MINUTES

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

3 MAY 2016

APPROVED FOR RELEASE

MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER

CITY *of* PERTH

MINUTES

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

3 MAY 2016

THESE MINUTES ARE HEREBY CERTIFIED AS CONFIRMED

PRESIDING MEMBER'S SIGNATURE

DATE: 24 May 2016

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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, 3 May 2016**.

MEMBERS IN ATTENDANCE

Cr Chen	-	Presiding Member
Cr Limnios		
Cr Yong	-	entered the meeting at 4.01pm.

OFFICERS

Mr Mileham	-	Chief Executive Officer
Ms Moore	-	Director Community and Commercial Services
Mr Dunne	-	Acting Director Economic Development and Activation
Mr Fitzpatrick	-	Manager Business Support and Sponsorship
Mr Ridgwell	-	Manager Governance
Mr Sander	-	Manager Asset Management
Ms Battista	-	Manager Marketing and Communications
Mr McDougall	-	Principal Economic Development Officer
Ms Honmon	-	Governance Officer

GUESTS AND DEPUTATIONS

Nil

MKT42/16 DECLARATION OF OPENING

4.00pm The Presiding Member declared the meeting open.

MKT43/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Nil

MKT44/16 QUESTION TIME FOR THE PUBLIC

Nil

4.01pm **Cr Yong entered the meeting.**

MKT45/16 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 12 April 2016 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

MKT46/16 CORRESPONDENCE

Nil

MKT47/16 DISCLOSURE OF MEMBERS' INTERESTS

Nil

MKT48/16 CORPORATE SPONSORSHIP – ANNUAL FRIENDS OF KASTELLORIZO STUDENT EXCHANGE PROGRAM 2016

BACKGROUND:

FILE REFERENCE:	P1010627-31
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	8 April 2016
MAP / SCHEDULE:	N/A

Background

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

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

Kastellorizo is an island with fewer than 500 residents and only one school. In 1984, the City of Perth established a Sister City relationship with Kastellorizo, Greece. The relationship was based on historical ties with Kastellorizo and stemmed from the large Kastellorizan migrant community in Perth. It is estimated that approximately 6,000 people of Kastellorizan heritage live in Perth, including many well-known businesses and community leaders.

Friends of Kastellorizo Ltd was established in 2007. The organisation is not-for-profit and has branches in Perth, Melbourne, Sydney and throughout the world. Friends of Kastellorizo Ltd aims to engage young people of Kastellorizan descent to become more aware of their cultural heritage, especially those who are second generation or beyond.

Summary of Event:

Friends of Kastellorizo Ltd have requested cash sponsorship of $7,500 to fund the participation of three students in the Annual Friends of Kastellorizo Student Exchange Program in late July / early August 2016.

As part of its program of community engagement, Friends of Kastellorizo Ltd manages an annual reciprocal Student Exchange Program. Each year, on an alternating basis at least two students travel from Kastellorizo to Perth (or vice-versa) to participate in school and cultural based activities. The experience includes host family accommodation, school visits, language lesson and visits to cultural institutions. The program encourages students from Kastellorizo to visit, study and work in Perth.

In 2014 two students travelled to Perth from Kastellorizo. In 2016, Friends of Kastellorizo Ltd have proposed to bring three to four students to Perth for the Exchange. Through participation in the exchanges, students are exposed to different ways of living and return with a greater understanding of other nations, traditions, customs and cultures. Perth-based students participating in the exchange become ambassadors for Perth.

Funding:

The City has previously provided cash sponsorship of $5,000 for two students to participate in the exchange in 2014 and again in 2015. Organisers have requested cash sponsorship of $7,500 for three students to participate in the exchange in 2016. Organisers advise that the cost of $2,500 covers the cost of an airfare for a student. This figure does not cover insurance, visas and other incidental costs. Cash sponsorship of $5,000 is recommended based on the amount budgeted for this event for the 2016/17 financial year.

Friends of Kastellorizo Ltd is also seeking sponsorship from other organisations to enable the students to travel to Canberra, Sydney and Melbourne. They have so far secured sponsorship of $1,000 to assist with this.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications	**Corporate Business Plan** Council Four Year Priorities: Perth as a Capital City S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment

Policy

Policy No and Name:	Policy 11.3 – Sister City Relationship Policy 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
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 sponsorship will be promoted nationally and internationally to the Friends of Kastellorizo Ltd through promotional material and publications. Organisers advise that Perth based members of the organisation are perceived to be the major driving force behind the educational, cultural and economic projects presented by the organisation.

Promotion of City of Perth to Markets / audiences:

The City of Perth will be promoted nationally and internationally as an ongoing sponsor of the Student Exchange Program to the Friends of Kastellorizo Ltd electronic database, and through publications produced by the organisation.

Assessment of Application (Corporate):

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

   The sponsorship will promote Perth globally and assist with strengthening ties between the City of Perth and other regions. The sponsorship will demonstrate the City's commitment to International Engagement and cultural exchange.

   The sponsorship meets the principles and goals of the City's International Engagement Strategy – Looking West:

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

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

   Continued sponsorship of this program will assist with fostering goodwill between Australia and Greece, Perth and Kastellorizo. In 2014, as a direct result of the program, one of the first exchange students from Kastellorizo commenced study at Curtin University in Perth as a full-fee paying student.

   The program will promote international learning and knowledge, acceptance and understanding of different cultural and community perspectives, language acquisition through immersion, enhanced interest in global issues, international cultural literacy, the promotion of Perth globally; and the strengthening of ties with other regions.

   International education is the second biggest service sector in Australia after Tourism and contributes $1.345 billion to the Western Australian economy. International students spend on average 5 times the average of all other

international visitors (or $13,477 vs $2,619) and attract 2.53 visiting friends and relatives from overseas.

Further value is often derived from enhanced trade and trade relationships developed from students who have studied in Perth and then return to their country of origin.

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

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

The sponsorship will assist with positioning the city as a city of regional and international significance. The sponsorship meets the goals of the City's International Engagement Strategy which aims to guide the City's international partnerships and promote Perth as a globally connected city.

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:	43A08000	
BUDGET ITEM:	Governance – Governance General – International Relations	
BUDGET PAGE NUMBER:	6	
BUDGETED AMOUNT:	$3,025,557	This component is: $465,816 - International Engagement
AMOUNT SPENT TO DATE:	$1,598,772	
PROPOSED COST:	$ 5,000	
BALANCE:	$1,421,785	

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Friends of Kastellorizo Ltd Student Exchange is currently the only program that the City of Perth undertakes with the Sister City of Kastellorizo. The program has run since 2011 and would be unlikely to continue without the support of the City of Perth. In the short time that the sponsorship has been running, it has directly resulted in a

student from Kastellorizo travelling to Perth to study at Curtin University as a full-fee paying student.

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

Moved by Cr Yong, seconded by Cr Limnios

That the Marketing, Sponsorship and International Engagement Committee:

1. approves cash Corporate Sponsorship of $5,000 (excluding GST) to Friends of Kastellorizo Ltd to support the Annual Friends of Kastellorizo Student Exchange Program scheduled for July 2016;

2. notes that the event organisers will acknowledge the City as the primary sponsor of the Student Exchange Program in all promotional material relating to the Exchange Program including:

2.1 monthly electronic newsletters to the database of over 1,600 people;

2.2 the quarterly publication sent to over 800 people; and

3. notes that a detailed acquittal report will be provided to the City by November 2016.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

MKT49/16 CORPORATE SPONSORSHIP – 2016 WA INDUSTRY & EXPORT AWARDS

BACKGROUND:

FILE REFERENCE:	P1010627-31
REPORTING UNIT:	Economic Development Unit
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	21 April 2016
MAP / SCHEDULE:	N/A

The City of Perth has received a request for Corporate Sponsorship of $18,000 (excluding GST) from the Export Council of Australia to support the 2016 WA Industry & Export Awards.

The Export Council of Australia (ECA) is the peak export body in Australia with a particular focus on the Small to Medium Enterprise (SME) sector. Owned by its members and steered by a Board and National Council of Industry specialists, the ECA is a not-for-profit organisation that has the development of Australia's resources, via the promotion of Australian industry in international markets, as its primary goal. ECA has refocused its efforts over the last few years toward developing practical programs and business tools centred on capability and capacity development to assist Australian companies in growing internationally. The ECA represents all exporters, regardless of their size or location and aims to:

- Equip Australian businesses with the skills and capabilities required to effectively and efficiently conduct profitable international trade;
- Make representations to and on behalf of exporters to key decision makers;
- Undertake research to identify and quantify the issues affecting the development of profitable international trade activity by Australian companies;
- Interface with and provide support to sector specific associations and councils representing businesses engaged in international trade; and
- Deliver activities which provide a forum for the exchange of ideas and knowledge and reward excellence in export.

The ECA is the not-for-profit branch of the Australian Institute of Export (AIEx), Australia's leading provider of education and training in international trade. AIEx has assisted thousands of companies to develop and grow business skills in international

trade. The combined efforts of ECA and AIEx since their inception have reached more than 15,000 exporters and importers across Australia.

The 2016 WA Industry & Export Awards Program will focus on honouring and acknowledging the important contribution that exporting makes to Australia's economy through international trade. ECA is committed to building and fostering international relations that provide cultural and/or commercial advantages for all.

According to a recent report from PricewaterhouseCoopers and Asia Link, Australia's services sector contributes almost three quarters of gross domestic product (GDP) and employs 87 per cent of Australia's workforce in fields as diverse as health, legal services, banking, transport, telecommunications, property, tourism and education.

Demand from Asian economies for services will expand as their middle class is expected to rise from around 500 million today to 3.2 billion people by 2030. Thus, Western Australia's services sector is positioned to underpin future job growth by increasing its engagement in international trade through expanding exports of services, enhancing the competitiveness of goods exporters, retaining local business through providing diversified revenue streams and expanding the offshore operations of WA businesses.

This also sets a baseline for the development and progression of international trade relationships with WA business and Asian nations, further bolstered by the recent Free Trade Agreements with nations such as China, Japan and Korea.

