

**Marketing, Sponsorship and  
International Engagement  
Committee**

**Notice of Meeting  
20 June 2017  
4.00pm**

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

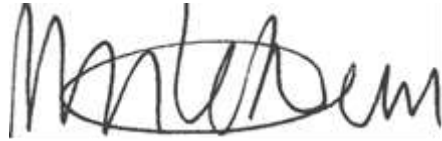


**City of Perth**

**Agenda**

**ORDER OF BUSINESS AND INDEX**

- 1** Declaration of Opening
- 2** Apologies and Members on Leave of Absence  
Cr Yong (LOA)  
Cr Davidson (Deputy LOA)
- 3** Question Time for the Public
- 4** Confirmation of minutes – 23 May 2017
- 5** Correspondence
- 6** Disclosure of Members' interests
- 7** Matters for which the meeting may be closed  
Nil
- 8** Reports  
8.1 - Annual Arts Sponsorship – AWESOME International Arts Festival  
8.2 - Annual Arts Sponsorship – WAM Festival 2017  
8.3 - Annual Arts Sponsorship – Turner Galleries Residency Exchange
- 9** Motions of which Previous Notice has been given
- 10** General Business  
10.1 - Responses to General Business from a Previous Meeting  
10.2 - New General Business
- 11** Items for consideration at a future meeting  
Outstanding Reports: Nil
- 12** Closure

A handwritten signature in black ink, appearing to read 'Martin Mileham', with a large, stylized 'M' and 'L'.

**MARTIN MILEHAM**  
**CHIEF EXECUTIVE OFFICER**

15 June 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)

Members:	1st Deputy:	2nd Deputy:
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.



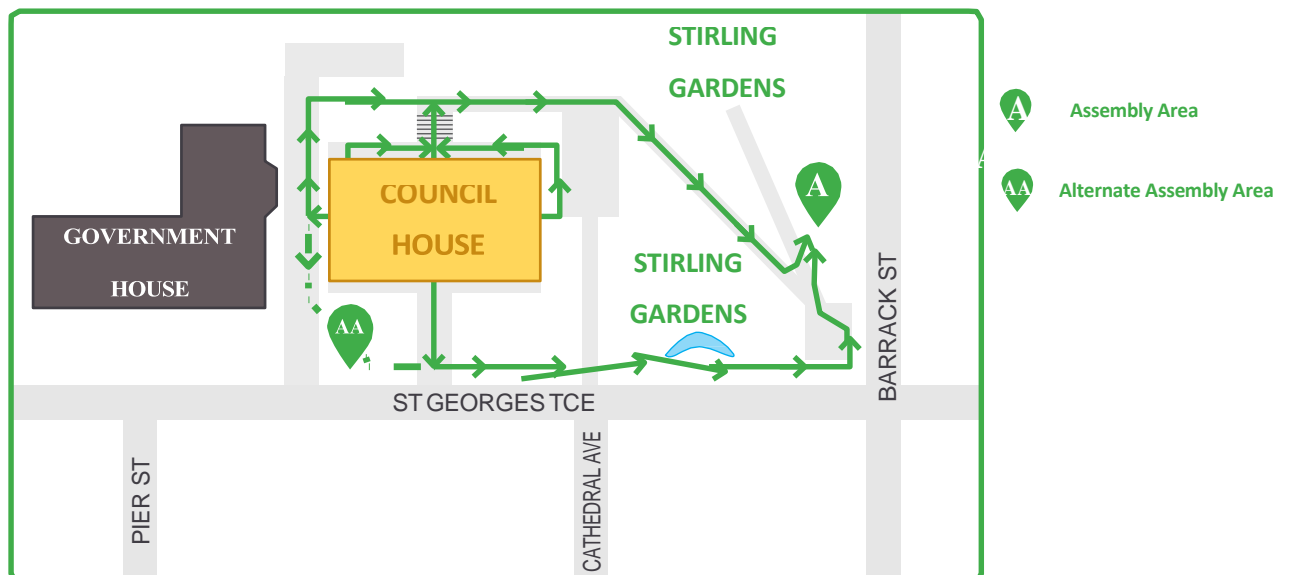
## EVACUATION ALARM / PROCEDURES

**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 Item 8.1      Annual Arts Sponsorship – AWESOME International Arts Festival**

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**Recommendation:**

***That Council by ABSOLUTE MAJORITY decision and subject to the approval of the 2017/18 budget:***

- 1. approves cash sponsorship of \$100,000 (excluding GST) to Awesome Arts Australia Ltd to support the 2017 AWESOME International Arts Festival from Saturday, 30 September to Friday, 13 October 2017;***
- 2. notes the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.1A;***
- 3. notes the provisional benefits offered in Attachment 8.1A and 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 January 2018.***

FILE REFERENCE:	P1034140#04
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	7 June 2017
ATTACHMENT/S:	Attachment 8.1A – Detailed Officer Assessment

**Legislation / Strategic Plan / Policy:**

<b>Legislation</b>	N/A
<b>Integrated Planning and Reporting Framework Implications</b>	<p><b>Strategic Community Plan</b></p> <p>Council Four Year Priorities: Perth as a Capital City</p> <p>Healthy and Active in Perth</p> <p>S5 Increased place activation and use of under-utilised space</p> <p>S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment</p> <p>S15 Reflect and celebrate the diversity of Perth</p>

**Policy**

Policy No and Name:	18.13 - Sponsorship
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## **Purpose and Background:**

The City of Perth received a request for a Triennial Arts Partnership of \$125,000 (excluding GST) for the 2017 AWESOME International Arts Festival for Bright Young Things (AWESOME Festival).

