

MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT
COMMITTEE**

19 JANUARY 2016

APPROVED FOR RELEASE

A handwritten signature in black ink, appearing to read "Martin Mileham", is written over a horizontal line. The signature is cursive and somewhat stylized.

**MARTIN MILEHAM
A/CHIEF EXECUTIVE OFFICER**



CITY of PERTH

MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT
COMMITTEE**

19 JANUARY 2016

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

**PRESIDING MEMBER'S
SIGNATURE**

DATE:

1/3/2016

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

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Minutes of the meeting of the City of Perth **Marketing, Sponsorship and International Engagement Committee** held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 19 January 2016**.

MEMBERS IN ATTENDANCE

Cr Chen - Presiding Member
Cr Limnios
Cr Yong - arrived at 4.14pm

OFFICERS

Mr Stevenson - Chief Executive Officer
Mr Carter - Director Economic Development and Activation
Mr Ridgwell - Manager Governance
Ms Forbes - Assistant Manager Marketing
Mr McDougall - Interim Manager Economic Development
Ms Smith - International Engagement Officer
Ms Hallam - Temporary Economic Development Officer
Ms Galloway - Sponsorship Officer
Ms Honmon - A/Governance Coordinator

GUESTS AND DEPUTATIONS

Nil

MKT1/16 DECLARATION OF OPENING

4.02pm The Presiding Member declared the meeting open.

MKT2/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Nil

MKT3/16 QUESTION TIME FOR THE PUBLIC

Nil

MKT4/16 CONFIRMATION OF MINUTES

Moved by Cr Limnios, seconded by Cr Chen

That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on 1 December 2015 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Limnios

Against: Nil

MKT5/16 CORRESPONDENCE

Nil

MKT6/16 DISCLOSURE OF MEMBERS' INTERESTS

Nil

**MKT7/16 MATTERS FOR WHICH THE MEETING MAY BE
CLOSED**

Nil

4.02pm The Chief Executive Officer departed the meeting and returned at 4.03pm.

**MKT8/16 CORPORATE SPONSORSHIP – 2016 APRIL SCHOOL
HOLIDAY PROGRAM – PARTNERSHIP WITH THE
DEPARTMENT OF STATE DEVELOPMENT**

BACKGROUND:

FILE REFERENCE: P1032251
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: Economic Development & Activation Unit
DATE: 11 January 2016
MAP / SCHEDULE: Schedule 1 – Proposed program costs

It is proposed for the City of Perth to partner with the Western Australian Department of State Development (DSD) to support an oil and gas themed School Holiday Program, in collaboration with Scitech, to be held at Forrest Place from 11 to 21 April 2016.

The DSD is the Western Australian Government's lead agency to promote, coordinate and facilitate responsible development across Western Australia. DSD works to achieve growth for Western Australia through building strategic infrastructure and by leading and facilitating government and industry projects that create jobs and underpin Western Australia's long term development.

The DSD is responsible for coordinating the 18th International Conference and Exhibition on Liquefied Natural Gas (LNG18) to be held in Perth from 11 until 15 April 2016. LNG18 is anticipated to inject \$50 million into the local economy through the attraction of more than 5,000 participants from 70 countries representing 700 of the world's leading LNG Companies.

One of the identified objectives for LNG18 is that the Western Australian community has the opportunity to develop a better understanding of the LNG industry. The proposed program will help to achieve this objective by providing an educational and entertaining program for school-aged children and their families, as well as international visitors and LNG18 delegates.

Discussions regarding this proposed partnership and event have been ongoing since mid-2015 and the event was foreshadowed in the LNG18 sponsorship report previously considered and approved by Council at its meeting held on **21 July 2015**.

Summary of Event:

It is proposed for the City of Perth and DSD, in partnership with Scitech, to undertake an oil and gas themed school holiday activity program within Forrest Place to coincide with the LNG18 Conference.

The event is free for participants, with the building and assemblage of equipment and event management costs covered by DSD and Scitech.

Refer to Schedule 1 for details of the event funding.

Content and Target Audience

The program is anticipated to provide interactive educational entertainment with the content focussed on Liquefied Natural Gas (LNG) and Science, Technology, Engineering and Maths (STEM) technology that appeal to school-aged children and their families.

Timing

The program will bump in on 10 April 2016 and bump out on 21 April 2016. Scitech staff will set up the activities on the morning of the opening day, and pack it away on the afternoon of the closing day.

In order to accommodate the program for the full two weeks of school holidays, a section of the Twilight Hawkers Market will relocate within the Murray Street Mall for the night of 15 April 2016.

The extension of the program into the second week of the school holidays will maximise the benefit related to the costs of the program's development and associated infrastructure and also fulfil the City of Perth's school holiday activity requirements.

Location and Footprint

Elizabeth Quay, the Cultural Centre, Kings Square and Forrest Place were all considered as potential sites for the event.

Forrest Place is regarded as the best option as the site has sufficient area, height and load bearing requirements for the activity and is traditionally associated with school holiday activity programs.