Businesses that are successful in the Awards program will benefit from the enduring profile and reputational boost of being acknowledged as the "WA Exporter of the Year" or similar. Additionally, the program and Awards will also educate WA businesses as to how they can expand their operations and increase their competiveness.

Summary of Event:

The 2016 WA Industry & Export Awards program is an integrated range of promotional activities that runs from March to November 2016, providing sponsors with exposure over the eight month program. The ECA aims to recognise business excellence in the field of international trade through a state-wide competition that rewards WA businesses, regardless of size or location, that have shown a commitment to Australia's exporting future.

The official program will launch in early May. The following six months leading up to the Awards Ceremony will be focused on an intense campaign of state-wide launch activities and a targeted series of consultation sessions on export planning that will run in conjunction with award partners. The consultations will be held across a number of regional locations that will take exporting companies through a review

process of their current export business plan, as well as work with companies to develop an export plan for the future.

The Export Awards Ceremony will take place on Friday, 28 October 2016 at the Crown Grand Ballroom. Thirteen awards will be presented in a range of categories including innovation excellence, agribusiness, creative industries, minerals and energy, and information and communication technology. New awards include WA Women in International Business, WA Asian Exporter, and WA Innovation in Export. A scholarship will be also awarded to an emerging exporter to up-skill staff and attend the Export Procedures & Documentation Course.

Funding:

The total cost of the project is $188,050. Organisers have requested Gold Level cash sponsorship of $18,000 (approximately 10% of the total cost of the event). Bronze Level cash sponsorship of $5,000 (less than 3% of the total cost of the event) is recommended, because sponsorship benefits for this category best align with the City's economic development objectives.

Other sponsors include ANZ, Austrade (Sydney), Chevron Australia, Export Credit Agency Australia (EFIC), Fremantle Ports, The West Australian, the Australian Border Force, and Curtin University. Sponsorship discussions are ongoing with Deloitte, the Department of Agriculture and Food Western Australia (DAFWA), the Department of Foreign Affairs and Trade (DFAT), Qantas Freight, Australia Post, Star Track, AusIndustry, Crown Perth, Export Solutions, and Chamber of Commerce and Industry of WA (CCIWA).

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: Policy 18.8 – Provision of Sponsorship and Donations

DETAILS:

Eligibility for Sponsorship:

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

Markets / audiences who will be exposed to sponsorship information:

- State and Federal Government officials;
- Australian business, community, thought and policy leaders; and
- International trade partners and networks.

Promotion of City of Perth to Markets / audiences:

The 2016 WA Industry & Export Awards 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 to markets/audiences across Australia and internally will come through Australian print, broadcast, radio, online and social media channels.

Assessment of Application (Corporate):

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

   Sponsorship of the 2016 WA Industry & Export Awards presents an opportunity for the City to promote its position as a leader in international collaboration and a desirable location for international investment.

   The sponsorship meets the principles and goals of the City's International Engagement Strategy – Looking West by:

   - Focusing on the international promotion of Perth;
   - Positioning Perth as a great place to work, live, study, visit and do business;
   - Developing closer relationships with other international cities;
   - Adding to the exchange of cultural awareness, knowledge, skills and experiences; and

- Facilitating community and private sector involvement in international relationships.

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 across Australia as a strong supporter of international relations and a leader in facilitating international business collaboration.

In particular strong growth in export services is anticipated, with a recent report from PricewaterhouseCoopers highlighting that this sector is on track to become Australia's number one exporter to Asia by 2030, and will support more jobs than all other exports combined allowing the City important exposure to "first mover" organisations in this sector including those in potential high growth areas such as medical research, education, financial, property and legal services.

Interest in exports (including services exports) has been substantially increased amongst local business hoping to diversify revenue streams as a result of the Free Trade Agreements with Asian nations and ongoing promotion and support through Austrade and ECA. The additional support, publicity and promotion of export opportunities for Perth business therefore presents a strong rationale for the City of Perth to be involved in the Export Awards for the first time.

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

Sponsorship of the 2016 WA Industry & Export Awards will assist in positioning Perth as a city of regional and international significance. This sponsorship meets the goals of the City's International Engagement Strategy, which aims to guide the City's international partnerships and promote Perth as a globally connected city. It also meets the goals of the City's Economic Development Strategy, which aims to increase investment into and economic activity in the City of Perth and greater Western Australia.

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:	CL43972000	
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	$3,025,577	This component is: $207,799 - Business Support
AMOUNT SPENT TO DATE:	$1,638,827	
PROPOSED COST:	$ 5,000	
BALANCE:	$1,381,750	

All figures quoted in this report are exclusive of GST.

COMMENTS:

In return for a financial commitment of $5,000 (excluding GST), the City of Perth will be recognised as a sponsor of the 2016 WA Industry & Export Awards.

The 2016 WA Industry & Export Awards presents an opportunity for Perth to be recognised as a key body supporting international trade and investment and to support WA businesses in their efforts to create international partnerships that bring economic benefit to Perth and greater WA.

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

Moved by Cr Limnios, seconded by Cr Yong

That the Marketing, Sponsorship and International Engagement Committee:

1. approves cash Corporate Sponsorship of $5,000 (excluding GST) to the Export Council of Australia to present the 2016 WA Industry & Export Awards Program from March to October 2016, and the Export Awards Ceremony on Monday, 28 October 2016;

2. notes that the event organisers will provide the following sponsorship benefits to the City:

2.1 Exclusive rights to align the City of Perth brand with an award category;

(Cont'd)

2.2 Opportunity for the Lord Mayor, or City representative to give remarks, present an award, and have a photo on stage with the winner at the awards ceremony;

2.3 Audio visual representation at the presentation dinner;

2.4 The City of Perth logo to be included on award winner and finalist certificates, all award presentations, and all promotional material related to the awards;

2.5 Advertising space on the Trade and Investment Export Awards Website for each state, Export Council of Australia Export Awards website, and the 2016 Queensland Export Awards booklet;

2.6 Display the City of Perth banner at launch events, and at the awards venue;

2.7 Acknowledgement as a sponsor in all media and speeches at the event;

3. notes that a detailed acquittal report, including all media coverage obtained, will be provided to the City by January 2017.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

MKT50/16 CORPORATE SPONSORSHIP – FILM-COM DOWN UNDER 2016

BACKGROUND:

FILE REFERENCE:	P1010627-31
REPORTING UNIT:	Economic Development Unit
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	21 April 2016

MAP / SCHEDULE: Schedule 1 – Letter of support from The Hon Julie Bishop MP, Minister for Foreign Affairs
Confidential Schedule 2 – Table of other sponsors (distributed to Elected Members under separate cover)

In addition Schedule 2 is Confidential in accordance with Section 5.23(2)(e)(iii) of the *Local Government Act 1995*.

The City of Perth has received a request for Corporate Sponsorship of $20,000 (excluding GST) from Film-Com Down Under to support Film Com-Down Under 2016.

Film-Com is an annual event that has been held in Nashville, Tennessee for the last six years and has grown bigger every year, receiving extensive international media coverage. Film-Com Down Under 2016 is the first time the event will be held outside of the United States. The organisers plan to hold Film-Com Down Under annually in Perth.

Film-Com was created in 2010 to provide a platform for independent local and international film makers to pitch projects and learn from masters in the industry. The Film-Com Financing, Packaging and Distribution Market brings filmmakers together with Hollywood executives in a unique event for both sides of the industry, giving filmmakers an opportunity to share ideas and connect with experts in the field. It also connects filmmakers and their new projects to domestic and foreign banks, gap financing, co-production partners, packaging agents, production integration specialists, and other important entities related to successfully getting a film made and to market. Since its inception, Film-Com has not only given attendees the opportunity to access and create friendships with Hollywood Executives that they would not normally have access to, it has:

- Raised completion funds for more than 40 independent film projects;
- Facilitated collaboration on more than 30 film projects, connecting independent film makers with major Hollywood names; and
- Assisted with the distribution of more than 80 independent film projects.

The week-long event will provide an opportunity to showcase Perth to international film executives in the hope of enticing them to potentially shoot future projects here. Most international film activity in Australia takes place in the eastern states, so this presents a unique opportunity for Perth to be a part of something with the potential to not only inject large amounts of money into the city but to bring much needed diversity to the WA economy in the form of creative industry development.

Film-Com Down Under has already received offers of sponsorship from two other high profile local government authorities, both of which are eager to host the event in

their jurisdiction. For reasons of accessibility and marketability, Film-Com is interested in holding the event in the Perth CBD; therefore they have not currently accepted either offer.

Summary of Event:

Film-Com Down Under will run from 12-15 September 2016, and organisers expect over one thousand people to participate. The four day program includes a range of public and private events that will be held around the Perth CBD. The organisers' primary objective is to highlight Perth and all it has to offer in order to encourage guests from Hollywood and other countries to make films in Western Australia. Ten Hollywood Executives have confirmed their attendance. They will stay in the Perth CBD for four nights and in other WA hotels for three nights or more. Other conference attendees and inter-state visitors will be encouraged to stay in the Perth CBD.

Public Events

Free public events will run throughout the duration of Film-Com. Executive Director Melanie Philips is eager to showcase Perth as much as possible and would like to use Forrest Place, Murray St Mall, the Northbridge Piazza, and the Perth Concert Hall Tunnel for these events, which include:

- A 48 Hour Film Project Competition which will be open to the general public and include a youth (under 18) category;
- The 'All things Film' expo, which would provide an opportunity for film-makers, actors, animators, make-up artists, wardrobe specialists, musicians, and anyone related to the film industry to exhibit their work;
- 'Meet the Real Superheroes' forum where members of the public have the opportunity to ask Hollywood executives questions;
- A 24-Hour Movie Marathon, scheduled to run continuously throughout the event and feature independent films submitted by Film-Com Down Under attendees;
- An 'Interactive Music and Film' session which will analyse iconic musical moments in famous films;
- Screening of the 48 Hour Film competition entries; and
- An award ceremony for independent films screened throughout the 24-Hour Marathon events as well as the winners of the 48-Hour Film Making Competition.