The application for funding did not achieve the threshold for support under Triennial Arts Partnership. Panel members however unanimously agreed on the value of the event to the City and the application has now been reassessed under Annual Arts Sponsorship criteria and is recommended for annual sponsorship of \$100,000.

## **Details:**

2017 will mark the 21<sup>st</sup> year of the AWESOME Festival. City of Perth is the AWESOME Festival's foundation partner and was instrumental in bringing the event into Perth in 1996.

The AWESOME Festival is a multi-form arts Festival for children and young people, from infants to twelve years old. Perth's premier arts event for children and families, the Festival is presented annually in October over two weeks and attracts an estimated 173,000 people to the Perth Cultural Centre and other venues in the City of Perth.

The AWESOME Festival's diverse program includes theatre, dance, workshops, visual arts, literature, new media, film and interactive activities. The Festival presents an interactive curated program for children, their families and educators and supports learning, development and connection.

## **Financial Implications:**

ACCOUNT NO:	93E190007901
BUDGET ITEM:	N/A
BUDGETED AMOUNT:	\$1,070,000
AMOUNT SPENT TO DATE:	\$360,000
PROPOSED COST:	\$100,000
BALANCE REMAINING:	\$710,000
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>
Cultural Outcomes	77.5%
Economic Outcomes	71%
Community and Social Outcomes	84%
Environmental and Place Outcomes	50%
Civic Outcomes	62.5%
Organisational Competency	82.5
<b><u>TOTAL ASSESSMENT SCORE</u></b>	<b><u>75%</u></b>

**Comments:**

The panel recognised that AWESOME Festival is an important annual event on the City's events calendar. The panel noted the educational, cultural and artistic importance of the event to the target audience and their importance to the ongoing vitality of the City. The panel believes that AWESOME is a key event to attract the demographic of families and children into the city, to experience arts, science and technology.

The event is almost contained entirely within the Perth Cultural Centre and the panel would like to see the possibility for satellite events to be developed in future years which will enhance and activate other key city locations.

The panel note that there will be increased car parking benefits to City of Perth parking as many families will drive into the city, rather than use public transport, to attend the event.

The panel applauded AWESOME's intention to grow and expand into underutilised spaces, and the panel noted that this would assist AWESOME to secure triennial funding in the future.



**Annual Arts Sponsorship – AWESOME International Arts Festival 2017**

<b>Project Title</b>	The AWESOME International Arts Festival for Bright Young Things		
<b>Project Start Date</b>	30/09/2017		
<b>Project End Date</b>	13/10/2017		
<b>Venues</b>	Perth Cultural Centre State Theatre Centre of Western Australia State Library of Western Australia Art Gallery of Western Australia Perth Concert Hall University of Western Australia Theatres (The Octagon & Dolphin Theatres)		
<b>Expected attendance numbers</b>	173,000		
<b>Projected overall attendance at free components</b>	160,000	<b>Projected overall attendance at ticketed component</b>	13,000
<b>Total Project Cost</b>	\$1,336,000		
<b>Total Amount Requested</b>	\$125,000 (9% of the total project budget)		
<b>REMPPLAN Impact (Direct)</b>	\$16.815M	<b>REMPPLAN Total</b>	\$27.191M
<b>Recommendation</b>	Approval for Annual Arts Sponsorship		
<b>Recommended amount</b>	<b>\$100,000</b>	<b>Assessment Score</b>	<b>63 out of 84 (75%)</b>

**Applicant Details***Information from the Australian Business Register*

ABN	57075789383
Entity Name	Awesome Arts Australia Ltd
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
DGR Item Number	Item 1
DGR Funds	N/A
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6003
Main Business Location State	WA
ACNC Registration	Registered

## **Program Summary**

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

The AWESOME International Arts Festival for Bright Young Things (AWESOME Festival) is Perth's premier arts event for children, families and educators. Presented annually in October over two weeks, the Festival attracts an estimated 173,000 people to the Perth Cultural Centre and other venues in the city.

The event brings whole families together and supports learning, development and connection from infants through to Year 10 students.

City of Perth is the AWESOME Festival's foundation partner and has been a major sponsor of the event since 1996. The City was instrumental in bringing the event into Perth in 1996, where it continues to thrive with its diverse, multi-art form program of quality theatre, dance, visual arts, exhibitions, dance performances, films, creative workshops and free interactive activities.

## **Program Description**

The 2017 Festival will be held from 30 September – 13 October 2017. The Festival will include both free and ticketed components.

The first ten days of the event are presented for general public audiences, while the final four days are for school excursions. During this time schools are invited to participate with specially-curated programs including shows and workshops. To maximise learning outcomes, AWESOME provides schools with curriculum-linked education resource kits, specifically designed for each year level.

### **Free Activities and Exhibitions**

- AWESOME will present a diverse program of free interactive activities, events and exhibitions across various locations in the City of Perth. The free activities are advertised in the Festival program, with additional pop-up activities designed to surprise and delight audience members when they arrive at the event.
- Projected attendance of 160,000 attendees

### **Ticketed Shows, Workshops and Activity Zone**

- AWESOME will present a variety of ticketed theatre shows, creative workshops, and an activity zone with a number of interactive elements.
- Most tickets are priced at \$15, with a small number of in-depth workshops, shows at UWA Theatres and the State Theatre Centre priced between \$20 and \$28. The Activity Zone will be a \$15 ticket, valid for the full 10 days to encourage repeat visitation.
- Projected attendance of 13,000 attendees

### **Triennial Funding Application**

The City of Perth received a request for Triennial Arts Partnership of \$125,000 (excluding GST) for the AWESOME Festival. The application for funding did not achieve the threshold for support under Triennial Arts Partnership which was set at 70 out of 92 in the assessment matrix. Panel members however unanimously agreed on the value of the event to the City and the application has now been reassessed under Annual Arts Sponsorship criteria and is recommended for annual sponsorship of \$100,000.

