



CITY of PERTH

Lord Mayor and Councillors,

NOTICE IS HEREBY GIVEN that the next meeting of the **Marketing, Sponsorship and International Engagement Committee** will be held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 14 June 2016 at 4.00pm.**

Yours faithfully

**ROBERT MIANICH
DIRECTOR CORPORATE SERVICES**

9 June 2016

Committee Members:

Members:

Cr Chen (Presiding Member)
Cr Limnios
Cr Yong

1st Deputy:

Cr Davidson

2nd Deputy:

Cr Green



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

EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

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

BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

ALERT ALARM

beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.

EVACUATION ALARM/PROCEDURES

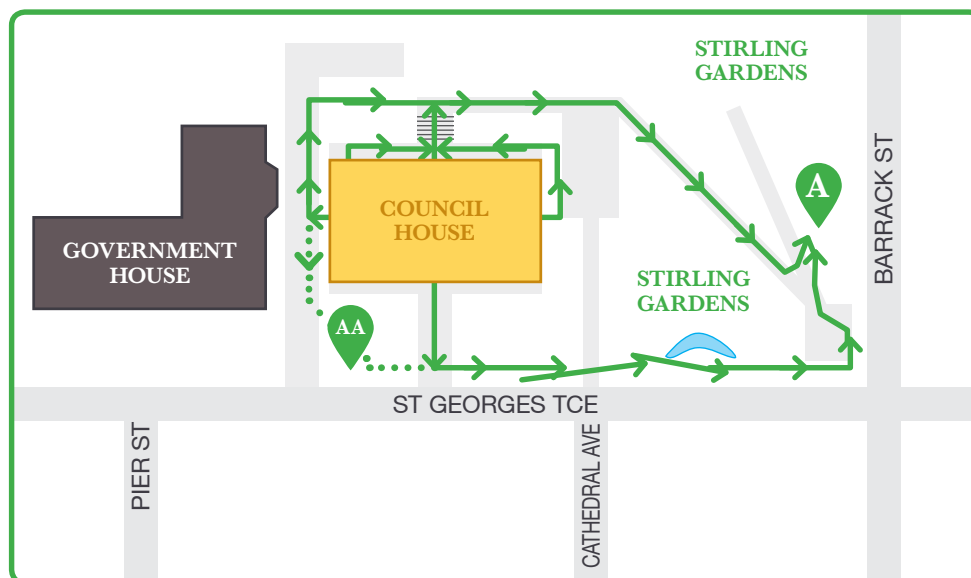
whoop whoop whoop

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

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



EVACUATION ASSEMBLY AREA



A Assembly Area

AA Alternate Assembly Area

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

Established: 17 May 2005 (Members appointed 22 October 2015)

Members:	1st Deputy:	2nd Deputy:
Cr Chen (Presiding Member) Cr Limnios Cr Yong	Cr Davidson OAM JP	Cr Green

Quorum: Two
Expiry: October 2017

TERMS OF REFERENCE

OCM 24/11/15

1. To oversee and make recommendations to the Council on matters related to:
 - a. marketing of the city (including marketing of the City's car parks);
 - b. initiatives to promote Perth as a tourist and investment destination;
 - c. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
 - d. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership and other city partnerships;
 - e. the implementation of the Christmas Decorations Strategy;
 - f. the management of the Australia Day Celebrations;
 - g. street busking in the City;
 - h. use of the City's banner and flag sites;
 - i. corporate communications and public relations;
 - j. to oversee the development and implementation of the International Engagement Strategy to position Perth as a global city.

NOTE:

Delegated Authority 1.1.2 – Marketing, Sponsorship and International Engagement Committee provides authority for the Committee to:

1. Approve or decline requests for donations, grants or sponsorships of up to \$10,000 [FM Reg.12(1)(b)].
2. Approve or decline requests to waive fees for the hire of the City's exhibition screens with a value in excess of \$5,000 [s.6.12].

This meeting is open to members of the public

INFORMATION FOR THE PUBLIC ATTENDING COMMITTEE MEETINGS

Question Time for the Public

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

Deputations

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

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

Disclaimer

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

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.

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT COMMITTEE
14 JUNE 2016**

ORDER OF BUSINESS

- 1. Declaration of Opening**
- 2. Apologies and Members on Leave of Absence**
- 3. Question Time for the Public**
- 4. Confirmation of Minutes – 24 May 2016**
- 5. Correspondence**
- 6. Disclosure of Members' Interests**
- 7. Matters for which the Meeting may be Closed**
- 8. Reports**
- 9. Motions of which Previous Notice has been Given**
- 10. General Business**
 - 10.1. Responses to General Business from a Previous Meeting**

Nil
 - 10.2. New General Business**
- 11. Items for Consideration at a Future Meeting**

Outstanding Reports:

 - Review of Council Policy 18.8 – Provision of Sponsorship and Donations (Raised 22/01/15, updated 03/03/15, 26/05/15 and 28/07/15, 01/03/16, 24/05/16).
- 12. Closure**

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ITEM NO: 1

CORPORATE SPONSORSHIP – ANGEL INVESTING MASTERCLASS

RECOMMENDATION: (APPROVAL)

That Marketing, Sponsorship and International Engagement Committee:

- 1. approves cash corporate sponsorship of \$9,900 (excluding GST) to Western Australian Angel Investors Incorporated (WAAI) to present an Angel Investing Masterclass and Information Session on Friday, 24 June 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 the City of Perth to be listed as the naming sponsor of the events;***
 - 2.2 City of Perth branding and crest to appear on relevant promotional and advertising material (physical and electronic);***
 - 2.3 an opportunity for the Lord Mayor, or City of Perth representative, to present the closing speech at the event; and***
 - 2.4 the provision of data and associated information relating to the event, including attendee details;***
- 3. notes that a detailed acquittal report, including all media coverage obtained, will be submitted to the City of Perth by August 2016.***

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 31 May 2016
MAP / SCHEDULE: N/A

Formed in 2010, Western Australian Angel Investors Incorporated (WAAI) is a group of private investors who actively invest in early stage technology companies, primarily ones that are based in Perth, Western Australia. The group is a registered not-for-profit organisation.

