

**Marketing, Sponsorship and
International Engagement
Committee**

**Notice of Meeting
23 May 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 Chen (LOA)
- 3 Question Time for the Public
- 4 Confirmation of minutes – 26 April 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 Attachment 8.7B	Item 8.7 - Industry/Sector Development Sponsorship – Perth Convention Bureau	s5.23(2)(e)(iii)
Confidential Attachment 8.8B, 8.8C, 8.8D	Item 8.8 - Industry/Sector Development Sponsorship – SPARK Co-Labs Actuator Program	s5.23(2)(e)(iii)

- 8 Reports
 - 8.1 - Event Sponsorship – Triennial Event Sponsorship 2017 to 2020
 - 8.2 - Event Sponsorship – Annual Event Sponsorship - Telstra Perth Fashion Festival
 - 8.3 - Arts Sponsorship - Triennial Arts Partnership – 2017 to 2020
 - 8.4 - Annual Event Sponsorship – NAIDOC Week Opening Ceremony 2017

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

- 8.5 - Annual Event Sponsorship – Quit Targa West
- 8.6 - Annual Event Sponsorship – Chevron City to Surf for Activ
- 8.7 - Industry/Sector Development Sponsorship – Perth Convention Bureau
- 8.8 - Industry/Sector Development Sponsorship – SPARK Co-Labs Actuator Program
- 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



MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER

18 May 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.
- Question Sheets are also available on the City's web site: www.perth.wa.gov.au.

Deputations

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

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

Disclaimer

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

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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.



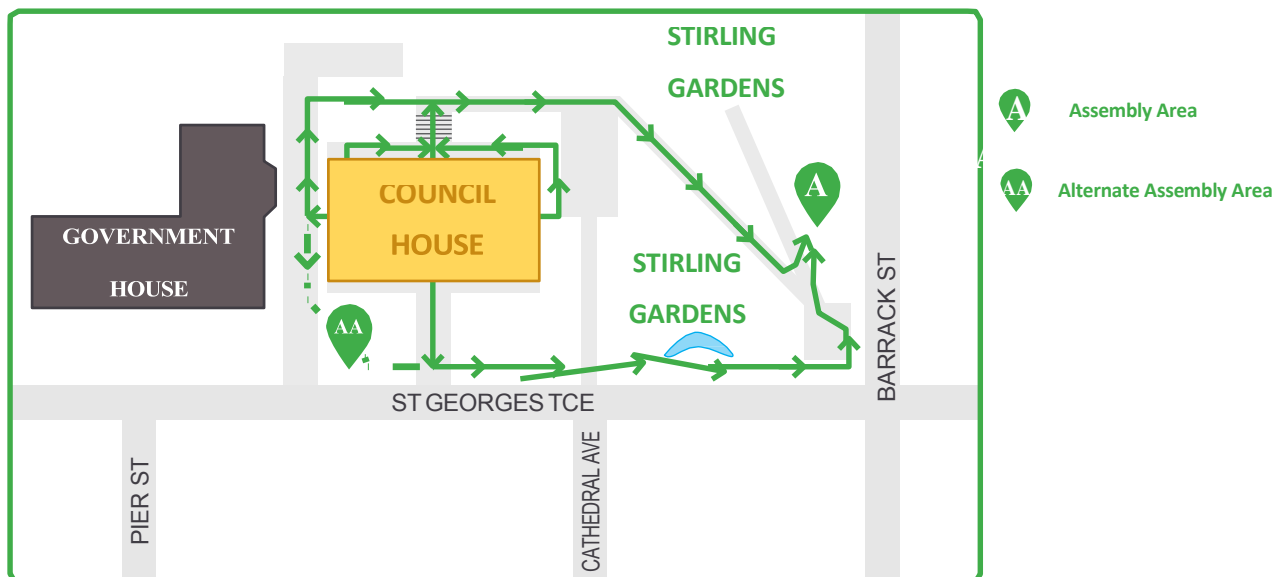
EVACUATION ALARM / PROCEDURES

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 **Event Sponsorship – Triennial Event Sponsorship 2017 to 2020**
Item 8.1

Recommendation:

That Council BY ABSOLUTE MAJORITY decision and subject to approval of the 2017/18, 2018/19 and 2019/20 budgets:

- 1. approves Triennial Event sponsorship of \$125,000 (excluding GST) per annum to Tennis Australia for the Mastercard Hopman Cup for the years 2017/18, 2018/19 and 2019/20;***
- 2. notes the provisional list of sponsorship benefits contained in 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 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 annually to the City of Perth for each year of the agreement.***

FILE REFERENCE: P1034187#05
 REPORTING UNIT: Business Support and Sponsorship
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 8 May 2017
 ATTACHMENT/S: Attachment 8.1A – Detailed Officer Assessment

Legislation / Strategic Plan / Policy:

Legislation	N/A
Integrated Reporting Implications	Planning and Framework Corporate Business Plan / Strategic Community Plan Council Four Year Priorities: Perth as a Capital City Perth at Night Healthy and Active in Perth 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

Policy

Policy No and Name: 18.13 - Sponsorship

Purpose and Background:

City of Perth Triennial Event Sponsorship provides three year funding for organisations delivering major annual events that enhance Perth's local, national and international reputation as a major events leader, and deliver cultural, social and economic returns to the City's stakeholders. Funding is allocated each financial year.

Triennial Event Sponsorship is divided into two categories: commercial and community events. Each category is assessed separately to provide a fair evaluation against events of a similar nature.

2017 is the first year that the City has run the Triennial Event Sponsorship round. The City received two applications in the round, and after assessment, one of these is recommended for triennial funding for the years 2017/18 to 2019/20. The other is recommended for annual funding for 2017/18 under a separate report.

The City received applications from the following organisations:

1. Tennis Australia for the Mastercard Hopman Cup; and
2. Fashion Council of WA for the Telstra Perth Fashion Festival.

The City invited but did not receive applications for Triennial Event Sponsorship from the following organisations:

1. Variety WA for the IGA Carols by Candlelight for Variety;
2. Channel Seven for the RAC Channel Seven Christmas Pageant; and
3. Chung Wah Association for Perth Chinese New Year Fair.

These organisations will submit future applications for funding under the City's Annual Event Sponsorship program.

A seven member assessment panel consisting of cross Directorate members individually assessed each application according to the assessment matrix. The panel then convened to discuss and recommend suitable applicants for funding.

Officer assessment of all Mastercard Hopman Cup is detailed in Attachment 8.1A. Officer assessment of the Telstra Perth Fashion Festival is the subject of a separate report recommending Annual Event Sponsorship as it did not meet the threshold to be supported with Triennial Event Sponsorship.

A post-event report for the Mastercard Hopman Cup is available on the Elected Member Portal.

Details:

Triennial Event Sponsorship is the premier sponsorship program within the Event sponsorship framework. The City set a high level of outcomes for applicants to meet in the areas of activation, economic development, sustainability and scale and profile of the event. These requirements are higher than for the Annual Event Sponsorship program and reflect the prestige of the Triennial program.

The panel set a mark of 72 out of 100 in the scoring assessment system for an applicant to be eligible to receive triennial funding. Following the panel discussion and averaged scores, only one application has been recommended for three year funding.

Financial Implications:

ACCOUNT NO:	93E1 8000 7901
BUDGET ITEM:	Event Sponsorship
BUDGETED AMOUNT:	\$725,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$125,000
BALANCE REMAINING:	\$600,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The Triennial Event Sponsorship program is the City's premier Event sponsorship program. The assessment panel set a high benchmark for applicants to reach in order to ensure the highest quality applications received three year triennial funding.

One applicant scored highly in the majority of areas and has been recommended for triennial funding.

Event Details

Event Title	Mastercard Hopman Cup		
Event Start Date	30/12/2017		
Event End Date	06/01/2018		
Venue	Perth Arena and City spaces		
Applicant	Tennis Australia		
Expected attendance numbers	116,000		
Ticket Pricing - Standard	\$35.65		
Projected overall attendance at free components	12,000		
Projected overall attendance at ticketed component	104,000		
Total Project Cost	Budget not submitted – commercial in confidence		
Total Amount Requested per annum	\$200,000	Total Amount requested over three years	\$600,000
REMPPLAN Impact (Direct)	\$32.6 M	REMPPLAN Total	\$57.7M
Category (Community or Commercial)	Commercial		
Recommendation	Approval		
Recommended amount	\$125,000.00	Recommended total over three years	\$375,000
Assessment Score	76.14 out of 100		

Event Synopsis

Mastercard Hopman Cup is a high profile international sporting event held annually in Perth at the end of December and beginning of January. The event is the International Tennis Federation's (ITF) official mixed teams competition, where players have the chance to represent their country in a unique format. Named in honour of tennis player and coach Harry Hopman, Hopman Cup has run in Perth for 29 consecutive years. The event is broadcast nationally on Channel 7 during prime time as well as through networks in over 200 countries.

Event Description

The Mastercard Hopman Cup is held at Perth Arena and launches the Emirates Australian Open Series during the first week of January. The event attracts over 100,000 people to the City annually. The tournament has previously featured international tennis players ranked among the world's best including; Roger Federer, Andy Murray, John McEnroe, Pat Cash, Boris Becker, Martina Hingis, Serena Williams, Novak Djokovic and Lleyton Hewitt.

Mastercard Hopman Cup (ticketed)

Start Date	30/12/17
End Date	06/01/2018
Start times	10.00am (morning session), 5.00pm (evening session)
Location	Perth Arena
Projected attendance	104,000
Ticket Price	\$35.65 - \$100.85 adult, \$5.10 - \$20.40 child

Two sessions are held daily in the morning and the evening, with only one session held on the last day of the event for the finals. The tournament is in a round robin format with the winners of Group A and Group B progressing to the final. Each consists of a Ladies Singles, Men's Singles and Mixed Doubles match.

In 2017 organisers introduced innovations including the Fast4 format (a condensed game of tennis where the first player to four games wins) and evening entertainment from DJ Boston Switch. The new format was well received by the public as it was fast-paced with more action.

The event will have an official invitation-only launch, with the date and time of this yet to be confirmed. In addition the event will have a New Years Eve Gala for players and VIP's to attend, to be held at the beginning of the tournament.

Mastercard Hopman Cup Activations (free)

Start Date	9 October 2017
End Date	30 January 2018
Start and finish times	Various
Location	Various
Projected attendance	6,050

In the lead up to Hopman Cup, event organisers plan to present a series of activations across Perth and the greater metropolitan area. These will include the following:

- Festival of Tennis" - free, family orientated activations encouraging children and their parents to "have a go", promoting both the event and the sport of tennis;
- Adult activation – themed bar and food trucks with activation;
- Schools and Club road show – a Tennis/Hopman Cup road show visiting metropolitan and regional WA schools and tennis clubs;
- Club activations; and
- Twilight Hawker Market activations.

2018 will be Hopman Cup's 30th anniversary, and organisers advise that the event will include some exciting new initiatives.

In 2017 Hopman Cup conducted a number of free outdoor events in conjunction with radio partner NOVA FM, attracting thousands of people with activities and giveaways. Last year’s activations within the City included;

- Hopman Cup launch, Nova Cup – Forest Place; and
- three night markets held in Forrest Place with Hopman Cup trophy displayed along with “morph men” (promotional staff in morph suits) who roamed the markets handing out flyers and building enthusiasm for the upcoming tournament.

Organisers advise that a focus of the 2018 tournament will be on activations that bring people into the City outside of business hours, with all activities being held after hours or on weekends.

Organisation details

ABN	61 006 281 125
Entity Name	Tennis Australia Limited
Entity Type	Australian Public Company
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	3000
Main Business Location State	VIC

Organisational Strategy

Tennis Australia aims to connect more people to tennis. Core vision goals for the organisation are as follows:

- 1 million connected Australians;
- 1 billion global fans; and
- 1 grand slam champion.

2016 saw the implementation of a five year, four part Mastercard Hopman Cup strategic plan taking the event through to 2020;

- Recruit the best players,
- Produce a profitable world class event,
- Extend the footprint of the event locally and internationally, and
- Leverage the event for the sport.

Organisers advise that key to meeting these objectives over the next few years will be the ability to attract the most high profile players who attract a significant audience. Tennis Australia is currently attending all major tennis events around the world promoting Hopman Cup to players

and their agents in order to sign the most high profile players available. Successfully attracting the best players assists in producing a profitable event through ticket sales, sponsorship and other income streams.

Organisers advise that the event prides itself on being innovative. Over the next few years the event is hoping to introduce innovations such as a LED net, greater crowd engagement through technology within the venue, and increased integration into the community. Tennis Australia will re-evaluate the strategy for the event closer to the end of the current plan.

Organisation Capacity

Tennis Australia is the governing body of Tennis in Australia and is based in Melbourne, Victoria. The company was established by the New South Wales, Queensland, West Australian, South Australian, Tasmanian and New Zealand Lawn Tennis Association in 1904 to allow for the staging of the first Australasian Men’s Championships in 1905.

The organisation now delivers the following:

- Australian Open Series;
- the Brisbane International;
- the APIA International Sydney;
- the Hobart International; and the Hopman Cup annually.

In addition to this, the organisation presents free tennis days at member clubs around Australia and children’s events such as ANZ Tennis Hot Shots.

Previous City of Perth Support (last 5 years)

Year	Amount
2012/13	\$100,000
2013/14	\$100,000
2014/15	\$110,000
2015/16	\$100,000
2016/17	\$95,830

Sponsorship Assessment

Public Outcome in the City of Perth	Score (4)
Accessible to a broad demographic	3.2
Encourages new visitors, specifically those identified as key target markets for the City <ul style="list-style-type: none"> • Families • Baby Boomers • City workers/ young professionals 	3.7

The Hopman Cup event attracts over 100,000 people annually. The event ticketing plan caters for a broad demographic with children's tickets from \$5 and adult's tickets from \$30. In 2017, for the first time, organisers opened the doors to the public for Roger Federer's first practice session, with 6,000 fans attending. Organisers plan to replicate this initiative for future tournaments, subject to player availability. In addition, the practice court outside Perth Arena is open to the public and free to attend.

Economic Impact	Score (4)
Local businesses and traders are given opportunity to actively engage in the event	1.0
Provides attendees with opportunities to engage with City businesses pre and/or post event	2.8
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	3.7
Contributes to a strong reputation for Perth as a city that is attractive for investment	3.3

Organisers conducted a patron survey with Repucom in 2017. The survey results indicated that the average person attending the event spent \$126 within the Perth CBD, excluding any spend within Perth Arena as part of the Hopman Cup itself. In addition 92% of patrons surveyed said they would not have spent time in Perth CBD during 1 to 7 January if they had not been attending the Hopman Cup. Organisers advise that the survey results show a direct economic impact of \$9,099,330. In addition, the event itself is responsible for approximately 1,300 room nights for staff, officials, participants and other operational related visitors.

Tennis Australia advise that Hopman Cup continually looks to attract as many overseas and interstate participants and supporters to the event year on year. In 2017 Hopman Cup commenced interstate marketing in both NSW and SA which they advise generated a solid Return on Investment. Tennis Australia has developed a clear objective to use events such as the Mastercard Hopman Cup to drive visitation to the host city. They plan to work with the City of Perth to ensure the City's objectives are included in any promotions and strategies.

Impact Reporting

Organisers currently produce an impact report for the event and will continue to do so over the term of any sponsorship agreement. Organisers will be allocating 0.5% of the events budget for measurement, evaluation and reporting.

Sustainability	Score (4)
Safe for participants and the public	2.8
A realistic, achievable budget	3
Applicants proven ability to deliver the project within the timeline	4
A demonstrated variety in funding sources to ensure sustainability of the project	2.8

Hopman Cup has secured a five year license with the ITF and is currently negotiation a 5 year deal with Perth Arena. Hopman Cup financials are commercial in confidence and only provided

to their principal partner, Tourism WA. In 2017 City of Perth invested \$95,830 (2.26% of the sponsorship revenue for Hopman Cup 2017). Organisers have a range of income sources including ticket sales, hospitality, merchandise and government and corporate funding.

Healthy and Active City	Score (4)
Event compliments and diversifies the existing offering within the City	3.3
Event does not clash or conflict with other events on the events calendar	3.7
Environmentally sustainable practices for the event have been adequately addressed	0.8
Increased place activation and use of under-utilised space	2.5

Hopman Cup is the only international profile sporting event held within the City. Being held in a traditionally quiet time post-Christmas, it does not clash or conflict with other similar events in the City.

Whilst the event is held at the Arena, activations are held in various locations in the city and greater metropolitan area in the lead up to the event.

Organisers have not addressed environmentally sustainable practices in the sponsorship application.

Commercial Event Criteria	Score (4)
Large-scale event with a history within the City	3.5
Event has helped to position Perth on a national or international stage	4
Proactively presents opportunities to maximise visitor spend within the City, driving commercial benefit to traders	3.3
Proposes leveraging opportunities between the organisation and the event to City of Perth programs or initiatives	2.5
Applicant is able to deliver on negotiated commercial sponsorship benefits	3.3
Event has a proven track record of attracting a large audience, (at least 40,000 annually) into the Central City and surrounds for the event	3.5
Event has a proven track record of attracting significant mainstream media coverage	4.0

Organisers believe that Hopman Cup is Perth's highest exposed event on an international scale. One of Hopman Cup's strategic objectives is to extend the footprint of the event locally and internationally; in 2017 organisers saw a range of outcomes including:

- procuring 14 international players from seven countries outside of Australia;
- broadcasting to over 200 countries with visuals of the City of Perth and Western Australia included in international broadcast feeds;
- Channel Seven's primary channel live broadcast all six night sessions and the final across the country for the first time. The rest of the tournament was broadcast across 7TWO and 7mate; and
- social media clips during the event drawing significant viewership; such as Roger Federer on the Bongo Cam, which attracted 564,000 views.

Organisers advise that Hopman Cup 2017 provided strong growth in domestic media coverage due mainly to broadcasting night sessions on Channel 7, this resulted in a 25% growth in domestic hours viewed.

More international media travelled to Western Australia than for any previous event. Organisers advise that the tournament secured the most media coverage in five years, with unprecedented media coverage due to the following factors:

- Roger Federer making his return to international tennis;
- Australians Nick Kyrgios and Daria Gavrilova returning to Perth to defend their title;
- Record crowds at Perth Arena for the event;
- Richard Gasquet and Kristina Mladenovic winning France’s second Hopman Cup in three years.

The event is broadcast globally and in 2017 there was a 50% year-on-year growth in global audience up from 14.9 million to 22.4 million hours viewed globally. Organisers advise that new broadcast rights deals were struck with:

- ESPN (Pan-Latin America);
- Eurosport (Pan-Europe); and
- SRG SSR (Switzerland).

In 2017, Hopman Cup patrons surveyed spent on average \$126 within the Perth CBD, excluding any spend within Perth Arena as part of the Hopman Cup itself. Organisers advise that this resulted in an economic impact of \$9,099,330. Organisers advise that from those attendees who attended the event from outside the metropolitan area:

- 9,285 were from regional WA
- 4,127 were interstate, and
- 1,032 were international visitors.

Tennis Australia believes that with the word ‘Perth’ displayed prominently within on-court signage, it has a significant visual impact and assists with raising the profile of the City nationally and globally.

Benefits and application rating	Score (4)
Adequate benefits and recognition offered to the City	3.1
Demonstration of how the event will benefit from a triennial partnership rather than an annual partnership	2.5
Demonstration of how the City will benefit from a triennial partnership rather than an annual partnership	2
Quality of application	3

Hopman Cup has secured a five year license with the ITF and is currently negotiating a five year agreement with Perth Arena. Hopman Cup advise that triennial funding would permit a shift in focus from short to long term creating improved consistency of planning between years. In 2017 City of Perth was signed as a sponsor in November, allowing minimal time for joint planning of

leveraging opportunities to maximise return on investment. Organisers advise that triennial funding will also allow the event to plan new innovations.

Provisional Sponsorship Benefits

Organisers have offered the following benefits for sponsorship of the 2018 event, with the final agreed benefits subject to the final Council approved funding amount and successful negotiation:

- the City of Perth to be recognised as an ‘Official Partner of Hopman Cup’;
- an activation space at Perth Arena to conduct leveraging activities;
- an opportunity for the City to provide branded giveaways to patrons at the event;
- a commitment of two players during the event for an activation/promotion during the event with players and day/time to be committed prior to the event start;
- colour LED signage around centre court (during breaks in play);
- an eight second promotional space on external concourse Perth Arena screens;
- a full page colour advertisement in the official event program;
- a 30 second TVC played on the big screen on rotation with other partners;
- the support of the City to be acknowledged on social media for the event;
- the City to have digital advertising on www.hopmancup.com;
- an opportunity for the City to provide five questions for the post-event patron research;
- the City to be recognised as “presenting partner” of the free open training session of the event’s marquee player (should player availability allow), including all court LED signage during the session and recognition during the promotion of the session;
- the Official Event Launch to be held within the city; and
- the event to activate a minimum of four times within the city (activations may include attending existing events such as the Night Markets or stand-alone events such as a pop up tennis court).

Assessment Panel Comments

The Hopman Cup scored highly at assessment, with the panel recognising the value of the event in raising the profile of the city, increasing economic investment in the city and reaching a global audience.

The assessment panel believe that the event is one of the major events on the Perth calendar and deserves strong City support. The event provides opportunities for leveraging and integration into City campaigns. The assessment panel commented that whilst the event would continue without the City’s investment, the City would not be able to leverage off it and maximise the value for ratepayers and the community. In addition, the panel commented that higher calibre of players participating in the event would attract increased audiences to the City, in turn increasing economic benefit to the city.

The 2018 event will provide a unique opportunity for the launch for the event’s 30th year to be held in a city location.

The assessment panel believes that the high profile of the event and the significant return on investment which it generates justifies a triennial sponsorship agreement. This would allow both Tennis Australia and the City of Perth more lead time to work on the partnership and creative leveraging and activation opportunities. Cash sponsorship of \$125,000 is recommended per annum for 2017/18, 2018/19 and 2019/20.

Agenda **Event Sponsorship – Annual Event Sponsorship - Telstra Perth**
Item 8.2 **Fashion Festival**

Recommendation:

That Council:

- 1. approves Annual Event Sponsorship of \$230,000 (excluding GST) to the Fashion Council of WA for the Telstra Perth Fashion Festival 2017;***
- 2. notes the provisional list of sponsorship benefits contained in 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 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.***

FILE REFERENCE: P1034187#04
 REPORTING UNIT: Business Support and Sponsorship
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 8 May 2017
 ATTACHMENT/S: Attachment 8.2A – Detailed Officer Assessment
 Attachment 8.2B – Telstra Perth Fashion Festival Impact Report

Legislation / Strategic Plan / Policy:

Legislation N/A

Integrated Reporting Implications	Planning and Framework	Corporate Business Plan / Strategic Community Plan
		Council Four Year Priorities: Perth as a Capital City
		Perth at Night
		Healthy and Active in Perth
		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 Fashion Council of WA applied for City of Perth Triennial Event Sponsorship under the City's first Triennial Event Sponsorship round. The City received two applications for Triennial Event Sponsorship with one of these recommended for Triennial Event Sponsorship under a separate report.

A seven member assessment panel consisting of cross Directorate members individually assessed each application according to the assessment matrix. The panel then convened to discuss and recommend suitable applicants for funding.

The application for funding for the Telstra Perth Fashion Festival did not achieve the threshold for support under Triennial Event Sponsorship and is therefore recommended for Annual Event Sponsorship.

The Telstra Perth Fashion Festival has been held annually since its inception in 1999. The event includes a number of events both free and ticketed, traditionally held over the course of five days.

Officer assessment of this application is detailed in Attachment 8.2A.

A post-event report for the 2016 Telstra Perth Fashion Festival is available on the Elected Member Portal.

Details:

The core events forming the Telstra Perth Fashion Festival will be held from 8 to 17 September in various city locations. The Windows in the City campaign will be held in August and run in the lead up to the Festival. A cultural program of events will run from 1 August to 30 November with the official Festival launch to be held in mid-July. 2017 will be the 19th year of the Festival.

In 2017, FCWA undertook impact reporting on the event for the first time after encouragement from City officers, and contracted Pracsys for this service. The Impact Report is attached for Elected Members consideration.

Financial Implications:

ACCOUNT NO:	93E1 8000 7901
BUDGET ITEM:	Event Annual Sponsorship (17-18)
BUDGETED AMOUNT:	\$725,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$230,000
BALANCE REMAINING:	\$495,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The City values the free components of the Festival, with the support of broadly accessible components appealing to a wide audience a core objective for the City, as well as increasing economic spend.

The assessment panel expressed support for the organiser's intention to develop the cultural program, bring forward Fashion Central to become a standalone event to launch the festival and to continue to invest in quality impact analysis and reporting in order to demonstrate outcomes.

With a final panel assessment score of 65.2 out of 100, the application did not achieve the agreed threshold for triennial funding of a minimum score of 72 out of 100. The panel has unanimously agreed to recommend funding under the Annual Event Sponsorship program with \$230,000 considered an appropriate level of funding in comparison to other sponsorships in the City's portfolio and the expected economic, cultural and social return from the Festival.

Event Details

Event Title	Telstra Perth Fashion Festival		
Event Start Date	18/07/2017		
Event End Date	30/11/2017		
Venue	Various City locations		
Applicant	Fashion Council WA Limited		
Expected attendance numbers	45,000 (including elements held outside the City of Perth LGA)		
Ticket Pricing - Standard	\$62.50		
Projected overall attendance at free components	36,500		
Projected overall attendance at ticketed components	8,500		
Total Project Cost	\$2,500,000		
Total Amount Requested per annum	\$375,000 (12% of the total project budget)	Total Amount requested over three years	\$1,125,000.00
REMPPLAN Impact (Direct)	\$6.797M	REMPPLAN Total	\$10.993M
Category (Community or Commercial)	Commercial		
Recommendation	Approval for one year annual sponsorship		
Recommended amount	\$230,000.00	Recommended total over three years	N/A
Assessment Score	65.3 out of 100		

Event Synopsis

The Telstra Perth Fashion Festival (TPFF) has been held annually since its inception in 1999. The event includes a number of events both free and ticketed, traditionally held over the course of five days. In April 2014, Telstra was announced as the naming rights partner for the event for a period of five years. The support from Telstra consists of both cash and in-kind sponsorship.