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

The City of Perth has provided sponsorship for the AWESOME Festival for 18 years. Recent sponsorship is as follows:

<b>Year</b>	<b>Amount</b>
2012	\$100,000
2013	\$100,000
2014	\$100,000
2015	\$100,000
2016	\$100,000
<b>TOTAL</b>	<b>\$500,000</b>

### **Sponsorship Benefits**

Organisers will provide the below benefits for the requested sponsorship.

1. Acknowledgement of City of Perth as a Major Partner and the City of Perth logo included on:
  - a. The AWESOME Festival Program (22,000 copies distributed across the metropolitan area);
  - b. The AWESOME Festival lift out in the West Australian (80,000 copies on Saturday 23 September 2017);
  - c. Event signage;
  - d. Two social media posts on AWESOME channels;
  - e. One inclusion in an EDM to AWESOME Festival database (5,700 subscribers); and
  - f. The Sponsor Page on the AWESOME website.

### **In addition the City of Perth will receive:**

2. One full page colour advertisement in the AWESOME Festival Program;
3. Invitation to the Lord Mayor, or City representative, to open the AWESOME Festival at the VIP Festival launch event; and
4. Opportunity to display one pull up banner at an indoor venue during the two weeks of the AWESOME Festival.

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

The application was assessed by a two 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?		3
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?		2.5
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?		3
Does the project utilise innovative technologies to widen audience engagement?		4
<b>Subtotal   15.5 out of 20   (77.5%)</b>		
<b>Comments</b> <ul style="list-style-type: none"> <li>• AWESOME aims to be internationally recognised as one of the world's Top 5 organisations dedicated to the interface between the arts and children;</li> <li>• Organisers believe that the AWESOME Festival program now has a reputation that brings national and international programmers and curators to Perth;</li> <li>• Organisers aim to increase the standard of what is on offer for Perth families and engage professional artists who must be of international standing; and</li> <li>• The event showcases some of Perth's leading professional artists alongside their international counterparts and in 2016 the AWESOME Festival engaged 25 locally based artists.</li> </ul>		
<b>ECONOMIC OUTCOMES</b>		
Does the project attract a broad audience and stimulate the local economy?		3
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?		2.5
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?		3
<b>Subtotal   8.5 out of 12   (71%)</b>		
<b>Comments</b> <ul style="list-style-type: none"> <li>• Economic modelling on the projected attendance with the City's economic modelling tool REMPLAN indicates a total estimated direct economic impact of \$16,815,000 to the local City of Perth economy;</li> <li>• In 2016 the event drew an estimated 160,000 people into Perth and remains on a steady growth trajectory with 42% of survey respondents indicating that this was their first visit. The value and diversity of the program offering is further validated by the fact that 51% of the 2016 audience attended for multiple days; and</li> <li>• Organisers estimate an attendance of 173,000 for the 2017 event.</li> </ul>		

<b>COMMUNITY AND SOCIAL OUTCOMES</b>	
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?	4
Does the project drive social engagement and participation of the broader community?	2.5
Does the project challenge established understanding through exploration and exchanging ideas?	3
<b>Subtotal   13.5 out of 16   (84%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• A primary objective for the 2017 Festival is focusing on growing the audience across all segments but most particularly the early childhood market including expanded opportunities for Creative Play (structured and unstructured) and increased number of performances available for children under five years of age;</li> <li>• The program is specifically designed to be equally as enjoyable for adults and aims to foster exploration, conversation and growth, providing Western Australian families and educators with opportunities to connect with each other and their community. Organisers believe this approach builds capacity, provides more opportunities for meaningful engagement and communication within families and with the broader community. It also contributes to learning and development in children;</li> <li>• Organisers believe the event provides an opportunity for families to participate in the arts and cultural activities together, moving beyond the idea that parents drop the children off for passive experiences, but actively participate with the children as collaborators in the activities on offer;</li> <li>• Programming encourages creative play, exploration and promotes positive wellbeing through participative experiences in a social environment;</li> <li>• Organisers have received global recognition for their Autism Spectrum Disorder (ASD) Guide. This unique guide enables hundreds of children with ASD to participate in cultural life via the AWESOME Festival, often for the first time; and</li> <li>• For two years, AWESOME has partnered with the Department of Culture and Arts to deliver a subsidised ticketing program for low-income families.</li> </ul>	
<b>ENVIRONMENTAL AND PLACE OUTCOMES</b>	
Does the project activate public spaces with dynamic cultural programming?	2.5
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	1.5
<b>Subtotal   4 out of 8   (50%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• The full Festival takes place within City of Perth boundaries;</li> <li>• Organisers aim to inspire and delight AWESOME's audience and enliven public space,</li> <li>• The early childhood program makes the AWESOME Festival highly accessible for entire families with children of varying ages and encourages participation and engagement with public spaces from a very young age.</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
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3
<b>Subtotal   5 out of 8   (62.5%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>Organisers aim to contribute to the social capital of the city by offering unique, quality experiences that are affordable and accessible and bring families and students together to learn, participate and to be immersed in cultural experiences; and</li> <li>In 2016 AWESOME conducted a Culture Counts survey which indicated that 99% of survey respondents said that the AWESOME Festival was an important addition to Western Australia's cultural scene.</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?	3.5
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	4
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?	3
<b>Subtotal   16.5 out of 20   (82.5%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>Awesome Arts Australia has successfully managed this event for 19 years and has consistently met all City requirements;</li> <li>The amount recommended (\$100,000) for the City of Perth to support the Festival represents 7% of the total program cost;</li> <li>The event has a range of both government and corporate funding sources including Principal Partner BHP, Lotterywest, the State Government through the Department of Culture and the Arts and Wesfarmers Arts.</li> <li>Culture Counts will be engaged again in 2017 to accurately measure the outcomes of the 2017 Festival.</li> </ul>	
<b>TOTAL ASSESSMENT SCORE   63 out of 84   (75%)</b>	

