

**Marketing, Sponsorship and  
International Engagement  
Committee**

**Notice of Meeting  
15 August 2017  
4:00pm**

**Committee Room 1  
Ninth Floor  
Council House  
27 St Georges Terrace, Perth**



**City of Perth**

**Agenda**

**ORDER OF BUSINESS AND INDEX**

- 1 Declaration of Opening
- 2 Apologies and Members on Leave of Absence
- 3 Question Time for the Public
- 4 Confirmation of minutes – 18 July 2017
- 5 Correspondence
- 6 Disclosure of Members' interests
- 7 Matters for which the meeting may be closed

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

| Attachment No.                         | Item No. and Title                                   | Reason        |
|--|--|---------------|
| Confidential Attachments 8.2A          | 8.2 Business Improvement Grants – 2017/18 Program    | s 5.23(e)(ii) |
| Confidential Attachments 8.5A and 8.5B | 8.5 Annual Event Sponsorship – West Coast Fever 2018 | s 5.23(e)(ii) |

- 8 Reports
  - 8.1 - Business Event Sponsorship – Australian Tourism Export Council Meeting Place 2017
  - 8.2 - Business Improvement Grants – 2017/18 Program
  - 8.3 - Annual Arts Sponsorship – Pride Festival (PrideFEST 2017)
  - 8.4 - Annual Arts Sponsorship – The Blue Room Theatre
  - 8.5 - Annual Event Sponsorship – West Coast Fever 2018
- 9 Motions of which Previous Notice has been given

Please convey apologies to Governance on 9461 3250  
or email [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au)

- 10** General Business
- 10.1 - Responses to General Business from a Previous Meeting
- City of Lights Festival (raised at MKT 20/06/17)  
Director Economic Development and Activation has provided a memo relating to this item to Cr Chen.
- 10.2 - New General Business
- 11** Items for consideration at a future meeting
- Outstanding Reports:
- City of Lights Festival (raised at MKT 20/06/17)
- 12** Closure



**REBECCA MOORE**  
**A/CHIEF EXECUTIVE OFFICER**  
10 August 2017

**This meeting is open to members of the public**

## MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

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

| <b>Members:</b>            | <b>1st Deputy:</b> | <b>2nd Deputy:</b> |
|----------------------------|--------------------|--------------------|
| Cr Chen (Presiding Member) | Cr Davidson OAM JP | Cr Green           |
| Cr Limnios                 |                    |                    |
| Cr Yong                    |                    |                    |

**Quorum:** Two  
**Expiry:** October 2017

**TERMS OF REFERENCE** [Adopted OCM 24/11/15] [Amended OCM 13/12/16]

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

**NOTE:**

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

1. Approve or decline requests for donations, grants or sponsorships of up to \$15,000 [FM Reg.12(1)(b)].
2. Approve or decline requests to waive fees for the hire of the City's exhibition screens with a value in excess of \$5,000 [s.6.12].

# INFORMATION FOR THE PUBLIC ATTENDING COMMITTEE MEETINGS

## Question Time for the Public

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

## Deputations

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

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

## Disclaimer

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

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

# EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



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

## BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

### ALERT ALARM

**beep beep beep**

All Wardens to respond.

Other staff and visitors should remain where they are.



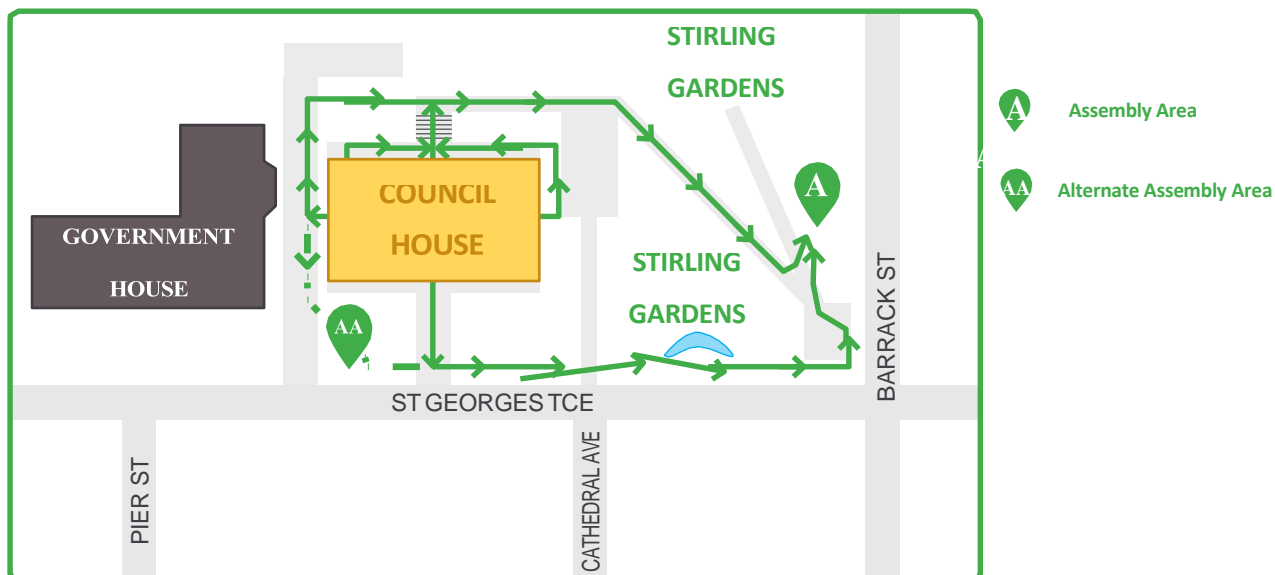
### EVACUATION ALARM / PROCEDURES

**whoop whoop whoop**

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

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

#### EVACUATION ASSEMBLY AREA



**Agenda**                      **Business Event Sponsorship – Australian Tourism Export Council**  
**Item 8.1**                      **Meeting Place 2017**

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**Recommendation:**

***That the Marketing, Sponsorship and International Engagement Committee:***

- 1. APPROVES cash sponsorship of \$10,000 (excluding GST) to Australian Tourism Export Council to present Meeting Place 2017, to be held between 20 November and 22 November 2017;**
- 2. NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.1A;**
- 3. AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council approved funding amount; and**
- 4. NOTES that a detailed acquittal report, including all media coverage, will be submitted to the City by March 2018.**

FILE REFERENCE:                      P1034443#02  
 REPORTING UNIT:                      Economic Development  
 RESPONSIBLE DIRECTORATE:        Economic Development & Activation Directorate  
 DATE:                                      4 August 2017  
 ATTACHMENT/S:                      Attachment 8.1A – Project Details

**Council Role:**

- |                                     |                |   |
|-------------------------------------|----------------|---|
| <input type="checkbox"/>            | Advocacy       | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i>   |
| <input checked="" type="checkbox"/> | Executive      | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i>  |
| <input type="checkbox"/>            | Legislative    | <i>Includes adopting local laws, town planning schemes and policies</i>   |
| <input type="checkbox"/>            | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |

**Legislation / Strategic Plan / Policy:****Legislation** *City of Perth Act 2016***Integrated Planning and Reporting Framework Implications** **Strategic Community Plan**  
Goal 5 A prosperous city**Policy**  
Policy No and Name: 18.13 – Sponsorships**Purpose and Background:**

The City of Perth received a request for Business Event Sponsorship of \$15,000 (excluding GST) from Australian Tourism Export Council for the City to support sponsorship of Meeting Place 2017 which is being between 20 November and 22 November 2017.

The Australian Tourism Export Council (ATEC) is the peak industry body representing Australia's \$33.4 billion tourism export sector.

ATEC represents more than 850 members across Australia, including inbound tour operators and online distributors who connect Australian tourism products with vital distribution channels in key overseas markets; those tourism products include accommodation providers, tour companies, attractions, airlines, cruise lines, transport operators, food and beverage outlets and tourism services including retail outlets, educational institutions and guiding organisations.

Services provided by ATEC include business to business opportunities, industry advocacy and development, education and business capacity building, local and national networking events and conferences.

**Details:**

Officer assessment of this corporate sponsorship application is detailed in Attachment 8.1A.

Meeting Place 2017 is ATEC's annual flagship industry event helping tourism businesses build valuable commercial connections; it is a three day event comprising of a range of industry leadership meetings and commercially valuable business to business workshops featuring a broad range of buyers representing Australia's key international markets. Meeting Place 2017 will also comprise of a national conference, networking events, a gala dinner and awards night.

A key objective of this year's Meeting Place 2017 is to stimulate the growth of international visitors to Perth as a destination for many years to come.

**Financial Implications:**

|                       |   |
|-----------------------|---|
| ACCOUNT NO:           | 93 971 000  |
| BUDGET ITEM:          | Economic Development Program – Donations and Sponsorships - Tourism |
| BUDGETED AMOUNT:      | \$50,000  |
| AMOUNT SPENT TO DATE: | \$13,000  |
| PROPOSED COST:        | \$10,000  |
| BALANCE REMAINING:    | \$27,000  |

All figures quoted in this report are exclusive of GST.

**Comments:**

It is recommended that Committee approves \$10,000 (excluding GST) towards Business Event Sponsorship of ATEC's Meeting Place 2017.

With tourism injecting approximately \$10 billion into the West Australian economy every year and creating more than 97,000 jobs, it is a valuable industry to WA's economy and a key priority sector for the Economic Development Unit.

One of the main aims of Meeting Place 2017 is to showcase to the 300+ interstate tourism delegates the best of Perth, including the major capital developments made by both the City and the State in recent years, as well as the high quality and excellent value hotel stock currently on offer within the city.

ATEC have mobilized a willing Perth tourism sector to ensure Perth is exhibited in the best possible light to the interstate tourism delegates.

The event also allows Perth businesses to build valuable commercial connections, particularly at a time when Western Australia is seeking to diversify its economic base.



**Project Details**

|                                    |   |                              |           |
|------------------------------------|---|------------------------------|-----------|
| <b>Project Title</b>               | Australian Tourism Export Council (ATEC) Meeting Place 2017   |                              |           |
| <b>Project Start Date</b>          | 20/11/2017  |                              |           |
| <b>Project End Date</b>            | 22/11/2017  |                              |           |
| <b>Venues</b>                      | 1) Hyatt Regency, Perth<br>2) Frasers, Perth<br>3) Ku De Ta, East Perth<br>4) Aloft Hotel, Rivervale<br>5) The Hamptons, City Beach<br>6) Crown Perth, Burswood<br>7) Fremantle |                              |           |
| <b>Applicant</b>                   | Australian Tourism Export Council   |                              |           |
| <b>Expected attendance numbers</b> | 350   |                              |           |
| <b>Ticket Pricing - Standard</b>   | \$1,200.00  |                              |           |
| <b>Total Project Cost</b>          | \$252,801.00  |                              |           |
| <b>Total Amount Requested</b>      | 6% of total project cost  |                              |           |
| <b>Amount requested</b>            | \$15,000.00   |                              |           |
| <b>REMPAN Impact (Direct)</b>      | \$213,000   | <b>Total impact</b>          | \$344,000 |
| <b>Recommendation</b>              | Approval  |                              |           |
| <b>Recommended amount</b>          | 4% of total project cost  | <b>Assessment Score (36)</b> | 29.3      |

**Project Summary**

Meeting Place 2017 is a three day event comprising of a range of industry leadership meetings, a national conference, networking events, a gala dinner, an awards night and commercially valuable business to business workshops featuring a broad range of buyers representing Australia's key international markets.

The program has been designed to showcase the best of Perth to an expected 300+ interstate attendees. Approximately 80 attendees will be international buyers that service visitors from more than 50 international markets and deal in 25 plus international currencies.

A key objective of ATEC Meeting Place is to stimulate the growth of international visitors to Perth for many years to come.

This is only the second time in over 40 years that Meeting Place has been held outside of Sydney.

### **Project Description**

The program is currently set out below:

| <b>Event</b>                           | <b>Description</b>   | <b>Venue</b>       |
|--|--|--------------------|
| <b>Monday 20 November</b>              |  |                    |
| ATEC National Board Meeting            | Board members meeting  | Crown Towers       |
| Industry Partners Meeting              | Key stakeholders meeting including Qantas, Tourism Australia and State Tourism Organisations   | Hyatt Regency      |
| Buyers Lunch and Presentation          | Hosted lunch by Tourism WA for inbound tour operators and invited guests   | Aloft Hotel        |
| ATEC Annual General Meeting            | All Inbound Tour Operators and sellers are invited to AGM  | Aloft Hotel        |
| ELITE Presentations                    | Presentation by 34 young emerging leaders from across the country representing their organisations   | Aloft Hotel        |
| Meeting Place Welcome Function         | Welcome and networking event   | The Hamptons       |
| <b>Tuesday 21 November</b>             |  |                    |
| New Product Presentations              | Sellers with new product pitch for three minutes each in front of inbound tour operators i.e. buyers   | Hyatt Regency      |
| Workshops                              | B2B appointments between inbound tour operators and sellers  | Hyatt Regency      |
| Young ATEC Networking Event            | Younger emerging tourism leaders social networking event   | Ku De Ta           |
| CEO Leaders Forum Dinner               | High level, keynote speaker, invite only event for CEO/leaders in the tourism industry   | Frasers Restaurant |
| Fremantle Walking Tour (optional)      | Free night for delegates   | Fremantle          |
| <b>Wednesday 22 November</b>           |  |                    |
| Conference and Keynote Presentations   | All day conference (8.30am - 4.00pm) with keynote speakers and breakout sessions.  | Crown Perth        |
| Gala Dinner and ATEC Excellence Awards | Gala dinner with industry peers/ VIP's. Awards night for most successful in tourism industry for the last 12 months, voted by industry peers and judged by the ATEC Board. | Crown Perth        |

The conference will highlight the challenges, opportunities and innovations which underpin the current and future state of the tourism export industry. Keynote speakers, industry discussion panels and themed breakout sessions will provide insights into future growth opportunities. Confirmed speakers include John O’Sullivan, Managing Director Tourism Australia and Michael Pascoe, well known finance and economics commentator and journalist.

The conference will also be a chance for the tourism industry to support and celebrate the introduction of the new Qantas Dreamliner with its non-stop Perth to London flight; this new route will elevate the position of Perth as Australia’s western gateway to the world. Qantas CEO or a senior member of staff has been confirmed to speak, however, confirmation of named speaker is yet to be announced.

### **Organisation Details**

|                                 |   |
|---------------------------------|---|
| ABN                             | 87002941228                               |
| Entity Name                     | Australian Tourism Export Council Limited |
| Entity Type                     | Australian Public Company                 |
| ABN Status                      | Active                                    |
| Goods & Services (GST)          | Yes                                       |
| Endorsed as DGR                 | No  |
| DGR Item Number                 | N/A                                       |
| DGR Funds                       | N/A                                       |
| Tax Concessions                 | No tax concessions                        |
| Main Business Location Postcode | 2000                                      |
| Main Business Location State    | NSW                                       |

### **Organisation Capacity**

ATEC has been hosting this international tourism conference for Australian tourism exporters for 41 years.

### **Previous City of Perth Support (last 5 years)**

As the event has not been hosted in Perth in the past, the City has not previously sponsored the event.

### **Proposed sponsorship benefits**

- City of Perth recognition on all program promotional material;
- City of Perth recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- Opportunity for the Lord Mayor, Deputy Lord Mayor, Elected Members or key staff (CEO) to attend any of the conference/social activities;
- Opportunity to offer special tours of the city on free afternoon for delegates via ATEC website;
- Opportunity to promote to delegates via ATEC website and/or direct mail out;
- Provision of all key note speaker slide decks;

- Provision of all outputs from the industry discussion panels;
- Provision of conference notes;
- Comprehensive list and details of confirmed attendees;
- Ability to survey attendees through ATEC;
- Opportunity to access keynote speakers for potential City of Perth hosted presentation; and
- Opportunity for the City to present to Young ATEC attendees.

Final benefits will be confirmed with the organiser after the approved funding amount has been confirmed.

### **Sponsorship Assessment**

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome.

| <b>General Criteria</b>   | <b>Score (4)</b> |
|---|------------------|
| Level of benefits provided to the City  | 2.7              |
| Level of attendance to the event  | 3                |
| Calibre of speakers and participants in the event   | 3.7              |
| Level of opportunity for business networking and links to existing WA industry sectors                          | 3.3              |
| Level of anticipated economic benefit to the City   | 3                |
| Extent to which the event positions Perth as a capital city and lifts the status, awareness or profile of Perth | 3.7              |
| Evidence of a robust business plan including other funding sources to ensure sustainability of the event        | 3                |

| <b>Strategic Plan and Economic Development Strategy</b>   | <b>Score (4)</b> |
|---|------------------|
| Extent to which the initiative reflects and adds value to the City's Economic Development Strategy outcomes | 3.7              |
| Extent to which the initiative reflects and adds value to the City's Strategic objectives and revenue       | 3.3              |

The assessment panel felt that ATEC's Meeting Place is a fantastic opportunity to showcase Perth/WA's tourism sector, both nationally and internationally. The event will also help WA businesses build valuable commercial connections with buyers.

This is only the second year that the Meeting Place event will be held outside Sydney in over 40 years. The event will showcase Perth to over 300 buyers servicing visitors from more than 50 international markets. This is a great outcome for Perth and comes on the back of the Tourism Council WA securing the Qantas Australian Tourism Awards 2017 which will be held in Perth in early 2018.

