the retail focus of the State providing a range of retail and related services more extensive than elsewhere in the metropolitan region. Building facades will incorporate interesting architectural elements thereby contributing to a lively, colourful and stimulating environment.

The Statement of Intent for the Citiplace Precinct does not specify any development provisions for signage.

The CPS2 Signs Policy (4.6) sets out the requirements for the erection and management of signs on or adjacent to buildings within the city, providing guidelines for their acceptable design and location.

Under the Signs Policy the proposed sign falls within the following definitions:

“Above Roof or Sky Sign means an advertising sign that protrudes above the normal roof line or building parapet and is not a roof sign.

Animated or “New Technology” Signs means any sign or its contents that moves, and includes flashing or “chasing” lights, as well as video signs, and signs which are defined in the outdoor advertising industry as “trivisions”, “variable message”, “changing message” and “fibre optic” signs.

Third Party Advertising or General Advertising is a sign:

- displaying the name, logo, or symbol of a company or other organisation that does not own or substantially occupy the site or building on which the advertisement is located; or
- for a product or service not provided on the site on which the advertisement is located; or
- for a product or service that does not form part of the signage displaying the name, logo or symbol; of a company or other organisation that owns or substantially occupy the site or building on which the advertisement is located; or
- for an activity or event not occurring on the site on which the advertisement is located.”

It is noted that the City has completed a review of the Signs Policy 4.6 and a draft revised Policy was approved by the Council for public consultation at the **28 June 2016** Council meeting. Under the City’s revised draft Signs Policy the proposed sign will fall within the following definitions:

“Sky Sign means a sign fixed to or above the roof (but not an awning roof), plant room, parapet, wall or architectural feature at the top of a building, that extends more than 200mm above the height of the roof, plant room, parapet, wall or architectural feature that it is fixed to and that does not achieve a high degree of integration and compatibility with the architecture, materials, finishes and colours of the building.

Third Party Advertising Content means sign content that advertises businesses, products, goods or services not located or available at the premises where the sign content is displayed.

Variable Content means static sign content that changes automatically by electronic or programmable methods on a specified time cycle. Where displaying variable content, a small sign is one that has a sign face with an area of 2m² or less and a large sign is one that has a sign face with an area of greater than 2m²”

Noting that Council has approved the draft revised Signs Policy for public consultation, it is considered to have sufficient ‘weight’ to be considered in determining this application. From a town planning perspective, the draft planning Policy is considered to be a ‘seriously entertained proposal’. The proposal’s compliance with the current and draft revised Signs Policy is detailed in the proceeding comments section of this report.

Council, pursuant to Clause 43 of CPS2, is to have ‘regard’ to the strategic and statutory planning framework when making determinations. Variations to the Signs Policy can be granted by an absolute majority decision of Council, in accordance with Clause 47 of the City Planning Scheme and provided Council is satisfied that:

'47(3)(c)(i) if approval were to be granted, the development would be consistent with:

- (A) the orderly and proper planning of the locality;
- (B) the conservation of the amenities of the locality; and
- (C) the statement of intent set out in the relevant precinct plan; and

(iii) the non-compliance would not have any undue adverse effect on:

- (A) the occupiers or users of the development;
- (B) the property in, or the inhabitants of, the locality; or
- (C) the likely future development of the locality'.

COMMENTS:

The Signs Policy outlines specific criteria for signs within the Hay Street/ Murray Street (Core Retail Area). Signs within this area shall contribute to the creation of a lively, colourful and stimulating pedestrian and retailing environment. Signs should be of high quality, visually interesting, and respond to the significant role of Hay and Murray Streets as major retail areas and public gathering spaces.

Signs are required under the Policy to be assessed in accordance with the general (relevant) criteria below:

Response to Location and Contribution to Local Character

The Signs Policy requires all signs to be compatible with the style, scale and character of the surrounding streetscape and the predominant uses in the locality. Signs are required to respond to the character of the street and the prevailing building style as well as making a positive contribution to its setting. Signs that are detrimental to their neighbour's amenity or are out of character with the streetscape ultimately reduce the quality of the street as a whole. Consideration should also be given to the number and type of existing signs in the locality so as to avoid visual clutter. Enhancement of the desired environmental character of an area should be the primary consideration when judging the appropriateness of a new sign.

The sign is not considered to be compatible with the character of the area, appropriate to the building and does not make a positive contribution to the setting. Whilst the sign will generally not have a negative impact on the immediate neighbour's amenity due to the low scale of the existing developments the sign may have impacts from light spill and visual amenity for the future development of these properties. The residential apartment building located to the rear at 996 Hay Street will however view the rear of the sign. Due to the location and orientation of the sign, any large scale redevelopment of the adjacent lots to the west could result in the sign being partially or completely obscured from the sign's intended audience.

The sign is located within a prominent location and not only impacts the immediate locality it also can be seen from various distant viewpoints. The location of the sign being at the top of the building results in the sign being primarily oriented towards passing motorists south along the Freeway and limited views from Murray Street. The applicant has indicated that the sign will provide an "appropriate" entry statement to the City and an "easily recognisable landmark". Given this, it is not considered that

signage which is of excessive scale is a desirable landmark within the City. It is noted that the location of the sign is not at the entryway to the City but rather the City Centre and as such the 'Welcome to Perth' motto located on the sign is not considered appropriate.

Variety and Interest

The Signs Policy recognises that signage can play an important part in the interest and appeal of a building, especially in shopping areas, and supports variety in design. However it also requires signage to be appropriate to the building and aim to attract attention in a way which is well thought out and well designed. Signs erected on or adjacent to buildings should be an integral part of the design and scale of the building and have regard to the material finishes, colours and fenestration of the building, ensuring that architectural features of the building are not obscured.

Whilst the proposed sign does incorporate architectural elements from the existing building including colours and materials it is not considered the proposed sign is effectively and appropriately integrated with the building design.

The applicant has not provided details of how the sign content would be managed however it is recommended a condition be imposed on any approval granted requiring the submission and approval of a signage strategy. Given this, concern is raised regarding the regulating of content and what is deemed to be high quality graphics and vibrant artistic content that maintains or improves the visual amenity of the locality. The City's previous experience of third party advertising is that predominantly national and international advertising campaigns are displayed that cannot be amended to incorporate any local context. The City's draft amended Policy requires third party advertising content to be related to products, services or events available within the local government boundaries. As such it is considered the sign will not enhance the visual amenity of the locality or the City's skyline.

Community Expectations

The proliferation of general advertising along the Freeway is not considered to be a desirable outcome in terms of the presentation of the City as the corporate focus of the State. It is considered that there are more appropriate locations for this type of signage, as allowed under the Signs Policy, including facing onto public spaces where pedestrians gather such as pedestrian malls, piazzas, public plazas and in the entertainment districts.

Safety

The Signs Policy requires that signs be located and designed so as not to cause a hazardous distraction to motorists, pedestrians or other road users. As discussed above the sign is specifically designed to attract the attention of passing motorists and will potentially be a distraction; and therefore a safety hazard. A condition can be imposed on any approval issued to ensure compliance with the dwell and transition times for variable sign content recommended by the Main Roads Western Australia for a street of this nature to address safety for motorists and pedestrians however this will not totally remove potential distraction.

Design, Construction and Maintenance

Signs are required to be simple, clear and efficient with structural components and wiring concealed and/or the visual impact of the components minimised. The sign is proposed to be supported by a tiered structure with landscaping installed to the rear and sides of the sign which will screen the supporting structure. The applicant has advised that the proposed landscaping will be artificial due to structural and water issues and constraints ensuring the longevity of the landscaping and reducing the need for maintenance of the landscaping. The applicant has stated that the landscaping will complement the building and enhance the area providing an improved outlook to those in adjoining office and apartment buildings who currently overlook the site.

Whilst the screening of the supporting structure is a positive outcome it is not considered that the treatment of the rear with the use of synthetic turf and plants is a desirable outcome in terms of quality design. The landscaping is also not considered to successfully integrate with the sign with the building and whilst innovating design responses are encouraged the design of the sign and structure does not fulfil this requirement.

Above Roof Signs

The sign does not meet the definition of a roof sign as it is '*not fixed to the fascia of the building or top of the fascia or wall of a building or a machinery or plant room, and designed as an integral part of the design of the building.*' Whilst the sign is fixed to the roof of the building, is not designed as an integral part of the building and '*protrudes above the normal roof line or building parapet*' by 8.7 metres and is therefore consistent with the definition of an above roof sign under the Signs Policy.

The Signs Policy states that: '*Above roof or sky signs are not permitted anywhere within the City of Perth.*'

Under the City's draft revised Signs Policy the sign will be defined as a sky sign which is not permitted anywhere within the city.

'New Technology' Signs

The following specific design criteria are relevant to animated or 'new technology' signs:

- a) *The content of an Animated or "New Technology" sign must also receive the approval of Council.*

As the sign is intended to display general advertising and would be regularly changing, compliance with this criterion is not practical. This can however be addressed by imposing a condition on any approval issued requiring the submission of an advertising strategy for approval, detailing the content, management and maintenance of the sign.

- b) *Animated or “New Technology” signs are only permitted within the ‘City Centre’ Scheme Use Area of Precinct 5 (Citiplace), and the ‘City Centre’ Scheme Use Area of Precinct 1 (Northbridge).*

The sign complies with this requirement, intended to be located in the Citiplace Precinct.

- c) *An Animated or “New Technology” sign must be compatible with the character of the streetscape within which it is proposed. Such signs will generally not be permitted within a designated heritage area, or on or adjacent to a heritage place.*

The sign is not considered to have an impact on the immediate streetscape given the location on the roof of the building which will not be visible to pedestrians and motorists within the immediate vicinity. Given this the sign will have an impact on the broader streetscape and skyline of the city as viewed from the Freeway. The appropriateness of the sign in the streetscape is discussed further later in the report.

- d) *An Animated or “New Technology” sign must be designed as an integral part of a building or structure, but will not generally be approved where it takes the form of a pylon sign.*

Whilst the applicant has made an attempt to integrate the sign and structure with the building by use of colours and materials and use of artificial landscaping it is not considered that the sign has been adequately designed to be an integral part of the building. The sign and associated structure have no relation to the existing structure of the building in terms of form and setbacks with the structure simply located on top of the building with little regard to it. The location and orientation of the sign also result in the sign not following existing building setbacks further exacerbating the issue.

- e) *The most appropriate locations for Animated or “New Technology” signs include plazas and public spaces where their contents can be viewed by gathered or passing pedestrians, but should not be able to be viewed by passing motorists, for whom may be a distraction and therefore a safety hazard. An Animated or “New Technology” sign may be constructed and located as to create a landmark in its immediate locality.*

Whilst the subject site is located within the Citiplace precinct the proposed site, position and orientation of the sign is not considered appropriate. The sign is located to the roof of an eight storey building directed towards motorists travelling on the Mitchell Freeway. As such it is not considered the sign meets the criteria for being viewed by passing or gathering pedestrians and may be considered a hazard to passing motorists on the Freeway.

The applicant has not submitted a Traffic Engineering Report as part of the application and as such it is unclear what impact the sign will have on traffic travelling south on the Freeway (noting it will not be visible to vehicles travelling north) . It is assumed that the predominant target audience would be vehicle passengers which will be largely the only people capable of seeing the sign. While limits on dwell and

transition time and luminance levels would reduce the safety hazard created by the sign to some degree, this will not totally remove potential distraction. Given the size of the sign and its design being aimed at passing motorists it is considered that there will be some safety impact for passing motorists on the Freeway.

- f) *The contents of an Animated or “New Technology” sign may move but not flash or pulsate in a manner likely to cause a hazard or nuisance to motorists or the occupants of neighbouring properties.*

It is understood that the sign is not intended to flash or pulsate and a condition of any development approval issued could address this.

Under the City’s draft revised Signs Policy signs with variable content are only permissible in this area where the sign is defined as a roof sign or wall sign however the sign does not meet the definition of a roof or wall sign and is rather a sky sign and as such the sign is not permissible anywhere in the City.

Third Party Advertising

The Signs Policy states that: *‘Third party or general advertising will only be permitted where, having regard to the character of the area in which the sign is to be situated, the Council is satisfied that the visual quality, amenity and safety of the area will be enhanced, or at the very least, not diminished.’*

It is considered that the sign is likely to diminish the visual quality and amenity of the area and may impact on safety. The Council has generally discouraged third party advertising throughout the city to avoid a proliferation of signage and visual clutter. Because of its excessive size and orientation towards oncoming traffic on the Freeway the sign will dominate the skyline when travelling from the north on the Freeway and partially impact the streetscape as viewed from Murray Street.

Under the proposed revised Policy third party advertising content will only be permitted facing or in a public space within the Entertainment Area, the Retail Core Area, a Town Centre Area or The Terraces Area where the sign is oriented for viewing within the space and not from adjacent streets. The subject site does not fall within the above stated areas nor is the sign oriented towards a public space and will be directly oriented towards the Freeway.

Proposed Signs Policy

Having due regard to the proposed Policy it is noted that the sign will be defined as a sky sign which is not permitted anywhere within the city and that third party advertising content will only be permitted facing or in a public space within the Entertainment Area, the Retail Core Area, a Town Centre Area or The Terraces Area where the sign is oriented for viewing within the space and not from adjacent streets.

The approval of the proposed sign on the site would therefore be contrary to the provisions and intent of the proposed amended Policy and as such should not be supported.

Conclusion

Being an above roof sign, the proposed sign is not permitted anywhere within the city under the current Signs Policy. It also does not meet the criteria for 'new technology' signs or third party advertising applicable under the Policy or the provision, intent and requirements of the proposed revised Policy. It is considered to be excessive in scale with little regard for the design of the building or its central location within the city. It will be detrimental to the visual amenity of the locality and have a potential adverse impact on the amenity of adjacent buildings. It is therefore recommended that the application be refused.