Event Description

The core events forming the TPFF will be held from 8 to 17 September in various city locations. The Windows in the City campaign will be held in August and run in the lead up to the Festival. A cultural program of events will run from 1 August to 30 November with the official Festival launch to be held in mid-July. 2017 will be the 19th year of the Festival.

The Festival program incorporates a calendar of free and ticketed activities including runway shows, exhibitions, lunches, and pop-up shops that fuse music, art and fashion. The Festival

program is comprised of four major components: Windows of the City, Fashion Central, Fashion Paramount and the TPF Cultural Program.

Windows of the City

Start date	23/08/2017
End date	10/09/2017
Start and finish times	Daily trading hours
Location	Various City precincts
Projected attendance	2,300

Windows of the City is a unique activation designed to increase foot traffic, engagement and dwell time with City of Perth retailers. The program brings together food, art and fashion to create unique window displays and city activations. In 2017 TPF aims to increase the number of participating City businesses and amplify public engagement with Windows of the City retailers through a voting and sharing media campaign. Businesses must financially contribute to their own displays, with TPF providing the promotional mechanism.

Fashion Central

Start date	08/09/2017
End date	10/09/2017
Start and finish times	Four daily runway shows at intervals, from 11am - 6.30pm
Location	Forrest Place
Projected attendance	4,300

Fashion Central is the Festival's free to the public daytime runway venue located in Forrest Place. Fashion Central features approximately 10 runway events held over three days showcasing current offerings available in city retailers. The initiative aims to connect designers and retailers with consumers, and to drive business with in-store appearances and activities.

Fashion Central has traditionally been held over the same dates as the ticketed components of the Festival. From 2017, TPF will bring Fashion Central forward to commence the Festival's series of runway shows, introduce more entertainment and activations. In addition they will aim to create a more open design of the Fashion Central runway marquee. They believe that these initiatives will result in increasing the accessibility of free and engaging fashion events for everyone.

Fashion Paramount (ticketed)

Start Date	12/09/2017
End Date	17/09/2017
Start and finish times	Fashion Village from 5.30 pm Nightly runway shows at 7pm and 9.30 pm 10 pm close
Location	TBC
Projected attendance	8,500

Ticket Price	62.50
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Fashion Paramount will run from 12 to 17 September 2017. This component is the Festival's designer evening runway venue, featuring local talent combined with national and international designers. In 2017, Fashion Paramount will host approximately 11 runway shows including Opening Night, nationally recognised designer parades, an International Designer Showcase, and Emerging Designers group shows. Organisers believe that the ability of TPF to attract leading national and international designers and media to Perth is key to raising the profile of Perth as a vibrant fashion destination.

TPFF Cultural Program

Start date	01/08/2017
End date	30/11/2017
Start finish times	Various
Location	Various
Projected attendance	5,000

The TPF Cultural Program will be held from 1 August to 30 November. The Cultural Program is an umbrella program of independently run fashion, art and design themed events. The initiative is designed to provide a platform for emerging and established designers, artists, businesses and individuals to participate in the Fashion Festival program allowing them to gain exposure, showcase their creativity and strengthen their networks. Organisers advise that the 2017 Cultural Program will allow increased opportunities for individuals and community groups to participate in the Festival.

In 2017, Fashion Council WA Ltd (FCWA) undertook impact reporting on the event for the first time after encouragement from City officers, and contracted Pracsys for this service. The impact report is available on the Elected Members Portal.

Key findings of the report include the following:

- 69% of participating retailers agreed that the Festival contributed to the success of their business;
- 50% of participating retailers reported an increase in the level of trading during or immediately after the Festival;
- the 2016 TPF generated a total economic impact of \$9.3 million (NB this figure includes spend at TPF retail pop-ups, Swim and Resort events held on the coast and Kalgoorlie Fashion Week);
- 51% of the audience ate at a restaurant or café before attending a TPF event;
- 20% of the audience spent money on shopping or entertainment before or after attending a TPF event;
- 72% of that spend was made in the CBD; and
- the average spend per day by TPF audience is estimated at \$133 per day.

Organisation Details

ABN	43 768 830 818
Entity name	Fashion Council WA Limited
ABN status	Active
Entity type	Australian Public Company
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Not endorsed More information
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	6000 WA
ABN	43 768 830 818
Entity name	Fashion Council WA Limited
ABN status	Active

Organisation Details

FCWA is an Australian public company, created to nurture, advocate and further the interests of the WA Fashion Industry. Over the next three years, FCWA plan to strengthen the TPFf platform to deliver on these directives, including to:

- establish Perth as a dynamic destination for emerging and established fashion brands and designers;
- build on the success of TPFf's International Program, positioning Perth as the creative, cultural and economic conduit to Asia;
- provide local designers with the tools and experience to become sustainable businesses and brands; and
- foster a strong local fashion industry that encapsulates all facets of the business – from design and manufacturing, to retail, education, and employment outcomes.

Organisation Capacity

Over the last decade, FCWA has raised funds to facilitate and support the annual TPFf, the WA Fashion Awards and other industry events. The organisation is managed by a board, made up of the following:

- Kate O'Hara (Acting Chair)
- Mariella Harvey-Hanrahan (Creative Director)
- Karalee Katsambanis (Non-Executive Director)
- Martin Michalik (Non-Executive Director)
- Richard Poulson (Non-Executive Director)
- Lisa Scaffidi (Non-Executive Director)
- Margie Tannock (Non-Executive Director)
- Geoff Walker (Non-Executive Director)

The organisation contracts Perth Fashion Festival (PFF) to deliver the Fashion Festival annually. In February 2017, FCWA delivered a program of events to celebrate Chinese New Year in WA. This initiative was supported by the State Government of WA through the Office of Multicultural Interests. It also received support from Brookfield, the Australia China Business Council and other corporate sponsors.

Previous City of Perth Support (last 5 years)

Year	Festival	WAFAs	Total
2011	\$275,500	\$10,000	\$285,500
2012	\$285,000	\$10,000	\$295,000
2013	\$295,000	\$10,000	\$305,000
2014	\$303,000	\$10,000	\$313,000
2015	\$303,000	\$10,000	\$313,000
2016 *	\$270,000 cash + \$29,315.91 in kind	N/A	\$299,315.91*

* The Officer Recommendation was for \$240,000 cash and \$29,315.91 in kind. An alternative motion was carried at the Council meeting that increased the support to \$270,000 cash and \$29,315.91 in kind due to the report only being considered by Council in August, one month out from the event.

Organisers have secured a range of funding and sponsorship from other bodies for the event, including from government and corporate funders.

Sponsorship Assessment

Public Outcome in the City of Perth	Score (4)
Accessible to a broad demographic	2.3
Encourages new visitors, specifically those identified as key target markets for the City <ul style="list-style-type: none"> • Families • Baby Boomers • City workers/ young professionals 	3.2

In 2016, Organisers undertook a comprehensive independent study on the impact of the 2016 Festival. Data from this report showed that the event is predominantly attended by professionals and students, with 75% of those surveyed aged between 20 and 49. However, the data also showed that the attendees are from a concentrated demographic base, with the highest amount of attendees coming from the city and surrounding Western Suburbs.

Economic Impact	Score (4)
Local businesses and traders are given opportunity to actively engage in the event	2.3
Provides attendees with opportunities to engage with City businesses pre and/or post event	3.2

Opportunities for City of Perth Parking to benefit from increased visitation and revenue	2.7
Contributes to a strong reputation for Perth as a city that is attractive for investment	2.8

Organisers believe that the City of Perth benefits from increased expenditure on retail, parking, restaurants, bars and entertainment as significant numbers of visitors are attracted to the city specifically to attend Festival events.

Organisers also advise that the Festival engages with local businesses, inviting active direct participation in the Festival program through Windows of the City, Fashion Central or via the Cultural Program. The cost of participating in the free to the public Fashion Central component is between \$5,000 and \$10,000 to participate which covers the costs of the organisers to provide the infrastructure for each show. This cost could be prohibitive to small and independent retailers who would greatly benefit from any exposure gained through the Festival.

Independent research undertaken by FCWA in 2016 indicates that:

- the 2016 TPF generated a total economic impact of \$9.3 million (including elements held outside the City of Perth LGA);
- 72% of that spend is made in the CBD;
- 40% of attendees are more likely to shop for retail fashion in Perth CBD as a direct result of attending the Festival; and
- for the majority of attendees the sole reason for visiting Perth was to attend the Festival which indicates that that expenditure would not otherwise have been made.

Impact Reporting

2016 was the first year in which FCWA undertook reporting to measure the events impact, with results highlighted previously in this report. FCWA will continue to undertake impact reporting over the term of any sponsorship agreement. Organisers will be allocating 3% of the event's budget for measurement, evaluation and reporting. The City is strongly supportive of this approach to continue into the future in order to demonstrate the Festivals outcomes.

Sustainability	Score (4)
Safe for participants and the public	2.5
A realistic, achievable budget	2.3
Applicants proven ability to deliver the project within the timeline	3.2
A demonstrated variety in funding sources to ensure sustainability of the project	2.3

Now in its 19th year, the TPF has a history of delivering the Festival safely, on time and within budget year on year. Organisers advise that corporate, local and State Government support has reduced in recent years given the current economic conditions. However, FCWA continues to press opportunities for financial support from the private corporate sector.

Whilst the organisation shows a variety of funding sources with projected funding from corporate and government sources as well as from ticket sales and participation fees, the project budget identifies 59% of the event income as coming from funding bodies and sponsorship. Organisers advise that should they receive less than the requested funding from the City of Perth, significant portions of the program would need to be culled. They advise that Windows of the City would not proceed (valued at approximately \$65,000), Fashion Central talent/entertainment would be omitted or significantly reduced (valued at approximately \$98,000) and elements of the Cultural Program would be significantly scaled back and in some cases omitted altogether, eg. the Fri-Yay Markets (valued at approximately \$25,000). These components total \$188,000 in value.

Healthy and Active City	Score (4)
Event compliments and diversifies the existing offering within the City	3.3
Event does not clash or conflict with other events on the events calendar	3.5
Environmentally sustainable practices for the event have been adequately addressed	1.2
Increased place activation and use of under-utilised space	3.2

The TPF is a unique offering for the City which is not replicated elsewhere in WA. The event will activate City spaces and retailers over August and September, including free to the public activation at Forrest Place.

The assessment panel recognised the value in the City supporting this event as the States only annual fashion festival. However, the panel had concerns around the reach of the event which seems to be limited to a niche audience. The panel believes that work needs to be done to broaden the appeal of the event to a wider audience and to extend the Festival into a city-wide activation with a festival feel across the whole CBD.

Organisers advise that all indoor and outdoor areas at TPF events will be promoted and maintained as smoke free and that healthy food and drink options will be available wherever catering is provided.

Organisers have not addressed environmentally sustainable practices in their application.

Commercial Event Criteria	Score (4)
Large-scale event with a history within the City	3.7
Event has helped to position Perth on a national or international stage	3
Proactively presents opportunities to maximise visitor spend within the City, driving commercial benefit to traders	3
Proposes leveraging opportunities between the organisation and the event to City of Perth programs or initiatives	2
Applicant is able to deliver on negotiated commercial sponsorship benefits	1.8
Event has a proven track record of attracting a large audience, (at least 40,000 annually) into the Central City and surrounds for the event	2.2
Event has a proven track record of attracting significant mainstream media coverage	3.7

The TPF is a large scale, well known, annual event which has a history within the City. Organisers believe that as WA's largest and most established annual Fashion event the TPF continues to deliver the State's only comprehensive collection of fashion and cultural events. Organisers have proposed leveraging opportunities to the City including access to exclusive content to be shared across the City's digital channels and access to TPF talent (designers, models, stylists etc).

FCWA advise that the 2016 Festival achieved media coverage in print, online and broadcast channels giving a total audience reach of 155,631,211.

Benefits and application rating	Score (4)
Adequate benefits and recognition offered to the City	2.2
Demonstration of how the event will benefit from a triennial partnership rather than an annual partnership	2.2
Demonstration of how the City will benefit from a triennial partnership rather than an annual partnership	2.3
Quality of application	2.8

The sponsorship benefits offered to the City for the requested sponsorship are considered fairly standard and not commensurate with a request for \$375,000 in sponsorship.

Organisers advise that their strategy for the next three years is as follows:

- 2017 – focus on building free to public events and activities to broaden the reach and engagement with the Festival program;
- 2018 – celebration of the Festivals 20th anniversary; and
- 2019 - continue to build on the Festival program and reputation, focus on growing partnerships and revenue allowing greater audience access and inclusion while maintaining established high standard events.

FCWA believes that a more secure foundation of triennial funding will:

- result in improved efficiency and productivity;
- enhance the organisation's ability to implement long term planning and delivery of planned initiatives and thereby the quality of programming; and
- reduce administrative costs associated with securing and managing annual funding submissions;
- improve the organisation's position with regard to negotiation with other suppliers;
- enhance job security for operational staff and enable the organisation's ability to attract and retain key talent.

FCWA believe that providing triennial funding for the event will benefit the City through:

- economic stimulus through increased retail, food and beverage and parking spend with City businesses;
- increased visitation and dwell time of visitors and shoppers to the city;
- raising the profile and perception of Perth as a fashion destination;

- positively impacting satisfaction with fashion retail options in the City of Perth;
- increasing attendee's appetite for further arts and cultural events;
- enhanced perceptions and satisfaction with the City of Perth as a place to live, work and visit; and
- enable City of Perth to realise administrative efficiencies by having a clear framework and expectations of the partnership.

Evaluation – City of Perth

The City of Perth undertook independent evaluation of the event in 2016 through Metrix Consulting. The scope of this measurement was to:

- benchmark general public perceptions and behaviours towards the City of Perth;
- measure the attitudinal and behavioural differences between event attendees and non-attendees;
- determine event impact on future intentions and behaviour (eg. fashion retail spend); and
- determine impact of the event on perceptions on the City.

Results and outcomes from this report include the following:

- 53% of those surveyed came to the city specifically for the festival, and the remaining 47% were already in the city for other reasons;
- 63% of those surveyed believe that Perth is worse than other major Australian Cities as a fashion destination;
- four in ten festival attendees are likely to shop more often for retail fashion in Perth as a direct result of attending the festival;
- the Perth CBD currently receives only 21% of the total fashion retail spend per person per month, with 49% spend outside the Perth CBD and 30% spent online;
- whilst event attendance has a positive impact on perceptions of Perth as a fashion destination, there are significant negative perceptions to overcome among the general population in this regard;
- growth of the event will be required to extend positive impacts for the City of Perth;
- whilst the event has a dedicated base of Fashion Festival attendees, a greater onus lies on the organisers to help grow this base further.

Sponsorship Benefits

Organisers have offered the following benefits for sponsorship of the 2018 event, with the final agreed benefits subject to the final Council approved funding amount and successful negotiation:

- the City of Perth to receive Partnership tier/sector exclusivity;
- one full page advertisement and logo recognition in Official Festival Program (10,000 circulation);
- Access to exclusive and unique content for CoP digital channels including:
- Runway footage (videography and photography)

- Access to talent (Designers, Models, Stylists ect)
- the City of Perth logo to appear on signage, and Media walls at the event
- An opportunity for the City to show a TVC at the event;
- An opportunity for the City to undertake activations at the event;
- City of Perth logo to appear on all advertising and marketing collateral for the event;
- the support of the City to be acknowledged on the event's social media channels and e-newsletters;
- the City of Perth logo to appear on the TPF and FCWA websites with a hyperlink to the City of Perth website;
- collaboration/activation opportunities between the City and the event.

Assessment Panel Comments

The City has been an important partner of the TPF in order to elevate its status as an event within WA and ensure its financial sustainability. With the event now firmly established in the Perth festival and event scene, it is appropriate for the City to reevaluate the level of funding provided in comparison to the outcomes provided by the event and benchmark this against other sponsorships the City undertakes.

City funding for the event has increased steadily over recent years before a slight reduction in 2016, and the City's contribution is significant in the context of the overall sponsorship portfolio. The requested level of funding of \$375,000 represents 52% of the total Event Sponsorship budget for 2017/18.

In addition, any funding in excess of \$300,000 per year would position this sponsorship as the top funded event or project in the City for FY17/18. The assessment panel is instructed to benchmark all City sponsorships in their assessment obligations and when comparing the Perth International Arts Festival, FRINGE WORLD Festival, Perth Convention Bureau and Mastercard Hopman Cup, these sponsorships are considered to generate a higher return on investment and which is commensurate with the investment put into them by the City.

The City values the free components of the Festival, with the support of broadly accessible components appealing to a wide audience a core objective for the City, as well as increasing economic spend. Organisers have advised that the free components will be impacted by a reduction in funding from the City; however with these components valued by FCWA in the application at approximately \$188,000, it is assumed that the remaining City funding is directed to the exclusive ticketed VIP fashion parade element and core operational costs of the organisers.

The panel expressed support for the organiser's intention to develop the cultural program, bring forward Fashion Central to become a standalone event to launch the festival and to continue to invest in quality impact analysis and reporting in order to demonstrate outcomes.

With a final panel assessment score of 65.2 out of 100, the application did not achieve the agreed threshold for triennial funding of a minimum score of 72 out of 100. The panel has unanimously agreed to provide funding under the Annual Event Sponsorship program with

\$230,000 considered appropriate in comparison to other sponsorships in the City's portfolio and the expected return from the Festival.

TELSTRA PERTH FASHION FESTIVAL 2016

IMPACT ASSESSMENT

PRODUCTION DATE
DECEMBER 2016

IN CONSULTATION WITH



CultureCounts



Publication Date: 9 December 2016

Consultation with: Pracsys
Culture Counts

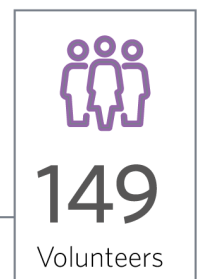
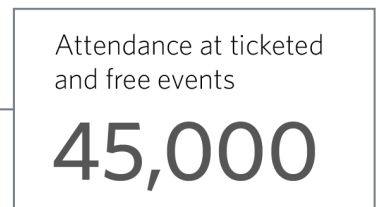
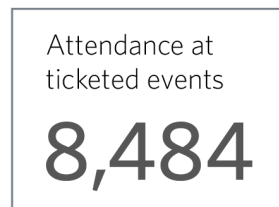
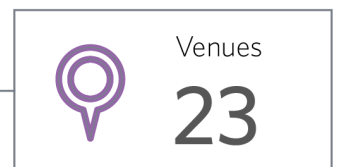
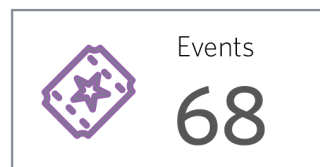
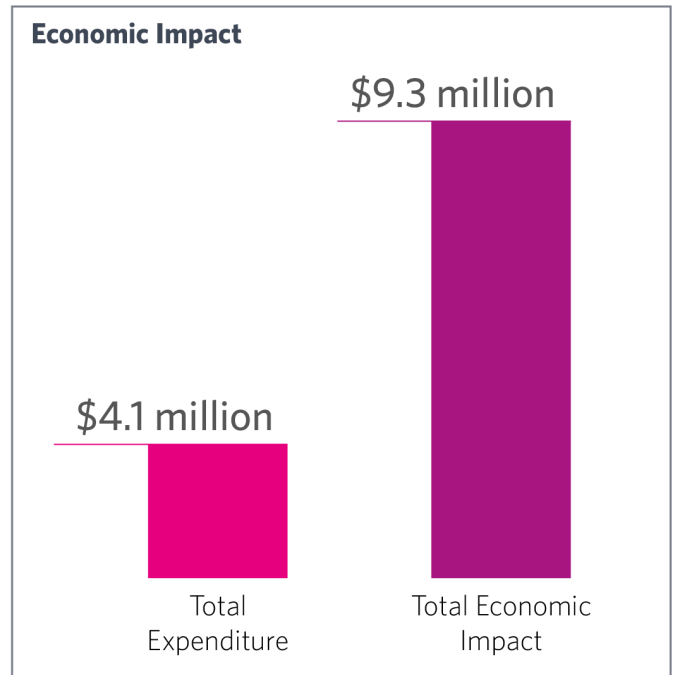
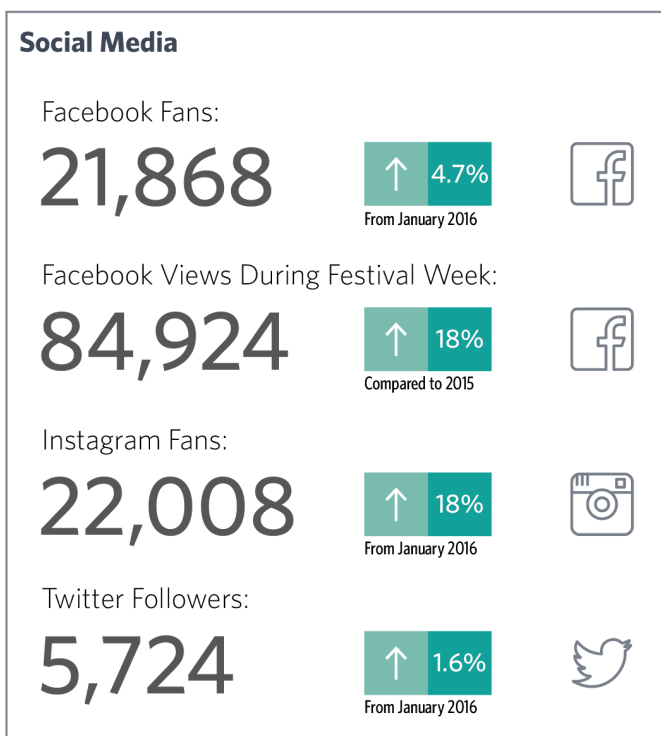
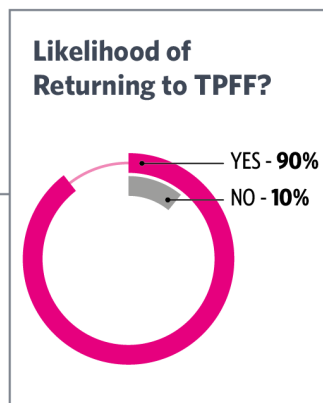
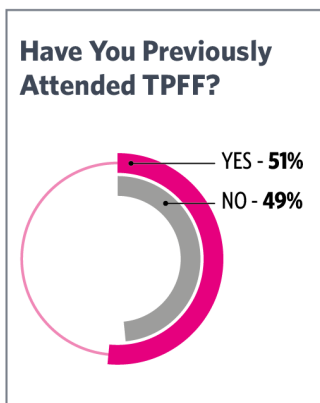
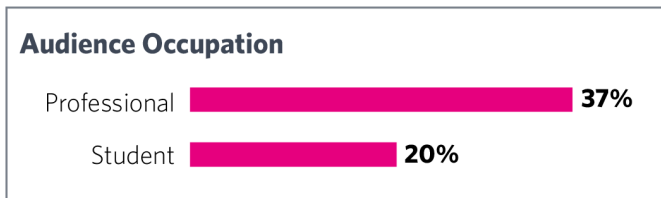
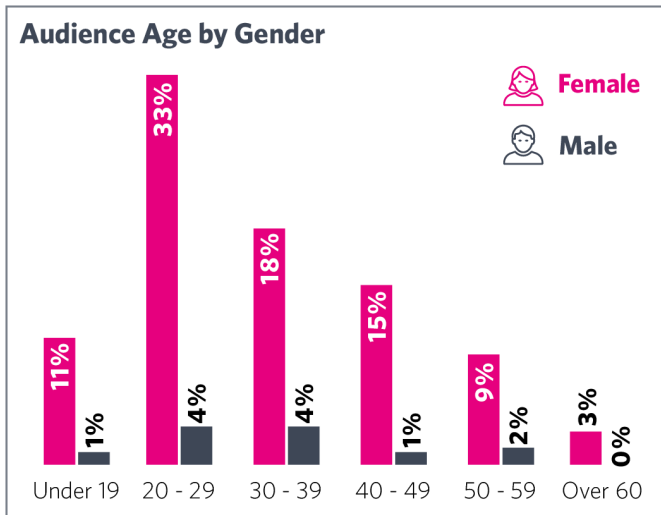
Authors: Francesca Catalano
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Michael Chappell
Pracsys - Project Director

Photography provided by Fashion Council WA

Telstra Perth Fashion Festival Impact Assessment Snapshot





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Executive Summary

This report provides insights on the impact generated by the 2016 Telstra Perth Fashion Festival from extensive surveying and data analysis across 19 free and ticketed events. The assessment considers economic, cultural and intrinsic impacts in order to provide a holistic account of the quality, reach and impact of the Festival. It integrates the perspectives of public attendees, organisers, participants and peers with audience profiling data, attendance figures and an assessment of the economic impacts of organisational and visitor expenditure.

The Telstra Perth Fashion Festival (the Festival) is Western Australia's largest annual fashion event, presented by Fashion Council Western Australia (FCWA) with support from a range of public and private sector partners. Since its inception in 1999, the program has grown significantly to include ticketed and free runway shows, industry events, pop-up shops, workshops and exhibitions.

The 2016 program included 22 runway events held between September 20th and 26th and a cultural program spanning from August through to November. A total of 68 events were hosted across Perth with runway events showcasing over 120 local, national and international designers. Major events were held within the Perth Central Business District at the Perth Concert Hall, Forrest Place and the Art Gallery of Western Australia. The cultural program included collaborations with film, music, art and photography as well as the inaugural Kalgoorlie Fashion Week, which saw a range of free and ticketed fashion events hosted in Australia's largest outback city.