Private Events

The opening event will take place the evening of Monday, 12 September 2016, where senior executives will be introduced and the Lord Mayor and other Government Ministers will be invited to give remarks. This will be followed by a welcome party. The Hon Julie Bishop MP, Minister for Foreign Affairs, has provided a letter of support (attached). Starting on Tuesday, 13 September 2016, each day of the program will include a number of private events including:

- Breakfast with the Executives;
- Panel discussion workshops for film-makers focused on how to pitch a project, how to get a screenplay read by the right people, and casting; and
- Pitching sessions where film-makers will pitch their ideas and projects to the executives.

A gala dinner will be held the evening of Thursday, 15 September 2016 to conclude Film-Com Down Under. Organisers will then take the Hollywood Executives on an extensive sight-seeing tour around Perth CBD and greater Western Australia so that they may gain an appreciation of some of WA's hidden treasures and hopefully be inspired to shoot future movie or media projects here.

Funding:

The total cost of the event is $131,700. Organisers have requested cash sponsorship of $20,000 (15% of the total cost of the event). Cash sponsorship of $15,000 (11% of the total cost of the event) is recommended, because the in-kind component of the sponsorship to hire Forrest Place, Murray Street Mall and the Northbridge Piazza is equivalent to $6,867 (excl. GST).

Other sponsors of Film-Com Down Under 2016 are detailed in the attached Confidential Schedule 2.

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: Policy 18.8 – Provision of Sponsorship and Donations

DETAILS:

Eligibility for Sponsorship:

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

Markets / audiences who will be exposed to sponsorship information:

The City of Perth's sponsorship of Film-Com Down Under will be exposed to a broad audience, including:

- State and Federal Government officials;
- Australian business, community, thought and policy leaders;
- Australian, United States, and other international film makers, new media practitioners and financiers; and
- Film-Com's extensive database of contacts around the world.

Promotion of City of Perth to Markets / audiences:

Film-Com 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 global.

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

- Film-Com newsletters, promotional material and media releases across the world;
- Australian print, broadcast, radio, online and social media; and
- United States, broadcast, radio, online and social media.

Assessment of Application (Corporate):

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

   Sponsorship of Film-Com Down Under 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. The initiative will help to enhance the profile of the City as a hub for Creative Industries on an international scale.

The sponsorship also meets the principles and goals of the City's International Engagement Strategy – Looking West:

- Focusing on the international promotion of Perth;
- Positioning Perth as a great place to work, live, study, visit and do business;
- Developing closer relationships with other international cities;
- Adding to the exchange of cultural awareness, knowledge, skills and experiences; and
- Facilitating community and private sector involvement in international relationships by enhancing worldwide connections through cultural, educational, sporting and community relationships.

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 globally as a strong supporter of international engagement 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:

<u>To position the city as a city of regional and international significance</u>:

- 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 United States markets as well as global film-making markets will be exposed to promotional material and media coverage of this event.
- The event will attract key executives from the United States and the global film-making industry and expose them to the many opportunities available in Western Australia.
- Over the five financial years to 30 June 2013 the value of film and television production in WA was $206.74 million (detailed in the Focus on the Future – Western Australian Screen Industry Infrastructure Needs Assessment report undertaken by the State Government in 2014). This figure is increasing with a record number of productions being experienced in 2012/13 at 33 which delivered a peak production expenditure of $28.9 million.

- However, this is only half of what is produced in NSW, which experienced expenditure of $460.6 million over the same period. Thus there is considerable potential for enhanced economic activity from film production in WA.
- This investment will also bring intangible benefits in the form of Western Australia's stories being told and Western Australia being promoted as a tourism destination.

To increase visitation to the city;

- Film-Com Down Under 2016 will promote Perth as a city that offers stability and a desirable lifestyle, and which has a proven record of success in facilitating business collaboration throughout the region.
- The range of events and activities proposed over the week will draw crowds into the CBD to experience the activities and participate in the program.

To increase economic investment in the city;

- This event will showcase Perth's work in international affairs and the cultural, artistic, educational, and economic benefits it brings to our city;
- It will also promote Perth as an attractive investment destination and inject money directly into the WA economy. A similar event, Cinefest Oz, has been held in WA since 2008 and has grown larger every year. Since its inception, ticket sales have grown to well over 15,000 with independent economic research showing the 2012 festival added more than $1.7 million directly into the community. The 2014 Cinefest Oz film festival enjoyed record attendance of 18,000 with 52.5 % of visitors coming from outside the region.

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:

The Economic Development Unit (EDU) has allocated funds in the 2016/17 International Engagement budget amounting to $20,000 (excl. GST) for this sponsorship, subject to Council approval.

COMMENTS:

It is recommended that the Council approves sponsorship of $15,000 (excl. GST) as well as waiving hire fees of Forrest Place, Murray Street Mall, and the Northbridge Piazza for the City of Perth to be recognised as a key sponsor of Film-Com Down Under 2016.

Film-Com Down Under 2016 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 through future Film-Com Down Under events as well as potential film projects based in Western Australia. This sponsorship request has full support from the Marketing and Communications Unit (MKT), which sees a significant opportunity for MKT and EDU to work together to leverage the initiative.

Moved by Cr Limnios, seconded by Cr Yong

That Council, subject to the adoption of the 2016/17 budget:

1. approves cash Corporate Sponsorship of $15,000 (excluding GST), and in-kind sponsorship of $6,867 (excl. GST) to cover the cost of the hire of Forrest Place, Murray Street Mall, and the Northbridge Piazza, to Film-Com Down Under to present Film-Com Down Under 2016 from Monday, 12 September 2016 to Thursday, 15 September 2016;

2. notes that the event organisers will provide the following sponsorship benefits to the City:

2.1 naming rights for the event to the City of Perth as "The City of Perth Film-Com Down Under 2016;

2.2 the City of Perth crest to appear on all promotional material to be distributed globally through Film-Com Down Under channels, across Australia, and the United States;

2.3 City of Perth printed marketing material to be included in delegate packs and distributed at Film-Com Down Under events;

2.4 an opportunity for the Lord Mayor, or City representative, to give remarks at the opening and closing events;

3. notes that a detailed acquittal report, including all media coverage obtained and key performance indicators achieved, will be provided to the City by December 2016.

The motion was put and carried

The votes were recorded as follows:

For: **Crs Chen, Limnios and Yong**

Against: **Nil**

MKT51/16 CORPORATE SPONSORSHIP – FOUNDER INSTITUTE PERTH – 2016 SEMESTER

BACKGROUND:

FILE REFERENCE:	P1010627-31
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	Economic Development & Activation
DATE:	19 April 2014
MAP / SCHEDULE:	Schedule 3 – 2016 Proposal & 2015 Program Overview

About Founders Institute:

The Founder Institute's (FI) main focus is in recognising individuals' abilities that have the potential to make significant contributions to innovation on the global scale. Its next goal is to facilitate the creation of one million new jobs in technology by launching 50,000 technology businesses with 20 percent being worth over $50 million. FI is based on the following three beliefs: empowerment of people, the scientific study of success and the sharing of upside.

In terms of empowerment, FI operates anywhere entrepreneurs can make a difference, from the startup hubs, like Berlin, to developing markets, like Perth, Australia. It actively advocates on behalf of people who have not traditionally been technology company founders. For example, FI has helped launch the largest number of technology companies' led by women with 36% of graduates having a female founder.

In terms of scientific method, FI asks every one of its 30,000 annual applicants to take an extensive series of social science tests, and then the company correlates the test results against the performance of the companies created. As a result of this and other initiatives within the company, FI can predict the success of an individual, a company, and potentially an entire market. FI endorses the social sciences and their ability to predict business outcomes.

Lastly, through the sharing of upside, FI provides 85 percent of the value generated by its equity position in a graduate to the community of where the graduate is originally from. The program directors, mentors and graduates receive upside in

companies created by the FI. This creates a virtuous cycle, where the success of one graduate provides capital to the community that can be reinvested into the future.

FI's headquarters (HQ) are located in Palo Alto, California, the global epicenter of startup communities and technology innovation, and consists of 20 employees and 18 additional employees in marketing, operations and business development roles. Its Chief Executive Officer is Adeo Ressi, Co-Founder, Johnathon Greechan and its Perth directors include Andrew Hall (Stone Ridge Ventures), Kirsten Rose (BHP) and Nathan Sturcke (RAC).

FI draws on over 30 local mentors to run the Perth program. Mentors are successful entrepreneurs, such as CEO's and technology leaders, many of whom have built thriving businesses in Perth and volunteer their time to FI to grow more successful startups in our local ecosystem. FI has approximately 300 directors and 7,000 mentors globally.

The combination of mentorship, structure and peer support all lead to positive outcomes for the global network. 85 percent of all 2,000 prior graduates are operating, 70 percent are doing well and 50 percent are commercially funded. FI operates in over 125 globally connected cities, and create in excess of 1,500 new companies per year.

Summary of Program:

A request for $15,000 Corporate Sponsorship (excluding GST) has been received by the City from FI to support the Founder Institute 2016 Semester (which includes free marketing events and a proposed demo day prior to the Semester commencing) to be held between Monday, 18 July 2016 until Tuesday, 15 November 2016 at Spacecubed, 45 St Georges Terrace, Perth (and possibly the Perth Library contingent upon availability).

FI will host a demo day (proposed) and a number of free marketing intake events about various entrepreneurship topics before the semester begins to build demand (forecast up to 600 attendees across six events). These events are attended by anyone launching a new technology-enable business in the local market.

To establish the annual cohort, masterclasses are run during the marketing intake events on key startup company topics (founding a business, growing a business, investment) delivered by the directors and local community business leaders.

FI then takes employees and turns them into successful entrepreneurs. It does this through a 14-week long program, where three top CEOs come in once per week at night and present to founders in the program about their experiences building a business. The founders are given company-building work each week to create their businesses, and they are divided into groups of their peers, where the founders share their best practices.

Previous Sponsorship:

The below table detail previous sponsorship pervious provided by the City of Perth:

Year	Program	Amount	Attendance
2015	Semester	$15,000	250 (Marketing Events) 75 Applicants 49 Enrolments 10 Graduating Companies
2014	Semester	$12,000	150 (Marketing Events) 50 Applicants 25 Enrolments 8 Graduating Companies
2013	Semester	$12,000	125 (Marketing Events) 30 Applicants 18 Enrolments 5 Graduating Companies

FI has approached and secured the following sponsorship from other organisations:

- SpaceCubed – $15,000 (in-kind for venues);
- RAC – $15,000; and
- IP Sentinels – $4,000.