ITEM NO: 4

RESULTS OF FURTHER ASSESSMENT TO DETERMINE IF THE IDENTIFIED PROPERTIES ARE OF CULTURAL SIGNIFICANCE AND WORTHY OF BUILT HERITAGE CONSERVATION

**PLANNING COMMITTEE
RECOMMENDATION:**

(APPROVAL)

That Council:

- 1. in accordance with Part 3 Clause 8 of the Planning and Development (Local Planning Scheme) Regulations 2015, proposes to include Motor House, 68 Milligan Street, Perth in the City Planning Scheme No.2 Heritage List and gives the affected owner and occupier a description of the place, the reasons for the proposed entry and 21 days to make a submission on the proposal;***
- 2. notes that a report will be presented back to Council with the results of the consultation with the owners and occupiers located at 68 Milligan Street, Perth;***
- 3. recommends that the State Heritage Office consider Motor House, 68 Milligan Street, Perth for possible entry in the State Heritage Register given that it is of potential importance to the State of Western Australia for the following reasons:***
 - 3.1 the place represents a key stage in the development of modern architectural history in Western Australia;***
 - 3.2 the place was the first and only multi-story structure in Western Australia to be designed and constructed specifically to service the motor car; and***
 - 3.3 the place displays structural engineering and achievement and, at the time of construction, it incorporated what was then the largest clear span roof in Western Australia;***

(Cont'd)

- 4. determines that Kastellorizo (Wiluna Flats), 1298 Hay Street, does not meet the threshold for entry in the City Planning Scheme No. Heritage List due to its low authenticity and integrity.**

BACKGROUND:

FILE REFERENCE: P1023133-2
REPORTING UNIT: Arts, Culture and Heritage
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 13 June 2016
MAP / SCHEDULE: Confidential Schedule 4 – Informal Submissions
(distributed to Elected Members under separate cover)
Schedule 5 – Draft Heritage Place Assessments

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 12 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

At its meeting held on **5 April 2016**, Council considered a report including results of informal consultation undertaken by the City with owners affected by the possible inclusion of the following properties in the City Planning Scheme No. 2 Heritage List (CPS2 Heritage List): (Confidential Schedule 4):

1. Motor House, 68 Milligan Street, Perth (property H);
2. Kastellorizo (Wiluna Flats), 1298 Hay Street, West Perth (property J).

In relation to the subject properties, Council resolved the following (in part):

'That Council, notes that further assessment is required to determine if properties H, I and J are of cultural heritage significance and worthy of built heritage conservation, and requests that Officers undertake internal site inspections of the properties to determine their internal condition and authenticity.'

Note that property 'I' will be reported to Council as a separate future report.

The list of identified places was previously presented to the Council as confidential, given that Council would not have endorsed the list prior to it being made publically available. It is no longer considered necessary to present the list as confidential given that Council's decision above to progress the heritage assessments.

In response to the above resolution, Officers internally inspected all three properties, and the findings have been included in the draft Heritage Place Assessment for each property (Schedule 5).

The draft Heritage Place Assessments suggest that *Motor House*, 69 Milligan Street is of cultural heritage significance and meet the threshold for inclusion in the City Planning Scheme No.2 Heritage List. The draft Heritage Place Assessment for *Motor*

House also suggest that the place may be of cultural heritage significance to Western Australia and for this reason it is considered appropriate to recommend that the State Heritage Office consider the place for entry into the State Heritage Register.

In relation to *Kastellorizo (Wiluna Flats)*, 1298 Hay Street, West Perth, the draft Heritage Place Assessment suggests that, whilst the place may be of cultural heritage significance it is not worthy of built heritage conservation due to its poor low level of integrity and authenticity.

In accordance with Part 3 Clause 8 of the *Planning and Development (Local Planning Scheme) Regulations 2015* the local government must not enter a place in the heritage list unless the local government:

- (a) *notifies in writing each owner and occupier of the place and provides them with a description of the place and the reasons for the proposed entry;*
- (b) *invites each owner and occupier to make a submission on the proposal within 21 days on the day on which the notice is served or with a longer period specified in the notice;*
- (c) *carries out any other consultation the local government considered appropriate; and*
- (d) *following any consultation and consideration of the submissions made on the proposal, resolves that the place be entered in the heritage list with or without modification, or that the place be removed from the heritage list.*

Whilst the City has already undertaken informal consultation with affected owners, the next phase of consultation will allow affected owners to formally respond to the Council's proposed heritage listing, prior to it making a final decision on the matter.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

Planning & Development Act 2005 (WA)
Planning & Development (Local Planning Schemes) Regulations 2015
State Planning Policy 3.5 Historic Heritage Conservation
Town Planning Regulations 1967
Heritage of Western Australia Act 1990
City Planning Scheme No. 2

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth
S15 Reflect and celebrate the diversity of Perth.
15.3 Review and further develop the City's approach to the conservation, management and celebration of its cultural heritage.

DETAILS:

Preliminary Investigations

The City identified a number of places for possible heritage listing on the basis that they have a construction date prior to 1940 and have been classified by the National Trust (WA) and/or the Heritage Council has determined that the place does not meet the threshold for entry in the State Register.

Prior to Council considering the list of places, the City undertook informal consultation with affected owners with respect to the possible heritage listing, by way seeking owner feedback on the previous Heritage Assessment prepared by the National Trust and/or State Heritage Office (Confidential Schedule 4).

The reason for the subject properties being identified as places of interest, and the information submission summary is detailed below:

Place Name and Address	Construction Date	Heritage Status	Informal Submission
Motor House, 68 Milligan Street, Perth	1936	Classified by the National Trust	Not supportive
Kastellorizo (Wiluna Flats), 1298 Hay Street, West Perth	1904	State Heritage Office - Below Threshold	Not supportive

On **5 April 2016** Council considered a report which included the above information. In relation to the subject properties the report noted that:

'Whilst the heritage assessment for these properties demonstrates that they may have some heritage significance, Officers consider that the heritage significance of these properties remains unproven until further assessment is undertaken.'

'An inspection of the properties is required to determine the internal condition and authenticity of the properties. The results of the inspections and the further consultation will be reported back to the Council for a final decision.'

As stated above, Council resolved the following:

'That Council, notes that further assessment is required to determine if properties H, I and J are of cultural heritage significance and worthy of built heritage conservation, and requests that Officers undertaken internal site inspections of the properties to determine their internal condition and authenticity.'

Site Inspections

On 11 April 2016 the City notified affected owners in writing of the Council's resolution above and further advised that:

'... an Officer of the City would contact them shortly to arrange a site inspection of the above property. Any information gathered will be presented to the Council for its

consideration. If an inspection is unable to be undertaken, the Council will be presented with available information to determine the heritage value of the property'

Subsequently, Officers undertook internal site inspections with the property owner or representative for each of the subject properties (photos are included in the draft Heritage Place Assessment at Schedule 5).

Heritage Assessment Criteria

The *State Planning Policy 3.5 Historic Heritage Conservation* states that local governments should identify places of local significance in accordance with assessment criteria published by the Heritage Council of Western Australia. In accordance with this, the City uses the State Heritage Office's *Criteria for the Assessment of Local Heritage Places and Areas* to determine if heritage places and heritage areas are of cultural heritage significance.

A heritage place will be of heritage significance to the locality if they met one or more of the following criteria:

Aesthetic Value	Is it significant in exhibiting particular aesthetic characteristics.
Historic Value	It is significant in the evolution of pattern of the history of the local district.
Research Value	It has demonstrable potential to yield information that will contribute to an understanding of the natural or cultural history of the local district. It is significant in demonstrating a high degree of technical innovation or achievement.
Social Value	It is significant through association with a community or cultural group in the local district for social, cultural, educational or spiritual reasons.
Rarity	It demonstrates rare, uncommon or endangered aspects of the cultural heritage of the local district.
Representativeness	It is significant in demonstrating the characteristics of a class of cultural places or environments in the local district.

Draft Heritage Assessments (Schedule 5)

Motor House, 68 Milligan Street, Perth

The Draft Heritage Place Assessment for *Motor House* demonstrates that the place has cultural heritage significance at both a local and state level for its aesthetic, historic and research values. It is also considered rare and has a moderate level of integrity and a high degree of authenticity.

Based on the above, the place meets the threshold for entry into to the CPS2 Heritage List and it is considered appropriate to suggest that the State Heritage Office consider the place for possibly entry into the State Heritage Register.

Kastellorizo (Wiluna Flats), 1298 Hay Street, West Perth

The Draft Heritage Place Assessment for *Kastellorizo (Wiluna Flats)* demonstrates whilst the place has heritage value its low integrity and authenticity warrant it not worthy of entry in the CPS2 Heritage List.

Deemed Provisions – Requirements

As outlined above, at this stage the City has only undertaken information consultation with affected owners. Should Council resolve to propose that places be included in the CPS2 Heritage List, the *Planning and Development (Local Planning Scheme) Regulations 2015* requires formal consultation to be undertaken prior to places being included in the CPS2 Heritage List.

Formal consultation will include providing affected owners and occupiers with a copy of the draft Heritage Place Assessment and a period of 21 days to make a submission on the proposal.

Officers will report back to Council once the formal consultation with affected landowners in this regard is complete.

Whilst the City has already undertaken informal consultation with affected owners, the next phase of consultation will allow affected owners to formally respond to Council's proposed heritage listing, prior to it making a final decision on the matter.

FINANCIAL IMPLICATIONS:

If additional places are included in the CPS2 Heritage List property landowners will be eligible to apply for the City's heritage grants, heritage awards and heritage rate concession.

COMMENTS:

The draft Heritage Place Assessments demonstrate that *Motor House* and *Grand Central Hotel* warrant entry, and that *Kastellorizo* does not warrant entry, in the CPS2 Heritage List.

Formal consultation will be undertaken with affected owners prior to Council making its final decision on the proposed heritage listings.

The places included in the CPS2 Heritage List will be subject to the benefits and controls of the CPS2 Heritage policies, and the owner will be eligible to apply for the heritage program incentives noted above. Retention and conservation of the significant elements of the places will be encouraged as part of any future development applications.

ITEM NO: 5

PROPOSED ENTRY OF ROSIE O'GRADY'S PUB, 205 JAMES STREET, NORTHBRIDGE, IN THE CITY PLANNING SCHEME NO. 2 HERITAGE LIST

**PLANNING COMMITTEE
RECOMMENDATION:**

(APPROVAL)

That Council, in accordance with Part 3 Clause 8 of the Planning and Development (Local Planning Scheme) Regulations 2015:

- 1. notes the submission received in response to the Council's proposal to include Rosie O'Grady's Pub, 205 James Street, Northbridge in the City Planning Scheme No. 2 Heritage List (Confidential Schedule 6);***
- 2. enters Rosie O'Grady's Pub, 205 James Street, Northbridge, in the City Planning Scheme No. 2 Heritage List; and***
- 3. gives notice of (2) above to the Heritage Council of Western Australia and the owner and occupier of the place.***

BACKGROUND:

FILE REFERENCE: P1023133-2
REPORTING UNIT: Arts, Culture and Heritage
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 7 June 2016
MAP / SCHEDULE: Confidential Schedule 6 – Submission (distributed to Elected Members under separate cover)
Schedule 7 – Heritage Assessment

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 12 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

The subject site at 205 James Street Northbridge contains a two storey brick and iron building known as Rosie O'Grady's Pub. The place was constructed in 1885 in the

Victorian Georgian architectural style and has been identified by the City as having heritage significance at a local level.

On **5 April 2016**, Council resolved the following (in part):

“That Council, in accordance with Part 3 Clause 8 of the Planning and Development (Local Planning Scheme) Regulations 2015, proposes to include properties F and G in the Heritage List and gives each owner and occupier a description of the place, the reasons for the proposed entry and 21 days to make a submission on the proposal.”

In response to the above resolution, and on behalf of the owner, Planning Solutions provided a submission in relation to property ‘F’, being Rosie O’Grady’s Pub, 205 James Street, Northbridge (Confidential Schedule 6).

The submission received (Confidential Schedule 6), and the up-dated Heritage Assessment (Schedule 7), are now presented to Council to enable it to make an informed decision on the proposed heritage listing.

Consultation with the owner of Property ‘G’ was not undertaken given that the City’s investigation into the heritage significance of the property revealed that a previous Council decision to include the property in the Heritage List had not been implemented and required action. To rectify the oversight the property has been entered into the Heritage List and the owner advised accordingly.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

Planning & Development Act 2005 (WA)
Planning & Development (Local Planning Schemes) Regulations 2015
State Planning Policy 3.5 Historic Heritage Conservation
Town Planning Regulations 1967
Heritage of Western Australia Act 1990
City Planning Scheme No. 2

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Healthy and Active in Perth
S15 Reflect and celebrate the diversity of Perth.
15.3 Review and further develop the City’s approach to the conservation, management and celebration of its cultural heritage.

Strategic Community Plan

Council Four Year Priorities: Community Outcome
Healthy and Active in Perth
A city with a well-integrated built and green environment in which people and close families chose a lifestyle that enhances their physical and mental health and take part in arts, cultural and local community events.

DETAILS:

Preliminary Investigation

The City identified a number of places for possible heritage listing on the basis that they have a construction date prior to 1940 and have been classified by the National Trust (WA) and/or the Heritage Council has determined that the place does not meet the threshold for entry in the State Register.

Rosie O'Grady's Pub, 205 James Street Northbridge, was identified as a place of interest given that it was constructed in 1885, is classified by the National Trust (WA) and has been determined to be below threshold for State Registration.

Prior to the Council considering the list of places, the City undertook informal consultation with affected landowners with respect to the possible heritage listing. With respect to Rosie O'Grady's, the submission received on behalf of the owner acknowledged that there would be sufficient evidence for the City to include the place in the Heritage List and that entry is warranted.

On **5 April 2016**, Council considered a report which outlined the findings of the city's investigations and the preliminary owner consultation. In relation to Rosie O'Grady's the report noted that:

- the owner is generally supportive of the proposed heritage listing;
- the place continues to demonstrate the heritage values identified in the previous assessments; and
- whilst there have been some modifications to the physical fabric, the overall heritage significance of the property has not diminished.

The Council resolution in relation to Rosie O'Grady's Pub is stated above.

Consultation

On 27 April 2016 the City advised the owner in writing of Council's resolution made on **5 April 2016**, and provided the owner with a copy of the draft Heritage Assessment and details of the period for which to make a submission.

On 5 May 2016 Heritage Officers met on site with owner representatives from Planning Solutions and Griffiths Architects to inspect the place and discuss the draft Heritage Assessment.

On 9 May 2016 the City provided Planning Solutions with a copy of the revised draft Heritage Assessment which included up-dated details on the physical description, internal condition and authenticity (Schedule 7).

Submission

The submission received from Planning Solutions, on behalf of the owner (Confidential Schedule 6) concluded that Planning Solutions are supportive of the draft Heritage Assessment subject to the chronology prepared by Griffith's Architects

being included in the assessment document to provide further clarification on the evolution of the property (note that the chronology is referenced the final Heritage Assessment).

Heritage Assessment

The *State Planning Policy 3.5 Historic Heritage Conservation* states that local governments should identify places of local significance in accordance with assessment criteria published by the Heritage Council of Western Australia. In accordance with this, the City uses the State Heritage Office's *Criteria for the Assessment of Local Heritage Places and Areas* to determine if heritage places and heritage areas are of cultural heritage significance.