Angel Investors are defined as individuals who invest their own money in an entrepreneurial company. They do not seek direct control of the running of the company and are typically willing to accept risk with regard to the investment, believing that their investment in a share of the company can be valuable in the future.

In addition to their financial investment, Angel Investors can also provide value to early stage companies through the benefit of their experience and professional networks, with many operating in a mentoring capacity.

The WAAI is a member of the Australian Association of Angel Investors Ltd (AAAI). WAAI forms part of an international network that provides its members with opportunities to generate financial returns and support new industry opportunities.

Vision

The WAAI aims to provide the efficient sourcing and allocation of incubation and early-stage investment capital for investment ready opportunities in Western Australia.

Objectives

The objectives of the WAAI are to:

- Build a professional community of Angel investors in WA;
- Educate Angel investors to support better investment outcomes;
- Provide quality deal flow for Angel Investors;
- Engage, collaborate and leverage early stage investment capital;
- Promote ethical and efficient Angel Investment and Angel Syndication in Australia; and
- Facilitate investment in early stage opportunities in WA.

Summary of Event:

The WAAI, in partnership with the AAAI, propose to run an Angel Investor breakfast briefing and afternoon master class on Friday, 24 June 2016.

Breakfast event

The WAAI has advised that it has invited Mr Jordon Green, Chairman Emeritus of the Australian Association of Angel Investors, and Professor Peter Klinkin, Chief Scientist of Western Australia, to speak at the breakfast event. Professor Klinkin will speak about the State's Science Statement and the major themes and current opportunities in the innovation sector in Western Australia and the areas that require greater

involvement of private investment. Mr Green will present an overview of the latest national and international trends in Angel Investing.

The breakfast will be held at the Perth Arena. It is expected that the majority of attendees will comprise the alumni of international business schools who are currently residing in Perth. This group typically holds senior executive positions within major corporations.

Master class

The proposed masterclass to be held in the afternoon on Friday, 24 June 2016 at the offices of the accounting firm BDO in Subiaco will look to provide participants with more detailed information regarding Angel investing.

The half-day workshop has been developed by Angel Education Australia (AEA), the education division of the Australian Association of Angel Investors, and forms part of the AEA curriculum. AEA course materials benefit from the AAAI's collaboration with leading Angel education organisations in North America and Europe.

The objective of the workshop is to improve the investing skills of Angel investors through ensuring they have realistic understanding and expectations of Angel investing, including knowledge of the Angel investment process and support in developing an Angel investing strategy.

The agenda for the master class includes:

- Where Angels fit in;
- Angels, Groups and Angel Investing;
- Angel Profile;
- The Investment Process;
- Developing an Angel Investing Strategy; and
- Investment Evaluation and Exit Selection.

The master class will be presented by Jordon Green, with support from a panel of experts in accounting, tax, legal and intellectual property. Participants will receive a workbook that includes presentation content, slides and exercise worksheets.

The master class will conclude with an interactive session, with participants able to ask the expert panel questions, followed by a networking session.

Previous Sponsorship for WA Angel Investors

The City of Perth has previously provided in-kind support (venue space and catering) for two WAAI events held at the Northbridge Piazza – a “pitch” night in April 2015 and an investor education session regarding investing in health tech in March 2016.

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

Markets / audiences who will be exposed to sponsorship information:

The audiences exposed to the City of Perth’s support and involvement in these events include the local and national Angel Investor community, professionals and executives from the services sectors (such as lawyers, doctors, accountants, and bankers) and those involved in the innovation and start-up community.

Promotion of City of Perth to Markets / audiences:

Through support for these events, the City of Perth’s reputation as a key supporter of the start-up and innovation sector will be reinforced.

The events will be promoted and presented as a joint venture between the WAAI and the City of Perth, with the City of Perth receiving recognition through methods including signage, name and logo placement and verbal acknowledgement.

Assessment of Application (Corporate):

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

Sponsorship of these two events is in alignment with the City of Perth’s current support and involvement in the local early stage tech and innovation sector. The City of Perth is particularly active in supporting the ecosystem, through the support for co-working spaces, hackathon events, conferences, education events and accelerator programs.

The missing piece in the innovation pipeline that the City of Perth has been involved in involves the investment space. Local stakeholders have identified access to capital as a major barrier to success and the biggest hurdle encountered by early stage businesses seeking to expand their start-up.

Support for these events and partnership with the main bodies involved in Angel Investing will show that the City of Perth is an active and committed participant in the local innovation ecosystem at all levels. It will also allow the local industry to develop within the critical back-end investment attraction aspect of the industry, helping to keep valuable businesses in Perth.