**Agenda**  
**Item 8.2**

**Annual Arts Sponsorship – WAM Festival 2017**

**Recommendation:**

***That Council by ABSOLUTE MAJORITY decision and subject to the approval of the 2017/18 budget:***

- 1. approves cash sponsorship of \$40,000 (excluding GST) to the West Australian Music Industry Association Incorporated to support the WAM Festival 2017 from Wednesday, 1 November to Sunday, 5 November 2017.***
- 2. notes the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.2A;***
- 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 28 February 2018.***

FILE REFERENCE: P1034140#04  
 REPORTING UNIT: Business Support and Sponsorship  
 RESPONSIBLE DIRECTORATE: Economic Development and Activation  
 DATE: 7 June 2017  
 ATTACHMENT/S: Attachment 8.2A – Detailed Officer Assessment

**Legislation / Strategic Plan / Policy:**

**Legislation** N/A

<b>Integrated Reporting Implications</b>	<b>Planning and Framework</b>	<b>Strategic Community Plan</b>
		Council Four Year Priorities: Perth as a Capital City
		Healthy and Active in Perth, Perth at Night
		S5 Increased place activation and use of under-utilised space
		S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment
		S13 Development of a healthy night time economy
		S15 Reflect and celebrate the diversity of Perth

**Policy**

Policy No and Name: 18.13 - Sponsorship

## **Purpose and Background:**

The City of Perth received a request for Triennial Arts Sponsorship of \$110,000 (excluding GST) from the West Australian Music Industry Association (WAM) for the 2017 WAM Festival.

The application for funding did not achieve the threshold for support under Triennial Arts Sponsorship. Panel members however unanimously agreed on the value of the event to the City and the application has now been reassessed under Annual Arts Sponsorship criteria.

The revised request under Annual Arts Sponsorship is for \$50,000. The application is recommended for annual sponsorship of \$40,000.

## **Details:**

Celebrating its 23<sup>rd</sup> year in 2017, the WAM Festival (WAMFest) is an annual showcase and celebration of original Western Australian contemporary music. WAMFest is a celebratory event for the whole community, as well as a market and audience development opportunity for WA artists.

The 2017 WAMFest will be held from Wednesday, 1 November to Sunday, 5 November 2017 and will include a number of free and ticketed events.

WAMFest incorporates a variety of elements which are staged in Perth city and the greater metropolitan area. Activities staged within the city will include the WAM Festival Opening Parties, WAM Festival launch performance, WA Music Conference, Friday Showcases and Saturday Spectacular.

## **Financial Implications:**

ACCOUNT NO:	93E190007901
BUDGET ITEM:	Donations and Sponsorships
BUDGETED AMOUNT:	\$1,070,000
AMOUNT SPENT TO DATE:	\$360,000
PROPOSED COST:	\$40,000
BALANCE REMAINING:	\$710,000
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>
Cultural Outcomes	62.5%
Economic Outcomes	75%
Community and Social Outcomes	84%
Environmental and Place Outcomes	94%
Civic Outcomes	56%
Organisational Competency	78%
<b><u>TOTAL ASSESSMENT SCORE</u></b>	<b><u>74%</u></b>

## **Comments:**

The panel noted WAM's efforts to engage with key City of Perth staff over the previous six months on a range of topics to further the relationship between the two parties and align the direction of WAM and the City for events held or proposed to be held within the Perth LGA.

It is evident that WAM is eager to activate public and underutilised spaces which should be applauded as it demonstrates a strong link to the City's strategic community plan.

The panel noted that WAM Festival is an important event that sustains the local contemporary music scene and offers significant professional development and promotional opportunities for artists and ensures the ongoing viability of the industry.

The Saturday Spectacular is likely to provide some benefit to local businesses, bringing attendees into the city.

The City is supportive of WAM in their efforts to progress to a "WA Music Week" and officers should remain engaged to ensure planned festival growth can be considered in financial year 2018/19 for additional support.

**Annual Arts Sponsorship – WAM Festival 2017**

<b>Project Title</b>	WAM Festival 2017		
<b>Project Start Date</b>	01/11/2017		
<b>Project End Date</b>	05/11/2017		
<b>Venues</b>	Forrest Place (subject to availability) or Murray St Mall State Theatre Centre Various City and Northbridge licensed venues Car park on Roe St, or the old Busport site Perth Cultural Centre amphitheatre Wesley Church.		
<b>Expected attendance numbers</b>	41,536		
<b>Ticket Pricing - Standard</b>	\$10.00		
<b>Projected overall attendance at free components</b>	39,596	<b>Projected attendance at ticketed component</b>	1,940
<b>Total Project Cost</b>	\$295,775		
<b>Total Amount Requested</b>	\$50,000 (17% of the total project budget)		
<b>REMPPLAN Impact (Direct)</b>	\$4.056M	<b>REMPPLAN Total</b>	\$6.560M
<b>Recommendation</b>	Approval for Annual Arts Sponsorship		
<b>Recommended amount</b>	<b>\$40,000</b>	<b>Assessment Score</b>	<b>62.5 out of 84 (74%)</b>

**Applicant Details***Information from the Australian Business Register*

ABN	19395503276
Entity Name	The West Australian Music Industry Association Incorporated
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	N/A
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
DGR Item Number	N/A
DGR Funds	WA MUSIC FUND Item 1
Tax Concessions	No tax concessions
Main Business Location Postcode	6003
Main Business Location State	WA
ACNC Registration	N/A

## **Program Summary**

Western Australia has a long and well-established reputation for contemporary music, with acts such as Tame Impala, Empire of the Sun, Eskimo Joe, Jebediah, Pendulum and San Cisco making an impact both nationally and overseas.