**Recommendation:*****That Council:***

1. ***APPROVES the awarding of 14 Business Improvement Grants totalling \$99,999 (excluding GST) as follows:***
  - 1.1 ***\$15,000 to 'The Sewing Room', to assist with the new business fit-out (live music venue) at Basement, 317 Murray Street, Perth;***
  - 1.2 ***\$2,500 to 'Fromage Artisans', to assist with extension of the ventilation and air conditioning of the 'The Cheese Vault' at Basement, 101 St Georges Terrace, Perth;***
  - 1.3 ***\$15,000 to 'Comedy Lounge', to assist with the new business fit-out (comedy performance venue) at Level 1, 413 Murray Street, Perth;***
  - 1.4 ***\$10,000 to 'Bright Tank Brewing Co.', to assist with the new business fit-out (microbrewery) at 98-100 Brown Street, East Perth;***
  - 1.5 ***\$10,000 to 'Caballitos', to assist with the new business fit-out (tequila & bocadillos bar) at 26 Queen Street, Perth;***
  - 1.6 ***\$10,000 to 'Myall Yoga and Wellbeing Centre', to assist with the new business fit-out (yoga and wellbeing centre) at 843-845 Hay Street, Perth;***
  - 1.7 ***\$10,000 to 'Gangemis Fine Wines', to assist with a shopfront façade improvement at 1288 Hay Street, West Perth;***
  - 1.8 ***\$5,000 to 'Roc Candy', to assist with a re-fit/upgrade of the existing business at 34 Piccadilly Arcade, Perth;***
  - 1.9 ***\$5,000 to 'Arrival Hall', to assist with the business fit-out, including the café and façade improvement, at the new location at 162 Aberdeen Street, Northbridge;***
  - 1.10 ***\$5,000 to 'Zensaki', to assist with a re-fit/upgrade of the existing business at 83 Barrack Street, Perth;***
  - 1.11 ***\$765 to 'Lucky Chan's Laundry & Noodle Bar', to assist with new window signage for the existing business at 311 William Street, Northbridge;***
  - 1.12 ***\$5,000 to 'Arirang Korean Barbecue', to assist with a frontage upgrade of the existing business) at 91-93 Barrack Street, Perth;***

(Cont'd)

- 1.13 \$3,367 to 'Woo Jeong Restaurant', to assist with a re-fit/upgrade of the existing business at 536 Hay Street, Perth; and**
- 1.14 \$3,367 to 'Gami Chicken and Beer', to assist with a re-fit/upgrade of the existing business at 3B Shafto Lane, Perth.**

FILE REFERENCE: P1034438  
 REPORTING UNIT: Economic Development  
 RESPONSIBLE DIRECTORATE: Economic Development and Activation  
 DATE: 31 July 2017  
 ATTACHMENT/S: Confidential Attachment 8.2A – Applications Assessment Summary  
 (Confidential attachments distributed to Elected Members under separate cover)

### **Council Role:**

- Advocacy *When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.*
- Executive *The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.*
- Legislative *Includes adopting local laws, town planning schemes and policies*
- Quasi-Judicial *When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.*
- Information *For the Council/Committee to note.*

### **Legislation / Strategic Plan / Policy:**

**Legislation** N/A

**Integrated Planning and Reporting Framework Implications**

#### **Strategic Community Plan**

- Goal 4 A future focused and resilient city  
 Goal 5 A prosperous city  
 Goal 8 A city that delivers for its community

#### **Policy**

Policy No and Name: 18.5 - Grants

## **Purpose and Background:**

The City of Perth recognises that small and medium enterprises (SMEs) make a large contribution to the vibrancy and energy of a city. The ability to generate new ideas and turn those ideas into profitable business ventures is a critical source of competitive advantage for Perth. In recognition of this, the Business Improvement Grants Program (the program) aims to stimulate and encourage diverse inner city commerce by supporting and rewarding local businesses, improve precinct amenity, create employment and stimulate business activity. These grants provide up to a maximum of \$20,000 in matched-funding and applicants must demonstrate at least an equal financial investment for specific business projects to be considered for funding.

## **Details:**

### **Application Period**

The City accepted applications during a six week period from Monday, 3 April 2017 until Friday, 12 May 2017.

The program was promoted through the following promotional channels during the application period:

- various newspapers and on-line;
- the City's website (874 page views);
- the City's LinkedIn social media account (4,437 impressions); and
- direct liaison with business owners by Economic Development and Business Support and Sponsorship Units.

### **Applications Received**

A total of 14 applications were received at close of the submission period.

### **Panel Assessment**

All applications were assessed against objectives of the City's former Strategic Community Plan: Vision 2029+, the Economic Development Strategy 2010 and the Business Improvement Grants Program.

It is to be noted that at the time of submission and assessment, Council had not yet adopted the current Strategic Community Plan 2029: Shaping Our Capital City (adopted at its Special Council Meeting held on **28 June 2017**).

Assessment was undertaken by an internal panel of three Officers; two Economic Development Principals and an Economic Development Officer. The Manager Business Support and Sponsorship also provided technical advice to assist the Panel's assessment.

Compared to the 2016/17 Program where only a total of nine applications were received, applications received for the 2017/18 Program were highly competitive in both number and quality. The Panel considered that all projects proposed have merit and contribute towards positive outcomes for new and existing businesses located in the city.

## Summary of Recommendations

The below table provides a summary of applications and the Panel's recommendations. A detailed summary of the assessments is provided in Confidential Attachment 8.2A.

| No. | Business                            | Address                                 | Project   | Requested                     | Recommended     |
|-----|-------------------------------------|---|---|-------------------------------|-----------------|
| 1   | 'The Sewing Room'                   | Basement, 317 Murray Street, Perth      | New business fit-out – Live music venue                               | \$20,000                      | <b>\$15,000</b> |
| 2   | 'Fromage Artisans'                  | Basement, 101 St Georges Terrace, Perth | Extension of ventilation & air conditioning of the 'The Cheese Vault' | \$3,350                       | <b>\$2,500</b>  |
| 3   | 'Comedy Lounge'                     | Level 1, 413 Murray Street, Perth       | New business fit-out – Comedy performance venue                       | \$20,000                      | <b>\$15,000</b> |
| 4   | 'Bright Tank Brewing Co.'           | 98 Brown Street, East Perth             | New business fit-out – Microbrewery                                   | \$20,000                      | <b>\$10,000</b> |
| 5   | 'Caballitos'                        | 26 Queen Street, Perth                  | New business fit-out – Tequila & Bocadillos bar                       | \$20,000                      | <b>\$10,000</b> |
| 6   | 'Myall Yoga & Wellbeing Centre'     | Level 1, 843-845 Hay Street, Perth      | New business fit-out – Yoga & wellbeing facility                      | \$20,000                      | <b>\$10,000</b> |
| 7   | 'Gangemis Fine Wines'               | 1288 Hay Street, West Perth             | Shopfront facade improvement  | \$20,000                      | <b>\$10,000</b> |
| 8   | 'Arrival Hall Store & Café'         | 162 Aberdeen Street, Northbridge        | Business fit-out, including the café & façade improvement             | \$20,000                      | <b>\$5,000</b>  |
| 9   | 'Roc Candy'                         | 34 Piccadilly Arcade, Perth             | Re-fit/upgrade of the existing business                               | \$20,000                      | <b>\$5,000</b>  |
| 10  | 'Zensaki'                           | 83 Barrack Street, Perth                | Re-fit/upgrade of the existing business                               | \$20,000                      | <b>\$5,000</b>  |
| 11  | 'Lucky Chan's Laundry & Noodle Bar' | 311 William Street, Northbridge         | New signage   | \$5,855                       | <b>\$765</b>    |
| 12  | 'Arirang Korean Barbecue'           | 91-93 Barrack Street, Perth             | Frontage upgrade of existing business                                 | \$20,000                      | <b>\$5,000</b>  |
| 13  | 'Woo Jeong Restaurant'              | 536 Hay street, Perth                   | Re-fit/upgrade of the existing business                               | \$16,810                      | <b>\$3,367</b>  |
| 14  | 'Gami Chicken & Beer'               | 3B Shafto Lane, Perth                   | Re-fit/upgrade of the existing business                               | \$7,300                       | <b>\$3,367</b>  |
|     |                                     |   |   | <b>Total Funding Proposed</b> | <b>\$99,999</b> |

The provision of \$99,999 in grant funding by the City is leveraged by a total of \$2,128,499 in private investment that will contribute to the ongoing resilience, increased employment and diversity of the City's economy.



**Financial Implications:**

|                       |   |
|-----------------------|---|
| ACCOUNT NO:           | CL 43 240 000 (Economic Development Other Portfolio)                  |
| BUDGET ITEM:          | Economic Services – Other Economic Services –<br>Economic Development |
| BUDGETED AMOUNT:      | \$99,999  |
| AMOUNT SPENT TO DATE: | \$ 0 (2017/18 Budget)   |
| PROPOSED COST:        | \$99,999  |
| BALANCE REMAINING:    | \$ 0  |

All figures quoted in this report are exclusive of GST.

**Comments:**

It is recommended that Council award 14 Business Improvement Grants as detailed in the recommendation section of this report. This amounts to a total funding contribution by the City of \$99,999 (excluding GST).

Post Council decision, Officers will liaise with the successful funding recipients to agree on payment schedules and timeframes that suit the needs of each business project and minimise the City's financial risk.

Approved funding must be spent and claimed by 30 June 2018, and each business must provide evidence of eligible expenditure, along with before and after photographs of the project undertaken using grant funding, and a short testimonial that will be used for promotional purposes.

CONFIDENTIAL ATTACHMENT 8.2A  
ITEM 8.2 – BUSINESS IMPROVEMENT GRANTS – 2017/18  
PROGRAM

FOR THE MARKETING, SPONSORSHIP & INTERNATIONAL  
ENGAGEMENT COMMITTEE MEETING

15 AUGUST 2017

DISTRIBUTED TO ELECTED MEMBERS UNDER SEPARATE COVER

**Recommendation:*****That Council:***

1. ***APPROVES cash sponsorship of \$50,000 (excluding GST) to Pride Western Australia Incorporated for sponsorship of the 2017 PrideFEST, to be held from 27 October 2017 to 26 November 2017;***
2. ***NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.3A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits and key performance indicators for inclusion in the agreement according to the Council approved funding amount; and***
4. ***NOTES that a detailed annual acquittal report, including any supporting material, will be submitted to the City of Perth by 28 February 2018.***

FILE REFERENCE: P1034187#04#05  
 REPORTING UNIT: Business Support and Sponsorship  
 RESPONSIBLE DIRECTORATE: Economic Development and Activation  
 DATE: 31 July 2017  
 ATTACHMENT/S: Attachment 8.3A - Detailed Officer Assessment: PrideFEST  
 Attachment 8.3B – PrideFEST WA 2016 Impact Assessment

**Council Role:**

- |                                     |                |   |
|-------------------------------------|----------------|---|
| <input type="checkbox"/>            | Advocacy       | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i>   |
| <input checked="" type="checkbox"/> | Executive      | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i>  |
| <input type="checkbox"/>            | Legislative    | <i>Includes adopting local laws, town planning schemes and policies</i>   |
| <input type="checkbox"/>            | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |

**Legislation / Strategic Plan / Policy:****Legislation**Section 8 of the *City of Perth Act 2016***Integrated Planning and Reporting Framework Implications****Strategic Community Plan**

Goal 6 A city that celebrates its diverse cultural identity

**Policy**

Policy No and Name:

18.13 - Sponsorship

**Purpose and Background:**

The City of Perth has received a request for Annual Arts Sponsorship of \$75,000 (excluding GST) from Pride Western Australia Incorporated (Pride WA) to support the 2017 Pride Festival (PrideFEST).

**Details:**

Pride WA is a community based organisation with the core purpose of encouraging the cultural expression, celebration and human rights of lesbian, gay, bisexual, transgender, intersex, queer (LGBTIQ) and all people of diverse sexuality and gender living in Western Australia.

The flagship event for Pride WA, the Pride Festival (PrideFEST) has been taking place in the City of Perth for 24 years, with the City of Perth supporting the event since 1999.

An annual, month-long Festival, PrideFEST includes a number of community, performance and arts events, culminating in the annual Pride Parade. Scheduled to be held from 27 October – 26 November, organisers anticipate up to 53,000 people will be part of the 2017 PrideFEST and Pride Parade.

**Financial Implications:**

|                               |   |
|-------------------------------|---|
| ACCOUNT NO:                   | 93E170007901                                  |
| BUDGET ITEM:                  | Donation and Sponsorships – Event Sponsorship |
| BUDGETED AMOUNT:              | \$390,000                                     |
| AMOUNT SPENT TO DATE:         | \$159,000                                     |
| PROPOSED COST:                | \$ 50,000                                     |
| BALANCE REMAINING:            | \$181,000                                     |
| ANNUAL MAINTENANCE:           | N/A   |
| ESTIMATED WHOLE OF LIFE COST: | N/A   |

All figures quoted in this report are exclusive of GST.

The sponsorship amount recommended does not include any in-kind sponsorship or the waiver of any City fees and charges. Additional City fees and charges will be at the expense to the recipient, and these totalled \$8,735.69 in 2016. Fees for the 2017 event are anticipated to be commensurate with previous years.

**Comments:**

The application was assessed by a four person Assessment Panel against the criteria outlined in the City of Perth Arts Sponsorship Guidelines.

The Assessment Panel noted that the event has a long history of support and advocacy for the LGBTIQ community in Perth and agreed the event facilitates community engagement, activates City spaces in an inclusive way and promotes a safe, harmonious City.

The event attracts over 50,000 people in to the City of Perth and has a notable direct economic impact of in excess of \$3M.

An Annual Arts Sponsorship of \$50,000 + GST is recommended. This represents a \$5,000 reduction from the amount supported in 2016, due to the constrained economic climate the City is operating in.

**Annual Arts Sponsorship – Pride Festival**

|                                    |  |                       |          |
|------------------------------------|--|-----------------------|----------|
| <b>Project Title</b>               | Pride Festival (PrideFEST 2017)  |                       |          |
| <b>Project Start Date</b>          | 27/10/2017   |                       |          |
| <b>Project End Date</b>            | 26/11/2017   |                       |          |
| <b>Venues</b>                      | Northbridge (William Street, James Street, Russell Square)<br>Urban Orchard, Perth Cultural Centre<br>Various other smaller locations within the City of Perth |                       |          |
| <b>Expected attendance numbers</b> | Total attendance: 53,000<br>(Free: 50,000; Ticketed: 3,000)  |                       |          |
| <b>Total Project Cost</b>          | \$453,000  |                       |          |
| <b>Total Amount Requested</b>      | \$75,000 (16.5% of the total project budget)   |                       |          |
| <b>REMPPLAN Impact (Direct)</b>    | \$3.130M   | <b>REMPPLAN Total</b> | \$5.303M |
| <b>Recommendation</b>              | Approval for Annual Arts Sponsorship   |                       |          |
| <b>Recommended amount</b>          | <b>\$50,000</b> (11% of the total project budget)  |                       |          |
| <b>Assessment Score</b>            | <b>64.25 out of 84 (76%)</b>   |                       |          |

**Applicant Details**

*Information from the Australian Business Register*

|                                 |                                      |
|---------------------------------|--------------------------------------|
| ABN                             | 90 651 546 992                       |
| Entity Name                     | Pride Western Australia Incorporated |
| Entity Type                     | Other Incorporated Entity            |
| ABN Status                      | Active                               |
| ATO Endorsed Charity Type       | Not endorsed                         |
| Goods & Services (GST)          | Yes                                  |
| Endorsed as DGR                 | No                                   |
| Tax Concessions                 | No tax concessions                   |
| Main Business Location Postcode | 6005                                 |
| Main Business Location State    | WA                                   |
| ACNC Registration               | No                                   |

**Program Summary**

Produced by Pride Western Australia Incorporated (Pride WA), PrideFEST is an annual, month-long celebration of arts, culture, equality and diversity of the LGBTIQ community in Perth. Celebrating its 27<sup>th</sup> year in 2017, the event is WA's largest and longest running LGBTIQ Festival.

PrideFEST culminates in the Pride Parade, the largest street parade in Northbridge and the second largest (after the Christmas Pageant) in the City of Perth. The 2016 PrideFEST was attended by an estimated 46,000 attendees.

The City of Perth has supported PrideFEST since 1999.

## **Program Description**

Following on from the 2016 theme of #LoveWins, the theme for the 2017 PrideFEST is FREEDOM (*Freedom to love, Freedom to be yourself, Freedom to express yourself*).

### **PrideFEST**

Date: Friday, 27 October 2017 – Sunday, 26 November 2017  
 Venue: Various venues in the City of Perth  
 Anticipated attendance: 60,000 attendees (including the Pride Parade)  
 Ticket price: Various free and ticketed events

PrideFEST encompasses a range of both free and ticketed events across a range of genres including film, visual arts, performing arts, theatre, cabaret, books, outdoor family activities and live music presented in the City of Perth throughout the month long festival.

Throughout PrideFEST a variety of spaces within the city are activated including streets, parks, laneways, arts venues, courtyards, bookshops and the Perth Cultural Centre.

### **2017 Pride WA Opening Party**

Date: Friday, 27 October 2017  
 Venue: Northbridge venue (TBC)  
 Anticipated attendance: 500 attendees  
 Ticket price: \$20.00 adult; \$15.00 concession

The Pride WA Festival Opening Party is the first official event of PrideFEST, launching the month long celebration and bringing together Pride WA's key supporters, stakeholders and members of the LGBTIQ community.

### **Pride Parade**

Date: 8.00pm – 9.45pm, Saturday, 25 November 2017  
 Venue: Northbridge (William Street, James Street, Russell Square)  
 Anticipated attendance: 50,000 participants and attendees  
 Ticket price: Free

PrideFEST culminates in the Pride Parade, the flagship event for Pride WA and the Pride community, and a free-to the public community celebration in Northbridge.

Commencing in Brisbane Street, the route of Parade runs down William Street, along James Street, finishing with an awards ceremony at Russell Square. Organisers anticipate approximately seventy floats in the Parade, representing many aspects of the community across government departments, political groups, businesses, youth groups, educational and artistic bodies and individuals.

The core values of the Pride Parade are inclusion and diversity and the parade celebrates the LGBTIQ community in Western Australia. Each year Pride WA has seen a growth in the

acceptance of LGBTIQ community members. For example, in 2016, WA Police were allowed to march for the first time, in their full uniform.

### 2017 Pride WA Official After Party

Date: Saturday, 25 November 2017  
 Time: 5.00pm - midnight  
 Venue: The Urban Orchard, Perth Cultural Centre  
 Anticipated attendance: 1,200 attendees  
 Ticket price: \$20.00 adult; \$15.00 concession

Traditionally a sold-out event, the Official Pride Parade After Party celebrates the successes achieved over the month of PrideFEST. The event features roving entertainment, street performers, live music and provides a source of income to Pride WA and employment opportunities for local artists.

### Previous City of Perth Support

The City of Perth has supported PrideFEST since 1999.  
 Recent sponsorship is as follows:

| <b>Year</b>                       | <b>Amount</b>       |
|-----------------------------------|---------------------|
| 2012                              | \$45,900.00         |
| 2013                              | \$45,900.00         |
| 2014                              | \$45,900.00         |
| 2015                              | \$45,000.00         |
| 2016                              | \$55,000.00         |
| 2017 proposed                     | \$50,000.00         |
| <b>TOTAL (including proposed)</b> | <b>\$287,700.00</b> |

### Sponsorship Benefits

Organisers will provide the below benefits for the requested sponsorship.

#### *Sponsorship Category*

- City of Perth acknowledged as a “Premier Partner” of the event

#### *Logo recognition*

The City of Perth crest will be featured prominently in the sponsor grid, including:

- Pride WA website;
- all associated promotional material;
- print advertising;
- digital marketing;
- member and participant communications;
- media releases; and
- event signage.



*Signage*

- The City of Perth crest will be displayed at the Awards ceremony in numerous prominent positions around Russell Square. Signage to be supplied by City of Perth
- City of Perth signage opportunities at all PrideFEST official events where logistically possible, including prominent positions along the Parade route. Signage to be placed on the official PrideWA float in the parade.