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

The participants at the events will see first-hand how the City of Perth is actively supporting local innovation and how the sector contributes benefits that flow on to the state as a whole.

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 proposed events are clearly in-line with the City of Perth's Economic Development objectives and aims, particularly with regard to increasing economic investment within the city and in positioning the city as a centre of regional and international significance.

The events aim to educate existing and prospective local investors about Angel Investing and provide information regarding opportunities to invest in early stage companies as opposed to just publicly listed companies. The events will also look to provide attendees with effective methods of investing in early stage companies as a sustainable practice.

By increasing the availability of private sector investment, it is hoped that more innovation related companies and entrepreneurs will be attracted to the city.

4. Benefits to be provided to the City of Perth.

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

FINANCIAL IMPLICATIONS:

ACCOUNT No: CL43972000
BUDGET ITEM: Economic Services – Other Economic Services –
Economic Development
BUDGET PAGE NUMBER: 66
BUDGETED AMOUNT: \$3,025,577 This component is: \$172,573
(Creative Industries)
AMOUNT SPENT TO DATE: \$2,010,246
PROPOSED COST: \$ 9,900
BALANCE: \$1,005,431

All figures quoted in this report are exclusive of GST.

COMMENTS:

It is recommended that the Marketing, Sponsorship and International Engagement Committee approve cash corporate sponsorship of \$9,900 (excluding GST) to the Western Australian Angel Investors Incorporated to present an Angel Investing Masterclass and Information Session on Friday, 24 June 2016.

Events such as these are aligned with the City of Perth's focus on supporting the local ecosystem. They bring private investors together to support the local entrepreneurial and innovation sector by providing an opportunity for these investors to understand best practise in identifying, filtering, selecting and structuring an investment portfolio with early stage companies, which will, in-turn, support further investment in Western Australian-based innovation.

Approval of this sponsorship will help to keep valuable business in Perth who would otherwise leave the city for the eastern states or overseas. Supporting the investment ecosystem also addresses vacancy rates within the City of Perth by encouraging the attraction and retention of start-up enterprise within the city through the occupation of floor space. This initiative also contributes to further clustering of innovative enterprise within the City of Perth supporting economic diversity within the central business district.

ITEM NO: 2

CORPORATE SPONSORSHIP – FESTIVAL FROMAGE

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Engagement Committee:

- 1. approves cash corporate sponsorship of \$10,000 (excluding GST) to Taste Adventure Pty Ltd, trading as Festival Fromage, to present the Festival Fromage from Friday, 11 November 2016 to Sunday, 13 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 to be recognised as an event partner;***
 - 2.2 the City of Perth crest to appear on all signage, poster advertising, and the event program;***
 - 2.3 the support of the City of Perth to be recognised on social media for the event;***
 - 2.4 a full page advertisement for the City of Perth in the Festival Fromage event program;***
 - 2.5 the support of the City of Perth to be verbally acknowledged at the event;***
 - 2.6 the support of the City of Perth to be acknowledged in media coverage where possible;***
 - 2.7 the support of the City of Perth to be acknowledged in the event's social media;***
 - 2.8 the City of Perth to receive details of all national food and wine journalists, ambassadors, interstate and international event visitors prior to the event;***

(Cont'd)

- 2.9** *the Lord Mayor, or representative, to be invited to present the Decadent Fromage award for the city's best retailer; and*
- 2.10** *an opportunity for the City of Perth to provide further promotional material for distribution at the event;*
- 4.** *notes that a detailed acquittal report to be submitted to the City of Perth, including all media coverage obtained, event attendance, and city wide activation by 28 February 2017.*

BACKGROUND:

FILE REFERENCE: P1031528
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 30 May 2016
MAP / SCHEDULE: N/A

Taste Adventure Pty Ltd. (trading as Festival Fromage) has applied for cash sponsorship of the inaugural Festival Fromage. The organisation is made up of two key individuals with experience in marketing strategy, business development, sponsorship delivery and the food and beverage industry.

Ms Danicia Quinlan has 20 years of experience working in communications, business development, community partnerships, management consulting and strategy. She was most recently the Executive Director of the Telstra Perth Fashion Festival.

Mr Michael Taylor has qualifications in dairy technology and experience working in management roles at Peters and Brownes. He specialises in project management and business development in the dairy and brewing industries.

Summary of Event:

Festival Fromage will be held at Perth Town Hall, Cathedral Square and other city locations from Friday, 11 November 2016 to Sunday, 13 November 2016. The event is a boutique festival for lovers of cheese, artisan cheese makers and liquor producers who make beverages to compliment cheese.

The festival will be comprised of a series of industry talks, cheese making workshops, presentations by local and interstate cheesemakers, brewers, chefs and producers of WA liquor.

The event is targeted at a wide audience with a variety of events, initiatives and ways to engage with the event, including:

Festival Fromage

This will be located at Perth Town Hall and will be the home of the Festival with vendors, food artisans, retail and tastings. This component will be ticketed and run in sessions across the weekend.

Picnic in the Square

The event attendees set up picnics with their purchased produce at Cathedral Square.

VIP Degustation

This involves long table VIP degustation sessions with a degustation menu of matched cheeses and liquor.

Cheese Culture Series

This is a series of consumer based cheese making workshops and industry talks with leading cheese makers, food technology academics, industry leaders, artisans and business advisors. This component will be held at Curtin's Old Boys School at Brookfield Place.