The findings of the study demonstrate that the Festival stimulates fashion design and retail sectors, provides meaningful cultural experiences for public attendees and makes social, economic and cultural contributions to the City of Perth.

Local economic impact

The Festival aims to directly support the fashion industry and retail sectors with events designed to connect local designers and fashion retail businesses to consumers. Collections showcased by visiting designers from

interstate and overseas connect local markets with more mature national and international markets and visitors to events provide a significant economic boost to the local economy.

Of public attendees surveyed, 51% said they ate at a restaurant before or after attending, 56% went for a drink and 20% spent money on shopping or entertainment. The vast majority of this expenditure (72%) was undertaken in the Perth CBD.

An economic impact assessment based on visitor and organisational expenditure data reveals that the Festival and its cultural program generate a direct economic impact of \$4.1 million. Taking into account the indirect effect of the Festival and the cultural program on the Perth economy through application of relevant multipliers, the total economic impact was \$9.3 million.

Cultural impact

The evaluation framework uses a standardised set of cultural impact metrics, academically validated and used across the arts and cultural sector internationally to measure the intrinsic impact of events and festivals.

When measured against these metrics, results demonstrate that the Festival provides a particular type of cultural experience for attendees with the strongest scores achieved against measures of Local Impact, Captivation and Creativity. Pre and post event evaluations completed by peers and members of the organisation reinforce the finding that local impact is one of the Festival's primary strengths. Respondents agree that the Festival contributes to the City of Perth, provides an important addition to Perth's cultural life and increases their sense of civic pride.

The vast majority of attendees (84%) agree that their experience at the Festival increased their appetite for arts and culture. This has implications for the broader cultural sector, particularly given that the Festival attracts a mainstream audience of people that don't regularly attend arts or cultural events.

Supporting communities of interest and practice

The Festival aims to nurture local talent and support the development of a strong market for fashion in Western Australia. Of the participants surveyed, including designers, local fashion retailers, creatives and volunteers, over 80% said they gained new skills from participating and 75% agreed that it opened up new opportunities for them. Over 60% said it connected them with other people in their field and 57% agreed that it motivated them to do more creative things in the future.

The fashion design industry is one of the State's emerging creative sectors and development of the industry supports a strong local cultural ecology. This has impacts for the economy at large with creative industries directly linked to increased innovation and enhanced productivity.

The designs presented at the Festival provide a source of inspiration, regeneration and aspiration for the sector and Festival events create opportunities to strengthening networks within the industry and with other related creative industry sectors.

The Festival is actively seeking out opportunities to broaden its reach. It is physically expanding into new locations across Perth and WA, diversifying and expanding the program of events, increasing opportunities to connect designers and retailers with consumers and finding new ways to integrate fashion with other cultural sectors.

With a growing audience and a stakeholder network that spans creative, corporate and community sectors, the Festival has the capacity to make an even greater contribution in years to come. The Festival will continue to measure its impact, track performance, celebrate successes and increase the value it provides to audiences, participants and partners.





About the Impact Assessment

In August 2016 Pracsys and Culture Counts were commissioned by FCWA to undertake an impact study of the 2016 Telstra Perth Fashion Festival. The study establishes a repeatable method for the measurement of impact across cultural, economic and social domains.



Scope

The study considers:

- The direct, indirect and induced contribution that the Festival makes to the local economy
- The cultural impact of the Festival including its influence on cultural visitation and the quality of the cultural experience provided by the Festival as measured against standardised cultural impact metrics
- The impact of the Festival on civic pride and connection to community as well as the contribution the Festival makes on the vibrancy and cultural life of the City of Perth

Data collection

A total of 1,065 survey responses were collected. Over 950 responses were collected from public attendees through intercept interviews at a selection of 19 free and ticketed Festival events. The opinions of various Festival stakeholders including partners, participating designers, volunteers, retailers and members of FCWA's staff and Advisory Board were also captured.

Survey data has been integrated with organisational revenue and expenditure data and attendance figures in order to provide a comprehensive evaluation of the economic, cultural and social impact of the Festival and its cultural program.

Audience Profile and Growth

The Festival appeals to an audience made up primarily of young female professionals and students. The majority of attendees don't go to cultural events often and almost half have not attended the Festival in the past. As the Festival program continues to expand to include more diverse activities, there are opportunities to broaden engagement.

The Festival primarily services a domestic market. Postcode data revealed that vast majority of survey attendees (98%) live in the Perth Metropolitan Area with the highest concentration of respondents coming from households in the CBD and Perth's western suburbs. The percentage of surveyed public attendees who live overseas or interstate is modest (2%), but **the Festival is attracting a growing number of international and interstate designers, media and industry.**

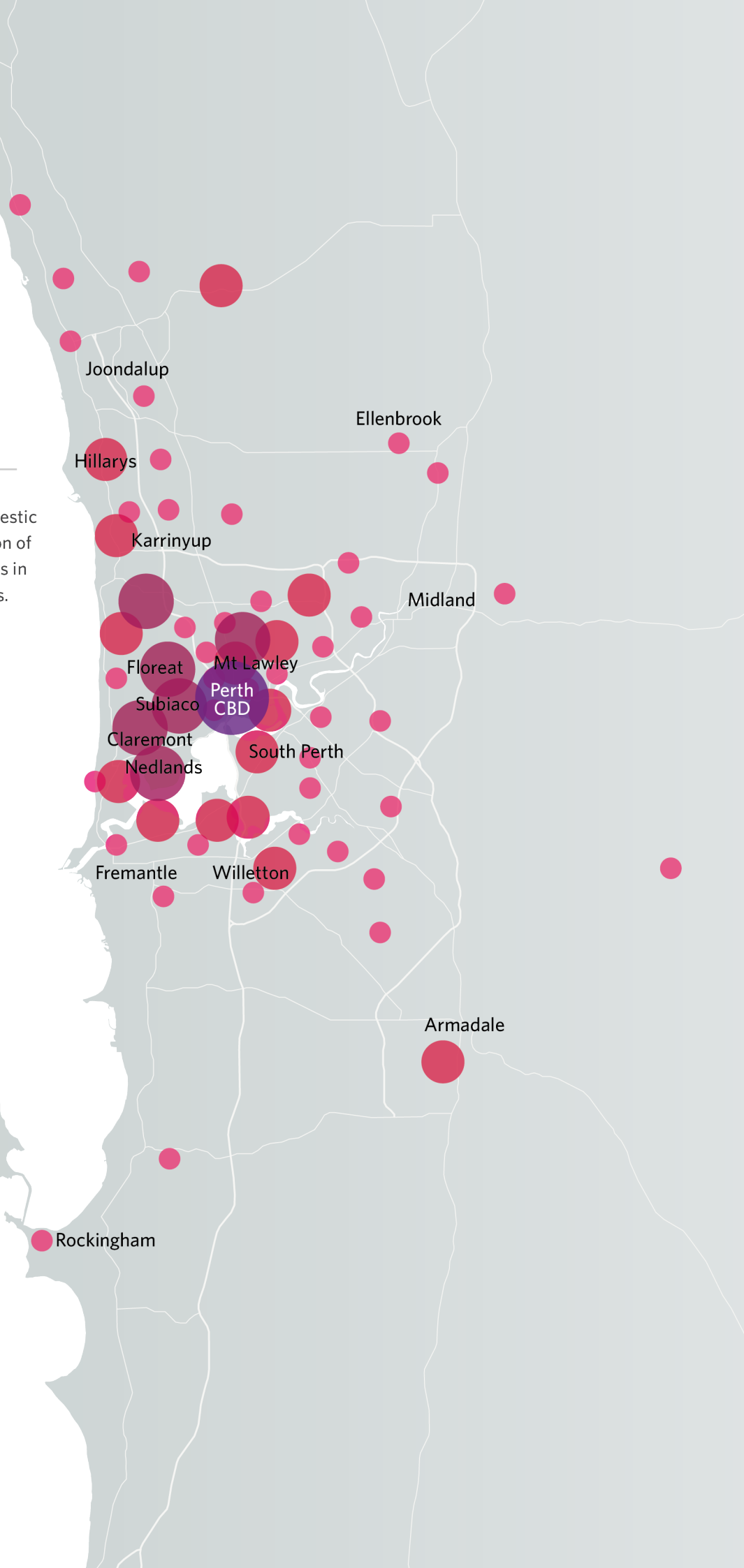




Concentration of Local Attendance

- Low Percentage
- High Percentage

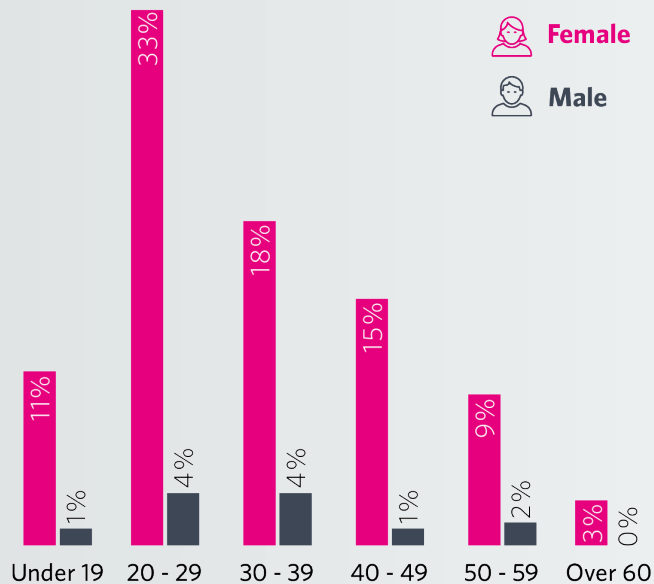
The Festival primarily attracts a domestic market with the highest concentration of respondents coming from households in the CBD and Perth's western suburbs.



Age, Gender and Occupation

The majority of attendees are female and just over a third fall within the 20 to 29 age range. Over a third of are professionals and one fifth are students.

Audience Age by Gender



Audience Occupation



Audience Growth


Since last year, ticketed attendance has increased. Just over half of surveyed attendees identified as attending the Festival for the first time in 2016 and 90% of attendees stated that they would return again next year.

Attendance at Ticketed Events

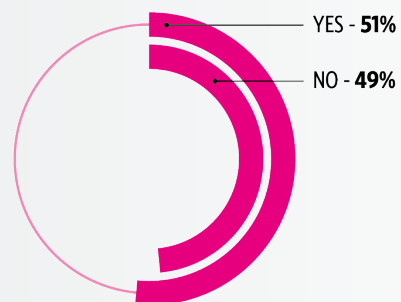
2015:
7,590

2016:
8,484 ↑ 12%

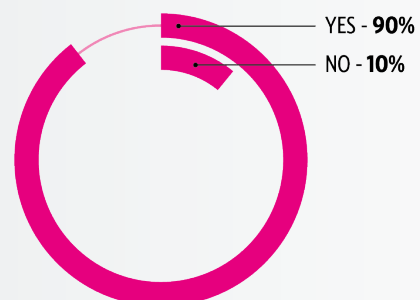
Overall Experience - Public Attendees

88% 
Rated their experience as excellent or good

Have you previously attended TPF??



Likelihood of returning to TPF?



Interstate and International Visitation

2% of surveyed public attendees live interstate or overseas. In addition, the Festival attracted 63 interstate guests and 19 international guests. This included visitors from the China Fashion Association, international designers and media, established Australian designers from interstate, interstate representatives of sponsor organisations and other VIP guests.

Interstate guests:

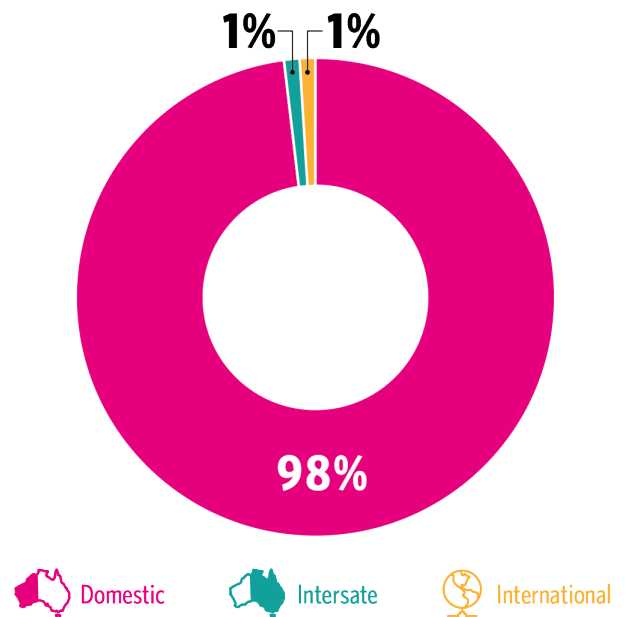
63

As per FCWA VIP guest list

International guests:

19

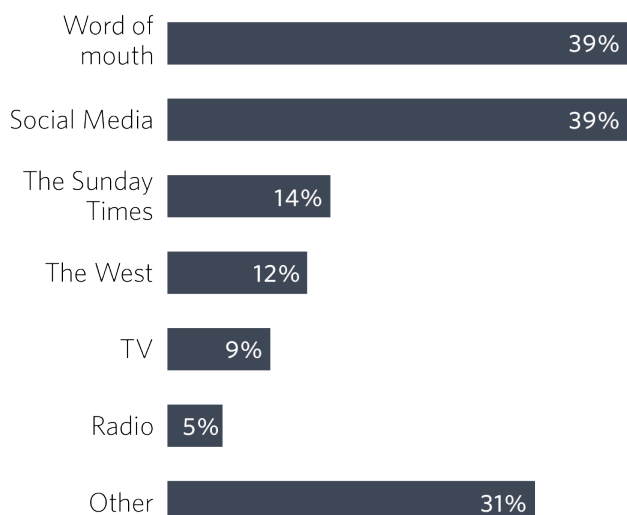
Audience by Postcode



Marketing

The primary marketing channels for the Festival are word of mouth and social media.

How did you hear about the event?



Social Media

Facebook Fans:

21,868

↑ 4.7%
From January 2016



Facebook Views During Festival Week:

84,924

↑ 18%
Compared to 2015



Instagram Fans:

22,008

↑ 18%
From January 2016



Twitter Followers:

5,724

↑ 1.6%
From January 2016





Cultural Impact

The evaluation framework employed under the impact assessment uses globally standardised measures of the intrinsic impact of cultural and community events in order to better understand the impact and value of the Festival. When measured against these metrics, results demonstrate that the Festival provides a particular type of cultural experience for attendees with the strongest scores achieved against measures of Local Impact, Captivation and Creativity.

Local Impact stood out as a key strength of the Festival. **Respondents agree that the Festival contributes to the City of Perth, provides an important addition to Perth's cultural life and increases their sense of civic pride.**

The Festival attracts a mainstream audience of people that don't regularly attend arts and cultural events. The vast majority of attendees (84%) agree that the Festival increased their appetite for cultural experiences. This provides evidence to suggest that the Festival is introducing audiences to Perth's cultural scene and encouraging increased cultural participation.

With an expanding cultural program and increasing collaboration with other cultural sectors in art, music, film and photography there is scope to enhance the role the Festival plays as a gateway to cultural participation in Perth.



"...the buzz in the room was palpable as the crowd waited with bated breath for what was to come."

Amy Finlayson - PerthNow¹



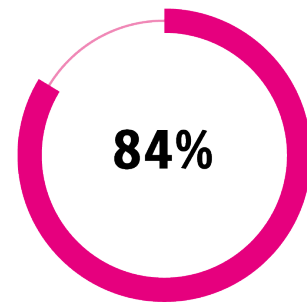
Cultural Attendance

The Festival is attractive to non-traditional arts consumers. Approximately a quarter of surveyed attendees could be described as strong cultural consumers attending arts or cultural events at least once a month, however, the vast majority rarely attend arts or cultural events, or don't attend at all.

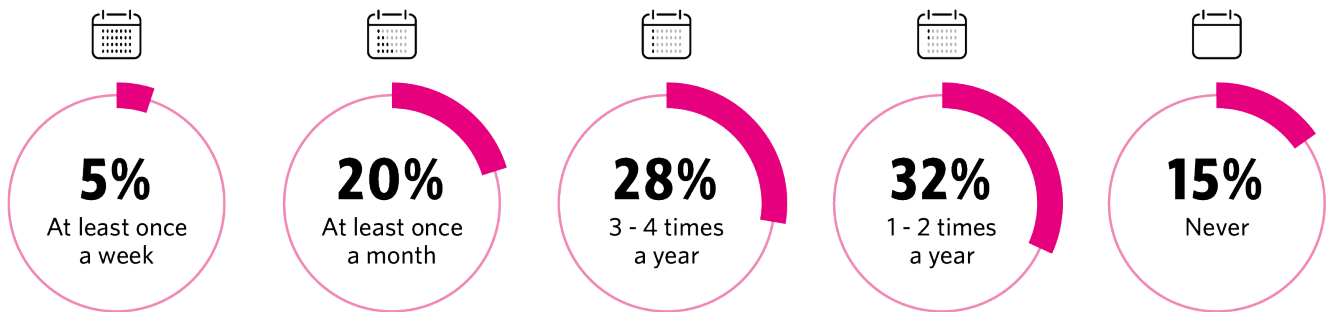
84% agreed that their experience at the Festival has made it more likely that they would attend more arts and cultural events in the future.

Given its broad appeal and timing in the annual event calendar, the festival should be regarded as a gateway to mainstream arts events.

Agree that their experience makes them want to attend more cultural events



How often do they attend arts events?



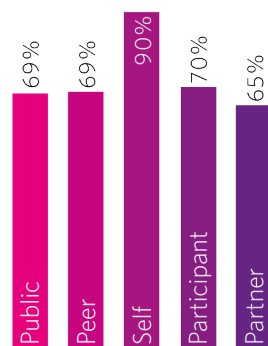
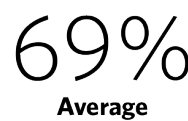
Cultural Value

The evaluation framework uses a standardised set of quality metrics called 'dimensions'. These dimensions were developed in consultation with the arts and cultural sector internationally and are 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.

Many of the cultural value scores were lower than would be expected for a mainstream arts event. This demonstrates that the Festival currently provides a relatively narrow cultural experience. Continuing to engage with mainstream cultural activities like music, dance, art and theatre will enrich the cultural experience provided by the Festival. This will also assist the Festival to attract a wider range of funding partners.

Distinctiveness

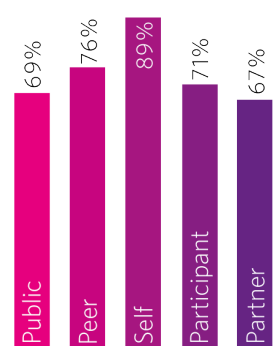
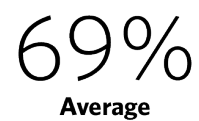
It was different from things I've experienced before



Stakeholder Comparison

Authenticity

It has a connection to the State/Contry we live in



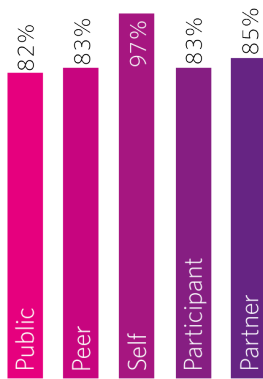
Stakeholder Comparison

Local Impact

It's important that it's happening in Perth

82%

Average



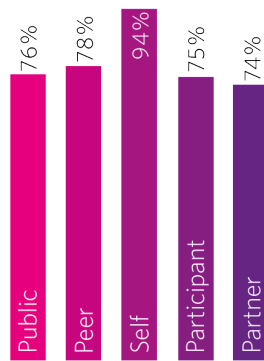
Stakeholder Comparison

Captivation

It held my interest and attention

77%

Average



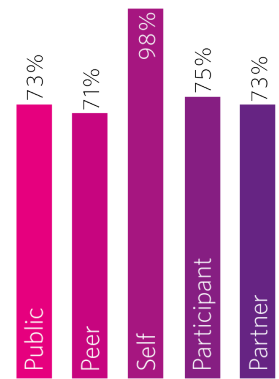
Stakeholder Comparison

Creativity

It inspired my own creativity

73%

Average



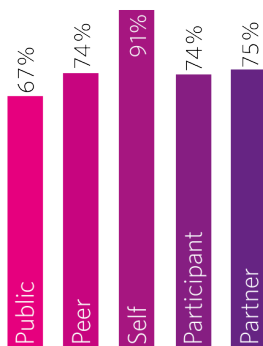
Stakeholder Comparison

Connection

It helped me to feel connected to people in the community

68%

Average



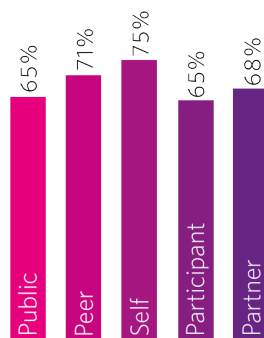
Stakeholder Comparison

Innovation

It was introduced to the audience in a new way

66%

Average



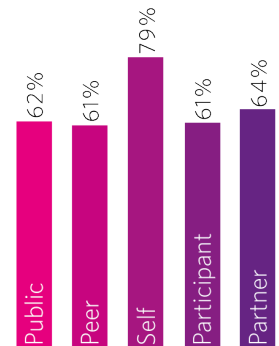
Stakeholder Comparison

Excellence (national)

It is amongst the best of its type in Australia

62%

Average



Stakeholder Comparison

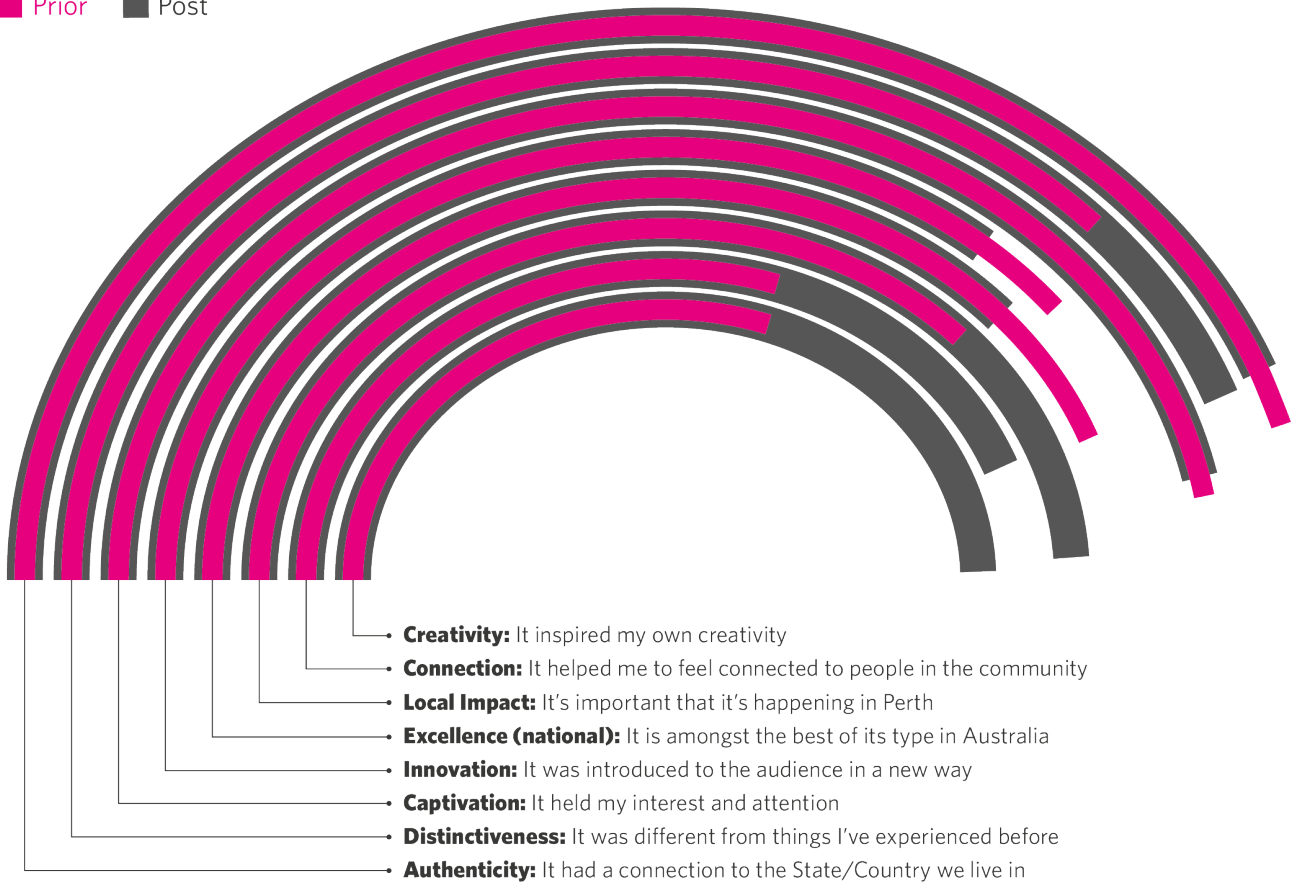
Prior and Post

Evaluators were asked to complete an evaluation before and after the event.

Results indicate that all stakeholders weren't expecting the event to perform as well as it did against Creativity, Connection and Local Impact. Peers and Self evaluators were expecting events to perform better against Excellence (national).