A heritage place will be of heritage significance to the locality if they met one or more of the following criteria:

Aesthetic Value	Is it significant in exhibiting particular aesthetic characteristics.
Historic Value	It is significant in the evolution of pattern of the history of the local district.
Research Value	It has demonstrable potential to yield information that will contribute to an understanding of the natural or cultural history of the local district. It is significant in demonstrating a high degree of technical innovation or achievement.
Social Value	It is significant through association with a community or cultural group in the local district for social, cultural, educational or spiritual reasons.
Rarity	It demonstrates rare, uncommon or endangered aspects of the cultural heritage of the local district.
Representativeness	It is significant in demonstrating the characteristics of a class of cultural places or environments in the local district.

The Heritage Assessment for Rosie O'Grady's Pub (Schedule 7) demonstrates the place has cultural heritage significance for the following reasons:

Aesthetic Value	<p>The place contributes to the visual quality of its location.</p> <p>The place makes a significant contribution to the streetscape, standing on a prominent corner addressing the open space of Russell Square and forming the entry to the built up part of James Street.</p> <p>The place is an example of a commercial building constructed during the period of economic affluence and increased development that followed the gold boom.</p> <p>The aesthetic qualities of its building fabric have associations with both late nineteenth and early twentieth century architecture.</p>
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Historic Value	<p>The place represents the development of the City of Perth in the period before the gold rush of the 1890s.</p> <p>The place has a long close association with the Swan Brewery Company, which owned the place from the time that its managing director, John Ferguson and William Mumme, purchased it in 1887 until it was sold by the Company to private investors in 1982.</p> <p>The place reflects the new design of two-storey hotels, many of which were situated on a street corner, with public rooms on the ground floor and accommodation on the first floor. The erection of purpose built hotels was popular during the gold rush period and was further consolidated by the Liquor Licensing Amendment Act of 1922.</p> <p>The place is closely associated with the prominent and long-standing Perth construction company of A.T. Brine and Sons, who conducted the major renovations and additions in 1927-1928.</p>
Research Value	-
Social Value	<p>The place represents a special place for members of the community associated with the development of that area.</p> <p>The place has been a popular place of leisure and entertainment since c. 1885</p>
Rarity	-
Representativeness	<p>The place is representative of nineteenth century hotels which have been significantly altered in the Inter-War years and later, and which have recently been restored to simulate their original period. The Federal Hotel and the Orient Hotel in Fremantle are other examples.</p>

Based on the above, the place meets the threshold for entry into to the CPS2 Heritage List.

FINANCIAL IMPLICATIONS:

If the place is included in the City Planning Scheme No.2 Heritage List the property landowners will be eligible to apply for the City's heritage grants, heritage awards and heritage rate concession.

COMMENTS:

The heritage assessment demonstrates that the place has sufficient cultural heritage significance to warrant entry in the CPS2 Heritage List, and the owner is generally supportive of the proposed heritage listing.

If included in the CPS2 Heritage List the place will be subject to the benefits and controls of the CPS2 Heritage policies, and the owner will be eligible to apply for the

heritage program incentives noted above. Retention and conservation of the original and early elements of the place will be encouraged as part of any future development applications.

ITEM NO: 6

EVENT SPONSORSHIP – PARTNERSHIP – THE EVENT AGENCY – ARCADIA AUSTRALIA

**MARKETING, SPONSORSHIP (APPROVAL)
AND INTERNATIONAL
ENGAGEMENT COMMITTEE
RECOMMENDATION:**

That Council:

- 1. approves total sponsorship of \$50,000 (excluding GST) comprising cash sponsorship of \$30,000 (excluding GST) and in-kind sponsorship, up to the value of \$20,000 (excluding GST) to The Event Agency for sponsorship of Arcadia Australia, to be held in November 2016;***
- 2. notes that The Event Agency will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 inclusion of the City of Perth crest in all promotional material and publications relating to Arcadia Australia, including but not limited to print advertisements, media releases, site signage, posters;***
 - 2.2 inclusion of the City of Perth crest in electronic promotional and advertising material including but not limited to Arcadia Australia website, e-newsletter, social media;***
 - 2.3 provision of pre-recorded Arcadia Australia footage for online programming;***
 - 2.4 acknowledgement and cross promotional posts on The Event Agency (two posts) and Arcadia Australia social media channels (four posts);***
 - 2.5 invitation for the Lord Mayor or City of Perth representative to speak at an official Arcadia Australia function;***

(Cont'd)

- 2.6 *display of City of Perth signage (to be provided by City of Perth) at event and launch locations;*
 - 2.7 *verbal acknowledgement of City of Perth support at the media launch;*
 - 2.8 *opportunity for the City of Perth to use video and photo footage of the event for promotional purposes;*
 - 2.9 *one opportunity for the City of Perth to access Arcadia Australia database for promotional purposes;*
 - 2.10 *opportunity for City of Perth to exhibit on-site at Arcadia Australia community open days;*
 - 2.11 *provision of five (5) double passes to Arcadia Australia 18 years old and over for distribution through the City of Perth's social media channels (competition purposes);*
3. *notes that the City is to be provided with an acquittal report for the supported project within three months of completion of Arcadia Australia and an audited annual financial report of The Event Agency within six months of the conclusion of the relevant financial year.*

BACKGROUND:

FILE REFERENCE: P1032405
RESPONSIBLE UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTOR: Economic Development and Activation
DATE: 16 June 2016
MAP / SCHEDULE: Confidential Schedule 8 – Budget and Financial Information for Arcadia Event - (Distributed to Elected Members under separate cover)

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 5 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

The Event Agency is a Western Australian events company specialising in large-scale, compelling community events. The Event Agency has most recently produced FRINGE World Fairground; The Gourmet Escape; The Perth International Jazz

Festival; The Beaufort Street Festival; Winter Garden Fremantle; State of the Art Music Festival and WA Day Long Weekend Come Out and Play.

The Event Agency has developed strong collaborative relationships with not-for-profit groups, cultural boards, corporate clients and community working committees. The Event Agency works closely with these groups to bring meaningful and enjoyable cultural events to the Perth metropolitan area. The Event Agency has a history of excellence in project delivery, fostering long-term relationships and encouraging continued growth and development.

The Event Agency is currently working with Arcadia Spectacular, a UK production company, to bring a unique and globally renowned event to Australia for the first time. Arcadia is an immersive live production, blending performance, engineering, sustainability, creativity and innovation, fusing sculpture, architecture, theatre, circus, robotics, engineering, video mapping, light shows, fire, pyrotechnics, music, aerial performance and cutting edge technology to form otherworldly structures, and inspire immersive live performances.

The Event Agency is working closely with key Western Australian organisations such as Tourism WA, the Metropolitan Redevelopment Authority and West Australian Music to create an engaging event experience for Western Australians and City visitors on a large scale.

Past support

The Event Agency has not previously received City of Perth sponsorship.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Healthy and Active in Perth
A city with well-integrated built and natural environment in which people and families choose a lifestyle that enhances their physical and mental health and take part in arts, cultural and local community events.

Policy

Policy No and Name: 18.1 – Arts and Culture
18.8 – Provision of Sponsorship and Donations

DETAILS:

Project Summary

Founded in 2007, Arcadia has consistently sought to push the barriers of spectacle and sensory experiences through sustainable engineering techniques.

Arcadia uses discarded objects, recycled materials from scrapyards, decommissioned militaria and collaboration with government agencies to repurpose unused materials to shape the design of their stage creations and performances into

celebratory environments of interactive presentations with a strong transformational and conscious ethos.

Arcadia has been built on three fundamental principles:

- The reshaping of military hardware and the reuse of oppressive technology into primal spheres of positivity;
- Creating immersive environments that lock crowds into a unified, egalitarian space with none of the hierarchy or linearity of conventional stage concepts; and
- Fusing elements including sculpture, performance, architecture, fire, music, mechanics, lighting and circus into multi-sensory experiences that transcend any one focus.

Arcadia Australia

Arcadia Australia is a celebration of innovation, arts, music, science, engineering and new technologies. Working with Channel 7, The Event Agency will send a news crew to the Glastonbury Festival of Contemporary Performing Arts to film Noongar Elder Barry McGuire's message stick ceremony inviting Arcadia to Perth. Focusing on international cultural exchange, BBC News will distribute this story throughout their worldwide network. Channel 7 plans to utilise the footage and stories they obtain from Glastonbury across all Channel 7 platforms including Sunrise, News and Today Tonight.

The artistic premise of Arcadia Australia is to embed the 'Kara' (Spider) Indigenous dreamtime story and contemporary West Australian culture into the established Arcadia experience.

Arcadia Australia explores unity, creativity and sustainability through the narrative of 'The Landing' show and the ceremonial song and dance that accompany the Kara story. The event program will also include live performances from local, national and international contemporary music artists.

The Arcadia Spectacular is described as a complete sensory experience. Live performances are experienced from 360 degree views in an immersive sound and visual spectacular that includes aerial performance, sculpture, robotics, pyrotechnics, choreography, sound design, music, puppeteering, installation art, engineering, theatre, mapping and cutting edge lasers. These elements create a unique immersive experience on a large scale; unlike anything Perth audiences have seen before in live performance.

Times and dates

Elizabeth Quay – Free community event

10.00am to 5.00pm, Wednesday, 23 November 2016 – Thursday, 24 November 2016

- Media and VIPs invited;
- Performance and workshops by local artists and musicians;
- Scientific demonstrations;
- Group excursions for dress rehearsal performances;
- Local food stalls; and
- Community expo (opportunity for City of Perth to exhibit) incorporating engineering, sustainability and innovation.

Elizabeth Quay – Exclusive 18 years and older live show (Ticketed event)

5.00pm to 10.00pm, Friday, 25 November 2016 – Saturday, 26 November 2016

- The Perth Landing Show (30 minutes);
- International and national headline acts;
- Triple J / unearthed acts;
- Local emerging acts (supported by West Australian Music); and
- Licenced area and local food stalls.

Elizabeth Quay – All ages live show (Ticketed event)

6.00pm to 9.00pm, Sunday, 27 November 2016

- The Perth Landing Show (30 minutes);
- National headline acts;
- Triple J / unearthed acts;
- Local emerging acts (supported by West Australian Music); and
- Local food stalls.

Ticket Prices

The community days are free for the public to attend. Audiences will be charged \$99 per person to attend the live shows.

Funding

The total cost of the event is approximately \$3,643,000. The Event Agency has requested cash sponsorship of \$30,000 and in-kind sponsorship of approximately \$23,523 comprised of the following:

Fees & Charges	Amount
Parking bays	\$6,000
Road reserve hire	\$2,000
Event application	\$175
Advertisement (road closures)	\$3,000 approximately
Public building fee	\$1,085

Fees & Charges	Amount
Reg 18 application fee	\$1,000
Bins and liners	\$3,000 approximately
Flag and banner site hire	\$7,263 approximately

The Event Agency has secured cash funding and in-kind support from other sources including Deloitte, Department of Culture and the Arts, Boomtik, Metropolitan Redevelopment Authority, Tourism WA, Murdoch University, Healthway and Seven West valued at \$1,405,000. An additional \$2,470,000 income is expected to be generated from ticket sales and food and beverage sales.

DETAILS:

Eligibility for Sponsorship:

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

Assessment of Application (Partnership):

1. Contribution of the event to the economy of the city.

The Event Agency anticipates a total audience of 20,000 will attend the free community event days. This is considered to be a conservative estimate as the total capacity of Elizabeth Quay is 40,000 for this production. The organisers anticipate up to 45,000 people will attend the paid performances over Friday, Saturday and Sunday evenings.

The event will attract visitation and increase economic investment in the city over five days. The City's economic impact tool, REMPLAN Economic Modelling and Planning System, indicates the minimum total economic benefit to the local economy is estimated to be \$9,992,000, with a direct economic effect of \$6,305,000.

Many local artists, musicians and performers will be employed to perform as part of the Arcadia Australia event and the event organisers will work collaboratively with the State's universities to highlight Western Australian innovation. Tourism WA has committed to supporting the event and this partnership is expected to generate additional interstate and international visitors to Perth, which will bring significant economic benefits to accommodation and hospitality industries within the city.

The City's Business Support Officers will engage with local businesses to pursue leveraging opportunities associated with the event.

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

The Arcadia Spectacular is an internationally renowned event. Arcadia will be presented at Glastonbury Festival, United Kingdom in 2016. In the past Arcadia has been presented at London 2012 Paralympics, Gravity Thailand 2014 and Metamorphosis Bristol 2015.

The event is expected to attract visitors from Tourism WA's key markets: Singapore, China, Malaysia, Germany, New Zealand, United States of America, Japan, South Korea, Indonesia and Hong Kong, in addition to significant numbers of domestic tourists.

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

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

The Event Agency has confirmed that Channel 7 will travel to Glastonbury Festival to film the Noongar message stick ceremony and invitation for Arcadia to visit Perth. This coverage will have international impact as it is shared by the BBC network worldwide. This significant exposure positions Perth as a city of international significance.

The event meets all of the City's marketing objectives to a high extent.

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

For the first two days of the event, the general public will be invited to experience Arcadia Australia at no cost. The community event days will feature the following:

- Performance and workshops by local artists and musicians;
- Scientific demonstrations;
- Group excursions for dress rehearsal performances;
- Local food stalls; and
- Community expo (opportunity for City of Perth to exhibit).

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

This event will be held exclusively within the City, with Elizabeth Quay the confirmed event location.

6. Benefits to be provided to the City

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	938650007901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$ 442,311
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 50,000
BALANCE:	\$ 392,311

All figures quoted in this report are exclusive of GST

It is proposed that this event is funded from anticipated savings from within the existing sponsorship budget adopted by Council.

COMMENTS:

The City of Perth has been requested to provide \$30,000 (excluding GST) in cash sponsorship and approximately \$23,523 (excluding GST) in-kind sponsorship towards Arcadia Australia.

The event will be promoted nationally and internationally through BBC and Channel 7 news platforms. The positive media exposure generated through association with the event strengthens the City's position as a pre-eminent cultural destination.

Based on the estimated attendance of 65,000, the recommended sponsorship contribution totalling \$50,000 equates to a contribution of 77 cents per attendee.

The City's cash contribution is to be directed toward the cost of marketing the event locally, nationally and internationally in addition to the free community events. City businesses will benefit directly from the event, particularly in the hospitality, accommodation and car parking industries.

The event encourages broad community engagement, recognises Western Australian innovation in science and the arts and contributes to the cultural fabric of the City.