Decadent Fromage

Decadent Fromage is a food, beverage and retail marketing initiative which organisers will run alongside the Festival. This initiative will increase the events reach and accessibility beyond the available tickets for the core events. Decadent Fromage will see Perth's finest dining establishments and city cheese retailers creating unique decadent cheese dishes to be promoted as part of the Festival.

Participating businesses will pay an administrative fee of \$250 for inclusion in the initiative, which will cover printing and promotional costs. This activation will be supported by a strong social media campaign with the voting public engaging with the event on social media to determine a winning retailer. The City of Perth will assist with the promotion of this component on social media and all offers will be included on the Visit Perth City website.

The event organisers estimate participation numbers of artisans, presenters and stall holders at the core Festival events at 42, with 30 of these from the Perth Metropolitan area, five regional, five interstate and two international.

Over 2,500 tickets will be available in allocated time slots to tour the event home at Perth Town Hall over the course of the Festival. The event organisers anticipate a total attendance at the event of 3,200, with the majority of these coming from the Perth metropolitan area. It is estimated that around 40 representatives of the Australian cheese industry will participate in the event, many of whom will stay in the city during the festival, spending on accommodation, transport and hospitality.

The event will be held exclusively in the city and organisers plan to make it an annual event with significant growth potential to become one of the City's largest festivals.

The event was announced on Urban List Perth in early May 2016. The announcement immediately went 'viral', garnering over 1,000 Facebook likes in the first nine minutes. It was subsequently viewed, shared and discussed by over 220,000 consumers within 24 hours. Pre-registration for the event stands at 1,300, with the majority of these seeking multiple tickets. The event organisers believe that these statistics are evidence of the strong audience interest in the event and predict that the event will sell out.

Funding

The total cost of the event is \$179,968. The event organisers have requested cash and in kind sponsorship of \$13,568 (7% of the total cost of the event). The hire of Perth Town Hall for the event is valued at \$7,068. Cash sponsorship of \$10,000 (6% of the total cost of the event) is recommended. This is sufficient to cover the hire costs of Perth Town Hall and assist with promotion of the event.

The event organisers have secured sponsorship from IGA for the event, and are seeking an additional six sponsors, with each of these occupying a unique position (including industry partner and venue partners) so there is no cross over or competition amongst sponsors.

Activation and Leveraging

The City of Perth Economic Development and Activation Directorate led by the Marketing and Communications Unit has identified and developed a significant leveraging program for the City of Perth in November 2016 to coincide with the Festival. The Cow Parade is the largest and most successful public art event in the world, with life size cow sculptures painted and transformed by local artists and then sold at auction for the benefit of not for profit organisations. The parade will leverage off the Festival, provide activation in key city areas, promote and support local artists, provide engagement opportunities for city retailers and support local charities through awareness and fund raising.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Young Butchers Picnic 2015	\$20,000	10,000	\$2.00
Perth Italian Wine and Food Festival 2015	\$3,038	1,000	\$3.04
<i>Festival (requested)</i>	<i>\$13,568</i>	<i>3,200</i>	<i>\$4.24</i>
<i>Fromage (recommended)</i>	<i>\$10,000</i>		<i>\$3.13</i>

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
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 event is targeted to reach a broad audience of food and cheese lovers. The core target market is identified as between the ages of 25 – 45 years, willing to spend significantly on gourmet food experiences. Event organisers will also target the national and international food and wine journalists who are in the state for the Margaret River Gourmet Escape which will be held the following weekend.

Promotion of City of Perth to Markets / audiences:

The City of Perth will be promoted as per the recommendation section of this report. In addition, the City of Perth's support will be promoted through the full social media campaign associated with the event, via the Festival Fromage program, website and mainstream media.

Assessment of Application (Corporate):

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

The event will position the City of Perth as a home of artisan produce. It links into the Eat Drink Perth brand and complements City initiatives such as Perth Home Grown. Initial promotion of this event has seen strong interest across the City, state and country. The event is a premier high-end cheese Festival to be held in Australia and has the potential for significant growth in years to come.

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

Festival Fromage will provide a niche food festival offering for the city, assisting in positioning Perth as a capital city with a strong food and beverage industry. The

event will additionally bring together city tenants to share knowledge, expertise and creativity in activating the Treasury and Cathedral Precinct.

3. Contributes towards the achievement of one or more of the City of Perth'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.

Registrations for the event currently stand at 1,300 with individuals requesting multiple tickets. This number is likely to grow in the months leading up to the Festival and will exceed capacity for the event itself. The City of Perth's Decadent Fromage initiative will assist to extend the capacity of the event and boost the city visitation over the dates of the event, as well as driving event attendees to other city businesses, resulting in additional spend. Interstate and international event participants will be accommodated in the city for 3 to 4 nights across the event.

Economic modelling for the event shows that it is expected to generate an economic output of \$0.762 million, giving the city a return on investment of 1:76 for the recommended sponsorship of \$10,000.

The event organisers believe that the event is likely to deliver additional retail spend to the city's high end cheese retailers such as David Jones, Kakulas Brother and the Re-Store.

4. Benefits to be provided to the City of Perth.

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	9323 1000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	TBC
	BUDGET ITEM
BUDGETED AMOUNT:	\$548,845
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$10,000
BALANCE:	\$538,845

All figures quoted in this report are exclusive of GST.