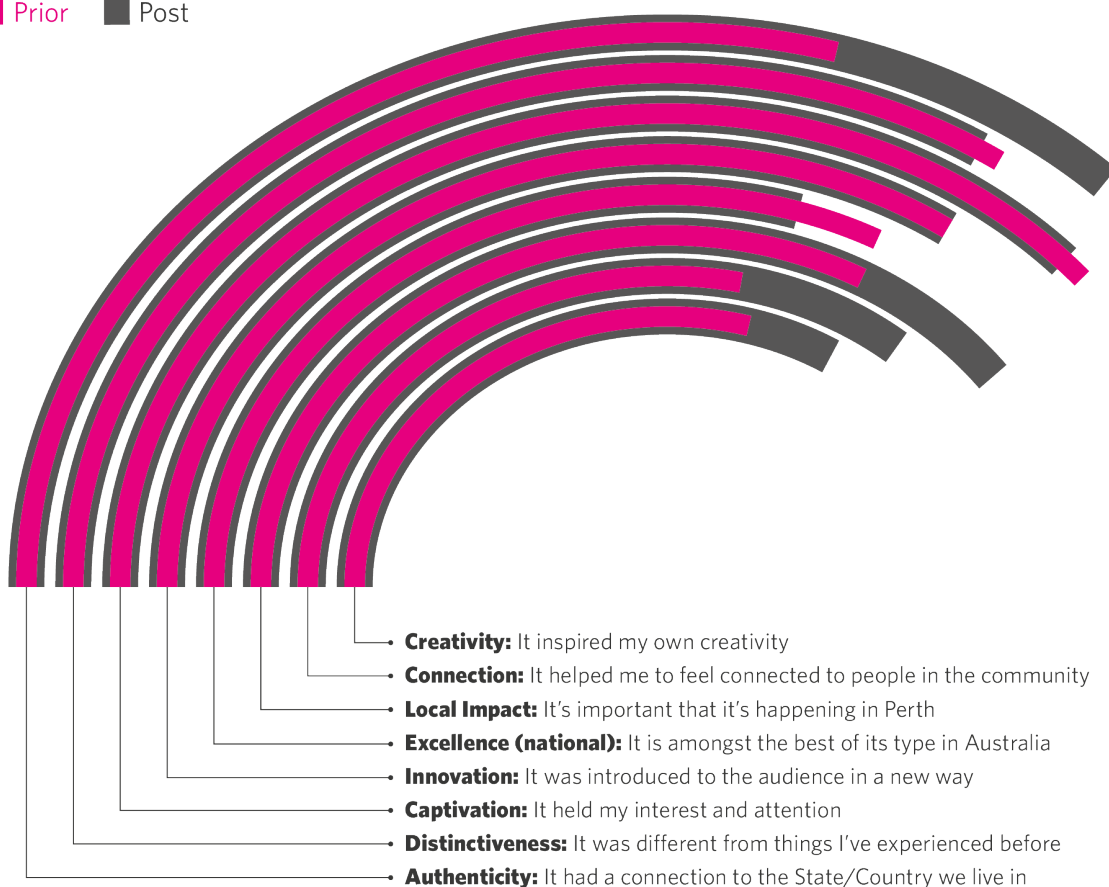
Self Assessment

■ Prior ■ Post



Peer Assessment

■ Prior ■ Post



While the organisation and its peers initially expected the Festival to showcase national excellence, after the event it became apparent that local impact is the Festival's strength.

Local Impact and Activation

The Festival program activated 23 venues across Perth with major runway events hosted in the Perth CBD at the Perth Concert Hall, Forrest Place and the Art Gallery of Western Australia. The majority of attendees think the Festival provides an important addition to Perth's cultural life and showcases Perth's creativity and vibrancy.

Activation Dimensions




“Set against the setting sun at Bather’s Beach House we couldn’t have picked a more perfect location to showcase sass & bide’s latest Resort collection – Palais Grand”

Julie Malandin, acting CEO - sass + bide²

Fremantle




The Festival plays a role in the ongoing development of Perth's cultural capital, encouraging vibrancy and enhancing civic pride. It provides opportunities to activate cultural and urban landmark sites within and outside of the CBD and contributes to the cultural development of the City.

 Karrinyup

 Mt Lawley

 West Perth

 Northbridge

 Perth

 Claremont

 Bentley

 Booragoon

Participation

The Festival aims to nurture local talent and support the development of a strong market for fashion in Western Australia. It is the State's largest annual fashion event and a critical platform for local designers to showcase their collections to consumers, industry and media.

It provides a source of aspiration for emerging designers, fashion design students, models, makeup artists, fashion and hair stylists and other creatives in related sectors. **Survey results demonstrate the value that the Festival provides to participants, connecting them to industry networks, opening up new opportunities and developing skills.**

The Festival engages an army of eager volunteers every year. Industry forum events provide opportunities for members of the growing Perth-based fashion design and creative sectors to share knowledge and experience and connect with leading national and international industry professionals.



A fashion show runway scene. In the foreground, a model with long brown hair is walking away from the camera, looking back over her shoulder. She is wearing a white, sleeveless, backless dress with a draped, knotted detail at the waist. To her left, a mannequin is dressed in a white, long-sleeved, floor-length gown. In the background, several other mannequins are visible, some wearing white garments, and a blurred figure of another model is seen in the distance. The runway is lit with soft, white light, and the background is a light blue wall.

“These (Industry Forum) events are so important for sharing ideas and spreading creativity within the fashion industry, and especially generating discussion at a state, national and international level.”

Glynis Traill-Nash, Fashion Editor - The Australian²

82

International and interstate guests

120

Established and emerging designers including 49 fashion design students

149

Volunteers

160

Makeup artists and hair stylists

300

Entrants into the Vivien's Model Search

3

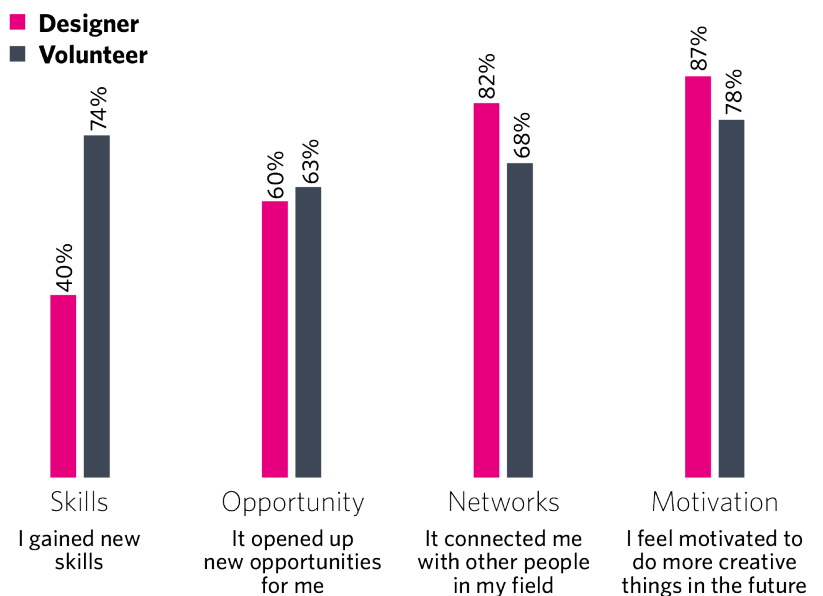
Industry forum events

Value to Participants

Participating in the Festival delivers valuable experience to designers and volunteers.

87% of participating designers surveyed found their experience to be motivating and over 80% agreed that it connected them with other people in their field. Volunteers also found their experience to be motivating and almost two thirds of those surveyed agreed that they gained new skills.

Participant Experience



Participant Aims and Outcomes

Retailers, designers and volunteers participate in the Festival for a range of reasons with designers largely seeking to expose their work and develop skills. Volunteers were largely seeking to gain access to networks and have a good time. Retail participants were aiming to expose the products and collections they stock and promote their business.

“The Swim Resort Series... provides an amazing platform to showcase our Summer collections. The event really launches the collection to a receptive audience.”

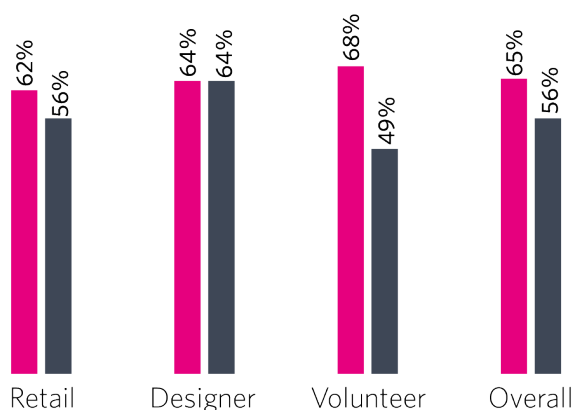
Ella De Theiry, Styling and PR - Natalie Rolt²

Participant Aims



Participant Outcomes

- Primary Aims:** “I achieved my primary aims”
- Success:** “The Festival has contributed to the success of my business or career”



Over 60% of participants agreed that they achieved their primary aims and over 50% agreed that the Festival contributed to the success of their business or career.

Partnerships

The Festival is presented by FCWA with support from a range of public and private sector partners that provide cash sponsorship and in kind donations critical to the success of the event.

“We recognise the important role Telstra Perth Fashion Festival plays in being the launching pad for emerging designers all over the state both regional and metropolitan,” ... “We are proud to know our sponsorship of closing night is supporting multiple designers, and as the Principal Presenting Partner we are also producing the festival highlights every day to further expose designers to the public”

Matthew Thomas, General Manager - Community TAB²

MIYER



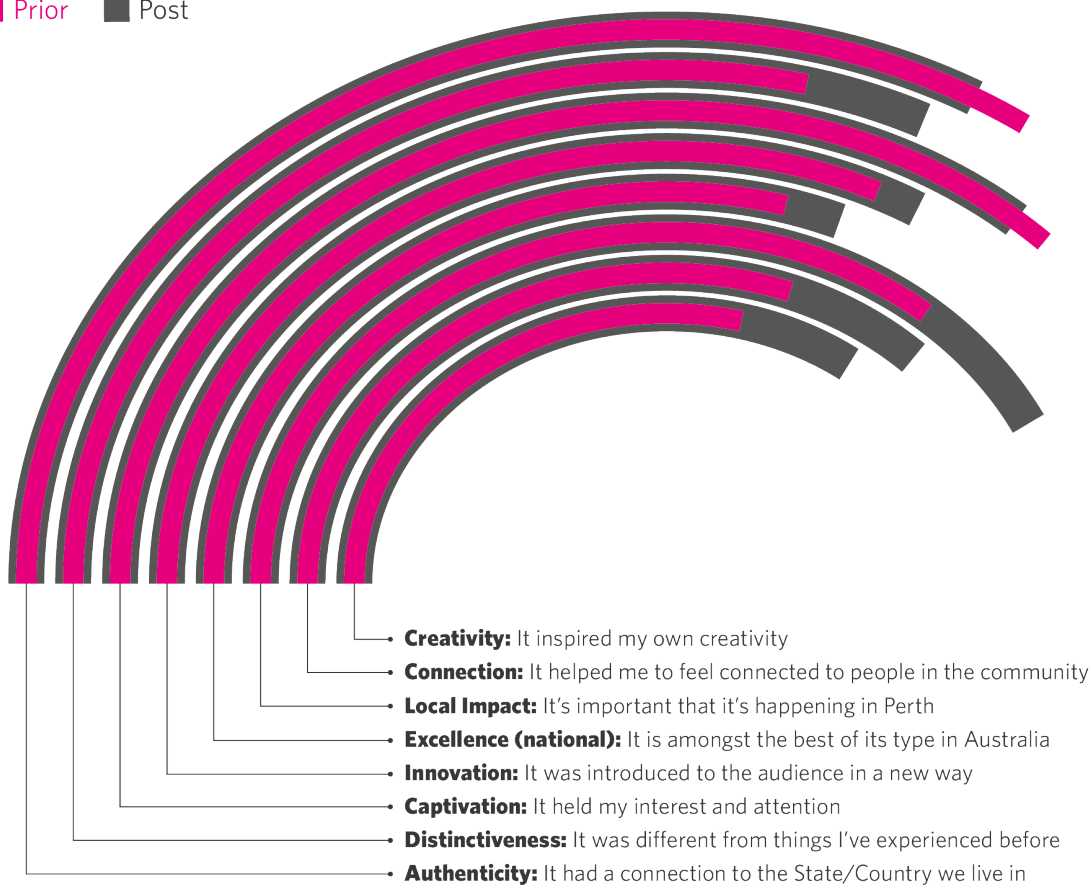
Partner Prior and Post

The Festival exceeded partner expectations across almost all dimensions and after the event, 70% agreed that they would be willing to support the event again in the future.

Partner Assessment

PARTNER ASSESSMENT

■ Prior ■ Post



“(the Myer Lunch) is one of the top events on the social calendar and a great reflection of the core customer we are trying to attract.”

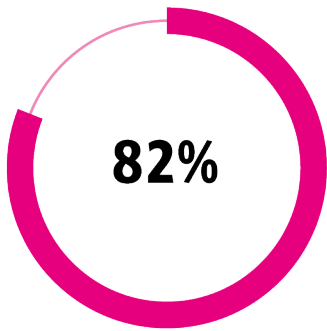
Leah Purcell, Events & Sponsorship Manager - Myer²

Partner Recognition and Brand Recall

82% of partners agreed that their organisation was well recognised.

Public attendees were asked if they could recall seeing the names of any of the Festival partners. Brands with the highest recall were Telstra and City of Perth with 70% and 60% of public attendees recalling their association with the Festival respectively.

Agree that their organisation was well recognised



Continued Support

84% of surveyed partners have supported the event in the past and 70% agreed that they would be willing to support the event again in the future.

My organisation is likely to support the Festival again in the future

- Opinion before the event
- Opinion after the event

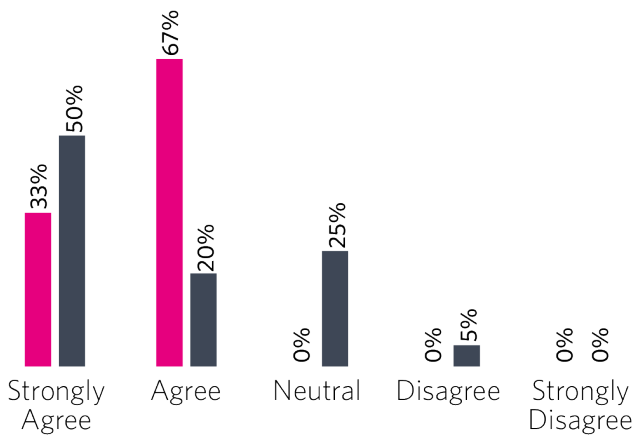


Image Source: Stefan Gosatti

Economic Impact

The Festival has a significant direct and indirect impact on the local economy through a variety of channels.

It stimulates the local fashion design and retail sectors in Perth supporting emerging local designers and providing opportunities for designers and retailers to directly connect with consumers.

Visitors to the Festival provide a source of economic stimulation for the City of Perth, undertaking pre and post-event expenditure across food and beverage, retail and accommodation sectors that wouldn't otherwise occur.

An economic impact assessment of the Festival has been undertaken based on the analysis of visitor expenditure and Festival organiser's expenditure.

The assessment estimates that the Festival and cultural program generate a total economic impact of \$9.3 million.

The preceding cultural and community impact assessment illustrates that the value of the Festival goes far beyond just economic terms, however, the economic impact assessment provides clear evidence of the contribution it makes to the local economy.

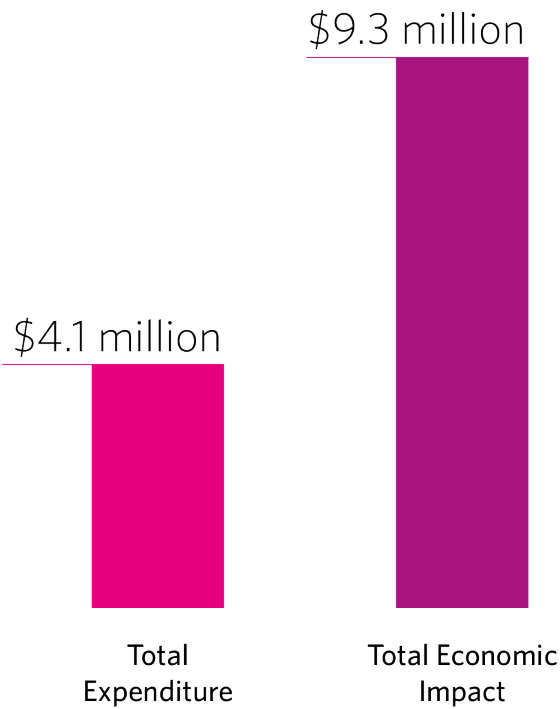


"I felt that Perth's [Festival] was the most authentic. It had something that the others purported but failed to provide: genuine access..."

Stacey Pallaras, National Blogger - Cocktail Revolution²

Economic Impact Summary

Total TPF + Cultural Program Economic Impact



“(AMP Capital) is aware that nurturing young designers will translate into foot trade and dollars”

Claire Davies and Gail Williams - Perth Now³

Local Business Impacts

The vast majority of this expenditure was undertaken in the Perth CBD and Northbridge.



of the audience ate at a restaurant before or after attending a show

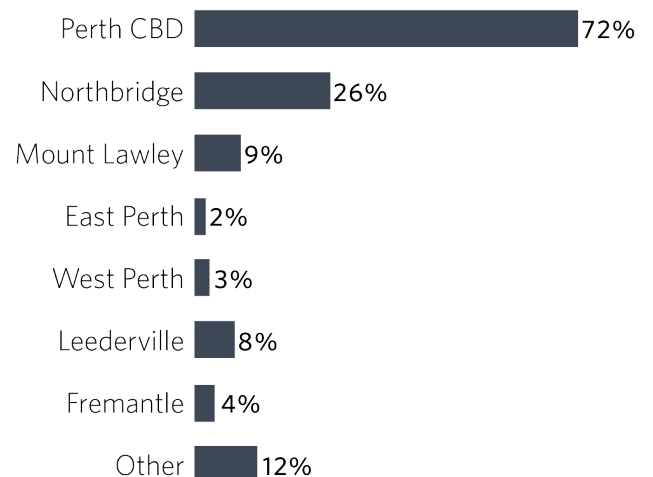


of the audience had a drink at a bar, night club or café before or after attending a show



of the audience spent money on shopping or entertainment before or after attending a show

Where was the majority of Pre/Post Festival Expenditure Made?



Fashion Retail Impacts

A number of retailers participated in the Festival, including large national and international retailers such as Topshop, General Pants Co. and Myer, shopping centres including AMP Capital, Carillon City and Enex100 as well as a number of boutique fashion retail stores across Perth.

Across surveyed retail participants:



agree that the Festival contributed to the success of their business



reported an increase in the level of trading during or immediately after the Festival, with reported increases ranging from 3% to 20%

"(The Festival) was good for driving awareness of our Murray Street Store. All of our W.A stores offered 20% off for the weekend, and it was good to see that we exceeded target both days...the Sunday we were +14.8% on last year."

National Marketing - General Pants Co.²



Visitor Expenditure Impact Assessment

Data on expenditure made outside of the Festival on food and drink, shopping and entertainment, transport and accommodation provided by public attendees have been used in order to estimate the economic impact generated by attendance at all Festival events.

Different visitor types have different spending patterns and the degree to which their expenditure is truly additional to the economy (wouldn't otherwise have occurred) also varies. To account for this, estimates of total attendance to Festival events have been divided by respondent types using proportions revealed in the survey results.

The average number of days/nights attended per visitor type has been used to estimate number of unique attendees and average daily/nightly expenditure per visitor types has been calculated in order to estimate the gross expenditure impact. Various assumptions have been applied to cater for differences in spending across event types and are explained further in the analysis. The proportion of expenditure that would have occurred anyway (the 'deadweight') has been accounted for through an additional adjustment and relevant multipliers have been applied in order to estimate the total impact of expenditure as it flows through the economy.

For ticketed events, attendance figures have been provided by FCWA's ticketing data. Total attendance estimates provided by FCWA for all ticketed and non-ticketed events (including the cultural program) are in the order of 45,000. For the purpose of the impact assessment various assumptions have been applied to produce a more conservative picture of visitor expenditure impact. Attendance to non-ticketed runway events and other cultural program events for which attendance data was not collected has been estimated.

To cater for variability in assumptions and reliability of attendance estimates across event types, the analysis for various event types has been separated. A breakdown of the impact of Kalgoorlie Fashion Week, Swim and Resort, the Fri-Yay market and spending at retail pop-ups (HATCH boutique and Restyle) has also been provided to clarify assumptions used to estimate the economic impact of these particular events.

The composition of visitor types is provided in the table below, with the vast majority of surveys completed by visitors who live in the Perth metropolitan area (84%).

Location	% of responses
Perth CBD (day visitor)	10%
Perth Metro (day visitor)	84%
Regional/Interstate/International (staying visitor)	6%

Visitor Expenditure Impact

Event Type	Gross Visitor Expenditure	Total Visitor Expenditure Impact
Runway	\$845,800	\$2,004,500
Cultural	\$118,400	\$324,000
Industry	\$55,300	\$131,100
Exhibitions	\$290,500	\$688,400
Swim and Resort	\$35,100	\$83,200
Kalgoorlie Fashion Week	\$247,900	\$587,500
FriYay Market	\$27,800	\$65,900
Retail (HATCH, Restyle Boutique)	\$96,100	\$232,600
Total	\$1,717,100	\$4,117,100

Organisational Expenditure Impact

The total impact of expenditure undertaken by FCWA to present the Festival is estimated to be \$5,134,209.

Impact	Value
Direct Impact*	\$2,366,000
First Round and Consumption Multiplier	2.17
Indirect Impact	\$2,768,200
Total Economic Impact	\$ 5,134,200

* Includes impact of spending on wages, supplies and equipment etc.

**Incorporates Arts, Recreation and Sports multiplier of 2.17

Economic Impact Assessment Summary

Combining the total estimated gross expenditure by visitors and by festival organisers we reach a total gross expenditure figure of \$4,083,118.

Taking into account multiplier effects of spending in the economy through the use of gross value add multipliers, the total economic impact of the Festival and its cultural program is \$9,251,320. Applying a Full-Time Equivalent (FTE) employment multiplier based on Retail and Food and beverage industries to gross expenditure the Festival is associated with approximately 124 FTE jobs.

The economic impact assessment demonstrates that the Festival represents a source of economic stimulation for local businesses and while the value of the Festival should not be perceived purely in economic terms, this provides clear evidence of impact.

Gross Expenditure Impact

Source of Expenditure	Value
Visitor	\$1,717,100
Organiser	\$2,366,000
Total	\$4,083,100

Total Economic Impact of the Festival and Cultural Program

Source of Expenditure	Value
Visitor	\$4,117,100
Organiser	\$5,134,200
Total	\$9,251,300

Detailed Impact by Event Type

Runway Events

Estimated attendance: 11,160

Visitor Type	Estimated unique visitors	Averages days visited	Average spend per day	Additionality adjustment	Total spend	Total Output
Perth CBD	654	1.7	\$133	56%	\$80,800	\$191,600
Perth Metro	5,403	1.7	\$91	76%	\$645,700	\$1,530,400
Regional/Interstate/International	165	3.9	\$372	50%	\$119,200	\$282,500
Total	6,222				\$845,800	\$2,004,500

Assumptions:

- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32
- Attendance for ticketed events derived from ticketing data provided by FCWA.
- Average attendance at ticketed runway events (93% of capacity) was applied to free runway events

Industry Events

Estimated attendance: 728

Visitor Type	Estimated unique visitors	Averages days	Average spend per day	Additionality adjustment	Total spend	Total Output
Perth CBD	43	1.7	\$133	56%	\$5,300	\$12,500
Perth Metro	352	1.7	\$91	76%	\$42,300	\$100,200
Regional/Interstate/International	11	3.9	\$372	50%	\$7,800	\$18,400
Total	406				\$55,300	\$131,100

Assumptions:

- Includes Industry Forum Events, Program Launch, Windows of the City Launch, International VIP Welcome Breakfast, Partner Cocktail Function, AMP VIP Dinner
- Actual industry forum event attendance provided by FCWA
- Attendance at events with capacity of 70 assumed to be equal to capacity
- Average attendance at ticketed runway events (93% of capacity) applied to Program Launch
- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32
- Average days, spend and additionality assumptions based on runway event attendance

Cultural Events

Estimated attendance: 1,716

Estimated unique visitors	Averages days	Average spend per day	Additionality adjustment	Total spend	Total Output
1,009	1.7	\$91	76%	\$118,700	\$324,000

Assumptions:

- Includes: HATCH Launch, Restyle x Bloom Launch, Fashioning Technology Launch and Floor Talk, Annie Hall, To Catch a Thief, The Devil Wears Prada 10th Anniversary, Cool Fusions: Fusing Fashion + Tech in Sport, She Dreams, WA Born, Future Visions, Personal Makeup Workshops, Ignite, The Face of Africa Australia, Backstage Beauty Masterclass with Hendra Widjaja NYC Artists in Residence Launch
- Launch events assumed to have met capacity
- Events with capacity of 20 or less assumed to have met capacity
- Average attendance at ticketed runway events (93% of capacity) was applied to other cultural program events
- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32
- Average days, spend and additionality assumptions based on Perth metro attendee

Exhibitions

Estimated attendance: 4,200

Estimated unique visitors	Averages days	Average spend per day	Additionality adjustment	Total spend	Total Output
2,414	1.7	\$91	76%	\$290,500	\$688,400

Assumptions:

- Includes: Fashioning Technology Exhibition, Perth: A Guide for the Curious, Parallels Between Architecture and Fashion, WA Born, 2016 Banshu-ori Exhibition, Sodapop, NYC Artist in Residence Exhibition
- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32
- Attendance estimate of 50 per day across 84 days of programmed exhibitions
- Average days, spend and additionality assumptions based on Perth metro attendee

Kalgoorlie Fashion Week

Estimated attendance: 3,720

Estimated unique visitors	Averages days	Average spend per day	Additionality adjustment	Total spend	Total Output
2,074	1.7	\$91	76%	\$247,900	\$587,500

Assumptions:

- Capacity estimate of 4,000 provided by FCWA
- Average attendance at ticketed runway events (93% of capacity) applied to estimate actual attendance
- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32
- Average attendance at ticketed runway events (93% of capacity) applied
- Average days, spend and additionality assumptions based on Perth metro attendee

Fri-Yay Market

Estimated attendance: 2,325

Estimated unique visitors	Averages days	Average spend per day	Additionality adjustment	Total spend	Total Output
2,325	1	\$26	46%	\$27,800	\$65,900

Assumptions:

- Spend and additionality assumptions based on survey data collected at the Fri-yay market
- Capacity estimate of 2,500 provided by FCWA, average attendance at ticketed
- Runway events (93% of capacity) applied
- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32

Spending at Retail Pop-Ups

Location	Total spend	Total Output
HATCH	91,300	220,900
Restyle	4,800	11,700
Total	96,100	232,600

Assumptions:

- Retail income data provided by FCWA
- HATCH income as at 30 September was \$59,813, trading extrapolated out to Oct 30
- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32

Swim and Resort

Estimated attendance: 507

Estimated unique visitors	Averages days	Average spend per day	Additionality adjustment	Total spend	Total Output
507	1	\$91	76%	\$35,100	\$83,200

Assumptions:

- Swim and Resort event attendance not confirmed at time of producing the report. Attendance from 2015 applied.
- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32
- Average days, spend and additionality assumptions based on Perth metro attendee

Quote References

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- 1 Amy Finlayson, Perth Now, September 26, 2016 [<http://www.perthnow.com.au/news/telstra-perth-fashion-festival-live-coverage-from-the-runway/news-story/482a15815ee702515a4cf1861c2d899c>]

Page 22, 25, 27, 28, 30, 33, 35

- 2 Provided by FCWA

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- 3 Claire Davies and Gail Williams, Perth Now, *The business of making fashion a success*, September 12, 2016 [<http://www.perthnow.com.au/news/western-australia/stm/the-business-of-making-fashion-a-success/news-story/cb068ec01bfa810218d1c141cd3c7d39>]

Disclaimer

The information contained within this report has been prepared with care by the authors and includes information from apparently reliable 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.