FI is currently still seeking additional funding possibilities but has indicated that City of Perth funding plays a pivotal role in the infancy stage of the Perth start up ecosystem.

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 liability, talented people, and centres of excellence and business opportunities.

Policy

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

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
Support for activities which award endeavour in community service	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:

FI semesters typically attract a younger demographic (between 25 and 35) as well as an emerging demographic involved in the tech start-up scene.

FI hosts free events about various entrepreneurship topics before the semester begins to build demand (forecast up to 600 attendees across six events). These events are attended by people who are interested about launching a new technology-enabled business in the local market.

The proposed Demo Day is expected to attract several seed investors in the local and interstate community, as well as entrepreneurs, creative industries professionals, business development and management professionals, students, existing city business owners, and potential city business owners.

This is of particular relevance to the City of Perth as successful new entrepreneurs can be accommodated within the city at this point of time at attractive rental terms, assisting in the reduction of current vacancy rates and providing the city with growth in knowledge based work force.

Recent work undertaken by the City has contributed to Perth being the start up centre of gravity for the WA ecosystem and as such this audience provides a direct link to City objectives of an 18 hour economy and growth in key Industry sectors.

Promotion of City of Perth to Markets / audiences:

The City of Perth will be promoted to key target markets as a major supporter of creative industries at and on every page of the FI Perth website and on all physical branding, marketing and communication materials. FI events will also be promoted across mainstream media such as The West Australian, Channel Seven News, Business News and throughout the networks of the technology startup world.

Assessment of Application (Corporate):

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

The City of Perth will be seen as supporting a program that promotes the idea of young entrepreneurs going out there and forming their own businesses. This supports the diversification in Perth economy particularly in light of the transition away from a resource intensive focus.

FI has helped to launch approximately 2,000 companies worldwide, and intend to double that number over the next 12 months.

Supporting the 2016 FI program aligns the City of Perth with an organisation that promotes the growth of the local entrepreneurial ecosystem, with the nature of the program being a pay-it-forward system where successful graduates invest back into the local ecosystem.

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

Being the only local government in Australia to provide support of the startup ecosystem, FI CEO, Adeo Ressi, often speaks highly of the City Perth and its role in supporting the local innovation ecosystem.

FI program brings together everyone in the startup ecosystem to launch the companies. Program directors are leaders in the ecosystem. The mentors are founders and CEOs of local technology companies, as well as top CEOs from Silicon Valley, New York and other entrepreneurial hotspots.

Attendees constitute of hundreds of aspiring entrepreneurs during the program recruitment period, hosting a half dozen free events featuring prominent speakers and relevant topics. The most serious idea-stage entrepreneurs apply and are hand-picked for admission to the FI program.

The FI proposal also plays a crucial role in the development lifecycle of startups by ensuring the City of Perth is represented past the hackathon / entry level aspect of the industry all the way through to actual business attraction and commercialisation.

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

By having Perth as one of the FI 2016 host cities, Perth is placed as a high as a city of interest on the worlds start-up map. Melbourne and Sydney are the only

other cities within Australia to host a FI Semester. Perth regularly features in FI HQ's literature and is considered a high potential city transitioning out of a mining boom. FI Semesters in Perth encourages a pipeline of opportunities for Perth and diversification of its economy.

FI forecasts to meet its target of 100 of local graduates within five to seven years. This will increase the visitation to the city by world class technology investors. The OzApp Awards, for example, has placed Perth on the map as a city for technology investment. The continuation of FI in Perth will ensure a larger pipeline of opportunities for years to come where top US, European and Asian venture capitalists (Startup investors) will frequent Perth more often.

A key focus of FI is to acquire funding for graduates. Startups are capital intensive thus requiring funding to pursue business cases. Historically, high profile Perth technology companies have moved to interstate or international locations to secure funding (with examples such as Canva and iCuetica). FI programs thus aim to encourage the pipeline of technology companies so many new idea stage ventures are developed each year, and the number of companies launching products is increased, generating revenue and encouraging investors to view Perth as a high potential source of deal flow. FI also encourages Perth deals to be backed by local Perth investors.

Lastly, startup's are traditionally created by the 20-40 year old age group. More startups therefore, will encourage visitation to the city before, during and after work hours, increasing the vibrancy of the city.

Economic Impact of Startups

PricewaterhouseCoopers Australia recently published a report entitled 'A Smart Move' which highlighted the economic value of supporting the startup ecosystem for the following reasons:

- Businesses have to come to terms with the monumental impact that digitisation and technology is having on business models, supply chains and customer behaviour;
- Innovation and Science, Technology, Engineering and Mathematics (STEM) education are key to future growth;
- $57.4 billion increase in GDP if we shift just one percent of the Australian workforce into STEM roles; and
- With all of this in mind, Australia needs to better position itself to compete in the global economy of the future.

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL43793000	
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	$3,025,577	This component is:
AMOUNT SPENT TO DATE:	$1,638,827	$172,573 – Creative Industries
PROPOSED COST:	$ 15,000	
BALANCE:	$1,371,750	

All figures quoted in this report are exclusive of GST.

COMMENTS:

It is recommended that the Council approves sponsorship of $15,000 (excluding GST) to the FI to present the Founder Institute Perth 2016 Semester from Monday, 18 July 2016 until Tuesday, 15 November 2016.

By partnering with the FI, City of Perth sponsorship plays a part in launching meaningful and enduring technology companies. FI endeavors to facilitate “ideas stage” entrepreneurs and companies, and assist them in becoming successful in the national and global market. These entrepreneurs and companies in turn raise capital, hire teams, and release products that contributes significantly to the local economy.

Moved by Cr Limnios, seconded by Cr Yong

That Council:

1. approves cash Corporate Sponsorship of $15,000 (excluding GST) to the Founder Institute to present the Founder Institute Perth 2016 Semester from Monday, 18 July 2016 until Tuesday, 15 November 2016;

(Cont’d)

2. notes that the event organisers will provide the following sponsorship benefits to the City:

2.1 opportunity for the Lord Mayor or City representative to present a short keynote opening address to attendees at marketing intake events, within semester events, graduation and demo day;

2.2 City of Perth support communicated to attendees at all marketing intake events, within semester events, graduation and demo day;

2.3 City of Perth logo featured on all branding, marketing and communication materials;

2.4 City of Perth banner placement at all Founder Institute events in 2016;

2.5 support for the City of Perth to use the Founder Institute FI logo in any presentation relating to its innovation portfolio; and

2.6 collaboration with the City of Perth in the construction of any innovation and startup case studies as required;

3. notes that a detailed acquittal report, including all media coverage obtained, will be provided to the City by March 2017.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

MKT52/16 SPONSORSHIP – WOMEN IN SUPER MOTHER'S DAY CLASSIC 2016

BACKGROUND:

FILE REFERENCE:	P1010627-31
REPORTING UNIT:	Community Services
RESPONSIBLE DIRECTORATE:	Community and Commercial Services
DATE:	8 April 2016
MAP / SCHEDULE:	N/A

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

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

In 2015, Mother's Day Classic events were held in all of the Australian capital cities, as well as 88 regional Australian centres. Participant numbers nationwide have increased to 130,000.

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

Year	**Participants**	**Support From City of Perth**
2011	3,680	$5,000
2012	4,100	$10,000
2013	4,900	$12,000
2014	4,178	$12,000
2015	4,725	$12,000
Proposed 2016	5,000 (approx.)	***$10,000***

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation N/A

Integrated Planning and Reporting Framework Implications

Corporate Business Plan
Council Four Year Priorities: Capable and Responsive Organisation
S20 Meaningful and contemporary community engagement and communications

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

DETAILS:

The Mother's Day Classic will be held on Sunday, 8 May 2016. The event will commence at 7.00am and participants will run or walk a course beginning and ending

at Langley Park. Participants have the option of running or walking a 4km or 8km course. The event will include a carnival style village on Langley Park with entertainment for participants and spectators, including:

- group warm-up aerobics;
- sponsor product samples and medallions for participants;
- musical entertainment;
- entertainment on the stage and start line;
- food and beverage stalls;
- massage tents;
- jumping castles;
- face painting;
- dance recitals;
- sporting apparel fashion parade;
- live music performances; and
- information on breast cancer research.

Entertainment provided at the event is proposed to include celebrities and Mother's Day Classic Ambassadors speaking and signing autographs.

Based on the number of participants in 2015, event organisers anticipate the events continued growth will result in an estimated 5,000 participants, 1,000 spectators and 200 volunteers.

Participants will be raising money for the National Breast Cancer Foundation. Any additional funds raised by the organisation are also donated towards the National Breast Cancer Foundation. Event organisers aim to raise at least $6 million across all national events.

Funding:

The City has been requested to assist with costs associated with traffic management, banner installation and hire fees, paper notification and posters and flyers.

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

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

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

In 2015 $150,500 was donated to the National Breast Cancer Foundation from the Perth event but nationally $6 million was raised to support research projects.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	29B26000
BUDGET ITEM:	Other Properties and Services – Unclassified – Other Unclassified
BUDGET PAGE NUMBER:	-
BUDGETED AMOUNT:	$118,704
AMOUNT SPENT TO DATE:	$109,410
PROPOSED COST:	$ 10,000
BALANCE:	($ -706)
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

COMMENTS:

The event will increase visitation to the city and add vibrancy to the foreshore, in addition to supporting an important community service. The event organisers advise that feedback from the 2015 event indicates that at least 30% of event attendees surveyed visited cafes, retailers and attractions in the area post event, resulting in potential additional economic spend for city retailers on Mother's Day.

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

Moved by Cr Limnios, seconded by Cr Yong

That the Marketing, Sponsorship and International Engagement Committee:

1. approves sponsorship of $10,000 (excluding GST), to Women in Super to assist with costs associated with the Mother's Day Classic fundraising event to be held on Sunday, 8 May 2016 at Langley Park, noting that $4,950 of this amount will be recouped by the City for fees and charges.