Scitech estimates its event footprint to be approximately 250 square metres. The footprint of the activities may accommodate a few hundred people at any point in time. The selected venue will require a flat surface, some weatherproofing and electrical outlets and access to nearby water collection point.

In addition, the site is in close proximity to the Perth Railway Station, which will allow for ease of access for participants, particularly young children.

Staffing

Scitech will provide their own volunteers to staff the event, all of which hold current senior first aid certificates.

Staff from the City of Perth's Events team will also be on hand to assist with the event.

Scitech Activities

Scitech is proposing to utilise a temporary stage and present a lively mix of explanation, interaction and demonstrations of science. The show will be based on the scientific properties of LNG and how those properties are harnessed to solve problems and benefit society.

There will also be approximately 10 exhibits set up over an area (80 to 100 square meters, depending on the availability of electricity sources) which will allow participants to engage at their leisure throughout the duration of the program.

A pipeline activity will allow participants to work together, adding and subtracting pipes to create a morphing, functional structure. As a large scale activity, it will enable multiple families to contribute to its construction, re-engineering and deconstruction.

Sponsorship Request

Refer to Schedule 1 for details of the event funding.

Cash contribution

The partnership model requires the City of Perth to allocate funding towards the costs associated with marquee hire (20x30 metres from AKA Events Hire) and security services at an estimated cost of \$41.50 (ex GST/hour). A single guard is required at all times the program is not operational (including bump in and bump out) plus a minimum of two guards between 10.00pm to 6.00am.

Cash support is estimated at:

- Marquee Hire - \$12,595
- Security Services - \$11,952

The City of Perth's total cash contribution towards the event is estimated to be \$24,547.

In-Kind support

The City of Perth will provide in-kind support for the event through the waiver of site hire fees and associated costs for the use of Forrest Place for the duration of the bump-in, event and bump-out periods of the event. This is to include two event car-park bays, public building application fees, green room hire and cleaning, 100 chairs, 19 lengths of fencing, waste management and associated water and electricity charges.

Promotion of the event will be through the Visit Perth City Website and social media advertising and promotion in the 'Perth City Playground Pass' document distributed by the City of Perth.

Staff from the City of Perth's Events team will also be on hand to assist with the event.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan

Council Four Year Priorities: Community Outcome
Perth as a Capital City

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

Policy

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

- Perth-based school-aged children and their families;
- Delegates and the families of LNG18 participants; and
- International visitors and their families.

Promotion of City of Perth to Markets / audiences:

Promotion of the event will be through the Visit Perth City Website and social media advertising and promotion in the 'Perth City Playground Pass' document distributed by the City of Perth.

In addition to the City of Perth's promotion of the school holiday program, Scitech can promote the program through their media partners and websites and through Scitech's ScienceNetwork WA.

Assessment of Application (Corporate):

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

- Provides an interactive and engaging educational event to a broad range of audiences;
- Provides a simultaneous event to LNG18 that promotes Perth, Western Australia's oil and gas industry capability;
- Strengthens and reinforces the City of Perth's position as a 'World Energy City';
- Exposes Perth's oil and gas industry research, education and training facilities to a broader range of audiences; and
- Activates the city with flow-on benefits to surrounding retail businesses.

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

The City of Perth will continue to build its reputation as a Council that supports activities and events for all members of society covering a range of backgrounds and age groups.

City of Perth can also leverage the strong reputation of DSD and Scitech as leading organisations which support community involvement in STEM educational activities and the Resources & Energy 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;*
- *to create a vibrant, energetic 24 hour city.*

The program complements the City of Perth's sponsorship of LNG18 which positions Perth as a 'World Energy City'.

The program will increase visitation by attracting locally-based school-aged children and their families to the city centre which will result in flow-on benefits to surrounding retail businesses. The program will create a vibrant family-friendly atmosphere.

4. Benefits to be provided to the City

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

The City of Perth traditionally runs school holiday activities every year through its Marketing & Events team. It is anticipated that if the proposed school holiday program did not take place at Forrest Place, the City of Perth would organise and fund an alternative activity for the space.

The proposed partnership model allows the City of Perth to leverage a larger scale of activity compared with what has previously been organised for the April school holidays due to the additional sponsorship made available through partnering with DSD. It is anticipated that this will provide increased enjoyment to participants.

Furthermore, it is to be noted that the program will provide intangible benefits to the City of Perth including, but not limited, to:

- strengthening the City of Perth's position as a 'World Energy City' which aligns with sponsorship of the LNG18 conference;
- increase in visitation to Forrest Place with flow-on benefits to surrounding retail businesses;
- financial and time savings for the City of Perth's Marketing & Events team since they will not be required to organise an alternative school holiday activity; and
- Scitech equipment manufacturing, building and assemblage as well as staffing of the program (excluding security) will be covered by DSD, allowing the City of Perth to leverage a larger scale school holiday activity.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 43 973 000	
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	\$3,287,747	This component is: Resource Sector: \$184,000
AMOUNT SPENT TO DATE:	\$1,037,745	
PROPOSED COST:	\$24,547	
BALANCE:	\$2,225,455	

All figures quoted in this report are exclusive of GST.