CultureCounts



Agenda **Arts Sponsorship - Triennial Arts Partnership – 2017 to 2020**
Item 8.3

Recommendation:

That Council BY ABSOLUTE MAJORITY decision and subject to approval of the 2017/18, 2018/19 and 2019/20 budgets:

- 1. approves in principle cash sponsorship totalling \$1,980,000 excl GST to the following organisations for a three year agreement covering the period 2017-2020;***
 - 1.1 Artrage Inc for FRINGE WORLD Festival (\$300,000 p.a.) totalling \$900,000 for three years;***
 - 1.2 University of Western Australia for Perth International Arts Festival (\$300,000 p.a.) totalling \$900,000 for three years; and***
 - 1.3 Artrinsic Inc for Black Swan Prize for Portraiture (\$60,000 p.a.) totalling \$180,000 for three years;***
- 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 delegated Officer) to negotiate with the successful applicants the final list of sponsorship benefits and key performance indicators for inclusion in the agreement according to the Council approved funding amount;***
- 4. refers the following unsuccessful Triennial Arts Partnership applicants to be resubmitted to Council at a future date under the Annual Arts Sponsorship program;***
 - 4.1 Awesome Arts Australia Ltd for The AWESOME International Arts Festival for Bright Young Things;***
 - 4.2 The West Australian Music Industry Association Inc for WAM Festival;***
 - 4.3 Perth Institute of Contemporary Arts Ltd for Various Year Round Programming;***
 - 4.4 Black Swan State Theatre Company Ltd for Conversations Across the City; and***
 - 4.5 West Australian Symphony Orchestra Pty Ltd for City of Perth Symphony in the City;***

(Cont'd)

5. **notes that a detailed annual acquittal report, including any supporting material, will be submitted annually to the City of Perth for each year of an agreement.**

FILE REFERENCE: P1034140#05
 REPORTING UNIT: Business Support and Sponsorship
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 10 May 2017
 ATTACHMENT/S: Attachment 8.3A – Detailed Officer Assessment

Legislation / Strategic Plan / Policy:

Legislation	N/A
Integrated Reporting Implications	<p>Planning and Framework</p> <p>Corporate Business Plan / Strategic Community Plan</p> <p>Council Four Year Priorities: Perth as a Capital City Perth at Night Healthy and Active in Perth</p> <p>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</p>

Policy

Policy No and Name: 18.13 - Sponsorship

Purpose and Background:

The City of Perth introduced a new Triennial Arts Partnership program in December 2016, which allowed the City's arts partners to apply for three year funding for the first time. The Triennial Arts Partnership is conducted as a competitive funding round every three years, with successful applicants receiving a three-year agreement for the period 1 July 2017 to 30 June 2020. Unsuccessful applicants in the Triennial Arts Partnership are still eligible for City funding through the Annual Arts Sponsorship program.

The City received eight eligible funding requests totalling \$1,718,295 for each year of the Triennial Arts Partnership (a total of \$5,154,885 over three years). Details of all applicants are in the table below:

Applicant	Event	Amount Requested (1 year)	Amount Recommended (1 year)	Score out of 92
Artrage Inc	FRINGE WORLD Festival	\$350,000	\$300,000	82.75
Artrinsic Inc	Black Swan Prize for Portraiture	\$80,000	\$60,000	71
Awesome Arts	The AWESOME	\$120,000	Deferred to	69

Applicant	Event	Amount Requested (1 year)	Amount Recommended (1 year)	Score out of 92
Australia Ltd	International Arts Festival for Bright Young Things		Annual Arts Sponsorship	
Black Swan State Theatre Company Ltd	Conversations Across the City	\$140,000	Deferred to Annual Arts Sponsorship	60.25
Perth Institute of Contemporary Arts Ltd	Various Year Round Programming	\$150,000	Deferred to Annual Arts Sponsorship	61.25
The West Australian Music Industry Association Ltd	WAM Festival	\$110,000	Deferred to Annual Arts Sponsorship	68
University of Western Australia	Perth International Arts Festival	\$500,000	\$300,000	76.5
West Australian Symphony Orchestra Pty Ltd	City of Perth Symphony in the City	\$268,295	Deferred to Annual Arts Sponsorship	51.25
	TOTAL	\$1,718,295	\$660,000	

The City invited but did not receive applications for Triennial Arts Partnership from the following organisations:

1. West Australian Opera;
2. WA Ballet; and
3. Blue Room Theatre Company.

These organisations will submit applications for funding under the City's Annual Arts Sponsorship program.

The City received an application from Variety WA for Carols by Candlelight, however this was deemed ineligible as the applicant had not previously received three years of Arts Sponsorship from the City. The applicant should have applied under the Triennial Event Sponsorship program.

Details:

The Triennial Arts Partnership is the premier sponsorship program within the arts sponsorship framework. The City sets a high standard of outcomes for applicants to meet in the areas of activation, economic development, social development, cultural development, professional development and artistic quality, based on standard national cultural indicators. These requirements are higher than for the Annual Arts Sponsorship program.

A four member assessment panel consisting of cross-Directorate members individually assessed each application according to the assessment matrix. The panel then convened to discuss and recommend suitable applicants for funding. The panel set a mark of 70 out of 92 in the scoring assessment system for an applicant to be eligible to receive a Triennial Arts Partnership. Following the panel discussion and averaged scores, three applicants

successfully met the 70 out of 92 pass mark and have been recommended for three year funding.

FRINGE WORLD Festival has been recommended for triennial funding with a \$200,000 increase from their 2016 approved funding amount. It is the assessment panels view that without an appropriate level of support from the City of Perth, the open access nature of FRINGE may see more events within the festival move to other local government areas, therefore reducing the local benefits and return on investment the City currently receives. By upgrading the partnership to a higher level than previous, the City will be in a position to more proactively and positively influence the organisers in the achievement of shared outcomes to benefit the community.

Perth International Arts Festival has been recommended for triennial funding with a \$60,000 reduction on their 2016 approved funding amount. Organisers have not historically provided any detailed impact reporting which is considered necessary by the City for a partnership of this size. The recommended funding level was benchmarked against other City sponsorships and considered appropriate for the expected return on investment.

Black Swan Prize for Portraiture has been recommended for triennial funding with a \$19,000 increase on 2016 approved funding amount. The assessment panel noted the application demonstrated excellent audience engagement, audience development activities and strategy, including use of technology for both projection and video. The project offers good career path opportunities for young, emerging and disadvantaged artists leading up to and after the event.

All unsuccessful Triennial Arts Partnership applicants will have the opportunity to meet and discuss their applications with City Officers in order to have their projects considered for funding under the City's Annual Arts Sponsorship program.

Officer assessment of all event sponsorship applications received is detailed in Attachment 8.3A.

Acquittal summaries for all applicants previously sponsored are available on the Elected Member Portal.

Financial Implications:

ACCOUNT NO:	93E190007901
BUDGET ITEM:	Arts Sponsorship
BUDGETED AMOUNT:	\$1,070,000
AMOUNT SPENT TO DATE:	\$90,240
PROPOSED COST:	\$660,000
BALANCE REMAINING:	\$319,760
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The Triennial Arts Partnership program is the City's premier arts sponsorship program. The assessment panel set a high benchmark for applicants to reach in order to ensure the highest quality applications received three year triennial funding.

Three applicants scored highly in the areas of activation, economic development, social development, cultural development, professional development and artistic quality, based on standard national cultural indicators, and have been recommended for triennial funding.

The panel wishes to acknowledge the high quality of some of the applicants who did not achieve 70 out of 92, and who have been encouraged to apply for the City's Annual Arts Sponsorship.

Project Details

Project Title	2017 City of Perth Symphony in the City		
Project Start Date	16/12/2017		
Project End Date	16/12/2017		
Venues	Langley Park Northbridge Piazza via video link Perth Cultural Centre via video link Regional venues in Kalgoorlie, Albany and Bunbury via video link		
Applicant	West Australian Symphony Orchestra Pty Ltd		
Expected attendance numbers	21,000		
Ticket Pricing - Standard	Free event		
Projected overall attendance at free components	21,000	Projected overall attendance at ticketed component	No ticketed component
Total Project Cost	\$637,390		
Total Amount Requested per annum	\$268,295 (42% of the total project budget)	Total Amount requested over three years	\$804,885
REMPPLAN Impact (Direct)	\$2.037M	REMPPLAN Total	\$3.294M
Recommendation	Decline for Triennial (Project to be supported in Annual Sponsorship)		
Recommended amount	N/A	Recommended total over three years	N/A
Assessment Score	51.25 out of 92 (56%)		

Program Synopsis

The 'City of Perth Symphony in the City' is an annual, free-to-the-public, orchestral concert in the centre of Perth and is developed and managed by the West Australian Symphony Orchestra (WASO).

Through creative programming, the concert aims to showcase the state orchestra and increase accessibility of orchestral music to a broad community audience, in the surrounds of Langley Park.

The event encourages the Perth community to visit the City and to celebrate arts and culture in an accessible, family friendly environment. To increase reach and engagement, the event is also broadcast live to Northbridge Piazza, Perth Cultural Centre and regional communities.

Program Description

The 'City of Perth Symphony in the City' is the only major, free-to-the-public, orchestral event of its kind in Western Australia. The organisers aim to produce an annual, community event that provides the people of Perth and their families with a unique opportunity to experience live orchestral music in the centre of Perth. Over the previous ten years, approximately 200,000 people have enjoyed free performances of symphonic music by WASO and the WASO Chorus.

In December 2017, acclaimed Australian conductor and performer Guy Noble will return to conduct the Symphony, leading the orchestra through over 90 minutes of symphonic music including well-known classics, film-scores and highlights from the upcoming WASO 2018 season culminating in a finale of Tchaikovsky's 1812 Overture that will feature a pyrotechnics display. The orchestra will be supported by acclaimed soloists, guest artists and volunteers that make up the WASO Chorus.

In addition to the anticipated audience of over 20,000 people at the Langley Park concert site, WASO will stream the event live to the Northbridge Piazza and Perth Cultural Centre, three Regional Arts Centres, and will make the broadcast available to up to 143 Community Resource Centres across the state through the Westlink network, significantly expanding audience reach and opportunities to participate beyond those who attend the live event in Perth.

Free Event Details

Program name	<u>2017 Symphony in the City</u>
Start date	16/12/2017
End date	16/12/2017
Description	<p>The City of Perth Symphony, held at Langley Park, is Perth's largest free outdoor classical music concert. The West Australian Symphony Orchestra, WASO Chorus and special guest soloists present classical music favourites, blockbuster film scores, and highlights from the upcoming WASO 2018 season, culminating in Tchaikovsky's explosive 1812 Overture set to a fireworks display.</p> <p>The entire event is free-to-the-public to attend and in addition to the concert, the event will also include family-friendly, pre-concert entertainment and activities including children's face painting, balloon artistry and a jazz ensemble.</p>
Start and finish times	4.00pm: Pre show entertainment commences 7.30pm: Performance commences 9.30pm: End of concert
Location	Langley Park
Projected attendance	21,000

Organisation details

ABN	26081230284
Entity Name	West Australian Symphony Orchestra Pty Ltd
Entity Type	Australian Private Company
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
DGR Funds	WEST AUSTRALIAN SYMPHONY ORCHESTRA PTY LTD Item 1
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6000
Main Business Location State	WA
ACNC Registration	Registered

Previous City of Perth Support (last 5 years)

Year	Amount
2012	\$193,930
2013	\$198,778
2014	\$203,747
2015	\$195,000
2016	\$195,000

Sponsorship Assessment

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

Essential Program Outcomes	Score (4)
Does the project activate public spaces with dynamic cultural programming?	4
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	2.25
Does the project challenge established understanding through exploration and exchanging ideas?	1
Does the project contribute to building and sustaining a local arts economy?	2
Does the project provide professional development opportunities for local artists and/or cultural workers?	1.75
Does the project increase access to and opportunities to participate in cultural life?	3.25

WASO aims to be a world-class orchestra, which inspires through the quality of its performances and is renowned for its deep commitment to, and engagement with, the West Australian community.

The annual Symphony in the City (SITC) event presents an artistic program in City public spaces. The concert activates Langley Park and is also broadcast into the Northbridge Piazza and, if available, the Perth Cultural Centre.

With an artistic program carefully designed to appeal to a broad audience, and an experienced and recognised presenter to host the concert, WASO has carefully considered creating a community event that is both entertaining and engaging.

SITC presents an opportunity to showcase local talent through collaborative artistic initiatives and developing young and emerging musicians. The event also offers an ideal platform for WASO to highlight individual talent in the Orchestra, the volunteer WASO Chorus, local musicians, conductors and composers, developing their own skills and experience.

WASO’s stated vision for SITC is to expand and vary the artistic program to enhance its relevancy and accessibility to new and younger audiences. This includes new artistic collaborations with contemporary local musicians, youth orchestras and other art forms to perform at Symphony in the City to promote new artistic programs; profiling new local arrangements ; and leveraging new digital media such as “Facebook Live” and social media ‘live voting tools’ for pieces to be performed, to enhance audience engagement with the Orchestra during performance.

Essential Sponsorship Outcomes	Score (4)
Does the project drive social engagement and participation of the broader community?	3
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	1
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	2
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	3.5
Does the project increase visibility and understanding of the City’s cultural heritage and its precincts through immersive projects and interventions?	0.75
Does the project utilise innovative technologies to widen audience engagement?	2.75
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	2

The SITC supports WASO’s mission to touch souls and enrich lives through music, by providing the Western Australian community with an orchestral concert of quality and variety.

The musical program is designed to appeal to a broad audience, ensuring maximum engagement. This means WASO will divert from a typical classical concert format and pair classical favourites with arrangements of contemporary pieces and feature a range of artists throughout the event.

SITC enables WASO to showcase innovative programming, making symphonic repertoire accessible to a broad demographic and introducing the state orchestra to new audiences. This is reflected in the growing attendance numbers since the event was established in 2008.

The annual Symphony in the City event is provided at no cost to audiences to maximise accessibility. It is broadcast regionally to further extend the concert's reach and engagement.

Triennial Assessment Criteria	Score
Are the project plan and budget realistic and value for money?	2.25
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	3.75
What is the level of anticipated community benefits for the project?	2.5
Is the proposed activity of international calibre, with suitably experienced personnel?	2.25
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	1.5
Is the project concept and planning well developed and articulated?	2.75
Does the project attract a broad audience and stimulate the local economy?	1.5
Does the project positively contribute to the City of Perth Capital City status?	2
Does the project provide opportunity for global engagement and collaboration?	1

WASO believe the City of Perth Symphony in the City has become a cultural tradition and artistic highlight on the Perth event calendar. The event has achieved a consistent attendance of approximately 20,000 people to Langley Park annually over the past ten years.

WASO's vision is to expand and vary the program in order to enhance the relevancy and accessibility of the event to new and younger audiences, stimulate ticket sales for the regular season, create new artist development opportunities and present new arrangements to profile the vitality of Perth's local arts and music scene. In order to achieve this, WASO aims to increase artistic collaborations with popular local music artists, other orchestras and art forms, to develop and promote 'Orchestral' and 'Pops Series' concerts scheduled in following seasons.

Application Quality	Score (4)
Overall quality of the application	2.5

Sponsorship Benefits

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

Event Activation opportunities:

1. An invitation to include a Welcome message from the Lord Mayor in the "City of Perth Symphony in the City" concert program (7,000 distributed on the day);
2. One half-page advertisement in the "City of Perth Symphony in the City" concert program (artwork provided by City of Perth);

3. Invitation for the Lord Mayor, Deputy Lord Mayor, Elected Members or key staff (CEO) to attend the “City of Perth Symphony in the City” concert and to speak at the sponsor function of this free community event;
4. Opportunity to supply City of Perth-branded merchandise such as apparel for volunteers, or promotional packs for distribution at event by City of Perth volunteers (60 front of house volunteers work at event);
5. Opportunity to provide a 30 second TVC for live broadcast on the large screens at Langley Park as well as broadcasts to Northbridge Piazza, Regional Arts Venues, WA Community Resource Centres and online;
6. Opportunity for City of Perth to engage its Business Support Officers in commercial opportunities to support “City of Perth Symphony in the City”; and
7. Social media joint planning with WASO digital team for collaborative posts and tags on WASO social media channels:
 - a. Facebook and Twitter – 13,000+ followers;
 - b. Facebook “live”; and
 - c. Instagram – 1,600+ followers.

Partnership Activation and Content Creation opportunities:

1. Access to WASO audio, still photography and/or footage for City of Perth marketing purposes (subject to copyright and artist approvals);
2. Access to WASO during rehearsal or performance to record audio, still photography and/or footage for City of Perth marketing purposes (subject to availability, copyright, venue and artist approvals);
3. Inclusion in media and other PR opportunities sought by WASO, where possible;
4. Opportunity to engage an ensemble comprising up to four WASO musicians at cost for a City of Perth function or promotional event in 2018, subject to musician availability. This benefit is offered exclusively for WASO sponsors; and
5. Four half-page advertisements in Masters or Classics concert programs during the WASO 2018 season, to promote City of Perth's support and/or campaign (artwork provided by City of Perth).

WASO Platinum Partner acknowledgments:

1. Recognition of the City of Perth as a WASO “Platinum Partner” by logo, written or verbal acknowledgment in the Corporate Partners page of all WASO-produced season collateral, signage and digital media, including:
 - a. 2018 Season Brochure and concert diary;
 - b. 2018 Corporate Partners signage in the Corporate Lounge and Foyer of Perth Concert Hall (and corporate signage produced for off-site events);
 - c. 2018 Masters and Classics printed concert programs; and
 - d. 2018 WASO website, with URL link to City of Perth website.
2. Opportunity for City of Perth nominated participating business partners to receive 20% ticket discounts off A-Reserve seating (to Masters Series, Classics Series and some Special Event concerts) in 2018.

Assessment Panel Comments

The proposal does not articulate anything for 2017 that is new or innovative to justify a move from annual to triennial support and additionally there is no justification clearly articulated for the substantial increase in funding from \$195,000 to \$268,295.

The panel noted the application repeatedly references the significant history of the event, as a key event in the City's cultural calendar, with limited supporting evidence or metrics to quantify or qualify these claims.

The application references the event being important as an audience development opportunity for WASO without there being accompanying statistics to demonstrate this, including any evidence of impact on regular season ticket sales. The City's research shows that only 27% of attendees had not attended a WASO event previously, suggesting the bulk of attendees are already engaged with the company.

According to the City's own research, there are limited economic benefits associated with the event with 76% of survey respondents indicating that they only attend the event specifically and do not visit or engage with the City pre or post event. The associated spend with those who do visit the City is low at \$17.91 per attendee suggesting little economic impact.

The panel does note the artistic quality of the performance and of the event itself, which are both regarded as excellent, however there does not appear to be a justification to support a half day event for a substantial funding amount within the Triennial program when compared to other sponsorships which provide better return on investment.

Project Details

Project Title	Conversations Across the City		
Project Start Date	01/01/2018		
Project End Date	31/12/2018		
Venues	Perth Town Hall State Theatre Centre of Western Australia Other venues to be confirmed after consultation with City of Perth Officers		
Applicant	Black Swan State Theatre Company Ltd		
Expected attendance numbers	7,220		
Ticket Pricing - Standard	\$54.00		
Projected overall attendance at free components	3,830	Projected overall attendance at ticketed component	3,390
Total Project Cost	\$279,014		
Total Amount Requested per annum	\$140,000 (50% of the total project budget)	Total Amount requested over three years	\$420,000
REMPPLAN Impact (Direct)	\$0.700M	REMPPLAN Total	\$1.133M
Recommendation	Decline for Triennial (Project to be supported in Annual Sponsorship)		
Recommended amount	N/A	Recommended total over three years	N/A
Assessment Score	60.25 out of 92 (65%)		

Program Synopsis

Established in 1991, Black Swan State Theatre Company (BSSTC) is one of the premier theatre companies in Western Australia and aims to create exceptional theatre that nurtures WA audiences and artists.

‘Conversations Across the City’ is a new initiative of of BSSTC’s new Artistic Director Clare Watson, with the aim of presenting theatre for the community, outside of traditional theatrical buildings.

As part of the program, BSSTC aims to deliver annually:

- At least one large scale theatre production in a location that isn’t a theatre;
- Participatory live art experiences within the City, aimed at families;
- Open Day at the State Theatre Centre of Western Australia; and

- ‘In conversation’ events throughout the city to spark engagement between audiences, artists and the broader community.

Program Description

With the exception of outer metro and regional touring, all BSSTC productions since 2011 have been performed at the State Theatre Centre of Western Australia. The Company acknowledge that this was an important strategy to raise the profile of BSSTC as WA’s preeminent theatre company, activate a new cultural asset recently completed by the State Government and attract new audiences, business partners and donors. This has resulted in a period of unprecedented growth for BSSTC and strengthened the organisation’s financial and operational capacity.

With newly appointed (October 2016) Artistic Director Clare Watson, BSSTC plans to embark on a new artistic strategy that will take the Company out of the State Theatre Centre and into the community.

Free and Ticketed Components

Program name free	<u>Participatory live art experiences</u>
Start date	12/11/2018
End date	25/11/2018
Description	<p>Fitter Faster Better is a boot camp for adults run by children. In this intergenerational project, adults are paired one-on-one with a ‘personal trainer’ aged between 9 and 11 years.</p> <p>Part live art experience, part game, part physical exercise, Fitter Faster Better challenges the contemporary commodification of fitness. It offers an opportunity to reflect on childhood and movement, and reclaim play as audience participants work out in an open public space.</p> <p>Fitter, Faster Better has two distinct participatory components:</p> <ol style="list-style-type: none"> 1. a five half day workshop delivered as a school incursion to two metropolitan primary schools and attended by up to 30 students from years 3 or 4. 2. a 45minute boot camp on three consecutive evenings in a City of Perth open space (ideally close to playground equipment). The boot camps are instructed by the abovementioned students for 30-60 adults that have registered via an online portal.
Start and finish times	Artist/student school workshop – week long half day morning or afternoon sessions to fit into the schools’ term four timetable Student/adult boot camp – 6.30-7.15pm
Location	City of Perth open space – to be confirmed in consultation with the City
Projected attendance	330

Program name free	<u>Open Day at the State Theatre Centre of Western Australia</u>
Start date	Dates TBC
End date	Dates TBC
Description	<p>At the 'Open Day at the State Theatre Centre of Western Australia', BSSTC will invite the public behind the scenes for a unique experience of the State Theatre Company.</p> <p>Open Day is audience community access and audience building initiative. Organisers aim to attract a diverse audience from a broad demographic. The strategy behind Open Day is that it removes barriers people often cite to attending Black Swan performances (cost of ticket, timing of performance, family commitments).</p>
Start and finish times	10am – 4pm
Location	State Theatre Centre of Western Australia
Projected attendance	3,500

Program Name Ticketed	<u>Large scale theatre production performed in a location that isn't a theatre</u>
Start Date	Dates TBC
End Date	Dates TBC
Description	The BSSTC will deliver at least one large scale production performed in a location other than a designated performing arts venue. In 2018 organisers propose staging a production at the Perth Town Hall.
Start and finish times	<p>Black Swan performances usually commence at 7.30pm</p> <p>Black Swan matinee performances usually commence at 2.15pm</p> <p>Black Swan school matinee performances usually commence at 11am</p> <p>Running time of The Events is approximately 75 minutes (no interval)</p>
Location	Perth Town Hall
Projected attendance	3,250
Ticket Price - Adult	\$54.00
Ticket Price - Concession	\$49.00
Program Name Ticketed	Conversations Across the City'
Start Date	Dates TBC
End Date	Dates TBC
Description	BSSTC will deliver a number of 'in conversation' events throughout the City to increase engagement between theatre audiences, artists and the broader community. Guest speakers will respond to, reflect, interrogate and debate themes explored in their annual theatre seasons.