*Other benefits*

- Announcement of the partnership on Pride WA social media (wording and any links to be provided by City of Perth);
- The Lord Mayor, or nominated representative, to be invited to launch the festival at the official launch and the start of Pride WA's festival activities;
- The Lord Mayor, or nominated representative, to be invited to be a judge for the event;
- A Welcome Message from the Lord Mayor included in the Festival Program;
- A full page advertisement in a prominent position in the official PrideFEST festival program. Artwork supplied by City of Perth;
- Verbal acknowledgement of City of Perth support in all relevant speeches;
- Where possible, City of Perth Parking will be promoted as the preferred parking option for PrideFEST;
- Opportunity to link the lighting of the council building in rainbow colours with PrideFEST events;
- City of Perth to receive naming rights to the three awards that are awarded to three floats participating within the parade; and
- Optional two hour seminar for City of Perth staff for professional development on Equality Training and Awareness (issues and needs of LGBTIQ staff).

### **Annual Arts Sponsorship Assessment Score Card**

The application was assessed by a four (4) person assessment panel and the scoring has been averaged for each outcome.

The following outcomes are based on the schema of measurable outcomes for cultural engagement, developed by the Cultural Development Network: <http://www.culturaldevelopment.net.au>

| <b>CULTURAL OUTCOMES</b>   | <b>SCORE</b> |
|--|--------------|
| Is the arts activity of international calibre, with suitably experienced personnel?  | 2.75         |
| Does the project contribute to building and sustaining a local arts economy?   | 2.5          |
| Does the project provide professional development opportunities for local artists and/or cultural workers?   | 1.75         |
| Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?   | 2.5          |
| Does the project utilise innovative technologies to widen audience engagement?   | 2.25         |
| <b>Subtotal   11.75 out of 20   (59%)</b>  |              |
| <b>Comments</b>  |              |
| <ul style="list-style-type: none"> <li>• PrideFEST includes a range of arts and cultural activities which will activate city precincts, across a diverse range of genres including film, books, theatre, cabaret, performing arts and live music;</li> <li>• PrideFEST is a key annual event for artists within the LGBTIQ community.</li> </ul>   |              |
| <b>ECONOMIC OUTCOMES</b>   |              |
| Does the project attract a broad audience and stimulate the local economy?   | 4            |
| Does the project contribute to a unique cultural tourism offering for local, national and international audiences?   | 3            |
| Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?   | 3.75         |
| <b>Subtotal   10.75 out of 12   (90%)</b>  |              |
| <b>Comments</b>  |              |
| <ul style="list-style-type: none"> <li>• Culture Counts research undertaken at the 2016 event indicated that the direct economic impact of PrideFEST was \$3.1 million. After application of relevant gross value add multipliers, the broader impact of the events on the local economy was estimated to be in the order of \$7.8 million, equating to an approximate spend of \$69 per head for direct impact;</li> <li>• Organisers anticipate over 53,000 will visit the city as part of the 2017 PrideFEST;</li> <li>• Organisers note Northbridge businesses have embraced PrideFEST and the Parade due to the economic impact to local business and increased vibrancy of the area;</li> <li>• 42% of respondents indicated it was their first time attending a PrideFEST event, demonstrating the potential of the event to attract new audiences to the city;<sup>1</sup></li> <li>• 65% of respondents indicated they would have stayed at home or worked if they hadn't attended PrideFEST events;<sup>1</sup></li> <li>• 15% of attendees were visitors to Perth from regional WA (5%), interstate (3%) and</li> </ul> |              |

<sup>1</sup> Culture Counts PrideFEST WA Impact Assessment March 2017

- international (7%) indicating significant levels of tourism attracted to the event;<sup>1</sup> and
- Data from Pride Festivals globally (Toronto, Sydney and Manchester) show that Pride Festivals have strong impacts beyond social ones, with the Sydney event generating over \$30 million dollars annually for the NSW State economy.

### COMMUNITY AND SOCIAL OUTCOMES

|  |      |
|--|------|
| What is the level of anticipated community benefits for the project?                           | 4    |
| Does the project increase access to and opportunities to participate in cultural life?         | 3.75 |
| Does the project drive social engagement and participation of the broader community?           | 3.25 |
| Does the project challenge established understanding through exploration and exchanging ideas? | 3.5  |
| <b>Subtotal   14.5 out of 16   (91%)</b>   |      |

#### Comments

- Organisers estimate an attendance of 53,000 across the 2017 PrideFEST, the majority of which are attending free-to-the-public events.

The 2016 research conducted by Culture Counts indicated that:

- 99% of respondents agreed that it is important that it's happening in the local area;<sup>2</sup>
- 97% of respondents agreed the event provides an important addition to Perth's cultural life;<sup>2</sup>
- 96% of respondents agreed that the event made them feel safe and welcome;<sup>2</sup> and
- 96% of respondents agreed that the event increases awareness of LGBTIQ rights and issues<sup>2</sup>.

### ENVIRONMENTAL AND PLACE OUTCOMES

|   |      |
|---|------|
| Does the project activate public spaces with dynamic cultural programming?  | 3.75 |
| Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways? | 3    |
| <b>Subtotal   6.75 out of 8   (84%)</b>   |      |

#### Comments

- Most of the event takes place within City of Perth boundaries and in City of Perth managed public space including the priority activation area of Northbridge.

### CIVIC OUTCOMES

|  |      |
|--|------|
| Does the project increase visibility and understanding of the city's cultural heritage and its precincts through immersive projects and interventions? | 2.5  |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity?  | 3.25 |
| <b>Subtotal   5.75 out of 8   (72%)</b>  |      |

#### Comments

- The event has a 27 year history providing social advocacy for the LGBTIQ community and organisers note that the event helps to position Perth as an inclusive, vibrant Capital City.

### ORGANISATIONAL COMPETENCY

<sup>2</sup> Culture Counts PrideFEST WA Impact Assessment March 2017

|   |      |
|---|------|
| Overall quality of the application for accuracy, content, detail, attachments and response to the questions   | 2.75 |
| Are the project plan and budget realistic and value for money?  | 3.25 |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?   | 3    |
| Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?   | 3    |
| Is the project concept and planning well developed and articulated?   | 2.75 |
| <b>Subtotal   14.75 out of 20   (74%)</b>   |      |
| <b>Comments</b>   |      |
| <ul style="list-style-type: none"> <li>• Pride WA have successfully managed this event for 27 years and has consistently met all City requirements and submitted an acquittal for previous support. It should be noted the acquittal for the 2016 event was submitted four months late;</li> <li>• Pride WA committee is made up of a number of volunteers from a range of professional backgrounds;</li> <li>• Pride WA employ professional paid consultants to facilitate the delivery of the event who have extensive experience and expertise in the delivery of comparable events;</li> <li>• The amount recommended (\$50,000) for the City of Perth to support the Festival represents 11% of the total program cost;</li> <li>• Organisers have supplied an event budget that details an expected \$184,000 from corporate sponsorship, in addition to a \$150,000 grant from Lotterywest; and</li> <li>• In 2017 Pride WA will once again engage the services of Culture Counts to record results that measure attendance during the Pride Festival, primarily at the Pride Parade. The City's sponsorship team will partner with Pride Festival to help deliver this report and ensure relevant outcomes are measured.</li> </ul> |      |
| <b>TOTAL ASSESSMENT SCORE   64.25 out of 84   (76%)</b>   |      |

# PRIDE WA INC.

## PrideFEST 2016

### Impact Assessment

PRODUCTION DATE  
MARCH 2017



IN CONSULTATION WITH



## DISCLAIMER

This report has been prepared for **Pride WA Inc.** The information contained in this report has been prepared with care by the authors and includes information from apparently reliable secondary data sources which the authors have relied on for completeness and accuracy. However, the authors do not guarantee the information, nor is it intended to form part of any contract. Accordingly all interested parties should make their own inquiries to verify the information and it is the responsibility of interested parties to satisfy themselves in all respects.

This report is only for the use of the party to whom it is addressed and the authors disclaim any responsibility to any third party acting upon or using the whole or part of its contents.

| Document Control |                                  |  |                  |               |
|------------------|----------------------------------|--|------------------|---------------|
| Document Version | Description                      | Prepared By  | Approved By      | Date Approved |
| v 1.0            | PrideFest 2016 Impact Assessment | Callum Taylor<br>Francesca Catalano<br>Dawson Demassiet-Huning | Michael Chappell | 13 March 2017 |

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1.0



# Executive Summary



This report provides an assessment of the impact generated by PrideFEST 2016 informed by an extensive program of primary research.

The findings of this Study demonstrate that the event is critical to promoting respect diversity and awareness of LGBTIQ rights and issues. The events made attendees feel safe, welcome and connected to people in the community. In addition, the events deliver significant civic and cultural impact, supporting the cultural life of Perth and increasing attendee's sense of civic pride.

According to primary data collected on visitor spending and financial reports on organisational spending, the direct economic impact of the Perth and regional PrideFEST events was \$3.3 million. After application of relevant gross value add multipliers, the broader impact of the events on local economies can be estimated to be in the order of \$7.8 million.



# Perth PrideFEST

Attendance: **46,400+**

## Social Impact



*It made me feel safe and welcome*



*It helped me to feel connected to people in the community*



*It has a positive impact on my physical health and mental wellbeing*

## Civic and Cultural Impact



*It is important that it's happening in the local area*



*It provides an important addition to Perth's cultural life*



*It increases my sense of pride in Perth*

## Inclusion and Awareness



*It increases awareness of LGBTIQ rights and issues*



*It gave me a greater respect for diversity*



*It challenged me to think in a different way*

# Regional PrideFEST

Attendance: **750+**

## Social Impact



*It made me feel safe and welcome*



*It helped me to feel connected to people in the community*



*It has a positive impact on my physical health and mental wellbeing*

## Civic and Cultural Impact



*It is important that it's happening in the local area*



*It provides an important addition to Perth's cultural life*

## Inclusion and Awareness



*It increases awareness of LGBTIQ rights and issues*

## Economic Impact



Direct Impact:

**\$3.3 Million**

Multiplied Impact:

**\$7.8 Million**

# 2.0

# Introduction

## 2.1 About Pride Western Australia Inc.

Over the last 25 years Pride Western Australia Inc. (Pride WA) has grown and transformed from a grass roots political movement to WA's largest lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) community group.

Formed during contentious debate about laws discriminating against Western Australian gays and lesbians in 1989 and incorporated in 1993, Pride WA serves a dual purpose of cultural celebration and advocacy.

Pride WA's mission is 'to encourage the cultural expression, celebration and human rights of lesbian, gay, bisexual, transgender, intersex, queer and all people of diverse sexuality and gender living in Western Australia.'

The organisation is governed by a volunteer committee that oversees an annual Pride programme including annual events and celebrations such as the Pride Festival (PrideFEST) and Fairday.

## 2.2 About PrideFEST 2016 - #Love Wins

PrideFEST 2016 was presented by Pride WA with the support of several key sponsors including the City of Perth, the City of Vincent and Lotterywest.

The week-long program of free and ticketed events was held between November 11<sup>th</sup> and 20<sup>th</sup> at numerous locations across Perth. The program included

the annual Pride Parade, which engaged various community and corporate groups in a celebration of WA's LGBTIQ community.

The event has grown significantly over time, from a political demonstration to a major arts, cultural and community festival promoting diversity, respect and inclusion. The theme of PrideFEST 2016, #Love Wins, sought to demonstrate the way in which tolerance and acceptance of diversity unites communities in the face of global challenges.

In 2016, Pride WA secured additional funding through Lotterywest to support WA regional community groups. This enabled Pride WA to provide much needed support for regional LGBTIQ organisations and their festival activities in Albany, Broome and Bunbury.

## 2.3 About This Study

Culture Counts was commissioned by Pride WA to undertake an Impact Study of PrideFEST 2016.

The Study builds on an evaluation undertaken by Pride WA in 2015, broadening the scope of the evaluation to consider social, cultural and economic impacts.

It provides a holistic account of the impact that the festival has on individuals, the LGBTIQ community, the broader community, the City of Perth and regional towns hosting PrideFEST events.

At the core of the impact assessment was a primary research program that engaged almost 300 public respondents as well as peers and event organisers.

## Scope of the Evaluation

The PrideFEST 2016 program included a great range of free and ticketed events delivered for different purposes and audiences. Primary research was conducted at a selected number of events in Perth and the regional towns through on-site assisted surveys. A core set of questions were asked across all events and additional questions tailored to the specific aims of different event types were included where relevant.

The Culture Counts framework utilises a standardised set of intrinsic value metrics called 'dimensions'. Survey respondents moved a slider to indicate whether they agreed or disagreed with the dimension statement using a Likert Scale, which requires respondents to specify their level of agreement or disagreement. The Likert Scales used in this report are 101 point scales from strongly disagree to strongly agree. The charts within this report use the average level of agreement in order to present the survey results. Events that were evaluated through intercept surveys included:

- Picnic in the Part for Pride
- Happy Pride Parade Opening Party
- Official After Parade Garden Party
- Bunbury PrideFEST
- Broome Pride Movie Night
- Pride Parade

The evaluation engaged public, peer and self-assessors. Average scores from each group are compared to see whether the public and peers understood the intentions of the organisers.

Pride WA provided key financial information to support this Study including organisational income, expenditure and key event outputs including total number of events and attendances.



# 3.0

## Attendee Profile

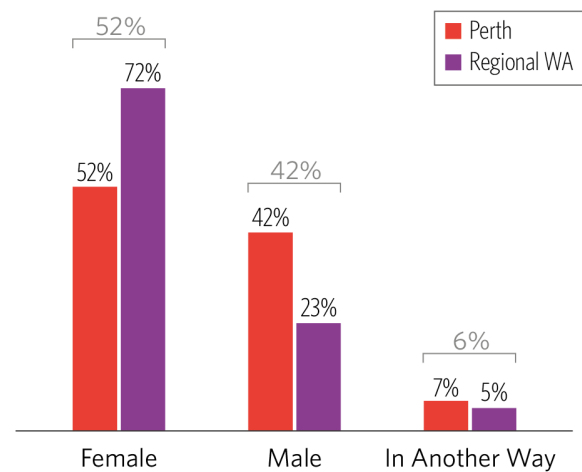
Survey respondents were asked to provide their age, gender and postcode at the end of the survey. This enables data to be matched to the wider population and responses to be filtered to understand differences in demographics. The following charts and map show the proportion of survey responses captured across age and demographic cohorts and the postcodes most frequently entered by respondents.

Across Perth events, the majority of respondents identified themselves as female (52%), while 42% identified themselves as male and 7% described their gender in another way. Regional events had a higher representation of female respondents (72%), a lower representation of male respondents (23%) and individuals who described their gender in another way (5%).

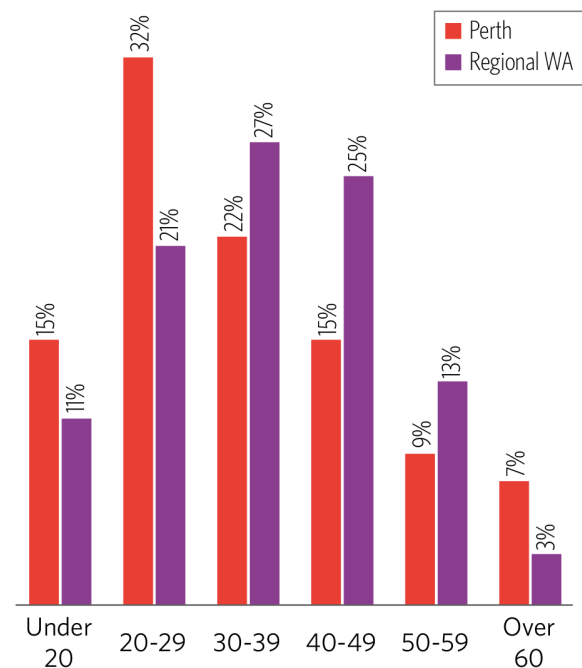
The age group with the largest representation at Perth events was 20-29 year olds (32%), with the next closest age bracket being 30 - 39 (22%). Representation of age groups above 30 declined as age increased. In regional locations, there was a higher representation from older age cohorts particularly 30-39 year olds (27%) and 40-49 year olds (25%).

The findings indicate that the festival had strong appeal to younger audiences in the metro area, while regional events attracted a more diverse age demographic.

**Figure 2: Gender**

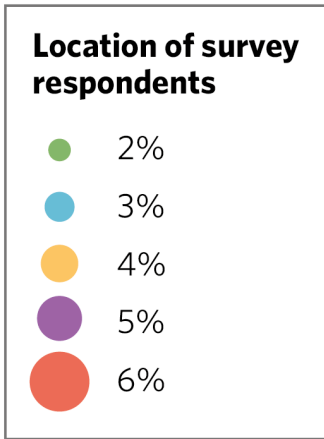


**Figure 3: Age**

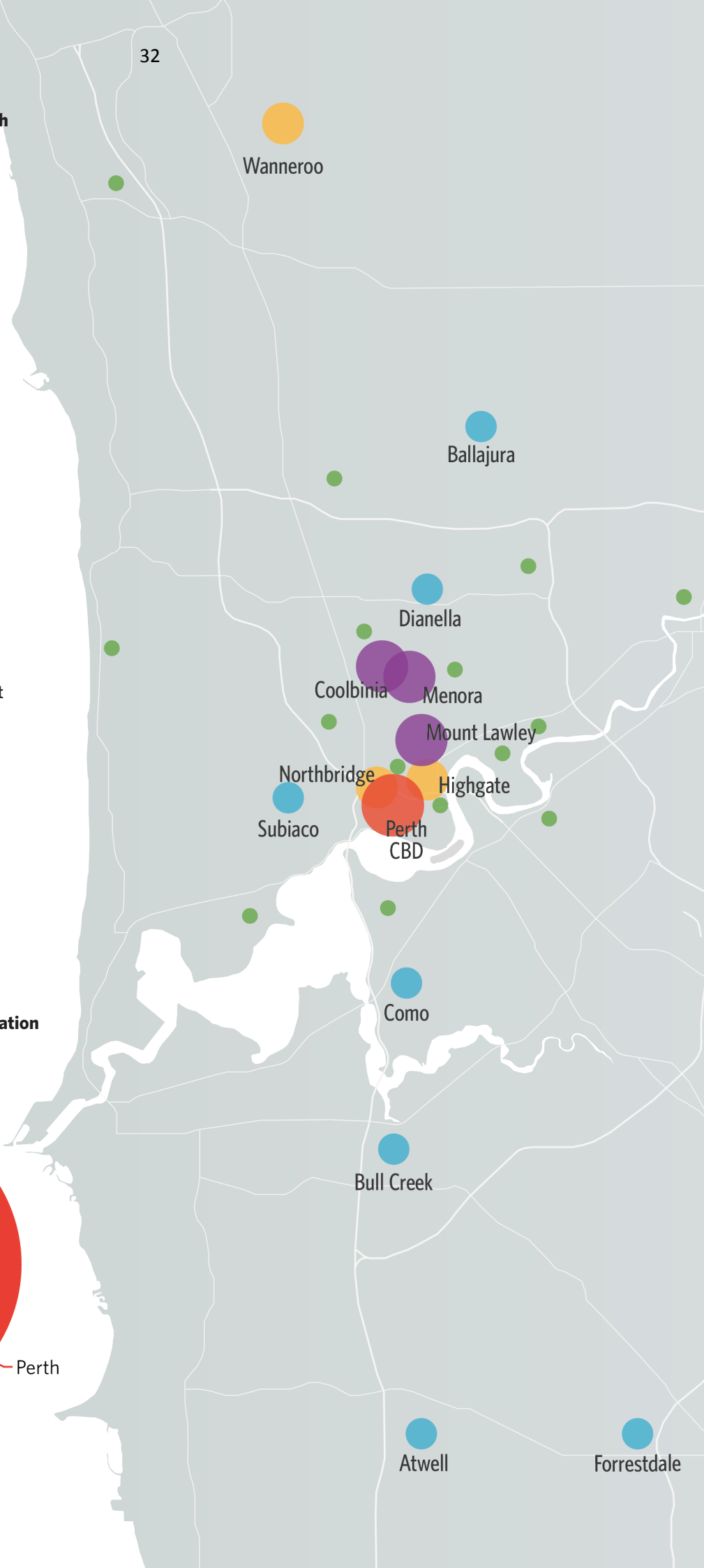




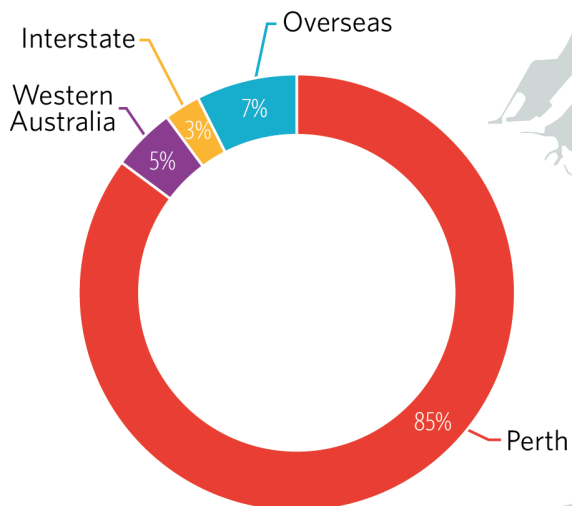
**Figure 4: Distribution of Attendees to Perth PrideFEST**



Postcodes captured from the Perth PrideFEST survey sample revealed that the vast majority (85%) of attendees were from the Perth Metropolitan Area. A high proportion of respondents were from the central Perth area with the most common postcodes being Perth (6000), Mt Lawley (6050) and Highgate/Northbridge (6003). Attendees from elsewhere in WA represented 5% of respondents and interstate and overseas attendees represented 3% and 7% of respondents respectively. Most local arts and cultural events can be expected to attract between 0% - 2% overseas or interstate visitation.