Funding for this corporate sponsorship is available in the current Economic Development Unit 2015/16 Budget via the February 2016 Budget Review.

Costs associated with this proposed program are substantially less than the City incurs in holding school holiday activities at this and other periods of the year.

COMMENTS:

It is recommended that Council approves sponsorship of \$24,547(excluding GST) to partner with DSD for the oil and gas themed 2016 April School Holiday Program, which will run in conjunction with the LNG18 conference.

The proposed partnership model for this school holiday activity program allows the City of Perth to maximise the involvement of DSD and Scitech in the event planning and organising of the event, and minimise the cost to the City of Perth, with DSD contributing the majority of the necessary event funding.

The respected branding of both DSD and Scitech will in-turn strengthen the City of Perth's reputation as a supporter of community events and STEM educational activities.

The oil and gas sector is a major contributor to the Perth economy, with the LNG18 Conference representing the most significant international industry event for that sector. Continued support for activities associated with the oil and gas sector will reinforce Perth's status as a 'World Energy City'.

The program will further support the City of Perth's commitment to the industry and provide a simultaneous event during LNG18 to involve a broader range of the local community.

The Marketing, Sponsorship and International Relations Committee agreed to amend part 1 of the Officer Recommendation as follows:

1. approves a total cash contribution of \$24,547 (excluding GST) to present an oil and gas themed 2016 April School Holiday Program, to be held in Forrest Place, from Monday, 11 April 2016 until Thursday, 21 April 2016 in partnership with the Department of State Development;

Moved by Cr Limnios, seconded by Cr Chen

That Council:

- 1. *approves a total cash contribution of \$24,547 (excluding GST) to present an oil and gas themed 2016 April School Holiday Program, to be held in Forrest Place, from Monday, 11 April 2016 until Thursday, 21 April 2016 in partnership with the Department of State Development;***
- 2. *notes that the total funding is for the provision of the following services:***
 - 2.1 *marquee (20x30 metres) hire valued at \$12,595;***
 - 2.2 *security services for the duration of the event valued at \$11,952;***
- 3. *notes that the in-kind support includes provision and fee waiver of the following services:***
 - 3.1 *Forrest Place hire fees for the duration of the event;***
 - 3.2 *promotion of the event through the Visit Perth City Website and social media advertising and promotion in the 'Perth City Playground Pass' document distributed by the City of Perth;***
- 4. *notes that the event will provide the following sponsorship benefits to the City:***
 - 4.1 *the City of Perth to be recognised as a Major Partner for the event;***
 - 4.2 *acknowledgement of the City of Perth as an co-event partner in all promotions and advertising pertaining to the event;***
 - 4.3 *the City of Perth banners to be used in selected on-site branding throughout the School Holiday Program; and***

(Cont'd)

4.4 public announcement acknowledging the City of Perth support during the event.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Limnios

Against: Nil

Reason: The Marketing, Sponsorship and International Relations Committee considered that the amendment to part 1 of the Officer Recommendation provides clarity to the applicant.

4.14pm Cr Yong entered the meeting.

**MKT9/16 CORPORATE SPONSORSHIP – NIGHT NOODLE
MARKETS 2016**

BACKGROUND:

FILE REFERENCE: P1010627-31
REPORTING UNIT: Marketing and Events
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 4 January 2016
MAP / SCHEDULE: N/A

Fairfax Media is a multi-platform, national media company comprising metro and regional print mastheads, websites and apps. As a branch of Fairfax Media, Fairfax Events produces a portfolio of major events across the genres of food, wine, entertainment, culture and sport. Its core food event brand – Good Food Month – is currently delivered in Sydney, Brisbane, Canberra and Melbourne. Good Food Month is a month long event which celebrates all things food and drink in partnership with Australia's top restaurants, chefs and food businesses.

Fairfax Events partners with key stakeholders to deliver a diverse calendar of community events around the nation. Previous events include the Sydney Morning Herald Fun Run, Crave Sydney International Food Festival and the NSW Wine

Festival. Fairfax Events present the Night Noodle Markets and the Swan River Run in Western Australia.

The Night Noodle Markets are presented as part of Good Food Month in Sydney, Brisbane and Melbourne. The Night Noodle Markets were first presented in Western Australia in 2015 as part of Eat Drink Perth.

2015 Event

The inaugural Perth Night Noodle Market was held in the Perth Cultural Centre from 18 to 29 March 2015. The event had 18 stalls and attracted an attendance of 115,000 over 12 nights which equates to an average of over 9,500 people per night. The event attracted media coverage from Channel 7, Channel 9, the Sunday Times, the West Australian and Scoop Weekly, as well as significant social media coverage.

Organisers surveyed event attendees post-event and advise that 79% of attendees to the 2015 event were likely or highly likely to return to the 2016 event, and 95% of attendees believed the Night Noodle Markets are a positive addition to the Perth events calendar.