ITEM NO: 7

ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – ARTRINSIC INCORPORATED – BLACK SWAN PRIZE

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves cash sponsorship – Associate Partnership, of \$41,000 (excluding GST) to Artrinsic Incorporated for sponsorship of the Black Swan Prize 2016;***
- 2. notes that Artrinsic Incorporated will provide the following sponsorship benefits to the City:***
 - 2.1 inclusion of the City of Perth crest in all promotional material and publications relating to the exhibition, including but not limited to the full colour exhibition catalogue (circulation 6,000), posters, and DL flyers;***
 - 2.2 display of City of Perth signage (to be provided by the City) at exhibition venues for the duration of the exhibition, corporate eventing and awards nights;***
 - 2.3 verbal acknowledgement of the City of Perth in any talks, interviews and speeches;***
 - 2.4 public acknowledgement of the City of Perth’s support at the exhibition prize nights;***
 - 2.5 presentation sponsor rights to be cited as “Black Swan Prize proudly supported by City of Perth”;***
 - 2.6 invitation for the Lord Mayor or representative to speak at the Youth Award and Major Award Nights;***

(Cont’d)

2.7 invitation for the Lord Mayor to provide a foreword in the full colour exhibition catalogue;

2.8 acknowledgement of the City of Perth's support on the Black Swan Prize website;

3. notes that the City of Perth is to be provided with an acquittal report for the supported project within three months of completion of the 2016 Black Swan Prize and an audited annual financial report of Artrinsic Incorporated within six months of the conclusion of the relevant financial year.

BACKGROUND:

FILE REFERENCE: P1032405-02
RESPONSIBLE BUSINESS UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTOR: Economic Development and Activation
DATE: 30 May 2016
MAP / SCHEDULE: N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 5 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

Artrinsic Incorporated (Artrinsic Inc.) a not-for-profit incorporated organisation established in 2007 to deliver high quality interactive art programs for the community to engage in, thus encouraging and promoting visual arts in WA.

Artrinsic Inc. delivers a suite of programs including youth art programs, art workshops for adolescents in hospital and disadvantaged adults, artist floor talks, networking events, professional development opportunities and community partnerships. The *Black Swan Prize* is a highly regarded top three National art competition and exhibition and forms the organisations core activity. Since the event's inception, management of the *Black Swan Prize* has been undertaken by Executive Director, Tina Wilson and is overseen by the organisation's board of eight members from the arts and business community.

From 2007 to 2011 the *City of Perth Black Swan Prize for Portraiture* resided at the Perth Town Hall with a portion of sponsorship attributed to the cost of venue hire. Since 2012, the *Black Swan Prize* has been hosted by Linton and Kay Gallery.

In 2016, *Black Swan Prize* celebrates its 10th anniversary and will expand its program to include new community engagement initiatives and an extended period of activity within the City of Perth boundaries.

Artrinsic Inc. has stated its vision and aim as:

“Engaging the community to embrace and enjoy visual arts”.

and

“To deliver high quality and innovative events/programmes for the greater community to engage in, thus encouraging and promoting visual arts.”

Artrinsic’s core objectives:

- to continue to grow the reputation of the Black Swan Prize locally, nationally and internationally;
- to add value to the City of Perth and the State from a cultural, tourism and economic perspective;
- to help boost the reputation of the City of Perth in its ongoing support of cultural events;
- to inspire others to create, participate, enjoy and contribute to arts/culture in WA
- to encourage artists, within a variety of art forms, to work with us in the community so we can generate interest in art in Western Australia;
- to provide opportunities for WA artists and the WA community; and
- to provide an engaging entry point for the community into the Arts, making art fun, accessible and enjoyable for everyone.

Past support

The City of Perth has provided sponsorship for the Black Swan Prize for 9[??] years. Recent sponsorship is as follows:

Year	Sponsorship Amount	Supported Program
<i>2008/09</i>	<i>\$55,000</i>	<i>City of Perth Black Swan Prize for Portraiture at Perth Town Hall</i>
<i>2009/10</i>	<i>\$56,100</i>	<i>City of Perth Black Swan Prize for Portraiture at Perth Town Hall</i>
<i>2010/11</i>	<i>\$65,000</i>	<i>City of Perth Black Swan Prize for Portraiture at Perth Town Hall</i>
<i>2011/12</i>	<i>\$66,690</i>	<i>City of Perth Black Swan Prize for Portraiture at Perth Town Hall</i>
<i>2012/13</i>	<i>\$39,169</i>	<i>Black Swan Prize for Portraiture at Linton Kay Gallery</i>
<i>2013/14</i>	<i>\$40,000</i>	<i>Black Swan Prize for Portraiture at Linton Kay Gallery</i>
<i>2014/15</i>	<i>\$41,000</i>	<i>Black Swan Prize Exhibition at Linton Kay Gallery</i>
<i>2015/16</i>	<i>\$41,000</i>	<i>Black Swan Prize</i>

Year	Sponsorship Amount	Supported Program
<i>Requested 2016/17</i>	\$41,000	<i>Black Swan Prize</i>
<i>Proposed 2016/17</i>	\$41,000	<i>Black Swan Prize</i>

An acquittal report for the 2015/16 supported project has been received by the City and was made available on the Elected Member portal. The 2015 audited financial statements have been received. This information has been reviewed and is considered to demonstrate a satisfactory acquittal of the City's previous funding.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

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

Policy

Policy No and Name: 18.1 – Arts and Culture
18.8 – Provision of Sponsorship and Donations

Eligibility:

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

Policy 18.8 establishes 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:

Category of Sponsorship: Associate Partnership	
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
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion Met
An individual.	Criterion Met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion Met

Category of Sponsorship: Associate Partnership	
Applicant Eligibility Criteria	
An applicant that has outstanding debts to the City of Perth.	Criterion Met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Project Eligibility Criteria	
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

Artrinsic Inc. has requested sponsorship of \$41,000 (excluding GST) to support the presentation of the *2016 Black Swan Prize* public program to be held at Art Gallery of Western Australia, City of Perth Library, Brookfield Place and Perth Cultural Centre from Monday, 3 October 2016 to Tuesday, 1 November 2016.

Relocation to the Art Gallery of Western Australia is expected to raise the profile of the exhibition locally, attract increased visitation and enable the organisers to deliver an extended program of activity to mark the exhibition's 10th anniversary.

The *Black Swan Prize* exhibitions are free for the public to attend. Visitors are encouraged to view the portraiture works of well-known and respected Australians by some of Australia's finest artists. Artrinsic Inc. will offer guided tours, portraiture demonstrations, workshops and artist floor talks throughout the exhibition at Art Gallery of Western Australia.

The exhibition will be open to the public daily for 23 days. Works not selected for the *Black Swan Prize* main exhibition will be displayed in the spirit of a *Salon de refuses* at Brookfield Place for 18 days. The *Salon de refuses* provides an opportunity for artists to have their unselected works on public display.

Artrinsic Inc. delivers free workshops at Princess Margaret Hospital and selected schools throughout the year to encourage young people to explore creative expression through portraiture. The *Black Swan Youth Prize* provides an opportunity for outstanding works to be exhibited at Brookfield Place concurrent with the *Salon de refuses* exhibition. Prints of the selected artworks will be displayed in the Perth Cultural Centre for 13 days.

In addition to these complementary exhibitions, an electronic exhibition of selected works will be displayed on screens at the City of Perth Library and Perth Cultural Centre. These additional activities are intended to stimulate public interest in the main exhibition.

Approximately 16,000 people are expected to engage with the *Black Swan Prize* exhibition program and associated activities. Whilst this estimate is significantly higher than the 7,000 visitors recorded in 2015, it is considered to be realistic in consideration of the extended public program and high profile move to the Art Gallery of Western Australia.

The prize is open to artists who are citizens or permanent residents of Australia. *Black Swan Prize* is a nationally recognised competition that encourages the development of the local arts sector and enhances and promotes the City of Perth as a vibrant centre for the arts.

Times and dates

Exhibition	2016 Dates	Location
<i>Main Exhibition</i>	<i>8 October – 1 November</i>	<i>Art Gallery of Western Australia</i>
<i>Youth Exhibition</i>	<i>3 October – 21 October</i> <i>18 October – 31 October</i>	<i>Brookfield Place (Tower One)</i> <i>Perth Cultural Centre (prints)</i>
<i>Salon de Refuses</i>	<i>3 October – 21 October</i>	<i>Brookfield Place (Tower Two)</i>

Award	2016 Dates	Location
<i>Youth Award</i>	<i>Wednesday 19 October</i>	<i>Brookfield Place (Tower One)</i>
<i>Corporate Night</i>	<i>Thursday 13 October</i>	<i>Art Gallery of Western Australia</i>
<i>Portraiture Award</i>	<i>Friday 14 October</i>	<i>Art Gallery of Western Australia</i>

Electronic exhibitions displayed on screens at City of Perth Library and Perth Cultural Centre will run concurrent with the main exhibition.

An additional exhibition of *Black Swan Prize* artworks will be hosted at St John of God Health Care campuses in Subiaco, Midland and Murdoch from 5 November 2016 until 30 November 2016.

Ticket Prices

The exhibition is free for the public to attend. The award nights are by invitation to artists, sponsors and guests. Artists pay an entry fee of \$40.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

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:

The identified objective of an *Arts and Cultural Associate Partnership* is to support arts and cultural activities that:

- 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 the corporate profile of the City of Perth; and
- Contribute to the economy of the city.

The project must demonstrate shared objectives as an Associate Partner

The *Black Swan Prize* public program, taking place over multiple city locations encourages participation in cultural life. In 2015, 375 artists from across Australia entered the Portraiture Prize, over 80 adolescents at Princess Margaret Hospital participated in the Youth Hospital Prize and more than 120 adults with disabilities participated in workshops. The program is free and accessible for the general public to attend, adds vibrancy to the City and enhances the City's profile as a pre-eminent cultural destination.

As a national art exhibition the *Black Swan Prize* attracts professional artists from across Australia. In 2015, 64% of entries were from artists from outside Western Australia. The Prize provides an important development opportunity for local artists, many of whom find the costs associated with entering other national competitions such as the Archibald Prize to be prohibitive.

The *Black Swan Prize* plays a role in developing new audiences for the visual arts sector and the associated workshops and floor talks contribute to the understanding of the art form.

The exhibition recognises artistic excellence and encourages creative development by providing opportunities to showcase and reward artistic endeavour. Founding partner Lester Group provides the major cash prize of \$50,000, exhibition visitors are invited to vote for the People's Choice Prize of \$7,500. The sponsorship request is not aligned to any prize monies.

The City's economic impact tool, REMPLAN Economic Modelling and Planning System, indicates the minimum total economic benefit to the local economy is estimated to be \$2,460,000.

The project must be of high artistic quality

The exhibition has achieved a national profile and attracts professional artists from across Australia. The relocation of the exhibition to the Art Gallery of Western Australian elevates the prestige of the Prize at a national level.

The works selected as finalists and subsequently featured in the exhibition are of a very high standard. The accompanying full colour catalogue is professionally designed and produced and is an enduring record of the artworks included in the exhibition.

The judging panel includes experienced judges in the field. In previous years the judging panel has included Sefano Carboni, Director Art Gallery of Western Australia, Connie Petrillo, Edith Cowan University Art Curator, Gillian Peebles, Artist, Helen Carroll-Fairhall, Manager Wesfarmers Arts. The 2016 panel has not yet been selected.

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

The City of Perth has supported the *Black Swan Prize* since its inception at the Perth Town Hall in 2007.

The not-for-profit incorporated association has submitted an audited annual report together with the application for arts and cultural sponsorship. The applicant has provided details of its exhibition team members and their related fields of expertise. The budget indicates a provision for the payment of professional staffing and labour. The event attracts strong support and interest from the business community and individual volunteers that make a significant contribution to the quality of this event. Approximately 50 sponsors have been secured to provide in-kind and cash sponsorship.

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

Artrinsic Inc. has provided a total project of \$437,614 for the *Black Swan Prize* which includes the Prize for Portraiture and the Youth Prize as well as the cost of associated workshops. The budget includes cash prize money of \$62,007. The cost of prize monies and workshops are supported by other partners.

The budget includes the estimated cash value of goods and services received in-kind at \$194,231, equating to approximately 44% of the total project budget. The value of venue and production costs provided in-kind by Art Gallery of Western Australia is estimated at \$47,910. The value of in-kind support provided by MRA is estimated to be \$13,785.

MRA has also committed \$5,000 in cash sponsorship to the program. Corporate and Government sponsorship is included in the budget and estimated at \$152,583. The organisation has attracted cash sponsorship from 14 partners. As an award prize, the

program has not previously been eligible for Department of Culture and the Arts funding.

Acknowledgement

For sponsorship of \$41,000 (excluding GST) the applicant will be required to provide the benefits as outlined in the recommendation section of this report.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,440,000
AMOUNT SPENT TO DATE:	\$ 294,250
PROPOSED COST:	\$ 41,000
BALANCE:	\$1,104,750

All figures quoted in this report are exclusive of GST

COMMENTS:

The City of Perth has been requested to provide \$41,000 (excluding GST) in cash arts and cultural sponsorship towards the *Black Swan Prize*. This request is consistent with the level of sponsorship received in 2015/16.

The event is promoted nationally through arts networks and receives positive media exposure, strengthening the City's position as a pre-eminent cultural destination.

Based on the estimated attendance of 16,000, the requested amount of \$41,000 equates to a contribution of \$2.57 per person attending the exhibition. This contribution is significantly lower than previous years, due to an anticipated increase in audience numbers, as a result of the exhibitions relocation to Art Gallery of Western Australia and increased auxiliary activities.

The City's contribution is to be directed toward the cost of producing the exhibition catalogue, marketing promotion and display costs, and will not be directed to prize money and/or associated award ceremonies.

The *Black Swan Prize* exhibition is free for the general public to attend and attracts an increased level of interest each year, based on historical attendance figures; the exhibition encourages broad community engagement and contributes to the development of new audiences for visual arts.

ITEM NO: 8

ARTS AND CULTURAL SPONSORSHIP 2016/17 – MAJOR PARTNERSHIP – AWESOME ARTS AUSTRALIA LTD

**MARKETING, SPONSORSHIP (APPROVAL)
AND INTERNATIONAL
ENGAGEMENT COMMITTEE
RECOMMENDATION:**

That Council:

- 1. approves major partnership cash sponsorship of \$100,000 (excluding GST) to Awesome Arts Australia Ltd for sponsorship of the 2016 AWESOME International Arts Festival for Bright Young Things;***
- 2. notes that Awesome Arts Australia Ltd will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 inclusion of the City of Perth crest on promotional material and publications relating to the 2016 AWESOME International Festival for Bright Young Things, including but not limited to, the Festival Program and Annual Report;***
 - 2.2 inclusion of the City of Perth crest and acknowledgement in The West Australian newspaper lift-out Festival Guide;***
 - 2.3 inclusion of the City of Perth crest in electronic and social media promotions for the event;***
 - 2.4 inclusion of the City of Perth crest on co-branded sponsor signage displayed at all outdoor festival sites and Festival launch events;***
 - 2.5 an opportunity for the City of Perth to provide a full-page advertisement in the 2016 AWESOME Festival Program;***

(Cont'd)

- 2.6 acknowledgement of the City of Perth's support on the Awesome website including an active link for the duration of the sponsorship year;**
 - 2.7 invitation for the Lord Mayor or City of Perth representative to launch the 2016 AWESOME Festival;**
 - 2.8 verbal acknowledgement of the City of Perth's support at the Festival opening night and official functions as appropriate;**
- 3. notes that the City is to be provided with an acquittal report for the supported project within three months of completion of the 2016 AWESOME International Arts Festival for Bright Young Things and an audited annual financial report of Awesome Arts Australia Ltd within six months of the conclusion of the relevant financial year.**

BACKGROUND:

FILE REFERENCE: P1032432-01
RESPONSIBLE BUSINESS UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTOR: Economic Development and Activation
DATE: 17 June 2016
MAP / SCHEDULE: Confidential Schedule 9 – Interactive/Installation Program (Distributed to Elected Members under separate cover)

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 5 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

Awesome Arts Australia Ltd (Awesome) is a not-for-profit company established in 1996 to create a contemporary arts festival for young people. The company is based in Northbridge.