**Figure 5: International and Interstate Visitation**



Survey respondents were asked to describe their sexuality selecting from a list including heterosexual, gay, lesbian, bisexual, queer, unsure or in another way.

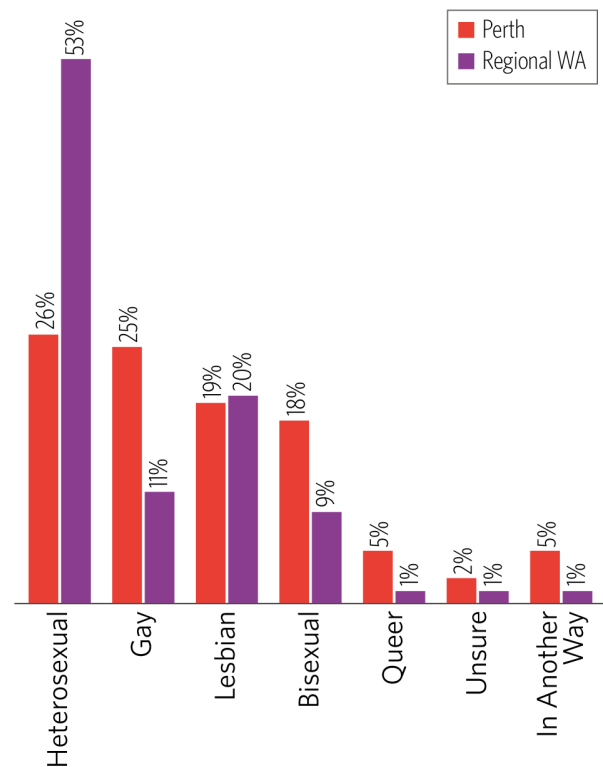
For Perth events, just over a quarter of respondents (26%) described themselves heterosexual, 25% as gay, 19% as lesbian, 18% as bisexual, 5% as queer, and 7% were either unsure or would describe their sexuality in another way. For regional events, a significantly higher proportion of respondents described themselves as heterosexual (53%) and a lower proportion described themselves as gay, bisexual, queer or lesbian. A smaller proportion of respondents (2%) were either unsure or would describe their sexuality in another way.

Respondents at Perth and regional events were asked whether they had attended a LGBTIQ event before.

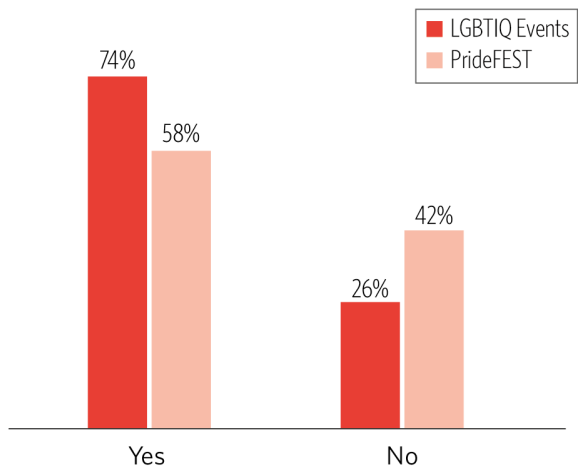
Almost two thirds (74%) of respondents at Perth events had attended a LGBTIQ event before, compared to 61% at regional events, meaning that 26% of respondents in Perth and 39% of respondents in regional locations were attending a LGBTIQ event for the first time.

Respondents at Perth events were also asked if they had attended any Perth PrideFEST events in the past. Over half of the respondents (58%) had attended a Perth PrideFEST event in the past, meaning that for 42% of respondents it was their first time attending.

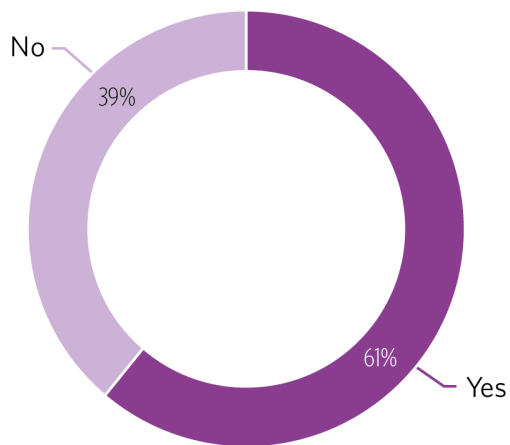
**Figure 6: Sexuality of Respondents**



**Figure 7: Prior Attendance - LGBTIQ Events and Perth PrideFEST**



**Figure 8: Prior Attendance LGBTIQ Events -Regional PrideFEST**



# 4.0

## Social, Civic and Cultural Impact

The Culture Counts framework utilises a standardised set of metrics called 'dimensions', used to measure the intrinsic impact of events and festivals. They have been internationally tested and academically validated, enabling benchmarking of experiences provided by different types of arts and cultural events and activities.

Each survey contained 'dimension' questions, asking the public about their experience of the event. Survey respondents moved a slider to indicate whether they agreed or disagreed with the dimension statement using a Likert Scale. The following charts contain data for all public responses, showing the average score and the percentage of people that agreed or disagreed with each of the statements.

### 4.1 Perth PrideFEST

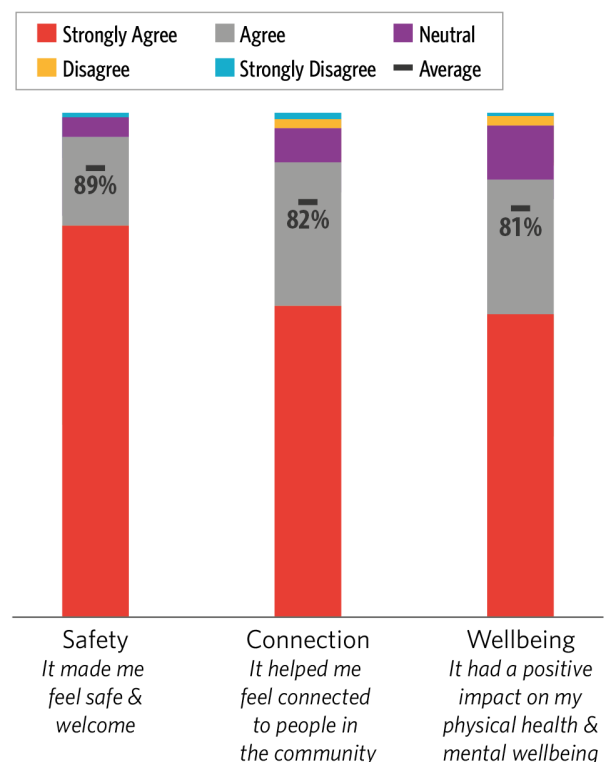
The majority of people agreed or strongly agreed with all ten dimensions, with average scores of 80% or above received for nine of the ten dimensions. The highest scores were recorded for dimensions relating to civic and cultural impact with 99% of respondents agreeing that it is important that it's happening in the local area and 97% of respondents agreeing that it provides an important addition to Perth's cultural life.

96% of respondents agree that it made them feel safe and welcome and a further 96% of respondents agree that it increases awareness of LGBTIQ rights and issues.

Average scores for dimensions relating to instrumental impacts on wellbeing, respect, connection and ways of thinking also demonstrated success in the translation of Pride WA's values of respect, diversity, community and courage.

### Social Impact

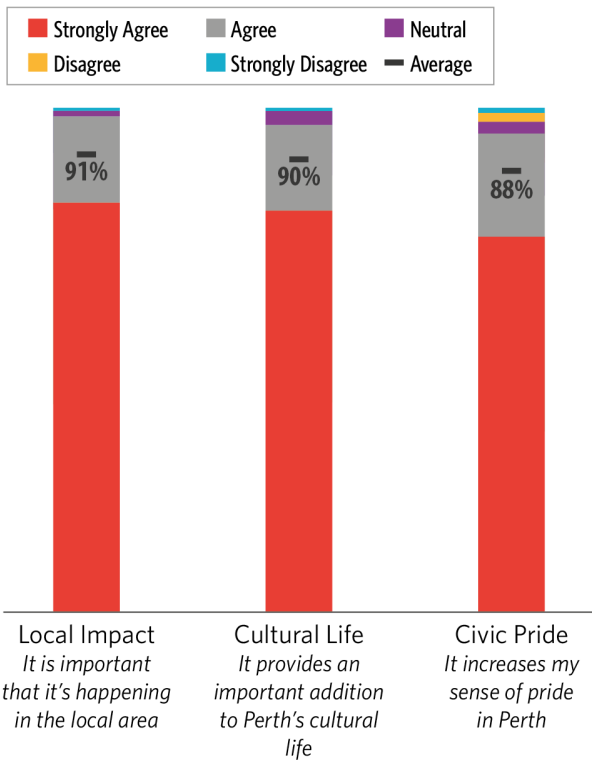
Figure 9: Social Impact





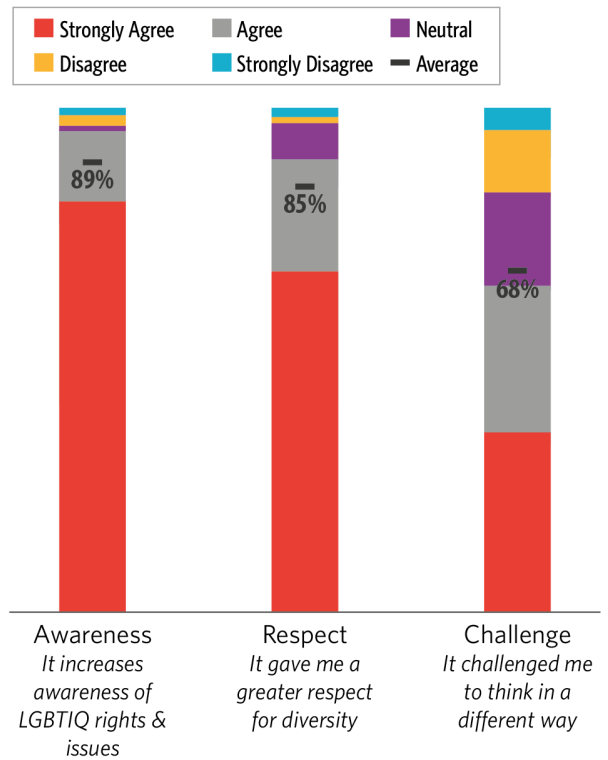
### Civic and Cultural Impact

Figure 10: Civic and Cultural Impact



### Inclusion and Awareness

Figure 11: Inclusion and Awareness

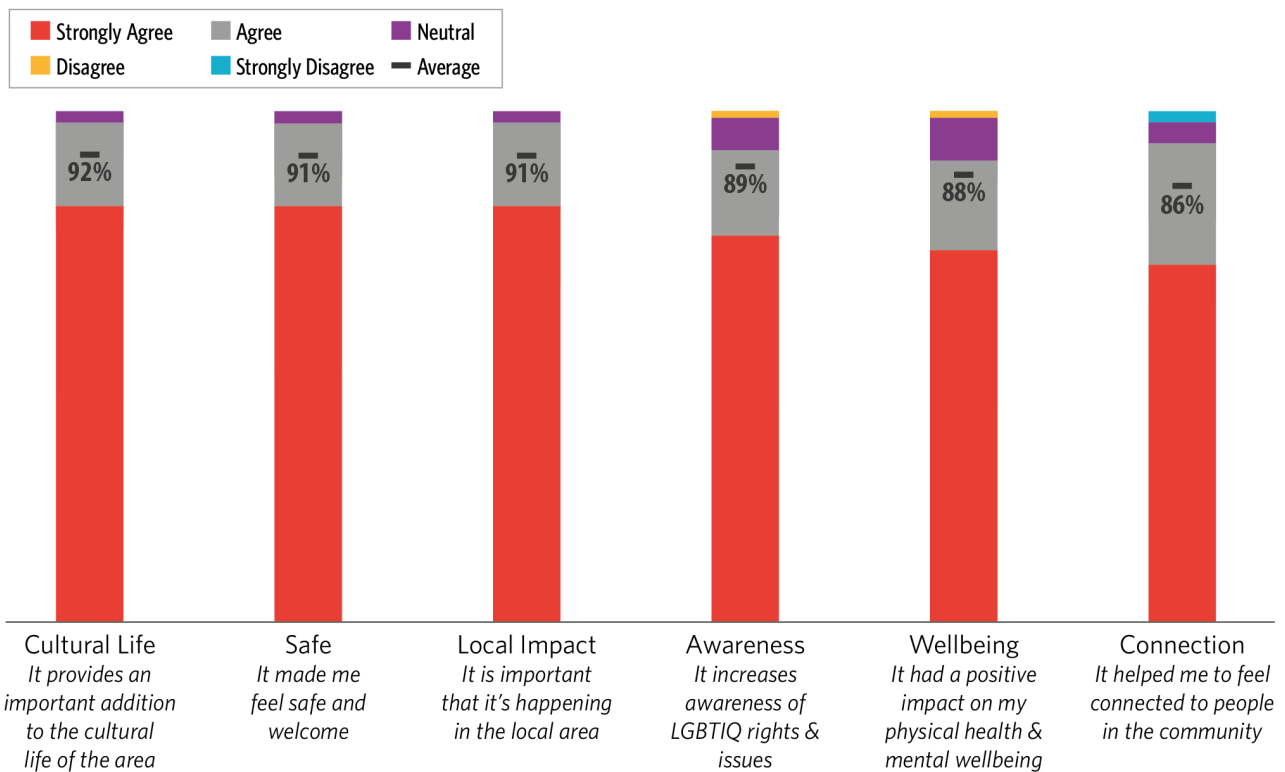


## 4.2 Regional PrideFEST

Regional events received average scores of 86% or above across all dimensions, marginally higher than Perth events. This may indicate that regional respondents are more receptive to PrideFEST events. As with responses to Perth PrideFEST, the highest scores were recorded for dimensions relating to civic and cultural impact: Cultural Life (92%), Safety (91%) and Local Impact (91%). Average scores for Wellbeing, Connection, Cultural Life and Safety were higher across regional respondents when compared to Perth respondents, with the most significant differences in average scores for Wellbeing (+7%) and Connection (+4%).

### Regional Impact

**Figure 12: Dimensions Results - Regional PrideFEST**



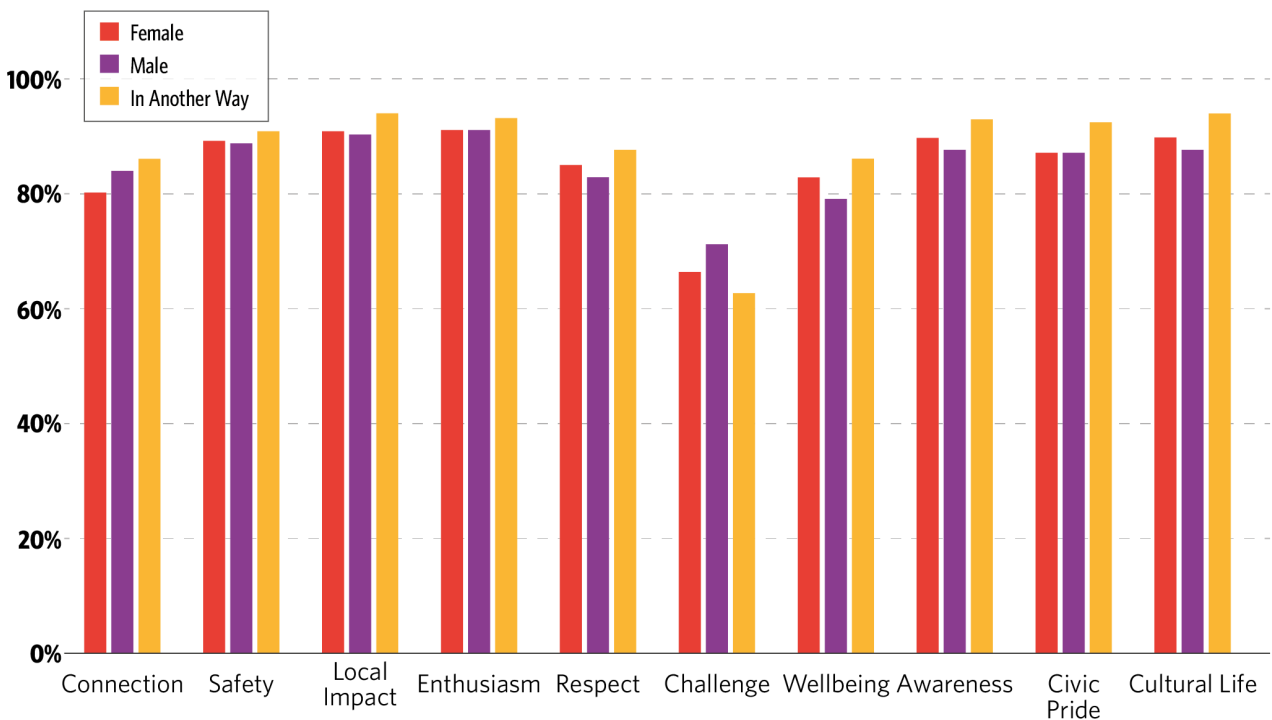
### 4.3 Differences Across Demographic Cohorts

Respondents were asked to describe their gender, sexuality and provide their age. This enables scores to be filtered to understand how demographics may have influenced scores. The following charts show average scores for each of the dimensions based on age and the way in which respondents described their gender and sexuality.