(Cont'd)

2. notes event organisers to provide the following sponsorship benefits;

2.1 the City of Perth crest to be included on all press advertising and promotional material;

2.2 a hyperlink from the event website to the City of Perth website;

2.3 the City of Perth to be acknowledged in all radio and television interviews;

2.4 City of Perth signage to be positioned at the event and the City of Perth crest to be included on Channel 9 advertisement of the event;

2.5 an opportunity for City of Perth promotional material to be included in the participant packs and a pre-recorded statement about the City to be played at intervals during the event; and

2.6 the Lord Mayor, or representative, to attend to make a speech or start the event.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

MKT53/16 CORPORATE SPONSORSHIP – IN THE ZONE EVENT SERIES 2016

BACKGROUND:

FILE REFERENCE:	P1010627-31
REPORTING UNIT:	Business Support & Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development & Activation
DATE:	29 March 2016
MAP / SCHEDULE:	Schedule 4 – In the Zone Event Program

BACKGROUND:

The City of Perth has received a request for Corporate Sponsorship of $20,000 (excluding GST) from Perth USAsia Centre to support the In the Zone event program in 2016. The event program commences with a conference which will be held on Saturday, 14 May 2016, in Jakarta, Indonesia in partnership with the Foreign Policy Community of Indonesia (FPCI) and followed by a series of roundtable events in Perth over the following months.

The Perth USAsia Centre is a non-partisan, not-for-profit institution that promotes stronger relationships between Australia, the Indo-Pacific and the USA by contributing to strategic thinking, policy development and enhanced networks between government, the private sector and academia.

Based at the University of Western Australia (UWA), the Centre works in close partnership with the United States Studies Centre at the University of Sydney, and draws on the distinctive attributes of Western Australia and its existing relationship to Asia.

Initiated in 2009 by UWA, In the Zone is a major project highlighting Western Australia's position and perspective in its engagement with the Indo-Pacific. It provides a strategic forum for business, policymakers, and researchers to respond to economic and strategic transformations in the region.

In partnership with UWA, the Perth USAsia Centre will continue to deliver the In the Zone conference and event series.

In 2015, In the Zone convened two high-profile events in Perth and Singapore. The events attracted high profile delegates including the Hon. Colin Barnett MLA, Premier of Western Australia, and the Hon. Julie Bishop MP, Australian Foreign Minister.

A panel of leading thinkers and commentators, including Paul Kelly, Editor-at-Large of the Australian, Professor the Hon Stephen Smith, Director of the Perth USAsia Centre, Krishna Sen, Professor of Indonesian Studies and Dean of Arts at UWA, and Gordon Flake, CEO of the Perth USAsia Centre, discussed the changing nature of social, political and economic relationships in Indonesia and the rest of the zone.

Past support:

The City of Perth has provided sponsorship for In the Zone since 2009/10. Recent sponsorship is as follows:

Year	Sponsorship Amount	Supported Program
2009/10	*In-Kind*	*In the Zone*
2011/12	*$20,000*	*In the Zone*
2013/14	*$20,000*	*In the Zone*
2014/15	*$20,000*	*In the Zone*
Requested 2015/16	*$20,000*	*In the Zone*
Proposed 2015/16	*$20,000*	*In the Zone*

The 2014 Annual Report has been received. This information has been reviewed and demonstrates satisfactory governance and financial management capability.

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 and centres of excellence and business opportunities.

Policy

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

DETAILS:

Eligibility:

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

Criterion	Criterion Met
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

Project Summary:

In the Zone 2016 conference will be held in Jakarta, Indonesia on Saturday, 14 May 2016. The event will be followed by a series of associated roundtable events in Perth. Perth USAsia Centre will present the event in partnership with the FPCI, founded by former Indonesian Ambassador to the USA, Dr Dino Patti Djalal.

The theme of In the Zone 2016 is Agriculture. The conference series will explore a diverse range of agricultural production and food security related topics. The conference is intended to provide a contemporary outlook on regional economic and demographic trends, identify key areas and sectors of current and future needs and focus on the critical role of innovation and technology in driving the shift required to ensure the food needs of people across the Indo-Pacific are met.

Former President of Indonesia, Dr Susilo Banbang Yudhoyono, Dr Dino Patti Djalal and Professor Kadambot Siddique AM, Director, UWA Institute of Agriculture have agreed to speak at the event.

Approximately 3,100 delegates will be invited to attend In the Zone 2016. The organisation does not charge a registration fee to attend the event.

In June and October 2016, Perth USAsia Centre will present two roundtable events on the Conference theme, Agriculture, at the Senate Room, University of Western Australia (UWA). In September, a moderated panel discussion will be held in Perth, many of the speakers from the In the Zone conference will be in attendance, including Dr Susilo Banbang Yudhoyono and Professor Kadambot Siddique AM.

In September, a moderated panel discussion with former Indonesia president, Dr Susilo Bambang Yudhoyono (SBY) will be held at be either the Dolphin Theatre or the Auditorium at the UWA University Club. The panel discussion will also feature other speakers from the Jakarta conference, Professor Siddique Kadambot and Professor Kent Anderson from UWA, and will be moderated by Gordon Flake.

Three roundtable discussions will held on 21 June, 18 October and 22 November 2016 from 12.00pm to 2.00pm in the Senate Room at UWA. These will follow the format of the Perth USAsia Centre private roundtable discussion and luncheon series. The first two roundtable discussions will focus on agriculture and insights gained from In the Zone's Jakarta conference on the agricultural sector in the Indo-Pacific, and the third will be a segue into next year's In the Zone.

Program:

The program for this event is detailed in Schedule 4.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.8 Provision of Sponsorship and Donations.

Markets / audiences who will be exposed to sponsorship information:

- State and Federal Governments;
- National and international business, thought and policy leaders;

- Members of leading international think tanks;
- Potential investors in Perth, in growth sectors such as agriculture and premium food;
- Audiences in India, Indonesia, Korea, Japan, Myanmar and China through international journalists; and
- Readers of The Australian newspaper.

Promotion of City of Perth to Markets / audiences:

Perth USAsia Centre will promote the City's support for *In the Zone* 2016 as per the sponsorship benefits outlined in the recommendation section of this report. The benefits and exposure from this promotion will traverse Australia and the Asia region.

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

- The Australian newspaper, the Perth USAsia Centre will commission a Special Report for the newspaper. Key journalists and commentators from The Australian will be invited to facilitate panels during the event;
- International media (India, Indonesia, Korea, Japan, Myanmar and China); and
- In the Zone online platforms.

Assessment of Application (Corporate):

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

Sponsorship of In the Zone 2016 presents an opportunity for the City to promote its position as a leader in international collaboration, innovation and investment in agriculture, particularly with key countries in the Indo-Pacific region.

The conference series will help to raise the profile of Perth as a business and investment destination in one of our emerging key target markets.

The conference's focus on agri-business also aligns with an emerging economic growth area for the City which recognises WA's ability to service the needs of the regions growing food requirements.

The conference also promotes Perth as an ideal international education destination. Partnering with UWA on this significant and influential conference helps to reinforce the profile of Perth in terms of being an international education city.

Growing Asian demand for food and food security will make agriculture a key growth market for Perth and for Western Australia.

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 the Asia region as a strong supporter of international relations and a leader in collaboration to address and improve key policy areas relating to the interests of the Indo-Pacific region.

Perth USAsia Centre will commission a new version of its Smart Power series, focussing on the demographic trends associated with agricultural production and supply, food security and consumption patterns in the Indo-Pacific region. This report will be launched during the forum. This will create investment related data and collateral to market this sector for Perth.

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 of Perth as a city of regional and international significance

- City of Perth marketing material will be visible to an international audience for this event, 3,100 individuals will be invited to attend; and
- As a Silver Partner the City will be recognised as a contributor to international collaboration and business development.

To increase visitation to the City

- In the Zone roundtable events will occur in Perth in the months following the conference in Jakarta. 150 guests will be invited to participate in these events, including international trade delegations and policy leaders.

To increase economic investment in the city

- The conference aims to highlight policy issues and develop solutions, creating an attractive investment environment for potential businesses and investors;
- The conference promotes Perth as an attractive investment destination, being situated in a strategic geographical location, a four hour flight from Jakarta, the largest city in Southeast Asia and in the same time zone as 60 per cent of the world's population.; and

- The conference promotes a growth opportunity that Perth can capitalise on in the form of premium food and agribusiness investment.

Sponsorship Benefits

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 43 C46 000
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development
BUDGET PAGE NUMBER:	66
	BUDGET ITEM
BUDGETED AMOUNT:	$3,025,577
AMOUNT SPENT TO DATE:	$1,492,176
PROPOSED COST:	$ 20,000
BALANCE:	$1,513,401

All figures quoted in this report are exclusive of GST.

COMMENTS:

International conferences such as this provide an environment where policy makers, leading commentators and think tanks can exchange ideas and demonstrate international collaboration and innovation, and promote the city as an ideal international education destination.

The conference's focus on agri-business also aligns with an emerging economic growth area for the city.

An amount of $20,000 (exclusive of GST) in Corporate Sponsorship is recommended to support the delivery of *In the Zone* conference series. In return for sponsorship at this level the City will be recognised as a Silver Partner of In the Zone 2016.

The In the Zone conference series presents an opportunity for the City to support a topical international conference that will enhance the image of the City of Perth and encourage goodwill towards the City from an international audience.

Moved by Cr Yong, seconded by Cr Limnios

That Council:

1. approves cash Corporate Sponsorship of $20,000 (excluding GST) to the University of Western Australia to support the presentation of the In The Zone event series 2016;

2. notes that the event organisers will present the In the Zone event series 2016;

3. notes that the event organisers will provide the following sponsorship benefits to the City:

3.1 Acknowledgement as Silver Partner in all In the Zone marketing collateral including website and conference advertising;

3.2 Acknowledgement as Silver Partner at all In the Zone events, on event signage and at Official Opening of events;

3.3 Pull-up banners to be displayed at the event;

3.4 Opportunity to provide marketing materials for display during the events;

3.5 Opportunity to provide content for In The Zone website and use In The Zone logo and branding.

4. notes that the City is to be provided with an acquittal report for the supported project, including all media coverage within three months of completion of the In The Zone conference.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

MKT54/16 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

MKT55/16 GENERAL BUSINESS

Responses to General Business from a Previous Meeting

Nil

New General Business

Nil

MKT56/16 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 and 28/07/15, 01/03/16).