COMMENTS:

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

The inaugural Festival Fromage will be held from 11 to 13 November 2016. The event will have a hub at Perth Town Hall and will take place exclusively in the city. The event organisers are working with the City of Perth's Marketing Unit to program additional activation alongside the event to extend its reach. Cash sponsorship of \$10,000 is recommended for the event. Based on the significant early public interest generated in the event, the City of Perth believes this event has the potential to significantly grow in years to come and enhance the offering of Perth as a capital city. A structured activation plan has been developed to leverage this sponsorship and is a cross unit Economic Development and Activation directorate initiative.

ITEM NO: 3

CORPORATE SPONSORSHIP OF THE PERTH EDITION – NEXT LEVEL

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves cash Corporate sponsorship of \$9,000 (excluding GST) to Next Level to launch a Perth edition of Next Level magazine in November 2016.***
- 2. notes that Next Level will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 a single page colour advertisement in Next Level – Perth edition magazine;***
 - 2.2 the inclusion of the City of Perth crest on Contents page of Next Level – Perth edition magazine;***
 - 2.3 feature articles highlighting the city of Perth in Next Level – Perth edition magazine; and***
 - 2.4 provision of 200 copies of Next Level – Perth edition magazine to the City of Perth;***
- 3. notes that a detailed acquittal report will be submitted to within three months of the Next Level – Perth edition magazine distribution.***

BACKGROUND:

FILE REFERENCE: P1010627-31
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 24 May 2016
MAP / SCHEDULE: N/A

Next Level is a not-for-profit organisation based in London, England. In 2002 Next Level launched the Next Level magazine (London) which has become a leading art photography publication.

Next Level magazine is distributed worldwide by global circulation strategist Pine Apple Ltd to 30 countries in Australia, Asia, Europe and North America via major newsstands, galleries, bookstores, museum shops, art institutions and subscriptions. In addition, Next Level magazine is distributed at all major international art fairs such as Art Basel, Armory, ARCO, Paris Photo and Frieze Art Fair.

Summary of Opportunity:

Next Level has requested \$9,000 (excluding GST) to support the Perth edition of Next Level magazine.

The Perth edition will showcase the local contemporary visual art scene to an international audience with an interest in visual arts. Focusing on local contemporary photography and art exhibitions and galleries including Perth Institute of Contemporary Arts, Art Gallery of Western Australia, Perth Centre for Photography and Turner Galleries located within the City of Perth, Laurence Wilson Gallery at University of Western Australia, John Curtin Gallery at Curtin University, Gallery 25 at Edith Cowan University and important regional events, the magazine will promote the City's dynamic cultural identity.

Next Level will engage both local and international writers to contribute articles to the Perth edition. Each artist feature will be accompanied by a commissioned text that responds to the artwork. Next Level believes this approach constitutes a key role in exploring cultural identity, both as an insider and as an observer of local contemporary art and culture.

The Next Level magazine has an international circulation and has identified its readership as 52% male, 48% female, affluent, professional, influential and art and design conscious.

In order for a city or location to be featured in the magazine, Next Level must receive corporate support from local partners such as the City of Perth to ensure the viability of the publication.

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

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
Supports for promotional material (such as publications and films) which positively position the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

Markets / audiences who will be exposed to sponsorship information:

Next Level magazine has an international circulation of 8,000 and a subscription circulation of 900, distributed to art museums, art institutions, art fairs and schools of art in over 30 countries including Australia, Austria, Argentina, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Japan, Malaysia, Malta, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, UAE, UK and USA.

Next Level describes its readership as affluent, stylish, art & design conscious, professional, influential, discerning and uncompromising opinion formers.

Promotion of City of Perth to Markets / audiences:

City based contemporary art exhibitions and galleries profiled in the *Perth edition* will receive international exposure to a target audience.

The City of Perth will receive significant recognition as an international arts and cultural destination and domestically as a supporter of the local arts sector. This will open up tourism benefits as well as artist development opportunities.

Assessment of Application (Corporate):

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

The Perth edition will showcase cultural activities occurring within the city, enhancing the image of the City of Perth as a city with a unique cultural identity.

The City of Perth's support of this initiative will significantly enhance the image of the City of Perth amongst local arts and culture stakeholders, highlighting the City of Perth's support of the sector.

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

The Perth edition is likely to attract international interest in the city as a tourist destination recognised for its cultural offerings and high calibre artists.

3. Contributes towards the achievement of one or more of the City of Perth'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.

In support of its request, Next Level has submitted a case study of positive outcomes experienced by participating cities as a result of previous Next Level publications. Next Level has described one example:

“The Glasgow edition of Next Level was jointly submitted to the Commonwealth Games Committee in Sri Lanka 2007 which led to its successful bid. Next Level created a valid promotional increase, receiving widespread recognition for its significant contribution to the city, giving shape to its cultural assets.

Steven Purcell (Glasgow City Council Leader) declared: “The issue was a bold statement which serves to reinforce that the dear green place is an inspiring place with networks that make creative endeavour at the highest level, not only possible, but probable.”

4. Benefits to be provided to the City of Perth.

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	TBA
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,411,043.00
AMOUNT SPENT TO DATE:	\$1,399,952.70
PROPOSED COST:	\$9,000.00
BALANCE:	\$2,090.30

All figures quoted in this report are exclusive of GST.

COMMENTS:

The proposal to support the Perth edition of Next Level magazine is expected to significantly enhance the profile of the city as a pre-eminent cultural destination in line with the City of Perth's arts and culture objectives as outlined in Policy 18.1 Arts and Culture and 18.8 Provision of Sponsorship and Donations (Arts and Cultural Sponsorship).