The City of Perth supported the 2015 Night Noodle Markets with cash sponsorship of \$50,000, with \$25,000 of this from drawn from the Marketing budget allocated to Eat Drink Perth.

Summary of Event:

The 2016 Night Noodle Market will take place at Elizabeth Quay over 12 nights in the City of Perth Eat Drink Perth campaign. The event will run from Wednesday, 30 March 2016 to Sunday, 10 April 2016, from 5.00pm to 11.00pm.

The event takes the form of a hawker-style market with more than 25 food stalls from some of Perth's best Asian restaurants, themed bars and chill-out areas, as well as live entertainment. The event is free to attend, with food and beverages available to purchase. In 2015 dish prices started at \$10.

Stall holders at the event are made up of local and interstate businesses, including some city-based businesses. In 2015, city businesses participating in the event included the Apple Daily Eating House, Lucky Chan's Laundry and Low Key Chow House.

The event is again timed to coincide with the dates of the City of Perth Eat Drink Perth campaign and as such the event will enhance the City's offering for this month long festival. The event will attract an additional 150,000 people to the city over 12 nights, including 6 week times where the City's event and food and beverage offering is traditionally limited.

Funding

The total cost of the event is \$518,788. Organisers have requested cash sponsorship of \$50,000 for the event (approximately 10% of the total event cost). Organisers have secured sponsorship from CITI, Coopers, Thatchers, Yalumba and Schweppes.

Fairfax Events applied for support from the Metropolitan Redevelopment Authority (MRA) for the event. However, the MRA declined cash and in-kind support for the event on the basis that the organisation is a commercial venture. Organisers have advised that should they be unsuccessful in securing sponsorship from the City of Perth, they would explore all possible event revenue streams to enable the event to proceed.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan
Council Four Year Priorities: Healthy and Active in Perth
Reflect and Celebrate diversity in 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 target for the Night Noodle Market is a broad cross section of the population. Organisers identify the primary and secondary target markets as follows:

Core target market – Metro skew, with a broad cross section of visitors from regional areas. 30+ yrs, interested in food and food events; culturally aware and eager to explore diversities in cuisine.

Secondary target market – 18 to 29 years, predominantly female, progressive and active people looking for inspirational food experiences that stimulate their desire to socialise and share a meal.

Promotion of City of Perth to Markets / audiences:

The City of Perth would be promoted as per the sponsorship benefits outlined in the recommendation section of this report. Organisers will promote the event extensively through media partnerships with watoday.com.au and Channel 7, as well as through public relations campaigns and social media.

Assessment of Application (Corporate):

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

The event and the organisation have strong interstate media ties which will provide a platform to showcase Perth, the Night Noodle Market and Eat Drink Perth. It is likely that this will have a positive impact on the local food and beverage industry.

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

Should the City of Perth choose to support the event, it will be recognised as a key supporter on all promotional material. The City of Perth would benefit from the promotion of this event and the media coverage of the event.

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 increase visitation to the city and create a vibrant, energetic 24 hour city. The event will attract an estimated 150,000 people to the city over 12 nights, including over six weeknights when the city has very little other activation occurring. The event is likely to position Perth as a city of regional significance in interstate markets using established media relationships and leveraging off the Strong Good Food Month brand.

4. Benefits to be provided to the City.

Should Council choose to support the event with cash sponsorship at the requested level of \$50,000, organisers will provide the following sponsorship benefits to the City:

- the City of Perth crest to appear on all promotional material for the event, including online and in the printed program;
- the City of Perth crest to appear on the Good Food Month homepage with a link to the Eat Drink Perth program;
- the City of Perth crest and Eat Drink Perth logos to be included in event signage, including at the official event launch;
- an opportunity for the City to distribute Eat Drink Perth material at the Night Noodle Markets;
- nine VIP invitations for Elected Members to attend the official event launch;
- the Lord Mayor, or representative, to be invited to speak at the official event launch.

Alternatively, should Council choose to support the event with a lower level of cash sponsorship, organisers will negotiate an appropriate level of benefits with the City.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	14C410007901
BUDGET ITEM:	10
BUDGET PAGE NUMBER:	36
BUDGETED AMOUNT:	\$51,350
AMOUNT SPENT TO DATE:	\$ 9,000
PROPOSED COST:	\$ 0
BALANCE:	\$42,350

All figures quoted in this report are exclusive of GST.

COMMENTS:

Fairfax Events have requested cash sponsorship of \$50,000 for the 2016 Night Noodle Markets to be held at Elizabeth Quay. The event is likely to attract approximately 150,000 people to the city over twelve days, including during traditional non-peak times. However, there are few surrounding businesses close to the event location who would benefit from the increased visitation. The event is in MRA-owned space and the MRA are not providing in-kind or financial support for the event.

For these reasons, it is recommended that Council declines sponsorship of \$50,000 (excluding GST).