The West Australian Music Industry Association (WAM)'s stated mission is to champion West Australian music. WAM aims to strengthen and advance contemporary West Australian music by developing, celebrating and connecting the musicians, industry professionals and general public on a local, national and international and international platform.

Celebrating its 23<sup>rd</sup> year in 2017, the WAM Festival (WAMFest) is an annual showcase of original Western Australian contemporary music. WAMFest is a celebratory event for the whole community, as well as a market and audience development opportunity for WA artists.

## **Program Description**

The 2017 WAMFest will be held from 1 November to 5 November 2017 and will include a number of free and ticketed events.

WAMFest incorporates a variety of elements which are staged in the city and the greater metropolitan area. Activities staged within the city will include:

### **WAM Festival Opening Parties – Wednesday, 1 November 2017**

The WAM Festival will officially open with four opening events in city venues (The Bird, Amplifier, The Ellington and Laneway Lounge), featuring a range of performances from Perth artists. The events will be free-to-the-public to maximise engagement and celebrate the start of WAMFest. Organisers anticipate 650 attendees.

### **WAM Festival launch performance – Thursday, 2 November 2017**

WAMFest proposes launching the WAMFest in 2017 to the general public on Thursday 2nd November, by putting known Perth bands onto the public stage in Forrest Place (subject to availability) or Murray Street Mall, and have artists perform short sets.

The performances will be scheduled through the day around the peak foot traffic periods, attracting crowds as they head into city for shopping and office workers as they break for lunch, as well as drawing audiences into the space. Organisers anticipate 9,000 attendees at this component.

### **WA Music Conference – Friday, 3 November – Saturday, 4 November 2017**

The WA Music Conference is positioned as an important initiative for everyone working in or creating in the music space in Western Australia. Held at the State Theatre Centre of

Western Australia over two days, WA Music Conference features sessions with a range of speakers across all disciplines, from around the world.

The Conference offers a dynamic environment for audiences to engage in panel sessions, one-on-one meetings, radio pitching opportunities and networking sessions. Conference pass holders also receive free entry to all WAMFest activities. Organisers project attendance of 200 attendees, with tickets prices of \$185.00 (Adult) and \$140.00 (Concession).

#### Friday Showcases – Friday, 3 November 2017

Friday Showcases is a series of gigs, curated in partnership with Perth bookers, labels and programmers, held in music venues in the city and across the metropolitan area.

In 2016, these showcases were very well patronised, attracting audiences in excess of 3,000 attendees across 12 venues. The events are ticketed with an average price of \$10.00.

#### Saturday Spectacular - Saturday, 4 November 2017

Saturday Spectacular is a day of free music in Perth and Northbridge. The Spectacular will include: the Block Party, a licensed festival style pop-up venue located either in the Wilson car park on Roe St, or the old Busport site between Roe and Wellington Streets (TBC); an all ages stage in the Perth Cultural Centre amphitheatre; an assortment of genre-focused local showcases inside licensed venues in the both the Northbridge and Perth city area; and programming inside the Wesley Church.

The Saturday Spectacular program will offer a diverse range of performances to suit all ages and all tastes, and the stage in the Perth Cultural Centre will present an opportunity for parents and young children to have access to local music in a familiar and safe atmosphere.

Some gigs will commence at midday and most programming will finish at midnight. Venues with late licenses will finish at 2.00am. Organisers anticipate an attendance of 15,800 at this component of the Festival.

#### **Triennial Funding Application**

The City of Perth received a request for Triennial Arts Sponsorship of \$110,000 from the West Australian Music Industry Association (WAM) for the 2017 WAMFest.

The application for funding did not achieve the threshold for support under Triennial Arts Sponsorship. Panel members however unanimously agreed on the value of the event to the City and the application has now been reassessed under Annual Arts Sponsorship criteria.

The revised request under Annual Arts Sponsorship is for \$50,000. The application is recommended for annual sponsorship of \$40,000.

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

<b>Year</b>	<b>Amount</b>
2012	\$76,258
2013	\$50,000
2014	\$37,000
2015	\$40,000
2016	\$40,000
<b>TOTAL</b>	<b>\$243,258</b>

### **Sponsorship Benefits**

Organisers will provide the following benefits for the requested sponsorship:-

1. Logo recognition on all program promotional material;
2. Logo recognition on event website;
3. Logo recognition on event related media releases;
4. Sponsor profile on event website;
5. Full page advertisement in the WAM Festival digital event program;
6. Logo recognition and designation included in the printed event program;
7. Two feature posts on WAM's social media channels about the City's involvement in the WAM Festival (content provided by the City in conjunction with WAM's marketing and communications officer);
8. Minimum of 20 social media posts that include acknowledgement of the City of Perth through the use of your designated hashtags;
9. Leaderboard/gif banner ad (artwork to be supplied by CoP) in rotation on the WAM website and in WAMplifier eNews for a one year period;
10. MREC ad (artwork to be supplied by CoP) promoted on WAM website for a one year period;
11. Opportunity to display City of Perth signage at the funded events;
12. Opportunity for the Lord Mayor, Deputy Lord Mayor, Elected Members or key staff (CEO) to participate, speak or present at the event launch (details TBC);
13. Opportunity for the Lord Mayor or delegated representative to present the Golden WAMi award at the WA Music Awards;
14. City of Perth will be the exclusive provider of waste management services for the program/event (except for events entirely on private property);