Respondents describing their gender in another way gave higher scores across nine of ten dimensions when compared to respondents describing themselves as male or female.

Typically, those who describe their gender in another way may provide scores that are lower than males or females; indicating that PrideFEST has been successful in engaging people of diverse gender.

Figure 13: Outcome Scores by Gender

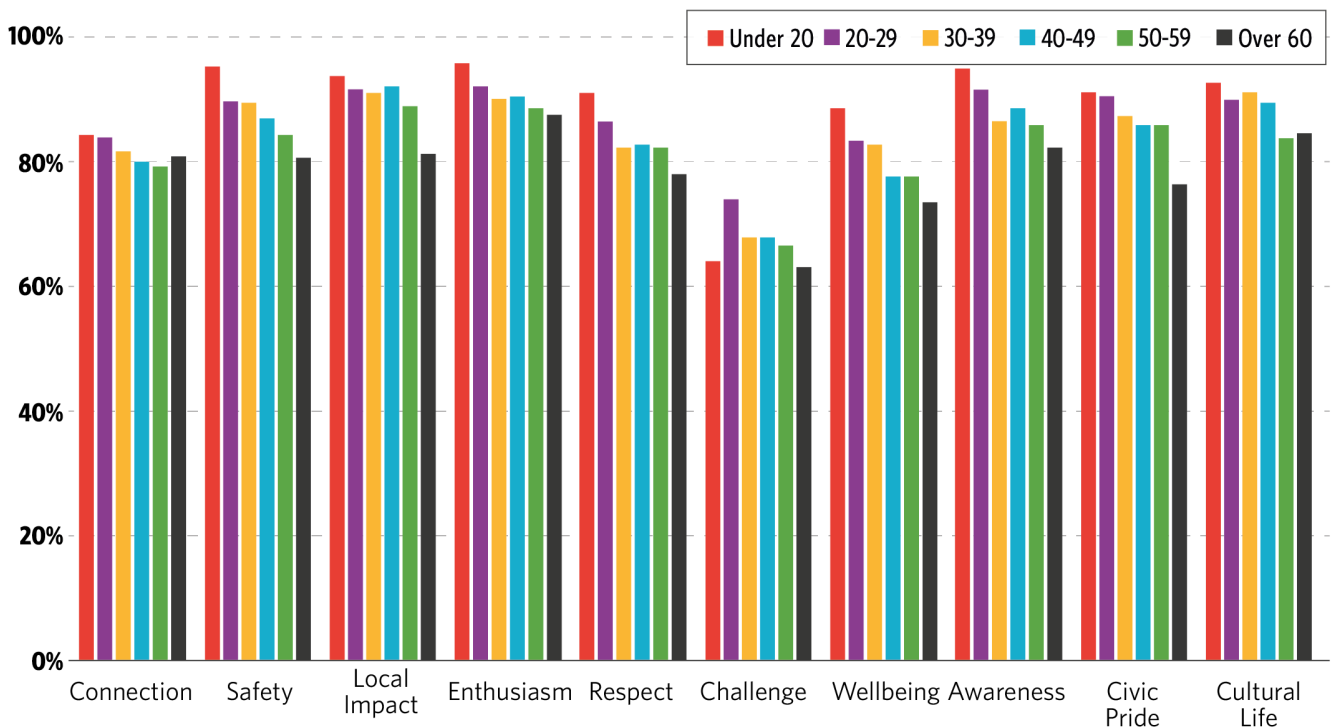


Across age cohorts, there was a general trend for younger age groups scoring higher than older age groups. This is most pronounced for Safety, Enthusiasm, Respect, Wellbeing, Awareness and Civic Pride— indicating that the event was particularly resonant with younger age groups.

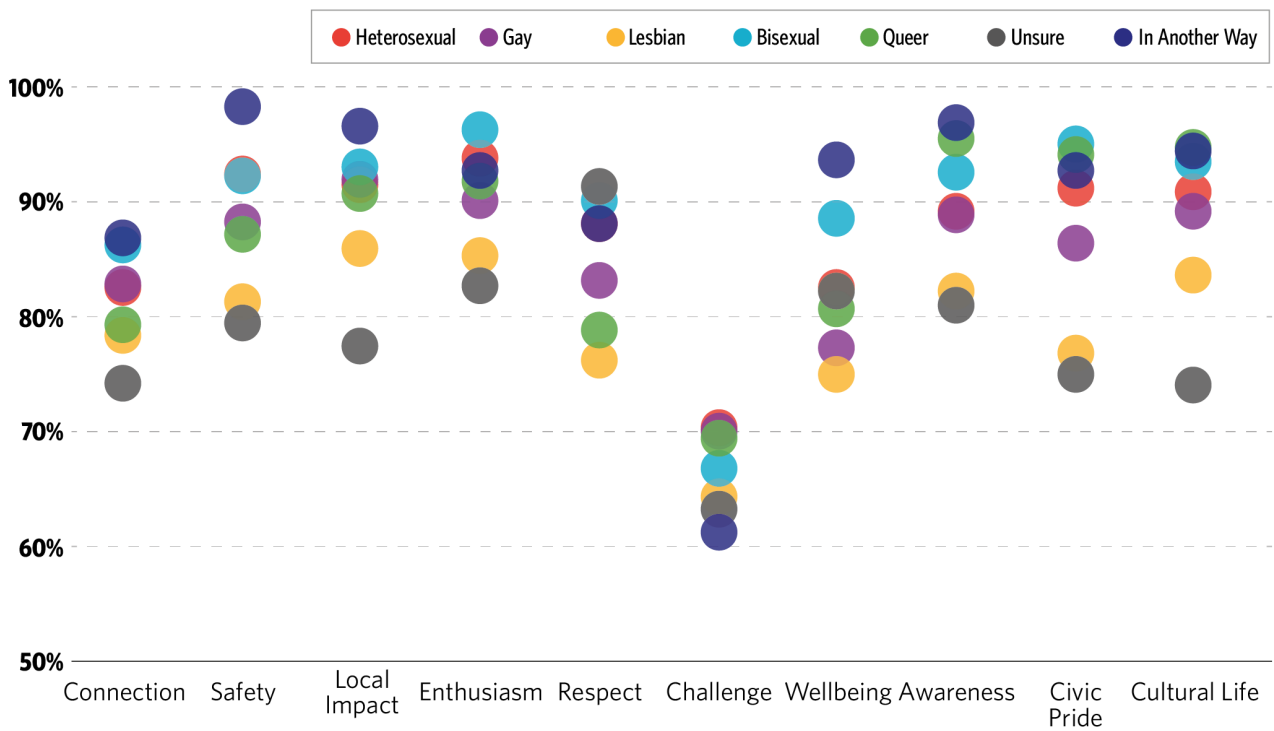
Figure 16 shows average scores for each of the dimensions based on the way in which respondent’s described their sexuality. Groups with a low number of responses have been faded out.

The findings suggest that respondents that describe themselves as lesbian or are unsure of their sexuality may be less responsive to the event with average scores lower when compared to other groups. There may be opportunities to improve outcomes for these respondents in the future.

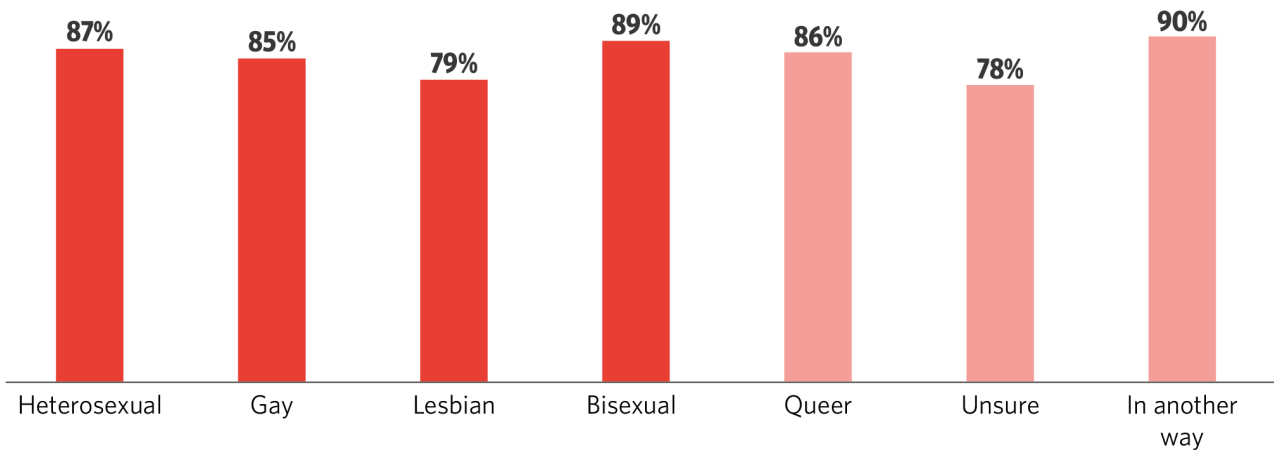
**Figure 14: Outcome Scores by Age**



**Figure 15: Outcome Scores by Sexuality - Breakdown**



**Figure 16: Outcome Scores by Sexuality - Average Score**







WASAMBA!



WASAMBA!



WASAMBA!





# 5.0

## Self, Peer and Public Experience

The Culture Counts platform has a three-pronged evaluation process - with participation from self, peer and public assessors. Average scores from each group can be compared to see whether the public and peers understood the creative intentions of the artists or organisers. The chart compares self, peer and public scores from after the event, illustrating the experience of each user group across the ten dimensions

Self-assessors had the lowest expectations of the event across all dimensions except for Challenge, showing the event was more impactful than organisers anticipated it would be.

In general, the expectations of peer assessors were more consistent with the public's experience. Despite this, a few areas showed less alignment than others. Safety, Civic Pride and Cultural Life were scored significantly higher by the public than both peer and self-evaluators. Respect, Wellbeing and Awareness were scored higher by peers than the public. Challenge was the only dimension that scored higher by peers and self-evaluators than the public.

Organiser expectations were compared to public attendee opinions to understand how intentions were translated. The greatest differences were in Safety, Cultural Life, Civic Pride and Challenge. On average the public attendee experiences were more positive than organiser's expectations.

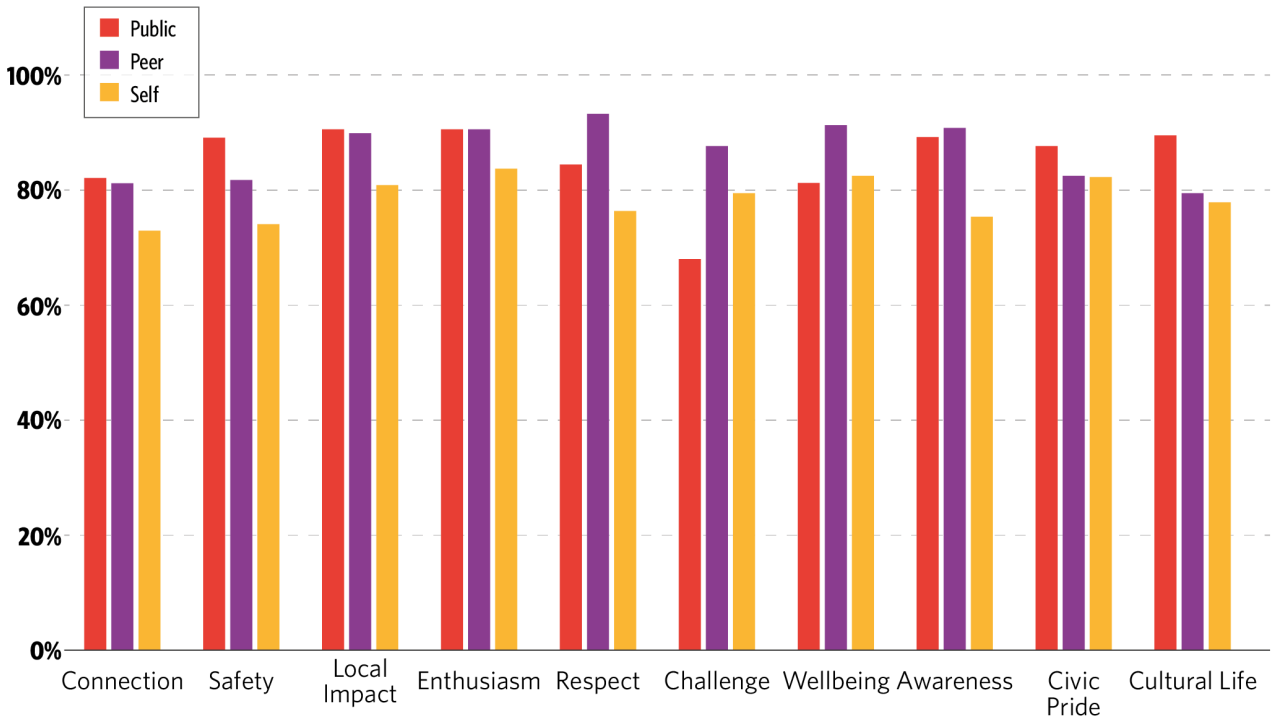
Self and peer assessors complete before-event and after-event surveys to measure both their expectations and actual experience of the event. The below charts contain average scores by peer assessors and self-assessors before and after the event.

The event exceeded the expectations of peers in seven of the ten outcome areas. Safety and Cultural Impact showed no change between experiences and expectations whereas Local Impact fell slightly short of expectations.

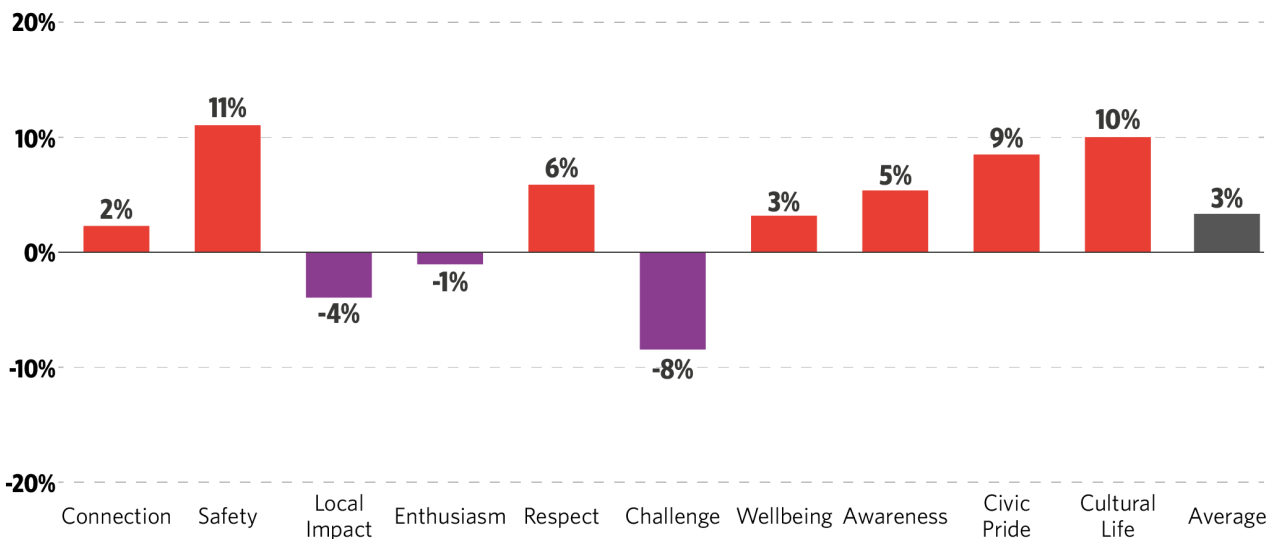
Self-evaluators' experience of the event was somewhat aligned to their expectations, with the primary exceptions being Local Impact, Enthusiasm and Awareness.

Peer and self-assessors both felt that the event didn't meet their expectations with respect to Local Impact which may indicate issues in relation to relevance to the local context.