	<p>Organisers will bring together experts and leaders from different fields – arts, science, education, environment, business, community and government to deepen audiences’ theatre experience and respond to topical issues important and unique to the City.</p> <p>BSSTC aim to host four events per year. They will be low cost to attend and wherever possible, held outside of the State Theatre Centre in civic spaces.</p>
Start and finish times	To be confirmed
Location	To be confirmed in consultation with the City
Projected attendance	140
Ticket Price - Adult	\$10.00
Ticket Price - Concession	\$5.00

Organisation details

ABN	28053092961
Entity Name	Black Swan State Theatre Company Ltd
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
DGR Funds	BLACK SWAN STATE THEATRE COMPANY LTD PUBLIC FUND Item 1
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6000
Main Business Location State	WA
ACNC Registration	Registered

Previous City of Perth Support (last 5 years)

Year	Amount
2012	\$30,000
2013	\$30,000
2014	\$30,000
2015	\$50,000
2016	\$30,000

Sponsorship Assessment

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

Essential Program Outcomes	Score (4)
Does the project activate public spaces with dynamic cultural programming?	3.5
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3.25
Does the project challenge established understanding through exploration and exchanging ideas?	3.5
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?	2.75
Does the project increase access to and opportunities to participate in cultural life?	3.25

Organisers aim to program a variety of activities in City of Perth public spaces including city open space, the Perth Town Hall and other city spaces.

Organisers state that the artistic vision is for BSSTC to deliver theatre experiences for the community that speak with a quintessentially Western Australian voice, a strategy which aims to represent the state's unique cultural identity. The BSSTC program provides important, local employment opportunities for theatre artists and arts workers, sustaining the local arts industry. As part of the BSSTC program, organisers expect that there will be greater cultural diversity on stage including a rich range of Indigenous voices and gender parity in the theatre artists BSSTC work with.

Organisers state the Open Day, and other activities within BSSTC's broader artist development program, will aim to deliver opportunities for Perth's theatre artists to develop their arts practice and learn new skills. At its core, Open Day is a free audience access and building initiative for new audiences unfamiliar with attending theatre, it is an opportunity to dispel myths and foster a sense of belonging.

Essential Sponsorship Outcomes	Score (4)
Does the project drive social engagement and participation of the broader community?	3
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	2.5
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	3
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	3.25
Does the project utilise innovative technologies to widen audience engagement?	2.25
Does the project demonstrate intrinsic economic impact and have ongoing	2.25

social and cultural influence?	
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The diversity of theatre experiences offered, including the 'Conversations Across the City' and 'Open Day' events, will make BSSTC-produced theatre more accessible to the community. The organisers state that the large scale theatre production will appeal to both traditional theatre audiences, as well as attract new audiences, curious to see theatre in non-traditional theatre spaces and the transformation of public spaces.

Another of BSSTC artistic strategies is to engage theatre audiences and encourage complex conversations. The 'Conversations Across the City' events will ignite discussion between audiences, theatre artists and the broader community. Guest speakers will respond to, reflect, interrogate and debate themes explored in the annual theatre seasons.

The experiences that will be delivered as part of the Conversations Across the City' and participatory live events such as 'Fiter Faster Better' events will encourage engagement by a broad demographic.

Triennial Assessment Criteria	Score (4)
Are the project plan and budget realistic and value for money?	2.25
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	2.5
What is the level of anticipated community benefits for the project?	2.75
Is the proposed activity of international calibre, with suitably experienced personnel?	2.25
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	1.25
Is the project concept and planning well developed and articulated?	2
Does the project attract a broad audience and stimulate the local economy?	2.75
Does the project positively contribute to the City of Perth Capital City status?	2.25
Does the project provide opportunity for global engagement and collaboration?	1.75

One of the key strategic goals of BSSTC is to extend their markets and increase participation of these markets, with the company's activities. Whilst the organisers application seeks to address this outcome, there was a lack of evidence to suggest that the project concept is well developed at this time despite it having the potential to attract a broad audience.

BSSTC have in recent times extended their reach to Asia through support of the Caucasian Chalk Circle which demonstrates global engagement, however opportunities within this project for international collaboration appear more limited.

Application Quality	Score (4)
Overall quality of the application	3

Sponsorship Benefits

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

'Conversations Across the City' Partner

1. City of Perth known as 'Conversations Across the City' Partner for the 2018-2020 seasons;
2. Each year of the partnership, the City of Perth will be acknowledged for their support of BSSTC 'Conversations Across the City', consisting of:
 - a. A large scale production in a location that isn't a theatre;
 - b. Participatory live art experiences within the city aimed at families;
 - c. Open Day at the State Theatre Centre of Western Australia; and
 - d. 'In conversation' events throughout the city.

Acknowledgment as a Black Swan State Theatre Company Partner

As a Black Swan Partner:

1. City of Perth will receive logo acknowledgement in print wherever BSSTC's full partner grid is featured, including:
 - a. Season brochure (approx. 19,000 printed each year);
 - b. Production programs (eight shows each year);
 - c. Media kits (eight shows each year);
 - d. Subscriber newsletter (four editions, distributed to approx. 1,500 each edition);
 - e. Annual Report.
2. City of Perth will receive logo acknowledgement in digital platforms wherever BSSTC's full partner grid is featured, including:
 - a. Partners page of the website;
 - b. Foyer screens at the theatre; and
 - c. 2018-2020 Season Launches.
3. City of Perth will receive logo acknowledgement on signage where wherever BSSTC's full partner grid is featured, including:
 - a. In the foyer during each production at the State Theatre Centre.

Acknowledgement for Conversations Across the City

1. City of Perth will receive logo acknowledgement on all marketing material for Conversations Across the City elements, including posters, flyers, invitations, print and outdoor media advertisements and digital promotional videos;
2. Opportunity to supply a full page advertisement for the program for the large scale production (City of Perth to supply);
3. verbal acknowledgment by a BSSTC representative at official speeches relating to Conversations Across the City;
4. Opportunity to display City of Perth signage at all events associated with Conversations Across the City (City of Perth to supply);
5. The Lord Mayor, Deputy Lord Mayor, Elected Members or key staff (CEO) will be invited to represent the City as follows:
 - a. Formal speech at the opening night pre or post show part for the large scale production;
 - b. Formal speech following the Welcome to Country at the Open Day; and
 - c. Informal welcome at in conversation events.

Leveraging Opportunities

City of Perth and BSSTC will work together to leverage the partnership in creative ways through activation opportunities. Examples of leveraging opportunities could include:

1. Activating City of Perth venues where a BSSTC event is held through additional activities such as a Public Launch or installation of City of Perth Art Collection;
2. Wherever possible, include BSSTC Conversations Across the City elements as part of the City of Perth's school holiday activities;
3. Presentation of participatory live art experiences in public and open spaces that are key focuses of the City of Perth;
4. Opportunity for BSSTC to work with City of Perth community groups and/or arts and culture partners to develop mutually beneficially access and development opportunities;
5. Opportunity for City of Perth employees to volunteer their expertise in public events to assist Black Swan to deliver the Conversations Across the City elements effectively;
6. Opportunity for City of Perth representatives to participate in 'In Conversation' panel discussions where appropriate;
7. Opportunity for BSSTC representatives to attend City of Perth events to act as advocates for the partnership;
8. Opportunity for BSSTC to supply video, copy, images and or/interviews for use in City of Perth;
9. Opportunity to develop a joint social media campaign between BSSTC and City of Perth. BSSTC's social media reach is as follows:
 - a. Facebook – 11,310 likes;
 - b. Instagram – 1,577 followers; and
 - c. Twitter – 4,338 followers.
10. Opportunity to offer BSSTC theatre tickets as for prizes in City of Perth social media campaigns.

Assessment Panel Comments

This is a very high quality program, with well thought out, innovative and engaging initiatives, that has clearly been shaped to address the City's specific strategic goals. It also has excellent career development pathways for practitioners built into it. The program has excellent three-year goals, which if achieved, will set solid foundations for a sustainable program and organisation.

The assessment score was relatively low, however. This is largely because three of the four components are new, untested, and have limited funding sources other than from the City. It should be noted that the funding request was 50% of the project budget and the City sponsorship policy allows for a maximum of 30% which translates to a possible \$83,704 in funding. It was determined that such a reduction on the initial request would fatally alter the proposed project from what is proposed in the application and assessed by the panel and therefore has been recommended for decline in the triennial program.

Project Details

Project Title	FRINGE WORLD Festival		
Project Start Date	27/01/2018		
Project End Date	25/02/2018		
Venues	Russell Square Perth Cultural Centre Cathedral Precinct Various Independent Venues		
Applicant	Artrage Inc		
Expected attendance numbers	915,000		
Ticket Pricing - Standard	\$29.72		
Projected overall attendance at free components	540,000	Projected overall attendance at ticketed component	375,000
Total Project Cost	\$21,864,568		
Total Amount Requested per annum	\$350,000 (2% of the total project budget)	Total Amount requested over three years	\$1,050,000
REMPAN Impact (Direct)	\$95.522M	REMPAN Total	\$154.477M
Recommendation	Approval		
Recommended amount	\$300,000	Recommended total over three years	\$900,000
Assessment Score	82.75 out of 92 (90%)		

Program Synopsis

FRINGE WORLD Festival is the largest and most highly-attended annual event in Western Australia and the third largest Fringe in the world. During the Festival, shows are presented across a huge array of venues in the City of Perth including Russell Square, Perth Cultural Centre and the Cathedral Precinct with thousands of local, national and international artists participating in hundreds of different shows, across a wide variety of genres, including cabaret, circus, comedy, film, exhibitions, music and theatre.

Program Description

FRINGE WORLD is Perth's very own Fringe and is produced by Artrage Inc, a not-for-profit cultural organisation established in 1983. Artrage launched FRINGE WORLD in 2011 and the Festival quickly became the fastest growing event in the Southern Hemisphere, doubling in size and audience reach each year.

FRINGE WORLD is based on a modified format of the traditional open access Fringe model. Whilst overseeing the marketing, ticketing and overall management of the Festival, Artrage also produces a large proportion of the Festival directly through a range of carefully designed hubs. Organisers believe this is one of the main reasons why FRINGE WORLD has grown a lot faster than other Fringe Festivals, becoming the third largest Fringe event worldwide in less than six years.

This plan for rapid growth was designed to achieve a scale, reach and depth of positive impact across cultural, social and economic spheres unprecedented in WA's arts and cultural sector. The 2017 FRINGE WORLD Festival played host to over 700 shows presenting in excess of 4,800 individual ticketed and free performances at 150 venues spread across Perth City and other suburbs. The Festival sold in excess of 350,000 tickets and generated box office sales of just under \$10 million. Attendance at ticketed and non-ticketed events topped 750,000. Of the more than 3,000 participating artists nearly 69% were from Western Australia, delivering local performers with box office returns, a platform to present to a diverse and mass audience and development opportunities that are seeing more WA artists presenting work at other national and international Fringe Festivals each year.

Free and Ticketed Components

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

<u>Program name</u>	<u>City of Perth World Buskers Weekender</u>
Start date	02/02/2018
End date	04/02/2018
Description	<p>This new, free street program will be curated and produced by FRINGE WORLD, working closely with the City of Perth, to maximize the benefit and positive impact for city based traders. Working closely with New Zealand's World Buskers Festival that runs from 19 – 29 January, FRINGE WORLD will offer a second stop on the international touring circuit for a curated selection of the world's best street performers to present a new program that can be enjoyed for free by visitors to the City of Perth.</p> <p>The program will include Circus, Physical Theatre and Comedy with colourful stages and pitches popping up throughout the Murray Street & Hay Street Malls including aerial and circus rigs. The centre of the city stage street performances suitable for everyone. This weekend program will feature as a mini-festival program within the broader FRINGE WORLD and will have its own printed program and marketing and PR campaign designed to attract as many people to the retail centre of the City over the weekend.</p>
Start and finish times	Friday – 12pm – 8pm. Saturday – 10am – 6pm. Sunday – 10am to 4pm.
Location	To be developed with the City of Perth with a focus on Hay

	Street and Murray Street Malls and Forrest Place as well as spot performances in other areas throughout the City of Perth.
Projected attendance	47,200

Program Name Ticketed	<u>Fringe World Festival</u>
Start Date	27/01/2018
End Date	25/02/2018
Description	<p>The FRINGE WORLD Program is not finalised each year until registrations are processed and scheduling has been completed in September.</p> <p>The largest proportion of ticketed events in the 2017 Fringe were Comedy (44%) followed by Cabaret (15%), Theatre (13%) and Music & Musicals (11%). The Festival also featured Visual Arts, Children's Events, Film & Multimedia, Dance & Physical Theatre and Circus events.</p> <p>In 2017, 90.5% of ticketed attendance occurred in the City of Perth (317,158 out of 350,565) and 96.3% of free attendance occurred in the City of Perth (393,373 out of 408,278)</p> <p>Based on projected numbers for 2018, over 846,300 people will visit the City of Perth and Northbridge during the FRINGE WORLD Festival to attend ticketed and free events.</p>
Start and finish times	Varying
Location	Varying
Projected attendance	915,000
Ticket Price - Adult	\$29.72
Ticket Price - Concession	N/A

Organisation details

ABN	90649491963
Entity Name	Artrage Inc
Entity Type	Other Incorporated Entity
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

Previous City of Perth Support (last 5 years)

Year	Amount
2012	\$50,000
2013	\$51,250
2014	\$72,531
2015	\$75,000
2016	\$100,000

Sponsorship Assessment

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

Essential Program Outcomes	Score (4)
Does the project activate public spaces with dynamic cultural programming?	3.75
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3.5
Does the project challenge established understanding through exploration and exchanging ideas?	3.75
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?	2.5
Does the project increase access to and opportunities to participate in cultural life?	4

Organisers believe FRINGE WORLD has been at the forefront of Perth's renaissance as a place where dynamic cultural programming activates City public space. Each year, hundreds of thousands of audience members visit Fringe hubs and venues and this produces substantial economic impact for businesses and traders in the surrounding areas. The 'City of Perth World Buskers Weekender' will add a new initiative to the mix of dynamic arts in public city space during Fringe.

Organisers believe that FRINGE WORLD entertainment is a unique offering in Perth and the Festival's innovative arts program is one of the key reasons for its popularity. The Festival reflects and represents Perth's unique cultural identity through bringing Perth's diverse communities together during Fringe and by reaching a broad audience. FRINGE WORLD reaches an evenly distributed spread of age segments and tickets have been purchased by customers from every postcode in the Perth metropolitan area. 89% of the surveyed audience agree that FRINGE WORLD is an event that brings the whole community together and 96% agree that the Festival showcases Perth's vibrancy and creativity.

FRINGE WORLD enriches Western Australians with extraordinary arts and cultural experiences that are only available during the Festival. 93% of the surveyed audience agreed the Festival enables them to see high quality performances they would otherwise not get to see and 91% agreed the Festival showcases challenging and innovative performances from around the world. In 2017, the Festival stimulated just under \$10 million in box office to participating companies and artists, which makes it the largest performance platform for artists in the state.

Fringe draws a mass and broad audience to participating venues, delivering Perth businesses with a direct and flow-on stimulus; 90% of the surveyed audience agree that their visit to FRINGE WORLD has made them more likely to visit Perth in the future and 92% of the surveyed audience said their visit to FRINGE WORLD had made it more likely they would attend more arts events in the future.

Western Australian artists are an important focus of the Festival, with the 2017 Festival featuring 69% or 2,390 participating artists that are local residents of the state. The development opportunities provided by Fringe include: access to Awards prize money to facilitate touring; hosting visiting Festival directors; supporting emerging artists with marketing and producing advice; and by giving each participant an Artist Pass so they can see Fringe shows for free.

The Festival’s vision is to “embed FRINGE WORLD in the hearts and minds of all Western Australians”. This is achieved by presenting a broad range of events that offers something to a very broad audience and by ensuring the Fringe experience is distinctive and affordable. The average ticket price in 2017 was \$29.72 and there were 73 free events on offer such as buskers in The Perth Cultural Centre and The Pleasure Garden, Silent Disco and the FRINGE WORLD Mermaids. Additionally, 98% agree the Festival is an important addition to Western Australia’s cultural life and 35% attended a Fringe event to expose themselves or others to the artistic and cultural experience.

Essential Sponsorship Outcomes	Score (4)
Does the project drive social engagement and participation of the broader community?	4
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	4
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	3.25
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	3.25
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 utilise innovative technologies to widen audience engagement?	3.5
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	4

FRINGE WORLD Festival stimulates local businesses by driving economic movement through visitation to Northbridge and the CBD by new and large markets from across the metropolitan area. There is also significant spend from intrastate, interstate and international participants who come to present shows.

2016 saw gross visitor expenditure of \$70.5 million, including pre and post-event expenditure in accommodation, bars and restaurants. From an audience perspective, 77% ate at a restaurant before or after attending a Festival venue, and 71% had a drink at a bar/café/nightclub before or after attending a Festival venue.

The Festival’s purpose is to enrich and evolve the creative arts and culture of Western Australia and its vision is to “embed FRINGE WORLD in the hearts and minds of all Western Australians”. Given that 76% of the surveyed audience agree that FRINGE WORLD is one of the top five best things about Perth and 94% of participants would recommend FRINGE WORLD to other artists, the Festival’s path towards achieving these aims is secure.

Triennial Assessment Criteria	Score (4)
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?	4
What is the level of anticipated community benefits for the project?	4
Is the proposed activity of international calibre, with suitably experienced personnel?	3.75
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?	3.5
Does the project attract a broad audience and stimulate the local economy?	3.75
Does the project positively contribute to the City of Perth Capital City status?	4
Does the project provide opportunity for global engagement and collaboration?	3.75

FRINGE WORLD is a market driven model that in terms of annual ticket sales and independent earned revenue is the highest performing of any arts organisation in the state. The organisation is a not-for-profit and aims to deliver the best possible value and return to artists as well as experience to audience members. FRINGE WORLD has historically received core triennial state funding support from Lotterywest and the Department of Culture and the Arts.

The organisers state that after six years growing the Festival and establishing its place within the WA economy and cultural ecology it is strategically time for the organisation to work closely with its key stakeholders and supporters to make the organisation and the FRINGE WORLD Festival a sustainable enterprise that can continue to deliver positive impact for the City of Perth and the state into the future.

FRINGE WORLD has dramatically grown the festival over a five year period to 2016. At this point organisers decided to stabilise the festival and not grow it further for another two years. As such the program levels were kept consistent across 2016 and 2017 and a focus applied to improving services to all participants and to stimulating greater sales to all program elements.

This strategy is continuing into 2018, with the addition of new free public facing elements such as the City of Perth World Busker’s Weekender being framed as strategic ways that FRINGE WORLD can continue to attract new audiences to the Festival and the City of Perth whilst continuing to strengthen the Festival and the organisation behind it in order to continue to deliver the Fringe into the future.

FRINGE WORLD aims to continue its positive work in delivering unique and world-class cultural entertainment, providing the largest presentation platform for Western Australian artists and boosting Perth’s global reputation and positioning as a vibrant festival city of cultural significance.

Application Quality	Score
Overall quality of the application	3.75

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

1. **Presenting rights to the City of Perth World Busker's Weekender program**
 - a. event listing in the FRINGE WORLD Festival printed guide;
 - b. event promotional feature in the FRINGE WORLD Festival printed guide;
 - c. event listing on the Festival website;
 - d. one feature story included in an e-news to the Festival's 81,000+ subscribers;
 - e. one small story included in an e-news to the Festival's 81,000+ subscribers;
 - f. one feature story published to the FRINGEFeed section of the Festival website and pinned/promoted via the website homepage for seven days in January 2018;
 - g. three Instagram posts to the Festival's 15,200+ followers;
 - h. two Facebook boosted posts to the Festival's 44,000+ fans;
 - i. three Twitter posts to the Festival's 7,800+ followers;
 - j. production of a printed magazine guide to the City of Perth World Busker's Weekender program, distributed in key suburbs;
 - k. media opportunities identified by the Festival publicist and achieved subject to editorial approval; and
 - l. custom-built signage with City of Perth exclusive logo presence.

2. **City of Perth logo prominently featured in the sponsor branded strap in the following materials and publications:**
 - a. online ticket receipts;
 - b. stationery including invitations, letterhead and media releases;
 - c. printed guide (approx. 250,000 copies printed and distributed throughout Perth metro area);
 - d. Festival poster;
 - e. Festival website, with click-through to partner's website;
 - f. regular e-newsletters;
 - g. sponsor site signs at Artrage-managed venues i.e. at The Pleasure Garden and FRINGE Central at The Perth Cultural Centre; and
 - h. advertising campaign including print, TV and outdoor;

3. **Additional acknowledgement and benefits include:**
 - a. full page print advertisement, published in the FRINGE WORLD Festival printed guide. Up to 250,000 copies distributed throughout the Perth metropolitan area;
 - b. access to FRINGE WORLD Festival footage and photography to suit your communication needs;
 - c. opportunity to include one question in the FRINGE WORLD Festival Audience Survey. Question is subject to approval by FRINGE WORLD Festival;

- d. City of Perth support will be acknowledged in speeches made by the Festival Director and/or CEO at key sponsor events;
- e. FRINGE WORLD Award Naming Rights, acknowledged via printed guide, website, e-newsletters and social media profiles. The Festival to work with the City of Perth to select an appropriate FRINGE WORLD Award. FRINGE WORLD Award naming rights are subject to availability;
- f. five complimentary memberships to the FRINGE WORLD Friends club;
- g. The Lord Mayor to receive opportunity to provide their top five events to see at the 2018 Festival. This story will be featured as a news item in one e-news (81,000+ subscribers) and published to the Festival website FRINGEFeed section; and
- h. Invitations:
 - i. The Lord Mayor will receive invitations to the FRINGE WORLD Festival opening party and the opportunity to speak at the event.
 - ii. The Lord Mayor will receive invitations to the FRINGE WORLD Awards Ceremony and the opportunity to speak at the event.

Assessment Panel Comments

The application has excellent supporting evidence and statistics showing actual impact of the festival on the city and should be a model that other festivals of a similar stature aim to follow. FRINGE has demonstrated they are a truly international calibre event.

The project is very strong in delivering on multiple City strategic community objectives.

The World Buskers Weekend is considered to be an excellent value-add program and is an excellent fit for the City's current objectives and strategic priorities. It will provide a platform to activate city spaces and engage with business owners in the city to provide free, quality, curated street entertainment, driving city visitation for the benefit of rate payers. It is a must have for our cultural program calendar and is a good opportunity for positive City profile as Presenting Partner.

The applicant has sought a substantial increase in funding from what has been approved previously. It is the panel's view that without an appropriate level of support from the City of Perth, the open access nature of FRINGE may see more events within the festival move to other local government areas, therefore reducing the local benefits and return on investment the City current receives. By upgrading the partnership to a higher level than previous, the City will be in a position to more proactively and positively influence the organisers in the achievement of shared outcomes to benefit the community.

The application was ranked as the best of all eight applicants with an excellent score average of 82.75 out of 92 and is strongly recommended for triennial funding. The panel believes the funding increase is wholly justified based on the proven impact of the event and will continue to ensure the City is regarded as the home of FRINGE into the future. Organisers together with City officers will ensure that local business are engaged and have opportunities to leverage off an event of this scale.

Project Details

Project Title	Black Swan Prize for Portraiture		
Project Start Date	01/07/2017		
Project End Date	01/02/2018		
Venues	Brookfield Place City of Perth Library Art Gallery of WA Perth Cultural Centre Northbridge Piazza Screen 108 St Georges Terrace 100 St Georges Terrace		
Applicant	Artrinsic Inc		
Expected attendance numbers	80,000		
Ticket Pricing - Standard	Free to attend		
Projected overall attendance at free components	80,000	Projected overall attendance at ticketed component	No ticketed components
Total Project Cost	\$630,687		
Total Amount Requested per annum	\$80,000 (13% of the total project budget)	Total Amount requested over three years	\$240,000
REMPPLAN Impact (Direct)	\$7.824M	REMPPLAN Total	\$12.653M
Recommendation	Approval		
Recommended amount	\$60,000	Recommended total over three years	\$180,000
Assessment Score	71 out of 92 (77%)		

Program Synopsis

The Black Swan Prize for Portraiture (BSPP) is one of Western Australia's most prestigious national art competitions and exhibitions, attracting and showcasing Australia's finest portrait artists. The annual exhibition is complemented by free-to-the-public community and youth-focused activities. 2017 will be the BSPP's 11th year, having celebrated its 10th anniversary in 2016.

One of Australia's richest portraiture prizes, the exhibition attracts high profile artists through a combined total of nearly \$70,000 prize money.

The organisers aim to develop a program that will engage, stimulate and educate participants and audiences, inspire dialogue, discussion and debate and engender a genuine interest and appreciation of portraiture, while growing the reach and audience of the event each year.

Program Description

The BSPP is a significant national art prize and exhibition. The City was a founding partner of the event and has supported the exhibition since its inception in 2007.

In 2016 BSPP achieved record attendance and offered the largest program of community events and activities since its inception. The new partnership with the Art Gallery of WA enabled expanded exhibition duration from ten days to one month in conjunction with a community engagement program with events and activities held throughout the City.

In 2017 organisers aim to capitalise on the success of the 2016 BSPP, and the program will largely be free and available to a broad section of the community including workshops, guided tours, floor talks, live demonstrations, outdoor activities, call-outs for group artist activities, digital activations, artist mentorships, an artist conference and networking opportunities. Activities will be conducted by event specialists engaging young, emerging and professional artists, generating a greater understanding of the processes and practices of portraiture. The community engagement program will run for one month alongside the BSPP Exhibition at AGWA in November, with additional programs taking place with community partners commencing mid-year, culminating in their artworks' inclusion in the outdoor exhibitions in multiple city venues.

City of Perth funding would allow new initiatives to be developed, based in the city, including an outdoor exhibition in Forrest Place with the artworks of the Black Swan 2017 Finalists projected onto the GPO Building in Forrest Place, as well as an exhibition and workshops created for the City Arts Space in Northbridge. The organisers intend to bring the city to life during the month of November with new pop-up activations appearing in interesting and unexpected places such as laneways and street corners.