It is recommended that the Marketing, Sponsorship and International Engagement Committee approves sponsorship of \$9,000 (excluding GST) to support the launch of Next Level magazine – Perth Edition.

ITEM NO: 4

CORPORATE SPONSORSHIP – AUSTRALIAN DESIGN FESTIVAL

RECOMMENDATION: (REFUSAL)

That Marketing and International Engagement Committee decline the request for cash sponsorship of \$3,000 (excluding GST) to Mr Michael Grau to support the presentation of Australian Design Festival from Friday, 17 June 2016 until Sunday, 26 June 2016.

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 29 April 2016
MAP / SCHEDULE: N/A

The Australian Design Festival is a social enterprise managed by a team of nine industry advisers. The Festival Director, Mr Michael Grau, will oversee the Festival, taking place across the Perth Metropolitan area from Friday, 17 June 2016 to Sunday, 26 June 2016. The Australian Design Festival has requested \$3,000 (excluding GST) in corporate sponsorship to support the presentation of the *Australian Design Festival* program.

The Australian Design Festival, an inaugural event showcasing innovation and creative industries, will deliver a suite of events associated with product design, fashion, architecture, graphic design, furniture design, experience design, design thinking and design-led business.

Australian Design Festival operates as a sole-trader.

Summary of Event:

The Australian Design Festival will deliver a program of events to showcase the work of local designers across a variety of disciplines.

The sponsorship request relates specifically to the following festival activities:

Day	Date	Event	Venue	Time
Friday	17 June 2016	<i>Open Design Studios (Northbridge locations)</i>	Northbridge	3:30pm – 7:30pm

Day	Date	Event	Venue	Time
Friday	17 June 2016	<i>Breakfast Design Talks with Creative Mornings</i>	Bankwest Building	7:30am – 9:00am
TBC	TBC	<i>Experience Design Tours of Alex Hotel</i>	Alex Hotel	TBC
Wednesday	22 June 2016	<i>Design-led Business Panel</i>	Bankwest Building	6:00pm – 8:00pm
Friday	24 June 2016	<i>Masterclass – Leading Design Thinking</i>	Bankwest Building	9:00am – 12:00pm

The Open Design Studios will provide an opportunity for visitors to view the workplaces and processes of Perth creative studios, the Festival will feature open studios in Fremantle, North Perth and Northbridge. Two Open Studios located in Northbridge are expected to attract a minimum of 100 participants.

The Breakfast Design Talks with Creative Mornings is described as a free breakfast lecture series for the creative community featuring designer Marcus Taylor of Studio Papa. Creative Mornings has been delivered successfully in Perth for the past two years. The Festival event is expected to attract an audience of 80 – 90 people.

Experience Design Tours of Alex Hotel is a tour with insights from the experience designers; the event date has not yet been confirmed.

Design-led Business Panel provides an opportunity to meet four Australian designers who have started their own businesses in digital, product and services. Much like the business approach of Airbnb (founded and managed by designers) the panel all deal directly with customers. The event is expected to attract between 90 and 110 participants.

Masterclass – Leading Design Thinking takes into account that businesses are increasingly turning to design thinking in order to move beyond digital disruption. In this masterclass, participants will learn how to lead their organisations in design thinking and how to measure the impact on customers and business. Design thinking and digital design requires leaders who can adapt their inspection and decision making. Businesses remain exposed when they use old techniques to frame and lead design thinking. This masterclass provides the opportunity to learn directly from coaches who have transformed businesses and organisations in Perth, Sydney, the UK and Silicon Valley. Participants will be charged \$300 per person for a half-day masterclass.

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
Support for activities which award endeavour in community service	No
Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth	No
Supports for promotional material (such as publications and films) which positively position the City of Perth	No
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 Festival audience is expected to comprise of design industries professionals, particularly architects; students; policy makers and urban planners from various Local Government Associations.

Promotion of City of Perth to Markets / audiences:

The Australian Design Festival has offered limited promotional opportunities for the City of Perth with the City of Perth being acknowledged on the Australian Design Festival website.

Assessment of Application (Corporate):

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

Whilst the Festival concept has merit and creative industries are considered a key strategic focus of the City of Perth's economic development activities, the sponsorship benefits offered to promote the City of Perth's involvement with the festival are limited to website acknowledgement, and therefore, provide limited opportunity to enhance the image of the City of Perth.

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

Due to the limited visibility of the sponsorship in the Australian Design Festival marketing collateral, it is unlikely that audiences will be exposed to the sponsorship, or that good-will will be generated from a sponsorship arrangement.

3. Contributes towards the achievement of one or more of the City of Perth'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 Australian Design Festival positions the city as a creative industries hub; however, given the informal approach to the event programming, it is considered unlikely to impact significantly on the City of Perth's marketing objectives

4. Benefits to be provided to the City.

Should the Marketing, Sponsorship and International Engagement Committee decide to approve the sponsorship request, the benefit offered to the City of Perth is limited to a website acknowledgement of the sponsorship.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 43 793 000	
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development	
BUDGET PAGE NUMBER:	6	
BUDGETED AMOUNT:	\$2,334,179	This component is: \$172,573 Creative Industries
AMOUNT SPENT TO DATE:	\$1,417,005	
PROPOSED COST:	\$0	
BALANCE:		

All figures quoted in this report are exclusive of GST.