Moved by Cr Limnios, seconded by Cr Yong

That Council declines the request for cash sponsorship of \$50,000 (excluding GST) to Fairfax Events to present the Night Noodle Markets at Elizabeth Quay from Wednesday, 30 March 2016 until Sunday, 10 April 2016.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

**MKT10/16 CORPORATE SPONSORSHIP – NANJING CHINESE
NEW YEAR DRAGON LANTERN LIGHTING EVENT,
AND ‘DRAGON IN PERTH’ DOCUMENTARY**

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: International Engagement Unit
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 06 January 2016
MAP / SCHEDULE: Confidential Schedule 2 – Additional Sponsorship Contributions (Distributed to Elected Members under separate cover)

Confidential Schedule 2A – Presentation Slides distributed to Elected Members at the Marketing, Sponsorship and International Relations Committee held on 19 January 2016.

The City of Perth has received a request for corporate sponsorship of \$10,000 (excluding GST) from Australia Star Cultural Media, to support the 2016 Perth Chinese New Year Dragon Lighting and Documentary.

Australia Star Cultural Media is working with the Nanjing City Government as well as the local Perth Chinese community to bring the Chinese New Year Dragon Lantern to Perth for the first time. Through the ‘Dragon in Perth’ documentary, their hope is to

tell the story of Chinese people living in Perth, showcase the Nanjing-Perth relationship, and highlight the beautiful scenery of WA for people in China.

The City of Perth has had a Sister City relationship with the City of Nanjing since 1998. It is one of the City's most active relationships and is very well respected and supported in the Perth Chinese community.

City of Perth sponsorship funds will contribute to costs associated with bringing the Dragon Lantern performance team to Perth as well as making the documentary film. Other confirmed financial sponsors of the event and documentary include StudyPerth, Crown Perth, Gold Valley, GrapeArt, Nanjing City Government, and the Nanjing City Television Station. Other groups that will provide technical, volunteer and equipment support to the documentary include Murdoch University, the Australia China Friendship Group, and the Chung Wah Association. In total, this project is expected to cost \$178,502.

Summary of Event:

Chinese New Year Dragon Lantern and Lighting Ceremony

The Nanjing City Government has commissioned a Dragon Lantern to be made in honour of the Perth-Nanjing Sister City relationship, which was signed in 1998. The Dragon will be customised by the famous Chinese dragon lantern designer, Zhou Zhaodi, who is also a national coach of dragon dance. It is expected to measure 20 meters long, with the head alone measuring 1.5 metres. Discussions are underway with the Chung Wah Association regarding locations to store the Dragon Lantern.

In January 2016, the Nanjing City Government will recruit thirty volunteers from Perth to support the Dragon Lantern ceremony and dance. A team of eight people from Nanjing, responsible for choreographing, organising dance training, music instruction, directing and filming, will arrive in Perth on 8 February 2016. They will work with Perth volunteers to prepare for the dance ceremony on 13 February 2016.

The dance of 'Chai Dragon' in Nanjing is a carnival activity that takes place during the Chinese Spring Festival. The performers will re-enact this dance in the streets of Perth during the Chinese New Year celebrations. The dance tells the story of the East Jin Dynasty which experienced the most severe drought in history 1700 years ago. The founding emperor of the Jin Dynasty held a ceremony to pray for rain and his prayers were answered by the Dragon Prince of East –sea, who violated the rules of heaven to bring rain to the region. As a consequence, the Dragon Prince was cut into dozens of pieces and cast from heaven. Local people collected the fragments and walked around the village with the pieces held in the air, in the hope of reviving him. This custom eventually evolved into the 'Chai Dragon Dance', which is very highly regarded and respected tradition in the Chinese culture.

Documentary Film

Nanjing City Government has secured an elite crew to make the documentary 'Dragon in Perth', including: influential documentary film director Shen Fuyu, internationally-renowned editor Manuel Hartz, national award-winning scenarist Liu Hui, and German pianist Rainer Granzin. The film will document the making of the Dragon Lantern, the local Chinese New Year festival preparations, the choreographing of the Chai Dragon Dance, and the final performance in Perth. It will also explore the history of Chinese people living in Perth and aim to tell their story. The film crew plans to interview prominent individuals in the Perth Chinese community as well as other key Perth leaders in iconic locations such as Kings Park. By illustrating their life experiences, their aim is to show how Perth has developed over the last few decades and to capture the beautiful scenery and charming customs that Perth has to offer.

The final documentary will be introduced with a press conference and premiere launch in Nanjing later this year. The event organisers propose to invite City of Perth officials and WA and Australian media to attend. No details for this event have been provided at this stage. Future City participation will be considered and decided at a later date.