The *AWESOME International Arts Festival for Bright Young Things (AWESOME Festival)* is a showcase of high quality contemporary arts from around the world. Presented in the Perth Cultural Centre, the program includes film and animation, contemporary dance, visual arts, street art, theatre, contemporary music and new media.

Throughout a calendar year, the organisation also manages residencies with local artists working in regional, rural and remote communities across the State. The

company also delivers special projects focused on community capacity building and sustainability through high quality arts development projects, residencies and activities, including school holiday programs, early childhood community programs and *AWESOME FOR ALL*, a philanthropic program for children from disadvantaged backgrounds.

The mission of Awesome Arts is:

“To provide ever-expanding opportunities for Western Australian children to actively engage with the arts, thereby intensifying their connectivity with the broader world in which they live.”

The Awesome Arts vision is:

“To be internationally recognised as an innovative, dynamic platform through which children access and engage with the arts, nurturing values that endure into adulthood.”

Past support

The City of Perth has provided sponsorship for the AWESOME Festival for 17 years. Recent sponsorship is as follows:

Year	Sponsorship Amount	Supported Program
<i>2008/09</i>	<i>\$80,000</i>	<i>Awesome Festival</i>
<i>2009/10</i>	<i>\$85,000</i>	<i>Awesome Festival</i>
<i>2010/11</i>	<i>\$86,700</i>	<i>Awesome Festival</i>
<i>2011/12</i>	<i>\$87,125</i>	<i>Awesome Festival</i>
<i>2012/13</i>	<i>\$100,000</i>	<i>Awesome Festival</i>
<i>2013/14</i>	<i>\$100,000</i>	<i>Awesome Festival</i>
<i>2014/15</i>	<i>\$100,000</i>	<i>Awesome Festival</i>
<i>Requested 2016/17</i>	<i>\$100,000</i>	<i>Awesome Festival</i>
<i>Proposed 2016/17</i>	<i>\$100,000</i>	<i>Awesome Festival</i>

An acquittal report for the 2015/16 year has been provided. The 2015 Annual Report with audited financial reports has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City’s previous funding.

Each year following the Festival, the organisation conducts an audience survey. A detailed report of these findings has been provided and indicates successful delivery of the 2015 Festival.

Statement/ Response	Percentage of respondents
Agree or strongly agree that they are satisfied with the value for money of the Awesome Festival.	83%
Respondents who would attend again.	100%
Would recommend the AWESOME Festival to others.	93 %
Believe that the AWESOME Festival provides an opportunity for them/their family to access high quality arts experiences they would not otherwise see or be involved in.	97%

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Healthy and Active in Perth
A city with well-integrated built and natural environment in which people and families choose a lifestyle that enhances their physical and mental health and take part in arts, cultural and local community events.

Policy

Policy No and Name: 18.1 – Arts and Culture
18.8 – Provision of Sponsorship and Donations

Eligibility:

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

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

Category of Sponsorship: Major Partnership	
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

Category of Sponsorship: Major Partnership	
Applicant Eligibility Criteria	
<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

Awesome Arts has requested support from the City of Perth to deliver the interactive / installation Program component of the 2016 *AWESOME Festival*. Specifically, works in this program encourage participation and exploration and encourage families to experience the arts together and will be located in public spaces.

The four supported works in the aligned program, from Belgium, United States of America, Italy and South Australia will be presented throughout the Perth Cultural Centre and Urban Orchard. Works in the program are free-to-attend and include street theatre, interactive installation and visual art.

Confidential Schedule 9 details the aligned program by Awesome Arts. The company is currently finalising artists' agreements and this schedule is not yet confirmed and subject to change.

The festival is a curated program across art forms. The program will feature local and international artists and arts companies, selected for their specialist skill in developing meaningful and stimulating creative experiences for children.

In 2016, Awesome will partner with PICA to present a world premiere of *New Owner* by The Last Great Hunt and will continue to partner with many arts and cultural institutions to co-present works whilst cross-leveraging audiences and networks. These partners include Playgroup WA, Art Gallery of Western Australia, State Library of Western Australia, West Australian Museum and Perth Theatre Trust. Awesome Arts are working with the McCusker centre and focus groups in the disability sector to make *AWESOME Festival* more accessible to diverse audiences.

Venues

The *AWESOME Festival* will take place in the Perth Cultural Centre, providing a concentrated central space that is accessible and safe for families to visit. The location is close to public transport and parking facilities, facilitates partnership opportunities with the city's major cultural institutions and has a variety of options to accommodate temporary venues and large scale installation works.

Awesome has reported that use of this site is successful in creating a festival atmosphere as the activity is concentrated in one precinct and encourages people to attend multiple events, extend their visit in its entirety or return on another day.

Some key sites for the 2016 festival include The Wetlands, Urban Orchard, PICA, AGWA, Studio Underground, Heath Ledger Theatre and courtyard of State Theatre Centre of WA, State Library of WA, and Perth Cultural Centre screen.

Audience

Awesome has estimated that more than 150,000 people will have direct engagement with the festival at aligned events. This is considered to be a conservative estimate. In 2015, *AWESOME Festival* achieved an estimated attendance of 189,442.

The festival attracts young families and caters for children of varying age groups. The program maintains a focus on the 'pre-teen demographic' and more recently an early childhood program has been introduced. The general public program has expanded from three to 10 days and includes a substantial free to access program of workshops, performances and interactive activities. The implementation of these strategic program changes has resulted in repeat visitation by audiences.

In 2015, 99% of respondents to Awesome's event survey indicated that it is important to stage the festival in Perth, 55% of respondents visited the festival two times or more over the fortnight, 20% of respondents visited three times or more, 96% of respondents think the festival exposes their children to high quality arts experiences they might not have otherwise seen and 93% are likely to recommend the festival to others.

Over many years the *AWESOME Festival* has developed strong attendance from within the education sector and to accommodate this audience the festival runs through the first week of the fourth school term. In 2016, the *AWESOME Festival* will offer Educator Resource Kits linked to the new Western Australia curriculum and the final four days (11 to 14 October 2016) will be presented specifically for school tours. In 2015 Awesome reached capacity for school excursions.

Ticket Prices

The majority of the festival's performances, exhibitions and activities are free to attend with some specialised events ticketed to cover costs. The festival is subsidised by a range of Government and corporate supporters ensuring that the program is high quality and accessible to most families. Most ticketed performances are priced at \$15 with the exception of performances at the State Theatre Centre, which are ticketed at \$20 to \$25. Family and group discounts are also offered.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The identified objective of an *Arts and Cultural Major/ Civic Partnership* is to support arts and cultural activities that:

- Facilitate the dynamic celebration of the city through major arts and cultural festivals and activities;
- Enhance social well-being and encourage community;
- Provide support for the city's key arts and cultural organisations to provide high quality arts and cultural experiences; and
- Contribute to the economy of the city.

The project must demonstrate shared objectives as a Major Partner

The City of Perth maintains major partnerships with a small number of organisations.

There is a strong emphasis on strategic outcomes in the areas of community building, cultural celebration and audience development. Access and inclusiveness are key considerations for major or civic partnerships.

The *AWESOME Festival* is the only event for families in WA that presents an international program curated and produced specifically for young children and families.

The *AWESOME Festival* has a highly visual presence in the city for its duration. The festival offers affordable access to the arts and has a strong emphasis on participation and developing creative potential in young people.

The *AWESOME Festival* provides an opportunity for families to participate in the arts together beyond providing passive entertainment experiences, Awesome's activities and interactive experiences aim to inspire creative thinking in young people.

The festival provides economic benefit to local business in particular food outlets at One40 William, Murray Street Mall and in Northbridge. Awesome reports that a large proportion of consumables purchased for the festival are purchased from city based businesses. The festival undertakes partnerships with various city businesses that support the festival's volunteering program.

The City's Business Support Officers will engage with local businesses to pursue leveraging opportunities associated with the event.

The City's economic impact tool, REMPLAN Economic Modelling and Planning System, indicates the minimum total economic benefit to the local economy is estimated to be \$27,670,000.

56% of survey respondents indicated they spend in excess of \$50 in the City of Perth every day they attended the event. The increased use of City of Perth Parking facilities will generate additional revenue for the City.

The project must be of high artistic quality/ cultural relevance

The *AWESOME Festival* presents an international curated arts program produced specifically for children and families. The arts activities and shows within the Awesome program are unique and cannot be readily accessed elsewhere.

The *AWESOME Festival* is recognised internationally for the quality and uniqueness of its program. As Western Australia's premier event for children and their families, it provides an outstanding opportunity to showcase the city as an exciting destination and partner in the presentation of exciting and exceptional events.

Awesome is committed to engaging the professional contemporary artists that are representative of sector best practice. There are several events that will have their only Australian performance at the *AWESOME Festival* and some works commissioned by Awesome Arts will have their premiere at the festival.

Each year the festival invites a festival director from outside of Western Australia to conduct a peer review of the festival. This review process provides constructive and unbiased assessment of the event. To gain feedback from the target audience, Awesome invites a team of volunteer 'reviewers' aged 6-12. A small group of 4-8 year olds are also assisting in sharing their views following a guided tour. Reviews are published on the ABC website.

The festival is guided by a program advisory panel. The program is assessed against the following criteria:

- has a contemporary arts focus;
- encompasses multiple art forms;
- inclusive of quality works from Western Australia, Australia and around the world;
- provides a challenge for young people to think differently about the world;
- is interactive, participatory and immersive;
- promotes creative expression within its audience; and
- is inclusive of works for various age ranges including pre-school, early primary, middle to late primary school children and families.

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

The City of Perth has been a major sponsor of *The AWESOME International Arts Festival* since 1998.

Awesome has been in operation for 20 years and has successfully managed this event for 19 years. Awesome has considerable experience delivering events, particularly in public spaces.

Awesome employs professional staff to oversee all aspects of successful project management aided by a team of volunteers.

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

Awesome has provided a total budget of \$1,425,500 inclusive of estimates for goods and services provided in-kind. All income earned for the festival is budgeted to be spent on this event.

The overall budget includes an estimate of box office revenue (13%), State Government funding (38%) corporate funding (25%) and other funding (11%). The festival is supported in-kind by volunteers, media and venue operators.

The amount requested from the City of Perth to support the festival represents 7% (2015/16 estimate 8.46%) of the total program cost.

Acknowledgement

For \$100,000 sponsorship, the applicant will be required to provide the benefits as outlined in the recommendation section of this report.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,440,000
AMOUNT SPENT TO DATE:	\$330,250
PROPOSED COST:	\$100,000
BALANCE:	\$1,009,750

All figures quoted in this report are exclusive of GST

COMMENTS:

The City of Perth has been requested to provide \$100,000 (excluding GST) in cash arts and cultural sponsorship towards the *AWESOME Festival*. This request is consistent with the level of sponsorship received in the 2015/16 financial year.

The event is promoted widely through children and education networks and receives positive media exposure, strengthening the City's position as a pre-eminent cultural destination.

Based on the City's estimated attendance of 180,000, the requested amount of \$100,000 equates to a contribution of 55 cents per person attending the festival.

The City's contribution is to be directed toward the cost of presenting the Interactive/Installation Program, a free-to-attend component of the festival.

The festival encourages broad community engagement and provides ever-expanding opportunities for children to actively engage with the arts.

The City of Perth has been a major sponsor of *The AWESOME International Arts Festival* since 1998.

ITEM NO: 9

FINANCIAL STATEMENTS AND FINANCIAL ACTIVITY STATEMENT FOR THE PERIOD ENDED 31 MAY 2016

**FINANCE AND ADMINISTRATION (APPROVAL)
COMMITTEE
RECOMMENDATION:**

***That Council approves the Financial Statements and the
Financial Activity Statement for the period ended 31 May 2016
as detailed in Schedule 10.***

BACKGROUND:

FILE REFERENCE: P1014149-25
REPORTING UNIT: Finance
RESPONSIBLE DIRECTORATE: Corporate Services
DATE: 22 June 2016
MAP / SCHEDULE: Schedule 10 – Financial Statements and Financial
Activity Statement for the period ended 31 May 2016

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 12 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation Section 6.4(1) and (2) of the *Local Government Act 1995*
Regulation 34(1) of the *Local Government (Financial
Management) Regulations 1996*

**Integrated Planning
and Reporting
Framework
Implications** **Strategic Community Plan**
Council Four Year Priorities: Community Outcome
Capable and Responsive Organisation
A capable, flexible and sustainable organisation with a
strong and effective governance system to provide
leadership as a capital city and deliver efficient and effective
community centred services.

DETAILS:

The Financial Activity Statement is presented together with a commentary on variances from the revised budget.

FINANCIAL IMPLICATIONS:

There are no direct financial implications arising from this report.

COMMENTS:

The Financial Activity Statement commentary compares the actual results for the eleven months to 31 May 2016 with the revised budget approved by Council on **15 March 2016**.

ITEM NO: 10

TENDER 098-15/16 – PROVISION OF CATERING SERVICES FOR THE CITY OF PERTH

**FINANCE AND ADMINISTRATION (APPROVAL)
COMMITTEE
RECOMMENDATION:**

That Council:

1. *accepts the most suitable applications being those submitted by the following:*

- ***Part A – Heyder & Shears Catering***
- ***Part B – Cupid Catering***

for the provision of catering services for the City of Perth, for a period of one year commencing on 6 August 2016 and with an option for a further two year extension; and

2. *authorises the Chief Executive Officer to execute and vary the Tender contracts.*

BACKGROUND:

FILE REFERENCE: P1032785
REPORTING UNIT: Marketing and Communications Unit
RESPONSIBLE DIRECTORATE: Economic Development and Activation Directorate
DATE: 4 July 2016
MAP / SCHEDULE: Confidential Schedule 11 – Price Comparison
Confidential Schedule 12 – Tender Evaluation Matrix
(distributed to Elected Members under separate cover)

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 12 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

Tenderers have been invited from suitably qualified and experienced suppliers for the specialised service of catering for the City of Perth.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	Section 3.57 of the <i>Local Government Act 1995</i> Part 4 of the <i>Local Government (Functions and General) Regulations 1996</i>
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Council Four Year Priorities: Capable and Responsive Organisation A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and deliver efficient and effective community centred services.