COMMENTS:

It is recommended that the Marketing, Sponsorship and International Engagement Committee declines sponsorship of \$3,000 (excluding GST) for this event.

The event organiser initially submitted an application for \$5,500 to support a film screening as part of the festival program. The screening was intended to occur at the City of Perth library and offered the following sponsorship benefits:

- 30 second City of Perth TVC at the commencement of each screening;
- Recognition of sponsorship on the Australian Design Festival website;
- City of Perth crest to be displayed on event tickets;
- City of Perth representatives invited to participate in the panel discussion;
- Invitation for the Lord Mayor or representative to speak with international student volunteers;
- Up to two free screenings at City of Perth library; and
- Presentation rights to events associated with films screenings such as Directors talk and panel discussions, cited as "City of Perth presents".

The original application was intended to showcase the City of Perth Library and was supported by the Officers. The applicant was advised that the application was recommended for support at a reduced level of \$3,000 due to the low audience estimate and return on investment.

The applicant subsequently withdrew the original application stating that the film screening was unlikely to proceed due to the high risk associated with the low recommendation amount, and submitted an alternative application to support the festival in its entirety, whilst offering significantly reduced benefits as described by the applicant below:

“We believe the main benefit of funding the festival is that the City of Perth can legitimately use the branding of Australian Design Festival in reports and media. In partnering with City of Perth acknowledges the relationship to supporting economic diversity through design and creative industries.

City of Perth will be mentioned mostly on digital media, for instance: on the website, possibly in ticketing and other event communications. However, we do not foresee banners and physical representation at events due to the low funds sought.”

The application to support the presentation of the Australian Design Festival does not provide sufficient sponsorship benefits or economic returns for the proposal to be considered competitive.

The Australian Design Festival had also approached the City of Fremantle and City of Vincent for financial support and was not successful in receiving funding from either local government.

ITEM NO: 5

ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – AGELINK THEATRE INCORPORATED

RECOMMENDATION:

(APPROVAL)

That Council:

- 1. approves cash Arts and Cultural sponsorship – Associate Partnership of \$30,000 (excluding GST) to Agelink Theatre Incorporated for the sponsorship and the delivery of the Shakespeare 400 Perth Festival in October and November 2016;***
- 2. notes that Agelink Theatre Incorporated will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 acknowledgement of City of Perth sponsorship on the partners page of the Festival website;***
 - 2.2 inclusion of the City of Perth crest in all promotions and advertising including but not limited to brochures, flyers, programs and bookmarks;***
 - 2.3 inclusion of the City of Perth crest in Shakespeare 400 Perth event signage including but not limited to outdoor signs, banners and A-frame signage;***
 - 2.4 invitation for the City of Perth to contribute to festival e-communications;***
 - 2.5 verbal acknowledgement of the City of Perth’s support prior to the Guinness World Record attempt on Saturday, 22 October 2016;***
 - 2.6 invitation for the Lord Mayor to officially open the World War One commemorative performance of Henry V on Thursday, 3 November 2016 and/or the opening of Shakespeare Festival Day on Saturday, 22 October 2016;***

(Cont’d)

- 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 Shakespeare 440 Perth Festival and an audited annual financial report of Agelink Theatre Incorporated within six months of the conclusion of the relevant financial year.**

BACKGROUND:

FILE REFERENCE: P1032405
RESPONSIBLE BUSINESS UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 26 May 2016
MAP / SCHEDULE: N/A

Agelink Theatre Incorporated (Agelink Theatre Inc.) is a professional theatre company established in 1993 to recognise and validate the stories of seniors. Agelink Theatre Inc. has toured regionally, nationally and undertaken three international tours.

Agelink Theatre Inc. is a not-for-profit incorporated association and does not receive ongoing operational funding. The organisation is managed by a voluntary board and project funding is achieved through public grants and commissions by local government authorities.

2016 marks the 400th anniversary of William Shakespeare. The *Shakespeare 400 Perth Festival* is a unique one-off celebration of this occasion presented at various locations throughout the City of Perth and University of Western Australia.

Shakespeare 400 Perth Festival celebrates the life and works of William Shakespeare. The festival will have a contemporary focus seeking to encourage a new appreciation of Shakespeare and Elizabethan life and times.

Agelink Theatre Inc. has identified the objectives of *Shakespeare 400 Perth festival*:

- To provide a collaborative performance platform for professional WA arts companies and artists;
- To engage the community to celebrate the life of Shakespeare and the Elizabethan period; and
- To educate younger Western Australians through a comprehensive education program.

Agelink Theatre Inc. has requested \$54,220 in arts and cultural sponsorship to support the presentation of an immersive and audience interactive abridged version of Shakespeare's *Henry V* in a promenade style performance at Perth Concert Hall Underground Tunnel, St George's Terrace and St George's Cathedral; and to

support a Guinness World Record attempt as part of a Shakespearean Festival day at University of Western Australia.