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

The application was assessed by a two 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>	
Is the Arts activity of international calibre, with suitably experienced personnel?	2.5
Does the project contribute to building and sustaining a local arts economy?	3.5
Does the project provide professional development opportunities for local artists and/or cultural workers?	3.5
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	1
Does the project utilise innovative technologies to widen audience engagement?	2
<b>Subtotal   12.5 out of 20   (62.5%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>Organisers believe that the WA Music Conference is an important focal point of WAM's annual development program for WA artists;</li> <li>The Festival offers not only audience development, recognition and skills development opportunities for local artists, but is also the industry's foremost opportunity to engage with the broader 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?	2
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	3
<b>Subtotal   9 out of 12   (75%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>WAM utilises the Culture Counts impact assessment tool to measure the impact of the event. The 2016 report revealed indicated that the 2016 WAM Festival delivers a \$2.4 million total economic impact and \$1.5 million gross attendee expenditure;</li> <li>A recent WAM research project, in conjunction with Edith Cowan University, reported that the live music industry contributes more than \$1billion to the WA economy annually; and</li> <li>WAM's growth strategy for the WAMFest is to take in the aggregated WAMCon and WA Music Awards and create a singular event: WA Music Week. Organisers anticipate they will be in a position to introduce WA Music Week in 2019.</li> </ul>	

<b>COMMUNITY AND SOCIAL OUTCOMES</b>	
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?	3.5
Does the project drive social engagement and participation of the broader community?	3
Does the project challenge established understanding through exploration and exchanging ideas?	3
<b>Subtotal   13.5 out of 16   (84%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>Each year, the WAM Festival attracts approximately 40,000 attendees to see hundreds of artists performing in an accessible and engaging format;</li> <li>Culture Counts research conducted by organisers shows that 65% of attendees would have otherwise stayed home had they not come into the city for WAMFest.</li> <li>The multifaceted musical program, at traditional music venues as well as accessible all ages locations, allows an opportunity for all people to engage and participate in cultural life through music.</li> <li>The Saturday Spectacular is an important focus of the Festival, and is presented to the WA community completely free of charge, offering many and varied music performances across the city at both traditional music venues as well as festival-style outdoor events.</li> </ul>	
<b>ENVIRONMENTAL AND PLACE OUTCOMES</b>	
Does the project activate public spaces with dynamic cultural programming?	4
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	3.5
<b>Subtotal   7.5 out of 8   (94%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>WAMFest activates public spaces with dynamic cultural programming by using spaces not necessarily known for music (such as the proposed carpark venue), to deliver a further dimension to the performance program, and engage the interest of the public;</li> <li>In the 2016 Culture Counts impact, respondents indicated that 85% agreed they “enjoyed the vibrancy and activity in the city”; 85% of attendees said that “attending the WAM Festival made them feel part of a community”; and 80% said that the Festival “has a connection to the place we live”.</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
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	2.5
<b>Subtotal   4.5 of 8   (56%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>Showcasing WA music to visiting industry representatives at WAMFest, WAM plays an active role in advocacy and policy development on issues facing the sector, and above all, provides the opportunity for the community to see, listen to and engage with local original music.</li> </ul>	

<b>ORGANISATIONAL COMPETENCY</b>	
Overall quality of the application for accuracy, content, detail, attachments and response to the questions	3.5
Are the project plan and budget realistic and value for money?	2.5
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	4
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	2.5
Is the project concept and planning well developed and articulated?	3
<b>Subtotal   15.5 out of 20   (78%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• The City has a long history of support of event and WAM has consistently met all City requirements;</li> <li>• The amount recommended (\$40,000) for the City of Perth to support the Festival represents 13% of the total program cost;</li> <li>• The event has a range of both government and corporate funding sources including Healthway, Lotterywest and the Australian Council for the Arts; and</li> <li>• Culture Counts will be engaged again in 2017 to accurately measure the outcomes of the 2017 Festival.</li> </ul>	
<b>TOTAL ASSESSMENT SCORE   62.5 out of 84   (74%)</b>	



**Agenda  
Item 8.3**

**Annual Arts Sponsorship – Turner Galleries Residency Exchange**

**Recommendation:**

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

- 1. approves cash sponsorship of \$10,000 (excluding GST) to Turner Galleries to support the 2017 Turner Galleries Residency Exchange to Taipei from Friday, 1 September to Monday, 30 November 2017;***
- 2. notes the provisional list of sponsorship benefits contained within 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 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 28 February 2018.***

FILE REFERENCE:	P1034140#04
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	7 June 2017
ATTACHMENT/S:	Attachment 8.3A – Detailed Officer Assessment

**Legislation / Strategic Plan / Policy:**

**Legislation** N/A

<b>Integrated Reporting Implications</b>	<b>Planning and Framework</b>	<b>Strategic Community Plan</b>	
		Council Four Year Priorities: Perth as a Capital City	
		Healthy and Active in Perth	
		S6	Maintain a strong profile and reputation for Perth as a city that is attractive for investment
		S15	Reflect and celebrate the diversity of Perth

**Policy**

Policy No and Name: 18.13 - Sponsorship

## **Purpose and Background:**

The City of Perth received a request for Annual Arts Sponsorship of \$12,700 from Turner Galleries for the City to support an arts exchange program with the Kuandu Fine Art Museum (KdMoFA), located on the campus of the Taipei National University of the Arts.