The documentary and trip to Perth will be heavily publicised in Chinese media through the internet, broadcast media, newspapers and radio. The film will then be broadcast on local Chinese television channels which have a combined viewing audience of 100 million people. It will also be broadcast on Nanjing television channels, the birthplace of the Chai Dragon, which have a viewing audience of 10 million people. English subtitles will be available for viewers.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan 2015-2019

Council Four Year Priorities: Perth as a Capital City

S6 Maintain a strong profile and reputation for Perth
that is attractive for investment

S6.5 Implement the International Engagement Strategy

Policy

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

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth	Yes
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:

- Millions of potential visitors to WA and/or investors throughout China;
- State and Federal Government officials;
- National and international community, business, thought and policy leaders.

Promotion of City of Perth to Markets / audiences:

Australia Star Cultural Media will promote the City's support for this event as per the sponsorship benefits outlined in the recommendation section of this report. The benefits and exposure from this promotion will be across China.

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

- Chinese and Australian online, broadcast, radio, and print media outlets;
- National Chinese television stations (with a viewing audience of 100 million plus);
- Nanjing local television stations (with a viewing audience of 10 million people).

Assessment of Application (Corporate):

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

Sponsorship of the Nanjing Chinese New Year Dragon Lantern Lighting Ceremony and 'Dragon in Perth' Documentary presents an opportunity for the City to promote its position as a leader in international collaboration, an international tourism destination, and a desirable location for international investment.

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

The City of Perth will continue to build its reputation in China and North Asia as a strong supporter of international relations and a leader in cultural and business collaboration.

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

The project meets the following objectives:

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

- The Australian and Chinese markets will be exposed to marketing material for this event;
- The City will be recognised as a contributor to international collaboration and business development;
- The event and documentary will attract key Chinese community, business, thought and policy leaders to the city.

To increase visitation to the city:

- The 'Dragon in Perth' documentary will promote Perth as a tourism destination of choice throughout China;
- The film will also provide an incentive for the people of Nanjing and greater China to travel to Perth to view the Dragon Lantern.

To increase economic investment in the city:

- This event and associated documentary will highlight Perth's great work in international affairs and the cultural, educational and economic benefits it brings to our city;
- It will also promote Perth as an attractive investment destination.

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL A08 000	
BUDGET ITEM:	Governance – Governance General – International Relations Program	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	\$3,287,747	This component is:
	(Above figure is post October 2015 Review)	International Engagement - \$308,108
AMOUNT SPENT TO DATE:	\$1,037,745	
PROPOSED COST:	\$10,000	
BALANCE:	\$2,240,002	

All figures quoted in this report are exclusive of GST.

COMMENTS:

In return for cash sponsorship of \$10,000.00 (excluding GST), the City of Perth would be recognised as a key sponsor of the Nanjing Chinese New Year Dragon Lantern Lighting Ceremony and 'Dragon in Perth' Documentary.

This event and associated documentary present an opportunity for Perth to host an international event that will facilitate future economic development benefit to the City of Perth, its rate payers and its businesses.

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

Meeting Note: The Director Economic Development and Activation distributed additional information in the form of proposal presentation slides titled "The Dragon Lantern Lighting Chinese Affection" (refer to TRIM 11177/16). These slides have been attached as Confidential Schedule 2A.

OFFICER RECOMMENDATION

That Council :

1. approves cash corporate sponsorship of \$10,000 (excluding GST) to Australia Star Cultural Media to present the Nanjing Chinese New Year Dragon Lantern Lighting event and associated 'Dragon in Perth' documentary filming from Monday, 8 February 2016 until Friday, 26 February 2016;
2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:

- 2.1 acknowledgement of the City of Perth as a key sponsor in all marketing collateral and media promotion;
 - 2.2 a Dragon Lantern (measuring 20 metres in length) gifted by the government of Nanjing as a permanent fixture in Perth symbolising the friendship between the City of Perth and Nanjing, which will be hand-customised by the famous dragon lantern designer, Zhou Zhaodi;
 - 2.3 10 (double) VIP invitations for the Lord Mayor and Elected Members and / or City of Perth representatives to attend the Dragon Lantern Lighting Ceremony on Sunday, 14 February 2016 and other associated Chinese New Year events;
 - 2.4 opportunity to showcase the City of Perth in the 'Dragon in Perth' documentary, which will include an interview with the Lord Mayor and other City of Perth representatives as well as scenes shot throughout the city;
3. a detailed acquittal report, including all media coverage obtained, to be submitted to the City of Perth by December 2016.

The Marketing, Sponsorship and International Engagement Committee agreed that this request for corporate sponsorship is to be referred to Council for consideration and that further information regarding due diligence investigations is to be provided to Elected Members prior to the Council meeting scheduled to be held on Tuesday, 2 February 2016.

Moved by Cr Limnios, seconded by Cr Yong

That Council¹ considers cash corporate sponsorship of \$10,000 (excluding GST) to Australia Star Cultural Media to present the Nanjing Chinese New Year Dragon Lantern Lighting event and associated 'Dragon in Perth' documentary filming from Monday, 8 February 2016 until Friday, 26 February 2016.

The motion was put and carried

¹ The Marketing, Sponsorship and International Engagement Committee has delegated authority to approve or decline requests for donations, grants or sponsorships up to \$10,000, however, the Committee, at its meeting held on 19 January 2016, has referred this item through to Council for consideration. Therefore the Officer Recommendation has been amended accordingly.