MKT57/16 CLOSE OF MEETING

4.33pm 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 3 MAY 2016

CORPORATE SPONSORSHIP – FILM-COM DOWN UNDER 2016

Attachment 1: Letter of support from Foreign Minister Julie Bishop

THE HON JULIE BISHOP MP

Minister for Foreign Affairs

Ms Melanie Phillips
Chairperson
FILM-COM Down Under
manal@iinet.net.au

Dear ~~Ms~~ Melanie Phillips

Thank you for your email of 9 December 2015 inviting me to attend the opening of the inaugural FILM-COM Down Under as a special guest.

The Australian Government is committed to promoting Australia's creative and cultural economy. I congratulate you and your company for bringing the FILM-COM Financing, Packaging & Distribution Market to Perth in September 2016.

The Department of Foreign Affairs and Trade (DFAT) has a long history of using screen as a public diplomacy tool and is keen to do more with the film and television industry to promote our talent overseas and share our stories with the world. I encourage you to work with DFAT to advance and support these goals. The contact officer for this matter in DFAT is Ms Kate Taylor who can be contacted on (02) 6261 9746 or via her email address: kate.taylor@dfat.gov.au.

The Minister for the Arts, Senator the Hon Mitch Fifield, has portfolio responsibility for issues relating to the Australian screen industry. I suggest you contact him directly regarding your event.

I wish you all the best with FILM-COM Down Under.

Yours sincerely

Julie Bishop

11 FEB 2016

+61 2 6277 7500 Parliament House, Canberra ACT 2600, Australia foreign.minister@dfat.gov.au

Marketing, Sponsorship and International Engagement Committee
Confidential Schedule 2

(Minute MKT50/16 refers)

Distributed to Elected Members under separate cover

Bound in Consolidated Committee

Confidential Minute Book

Volume 1 2016

FOUNDER INSTITUTE

SPONSORSHIP PROPOSAL 2016

CITY OF PERTH

SCHEDULE 3

Founder Institute is a global incubator headquartered in Silicon Valley. We help aspiring companies and entrepreneurs launch meaningful and enduring products through a 14 week training program.

A GLOBAL NETWORK

Based in Silicon Valley but with chapters across six continents and 110+ cities, our mission is to "Globalize Silicon Valley" and help promising entrepreneurs launch companies that create one million new startup jobs.

The Founder Institute launched in Perth in 2013 and has since helped over 30 startups launch new technology products.

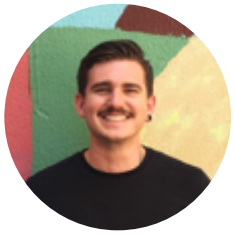
PROGRAM DIRECTORS

ANDREW HALL

Andrew Hall is a technology entrepreneur, investor and advisor. Over the past 15 years Andrew has helped over 100 innovative ventures to successfully develop and execute growth strategies that have resulted in significant commercial outcomes (3 IPO's, $200M + in capital raises and numerous trade sales). Andrew has previously a venture capitalist and has co-founded three startups.

KIRSTEN ROSE

Kirsten Rose is part of BHP Billiton's global Technology, Strategy and Innovation team and leads BHP's low emissions technology work and is formerly the WA State Manager for the Australian Institute of Company Directors. With a background in professional services, Kirsten is passionate about connecting the established business community to the startup ecosystem.



NATHAN STURCKE

Nathan Sturcke is a corporate innovation specialist and passionate supporter of the Perth startup ecosystem. He is currently Group Innovation Manager at RAC where he co-founded RAC SeedSpark, WA's first seed-funded accelerator program. Nathan is co-organiser of Startup Weekend, Perth's largest recurring startup event, and has previously founded two startups.

THE PERTH STARTUP ECOSYSTEM TODAY

The Perth startup ecosystem is forming but its still early. This is a 10yr+ marathon and we are only 3 years in.

- We still lack the necessary scale to consistency produce notable tech companies on an annual basis. We need 25+ funded seed stage deals per year, when we're currently less than 10
- Green shoots are emerging, 300 + local start ups (25 probably of merit)
- We have a gap in entrepreneur training & venture funding. Founder Institute directly focusses on closing the entrepreneur training gap.
- The ecosystem also a gap with early-stage seed funding. Both Vocus Upstart and Founder Institute are focused on this (i.e. Vocus can fund 8 deals / year, FI is working on investor demo days to fund its graduates)
- The average time to build a globally relevant start up is 8yrs – 12 yrs

"The best VCs funds truly do exemplify the Babe Ruth effect: they swing hard, and either hit big or miss big. You can't have grand slams without a lot of strikeouts."

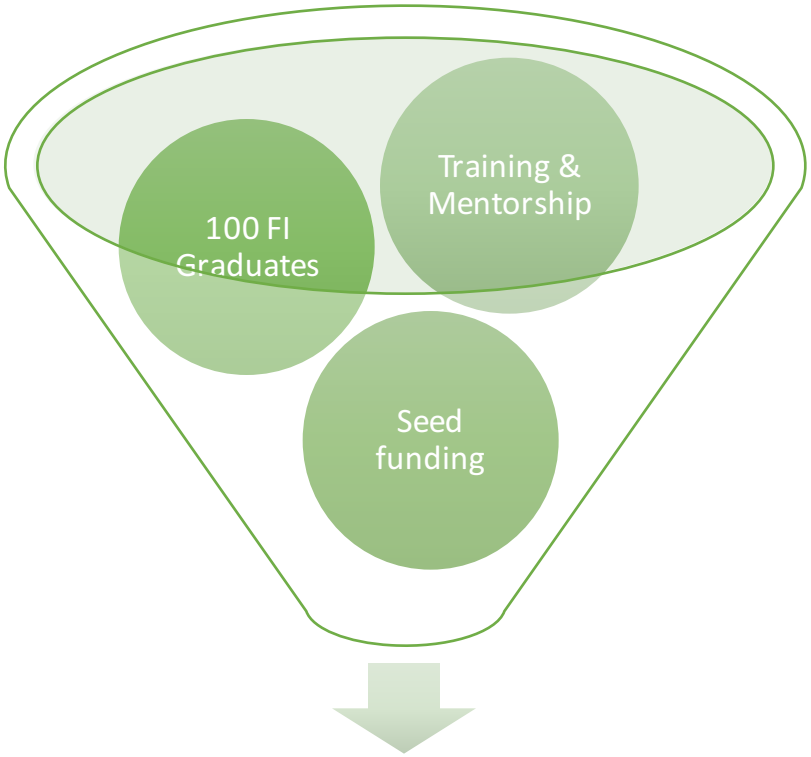
ANDRESSEN HOROWITZ
www.a16z.com

PARADOX OF THE POWER LAW

- IT'S A NUMBERS GAME

- It takes 8-12 years to build a global company
- We expect less than 20% of participants will produce 80%+ of successes

OUR STRATEGY: 100 START UPS IN 7 years



2 - 5 MAJOR SUCCESS STORIES

STATUS: 30+ START UPS in 3 years = GREEN SHOOTS

START UPS IN GENERAL

The Startup Genome Repot (2015) reported a number of key factors that contribute to building an effective and sustainable technology startup. Many of these factors are the direct focus of Founder Institute, for example:

- Startups that have **helpful mentors**, track metrics effectively, and learn from startup thought leaders raise 7x more money and have 3.5x better user growth.
- **Startups need 2-3 times longer to validate their market than most founders expect.** This underestimation creates the pressure to scale prematurely.
- **Investors who provide hands-on help have little or no effect on the company's operational performance**. But the right mentors significantly influence a company's performance and ability to raise money. (However, this does not mean that investors don't have a significant effect on valuations and M&A)
- **Solo founders take 3.6x longer to reach scale stage** compared to a founding team of 2 and they are 2.3x less likely to pivot.
- **Balanced teams with one technical founder and one business founder raise 30% more money**, have 2.9x more user growth and are 19% less likely to scale prematurely than technical or business-heavy founding teams.

Learn more about the Startup Genome Report at compass.co

WHERE DO WE FIT

DISCOVERY
Idea focused
Pre-corporate structure

UNEARTHED HACKATHON

STARTUP WEEKEND

COMMITTED
Corporate structure

FOUNDER INSTITUTE

- Rigorous selection process
- Idea stage focus
- Training (14 weeks)
- Mentors: CEO's of start ups / VC funds
- Investor ready focus
- Global network
- Developing deeper funding options

FUNDED
Corporate structure
(existing product)

UNEARTHED ACCELERATOR

VOCUS UPSTART

OZAP AWARDS

OUR LAST THREE YEARS

Founder Institute plays a pivotal part in the development of the Perth entrepreneurial ecosystem.

The program has been offered 3 times in Perth since launching in 2013 and plays a vital role in training potential entrepreneurs to launch successful tech businesses.

750+
Attendees at FI events

150+
Program applicants

90+
Program participants

38
FI Graduates

THE PROGRAM

The Founder Institute runs an intensive program that conditions people to think and act like successful technology company leaders.

One a week at night, three mentors share their expertise on a key skill needed to run a startup. Founders are then provided assignments that requires then to take steps to actually build their business. Throughout the program the Founders are divided into Working Groups with their peers to share expertise and insights.

The combination of mentorship, a structured approach and experienced peer exchange results in a structured program that delivers real results.