## **Details:**

Turner Galleries is one of the largest commercial galleries in the greater Perth area.

In 2016, City of Perth Economic Development funding enabled Turner Galleries to be represented at Art Taipei and undertake various other Sister City networking projects in Taipei. The prestigious Kuandu Fine Art Museum in Taiwan has subsequently invited the gallery to take part in an exchange program across 2017 and 2018.

Taipei is a Sister City of the City of Perth and the proposed cultural exchange offers opportunities to develop the existing relationship, to enhance cultural networks between Perth and Taipei and to promote Perth's art and culture in the Asia Pacific region.

The cultural exchange will take place in September 2017 between two art curators: Lee Kinsella from Perth, (currently employed at Lawrence Wilson Art Gallery at the University of Western Australia), and Erica Yu-Wen Haung, a dynamic young art curator from Taipei.

## **Financial Implications:**

ACCOUNT NO:	932040007901
BUDGET ITEM:	Donations and Sponsorships
BUDGETED AMOUNT:	\$400,000
AMOUNT SPENT TO DATE:	\$372,480
PROPOSED COST:	\$10,000
BALANCE REMAINING:	\$17,620
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>
Cultural Outcomes	70%
Economic Outcomes	58%
Community and Social Outcomes	72%
Environmental and Place Outcomes	25%
Civic Outcomes	75%
Organisational Competency	82.5%
<b>TOTAL ASSESSMENT SCORE</b>	<b>68%</b>

**Comments:**

The panel noted the project has high development potential for the visual arts sector and for international relations. The assessment criteria for Annual Arts Sponsorship do not necessarily reflect the true intrinsic benefits of the project, resulting in a low score, however the project offers a high return on investment for the level of contribution sought from the City.

Although this is a new program, Turner Galleries' exceptional delivery of the 2016 Taipei Art Exchange was very successful; this is an opportunity to build on the outcomes of that project.

Assessors noted that as the primary Sister City engagement activity with Taipei it should be continued.

**Annual Arts Sponsorship – Turner Galleries Residency Exchange**

<b>Project Title</b>	Turner Galleries Residency Exchange 2017		
<b>Project Start Date</b>	01/09/2017		
<b>Project End Date</b>	30/11/2017		
<b>Venues</b>	North Metropolitan TAFE, Perth Artsource, Murray St, Perth Lawrence Wilson Art Gallery, UWA Turner Galleries, Northbridge Kuandu Fine Art Museum, Taipei, Taiwan		
<b>Expected attendance numbers</b>	250		
<b>Total Project Cost</b>	\$84,135		
<b>Total Amount Requested</b>	\$12,700		
<b>REMPLAN Impact (Direct)</b>	N/A	<b>REMPLAN Total</b>	N/A
<b>Recommendation</b>	Approval for Annual Arts Sponsorship		
<b>Recommended amount</b>	\$10,000	<b>Assessment Score</b>	<b>57 out of 84 (68%)</b>

**Applicant Details***Information from the Australian Business Register*

ABN	37795990987
Entity Name	Helen Lorraine Turner
Entity Type	Individual/Sole Trader
ABN Status	Active
ATO Endorsed Charity Type	N/A
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	6000
Main Business Location State	WA
ACNC Registration	N/A

## **Program Summary**

Turner Galleries is one of the largest commercial galleries in the greater Perth area. In March 2007, the gallery (formerly The Church Gallery) relocated from Claremont and opened on William Street under the new name Turner Galleries.

The Gallery displays a broad range of contemporary art that is unique, challenging and experimental, encompassing painting, printmaking, sculpture, installation, jewellery, and new technologies. The gallery is owned and directed by Helen Turner, and managed and curated by Allison Archer.

In 2016, City of Perth Economic Development funding enabled Turner Galleries to be represented at Art Taipei and undertake various other Sister City networking projects in Taipei. The prestigious Kuandu Fine Art Museum in Taiwan has subsequently invited the gallery to take part in an exchange program across 2017 and 2018.

Taipei is a Sister City of the City of Perth. The objectives of this relationship include the mutual desire for international peace and goodwill; to encourage a wider understanding of other cultures; and to foster economic development, tourism and trade relations.

## **Program Description**

Turner Galleries is coordinating an exchange program with the Kuandu Fine Art Museum (KdMoFA), located on the campus of the Taipei National University of the Arts.

In 2016, Ashley Chang, Turner Galleries' International Exchange Program Manager, visited the KdMoFA facilities in Taipei and met with the Directors and staff. Following her return to Perth, KdMoFA wrote to Turner Galleries to propose a residency exchange program. KdMoFA hosts an impressive annual international residency programme, and KdMoFA Director Chu has recognised that Perth is a significant cultural destination that his art museum had not yet investigated.

The first exchange will take place in September 2017 between two art curators: Lee Kinsella from Perth, (currently employed at Lawrence Wilson Art Gallery at the University of Western Australia), and Erica Yu-Wen Haung, a dynamic young art curator from Taipei.

Erica will visit Perth in early September 2017 for four weeks, and Lee will travel to Taipei in mid-September for four weeks. There will be a two week crossover time in both cities for each of the curators to meet, to engage in both their native and adopted countries and share their respective cultural, arts and academic environments.

Organisers believe this exchange will facilitate a wealth of professional development opportunities and experiences for both art curators who will collaborate on a major exhibition and symposium, planned for 2019, to be shown in Taipei and the City of Perth.