Policy

Policy No and Name: 9.7 – Purchasing Policy

DETAILS:

The provision of catering services for the City of Perth will contain two parts based on the catering needs required by the City, they are:

Part A – Main Meals/Large Functions

Part B – Light Lunches/Finger Foods

At close of tender, the following submissions were received:

Part A – Four submissions

Part B – Five submissions

Submissions for Part A – Main Meals/Large Functions, were received from:

- Heyder & Shears Catering (ALJATO Pty Ltd and Imogen Corp Pty Ltd);
- Beaumonde Catering (Beaumonde Hospitality Australia Pty Ltd);
- By Word of Mouth Catering; and
- Temptations Catering (Markovich Investments on behalf of Family Trust Pty Ltd).

Submissions for Part B – Light Lunches/Finger Foods, were received from:

- Cupid Catering (The Lummis Family Trust Trading as Cupid Catering);
- Heyder & Shears Catering (ALJATO Pty Ltd and Imogen Corp Pty Ltd);
- Beaumonde Catering (Beaumonde Hospitality Australia Pty Ltd);
- By Word of Mouth Catering; and
- Temptations Catering (Markovich Investments on behalf of Family Trust Pty Ltd).

The outcome of the tender process was to appoint a suitable catering provider for the supply of food services as required in Part A – Main Meals/Large Functions and the supply of food services as required in Part B – Light Lunches/Finger Foods.

Tenderers had the opportunity of applying for both Part A and Part B or applying for one part of the tender based on their business competencies.

Tenderers were required to address the selection criteria in the specification and submit a Form of Tender that included a Schedule of Rates. Part A and Part B had separate selection criteria.

The selection criteria were as follows:

Part A

1. Tenderers are requested to address points raised in the specification document; in particular tenderers should indicate a proposed fee payable to the City of Perth for use of the facilities and services.
2. Tenderers must explain their proposed optional plans and food concepts in brief. Detailing the following:
Part A - Main Meals/Large Functions
3. Tenderers must briefly describe how they intend to meet the desired critical success factors.
4. Tenderers must supply a minimum of two written references from other clients detailing their satisfaction with their services and providing their contact details.

Part B

1. Tenderers are requested to address points raised in the specification document; in particular tenderers should indicate a proposed fee payable to the City of Perth for use of the facilities and services.
2. Tenderers must explain their proposed optional plans and food concepts in brief. Detailing the following:
Part B – Light Lunches/Finger Foods
3. Tenderers must briefly describe how they intend to meet the desired critical success factors.
4. Tenderers must supply a minimum of two written references from other clients detailing their satisfaction with their services and providing their contact details.

After reviewing the submissions, the most suitable tenderers for Part A and Part B were interviewed based on the assessment of each submission against the qualitative criteria using the score sheets. The companies interviewed were:

- Beaumonde Catering (Part A);
- Cupid Catering (Part B); and
- Heyder & Shears Catering (Part A & B).

The next part of the tender review process involved site visits with two companies which were selected by the panel. The selection was made by a consensus decision of the panel members on the assessment results made during the interview and weighting matrix that was completed.

They were Heyder & Shears Catering for Part A and Cupid Catering for Part B. These site visits were carried out to view the appropriate OSH and food safety standards in operation and evaluate the food samples provided against requirements.

Part A – Main Meals/Large Functions

Following a full evaluation of the submissions and taking into account price, menus, operational flexibility and overall standard of catering anticipated, the panel recommends that the offer from Heyder & Shears Catering be accepted for Part A of the tender. It should be noted the level of experience demonstrated from all tenders during the interview stage were of the highest quality.

Heyder & Shears Catering (ALJATO Pty Ltd and Imogen Corp Pty Ltd)

A discount was offered with the prices submitted. They offered the most competitive prices and were the best value for money for Part A out of the four tenderers. Heyder & Shears Catering use fresh local produce and maintain a high level of quality control systems during all types of purchases.

When compiling menus they place an emphasis on dietary requirements, portion sizes and use items on seasonal suitability while providing well balanced meals. They are flexible with any last minute changes and cancellations that are required. They demonstrated an effective communication system in providing quotes, suggestions on queries made and recording all feedback and responses. They would appoint one point of contact for the City of Perth.

They also employ skilled and experienced staff with a long service history with their company. Their premises were very clean, well equipped and designed to fit for the City's purpose. They have refrigerated vehicles to transport food safely and hygienically.

They provided good written references from clients receiving similar catering needs to the City of Perth.

Part B – Light Lunches/Finger Foods

Following a full evaluation of submissions under Part B and taking into account the prices, current satisfaction levels, expected future levels of satisfaction, flexibility

demonstrated and delivery time limits, the panel recommends the offer from Cupid Catering be accepted for Part B.

It should be noted the level of experience demonstrated from all tenders during the interview stage were of the highest quality.

Cupid Catering (The Lummis Family Trust Trading as Cupid Catering)

Cupid Catering is the current provider for light lunches/finger foods within City of Perth. The prices currently offered and in the tender submission are very competitive. They use good quality fresh local produce supplied by a network of reliable suppliers. Cupid Catering can cater for all types of dietary requirements and have creative abilities with tastes and textures.

They are very flexible with last minute changes and cancellations and they will have one point of contact for the City of Perth. They offer a wide variety of menu options for breakfast, lunch, mid-morning and twilight functions to suit all types of service requirements.

Cupid Catering use commercial grade concealed boxes to transport food which is suitable for the type of food they deliver to the City of Perth. The City's kitchen facilities are used to assemble food made fresh to order.

They provided good written references from clients receiving similar catering needs to the City of Perth.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	Various Operating Accounts
BUDGET ITEM:	Civic Receptions, Dining Room and Council Meetings
BUDGET PAGE NUMBER:	5
BUDGETED AMOUNT:	\$ 246,072.00
AMOUNT SPENT TO DATE:	\$ 197,723.00
PROPOSED COST:	\$ 246,072.00 (on consumption per annum)
BALANCE:	\$ 0
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

COMMENTS:

To ensure the standard of catering remains high throughout the contract period and before any extension is confirmed, regular surveys will be carried out to measure satisfaction and regular feedback will be provided. The following terms will also be included in the contract:

The Catering Manager will monitor the standard of the Contractor's services over the period of the contract. Formal appraisals will be implemented in-line with the City's ongoing quality processes.

Performance measures will include, but not be limited to:

- customer satisfaction measured regularly by feedback and occasional surveys;
- the range, quality, consistency and presentation of the product served; and
- compliance with all health and other Statutory requirements in relation to food storage, handling, preparation, presentation, transportation and service, including and not limited to the provisions of the Food Standards Code, *Food Act 2008*, City of Perth requirements and Western Australian Legislation.

Should the companies fail to rectify issues brought to its attention, the City has the ability to terminate the contract with appropriate notice.

ITEM NO: 11

EVENT SPONSORSHIP (PARTNERSHIP) – PRIDE 2016

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. approves Event Sponsorship of \$55,000 (excluding GST) to Pride WA Inc. to present the Pride Festival from Friday, 11 November to Sunday, 20 November 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 the City of Perth logo to appear prominently as a Major Sponsor on all promotional material, advertising, digital marketing resources, member and participant communications, media releases, and in electronic media advertising;***
 - 2.2 the City of Perth logo to appear on prominent signage at the Pride Awards ceremony;***
 - 2.3 City of Perth signage to be included on the official Pride float in the Parade;***
 - 2.4 a full page advertisement for City of Perth in the Festival program;***
 - 2.5 a digital banner acknowledgement of the City of Perth on the Pride website;***
 - 2.6 an opportunity for the City of Perth to participate in the Parade;***
 - 2.7 the City of Perth to have an opportunity to provide input into questions for the post-event survey;***
 - 2.8 the Lord Mayor to be invited to provide a foreword for the event program;***

(Cont'd)

- 2.9** *the Lord Mayor, or City of Perth representative, to be invited to launch the Pride Festival at the official event launch;*
- 2.10** *the Lord Mayor, or City of Perth representative, to be invited to the Parade VIP viewing area to be a guest judge for the event.*
- 3** *a detailed acquittal report, including all media coverage obtained, to be submitted to the City by 1 March 2017.*

BACKGROUND:

FILE REFERENCE: P1032438#03
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 20 May 2016
MAP / SCHEDULE: N/A

This report is submitted directly to Council due to the financial interests of the members of the Marketing, Sponsorship and International Engagement Committee.

Pride WA is a not-for-profit community based organisation. The core purpose of Pride WA is to encourage the cultural expression, celebration, and human rights of lesbian, gay, bisexual, transgender, intersex, queer (LGBTIQ) and all people of diverse sexuality and gender living in Western Australia.

In 2014 Pride WA completed a strategic review of the organisation, funded by Lotterywest, to identify the purpose of the organisation in contemporary Western Australia and to develop a sustainable plan and business model for the future.

A key outcome of this process was the creation of a three year strategic plan for the organisation, providing it with clarity of purpose, definition of structure and a viable framework of accountability. Driven by a constitutional change, Pride WA is now positioning itself as an arts-based organisation, rather than an advocacy and political lobbying group.

Summary of Event:

Pride WA Incorporated (Pride WA) has requested cash sponsorship of \$75,000 to present Pride Festival 2016, from Friday, 11 November 2016 to Sunday, 20 November 2016.

The Pride Festival has been taking place for 23 years with the City of Perth supporting the event since 1999. The key Pride events were historically the Parade and Fairday which were both supported by the City of Perth, with the Parade alone attracting an estimated 50,000 spectators annually.

In 2013, the Fairday moved date and location to become a stand-alone event for Pride WA. The organisation then initiated new city-based events as part of the Pride Festival to fill the gap created by this move.

Following a highly successful and popular 25th anniversary Festival in 2015, Pride WA aims to stage a more condensed Pride Cultural Festival that will include events in various locations throughout Northbridge and in regional areas of the state including music, theatre, visual art, dance, film, comedy and celebration of the LGBTIQ community in Western Australia.

The 2016 Pride Festival will be a combination of community, performance and arts events culminating in the annual Pride Parade with an anticipated audience of over 60,000 people. Key events forming part of the festival include:-

Parade and Awards Ceremony

The Pride Parade will be held on Saturday, 19 November 2016 from 8.00pm. In 2015 the Pride Parade was the largest community street parade held in Western Australia. Organisers significantly improved the event with additional performances, new high quality acts and artists, stage management and additional lighting, seating and sound. Organisers believe that these changes went some way towards revitalising the parade, creating a more high quality event. The Parade includes a professional float building program sponsored by the private sector, which is held in the lead up to the event. The program allows professional artists to work with community groups and businesses to build high quality visually appealing entries.

The Parade is followed by an awards ceremony recognising excellence amongst Parade float entries.

Organisers are liaising with the City of Perth in regards to programming Council House lighting for the event.

Pride 2016 Official Launch

The official Festival Launch is designed to bring all of Pride's supporters together to launch the Festival. The launch event is held several weeks prior to the Festival. It will include sponsors, media, and government stakeholders, leaders within the LGBTIQ community and other VIPs.

Happy Pride Party

The Festival Opening event, known as the Happy Pride Party, will be held on Friday, 11 November 2016. The focus of this event will be the Festival and the community. The party is open to the wider community through the purchase of tickets, and will include a taste of what is on offer during the festival. Income from this event forms part of Pride's overall revenue stream for the Festival.

Pride Community Picnic

The Pride Community Picnic will be held at Russell Square on a date to be confirmed and is a day-time, alcohol-free community picnic event. The event is a chance for members of the community to celebrate Pride with family and friends. This event was introduced in 2015, and organisers aim to make it a fixed event on the Festival calendar.

Pride Festival

The annual Pride Festival will be held across various venues in Northbridge and Perth. The Pride Festival is developing a Fringe-like feel in terms of content and programming. This approach provides artists, performers, sponsors, program managers and the audience with an opportunity to push the envelope in relation to specific LGBTIQ content and profile. In 2015 the Festival included 35 events across 27 venues, and the 2016 program is expected to be of a similar nature.

Organisers advise that the funding requested from the City of Perth will contribute to the development and staging of the Parade and other events, including:

- attraction of high quality acts;
- improved logistical management of the parade;
- additional site signage;
- promotion and marketing; and
- increased event production.

In 2015 Pride WA worked with Culture Counts to undertake a survey at the event and provide some measurable metrics around the Parade and official Parade after party.

Key measurables from the survey are as follows:

- The largest proportion of respondents were between 30 and 39 years of age (24%), followed by 20 to 29 years (21%);
- There was an almost even split of male (46%) and female (50%) respondents, with a small number (4%) identifying as an alternative gender;
- 35% of attendees identified as heterosexual and 31% as gay, with the remainder made up of lesbian, bisexual or unsure of their sexuality;
- 41% of respondents were new to the parade. (Note: This is higher than the trend for events within the Culture Counts database)
- The average associated spend for respondents attending the Parade was \$76.

Pride WA believes that this festival is a vehicle with the capacity to become a landmark celebration of the diversity and influence the LGBTIQ community has given to making Perth the vibrant and international city it is today.

Funding

The total cost of the event is \$364,600. Organisers have requested cash sponsorship of \$75,000 (20% of the total cost of the event).

The following table shows the City's previous support for the event:

Year	Cash	In-kind	Total	Event
1999		\$ 3,400	\$3,400	Parade only
2000		\$13,400	\$13,400	Parade only
2001	\$ 3,000	\$10,100	\$13,100	Parade only
2002		\$13,100	\$13,100	Parade only
2003	\$25,000	\$16,520	\$41,520	Parade and Fairday
2004	\$25,000	\$16,520	\$41,520	Parade and Fairday
2005	\$25,000	\$16,520	\$41,520	Parade and Fairday
2006	\$28,000	\$15,520	\$43,520	Parade and Fairday
2007	\$28,000	\$16,520	\$44,520	Parade and Fairday
2008	\$44,637	\$ 0	\$44,637	Parade and Fairday
2009	\$45,000	\$ 0	\$45,000	Parade and Fairday
2010	\$45,900	\$ 0	\$45,900	Parade and Fairday
2011	\$45,900	\$ 0	\$45,900	Parade and Fairday
2012	\$45,000	\$ 0	\$45,000	Parade and Fairday
2013	\$45,900	\$ 0	\$45,900	Pride, encompassing Parade and Celebration
2014	\$45,900	\$ 0	\$45,900	Pride, encompassing Sundowner Garden Party, Parade and Awards Ceremony
2015	\$45,000	\$ 0	\$45,000	Pride Festival, encompassing Community Picnic, Parade and Awards Ceremony

The City's level of support has not significantly increased since 2003 however, event costs have continued to increase over this time. Cash sponsorship of \$55,000 (15% of the total cost of the event) is recommended for the 2016 event after evaluation by the assessment panel. Sponsorship at this increased level will assist in raising the profile and increasing the professionalism of the Festival to enable it to become a key fixture for Perth as a Capital City.