Free and Ticketed Components

Program name	<u>Black Swan Prize for Portraiture - Exhibitions and Engagement Program</u>
Start date	30/10/2017
End date	30/11/2017
Description	<ul style="list-style-type: none">• 2017 Black Swan Prize Exhibition of 40 national finalist artworks on display at the Art Gallery of WA;• Community Engagement Program including workshops, demonstrations, floor talks, tours, live portrait painting demonstrations by WA artists and the finalists held in the Art Gallery of WA, the outdoor space in the Cultural Centre and throughout the City;• digital exhibition of the Youth and Community artworks on the Piazza screen, City of Perth Library screen and the Cultural Centre screen;• outdoor exhibition of the Youth Finalists and Community artworks on display on outdoor panels in the Cultural Centre;

	<ul style="list-style-type: none"> • exhibition of Youth Finalist original artworks on display at Brookfield Place; • Salon de Refuse exhibition on display at 108 St Georges Terrace, a display of WA entrants of the Black Swan Prize whose works are of high quality but were not selected as finalists; • Community Program artworks on display at 100 St Georges Terrace; • projection of 2017 Finalist artworks onto the GPO Building at Forrest Place; and • collection of Youth Finalist's artworks and Community program artworks on display at the City Arts Space at the Piazza in Northbridge.
Start and finish times	Various times from 7.00am until 11.00pm
Locations	Art Gallery of WA, Northbridge Perth Cultural Centre Brookfield Place 108 St Georges Terrace 100 St Georges Terrace GPO Building at Forrest Place City Arts Space at the Northbridge Piazza Northbridge Piazza screen City of Perth Library screen Perth Cultural Centre screen
Projected attendance	85,000

Organisation details

ABN	76562139103
Entity Name	Artrinsic Inc
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
DGR Item Number	N/A
DGR Funds	BLACK SWAN PRIZE PUBLIC FUND Item 1
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6014
Main Business Location State	WA
ACNC Registration	Registered

Previous City of Perth Support (last 5 years)

Year	Amount
2012	\$38,479
2013	\$40,000
2014	\$41,000
2015	\$41,000
2016	\$41,000

Sponsorship Assessment

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

Essential Program Outcomes	Score (4)
Does the project activate public spaces with dynamic cultural programming?	3.25
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3.5
Does the project challenge established understanding through exploration and exchanging ideas?	3.5
Does the project contribute to building and sustaining a local arts economy?	3.25
Does the project provide professional development opportunities for local artists and/or cultural workers?	3.25
Does the project increase access to and opportunities to participate in cultural life?	3

The proposed project includes live group portraiture activities, speed dating information sharing opportunities for artists, group outdoor painting demonstrations where large groups of artists take over an outdoor precinct and interact with the public and public spaces within the City will be activated in exciting ways. All events are proposed to be free and family friendly to appeal to a wide audience.

The program will be available to a broad section of the community including workshops, guided tours, floor-talks, live demonstrations, outdoor activities, call-outs for group artist activities, digital activations, artist mentorships, artist conference and networking opportunities. All components will be held in the City of Perth and organisers would welcome input from the City when developing the program, in order to activate laneways, new spaces and surprising places with new art activities and events.

Organisers provide young, emerging and professional Western Australian artists with opportunities to showcase their work at prominent venues across the City (including AGWA), significantly raising their profile. The exhibition provides opportunities for the artist's work to be seen by, and sold to, markets they may not usually have access to. Winning one of the prizes, or having work exhibited in the exhibition, increases artists' profiles and brings recognition and validation for their work. Historically, many artists are approached to undertake commissions or workshops, or to participate in commercial gallery exhibitions following exposure at the event. Artists are provided with paid employment opportunities to undertake activities as part of the community engagement program. These help promote artists' work and connect with the public.

Professional artists inspire emerging artists and pass on artistic skills and organiser's rationale is to encourage excellence in artists, provide opportunities to promote artists and to educate and inspire the WA community.

In 2016 more than 35 artists were provided with paid employment opportunities through. artist workshops, demonstrations, guided tours and artist floor talks. Additionally, more than 70 artists directly participated in outdoor activation activities where prizes were awarded.

Organisers will be continuing their Artists' Conference instigated in 2016 where artists were invited to a series of professional development seminars to learn skills to benefit to their arts practice, such as marketing and promotion, social media and grant and prize opportunities available to artists. The Artists' Conference also provides an environment for artists to interact and discuss personal experiences.

Essential Sponsorship Outcomes	Score (4)
Does the project drive social engagement and participation of the broader community?	3.75
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2.75
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	2.75
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	3
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	2.75
Does the project utilise innovative technologies to widen audience engagement?	3
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	2.75

Organisers of the BSPP believe the Prize has popular and broad ranging appeal, driving engagement between artists, the corporate sector, government and the community. Portraiture is an art form that can have universal appeal.

In 2016, the BSPP underwent significant change, with a new exhibition partnership formed with the Art Gallery of Western Australia. This partnership enabled the expansion of the core exhibition timeframe from 10 days, to just under one month, driving an expansion of the exhibition across numerous City venues, including an outdoor exhibition of artworks by WA's youth and community partners at the Perth Cultural Centre, attracting more than 80,000 visitors.

The annual event and community engagement program are free for the public to attend, with visitors given opportunities to view, interact and engage with some of Australia's finest works of portraiture and to meet the artists involved. Professional artists are engaged in a variety of interactive activities.

The event assists in providing a destination event for tourism and visitation to the City of Perth. In 2017, the BSPP will feature a 1st prize of \$50,000 and an expanded prize pool, continuing to

attract many of Australia’s finest portraiture artists, further growing the reputation of WA as an artistic and cultural state.

Triennial Assessment Criteria	Score (4)
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?	3.5
What is the level of anticipated community benefits for the project?	3
Is the proposed activity of international calibre, with suitably experienced personnel?	2.75
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?	3.25
Does the project attract a broad audience and stimulate the local economy?	3.25
Does the project positively contribute to the City of Perth Capital City status?	2.75
Does the project provide opportunity for global engagement and collaboration?	2.25

The organisers of BSPP plan to expand the event program throughout the City of Perth and will continue to develop new partnerships with other arts events, such as Awesome Festival.

There is the opportunity to introduce new portraiture based genres and create new prizes within the existing Black Swan Prize which could include photography, sculpture and street art.

Organisers will continue to develop their programs with community partners such as Starlight Foundation, Amana Living and Uniting Care West to create activities and workshops for the sick, elderly and disadvantaged people of WA that build confidence, spread joy and enhance lives through art.

As well as an expanded metropolitan program, organisers will look to expand into regional WA with a tour of artworks accompanied with local workshops with WA artists. It is a long-term strategy of the BSPP to develop an international element to the program. This could include a tour of works to Singapore, with mentorship opportunities for winners of the BSPP annually or residencies. The City will have the opportunity to leverage off any potential for enhance of Sister City relationships through the International Engagement team.

Application Quality	Score (4)
Overall quality of the application	3.5

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship:

1. Recognition of the City of Perth as “Presentation Partner” of the BSPP on all promotional and marketing materials. The following text will accompany the City’s logo – “proudly supported by the City of Perth”;

2. Inclusion of the City of Perth crest on the home page of the BSPP website, and links back to the City of Perth website;
3. Sponsor profile on the BSPP website;
4. Invitation for the Lord Mayor to speak at the Major Award Night to be held at the Art Gallery of Western Australia (600 guests in attendance);
5. Invitation for the Lord Mayor to speak at the Youth Award Night to be held at Brookfield Place (250 guests in attendance);
6. Opportunity to display City of Perth signage at exhibitions and community events;
7. Inclusion of the City of Perth crest in all promotional material relating to the BSPP throughout the year, e.g. Posters, DL Fliers, Advertising and promotional signage at activities across the City;
8. One page foreword by the Lord Mayor to be included prominently in the full colour 36 page exhibition catalogue (6,000 copies distributed). This publication is also distributed to all libraries and participating artists nationally;
9. Opportunity for the Lord Mayor, Deputy Lord Mayor or a City of Perth Councillor to partake in a fun, group art activation in the City, e.g. a live portraiture challenge;
10. Content creation opportunities for the City of Perth (utilizing artworks created by Australia's finest portraiture artists);
11. Logo inclusion on exhibition signage throughout the duration of the exhibitions, including corporate evenings, community events and award nights;
12. Logo inclusion on the lectern and projection screens at the Major Award Night;
13. Acknowledgement of the City of Perth in media presentations or interviews;
14. Logo inclusion and recognition as Presentation Partner on Piazza and Cultural Centre screens and City of Perth Library screen for the digital exhibitions;
15. Promotion of the City of Perth via "what's on" websites and art competition directories;
16. Advertising in relevant Art magazines;
17. Promotion on Social Media platforms, including cross promotion with sponsors and exhibition partners. AGWA's and BSPP's combined social media following across Twitter, Instagram and Facebook is 60,000;
18. The City of Perth will also be listed as "Presentation Partner" on all key marketing collateral relating to the exhibition created by venue partners such as the Art Gallery of WA, Metropolitan Redevelopment Authority, Lester Group etc;
19. City of Perth crest included on official invitations to the Major Award Night and Youth Award Night; and
20. Crest inclusion and "Presentation Partner" recognition included in all e-newsletters by the Black Swan Prize (5,000 subscribers). The exhibition will also be promoted via AGWA's e-newsletters that have 24,500 subscribers.

Assessment Panel Comments

The panel noted the application demonstrated excellent audience engagement, and audience development activities and strategy, including use of technology for both projection and video. The project offers good career path opportunities for young, emerging and disadvantaged artists leading up to and after the event.

This was a clearly articulated and considered proposal, relevant to City's strategic objectives, though supporting statistics and empirical evidence of some statements could be improved and

the City will encourage and assist the organisers to further invest in the measurement and analysis of their project to further demonstrate their outcomes.

Further, the project retains a solid focus on partnerships, as well as an aspiration and plan to build a nationally recognised art prize into one with a global reach. The panel were pleased to recommend the project for Triennial funding.

Project Details

Project Title	A three year program of innovative, ambitious and international calibre contemporary arts, presented year-round, in the City of Perth's cultural precinct		
Project Start Date	01/07/2017		
Project End Date	30/06/2018		
Venue	Perth Institute of Contemporary Arts Perth Cultural Centre		
Applicant	Perth Institute Of Contemporary Arts Ltd		
Expected attendance numbers	285,000		
Ticket Pricing - Standard	\$32.00		
Projected overall attendance at free components	275,000	Projected overall attendance at ticketed component	10,000
Total Project Cost	\$900,379		
Total Amount Requested per annum	\$150,000 (17% of the total project budget)	Total Amount requested over three years	\$450,000
REMPPLAN Impact (Direct)	N/A	REMPPLAN Total	N/A
Recommendation	Decline for Triennial (Project to be supported in Annual or Round Sponsorship)		
Recommended amount	N/A	Recommended total over three years	N/A
Assessment Score	61.25 out of 92 (67%)		

Program Synopsis

Established in 1989, the Perth Institute of Contemporary Art's (PICA's) key aim is to promote, support and present contemporary arts and to stimulate critical discussion around the arts and broader cultural issues.

PICA plan to present a three-year program of innovative, ambitious and international calibre contemporary visual, performance and interdisciplinary arts. The objective of this program is to attract visitation to the city, and position Perth as a cultural leader nationally and internationally, while providing meaningful and sustainable support and exposure for local artists.

The program will provide visitors to Perth with year-round access to free, large-scale group and solo exhibitions, ticketed performances of contemporary dance, theatre, music and live art, free artist talks, family activities, opening celebrations and educational tours, ticketed lectures, panel discussions, workshops and professional development programs.

Program Description

PICA's mission over the next three years is to create career-defining moments for artists, life-changing experiences for audiences of all ages and critical turning points in the advancement of art forms.

PICA's strategy for its program over the next three years is to:

1. Commission, produce, curate and present high impact contemporary arts projects;
2. Foster experimentation and risk;
3. Partner and collaborate locally, nationally and globally;
4. Develop diverse and engaged audiences for contemporary art;
5. Provide cultural leadership; and
6. Create innovative arts learning experiences.

Over three years, PICA's annual program will feature up to eight large-scale high profile exhibitions that each run for a six to eight week period. These exhibitions will be carefully curated and showcase the best in local, national and international artistic practices. PICA will strategically place WA artists within a national and international context and allow audiences to consider their place within the world, and in particular within Perth's geographical position on the edge of the Indian Ocean Rim.

The program will include the annual Hatched National Graduate Show, a showcase of the best of Australia's art school graduates, expanded to include an in-depth professional development program for emerging artists, with the aim of attracting to Perth the most promising emerging artistic talent in the country.

Over the next three years PICA will embark on a new model of performance programming that sees the creative development and/or presentation of 8 - 12 new dance, theatre, live-art and music works each year. This new co-production model will mean that independent artists will no longer be charged hire fees and venue staff costs, with PICA taking on the financial risk on productions and contributions towards artists fees.

PICA's organisers believe this is a financially and artistically-invested approach that leverages co-commissioning and touring opportunities for local and Australian artists through PICA's national and international peers. Artists are supported and challenged to be ambitious, to innovate, collaborate and ultimately become artistic leaders.

The program features activities that attract new audiences to PICA while fostering greater understanding of contemporary art and culture. These include artists' talks, lectures, workshops, panel discussions, large outdoor opening celebrations as well as a schools learning program that attracts students to the city.

Free and Ticketed Components

<u>Program name free</u>	<u>Exhibitions</u>
Start date	01/07/2017

End date	30/06/2018
Description	Various exhibitions
Start finish times	10am - 5pm Tuesday - Sunday
Location	Perth Institute of Contemporary Arts
Projected attendance	269,000
Program name free	Free education, public program and family events
Start date	01/07/2017
End date	30/06/2018
Description	PICA plans to present a year-round exhibition program of free, high-quality, learning and engagement activities that encourage return visitation to PICA and the city while offering interesting ways to understand and appreciate new artistic practices and the ideas behind them.
Start finish times	10am - 5pm Tuesday - Sunday
Location	Perth Institute of Contemporary Arts
Projected attendance	6,000

Program Name Ticketed	<u>Performance</u>
Start Date	01/07/2017
End Date	30/06/2018
Description	Various performances
Start and finish times	Varying, but generally between 7pm and 9pm or 2pm and 5pm.
Location	Perth Institute of Contemporary Arts, Perth Cultural Centre, Perth laneways
Projected attendance_1	9,000
Ticket Price - Adult	\$32.00
Ticket Price - Concession	\$22.00
Program Name Ticketed	Ticketed Education, Public Programs and Professional Development Programs
Start Date	01/07/2017
End Date	30/06/2018
Description	PICA will offer a year-round program of ticketed education, public program and professional development activities. These will complement and expand on the free events and provide deeper learning opportunities for those keen to develop their understanding of contemporary arts and culture, those seeking hands on "art making" experiences or those wanting to develop their careers as artists.
Start and finish times	Varying, 6pm - 8pm or 10am - 12noon or 1pm - 5pm
Location	Perth Institute of Contemporary Arts, Schools
Projected attendance	1,000
Ticket Price - Adult	\$20.00
Ticket Price - Concession	\$15.00

Organisation details

ABN	49009372927
Entity Name	Perth Institute Of Contemporary Arts 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

Previous City of Perth Support (last 5 years)

Year	Amount
2012	\$35,000
2013	\$40,000
2014	\$50,000
2015	\$30,000
2016	\$30,000

Sponsorship Assessment

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

Essential Program Outcomes	Score (4)
Does the project activate public spaces with dynamic cultural programming?	2
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3.25
Does the project challenge established understanding through exploration and exchanging ideas?	3.25
Does the project contribute to building and sustaining a local arts economy?	2.75
Does the project provide professional development opportunities for local artists and/or cultural workers?	3.25
Does the project increase access to and opportunities to participate in cultural life?	3

PICA’s organisers aim to deliver dynamic year-round cultural programming that is curatorially rigorous and of the highest international artistic standards, while also being responsive to the needs and aspirations of local artists and audiences.

PICA’s programming will harness the very best of local practice while encouraging reflection on where the community situated culturally, politically, economically and geographically. It will position Perth as an innovative and creative hotspot.

PICA was established to champion, support, present and promote all that is innovative and experimental in arts. PICA is the only organisation in Perth that presents a year round program of multi-disciplinary arts. It is known for its support of artists using new technologies and a range of different art forms.

PICA’s programs will encompass the whole visitor experience and offer a myriad of ways for people to connect with each other, reflect upon their place in the world and explore and exchange ideas. Through dynamic education and public programs PICA is able to offer a unique platform for life-long learning and community discussion and debate.

PICA has a commitment to paying professional artists fees and their recent move to a new co-production model for performance sees PICA taking the financial risk on productions to reduce the financial burden on artists. This is the only model of its kind in WA. In addition, PICA provides artists with substantial curatorial, technical, marketing and networking support.

PICA’s studio and creative development programs offer artists working in all disciplines and at all stages of their careers the opportunity to spend from two weeks to two months in a dedicated studio or performance space to develop their practice, refine ideas, get feedback from industry professionals and engage with the public about their work.

Essential Sponsorship Outcomes	Score (4)
Does the project drive social engagement and participation of the broader community?	1.75
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	3
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	3
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	1.25
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 utilise innovative technologies to widen audience engagement?	2.25
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	3

PICA’s role in being a significant tourist driver to the Perth Cultural Centre is well documented. Recent audience surveys conducted by the applicant have revealed that 30% of PICA’s visitors

are from outside of Perth demonstrating the importance of PICA in contributing both to the tourism industry locally, but also in positioning Perth as a culturally vibrant and active city. As a result of PICA's situation in the Perth Cultural Centre however, the application does not address the activation of the city and other underutilised locations in interesting or engaging ways.

It is recognised by the City the cultural and social impact that PICA exhibitions can demonstrate, however economic impacts are harder to quantify as visitation to PICA is likely to be part of a wider tourist program of activities and not the result of tourism to specifically visit PICA as the sole purpose of a trip.

Triennial Assessment Criteria	Score (4)
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?	3.75
What is the level of anticipated community benefits for the project?	2.25
Is the proposed activity of international calibre, with suitably experienced personnel?	3
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	2.25
Is the project concept and planning well developed and articulated?	2.75
Does the project attract a broad audience and stimulate the local economy?	2.5
Does the project positively contribute to the City of Perth Capital City status?	2.5
Does the project provide opportunity for global engagement and collaboration?	2.75

Over future years PICA plans major collaborations with national and international arts organisations in the commissioning, curating and producing of new works, exhibitions and performances as well as the commissioning of engaging temporary artworks for the façade of PICA's building as a way to connect their interior and exterior spaces and build even greater public awareness of PICA's programs and public art within the city.

Application Quality	Score (4)
Overall quality of the application	2.75

Sponsorship Benefits

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

1. The City of Perth will be recognised as the principal civic partner of PICA for each year of the agreement.

Acknowledgement of the partnership will include but is not limited to:

2. PICA Building Banners (six-metre high building banners to be updated and displayed on the northern face of the building for each exhibition period – five per year);
3. Official PICA Guide (4000x published twice yearly)

4. Exhibition Catalogues (five exhibitions annually);
5. Exhibition Room Sheets (produced by PICA's marketing and education teams as a guide to each exhibition and provided to audience members free of charge);
6. Performance Programs (a guide/program is produced for each performance and given to each audience member free of charge. PICA aims to make these available digitally for download from the PICA website);
7. Spark Lab and Education Program materials;
8. Press releases and other media materials;
9. Radio advertisements and promotions;
10. Other marketing Collateral including light box posters (displayed at entrance to PICA, promotional flyers, national art magazine advertisements (where applicable, printed promotional materials such as postcards and PICA's Annual Report;
11. PICA website;
12. PICA E-news;
13. PICA entrance foyer electronic display;
14. Perth Cultural Centre screen – during promotions for PICA exhibitions and performances;
15. PICA Social media;

The City of Perth will receive verbal recognition at all presentations including:

16. Exhibition opening events – between 500 – 2,000 audience members across five exhibitions per year
17. Post-performance VIP events – over 100 audience members for each performance
18. Public and private events where PICA's Director, Business Manager, curatorial staff, Chair and Board Members are speaking on behalf of PICA

Cross Promotion and Leveraging Opportunities

PICA encourages a strong relationship with all partnerships to leverage and value the synergy between the organisations to add richness to the collaboration. To this end PICA will actively:

1. Regular promotion of City of Perth events in particular events that are relevant and of interest to PICA audiences i.e., arts events and activities;
2. With City of Perth funding PICA can open its doors at night once a month and cross promote with City of Perth to coincide with 'PICA Late Night's' with a City of Perth campaign i.e. Thursday like its Friday or Eat Drink Perth;
3. Advocate for events that involve artists working with City of Perth Public Art Program and other art events;
4. Be involved with and promote City of Perth activities centred around the Perth Cultural Centre;
5. Be part of Heritage events and activities that are of significance to the PICA heritage building including the history of PICA and its place in the cultural history of Perth, as well as engaging with Perth Boys School and Perth Technical College alumni;
6. Engage with the organisations that make up the Perth Cultural Centre and promote the City of Perth as a cultural hub in the Asian Pacific Zone;
7. Investigate ways for the City of Perth Library to link with the PICA archive records currently being catalogued;

8. Provision of PICA content for City of Perth promotional materials; and
9. Access to research data on PICA's audience.

Assessment Panel Comments

PICA have traditionally been supported through the City's annual grants round at a funding level around \$30,000 per year and this request is a substantial increase on those commitments.

The panel noted that this application lacks the activation of underutilised spaces, doesn't engage with technology to widen audiences nor challenges PICA's existing art forms by way of offering experiences outside of their established venue.

Additionally PICA hasn't demonstrated how a triennial sponsorship increases their existing value to Perth's international appeal and vision of being number one.

The panel did agree that whilst a year round relationship with PICA is something to strive for, the current proposal did not align well to some of the key outcomes of the triennial program and was not recommended for support.

Project Details

Project Title	WAM Festival		
Project Start Date	01/11/2017		
Project End Date	05/11/2017		
Venues	Murray St Mall Forrest Place (subject to availability) Hay St Mall Quay Note - boat on the Swan River, via Captain Cook Cruises Wilson Roe Street car park (TBC), or Old bus port site, Wellington St (TBC) State Theatre Centre State Theatre Centre Courtyard PCC Amphitheatre Various City and Northbridge licensed venues		
Applicant	The West Australian Music Industry Association Incorporated		
Expected attendance numbers	41,536		
Ticket Pricing - Standard	\$10.00		
Projected overall attendance at free components	39,596	Projected overall attendance at ticketed component	1,940
Total Project Cost	\$295,775		
Total Amount Requested per annum	\$110,000 (37% of the total project budget)	Total Amount requested over three years	\$330,000
REMPAN Impact (Direct)	\$4.056M	REMPAN Total	\$6.560M
Recommendation	Decline for Triennial (Project to be supported in Annual Sponsorship)		
Recommended amount	N/A	Recommended total over three years	N/A
Assessment Score	68 out of 92 (73.9%)		

Program Synopsis

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

Celebrating its 23rd year in 2017, the WAM Festival (WAMFest) is an annual showcase and celebration of original Western Australian contemporary music. WAMFest holds a distinct and unique place in the global festival market as the largest of its kind anywhere in the world, celebrating and showcasing local artists. It is an activity that is a celebratory event for the whole community, as well as a market and audience development opportunity for WA artists.

Program Description

The WAMFest is widely recognised as an important contemporary music activity on WA’s cultural calendar. In its 23 years, it has gained a reputation both nationally and abroad as a highly-respected celebration of locally-produced, original music.

In 2017, organisers have broadened the program to incorporate six key elements, including:

- pre-event opening parties;
- the WA Music Conference;
- WA Music Awards;
- Friday night showcases;
- Saturday Spectacular; and
- Sunday Best.

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. WAM also presents a Regional Round Table workshop event as part of the program. Leading arts practitioners from across regional WA gather on the day before the WA Music Conference to discuss and workshop regional issues facing the sector.

The Festival offers not only audience development, recognition and skills development opportunities for local artists, but is also WA’s foremost opportunity to engage with the broader community and celebrate the great talent on offer.

The WAM Festival program, including the WA Music Conference, is an investment in the next wave of musical talent waiting to emerge and have impact on the domestic and global music markets.