**Figure 17: Peer, Public and Self Comparison**

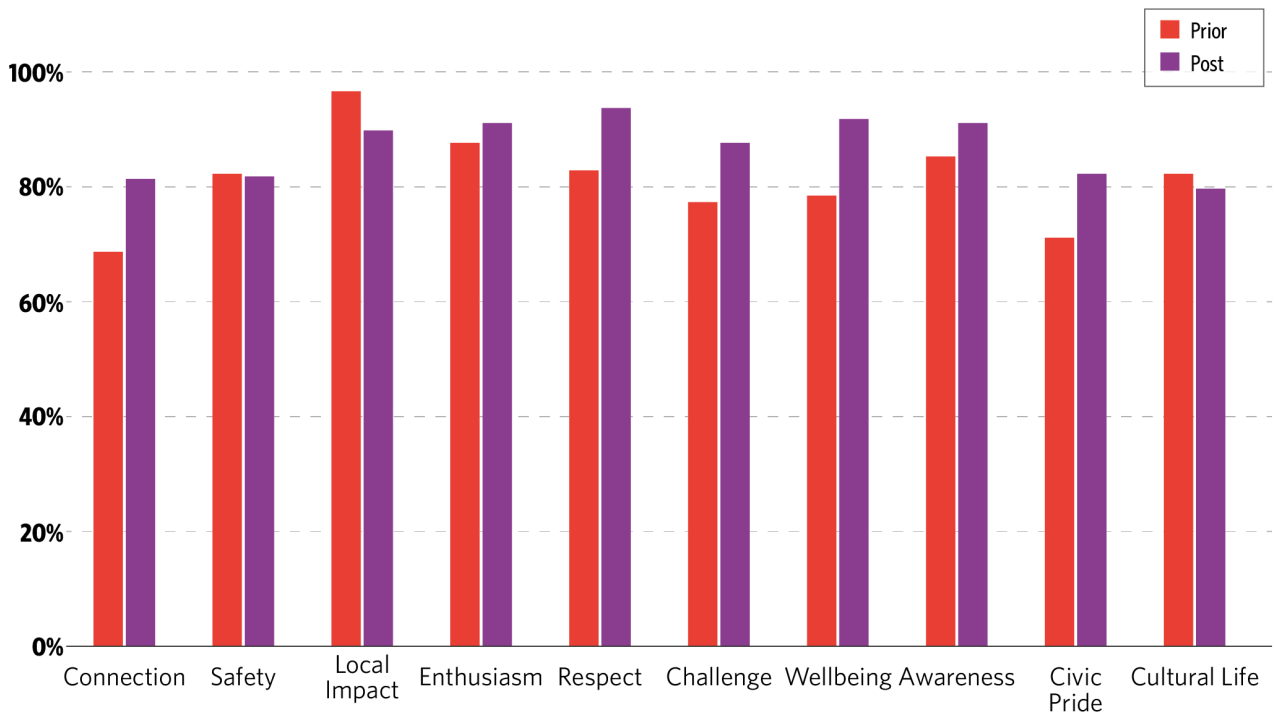


**Figure 18: Artistic Intention Realised**

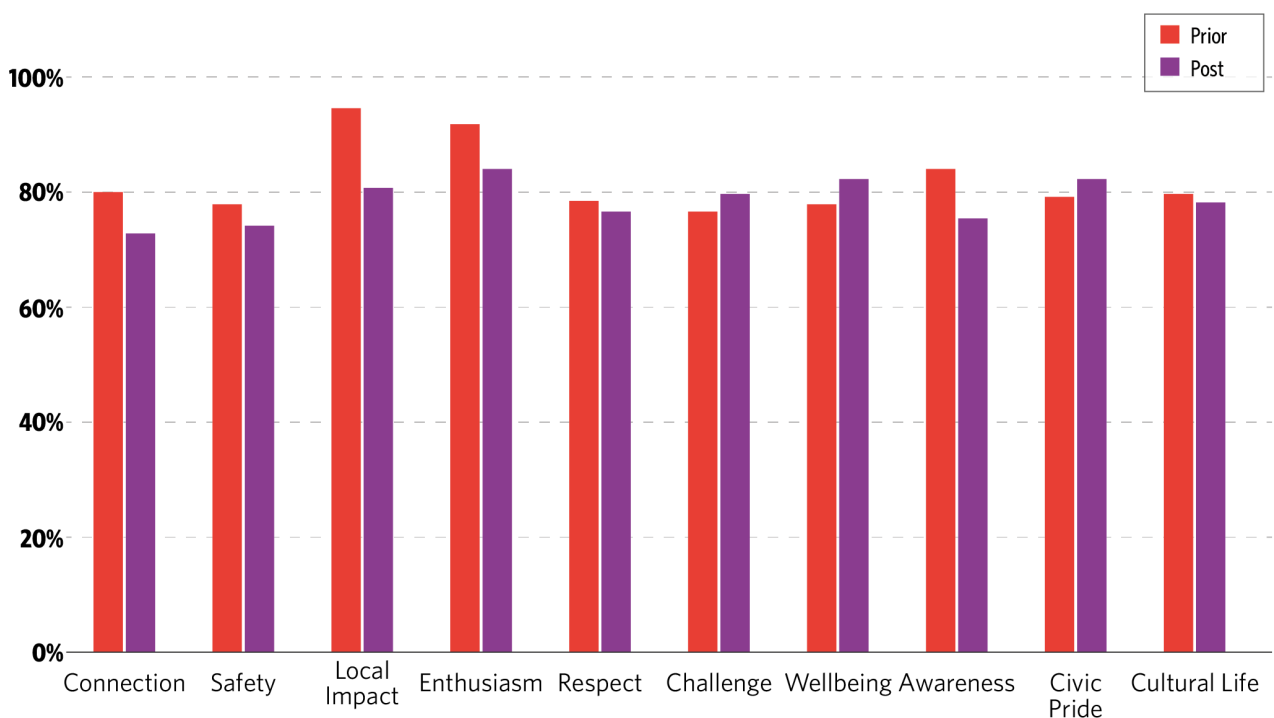




**Figure 19: Peer Evaluation Before and After**



**Figure 20: Self-Evaluation Before and After**



# 6.0

## Economic Impact

Cultural events and festivals deliver significant economic benefits to the cities and towns that host them. They support increased visitation expenditure that stimulates local economies and they enhance the character and vibrancy of an area, increasing its attractiveness as a place to live, work and visit.

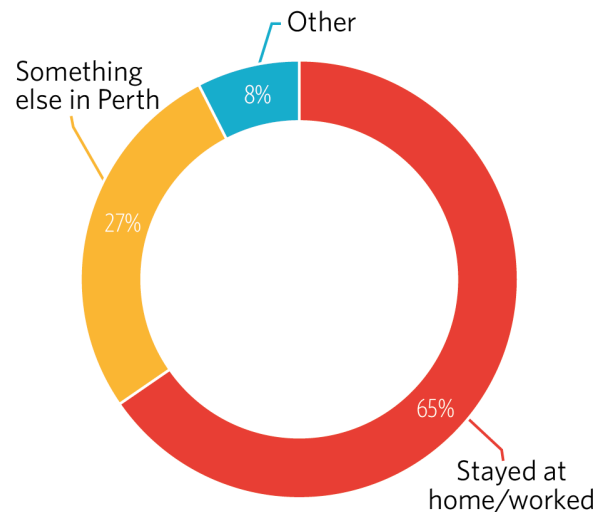
Approximately 47,200 people attended events during PrideFEST 2016 in Perth and regional towns stimulating expenditure that wouldn't otherwise have occurred.

According to primary data collected on visitor spending and financial reports on organisational spending, the direct economic impact of the Perth and regional PrideFEST events was \$3.3 million. After application of relevant gross value add multipliers, the broader impact of the events on local economies can be estimated to be in the order of \$7.8 million.

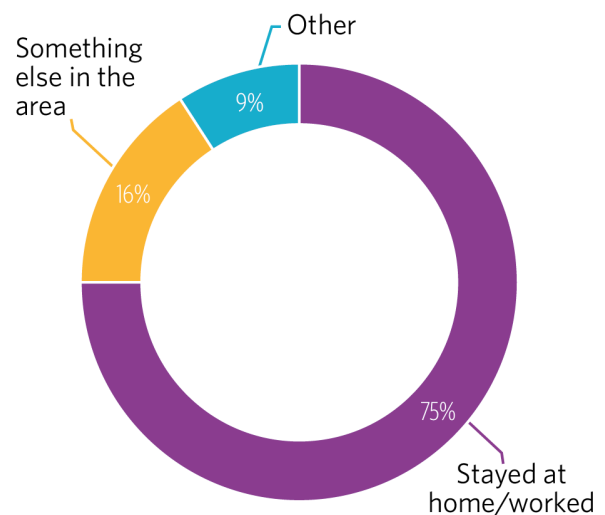
### 6.1 Visitor Types

For Perth events, 65% of respondents would have stayed at home or worked if they hadn't attended PrideFEST events and across regional events this share was even greater (75%). The spending of these respondents is seen to represent spending that would not have occurred and is therefore taken to be additional to the economy. Approximately one quarter of respondents would have done something else in Perth, while approximately a sixth of regional respondents would have done something else in the area.

**Figure 21: What would attendees have otherwise done? - Perth PrideFEST**



**Figure 22: What would attendees have otherwise done? - Regional PrideFEST**



## 6.2 Visitor Expenditure Impact

The following analysis has been undertaken to estimate the impact of gross expenditure by attendees to PrideFEST events in Perth and regional towns that hosted events.

Using public survey data, the average expenditure during a visit to PrideFEST was calculated for day and staying visitors.

A key step in examining overall economic impact is to assess the proportion of expenditure is truly additional to the economy and wouldn't have otherwise occurred. The proportion of expenditure that would have occurred anyway (the 'deadweight') has been accounted for through an additionally adjustment that takes into consideration what respondents would have done otherwise and how much they would have spent.

Relevant multipliers have been applied to estimate the broader impact of expenditure as it flows through the economy.

### Perth PrideFEST Visitor Expenditure Impact

**Figure 23: Visitor Types**

| Visitor Type    | Total Visitors | Total Visitor (%) | Day Visitors | Staying Visitors | Staying Visitors (%) |
|-----------------|----------------|-------------------|--------------|------------------|----------------------|
| Perth           | 160            | 87%               | 149          | 11               | 7%                   |
| Elsewhere in WA | 9              | 5%                | 7            | 2                | 22%                  |
| Overseas        | 14             | 8%                | 9            | 5                | 36%                  |

**Figure 24: Average Expenditure Per Person**

| Visitor Type    | Day Visitors | Staying Visitors |
|-----------------|--------------|------------------|
| Perth           | \$123.92     | \$228.20         |
| Elsewhere in WA | \$112.52     | \$177.52         |
| Overseas        | \$77.20      | \$132.87         |

**Figure 25: Additionality Adjustments**

| Visitor Type    | I would have stayed at home or gone to work | I would have done something else in Perth | Other    | Additionality Adjustment |
|-----------------|---|---|----------|--------------------------|
| Perth           | *101 (66%)                                  | 41 (27%)                                  | 12 (8%)  | 66%                      |
| Elsewhere in WA | *7 (88%)                                    | *0 (0%)                                   | *1 (13%) | 100%                     |
| Overseas        | *7 (50%)                                    | *6 (43%)                                  | *1 (7%)  | 100%                     |

\*Expenditure additional to the Perth economy

*Note: Expenditure undertaken by all visitors from Elsewhere in WA or from Overseas is taken to be additional to the Perth economy. Only expenditure undertaken by visitors from Perth that wouldn't have otherwise occurred is taken to be additional to Perth.*

**Figure 26: Attendance**

| Event                         | Estimated Attendance |
|-------------------------------|----------------------|
| PrideFEST Launch              | 70                   |
| Happy Pride                   | 164                  |
| Picnic in the Park with Pride | 60                   |
| Pride Parade                  | 45,000               |
| Official Pride After Party    | 1,150                |
| <b>Total</b>                  | <b>46,444</b>        |

Note: The program includes a more extensive list of events. For the purpose of this assessment, only events for which primary data was collected and for which attendance estimates have been provided was assessed. While it would be unreasonable to apply the expenditure estimates to different types of events such as film, visual arts and theatre however; it should be noted that the impact of the entire program is expected to be greater.

**Figure 27: Direct Impact Summary**

|   | Visitor Type |                                |                    |
|---|--------------|--------------------------------|--------------------|
|   | Perth        | Elsewhere in Western Australia | Overseas           |
| Share of Respondents                            | 87%          | 5%                             | 8%                 |
| Total Unique Visitors                           | 40,607       | 2,284                          | 3,553              |
| Day Visitors                                    | 37,815       | 1,777                          | 2,284              |
| Staying Visitors                                | 2,792        | 508                            | 1,269              |
| Average Day Visitor Expenditure                 | \$124        | \$113                          | \$77               |
| Average Staying Visitor Expenditure             | \$228        | \$178                          | \$133              |
| Discount for Expenditure Undertaken in Any Case | (\$31)       | (\$31)                         | (\$31)             |
| Additionality Adjustment                        | 66%          | 100%                           | 100%               |
| Adjusted Average Day Visitor Expenditure        | \$61         | \$82                           | \$46               |
| Adjusted Average Staying Visitor Expenditure    | \$129        | \$147                          | \$102              |
| Direct Expenditure Impact                       | \$2,699,005  | \$219,496                      | \$235,248          |
| <b>Total Direct Expenditure Impact</b>          |              |                                | <b>\$3,123,749</b> |

## PrideFEST Broome, Albany and Bunbury Visitor Expenditure Impact

**Figure 28: Visitor Types**

| Visitor Type    | Total Visitors | Total Visitor (%) | Day Visitors | Staying Visitors | Staying Visitors (%) |
|-----------------|----------------|-------------------|--------------|------------------|----------------------|
| Perth           | 83             | 89%               | 83           | 0                | 0%                   |
| Elsewhere in WA | 10             | 11%               | 10           | 0                | 0%                   |
| Overseas        | 0              | 0%                | 0            | 0                | 0%                   |

Note: "Local" refers to respondents identifying their place of residence as the Local Government Authorities of Bunbury, Albany or Broome.

**Figure 29: Average Expenditure Per Person**

| Visitor Type    | Day Visitors | Staying Visitors |
|-----------------|--------------|------------------|
| Local           | \$38         | -                |
| Elsewhere in WA | \$69         | -                |
| Overseas        | -            | -                |

**Figure 30: Additionality Adjustments**

| Visitor Type    | I would have stayed at home or gone to work | I would have done something else in the area | Other    | Additionality Adjustment |
|-----------------|---|--|----------|--------------------------|
| Local           | *64 (78%)                                   | 11 (13%)                                     | 7 (9%)   | 78%                      |
| Elsewhere in WA | *5 (50%)                                    | *3 (20%)                                     | *2 (20%) | 100%                     |
| Overseas        | -   | -  | -        | -                        |

\*Expenditure additional to the local economy

Note: Expenditure undertaken by all visitors from Elsewhere in WA or from Overseas is taken to be additional to the local economy. Only expenditure undertaken by local visitors that wouldn't have otherwise occurred is taken to be additional to the local economy.

**Figure 31: Attendance**

| Event                | Location | Estimated Attendance |
|----------------------|----------|----------------------|
| Film Harvest         | Albany   | 150                  |
| Pride Breakfast      | Albany   | 30                   |
| Movie Night          | Broome   | 273                  |
| PrideFEST South West | Bunbury  | 300                  |
| <b>Total</b>         |          | <b>753</b>           |

**Figure 32: Regional PrideFEST Direct Impact Summary**

|   | Visitor Type |                                |                 |
|---|--------------|--------------------------------|-----------------|
|   | Perth        | Elsewhere in Western Australia | Overseas        |
| Share of Respondents                            | 89%          | 11%                            | 0%              |
| Total Unique Visitors                           | 672          | 81                             | 0               |
| Day Visitors                                    | 672          | 81                             | 0               |
| Staying Visitors                                | 0            | 0                              | 0               |
| Average Day Visitor Expenditure                 | \$38         | \$69                           | -               |
| Average Staying Visitor Expenditure             | -            | -                              | -               |
| Discount for Expenditure Undertaken in Any Case | (\$11)       | (\$11)                         | (\$11)          |
| Additionality Adjustment                        | 78%          | 100%                           | 100%            |
| Adjusted Average Day Visitor Expenditure        | \$21         | \$58                           | -               |
| Adjusted Average Staying Visitor Expenditure    | -            | -                              | -               |
| Direct Expenditure Impact                       | \$14,185     | \$4,666                        | \$-             |
| <b>Total Direct Expenditure Impact</b>          |              |                                | <b>\$18,851</b> |

## Overall Direct Impact

Combining direct visitor spending and data on expenditure by Pride WA to organise and present the event the direct economic impact of the Perth and regional PrideFEST events was \$3.3 million.

**Figure 33: Direct Impact Summary**

|   |                    |
|---|--------------------|
| <b>Organisation Expenditure</b>               | \$180,937          |
| <b>Perth PrideFEST Visitor Expenditure</b>    | \$3,123,749        |
| <b>Regional PrideFEST Visitor Expenditure</b> | \$18,851           |
| <b>Total Direct Expenditure Impact</b>        | <b>\$3,323,573</b> |

## Indirect Impact

Output and employment multipliers have been sourced from Australian Bureau of Statistics National Accounts data to estimate the indirect impact of visitor and organiser expenditure. An average multiplier for the Retail and Food & Beverage industries of 2.37 has been applied to visitor expenditure given the vast majority of this expenditure can be expected to occur across these sectors. A multiplier for Heritage, Creative and Performance Arts of 2.01 has been applied to organisational expenditure.

**Figure 35: Perth PrideFEST Multiplied Impact Summary**

| <b>Source of Expenditure</b>           | <b>Direct</b>      | <b>Output Multiplier</b> | <b>Multiplied</b>  | <b>Direct Employment</b> | <b>Total Employment</b> |
|--|--------------------|--------------------------|--------------------|--------------------------|-------------------------|
| Organisation Expenditure               | \$180,937          | 2.01                     | \$363,756          |                          |                         |
| Perth PrideFEST Visitor Expenditure    | \$3,123,749        | 2.37                     | \$7,403,285        | 37.0                     | 55.4                    |
| Regional PrideFEST Visitor Expenditure | \$18,851           | 2.37                     | \$44,677           | 0.2                      | 0.3                     |
| <b>Total Direct Expenditure Impact</b> | <b>\$3,323,573</b> |                          | <b>\$7,811,718</b> | <b>37.2</b>              | <b>55.8</b>             |

Direct employment generated by this expenditure has been estimated based on average output per Full-Time Equivalent (FTE) employment in these sectors and estimated the further indirect job creation through the application of an employment multiplier (based on ABS standards). The results indicate that expenditure by attendees to PrideFEST directly generated approximately 37 FTE jobs and that the broader impact of the PrideFEST events on local economies can be estimated to be in the order of \$7.8 million.

**Figure 34: Output and Employment Multipliers**

| <b>Sector</b>      | <b>Output Multiplier</b> | <b>Employment Multiplier</b> | <b>Output Per FTE</b> |
|--------------------|--------------------------|------------------------------|-----------------------|
| Retail             | 2.42                     | 1.53                         | 112,005               |
| Food & Beverage    | 2.32                     | 1.47                         | 111,090               |
| Average Multiplier | 2.37                     | 1.50                         | 111,547               |



## Return on Investment

Return on investment (ROI) analysis has been conducted in order to illustrate total economic return generated by PrideFEST to the community. It considers the impact of visitor and organiser expenditure on the local economy.

The significant contribution of volunteers means that PrideFEST has a significantly higher ROI when compared to a typical commercial event. The scale of volunteer contribution should be quantified and included in ROI analysis in order to estimate the true return to the community. Volunteer hours were not recorded in 2016 and have not been included in the ROI analysis therefore the ROI overstates true return. It is recommended that volunteer hours are captured in future years to support more robust ROI analysis.