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

4.32pm The Lord Mayor entered the meeting.

**MKT11/16 CORPORATE SPONSORSHIP – MOMENTUM
BUSINESS FORUM 2016**

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: International Engagement Unit
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 07 January 2016
MAP / SCHEDULE: N/A

The City of Perth has received a request for corporate sponsorship of \$5,000 (excluding GST) from the Italian Chamber of Commerce and Industry (ICCI) – Perth (Inc.), to support the Momentum Business Forum 2016.

The branches of the Italian Chamber of Commerce abroad are not-for-profit, bilateral associations which operate in international markets to encourage and enhance knowledge and business cooperation. ICCI branches have traditionally been established in areas of the world characterized by a high presence of Italians. At present, they are represented in 47 countries all over the world with a network of 139 departments.

ICCI Perth (Inc.) was formed in 1989 and serves the dual purpose of promoting trade links between Western Australia and Italy, and looking after the local interests of Italian businesses. ICCI promotes understanding, communication and joint ventures between businesses in Italy and Australia by providing services including feasibility studies, contacts and trade fairs. ICCI is governed by a Board of Directors under direction of the President, with operational affairs managed by the ICCI local office under the direction of the Secretary General and four staff members.

The inaugural Momentum Business Forum was held in Rome in 2013. Around 75 business and community leaders from Italy and Australia attended. The 2016 Momentum Business Forum in Perth will be the first conference ever held in

Australia. Many Italian companies are active in WA including ENI, Saipem, Ansaldo STS, Iveco, and Banca Intesa. These companies have secured \$4 billion worth of contracts over the last five years. In addition, 10% of Western Australians are either Italian or, of Italian descent and many now hold key positions in the Australian business community.

In September 2015, the City of Perth sponsored the ICCI Perth (Inc.) Italian Food and Wine Festival for \$3,000 (excluding GST). This event coincided with the visit to Perth by a Business Delegation from Vasto, Italy, which the City of Perth also sponsored, and provided an opportunity for the Vastese business owners to showcase their local produce in WA. The City of Perth has had a Sister City relationship with Vasto since 1989, which is held in very high regard by WA's large and active Vastese and Italian communities.

Summary of Event:

ICCI Perth (Inc.), with participation from other branches of ICCI from around Australia and Asia, is holding the Momentum Business Forum 2016 to bring together key figures in the Italian and Australian business communities and create a unique discussion forum that provides an opportunity for networking and facilitates the creation of new partnerships. The event will take place on Thursday, 17 March 2016 at Frasers Convention Centre in Kings Park, and will include the following components.

Roundtable Discussion

Perth USAsia Centre CEO Gordon Flake will moderate a roundtable/panel discussion from 2.00pm to 4.00pm, and around 30 to 40 specially invited guests are expected to participate. High profile speakers will present throughout the afternoon, including Italian Ambassador to Australia Pierfrancesco Zaso, Macquarie Group WA Chairman Mark Barnaba, and PWC Sydney Managing Partner Joseph Carrozzi. This event will also be open for the public to observe.

Gala Dinner

Following the afternoon roundtable discussion, ICCI will host a dinner at Frasers Restaurant from 7.00pm to 10.00pm. Approximately 80 high profile invited guests are expected to attend, and tickets will also be available for the public and greater ICCI membership base to purchase. VIPs from the Perth community, including the Lord Mayor, have been invited to speak at this dinner.

The Momentum Business Forum 2016 will be financially underwritten by ICCI. It is actively seeking sponsorship funds from the corporate sector, and to date have received one private donation in the amount of \$5,000. The entire event is expected to cost \$31,500, with 50% of funding expected from ticket sales for the gala dinner (60 tickets at \$275 per ticket).

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications	Corporate Business Plan
	Council Four Year Priorities: Perth as a Capital City
	S6 Maintain a strong profile and reputation for Perth that is attractive for investment
	S6.5 Implement the International Engagement Strategy

Policy

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

DETAILS:

Eligibility for Sponsorship:

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

Markets / audiences who will be exposed to sponsorship information:

- State and Federal Government officials;
- Australian business, community, thought and policy leaders;
- International, national, and local Italian communities.

Promotion of City of Perth to Markets / audiences:

ICCI will promote the City of Perth's support for this event as per the sponsorship benefits outlined in the recommendation section of this report. The benefits and exposure from this promotion will be across Australia and Italy.

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

- ICCI newsletters, promotional material and media releases across the world;
- Australian print, broadcast, radio, and online media;
- Italian print, broadcast, radio, and online media.

Assessment of Application (Corporate):

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

Sponsorship of the Momentum Business Forum 2016 presents an opportunity for the City to promote its position as a leader in international collaboration, an international tourism destination, and a desirable location for international investment.

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

The City of Perth will continue to build its reputation in Italy as a strong supporter of international relations and a leader in cultural and business collaboration.