### Anticipated Outcomes of the Turner Galleries / KdMoFA Residency Exchange

- Undertake research to facilitate an exhibition in 2019;
- Investigate the cultural heritage and history of each city;
- Meet with arts professionals to discuss contemporary art and culture;
- Visit art museums and commercial art galleries;
- Visit local artists in their studios;
- Give artist talks to the public and students at various educational facilities;
- Act as ambassadors for their own cities;
- Visit regional areas outside each city to explore and understand the region's culture in more detail;
- Be actively involved in as many culturally significant opportunities as possible in each city; and
- Draw up a list of possible artists for the 2018 exchange.

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

Year	Amount	
2016	\$12,140	AO event & Art Taipei 2016

### Proposed Sponsorship Benefits

Organisers will provide the following benefits for the recommended sponsorship:

- City of Perth to be recognised as a Supporting Sponsor of the Program;
- City of Perth crest to be placed on all printed and online material;
- Verbal recognition of the City of Perth's support at associated events;
- City of Perth support recognised in promotional mailouts to 2,200 subscribers;
- City of Perth support recognised in on social media platforms (total of 5,268 followers);
- An opportunity for the Lord Mayor, or City representative, to present a speech at any associated event; and
- City of Perth support, and the Sister City relationship, promoted by Lee Kinsella during her residency in Taipei, on any printed material and verbally.

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

The application was assessed by a two 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>	
Is the arts activity of international calibre, with suitably experienced personnel?	4
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?	4
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	1.5
Does the project utilise innovative technologies to widen audience engagement?	1.5
<b>Subtotal   14 out of 20   (70%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>The exchange opportunity will offer professional development opportunities on an international platform for both curators, in networking and research;</li> <li>The curator Lee Kinsella will extend Perth's reach into the Asia Pacific art market by actively promoting WA artists and arts professionals during the exchange;</li> <li>The curators will be looking for new artists in each location, providing international promotional opportunities for local artists including the planned 2019 exhibition;</li> <li>The visiting Taiwanese curator will also give talks to students at the North Metropolitan TAFE, where she will be staying, and at the University of Western Australia. A combined talk by both curators will be given to members of Artsource; and</li> <li>Within the City of Perth boundaries there are several unique and important art collections, including: Art Gallery of WA, City of Perth, Royal Perth Hospital, University of WA, Wesfarmers and the Kerry Stokes Collection. Erica will meet curators and collection managers from them and acquaint herself with the talent of Perth's artists. She will also give a talk on contemporary Taiwanese art to the Art Gallery of WA Volunteer Guides.</li> </ul>	
<b>ECONOMIC OUTCOMES</b>	
Does the project attract a broad audience and stimulate the local economy?	2
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?	2
<b>Subtotal   7 out of 12   (58%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>The application was assessed as having limited economic impact however would deliver soft diplomacy and cultural tourism opportunities and outcomes.</li> </ul>	

<b>COMMUNITY AND SOCIAL OUTCOMES</b>	
What is the level of anticipated community benefits for the project?	2
Does the project increase access to and opportunities to participate in cultural life?	3
Does the project drive social engagement and participation of the broader community?	2.5
Does the project challenge established understanding through exploration and exchanging ideas?	4
<b>Subtotal   11.5 out of 16   (72%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>The curatorial exchange between Perth and Taipei will focus on social engagement and the participation of the broader community. For example, Turner Galleries have been invited to participate in the Taiwan Moon Festival, to be held in early September in the Perth Town Hall, this will include a welcome to Perth for Erica Huang, the Taipei curator;</li> <li>Other introductions and networking with local Taiwanese community groups and businesses will be coordinated by Philip Lin, Chairman of the Taiwanese Chamber of Commerce WA, and Ashley Chang. Mailing lists from each Perth participating entity will be utilised to encourage the public to participate in these multicultural events;</li> <li>Organisers aim for the project to have an ongoing social and cultural influence. Both curators will be immersed in the culture of the other country and each will translate that experience into an exciting collaboration of ideas that will result in an artist exchange in 2018 and an art exhibition in Taiwan and Perth in 2019.</li> </ul>	
<b>ENVIRONMENTAL AND PLACE OUTCOMES</b>	
Does the project activate public spaces with dynamic cultural programming?	1
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	1
<b>Subtotal   2 out of 8   (25%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>The curatorial exchange is focused on research and professional development with limited environmental and place outcomes at this stage of the development.</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?	3
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3
<b>Subtotal   6 out of 8   (75%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>The project will provide an opportunity to build, develop and increase awareness of the existing Sister City relationship between Perth and Taipei;</li> <li>The project aims to foster new relationships and enhance cultural networks between Perth and Taipei and enhance the visibility of Perth's art and culture in the Asia Pacific region;</li> <li>The public talks provided by both curators in Perth will stimulate interest, education and awareness of other cultures, and the curator talks in Taipei will increase awareness of Perth as a cultural destination and capital city; and</li> <li>There are nine Taiwanese communities and business associations, and five Chinese language schools in Perth. Turner Galleries will actively invite their participation and support and reciprocally support their events and programs.</li> </ul>	
<b>ORGANISATIONAL COMPETENCY</b>	
Overall quality of the application for accuracy, content, detail, attachments and response to the questions	4
Are the project plan and budget realistic and value for money?	3.5
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?	3
<b>Subtotal   16.5 out of 20   (82.5%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>The application was well considered and of high quality, with a realistic budget.</li> </ul>	
<b><u>TOTAL ASSESSMENT SCORE   57 out of 84   (68%)</u></b>	