Pride WA has secured funding from several other organisations for the Festival, including KPMG and Herbert Smith Freehills. They are currently in discussions with several other organisations and are awaiting the outcome of a Lotterywest grant application.

Acquittal of 2015 event:

An acquittal report for the 2015 event has been received by the City and was made available on the Elected Member Portal (TRIM ref 81591/16). Key details from the acquittal report include:

- attendance of over 50,000 at the event;
- the event received overwhelmingly positive feedback from respondents;
- organisers did not meet their funding target from sponsors and other funding bodies;
- some events had a smaller than forecast attendance.

The acquittal report is considered to demonstrate a satisfactory acquittal of the City's previous funding.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan
Council Four Year Priorities: Healthy and Active in Perth
S15 Reflect and Celebrate the Diversity of Perth

Policy

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

DETAILS:

Eligibility for Sponsorship:

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

Assessment of Application (Partnership):

1. Contribution of the event to the economy of the city.

The Parade event will attract over 50,000 people to the city on a Saturday evening. This time slot has historically proven successful for driving spectators to Northbridge businesses. The Festival will be held almost exclusively in the Northbridge precinct and will attract visitation and increase economic spend in the city over 10 days. Culture Counts metrics show that the average spend for respondents attending the Parade was \$76. For an attendance of 50,000 at the event, this equates to a spend of \$3.8 million, for the Parade alone.

Economic Modelling for the event shows that the expected economic output for the entire event is \$9.992 million. This is a return on investment for the recommended level of sponsorship of 1:181.

Data from Pride Festivals globally (Toronto, Sydney and Manchester) show that Pride Festivals have strong impacts beyond social ones, with the Sydney event generating over \$30 million dollars annually for the NSW State economy.

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

The Pride Festival is Pride WA's flagship event and the Parade historically attracts many tens of thousands of people to Northbridge. The event receives national media coverage and is the largest Pride event in Western Australia. Pride WA is currently in discussions with Tourism WA regarding their support for the event, and how the profile of the event can be increased further on both a national and international level.

Metrics from the 2015 event show that 41% of event attendees were attending the event for the first time, indicating that the event still has significant capacity to grow.

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

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

The event will significantly increase visitation to the city and Northbridge with a range of events held across different city locations. The event will create vibrancy in the city and provide an increased economic output for city businesses. The event will assist in positioning the city as a tolerant and diverse Capital City.

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

The Parade, Opening Party and Community Picnic events will be free to the public to attend. Other events forming part of the Pride Festival will be ticketed and range from low to moderate costs for patrons to cater for a wide variety of audience types.

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

The Pride Festival will be held almost exclusively in the city. The Parade route includes a small part of the City of Vincent due to local government boundary realignment some years ago.

6. Benefits to be provided to the City

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

Event Sponsorship Category:-

- *Major Civic Partnership – Three to five years funding commitment, \$50,000, plus CPI;*
- *State and National – Three years funding commitment, less than \$50,000, plus CPI;*
- *Annual – Annual or historic funding, less than \$20,000;*
- *Start-Up/One-Off – Once only funding, less than \$15,000.*

The applicant is considered eligible for event sponsorship under the Major Civic Partnership category, in accordance with Policy 18.8 – Provision of Sponsorship and Donations.

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO: 9386 5000 7901
BUDGET ITEM: Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:
BUDGETED AMOUNT: **BUDGET ITEM** \$442,311 Requested budget allocation 2016/17
AMOUNT SPENT TO DATE: \$0
PROPOSED COST: \$55,000
BALANCE: \$387,311

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Pride Festival will be held over ten days in November 2016.

Culture Counts metrics from the 2015 event show that the event has a wide appeal, including to audiences who do not personally identify as LGBTI, with 35% of survey respondents identifying as heterosexual. In addition, 41% of respondents were first-time visitors to the event, indicating that the event still has significant potential to grow.

The City has supported Pride since 1999. The City's level of support has not increased substantially for 13 years, however event costs have continued to increase over this time. The assessment panel believes that an increase in the level of support from the City is warranted, that support of the event delivers social, economic and reputational benefits, and that a sponsorship increase will assist in improving the quality of the event, and thus raising its profile. Cash sponsorship of \$55,000 is recommended.

CONFIDENTIAL ITEM NO: 12

146–152 (LOTS 2–8) BARRACK STREET, PERTH – PROPOSED ‘NEW TECHNOLOGY’ ABOVE ROOF SIGN WITH THIRD PARTY ADVERTISING CONTENT – REVISED PLANS (RECONSIDERATION UNDER S.31 OF THE STATE ADMINISTRATIVE TRIBUNAL ACT 2004)

**PLANNING COMMITTEE
RECOMMENDATION:**

(REFUSAL)

That, in accordance with section 31(1) of the State Administrative Tribunal Act 2004, Council having considered the revised plans submitted by the applicant on 20 June 2016, affirms its decision of 22 September 2015 to refuse the application for development approval for a proposed ‘new technology’ above roof sign with third party advertising content and associated building alterations at 146–152 (Lots 2–8) Barrack Street, Perth, for the following reasons:

- 1. *the proposed sign does not comply with City Planning Scheme No. 2 Policy 4.6 – Signs given that:***
 - 1.1 *above roof signs are not permitted anywhere within the city;***
 - 1.2 *the sign is not designed as an integral part of the building, is not discreet, will be excessive in scale and will be inconsistent with the style of the building on which it will be located;***
 - 1.3 *‘new technology’ signs are generally not permitted within heritage areas while the sign is proposed to be located at the entry to in within the Barrack Street Heritage Area;***
 - 1.4 *the sign will detrimentally impact on local amenity, the streetscape and the Barrack Street Heritage Area and contribute to visual clutter given existing signage in the locality;***

(Cont’d)

- 1.5 the third party advertising content of the sign would be detrimental to the visual quality and amenity of the locality noting that modern standardised trademark advertising signs are not appropriate in heritage areas and particularly the Barrack Street Heritage Area;**
- 1.6 the sign is considered to be inappropriately located as it is intended to be viewed by passing motorists and pedestrians entering an intersection, where it could create a safety hazard;**
- 1.7 the structural components of the sign are likely to adversely impact upon the visual amenity of the occupants of adjacent buildings viewing the sign from above and behind; and**
- 1.8 internal illuminated signs are not appropriate in heritage conservation areas;**
- 2. the proposed sign will not comply with the draft revised Signs Policy (proposed Signs Policy) given that:**
 - 2.1 the sign will be defined as a roof sign which is not permitted anywhere within a Heritage Area;**
 - 2.2 the sign's vertical dimension is equal to a third of the buildings height which significantly exceeds the Policy provision limiting roof signs to a maximum of one tenth of the building's height;**
 - 2.3 the sign will not have a high degree of integration and compatibility with the form of the building it is attached to and the proposed building modifications are not successful as they do not appear to be part of the original building or match or complement its architecture;**
 - 2.4 the size of the sign is considered excessive and out of place with the surroundings and will dominate the skyline and streetscape;**
 - 2.5 third party advertising content is not permitted on a place within a Heritage Area; and**

(Cont'd)

2.6 the size, location, display of third party advertising and variable content which will have a negative impact on the visual quality and amenity of the area and is likely to cause a distraction to road users.

BACKGROUND:

SUBURB/LOCATION: 146-152 (Lots 2-8) Barrack Street, Perth
FILE REFERENCE: 2015/5267
REPORTING UNIT: Development Approvals
RESPONSIBLE DIRECTORATE: Planning and Development
DATE: 29 June 2016
MAP / SCHEDULE: Confidential Schedule 13 – Map of 146-152 Barrack Street, Perth;
Confidential Schedule 14 – Original coloured perspective for proposed new technology sign;
Confidential Schedule 15 – Revised coloured perspective for proposed new technology sign.

In accordance with Section 5.23(2)(f)(i) of the *Local Government Act 1995*, this Item and relevant Schedules are confidential and have been distributed to the Elected Members under separate cover.

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 12 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

ITEM NO: 13

CORPORATE SPONSORSHIP – TEDXPERTH 2016

**MARKETING, SPONSORSHIP (APPROVAL)
AND INTERNATIONAL
ENGAGEMENT COMMITTEE
RECOMMENDATION:**

That Council:

- 1. approves cash corporate sponsorship of \$24,000 (excluding GST) to TEDxPerth Incorporated to present the TEDxPerth 2016 Conference on Saturday, 15 October 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 inclusion of the City of Perth crest acknowledging the City of Perth as Principal Partner on marketing material, presentation slides, supplied banners and provided banners, volunteers' uniforms and a slide appearing for three seconds at the start of TEDxPerth 2016 videos produced and distributed on TEDxTalks YouTube channel and TEDxPerth.com;***
 - 2.2 acknowledgment of the City of Perth as Principal Partner in printed programs (first ranking prominence) and on TEDxPerth website with corporate description and hyperlink to the City of Perth website;***
 - 2.3 acknowledgement of the City of Perth in the sponsors speech and prior to the presentation commencement;***
 - 2.4 an opportunity for a large partner space to promote the City of Perth;***
 - 2.5 advance priority notice of TEDxPerth 2016 tickets available for sale for the City of Perth to purchase;***

(Cont'd)

2.6 optional certificate acknowledging the City of Perth's support of the event; and

- 3. a detailed acquittal report, including all media coverage obtained, to be submitted to the City of Perth by 30 November 2016.**

BACKGROUND:

FILE REFERENCE: P1027729
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 28 June 2016
MAP / SCHEDULE: N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 5 July 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

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

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

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

In 2014, the City approached the event organisers to consider moving the event from the University of WA to the Perth Concert Hall. Under a Principal Partner Corporate Sponsorship agreement, the Concert Hall was secured as the 2014 venue, doubling attendance numbers. Previous annual TEDxPerth events have been held at the Octagon Theatre at the University of Western Australia and the Northbridge Piazza. The 2015 event was held at the Perth Concert Hall.

The 2014 and 2015 TEDxPerth event sold out within one week. More than 1,400 attended the 2015 event with an estimated 73,000 people reached on the day of the event alone through social media and streaming. Furthermore, the 2015 TEDxPerth event was a national top 5 “Twitter Trending Topic/Hashtag”, meaning Twitter identified, via algorithm, that the 2015 TEDxPerth event was a topic discussed more than others.

The City successfully engaged with event goers by showcasing the 3D City Model at event. The display highlighted how the City is utilising 3D technologies to visualise and assess proposed private and government developments and how the system provides a means to educate various existing and potential stakeholders of the growth currently taking place in the City of Perth.

Following the 2015 event, attendees were asked to complete a post-event survey and 90% of responders rated the event as either brilliant or good and 95% rated the onstage host as good or brilliant. Overall, the proponent delivered on the agreed benefits as outlined in the sponsorship agreement. This feedback was provided to the City as part of the post-event partner debrief report submitted by the event organisers and this was made available on the Elected Member Portal.

Summary of Event:

TEDxPerth 2016 is currently building the program for the event and the speaker list will be announced in September 2016. At least 12 speakers from a range of disciplines including medicine, engineering, history, social enterprise, technology, innovation, business and the arts will present talks lasting no more than 18 minutes long. Complementing these ‘Ideas Worth Spreading’ will be performances, including local acts.

TEDxPerth 2016 will be encouraging satellite viewing parties and the event will be streamed in Perth, possibly again at the Northbridge Piazza and potentially also at the new City of Perth Library, providing a unique experience for attendees at the simulcast venue that are unable to attend the event live in person.

The event will take place at the Perth Concert Hall on Saturday, 15 October 2016, and ticket prices are \$99.

Sponsorship has been sought from the following organisations:

- Curtin University;
- Deloitte;
- Landgate;
- RAC;
- South32;
- Perth Convention Bureau; and
- Australia Post.

Previous City of Perth sponsorship is as follows:

Year	Amount
2014/15	\$25,000
2015/16	\$20,000
2016/17	<i>Requested - \$25,000 Recommended - \$24,000</i>

It is recommended that the Council approves sponsorship of \$24,000 (excluding GST).

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

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

Policy

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

Details:

Eligibility for Sponsorship:

Criterion	Satisfied
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Supports for promotional material (such as publications and films) which positively position the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

Markets / audiences who will be exposed to sponsorship information:

The TEDxPerth organisers expect a physical attendance of approximately 1,400 people on the day of the event. The event will also be streamed live for free over the internet, with a potential to reach thousands more in Perth, throughout Australia and overseas. Talks from TEDxPerth 2016 will be made available for viewing on TEDxPerth.com and YouTube after the event, and possibly streaming live at the Northbridge Piazza.

Promotion of City of Perth to Markets / audiences:

The City will be recognised as a Principal Partner on printed programs, the TEDx website, slides during the Partners acknowledgement speech and prior to the presentation commencement, in an acknowledgement speech, in printed promotional material, volunteer workers' clothing, and on a slide appearing for three seconds at the start of TEDxPerth 2016 videos produced and distributed on TEDxTalks YouTube

channel and TEDxPerth.com, noting that each video is viewed an average of 3530 times.

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

The marketing strategy for TEDxPerth 2016 will involve promotion through social media and digital marketing channels, which has proven highly effective in the past. TEDxPerth 2014 and 2015 sold out entirely through a direct mailing list and social media campaign.

As of May 2016, TEDxPerth has 7,984 followers on Facebook, 6,374 followers on Twitter and over 3,000 subscribers to its email list.

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

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

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

Assessment of Application (Corporate):

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

The TEDx brand has a high level of name recognition throughout the world, allowing Perth, and the City, to be recognised locally, nationally and internationally for its involvement and support through acknowledgements, marketing material, website and presenter slides.

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

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

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

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

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

The City will also likely directly benefit from the event through parking revenue at the City's near-by car parks. In 2014, occupancy at City of Perth Parking in the vicinity (i.e. Terrace Road, Council House and Concert Hall) was up an average of 66% between the hours of 8.00am and 6.00pm compared to the 3 weeks surrounding 4 October 2014 (TEDxPerth 2014 event date) and up 50% between the hours of 7.30am and 9.00pm compared to the three weeks prior to the 2015 event.

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

Full funding for this initiative is budgeted in the Economic Development Unit 2016/17 Budget.

All figures quoted in this report are exclusive of GST.

COMMENTS:

It is recommended that the Council approves sponsorship of \$24,000 (excluding GST).