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

The project meets the following objectives:

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

- The City will be recognised as a key city in the Asia Pacific region that contributes to international collaboration and business development;
- The Australian and Italian markets will be exposed to promotional material and media coverage of this event;
- The event will attract key Italian community, business, thought, and policy leaders to the city from across Australia and Italy.

To increase visitation to the city:

- The Momentum Business Forum 2016 will promote Perth as city that offers stability and a desirable lifestyle, and which has a proven record of success in facilitating business collaboration throughout the region.

To increase economic investment in the city:

- This event will showcase Perth's great work in international affairs and the cultural, educational and economic benefits it brings to our city;
- It will also promote Perth as an attractive investment destination through highlighting success stories from Italian companies active in WA.

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 43 A08 000	
BUDGET ITEM:	Governance – Governance General – International Relations Program	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	\$3,287,747	This component is:
	(Above figure is post October 2015 Review).	International Engagement \$308,108
AMOUNT SPENT TO DATE:	\$1,037,745	
PROPOSED COST:	\$5,000	
BALANCE:	\$2,245,002	

All figures quoted in this report are exclusive of GST.

COMMENTS:

It is recommended that the Marketing, Sponsorship and International Relations Committee approves sponsorship of \$5,000.00 (excluding GST) for the City of Perth to be recognised as a key sponsor of the Momentum Business Forum 2016.

This event presents an opportunity for Perth to host an international event that will facilitate future economic development benefit to the City of Perth, its rate payers and its businesses.

4.35pm The Lord Mayor departed the meeting and did not return.

Moved by Cr Limnios, seconded by Cr Yong

That the Marketing, Sponsorship and International Relations Committee:

- 1. approves corporate sponsorship of \$5,000 cash (excluding GST) to the Italian Chamber of Commerce and Industry (ICCI) to present the Momentum Business Forum 2016 on Thursday, 17 March 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 the City of Perth crest to be included on all promotional material that will be distributed through ICCI channels across Australia, Italy and the rest of the world;***

(Cont'd)

- 2.2** *10 (double) VIP invitations for the Lord Mayor and Elected Members and/or City representatives to attend the event;*
- 2.3** *an invitation for the Lord Mayor to speak at the event.*
- 3.** *a detailed acquittal report, including all media coverage obtained, to be submitted to the City of Perth by December 2016.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

MKT12/16 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

MKT13/16 GENERAL BUSINESS

Responses to General Business from a Previous Meeting

Nil

New General Business

Nil

MKT14/16 ITEMS FOR CONSIDERATION AT A FUTURE MEETING

Outstanding Items:

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

MKT15/16 CLOSE OF MEETING

4.39pm There being no further business the Presiding Member declared the meeting closed.

**SCHEDULES
FOR THE MINUTES OF THE
MARKETING,
SPONSORSHIP AND
INTERNATIONAL
ENGAGEMENT COMMITTEE
MEETING HELD ON
19 JANUARY 2016**

SCHEDULE 1

Corporate SPONSORSHIP – DEPARTMENT OF STATE DEVELOPMENT – 2016 APRIL SCHOOL HOLIDAY Program
Proposed program costs

Description	WA		Details
	Government	City of Perth	
Scitech exhibits and hourly stage show for 5 hours each day inc. audio visual equipment and visual displays.	\$49,115.00		State Government has funded Scitech's development of program and a new exhibit, including staffing during bump in, event and bump out of the program.
In-Kind Support			
Forrest Place hire site fees (12 days, \$732.25 per day)		\$8,788.20	Includes waste management, electricity and water use fees.
2 Event Carparking Bays		\$0.00	
Building Application Fee		\$68.00	
Green Room cleaning		\$55.00	
Cash Support			
Security services (Sun 10- noon Fri 15 Apr) - estimate		\$11,952.00	City of Perth contract with Australian Event Protection for security services cost \$41.50 (ex GST)/hour. A single guard is required at all times the program is not operational (including bump in and out) plus a minimum of two guards between 10pm to 6am.
Marquee, 20 x 30m		\$12,595.00	The City of Perth's "Perth Paper Pilots" October school holiday activity took place in the same size marquee, provided by AKA Events Hire; who has also provided this quote.
City of Perth Promotion		\$0.00	Promotion through the Visit Perth City Website and social media advertising and promotion in the 'Perth City Playground Pass' document distributed by the City of Perth (if applicable)
City of Perth Marketing Staff Support		\$0.00	
TOTAL CASH SUPPORT	\$49,115.00	\$24,547.00	
TOTAL IN-KIND SUPPORT	Unknown	\$8,911.20	The in-kind contribution should not be regarded as foregone revenue as the City would not receive any hire fees from a City-run school holiday programs.

SCHEDULE 1

Marketing, Sponsorship and International Engagement
Committee
Confidential Schedule 2
(Minute MKT10/16 refers)

Distributed to Elected Members under separate cover

Bound in Consolidated Committee
Confidential Minute Book
Volume 1 2016