1	2	3
IDEA	BUSINESS	LAUNCH
1. Orientation	7. Startup Legal	11. Sales
2. Vision	8. Team	12. Branding
3. Research	9. Product	13. Fundraising
4. Revenue	10. Mentor Review	14. Graduation
5. Naming		
6. Mentor Idea Review		

MENTORS

Some of the amazing 20+ local mentors who help guide the teams through the program:

Matt MacFarlane
Director Yuuwa Capital

Charlie Gunningham
CEO Business News

Dr Marcus Tan
CEO HealthEngine

Claire McGregor
Co-founder Appbot

Derek Gerrard
Director Go Capital

2015
PROGRAM OVERVIEW

2015 PROGRAM & GRADUATE SUMMARY

JORDON HOLZMANN/ CRUXCEE

JASKY SINGH / SIXTH DEGREE

ANTHONY MANNING-FRANKLIN / GIGGER

DAVID BEROS / GRANDPLANS

JEROEN VAN ZON / HIRESQUARE

CHRIS BREIDAHL / MYGURU

SCOTT MCDOWELL / PERPETUALBET

STEPHANIE GILLON / WEALTHTANK

LACY & GORDON GOW / FAMYLIA

NATHAN STURCKE / SKILLSOCIAL

250+

ATTENDEES AT INFORMATION EVENTS

90

APPLICANTS

49

SUCCESSFUL ENTRANTS

10

GRADUATES

A NOTE FROM OUR GRADUATES

"You can't put a value on getting in a room with likeminded high energy people who are all committed to turning a business into a success. The network you obtain through FI is invaluable if you are serious about building a company. Not only is everyone committed to sharing opinions, contacts and ideas, you also build a network you can reach out to in 10 years from now. All you have to do, is be open about getting challenged..."

JOROEN VAN ZON

Founder, Hiresquare & 2015 FI Graduate

"My experience was amazing and critical to the success of my startup. Since my participation in Founders I've gone on to further wins and funding. I'd strongly encourage any entrepreneurs, or any technically skilled person with a good idea, to apply."

DR. FELICITY MILLMAN

Founder, Rest Alert & 2014 FI Graduate

FI SUCCESS STORIES

2013

eternal eve

PRODUCT ✅
REVENUE ✅
STILL GOING ✅

GeoMoby

PRODUCT ✅
REVENUE ✅
STILL GOING ✅

Entered Amcom Upstart 2015

2014

RESTALERT
SLEEP BETTER. DRIVE SAFER.

PRODUCT ✅
REVENUE ✅
STILL GOING ✅

Winner RAC SeedSpark 2014, entered Amcom Upstart 2015

2015

HIRESQUARE

PRODUCT ✅
REVENUE ✅
STILL GOING ✅

PRODUCT ✅
REVENUE ✅
STILL GOING ✅

Famylia

PRODUCT ✅
REVENUE ❌
STILL GOING ✅

SKILL SOCIAL

PRODUCT ✅
REVENUE ✅
STILL GOING ❌

Combined with 'Befriend' social enterprise

CRUXCEE

PRODUCT ✅
REVENUE ✅
STILL GOING ✅

MyGuru

PRODUCT ✅
REVENUE ✅
STILL GOING ✅

2015 SPONSORS

We were proud to be sponsored by the following organisations that helped make Founder Institute a success in 2015:

City of Perth

RAC
For the better

spacecubed
COWORKING | COLLABORATION | INNOVATION

synergy

General Standards
LEGAL BUSINESS

IMPROVING ON 2015

We are constantly improving and making changes to the program based on lesson learned from last year's cohort. This year, we're looking to make the following key changes:

1. Establishing a post-graduation 'demo day' allowing the top 5 graduating teams to pitch for funding from local angel investors and VC's with $1bn+ combined net worth
2. Creating new opportunities for teams to find a technical co-founder early on in their product development journey
3. Expanding the reach of our marketing efforts to fast track to 100 graduates

2016 CITY OF PERTH

SPONSORSHIP PROPOSAL

PARTNERSHIP PROPOSAL

We're excited for the opportunity to partner with City of Perth again in 2016.

PARTNERHSIP BENEFITS:

PRESENTATION

An opportunity to present to the enrolled Founders during the program

BRANDING

Have your logo and company description prominently placed on every page of the Founder Institute web site for the local chapter.

ATTENDANCE

Attend every weekly training session with two guests, which can be used as a perk for any of your purposes.

INTRODUCTIONS

Receive introductions to all of the enrolled Founders

Partnership Amount

$15,000

NEXT STEPS

Questions
Email us any questions that you might have about working together.

Approval
Send us a logo, description and link once the partnership is approved.

Offering
Determine if your firm can offer a special package to Founders.

Orientation
Schedule a 30 minute call to walk through best practices of working with FI.

Sessions
Plan to attend key sessions of the program to onboard new clients.

IN THE ZONE

Perth USAsia Centre

FPCI FOREIGN POLICY COMMUNITY OF INDONESIA

Shaping and Promoting Positive Indonesian Internationalism Throughout the Nation and to the World

IN THE ZONE 2016

FEEDING THE ZONE

INTERNATIONAL COOPERATION, INNOVATION AND INVESTMENT IN INDO-PACIFIC AGRICULTURE

JAKARTA

SATURDAY 14 MAY 2016

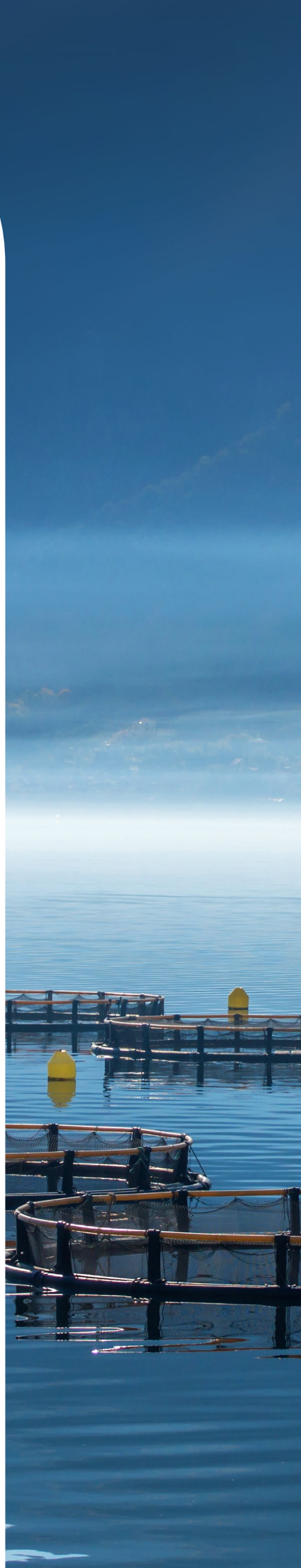
THE UNIVERSITY OF WESTERN AUSTRALIA

The In the Zone initiative was founded by The University of Western Australia (UWA) to highlight Western Australia's position and and promote its unique perspective within the emerging Indo-Pacific. It provides a forum through which to engage with the region and optimise relationships between governments, businesses and other policy making institutions.

From 2016, the Perth USAsia Centre will drive and coordinate further development of the In the Zone conference series. Following the initiative's first successful international event in Singapore in April 2015, the next major conference event will be held in Jakarta on 14 May 2016 in partnership with the Foreign Policy Community of Indonesia (FPCI), founded by Dr Dino Patti Djalal, former deputy foreign minister of Indonesia.

"OUR GEOGRAPHY IS OUR DESTINY... THIS IS OUR NEIGHBOURHOOD, WHERE WE LIVE, WHERE WE DO BUSINESS... THIS CONFERENCE IS EVIDENCE OF THE FACT THAT WE SEE OUR FUTURE VERY MUCH FOCUSED ON OUR CAPACITY TO GROW OUR ECONOMY THROUGH TRADE AND INVESTMENT IN THE REGION"

Hon Julie Bishop
Minister for Foreign Affairs



"IT REALLY IS AN AMAZING TIME THAT WE LIVE IN. IT IS A TIME WHEN THE GAP BETWEEN HUMAN IMAGINATION AND HUMAN ACHIEVEMENT WILL NARROW. IT IS A TIME WHERE MORE THINGS WILL CHANGE IN THE NEXT DECADE THAN IN THE PREVIOUS CENTURY. IT IS A TIME OF RAPID POWER SHIFTS. YOU LIVE IN A TIME WHEN INDIVIDUALS HAVE BECOME MORE POWERFUL THAN EVER. USE YOUR POWER WELL."

His Excellency Dr Susilo Bambang Yudhoyono AC
former President of Indonesia

The emergence in the 21st century of the Indo-Pacific as an important region has had a profound economic, social and environmental impact on the global landscape. While the opportunities have been transformational and overall wealth has increased, many challenges remain. With the world's population set to grow by more than 2 billion people by 2050, and a rise in urbanisation and affluence in Asia's rapidly growing middle classes, ensuring the world's food and water security remains one of the most pressing.

A traditional approach to farming the world's resources to provide the crops, livestock and food products its people need is no longer an option. We must ensure that the smartest researchers, the best scientists and the most creative innovators are enabled to fully transform Indo-Pacific agricultural practices into a smart, capable and efficient industry, supported by funding, infrastructure and a policy environment where global partnerships can thrive.

OVERVIEW

KEY THEMES

INTERNATIONAL COOPERATION

INNOVATION

INVESTMENT

In the Zone 2016 aims to create a compelling and coherent forum that explores a diverse range of agricultural production and food security related themes. It will provide a forward-leaning outlook on regional economic and demographic trends, identifying the key areas and sectors of greatest current and future need.

This year's conference gives a snapshot of global and regional policy, research and innovation across sectors including agriculture, livestock and aquaculture. In the Zone 2016 will also look at the international cooperation needed to achieve improvements in these industries.

Most importantly, the forum will focus on the critical role of innovation and technology in driving the exponential shift required to properly feed and nourish peoples across the Indo-Pacific, now and in the future. Furthermore, In The Zone 2016 will examine the investment and trade architecture that will be needed to accelerate and sustain growth.

OBJECTIVES

In the Zone's objective is to promote high-level thinking, solution building, knowledge transfer and regional dialogue with stakeholders across the agricultural and food policy spectrum.

In the Zone has established a reputation for bringing together commentators, policy makers and researchers from across countries, sectors and disciplines. There are a multitude of actors with interests in agricultural and food policy representing varying interests and mandates. From the United Nations Food and Agricultural Organisation to the World Food Programme, to the research interests of the International Food Policy Research Institute, the collaborative clout of the Consultative Group in International Agriculture Research, the philanthropic endeavours of the Gates Foundation and the Wellcome Trust to the efforts of NGO's, entrepreneurial businesses and individual governments, there is much work directed at the overall goal of food security and improvement in agricultural productivity.