**Figure 36: PrideFEST Direct Return on Investment**

| Measure  | \$          |
|--|-------------|
| Direct Visitor Impact  | \$3,123,749 |
| Direct Organiser Costs<br>(Excl. the value of volunteer contributions) | \$180,973   |
| ROI  | 16.3        |

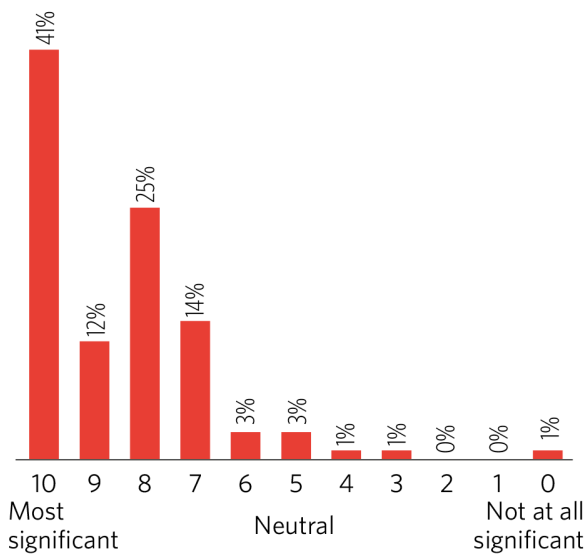


# 7.0

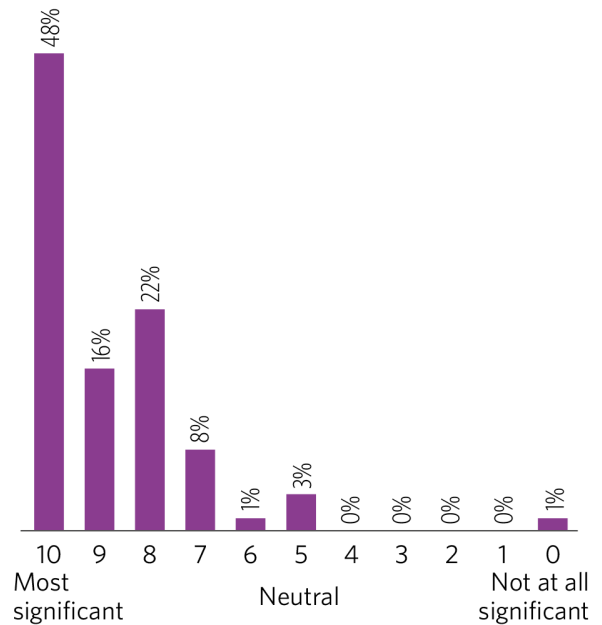
## Significance of PrideFEST

Survey respondents were asked to rate the significance of PrideFEST’s role in promoting diversity, equality, and inclusion in their community on a scale of 0 to 10. Regional respondents consider PrideFEST’s role as relatively more significant when compared to Perth respondents. This is not surprising considering almost half (46%) of regional respondents said there were none or few events, activities or programs that play a similar role/function in their community (scored 0 to 4).

**Figure 37: How significant is PrideFEST's role in promoting diversity, equality, and inclusion in your community? - Perth PrideFEST**

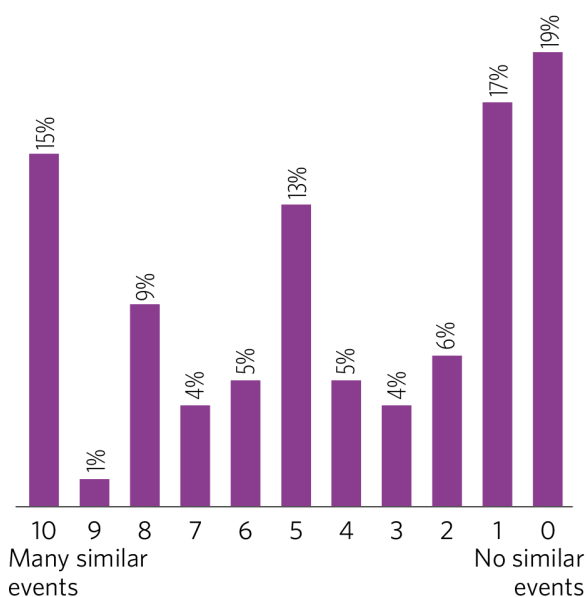


**Figure 38: How significant is PrideFEST's role in promoting diversity, equality, and inclusion in your community? - Regional PrideFEST**





**Figure 39: How would you rate your access to events, activities or programs that play a similar role/function? - Regional PrideFEST**



### Quotes from Regional Respondents

*"I hope that this event will be held every year in Bunbury and other regional centres."*

*"Events like this are vital to those of us living in remote or rural communities"*

*"These events have made Broome a safe place where everyone belongs no matter what your sexuality is."*

*"It was a breath of fresh air to attend this event. We felt very welcomed and it was a great opportunity to meet new people and feel included."*

*"There should be more! Was such a wonderful community event that brought people of all kinds together"*

*"There are very limited options for trans or gender diverse people down here (in Albany). We are starting something now."*





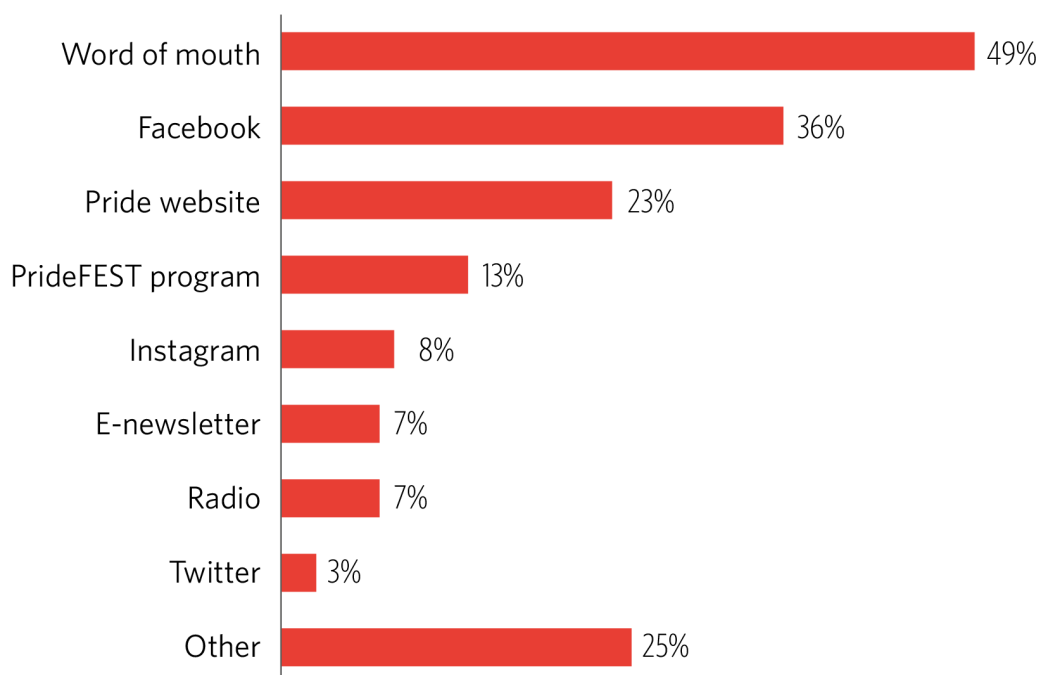
# 8.0

## Marketing and Brand Awareness

Respondents were asked how they heard about the event so that the most effective marketing channels could be revealed. The most common response was word of mouth (49%), followed by Facebook (36%), the Pride website (23%) and the PrideFEST Program (13%).

The least successful forms of marketing were the e-newsletter, radio and twitter. These might be assessed in the future to see how they can be further utilised to improve reach, or whether any budget allocated to them might be more effectively used elsewhere.

**Figure 40: How did respondents hear about the event?**



# 9.0

## Conclusion

### Impact

Perth PrideFEST 2016 attracted over 46,000 visitors into the City between November 11th and 20th stimulating direct visitor expenditure of \$3.1 million. Smaller scale events delivered across regional WA in Albany, Bunbury and Broome attracted over 750 visitors stimulating direct visitor expenditure of approximately \$19,000. The total direct impact of PrideFEST events in Perth and regional towns, considering visitor and organisational expenditure was \$3.3 million. After application of relevant gross value add multipliers, the broader impact of the events on local economies can be estimated to be in the order of \$7.8 million.

The findings of this Study demonstrate that the event is critical to promoting respect, diversity and awareness of LGBTIQ rights and issues. The events made attendees feel safe, welcome and connected to people in the community. The events deliver significant civic and cultural impact, supporting the cultural life of Perth and increasing respondent's sense of civic pride. Of the ten intrinsic impact dimensions evaluated, nine scored above 80%, illustrating the quality, appeal and impact of the events on attendees.

### Partnerships

The social, cultural and place impacts identified in the study provide insights useful to Pride WA and its major supporters. It also provides evidence capable of supporting the establishment of new strategic partnerships across government, corporate and non-profit sectors. Efforts to establish cross-sector partnerships will support Pride WA to deliver greater impact and attract new funding sources.

Success will rely on Pride WA's ability to articulate the value it generates and how the relationship complements its supporter's strategies and objectives. Potential partners should be carefully selected based on alignment of values, goals and interests. Developing programs and activities in collaboration with partners in the government, corporate and non-profit sectors will embed shared objectives and establish more integrative and sustainable partnerships.

### Strategic Planning

PrideFEST continues to grow year on year, engaging an increasing number of groups in the Pride Parade and expanding the number of events and activities in the week-long program. Additional funding secured for the first time through Lotterywest's regional community group fund enabled Pride WA to support regional LGBTIQ organisations and their festival activities in Albany Broome and Bunbury. The findings of regional analysis provide justification of the significant role that these events play in regional communities and can be used to attract increased investment to expand the regional program.

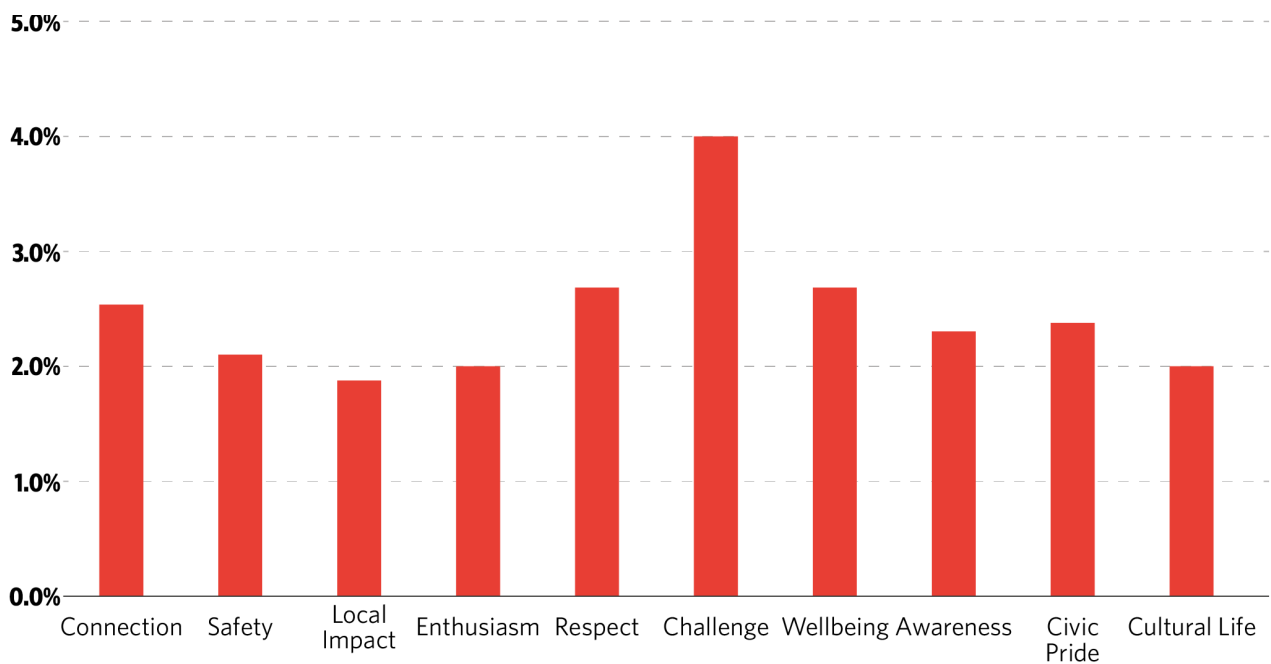
The findings of this Study should be considered by Pride WA as it embarks on the next strategic planning phase with insights capable of providing direction in the development of new partnerships programs and the identification of new funding sources.

# 10.0

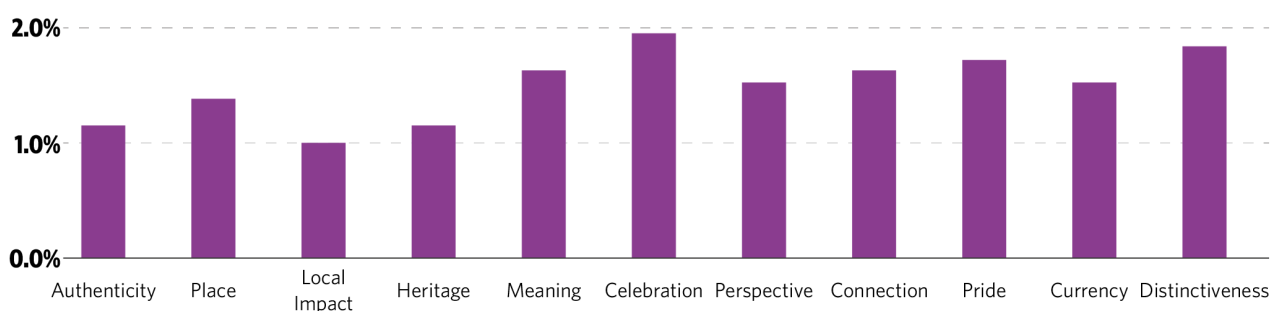
## Appendix 1: Was the survey sample representative of the audience population?

The Culture Counts digital platform aims to capture survey responses via various methods at minimal marginal cost. Achieving larger samples enables organisations to be confident that the average scores and opinions of the survey group are representative of the total audience.

**Figure 41: Margin of Error by Dimension - Perth**



**Figure 42: Margin of Error by Dimension - Regional**



At a 95% confidence interval, the margin of error for dimensions ranged from 1.0 % to 4.0%. This means that we can be 95% confident that if we surveyed the entire audience population, the average score for Local Impact across regional responses would fall within 1.0% of the average generated by the sample.

Margins of error under 5% are considered reasonable representations of the opinion of the population. As the margin or error is below 5% this sample can be deemed statistically significant and an accurate representation of the PrideFEST audience.







Wagameal!  
Ereo's Carnival Drummers

Wagameal!  
Ereo's Carnival Drummers

Wagameal!  
Ereo's Carnival Drummers





**CultureCounts**





**Recommendation:*****That Council:***

1. ***APPROVES cash sponsorship of \$55,000 (excluding GST) to Performing Arts Centre Society Inc trading as The Blue Room Theatre for sponsorship of their 2018 Annual Artistic Program, held from 1 January 2018 to 31 December 2018;***
2. ***NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.4A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits and key performance indicators for inclusion in the agreement according to the Council approved funding amount; and***
4. ***NOTES that a detailed annual acquittal report, including any supporting material, will be submitted to the City of Perth by 31 March 2019.***

FILE REFERENCE: P1034140#04  
 REPORTING UNIT: Business Support and Sponsorship  
 RESPONSIBLE DIRECTORATE: Economic Development and Activation  
 DATE: 1 August 2017  
 ATTACHMENT/S: Attachment 8.4A - Detailed Officer Assessment

**Council Role:**

- |                                     |                |   |
|-------------------------------------|----------------|---|
| <input type="checkbox"/>            | Advocacy       | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i>   |
| <input checked="" type="checkbox"/> | Executive      | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i>  |
| <input type="checkbox"/>            | Legislative    | <i>Includes adopting local laws, town planning schemes and policies</i>   |
| <input type="checkbox"/>            | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |

**Legislation / Strategic Plan / Policy:****Legislation**Section 8 of the *City of Perth Act 2016***Integrated Planning and Reporting Framework Implications****Strategic Community Plan**

Goal 6 A city that celebrates its diverse cultural identity

**Policy**

Policy No and Name:

18.13 - Sponsorship

**Purpose and Background:**

The City of Perth has received a request for Annual Arts Sponsorship of \$72,334 (excluding GST) from the Performing Arts Centre Society Inc trading as The Blue Room Theatre to support their 2018 Artistic Program.

**Details:**

The Performing Arts Centre Society Inc, trading as The Blue Room Theatre (TBRT) is an independent Northbridge-based theatre organisation which has operated since 1989. The City of Perth has supported TBRT since 2008.

TBRT aims to enable the development of local performing artists by providing a venue, resources and support to create and produce their work. TBRT's program operates across the full range of contemporary theatre practice including playwriting, dance and physical theatre, spoken word and devised work.

The 2018 TBRT Artistic Program will feature over 38 weeks of independent theatre at TBRT's home in the Perth Cultural Centre. The artistic program will be complemented by a professional development program for theatre practitioners and a range of audience engagement activities.

Organisers anticipate that the 2018 program will involve over 400 artists presenting to a total audience in excess of 21,000 attendees.

**Financial Implications:**

|                               |   |
|-------------------------------|---|
| ACCOUNT NO:                   | 93E190007901  |
| BUDGET ITEM:                  | Donation and Sponsorships – Arts Annual Sponsorship |
| BUDGETED AMOUNT:              | \$1,135,000   |
| AMOUNT SPENT TO DATE:         | \$1,070,000   |
| PROPOSED COST:                | \$ 55,000   |
| BALANCE REMAINING:            | \$ 10,000   |
| ANNUAL MAINTENANCE:           | N/A   |
| ESTIMATED WHOLE OF LIFE COST: | N/A   |

All figures quoted in this report are exclusive of GST.

**Comments:**

The application was assessed by a three person Assessment Panel against the criteria outlined in the City of Perth Arts Sponsorship Guidelines.

The Assessment Panel noted that TBRT is an important contributor to Perth's independent theatre sector. TBRT provides a platform for local artists and audiences to explore WA's unique cultural identity and voice.

An Annual Arts Sponsorship of \$55,000 + GST is recommended as appropriate in consideration of the budgetary situation of the City in FY17/18.

**Annual Arts Sponsorship – The Blue Room Theatre**

|                                    |  |                       |          |
|------------------------------------|--|-----------------------|----------|
| <b>Project Title</b>               | The Blue Room Theatre: 2018 Annual Artistic Program  |                       |          |
| <b>Project Start Date</b>          | 01/01/2018   |                       |          |
| <b>Project End Date</b>            | 31/12/2018   |                       |          |
| <b>Venues</b>                      | The Blue Room Theatre, Northbridge<br>The State Theatre Centre of Western Australia, Northbridge |                       |          |
| <b>Expected attendance numbers</b> | Total attendance: 21,800<br>(Free: 800; Ticketed: 21,000)  |                       |          |
| <b>Total Project Cost</b>          | \$670,976  |                       |          |
| <b>Total Amount Requested</b>      | \$72,334 (10.8% of the total project budget)   |                       |          |
| <b>REMPPLAN Impact (Direct)</b>    | \$1.507M   | <b>REMPPLAN Total</b> | \$2.554M |
| <b>Recommendation</b>              | Approval for Annual Arts Sponsorship   |                       |          |
| <b>Recommended amount</b>          | <b>\$55,000</b> (8% of the total project budget)   |                       |          |
| <b>Assessment Score</b>            | <b>51 out of 84 (61%)</b>  |                       |          |

**Applicant Details**

*Information from the Australian Business Register*

|                                 |   |
|---------------------------------|---|
| ABN                             | 26 252 073 745  |
| Entity Name                     | Performing Arts Centre Society Inc trading as The Blue Room Theatre |
| Entity Type                     | Other Incorporated Entity   |
| ABN Status                      | Active  |
| ATO Endorsed Charity Type       | Charity   |
| Goods & Services (GST)          | Yes   |
| Endorsed as DGR                 | Yes   |
| Tax Concessions                 | FBT Rebate, Income Tax Exemption                                    |
| Main Business Location Postcode | 6003 WA   |
| Main Business Location State    | WA  |
| ACNC Registration               | Registered  |

**Program Summary**

The Performing Arts Centre Society Inc, trading as The Blue Room Theatre (TBRT) is an independent Northbridge-based theatre organisation which has operated since 1989.