Past support

Year	Sponsorship Amount	Supported Program
2011/12	\$10,000	Swan River Saga
2013/14	\$5,616	Living Histories Project
Requested 2016/17	\$54,220	Shakespeare 400 Festival
Proposed 2016/17	\$30,000	Shakespeare 400 Festival

An acquittal report for all previously supported activities has been provided and all past funding has been successfully acquitted.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications Policy

Strategic Community Plan

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

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: Associate Partnership	
Applicant Eligibility Criteria	
The applicant must:	
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

Category of Sponsorship: Associate Partnership	
Applicant Eligibility Criteria	
The applicant must not be:	
A government authority, agency or department.	Criterion Met
An individual.	Criterion Met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion Met
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	
The project must:	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
The project must not be:	
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

2016 marks the 400th Anniversary of Shakespeare's death, a landmark occasion which will be celebrated and commemorated in festivities all around the world. The plays, poems and songs of William Shakespeare are remarkable not only for the incalculable influence they have had on the English language and the development of theatre the world over, but also for the depth to which his legacy transcends cultures, ages and genre.

The *Shakespeare 400 Perth Festival* consists of a number of events throughout the year. On 22 April 2016, being the eve of Shakespeare's birth and death date, a gala concert was held at St Georges Cathedral. On Monday, 6 June 2016, Shakespeare Shenanigans, a free family show was held at Barrack Street Jetty.

Agelink There Inc. has requested sponsorship to support two upcoming festival events: a Guinness World Record Attempt for the "*most people performing Shakespeare*", as part of Shakespeare Festival Day to be held at University of Western Australia and a free interactive performance of Henry V to be presented at St Georges Cathedral and St George's Terrace underground tunnel.

Guinness World Record Attempt for the "most people performing Shakespeare"

Agelink Theatre Inc. will present this event as part of Shakespeare Festival Day at University of Western Australia on Saturday, 22 October 2016. It is anticipated the

Guinness World Record attempt will be accompanied by Noongar sonnets, music, theatre, lectures, roving performance and food trucks and attract an audience of 4,000 people.

Henry V

Using an abridged text, the Shakespeare 400 Chorus will lead the audience on a 90 minute journey from the call to arms, the siege at Harfleur, the rout at Agincourt and the subsequent wooing of Katherine and peace between old enemies.

The audience will be given items of clothing, props or artefacts that will tie them to one side of the play's conflict detailing the 'poor condemned English' or the 'confident and over-lusty French', with the background of the horrors of The Great War serving as a reflection on the repetitions of history.

The interactive performances will take place in several locations. The underground tunnel beneath St George's Terrace at Perth Concert Hall will serve as the trenches of the Somme and St George's Cathedral as the English and French courts, providing a genuine connection to the religious underpinning of marriage and forgiveness as explored in the text. Some audience members may be given wireless speakers as part of their involvement, providing the mobile sound operator the ability to travel the sound scape with the audience as they move from one location to another.

Six professional actors will be joined by students from the Western Australian Academy of Performing Arts in an ensemble cast.

Henry V will be presented twice daily over a four day duration and approximately 1,000 audience members will experience the event.

Venues

Henry V will be presented at St Georges Cathedral and Perth Concert Hall underground tunnel beneath St George's Terrace. Shakespeare Festival Day will be presented at University of Western Australia.

Times and dates

Shakespeare Festival Day – 12:30pm to 5:30pm on Saturday, 22 October 2016.

Henry V – 7:00pm on Thursday, 3 November 2016 and running twice daily until Sunday, 6 November 2016.

Ticket Prices

Henry V and Shakespeare Festival Day are free for the public to attend and participate in.

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 project must demonstrate shared objectives as a Major Partner

Agelink Theatre Inc. has collaborated with local professional theatre practitioners and arts organisations to stage Shakespeare 400 festival activities. Local professional arts organisations involved in the festival include Barking Gecko Theatre Company, Black Swan State Theatre Company, Spare Parts Puppet Theatre, West Australian Opera, West Australian Ballet, West Australian Symphony Orchestra and Yirra Yaakin Theatre Company.

Shakespeare 400 is a global celebration with activities occurring throughout the world. Coordinated by King's College London, international cultural, creative and educational organisations will celebrate the work of Shakespeare through a connected series of public performances, programmes, exhibitions and creative activities.

The project must be of high artistic quality/ cultural relevance

Shakespeare's influence on our collective cultural identity, through both his impact on the English language and the development of theatre is of immeasurable significance. The organisations involved in presenting the *Shakespeare 400 Perth Festival* have demonstrated artistic excellence and include the State's flagship performing arts companies.

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

Agelink Theatre Inc. is an established local arts organisation and has successfully acquitted previous Arts and Cultural Sponsorship activities. Agelink Theatre Inc. has delivered performances for the Perth Town Hall's Tuesday Morning Show, and Director, Jenny Davis has been invited to participate in Tuesday Morning Show forums.

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

The organisation has confirmed Lotterywest have committed \$121,000 to the festival program, Department of Culture and the Arts have confirmed a contribution of \$50,000. The organisation has confirmed a significant In-kind contribution from various providers valued at \$43,000.

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: \$ 264,250
PROPOSED COST: \$ 30,000
BALANCE: \$1,145,750

All figures quoted in this report are exclusive of GST

COMMENTS:

Shakespeare 400 Perth Festival is a unique opportunity to commemorate the life and works of William Shakespeare. As a one-off event connected to an international program of events, the festival supports local professional performing artists to promote and develop their repertoire in an accessible and entertaining format.

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 \$231,000, with a direct economic impact of \$146,000.

Shakespeare 400 Perth Festival is recommended for support at \$30,000 (exc. GST). This level of sponsorship is considered to be more consistent with the relatively modest forecasted audience numbers and the scale of the programs for which sponsorship is sought.