TEDx events are now held in every Australian capital city and in most major cities in the world. The events are generally held in major civic or cultural institutions, including the Sydney Opera House, the Melbourne Convention & Exhibition Centre and the Adelaide Town Hall.

The TEDxPerth 2016 event aims to raise the intellectual ambition and culture of Western Australia through presentations from thought-provoking speakers via high levels of recognition through this international renowned brand. The event is in-line with the City's desire to be known as a regionally significant region, and for supporting knowledge-based enterprises and cultural endeavours.

ITEM NO: 14

CORPORATE SPONSORSHIP – PERTH CONVENTION BUREAU 2016/17

RECOMMENDATION: (APPROVAL)

That Council:

- 1. approves corporate sponsorship of \$260,652 (excluding GST) for the Perth Convention Bureau 2016/17 financial year grant, and \$20,000 for the Perth Convention Bureau Scholarship Program;***

- 2. notes that Perth Convention Bureau will provide the following sponsorship benefits to the City in relation to the 2016/17 financial year grant:***
 - 2.1 the City of Perth to be recognised as a Platinum Partner;***

 - 2.2 the City of Perth to receive membership to the Perth Convention Bureau;***

 - 2.3 a City of Perth Elected Member to be nominated to the Perth Convention Bureau Board;***

 - 2.4 quarterly briefings between Perth Convention Bureau and City of Perth to update on activities;***

 - 2.5 reference to the City of Perth as a Platinum Partner in the Perth Convention Bureau Annual Report (in text and with the City of Perth crest);***

 - 2.6 reference to the City of Perth in presentations;***

 - 2.7 reference to the city and its attributes in all bid submissions;***

 - 2.8 the support of the City of Perth to be acknowledged in media releases where appropriate;***

(Cont'd)

- 2.9 inclusion of City of Perth activities for members in the Perth Convention Bureau newsletters;**
 - 2.10 the City of Perth's support to be acknowledged on the Perth Convention Bureau website;**
 - 2.11 inclusion of City of Perth support and activities in the Meeting and Incentive Planners Guide;**
 - 2.12 access to the Perth Convention Bureau's calendar of events including conference organiser contacts;**
 - 2.13 opportunities to be involved in familiarisation activities held by the Perth Convention Bureau as they arise;**
 - 2.14 key performance indicators to be included in the sponsorship agreement between the City of Perth and the Perth Convention Bureau;**
- 3. notes that Perth Convention Bureau will provide the following sponsorship benefits to the City of Perth in relation to the Perth Convention Bureau Scholarship Program:**
- 3.1 the City of Perth to be recognised with the scholarship title being "The City of Perth Convention Scholarship";**
 - 3.2 reference to the City of Perth as a sponsor in all correspondence and brochures referencing the scholarship;**
 - 3.3 the City of Perth crest to appear on all promotional material relating to the scholarship;**
 - 3.4 the Lord Mayor, or City of Perth representative, to be invited to present the award to the scholarship winner;**
 - 3.5 a City of Perth representative to sit on the judging panel.**

BACKGROUND:

FILE REFERENCE: P1031528
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 9 May 2016
MAP / SCHEDULE: N/A

This report is submitted directly to Council due to the financial interests of the members of the Marketing, Sponsorship and International Engagement Committee.

The Perth Convention Bureau (PCB) was founded in 1972 as a company limited by guarantee. It operates as a non-profit organisation representing the interests of its fee-paying members.

The PCB markets Western Australia as a convention, exhibition and incentive travel destination. It provides incentives and facilitation services to encourage conferences, exhibitions and incentive groups to be staged in Western Australia.

The City of Perth has been a principal supporter of the PCB since it commenced operations. Councillor Chen is currently the City of Perth nominee on the PCB Board as part of the City's existing sponsorship benefits.

Summary of Proposal:

A submission has been received from the PCB seeking a sponsorship grant from the City of Perth for the 2016/17 financial year, and sponsorship of \$20,000 for the Perth Convention Bureau Scholarship Program. The PCB has requested an investment of \$261,678 (excluding GST) from the City of Perth for the 2016/17 financial year. The amount requested equates to a 2% increase on the \$256,547 provided in 2015/16.

Through its support for PCB, the City recognises the importance of business events as a significant economic driver for the city. The PCB raises the profile of the city as a convention destination in major markets.

PCB has developed a unique model to attract high yield conferences, and as a result is the highest performing Bureau in the country with a return of 1:31 for every dollar of funding in 2015. This is an increase from its return of 1:17 in 2009, and significantly higher than other State capital cities.

PCB identifies and engages Western Australians who are specialists in their field of expertise to lead conference bids. PCB also utilises the annual Aspire Scholarship Program to access key individuals at the top of their field.

In the past two years, the organisation has worked to research and identify high-yield sectors to target. This high-yield delegate strategy delivers multiple dividends and has attracted substantial attention within the international destination marketing industry.

Within the high yield sectors identified, PCB has experienced significant success in securing conferences from the Health, Resources and Radio-Astronomy fields. Other sectors identified as high yielding and aligned with the economic development agendas of the State Government and the City of Perth are Agriculture and Marine Science. These will continue to be specifically targeted over the period of 2016 – 2019.

To further refine and ensure the longevity of the high yield delegate strategy, over the past two years, PCB has engaged RPS Group to undertake market research and analysis to empirically identify other high yielding sectors of conference delegates.

Research undertaken by RPS Group has shown that conference delegates yield more per day than the typical leisure visitor. Over the period of time surveyed, the average overnight leisure visitor in WA spent \$109 per night, with conference delegates spending an average of \$564 per night. This spend is comprised of accommodation (30%) and conference registration (25%), with food and beverage, recreation, entertainment and tours accounting for the majority of the remaining cost.

Conventions and City of Perth

The PCB sales target for 2015/16 was \$108 million in delegate expenditure; it is on track to secure this. This is an increase on the previous year's figure of \$106 million in direct expenditure.

Whilst the PCB has a state-wide convention marketing responsibility, the City of Perth is the primary beneficiary. With the opening of the Perth Convention and Exhibition Centre in 2004, the city more than doubled its meeting capacity and is now hosting a larger number of conventions and exhibitions. A significant proportion of this activity and expenditure will be accommodated in the City of Perth local government area. The PCB advises that 80% of their annual calendar of events is held within the city.

Major Bid wins 2015/16

As of the end of March 2016, PCB had secured 146 wins, 41,294 delegates and an estimated direct delegate expenditure (DDE) of \$88.1 million, delivering approximately 82% of the annual DDE target to date. This reflects a bid win success of 95% for national and 85% for international conferences.

Some major bid wins secured during 2015/16 to date for business events to occur across 2016 to 2019 include:

Conference	Direct Delegate Expenditure
Endocrine Society of Australia (ESA) and Society for Reproductive Biology (SRB) & the Australian Diabetes Society (ADS) & Australian Diabetes Educators Association (ADEA) Annual Scientific Meeting 2017	\$8,125,300
Malaysia MICE Convention 2017	\$3,943,560

Conference	Direct Delegate Expenditure
Royal Australian and New Zealand College of Radiologists (RANZCR) Annual Scientific Meeting 2017	\$2,529,478
AustralAsians Intervarsity Meeting and Debating Championships 2016	\$2,152,355
International Whitefly Symposium (IWS) 2018	\$1,950,701
Financial Planning Association of Australia (FPA) Professionals Congress 2016	\$1,894,985

Scholarship Program

The Aspire Scholarship Program was developed by PCB to stimulate more conference bidding activity. The scholarship assists with funding their attendance at international conferences and builds new bidding opportunities to bring those conferences to Perth in the future. Over the past 14 years the PCB's scholarship program has been responsible for securing international conferences for WA valued at in excess of \$80 million in delegate generated expenditure.

The City of Perth has supported the City of Perth Convention Scholarship since 2007. Previous City of Perth scholarship winners are detailed in the below table:

Year	Recipient	Details
2006/7	Dr John De Roach and Enid Chelva, Sir Charles Gairdner Hospital	Secured the XLVIII International Society for Clinical Electrophysiology of Vision Symposium in November 2011
2007/8	N/A	Scholarship program did not run
2008/9	Carol Hanlon, CEO of the TCF Resource Centre of WA Inc.	Secured the 3 rd International Fashion Incubators Conference in September 2011
2009/10	Associate Professor Judith Fordham, Barrister and Jury Research Member, UWA	Has bid to host three international conferences representing \$5.61 million in potential direct delegate expenditure
2010/11	Dr Ann O'Neill, Director of Angelhands	Successfully bid for Perth to host the National Conference for Victims of Crime in 2013, and the International Symposium on Victimology in 2015
2011/12	Dr Susan van Leeuwin, CEO of Leadership Western Australia	Attendance at the annual International Leadership Conference in the United States in October 2012. Also used to attend the Harvard Business School to undertake its corporate social responsibility program.
2012/13	Ms Jodie Hurd, projects Manager, Diabetes WA	Attendance at the 21 st Global Conference on Health Promotion in Pattaya, Thailand
2013/14	Monnia Volpi-Wise, Manager Prevention Services, SIDS and Kids WA	Attendance at the Ispid international conference in the Netherlands in September 2014. Aims to attract both the

Year	Recipient	Details
		national and international conferences to WA.
2014/15	Dr Heidi Stieglitz Ham, Autism and Language Intervention WA	The scholarship will support Dr Stieglitz Ham to attend two international conferences; the International Meeting for Autism Research and the American Speech and Hearing Association Convention, and enable her to explore the opportunity to bring the conferences to Perth.

As part of their wider scholarship program, the PCB will continue to provide naming rights to the State's five universities for professional development awards as follows:

- Curtin University of Technology - \$5,000;
- Edith Cowan University - \$5,000;
- Murdoch University - \$5,000;
- University of Western Australia - \$5,000; and
- University of Notre Dame Australia - \$5,000.

In return for the PCB providing naming rights, the universities co-ordinate a launch function on campus and distribute promotional material to their staff.

The City of Perth scholarship will be endorsed as the flagship award of the PCB's Scholarship program and receive greater exposure than the university scholarships in that it is available and promoted to a more diverse range of industries.

Funding

In 2015/16, PCB received a City of Perth grant of \$256,547 and \$20,000 towards its scholarship program. Based on the \$106 million results, this investment has generated a return of approximately \$383 for every dollar invested by the City of Perth.

The following table shows the City's previous sponsorship for the PCB (including \$20,000 scholarship contribution which commenced in 2006/07):

Date	Amount (excluding GST)
2002/03	\$200,000
2003/04	\$200,000
2004/05	\$200,000
2005/06	\$215,050
2006/07	\$250,000
2007/08	\$230,000*
2008/09	\$250,000

Date	Amount (excluding GST)
2009/10	\$250,000
2010/11	\$254,600
2011/12	\$255,000
2012/13	\$262,000
2013/14	\$269,075
2014/15	\$276,547
2015/16	\$276,547

*There was no scholarship component in 07/08; hence the \$20,000 was not included.

The 2016/17 financial year will be the first of the new three year Business Events Marketing and Promotional Services Agreement with Tourism Western Australia (TWA) to market Perth and Western Australia as the destination for conventions and meetings.

In May 2016, the State Government overturned an earlier decision to cut PCB's annual funding. As a result of a funding package for tourism as part of the 2016/17 budget, they have subsequently been awarded an additional \$7.55 million of funding over several years.

PCB is funded by a mix of membership fees, government grants and sponsorships. Funding sources year-to-date include:-

Funding Source (Source: PCB)	2015/16
Tourism WA	\$3,762,000
Grants (City of Perth)	\$ 256,547
Industry financial contribution	\$1,128,600
Membership fees	\$ 365,000

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

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

Policy

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

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes

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:

The markets exposed to the marketing activities of the PCB include international, national and local industries, convention organisers and convention delegates.

The scholarship targets not-for-profit associations in the following industries: mining and resources, health, education, science and technology, business, environment and heritage, retail, and arts and culture. These industries are the focus of attention for the Economic Development Unit and complement work being undertaken to diversify the local economy.

Naming rights to the scholarship award would also provide the City of Perth with longevity of benefits and recognition. The City of Perth Convention Scholarship Winner will likely be an achievement that the recipient will carry with them on their CV for years to come.

Promotion of City of Perth to Markets / audiences:

In recognition of the City of Perth's financial contribution, the PCB will acknowledge its key stakeholder status both in written and electronic collateral and publicity. This recognition is detailed in the recommendation section of this report.

In addition the City will continue to receive notification of scheduled conferences, seminars and exhibitions, entitling it to submit relevant targeted marketing information and investment collateral for delegate's packs.

Assessment of Application (Corporate):

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

Benefits offered by the PCB ensure that the city is promoted internationally, to a high spending market with measurable results. This focussed marketing activity to high yield markets is not undertaken by any other authority or organisation.

Sponsorship of the Aspire Scholarship Program contributes to positioning the city as an international convention destination. Conventions showcase the State's areas of excellence, enabling the fostering of closer trading, cultural and social linked with business and trading partners. Conference business facilitated by PCB enhances Perth's international profile, increases leisure tourism, through pre and post routing opportunities and increases business investment, innovation and productivity.

Work in this area is closely aligned with the City of Perth International Engagement Strategy in the areas of international trade, international education and tourism.

Sponsorship of the PCB allows the City cost effective promotion of economic opportunities with critical industry sectors such as health, medical research, professional services, mining, oil and gas and agriculture.

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

Sponsoring the PCB contributes to positioning the city as an international convention destination. Conventions showcase the state's areas of excellence, enabling the fostering of closer trading, cultural and social links with business and trading partners. Conference business facilitated by PCB enhances Perth's international profile, increases leisure tourism through pre and post touring opportunities and increases business investment, innovation and productivity.

The scholarship program provides an opportunity for the City to develop close relationships with local community associations and be involved in the recognition of achievements of individuals in the not-for-profit sector.

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

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

The City's sponsorship of the PCB increases visitation in the city and positions the city as a city of regional and international significance. The attraction of conferences is an activity which increases economic investment in the city through direct delegate expenditure.

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

Council's 2016/17 Budget contains an allocation for this sponsorship.

All figures quoted in this report are exclusive of GST.

COMMENTS:

The value and worth of the City's support and corporate sponsorship of the PCB go beyond economic and tourism benefits. There are many social dividends including increased business activity and investment, facilitating knowledge transfer and enhancing Western Australia's international profile. There are also extended beneficiaries of business, academia, research, healthcare, agriculture and resources which are the sectors for which conferences are predominantly held.

It is recommended that the Council approves sponsorship of \$260,652 (excluding GST) as annual funding and \$20,000 (excluding GST) for the City of Perth Convention Scholarship Award. This represents a 1.6% CPI increase on the amount provided as annual funding in 2015/16 and reflects the City's stated ambition to keep all costs to within CPI.