TBRT aims to enable the development of local performing artists by providing a venue, resources and support to create and produce their work. TBRT's program operates across the full range of contemporary theatre practice including playwriting, dance and physical theatre, spoken word and devised work.

The City of Perth has supported TBRT since 2008.

## **Program Description**

The 2018 TBRT artistic season will feature over 38 weeks of new theatre at its home in the Perth Cultural Centre.

The 2018 TBRT program will include:

### **Summer Nights**

|                         |   |
|-------------------------|---|
| Date:                   | 27 January 2018 – 24 February 2018  |
| Venue:                  | The Blue Room Theatre Main Space<br>The Blue Room Theatre Studio;<br>Studio Underground at the State Theatre Centre WA<br>Rehearsal Room 2 at the State Theatre Centre WA |
| Anticipated attendance: | 10,500 attendees  |
| Ticket price:           | Adult \$30; Concession \$15   |

Summer Nights is a month-long season of contemporary theatre presented independently by TBRT to coincide with FRINGE WORLD each year. The objectives of the program are to develop new audiences and increase the profile of TBRT in the community.

As part of Summer Nights, TBRT assists presenting artists with complimentary venue hire, production and marketing support and a percentage of box office takings.

In 2017 TBRT presented 198 performances of 36 productions to an audience of 11,140 people and engaged 255 artists and participants. Organisers expect to exceed these results in 2018. Over half of the presentations in the Summer Nights program will be by WA performers or teams.

### **Development Seasons**

|                         |   |
|-------------------------|---|
| Date:                   | Season 1 (April – July) and Season 2 (August – December)          |
| Venue:                  | The Blue Room Theatre Main Space;<br>The Blue Room Theatre Studio |
| Anticipated attendance: | 10,500 attendees  |
| Ticket price:           | Adult \$28; Concession \$23                                       |

In 2018 TBRT will present 15 productions of new work over two Development Seasons, with the objective of supporting the independent theatre sector in Perth. Organisers anticipate over 100 artists will be engaged (50% of the artists are expected to be emerging or young artists) across 360 individual performances throughout the year.

Each work receives a three week season in one of TBRT performance spaces. TBRT provides comprehensive production, marketing and technical support for each work. Each production receives 90% of box office takings, a \$2,000 stipend for production support and a mentorship allowance of \$500.

Public Events and Community Access Activities

|                         |                                   |
|-------------------------|-----------------------------------|
| Date:                   | 1 January 2018 – 31 December 2018 |
| Venue:                  | The Blue Room Theatre             |
| Anticipated attendance: | 500 attendees                     |

Free public events are regularly presented as part of the annual TBRT program, including:

- 'Housewarming', a large scale, free event to mark the opening of Summer Nights each year;
- public launch events for each of the two Development Seasons, inviting audiences to experience short excerpts from productions in the upcoming season;
- an Awards Night, held annually in December, to recognise the best independent theatre productions held in TBRT spaces each year;
- a series of regular forums to enhance audience engagement including 'Good Playclub' where a classic play is read and discussed, 'Critical Conversation', including a facilitated, constructive discussion of work recently presented in Perth theatre, and 'Playgroup', a facilitated 'scratch night' of showings of work in progress; and
- each of TBRT's 15 Development Season productions will include an Artist Q&A following a performance.

Professional Development Program

|                         |   |
|-------------------------|---|
| Date:                   | 1 December 2017 – 31 December 2018  |
| Venue:                  | The Blue Room Theatre   |
| Anticipated attendance: | 1,000 participants  |
| Ticket price:           | The majority of the opportunities are free, though a small number may attract a nominal charge. |

TBRT coordinates a professional development program which aims to ensure that theatre artists in Perth have a platform for continuing to develop their skills in a professional context and extend the artistic practice and career sustainability of Perth theatre artists.

Initiatives in 2018 will include:

- The 'Summer Series', workshops for local artists by visiting international artists, presented as part of the Summer Nights program, in conjunction with the Perth International Arts Festival;
- Skills workshops for independent producers, particularly emerging producers, to grow the pool of producers available for local productions and encourage best practice in the local sector; and
- Skills development workshops for writers on 'Writing for Contemporary Performance'.

### **Previous City of Perth Support**

The City of Perth has supported TBRT since 2008. Recent sponsorship is as follows:

| <b>Year</b>                       | <b>Amount</b>       |
|-----------------------------------|---------------------|
| 2012                              | \$50,000.00         |
| 2013                              | \$51,200.00         |
| 2014                              | \$52,531.00         |
| 2015                              | \$62,531.00         |
| 2016                              | \$62,531.00         |
| 2017                              | \$72,351.00         |
| 2018 (proposed)                   | \$55,000.00         |
| <b>TOTAL (including proposed)</b> | <b>\$406,144.00</b> |

### **Sponsorship Benefits**

Organisers will provide the below benefits for the requested sponsorship.

#### *Sponsorship Category*

- City of Perth acknowledged as a Supporting Partner of the Blue Room Theatre.

#### *Logo representation*

The Blue Room Theatre will include the City of Perth logo on:

- the front cover of Summer Nights and season brochures;
- all advertising, posters, flyers and promotional material relating to all aspects of the annual artistic program;
- media releases and media packs;
- the TBRT website at the base of every page;
- the 2018 annual report; and
- all monthly member e-newsletters.

#### *Additional benefits*

- opportunity to display a free-standing City of Perth banner prominently in the stairwell leading up to both theatre spaces and the bar during public events and Summer Nights;
- opportunity to provide an advertisement for inclusion in development season brochures;
- verbal acknowledgements at public events and proceedings, including season launches and awards night;
- 'proudly supported by City of Perth' acknowledgement on Summer Nights and season brochures and websites; and
- the Lord Mayor, or nominated representative, to be invited to officially launch The Blue Room Theatre awards in December, or Summer Nights, or 2018 development season.

### **Annual Arts Sponsorship Assessment Score Card**

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome, with a maximum possible score of 4.

The following outcomes are based on the schema of measurable outcomes for cultural engagement, developed by the Cultural Development Network: <http://www.culturaldevelopment.net.au>

| <b>CULTURAL OUTCOMES</b>  | <b>SCORE</b> |
|---|--------------|
| Is the arts activity of international calibre, with suitably experienced personnel?   | 1.34         |
| Does the project contribute to building and sustaining a local arts economy?  | 3            |
| Does the project provide professional development opportunities for local artists and/or cultural workers?  | 3            |
| Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?  | 2.34         |
| Does the project utilise innovative technologies to widen audience engagement?  | 1.67         |
| <b>Subtotal   11.35 out of 20   (57%)</b>   |              |
| <b>Comments</b>   |              |
| <ul style="list-style-type: none"> <li>• Approximately 25% of work presented by TBRT develop new artforms or are multi-disciplinary across artforms;</li> <li>• Approximately 50% of the works presented each year are world premieres of new Australian work;</li> <li>• In 2016 TBRT provided 121 non-performance professional development opportunities to 1,130 people, including opportunities particularly targeted at increasing cultural diversity on TBRT stages;</li> <li>• TBRT supports new work with development funding to 15 productions each year;</li> <li>• In 2016 and 2017 TBRT delivered the LOFT program to fund work by mid-career independent artists with the support of the WA Department of Culture and the Arts; and</li> <li>• The TBRT has reciprocal relationships with partner organisations, including Black Swan State Theatre Company, Perth Institute of Contemporary Arts, Luna Palace Cinemas, RTR FM, Propel Youth Arts, WAYTCO, Playwriting Australia and the Australian Writers' Guild.</li> </ul> |              |
| <b>ECONOMIC OUTCOMES</b>  |              |
| Does the project attract a broad audience and stimulate the local economy?  | 2.67         |
| Does the project contribute to a unique cultural tourism offering for local, national and international audiences?  | 2.67         |
| Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?  | 2.34         |
| <b>Subtotal   7.68 out of 12   (64%)</b>  |              |
| <b>Comments</b>   |              |
| <ul style="list-style-type: none"> <li>• TBRT presents to audience capacities averaging 80% each year, and organisers estimate that in 2018 TBRT will facilitate engagement between over 21,000 audience members and 400 artists;</li> <li>• The Blue Room Theatre assists in bringing people into Northbridge, with activities occurring in TBRT spaces planned for 38 weeks of 2018; and</li> <li>• TBRT encourage audiences to eat and drink in Northbridge before and after</li> </ul>  |              |



|   |      |
|---|------|
| performances, contributing to the sustainability of nearby businesses.  |      |
| <b>COMMUNITY AND SOCIAL OUTCOMES</b>  |      |
| What is the level of anticipated community benefits for the project?  | 2.67 |
| Does the project increase access to and opportunities to participate in cultural life?  | 2.34 |
| Does the project drive social engagement and participation of the broader community?  | 2.34 |
| Does the project challenge established understanding through exploration and exchanging ideas?  | 3    |
| <b>Subtotal   10.35 out 16   (65%)</b>  |      |
| <b>Comments</b>   |      |
| <ul style="list-style-type: none"> <li>• TBRT will introduce initiatives to increase the cultural diversity of their audiences, which will result from consultation with community partners and could include offerings such as welcomes to country and public events or transport for young culturally and linguistically diverse audiences;</li> <li>• The last round of TBRT LOFT funding program was focussed specifically to support projects led by artists with culturally diverse backgrounds or with disability and these will have outcomes in 2018;</li> <li>• TBRT aims to increase diversity within the participants and audience and in 2018 TBRT anticipates engaging 3,400 audience members and 90 artists and participants with culturally diverse, indigenous backgrounds or with disability;</li> <li>• TBRT endeavours to ensure tickets are affordable for all members of the community, with full priced tickets at \$28 and \$23 for concession holders;</li> <li>• TBRT anticipates 25% of its audience in 2018 to be young people under 26 years of age;</li> <li>• TBRT is on track to become the first carbon-neutral theatre in WA by 2020 and has purchased new solar panels for TBRT roof, and LED lights, through public fundraising campaigns; and</li> <li>• TBRT will continue an existing collaboration with Yirra Yaakin in the presentation of development-stage indigenous work each year.</li> </ul> |      |
| <b>ENVIRONMENTAL AND PLACE OUTCOMES</b>   |      |
| Does the project activate public spaces with dynamic cultural programming?  | 2    |
| Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?   | 1    |
| <b>Subtotal   3 out of 8   (37.5%)</b>  |      |
| <b>Comments</b>   |      |
| <ul style="list-style-type: none"> <li>• TBRT productions take place at The Blue Room Theatre and the State Theatre Centre of Western Australia within the Perth Cultural Centre; and</li> <li>• During the launch of 'Summer Nights' TBRT presents small, pop-up arts activity throughout the venue, including the activation of an adjoining outdoor area. This space then remains open as a free public space for the duration of Summer Nights throughout February.</li> </ul>  |      |

| <b>CIVIC OUTCOMES</b>   |      |
|---|------|
| Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?  | 2.34 |
| Does the project deliver innovative arts activity that represents Perth's unique cultural identity?   | 2.34 |
| <b>Subtotal   4.68 out of 8   (58.5%)</b>   |      |
| <b>Comments</b>   |      |
| <ul style="list-style-type: none"> <li>Of the 350 artists who will engage with TBRT in 2017, approximately 80% are from Perth or Western Australia and many of the artists tell local stories such as 'Bus Boy', a coming of age story set on Rottnest Island and 'Toast', which was set in suburban Perth, offering an exploration of Perth's unique cultural identity.</li> </ul>   |      |
| <b>ORGANISATIONAL COMPETENCY</b>  |      |
| Overall quality of the application for accuracy, content, detail, attachments and response to the questions   | 3    |
| Are the project plan and budget realistic and value for money?  | 3    |
| Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?   | 3.67 |
| Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?   | 2    |
| Is the project concept and planning well developed and articulated?   | 2.34 |
| <b>Subtotal   14 out of 20   (70%)</b>  |      |
| <b>Comments</b>   |      |
| <ul style="list-style-type: none"> <li>TBRT have successfully managed this event throughout nine years of sponsorship and have consistently met all City requirements and submitted an acquittal for previous support;</li> <li>The Assessment Panel noted that TBRT operate on a small revenue and expenditure base and they deliver a large number of outcomes for a modest investment;</li> <li>TBRT also receives significant funding from the Australia Council (\$64,898) and the Department of Culture and the Arts (\$135,000) and the organisation's income is further supplemented by box office and bar sales; and</li> <li>The recommended sponsorship (\$55,000) represents 8% of the total program cost.</li> </ul> |      |
| <b>TOTAL ASSESSMENT SCORE   51 out of 84   (61%)</b>  |      |

**Recommendation:*****That Council:***

1. ***APPROVES cash sponsorship of \$120,000 (excluding GST) to West Coast Fever Netball Club Limited to support West Coast Fever home games at Perth Arena in the National Netball League (Suncorp Super Netball Competition) from Saturday, 28 April to Friday, 31 August 2018;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.5A (confidential);***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council-approved funding amount; and***
4. ***NOTES that a detailed acquittal report, including all supporting material, will be submitted to the City of Perth by 31 November 2018.***

|                          |  |
|--------------------------|--|
| FILE REFERENCE:          | P1034187#04#07   |
| REPORTING UNIT:          | Business Support and Sponsorship   |
| RESPONSIBLE DIRECTORATE: | Economic Development and Activation  |
| DATE:                    | 18 August 2017   |
| ATTACHMENT/S:            | Confidential Attachment 8.5A - Detailed Officer Assessment<br>Confidential Attachment 8.5B – Letter to Chief Executive Officer<br>(Confidential attachments distributed to Elected Members under separate cover) |

**Council Role:**

- |                                     |             |  |
|-------------------------------------|-------------|--|
| <input type="checkbox"/>            | Advocacy    | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i>  |
| <input checked="" type="checkbox"/> | Executive   | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/>            | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i>  |

- Quasi-Judicial *When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.*
- Information *For the Council/Committee to note.*

### **Legislation / Strategic Plan / Policy:**

#### **Legislation**

Section 8 of the *City of Perth Act 2016*

#### **Integrated Planning and Reporting Framework Implications**

#### **Strategic Community Plan**

- Goal 1 A city for people  
 Goal 2 An exceptionally well designed, functional and accessible city  
 Goal 3 A city connected to its natural beauty  
 Goal 5 A prosperous city  
 Goal 6 A city that celebrates its diverse cultural identity

#### **Policy**

Policy No and Name: 18.13 - Sponsorship

### **Purpose and Background:**

The City of Perth received a request for Annual Event Sponsorship of \$212,500 to West Coast Fever Netball Club Limited to present the West Coast Fever homes games at Perth Arena in the National Netball League (Suncorp Super Netball Competition).

2017 marked the first year of sponsorship where the City of Perth's funding enabled four West Coast Fever home games to be staged at Perth Arena. West Coast Fever's objective is to strategically position the City of Perth and Perth Arena as the team's official home to enable long term growth and sustainability.

### **Details:**

West Coast Fever is the preeminent Western Australian netball team. Netball has the highest women's participation in team sport in Western Australia with nearly 200,000 participants and more than 45,000 members. West Coast Fever is a competing team in the Suncorp Super Netball Competition which is the premier professional netball league in Australia. The inaugural season commenced in February 2017 and was previously staged as a combined Australian and New Zealand competition under the banner of the ANZ Championship.

The 2018 West Coast Fever season will run from Saturday, 28 April to Friday, 31 August and will feature a total of 14 home and away games in addition to a post season finals series.

A strategic partnership with the City of Perth will support West Coast Fever in making the transition to Perth Arena. Matches held at Perth Arena attract a higher attendance than those events held at HBF Stadium due to the increased capacity of the venue, with 6,500

attendees expected to attend each match held there, compared with 4,500 at HBF Stadium which is the venues capacity. In 2017 the official attendance at the four Perth Arena games was 23,669. The projected home game attendance in 2018, if held exclusively at Perth Arena, is estimated at 45,500.

In addition to the Perth Arena homes games, the 2018 season incorporates a variety of activities which are staged in Perth City; including West Coast Fever Come and Try Clinics, West Coast Fever Awards Night, Jill McIntosh Medal and PKF Mack Corporate Lunch.

### **Financial Implications:**

|                               |  |
|-------------------------------|--|
| ACCOUNT NO:                   | 93E1 8000 7901                                       |
| BUDGET ITEM:                  | Donations and Sponsorship - Event Annual Sponsorship |
| BUDGETED AMOUNT:              | \$725,000  |
| AMOUNT SPENT TO DATE:         | \$442,100  |
| PROPOSED COST:                | \$120,000  |
| BALANCE REMAINING:            | \$162,900  |
| ANNUAL MAINTENANCE:           | N/A  |
| ESTIMATED WHOLE OF LIFE COST: | N/A  |

All figures quoted in this report are exclusive of GST.

### **Assessment:**

| <b>Outcome</b>                   | <b>Assessment Score (%)</b> |
|----------------------------------|-----------------------------|
| Economic Outcomes                | 65%                         |
| Community and Social Outcomes    | 67.5%                       |
| Environmental and Place Outcomes | 47.5%                       |
| Civic Outcomes                   | 82.5%                       |
| Organisational Competency        | 71.8%                       |
| <b>TOTAL ASSESSMENT SCORE</b>    | <b>67.9%</b>                |

### **Comments:**

The West Coast Fever has undertaken a new strategic plan and vision, with a key pillar to cement Perth Arena as a sustainable, long-term home for the Club over the next three years. It is noted that Perth Arena (and the owner Venueswest) have committed additional support to driving attendance at West Coast Fever home games in conjunction with the City's sponsorship support.

Attracting a national professional sports team to the city's boundaries and regular events that have significant free to air media exposure on Channel 9 should be seen as a coup for the City and will drive long term cultural, social and economic benefits for the community as the club integrates more activities within the city.

The City's strategy is to attract significant events to our local government area and the West Coast Fever has indicated that they see the city of Perth as their long term home. The city is currently underrepresented in regards to national sporting events compared to other capital cities, and this further demonstrates our support for women's sport in particular. City of

Perth seed funding is considered crucial to establish Perth Arena as the team's home, and as the transition becomes sustainable, City funding can be redirected appropriately.

CONFIDENTIAL ATTACHMENTS 8.5A & 8.5B  
ITEM 8.5 – ANNUAL EVENT SPONSORSHIP – WEST COAST FEVER  
2018

FOR THE MARKETING, SPONSORSHIP & INTERNATIONAL  
ENGAGEMENT COMMITTEE MEETING

15 AUGUST 2017

DISTRIBUTED TO ELECTED MEMBERS UNDER SEPARATE COVER