While agricultural and food security issues are no doubt country and sector specific, the overriding priorities are consistent. The International Food Policy Research Institute's (IFPRI) last Global Food Policy Report stated "to further contribute to the reduction of global hunger and malnutrition, middle income countries should focus on the mutual exchange of innovative ideas, technologies, and policies that have worked with each other and other developing countries."

The 2016 event will contribute to a communiqué of common goals, which will be reflected through a high level Australian and Southeast Asian media strategy.

PROGRAM ELEMENTS

In Zone 2016 is designed as a one-day forum aimed at an audience of approximately 1000 people from Indonesia, Australia and the wider region. The program consists of four panel sessions, the third of which will be presented as a series of short, dynamic presentations (in a TED talk format).

1. **Setting the scene:** covers demographic projections, economic growth scenarios and food consumption patterns in key countries in the zone.
2. **International cooperation, collaboration and knowledge transfer:** emphasises the need to work across disciplines, countries, supply chains and systems in research, innovation, investment and regulation. Regional investment and trade architecture must be optimised for this process to succeed, for entrepreneurs across sectors to meet and for new ways of funding and doing business to evolve.
3. **Innovation and the need for disruption:** challenges traditional sector based thinking and business. The most imaginative thinkers in this space, the people who have solved problems, will explore short case studies in TED talk style.
4. **Investment:** examines who will fund the billions of dollars in investment needed in the infrastructure necessary to produce and transport food around the zone, to ensure reliable supply and meet growing demand? What are the new funding models governments, businesses and not for profits can use, across sectors and across national borders, to address this issue?

SPEAKERS

Over the last five years In the Zone has been fortunate to develop close relationships with some of UWA's most prominent Indonesian alumni. Former President Dr Susilo Bambang Yudhoyono will open and speak at the forum, as well as the distinguished former ambassador and presidential candidate Dr Dino Patti Djalal. Other invited guest speakers include:

- **Professor Herry Suhardiyanto**
  Rector, Bogor Agricultural University
- **Mr Yiping Zhou**
  Envoy of the Secretary-General of South-South Cooperation, UNDP
- **Dr Sri Mulyani Indrawati**
  Managing Director and Chief Operating Officer, World Bank
- **Professor Bark Taeho**
  Former Trade Minister, Republic of Korea

Other organisations and individuals from the philanthropic and business sectors and other successful interAsian businesses and successful NFPs will be invited to speak. We are working to identify the people associated with the innovative case studies to be presented during the forum.

DR SUSILO BAMBANG YUDHOYONO

Senior Fellow, Perth USAsia Centre; 6th President of the Republic of Indonesia

Dr Susilo Bambang Yudhoyono is the former president of the Republic of Indonesia and is a Senior Fellow at the Perth USAsia Centre, based at The University of Western Australia.

Dr Yudhoyono was the Republic of Indonesia's sixth president and the country's first directly elected president - entering office in 2004 and serving two consecutive five-year terms. He left office in October 2014.

Dr Yudhoyono has a Master's Degree in Management from Webster University in the United States and a Doctorate Degree in Agricultural Economics from the Bogor Institute of Agriculture. He also attended the US Army Command and General Staff College.

The recipient of many international awards, Dr Yudhoyono was named by the United Nations as a "Global Champion for Disaster Risk Reduction" in 2011 for his efforts to make disaster risk reduction a national priority after the Boxing Day tsunami hit Indonesia in 2004. In 2010, Dr Yudhoyono became the fifth visiting head of state to address both houses of Australian Parliament.

DR DINO PATTI DJALAL

Founder, Foreign Policy Community of Indonesia; Former Deputy Minister for Foreign Affairs; former Ambassador to the United States

Dr Dino Patti Djalal is a career diplomat and ambassador, best-selling author, accomplished academic, youth activist, app designer (itunes: "diplomat to do"), and former presidential candidate.

Dr Djalal joined Indonesia's Department of Foreign Affairs in 1987. He rose through the ranks quickly with postings in London, Dili and Washington DC. In 2002, he was appointed Director for North American Affairs. In 2004, when President Susilo Bambang Yudhoyono Began his term, Dr Djalal was appointed Special Staff of the President for International Affairs. In that capacity, Dr Djalal assumed many roles: Presidential spokesperson, foreign policy adviser to the president, speech writer. Dr Djalal kept this position for six years until 2010, making him the longest serving Presidential spokesperson in Indonesia's modern history.

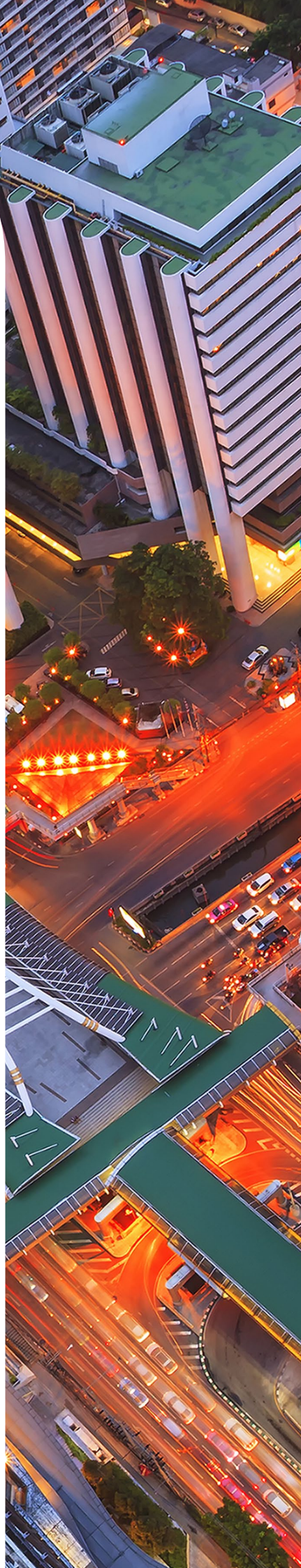
From 2010 to 2013, Dr Djalal served as Indonesia's ambassador to the United States, where he succeeded in elevating bilateral relations to a Comprehensive Partnership. In early 2014, Dr Djalal joined the Convention of the then ruling party the Democratic Party to select a Presidential candidate. Dr Djalal campaigned as an independent and was not a party member of the Democratic Party. In June 2014, he was appointed Deputy Minister for Foreign Affairs, until October that year.

In 2012, Dr Djalal won the prestigious "Marketeer of the Year", an award that was won by President Joko Widodo when he served as mayor of Solo. In 2010, Dr Djalal received Star Services, the state's second highest order of merit; and in 2014, he received Adiprana Mahaputra Star, the state's highest medal for Meritorious Service.

Dr Djalal is Chairman of the Board of Directors, World Resources Institute (WRI) Indonesia, and a member of the Board of Governors of the Institute for Peace and Democracy, based in Bali. Also he founded the Community of Foreign Policy of Indonesia (FPCI) in 2014.

PROGRAM

TIME	SESSION	SPEAKERS
07.30 - 08.30	Registration	
08.30 - 08.45	**Opening welcome**	**Professor L. Gordon Flake** CEO, Perth USAsia Centre **Professor Herry Suhardiyanto** Rector Bogor Agricultural University **Dr Dino Patti Djalal** Founder, FPCI
08.45 - 09.20	**Keynote address**	**HE Dr Susilo Bambang Yudhoyono** former President of Indonesia
09.20 - 10.15	**Session one: economic and demographic trends in the zone**	**Dr Dino Patti Djalal** **Hon. Dr Mike Nahan MLA** Treasurer, Western Australia (tbc) **Hon. Angus Taylor MP** Assistant Minister for Cities & Digital Transformation (tbc) **Professor Kadambot Siddique AM** Director, The UWA Institute of Agriculture
10.15 - 10.45	Morning tea	
10.45 - 12.00	**Session two: International Cooperation**	**Mari Pangestu** Former Trade Minister Former Minister for Toursim and Creative Economy, Republic of Indonesia **Sri Mulyani Indrawati** Managing Director, World Bank (tbc) **Yiping Zhou** Envoy of the Secretary General of SouthSouth Cooperation, UNDP **Professor Bark Taeho** Former Trade Minister, Republic of Korea Graduate School of International Studies, Seoul National University
12.00 - 13.15	VIP Lunch and networking	**Ridwan Kamil** Mayor of Bandung
13.15 - 15.30	**Session three: innovation**	**Professor Michael Blakeney** UWA **Dr TJ Higgins** Honorary Research Fellow, CSIRO **Andrea Koch** Accenture
15.30 - 16.45	**Session four: investment**	**Dr Andrew Crane** CEO, CBH Group
16.45 - 17.00	**Concluding session**	



For further information please contact:

Gordon Flake
CEO, Perth USAsia Centre
gordon.flake@perthusia.edu.au

www.zone.uwa.edu.au

INTERNATIONAL PARTNER

FPCI | FOREIGN POLICY COMMUNITY OF INDONESIA

Shaping and Promoting Positive Indonesian Internationalism Throughout the Nation and to the World

OTHER STAKEHOLDERS

In the Zone has enjoyed the support of Australia's Foreign Minister the Hon Julie Bishop, Western Australian Premier the Hon Colin Barnett and a range of distinguished UWA alumni and senior Western Australian and Australian figureheads. These individuals will be invited to attend in the In the Zone forum.

MEDIA ENGAGEMENT

In the Zone's partnership with The Australian newspaper has been a strong and successful component of its five-year program. The Perth USAsia Centre will commission a Special Report for the newspaper containing the features and outcomes from In the Zone 2016. We will also invite key journalists and commentators from The Australian to facilitate panels during the event. We will also work to develop an international media strategy to ensure the key messages are promoted in Indonesia and throughout the region.

ASSOCIATED ACTIVITIES

Perth USAsia Centre will commission a new version of its Smart Power series focussing on the demographic trends associated with agricultural production and supply, food security and consumption patterns in the Indo-Pacific region. This report will be launched during the forum.