Free and Ticketed Components

Program name free	<u>Live from the State Theatre Centre</u>
Start date	20/09/2017
End date	11/10/2017
Description	<p>WAM presents a new initiative in 2017 with the introduction of the Live from the State Theatre Centre recording project.</p> <p>Selected WA acts will be invited to attend the State Theatre Centre's Rehearsal Room 2 to live record tracks. The process will be filmed and a series of musical video clips will be edited and</p>

	presented via WAM's Youtube channel. The clips will be shot to showcase the City through the room's picture window.
Start finish times	Recording to take place over two days in late September to allow for editing and disc mastering and production time; discs to be available prior to the commencement of the WAM Festival.
Location	State Theatre Centre Rehearsal Room 2
Projected attendance	46
Program name free	WAM Festival Opening Parties
Start date	01/11/2017
End date	01/11/2017
Description	The WAM Festival will officially open on the Wednesday evening with four opening events in the city, 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.
Start finish times	Starting at 8.00pm and finishing at 12.00am
Location	The Bird, Amplifier, The Ellington, Laneway Lounge
Projected attendance	650
Program name free	<u>WAM Festival launch performances</u>
Start date	02/11/2017
End date	03/11/2017
Description	WAM proposes launching the WAM Festival in 2017 to the general public on Thursday 2nd and Friday 3rd November, by putting known Perth bands onto the public stage in Forrest Place (subject to availability), in the Murray St and Hay St Malls, and having artists perform short sets. The performances will be scheduled through the two days around the peak foot traffic periods, attracting crowds as they head into work, head home, and break for lunch in the city, as well as drawing audiences into the spaces.
Start finish times	First performance at 8am and finish by 9.30am Lunchtime sets commencing 11.00am and finishing 2.00pm Early evening sets from 5.00pm to 7.00pm
Location	Forrest Place (subject to availability), Murray Street mall, Hay St mall, and outside various train station exit points
Projected attendance	20,000
Program name free	Saturday Spectacular
Start date	04/11/2017
End date	04/11/2017
Description	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 PCC 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 (subject to availability). The Saturday Spectacular program will offer a varied and 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.
Start finish times	Some gigs will commence at midday and most programming will finish at midnight. Venues with late licenses will finish at 2.00am.
Location	Various venues around Northbridge, outer Northbridge, and Perth city areas.
Projected attendance	15,800

Program Name Ticketed	<u>WA Music Awards</u>
Start Date	02/11/2017
End Date	02/11/2017
Description	The WA Music Awards (WAMi) are WA's premier celebration of contemporary music in Western Australia. Each year around 40 awards are presented to members of the West Australian music community who demonstrate excellence in their field. Awards are voted anonymously by both the public and the local music industry and include awards for specific music genres, individual crafts, and industry recognition such as Media and Management awards and the Golden WAMi for outstanding overall contribution to the industry.
Start and finish times	7.00 pm - 12.00 am
Location	Heath Ledger Theatre or Gate One Theatre, Claremont (TBC)
Projected attendance	450
Ticket Price - Adult	\$20.00
Ticket Price - Concession	N/A
Program Name Ticketed	<u>WA Music Conference</u>
Start Date	03/11/2017
End Date	04/11/2017
Description	The WA Music Conference is positioned as an important initiative for everyone working in or creating in the music space in Western Australia, with a range of speakers across all disciplines gathered from all over the world to inform and enlighten. Held at the State Theatre Centre of Western Australia, WAM brings the WA industry a range of sessions across all topics over two days. The WA Music Conference offers a dynamic environment for audiences to engage with the all-star cast from around the world in panel sessions, one-on-one meetings, radio pitching

ACNC Registration	N/A
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Previous City of Perth Support (last 5 years)

Year	Amount
2012	\$76,258
2013	\$50,000
2014	\$37,000
2015	\$40,000
2016	\$40,000

Sponsorship Assessment

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

Essential Program Outcomes	Score (4)
Does the project activate public spaces with dynamic cultural programming?	4
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	2.5
Does the project challenge established understanding through exploration and exchanging ideas?	3.25
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?	3.25
Does the project increase access to and opportunities to participate in cultural life?	3.5

WAMFest activates public spaces with dynamic cultural programming by using spaces not necessarily known for music, to deliver a further dimension to the performance program, and engage the interest of the public.

Organisers believe WAMFest is an essential element in building and sustaining a local musical arts economy. By presenting a music program that is dynamic and engaging, and largely free, WAMFest engages with an audience who may not otherwise attend local, original music gigs. Patrons have ample opportunity to move between locations, sampling new and interesting acts as part of a bustling, exciting crowd. As audiences grow, so too does the business economy that supports live performance, making venues sustainable and profitable. A WAM recent research project, in conjunction with ECU, reported that the live music industry contributes more than \$1billion to the WA economy annually.

Each year, the WAM Festival attracts thousands of attendees to see hundreds of artists performing in an accessible and engaging format. 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. 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.

The WA Music Conference (WAMCon) forms the focal point of WAM's annual development program for WA artists, and is the must-attend event for everyone working in or creating in the music space in Western Australia.

WAMFest and WAMCon takes the opposite approach by bearing the cost of bringing influencers to WA to speak and attend showcases, enabling organisers to showcase around 150 acts to these visitors annually. WAM also facilitate opportunities for visiting industry to meet artists and watch them perform.

The subtext of the WAMCon is just as relevant and impactful for WA artists. Through the careful design and structure of the conference, and selection of speakers to include artist bookers, music labels and A&R reps, these guests are presented with a slew of curated music events where the finest current acts are presented for their consideration, whilst performing in front of big, appreciative audiences. This strategy is proven to be successful, with many WA acts being signed to national and international deals as a direct result of their Festival performances.

Essential Sponsorship Outcomes	Score (4)
Does the project drive social engagement and participation of the broader community?	3
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	3.25
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	2
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	3.5
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 utilise innovative technologies to widen audience engagement?	2.5
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	2.75

The West Australian community benefits in many ways from WAMFest. WAM utilises the Culture Counts impact assessment tool to measure this impact. The 2016 report revealed the following results:

Social Impact:

- 85% of attendees said that attending the WAM Festival made them feel part of a community;
- 79% said that it had a positive impact on their physical and/or mental wellbeing; and
- 74% said it moved or inspired them.

Creative Impact:

- 83% said it connected them with people in their fields;
- 75% agreed it opened new opportunities for them; and

- 74% said it made them feel confident in their ability to reach their goals.

Place Impact:

- 85% agreed they enjoyed the vibrancy and activity in the city;
- 85% agreed that the Festival made them feel safe and welcome; and
- 80% said that the Festival has a connection to the place we live.

Economic Impact:

- The report shows that the 2016 WAM Festival delivers a \$2.4m total economic impact;
- \$1.5m gross attendee expenditure;
- 6.77 overall ROI;
- 65% of those surveyed said that had the WAM Festival not been on, they would have stayed at home; and
- WAM's research report (ECU) shows the music industry contributes approximately \$1b to the WA economy.

Triennial Assessment Criteria	Score (4)
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?	3.25
What is the level of anticipated community benefits for the project?	3
Is the proposed activity of international calibre, with suitably experienced personnel?	2.5
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	2.25
Is the project concept and planning well developed and articulated?	2.5
Does the project attract a broad audience and stimulate the local economy?	3.75
Does the project positively contribute to the City of Perth Capital City status?	2.5
Does the project provide opportunity for global engagement and collaboration?	2.25

WAM's stated mission is championing West Australian music. WAM aims to preserve, strengthen and advance contemporary West Australian music by developing, celebrating and connecting the musicians, industry professionals and general public both locally and further afield.

WAM's vision is to fuse meaningful connections between artists, the industry and the broader community to facilitate the growth of WA music, build the awareness of West Australian talent, and the audience who hear it. Creating opportunities by 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.

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.

Application Quality	Score (4)
Overall quality of the application	3

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 City of Perth) in rotation on the WAM website and in WAMplifier eNews for a one year period;
10. MREC ad (artwork to be supplied by City of Perth) 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; and
14. City of Perth will be the exclusive provider of waste management services for the program/event (except for events entirely on private property).

Assessment Panel Comments

The panel noted WAM's efforts to engage with key City of Perth Officers 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 was noted that many of the elements in the application were listed as "to be confirmed" and whilst the panel appreciates that until funding is confirmed it is hard to progress some projects, it also makes it difficult for the panel to confidently assess the application.

It was 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 funding request from WAM was in excess of the 30% maximum allowed within the policy and the maximum amount to be considered by the panel was \$83,704. It was determined that as many of the TBC event components appeared to be reliant on securing City funding, the reduced maximum would have a negative impact on WAM's ability to provide these events and therefore the proposal would substantially change from what has been submitted. It was recommended that WAM engage with City Officers to resubmit through the Annual sponsorship program a more realistic proposal for consideration.

Event Details

Event Title	Perth International Arts Festival 2018		
Event Start Date	09/02/2018		
Event End Date	04/03/2018		
Venues	Elizabeth Quay Perth Concert Hall State Theatre Centre of WA The University of Western Australia His Majesty's Theatre PICA The Art Gallery of Western Australia Government House		
Applicant	University Of Western Australia		
Expected attendance numbers	360,000		
Ticket Pricing - Standard	\$30.00		
Projected overall attendance at free components	210,000	Projected overall attendance at ticketed component	150,000
Total Project Cost	\$16,750,000		
Total Amount Requested per annum	\$500,000 (3% of the total project budget)	Total Amount requested over three years	\$1,500,000
REMPPLAN Impact (Direct)	\$34.467M	REMPPLAN Total	\$60.591M
Recommendation	Decline for Triennial (Project to be supported in Annual Sponsorship)		
Recommended amount	\$300,000	Recommended total over three years	\$900,000
Assessment Score	76 out of 92 (82.6%)		

Program Synopsis

Founded in 1953 the Perth International Arts Festival (PIAF) is the longest running international arts festival in the southern hemisphere. The Festival aims to be Western Australia's premier cultural event and present an annual arts festival of the highest international quality.

PIAF aims to be distinctively Western Australian. Since its foundation 64 years ago, it has been a Festival for the people and has resonated with place and people's aspirations for excellence in arts and cultural experiences. Organisers believe that this distinctiveness is critical to the Festival's long run success.

Building on the historic success of the partnership between the City of Perth and PIAF, organisers seek a multi-year partnership that supports the commitment to a curatorial strategy

underpinned by sustained and secured investment; improved data sets for reporting and audience statistics; and investment in the Chamber Music Weekend to optimise this successful program as a signature event for the City of Perth.

Program Description

In 2018, PIAF aims to deliver a world-class multi-arts program. PIAF Artistic Director Wendy Martin will continue to deliver her 2016-2019 artistic vision, curating an international program of free and ticketed events, across all art forms, in venues, outdoors, online and in unexpected places.

Wendy's artistic vision is committed to:

- presenting and commissioning work;
- raising the profile of Western Australian artists;
- creating opportunities for dynamic exchanges between Australian and international artists; and
- building a diverse and engaged audience.

The following themes will be central to the 2018 PIAF program:

- our stories;
- our rich Indigenous culture;
- our splendid isolation;
- our central position on the Indian Ocean Rim; and
- our climate and natural environment; and our diverse cultural community.

The 2018 Festival will have a focus on China, the Indian Ocean Rim, inclusive free community events across four weekends and further exploration of Western Australian's stories of identity and sense of place.

Free and Ticketed Components

Program Name Ticketed	<u>PIAF 2018</u>
Start Date	09/02/2018
End Date	04/03/2018
Description	Comprehensive program of world class art and artists including: Lotterywest Festival Films (note this season runs from Nov-April) Perth Writers Festival Visual Arts (note this season runs from Feb-April) Theatre Dance Contemporary Music Classic Music including Chamber Music Weekend State Theatre Centre Courtyard Sessions (new in 2017)
Start and finish times	Performance: Matinees: 2:00pm (average)

	<p>Evening: 8:00pm (average)</p> <p>Films: 8:00pm every evening (2 locations)</p> <p>Perth Writers Festival: all day Thursday to Sunday of the 3rd weekend</p> <p>Visual Arts: all day according to individual gallery opening times</p> <p>Contemporary Music: free performance from 6pm, main stage from 8:00pm</p> <p>Classic Music: 8:00pm (average) Chamber Music Weekend: from 1:00pm-10:00pm</p> <p>Courtyard Sessions: 4:00pm-11:00pm Fri-Sat of nominated weekend</p>
Location	State Theatre Centre WA; Perth Concert Hall; Government House; His Majesty's Theatre; Regal Theatre; Fremantle Arts Centre; Albany Arts Centre; Elizabeth Quay; UWA; ECU Joondalup; Regal Theatre; Public Spaces; others tbc
Projected attendance	150,000
Ticket Price - Adult	\$30.00
Ticket Price - Concession	\$20.00
Program name free	<u>PIAF Connect</u>
Start date	09/02/2018
End date	04/03/2018
Description	In 2018 PIAF will build upon the success of the PIAF Connect program and again deliver a comprehensive free program of professional development for the general community. This program includes Workshops, Masterclasses, three day residency program with a selected artist in residence, Producers Forum and Film Peer Review program.
Start finish times	Various depending on the activity. Ranged from three day residency to one day conference and half day classes.
Location	Various - included Perth venues and performing spaces
Projected attendance	500
Program name free	<u>PIAF Lab, PIAF Young Creatives and Curated by Kids</u>
Start date	09/02/2018
End date	04/03/2018
Description	PIAF Lab, PIAF Young Creatives and Curated by Kids are all free development programs run by PIAF to develop the skills, learning, interaction, engagement and production of work for members of the community.

	<p>PIAF Lab takes a group of early career professionals on a curated journey throughout the program including attendance at shows, workshops with artists and producers, development of professional networks, specific professional development, exposure to commissioned works and commissioned companies and interactions with other artists locally, nationally and internationally. Selection is via EOI process which is assessed by a panel of experts and peers. There is a formal and ongoing alumni program which continues to evolve. Participants include artists, practitioners, producers and administrators.</p> <p>PIAF Young Creatives is a program of curated activity for high school students and recent school leavers including workshops, training sessions, show attendance, artist and practitioner interactions allowing a deeper connection with the Festival, with artists and with practitioners and an early exposure to the arts sector for those interested in pursuing arts as a career. Applications are by EOI and are assessed by a panel of PIAF management.</p> <p>Curated by Kids commenced in 2017 to engage primary school students with a deeper interaction with the Festival. Children were selected from video applications to curate a program of authors and readings within the Perth Writers Festival as a feature of Family Day.</p>
Start finish times	Various, runs throughout the Festival and throughout the year
Location	Various - includes all major venues, PIAF head office and various meeting spaces throughout Perth
Projected attendance	35
Program name free	<u>PIAF Conversations and Post Show Discussions</u>
Start date	09/02/2018
End date	04/03/2018
Description	PIAF Conversations and Post Show Discussions offer an opportunity for the community and PIAF audience to engage with artists and companies through carefully researched and guided interactive discussions and question and answer sessions. In 2017 PIAF hosted six Conversations with 24 artists curated and facilitated by internationally renowned dramaturg Ruth Little and 12 post show discussions.
Start finish times	Various - after or before shows from 1pm to 9.30pm
Location	State Theatre Centre of WA, Perth Concert Hall, UWA, His Majesty's, The Regal Theatre, Kings Park, State Library
Projected attendance	700
Program name free	<u>Chamber Music Weekend</u>
Start date	16/02/2018

End date	18/03/2018
Description	<p>Commencing in 2016 the Chamber Music Weekend brings together the world's most esteemed musicians for a curated program of classical music which includes a program of free events and concerts. In a carefully designed space audience members are able to enjoy in a summer garden setting while hearing local, national and international artists perform on the outdoor stage. Additional free program includes Classic Flow Yoga (attended by 500 in 2017), masterclasses, workshops, strings in schools programs, education programs and artists talks.</p> <p>In 2018 it is proposed that the Chamber Music Weekend move from the University of WA to the Perth city to ensure the optimisation of this event as a signature series within the main event program.</p>
Start finish times	1pm to 10pm
Location	Winthrop Hall and Winthrop Gardens at the University of WA
Projected attendance	2,500
Program name free	<u>PIAF Visual Arts Program</u>
Start date	09/02/2018
End date	30/04/2017
Description	Each year PIAF curates a program of Visual Arts exhibitions and installations at venues and locations throughout Perth and Albany. In 2018 Visual Arts Program Associates Felicity Fenner and Anne Loxley will again curate a program in consultation with local galleries, artists, collections and curators.
Start finish times	9am to 6pm depending upon gallery opening times
Location	Art Gallery of WA; PICA; Lawrence Wilson Gallery; John Curtin Gallery; Fremantle Arts Centre; Moana; Vancouver Arts Centre
Projected attendance	70,000
Program name free	<u>Perth Writers Festival</u>
Start date	22/02/2018
End date	25/02/2018
Description	Each year the Perth Writers Festival offers a comprehensive program of free and ticketed events for schools, families and the general public with an average audience size of 45,000. In 2017 the inaugural Courtyard Sessions were held with great success in the Courtyard of the State Theatre Centre to build on non-traditional audiences. This program will be further developed in 2018.
Start finish times	From 11am until 9pm with various session times
Location	University of Western Australia, State Theatre Centre of WA, venues in Albany
Projected attendance	27,000

Program name free	<u>Museum of Water</u>
Start date	10/02/2017
End date	03/03/2019
Description	The Museum of Water commenced in February 2017 and will continue with an ongoing program of activity throughout 2017 and 2018. The Museum of Water travelled throughout various locations in Perth and Albany collecting unique samples of water from the public and recording the personal stories that accompanied them. Building a story of Western Australians through the lens of water, this collection will ultimately inhabit a permanent display in 2019 when PIAF gifts it to the WA Museum.
Start finish times	Water bar donations were during the day from 8am - 6pm (venue dependent) Other events were held at a variety of times
Location	In 2017: Perth CBD, UWA, Cottesloe Beach, Albany. 2018 TBC to include regional areas, CBD, metro locations
Projected attendance	10,000
Program name free	<u>Lotterywest Festival Opening: TBC</u>
Start date	09/02/2018
End date	11/02/2018
Description	In 2018 PIAF will again commission a piece of work that will bring together members of the community in an opening weekend that will continue to explore our sense of place. Building on the unique stories and celebration of Home (2016) and Boorna Waanginy (2017) Wendy Martin will again bring together the successful partnership of Nigel Jamieson with WA artists and creative teams to create a unique and individual piece of work that will explore the traditions, songs, flavours and mythologies of the Indian Ocean rim and the cultures of our nearest neighbours. Building upon the Museum of Water (commenced in 2017 and to be completed in 2019) the opening event will celebrate Western Australia's economic, social and cultural links to the Indian Ocean through song, dance, theatre, storytelling, film and visual arts.
Start finish times	TBC - program of events will run throughout the weekend however main performances likely to be in the evening.
Location	Proposed to be held at Cottesloe Beach
Projected attendance	100,000

Organisation details

ABN	37882817280
Entity Name	University Of Western Australia

Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
DGR Item Number	Item 1
DGR Funds	LAWRENCE WILSON ART GALLERY Items 1 & 4 BERNDT MUSEUM OF ANTHROPOLOGY Items 1 & 4 UNIVERSITY OF WESTERN AUSTRALIA LIBRARY Items 1 & 4 CRUTHERS COLLECTION OF WOMEN'S ART Items 1 & 4
Tax Concessions	GST Concession, Income Tax Exemption
Main Business Location Postcode	6009
Main Business Location State	WA
ACNC Registration	Registered

Previous City of Perth Support (last 5 years)

Year	Amount
2012	\$350,788
2013	\$359,558
2014	\$368,578
2015	\$365,000
2016	\$360,000

Sponsorship Assessment

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

Essential Program Outcomes	Score (4)
Does the project activate public spaces with dynamic cultural programming?	2.25
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3.75
Does the project challenge established understanding through exploration and exchanging ideas?	3.25
Does the project contribute to building and sustaining a local arts economy?	3.75
Does the project provide professional development opportunities for local artists and/or cultural workers?	3.75

Does the project increase access to and opportunities to participate in cultural life?	3.75
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PIAF creates large scale commissions that are unique to Western Australia, gain national and international profile and are well supported by local, national and international media through a collaborative partnership with Tourism WA.

In 2017 a total of 234 local artists were employed or contracted by PIAF and a further 273 staff were employed or contracted to deliver the Festival. Collaborations included Performing Lines, Last Great Hunt, WASO, WAYJO, WA Writers Guild, Perth Centre for Stories, DADAA, Perth Swing Dancers, STRUT Dance, WA Ballet.

With the exception of Chevron Festival Gardens, PIAF utilises existing venues and does not create its own infrastructure. This approach benefits a number of venues throughout Perth and the wider metropolitan area.

PIAF has a stated commitment to achieve a minimum 30% of free-to-the-public events in the total program each year. There is a forecast visitation of 30,522 from outside of Perth metropolitan area consisting of 6,585 interstate, 1,873 international and 22,064 intrastate visitors.

In 2018 and 2019 PIAF will commission works for the Opening Event that explore heritage, sense of place and community connections. In 2018 the theme will be the Indian Ocean Rim.

PIAF Lab is an immersive development program which provides the opportunity for emerging arts practitioners to engage with some of the world's most exciting creative minds and provide a space for participants to reflect on their work in the context of an international arts festival.

PIAF Lab aims to nurture an annual cohort of ten emerging arts practitioners from a range of disciplines who have a thirst for social investigation and exploring new ways of working and who will benefit from experiencing a range of Festival performances, music and exhibitions in alongside a community of peers.

Essential Sponsorship Outcomes	Score (4)
Does the project drive social engagement and participation of the broader community?	3.25
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	4
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	3.5
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	1.75
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	3.25
Does the project utilise innovative technologies to widen audience engagement?	3
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	3.75

PIAF aims to support the development of local artists and practitioners as an investment in the future cultural landscape of Western Australia.

PIAF seeks to inspire new artists, create professional opportunities, facilitate creative networks, fund collaborations and, ultimately, commission new works. Through programs offered via the support of predominantly private funders PIAF is investing significant resource in to the skills, relationships, networks and works of artists and producers - some of who have gone on to work on the world's greatest theatres and stages.

Significantly, PIAF also invests in a viable creative industry infrastructure through the development of producers and practitioners, and the employment and contracting of local suppliers to deliver and facilitate the many large scale and complex productions that are delivered year on year. Due to the high volume and high calibre of productions that have travelled to WA for the Festival over such a long period of time local suppliers have had the opportunity to work on some of the world's most exclusive and challenging productions (The Giants, Place des Anges, HOME) and as a result the industries that support these productions are world class.

Triennial Assessment Criteria	Score (4)
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?	3.75
What is the level of anticipated community benefits for the project?	3.5
Is the proposed activity of international calibre, with suitably experienced personnel?	4
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	2.75
Is the project concept and planning well developed and articulated?	3
Does the project attract a broad audience and stimulate the local economy?	3
Does the project positively contribute to the City of Perth Capital City status?	4
Does the project provide opportunity for global engagement and collaboration?	3.25

PIAF will build a strong foundation for artistic risk and exploration which will be delivered by a sustainable organisation with key professionals. Making, curating and presenting work of the highest international quality is critical to PIAF's success each year, but the deep personal connections between the program and the people of Western Australia through a distinct artistic vision will provide a lasting legacy.

Wendy Martin has just delivered her second program as part of a four year tenure lasting until 2019. A new Artistic Director will be recruited in 2018 and will commence development of a new four year Artistic Vision which will take effect from 2020- 2023. The current Strategic Plan (2016-2020) is a five year plan that will underpin the transition from one Artistic Director to the next, providing a sound organisational platform for the period of transition and development of a new vision.

During the next two years of Wendy Martin's tenure there will be an ongoing commitment to the core principles of her programming: inclusion, accessibility, celebration of Western Australia and a sense of place, and a commitment to broad community engagement and interaction. Sitting alongside these principles will be a continued focus on free events, whole of Festival curated experiences to include the visual, scent, sound, taste and touch, an exploration of arts and sport and a continued focus on engaging our community to examine what it means to be Western Australian and what that means when we tell and gather our stories.

Application Quality	Score (4)
Overall quality of the application	3.25

Sponsorship Benefits

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

Sponsorship benefits include, but are not limited to, the following:

1. Partnership Designation: Civic Partner;
2. Logo or line acknowledgement (space-contingent) on onscreen cross-promotions pertaining to aligned event;
3. Logo or line acknowledgement (space-contingent) on print materials acknowledging all Festival partners, including:
 - a. Main brochure (145,000 circulation for PIAF 2015);
 - b. The West Guide to the Festival (280,000 circulation for PIAF 2015);
 - c. Event programs;
 - d. Annual report;
4. Logo or line acknowledgement (space-contingent) on print materials pertaining to aligned event, including:
 - a. Main brochure;
 - b. Great Southern Festival, Lotterywest Festival Films, Perth Writers Festival, Visual Arts brochure (if aligned);
 - c. Event poster (if produced);
 - d. Event program (if produced);
 - e. Press ads (if produced);
 - f. Outdoor ads (if produced);
5. Logo acknowledgement and hyperlink on webpage acknowledging all Festival partners (3,600,000 page views for PIAF 2015) ;
6. Logo acknowledgement and hyperlink on webpage pertaining to aligned event of Festival website;
7. Line acknowledgement on performance reminders pertaining to aligned event(s)
8. In speeches by Festival representative at:
 - a. Development Launch
 - b. Program Launch
 - c. Opening Party
 - d. Aligned event launch (if relevant)
9. Logo acknowledgement in publicity kit distributed to local, national and international media (distributed to 500 contacts for PIAF 2015);

10. Logo acknowledgement in aligned event press releases;
11. Full-page print ad in main brochure (145,000 circulation for PIAF 2015);
12. Print ad in aligned event program (if produced and minimum of eight pages, ad size space-contingent);
13. If aligned, alternating 30 second TVCs at every Lotterywest Festival Films screening. TVC subject to Festival approval;
14. Logo acknowledgement on Festival-produced venue signage acknowledging all Festival partners;
15. Opportunity for partner-supplied signage for display at aligned event(s). No cost to the partner. Signage subject to approval;
16. Opportunity for co-branded, Festival-produced signage for display at aligned event(s). Cost to the partner;
17. Invitation for Lord Mayor to speak at Festival Eve - official launch of Festival conducted by Premier;
18. Program presentation to City of Perth staff and Councillors prior to program launch;
19. Planning meeting(s) to discuss delivery of benefits, including:
 - a. Acknowledgement;
 - b. Advertising;
 - c. Signage;
 - d. Invitations to networking events;
 - e. Complimentary ticket allocation;
 - f. Complimentary corporate hospitality allocation; and
 - g. Leveraging.
20. Detailed post-Festival report outlining artistic and operational outcomes, delivered benefits and leveraging activities, or equivalent contracted reporting requirements; and
21. Opportunity to engage in free and on-charged leveraging opportunities. The Festival works with Partners to understand their objectives and develop unique leveraging activities to meet them.

Assessment Panel Comments

The panel assessed PIAF as ranked second of the eight applicants. The Festival's artistic quality is highly regarded and the event has a massive profile, reach and impact on the local community through the months of February and March.

The panel noted an extremely large increase in the funding request from \$360,000 for the most recent Festival to \$500,000 per year, however there did not appear to be a corresponding business case to justify such a large increase. The panel unanimously agreed that the provision of audience tracking, analysis and measurement in order to provide detailed impact reporting on the outcomes of the event should be implemented as 'business as usual' for the festival and the City should not be relied upon to majority fund this part of the initiative. The City expects to see this as a standard offering for an event of this size, scale and level of funding received.

The application referenced the opening free community event may take place in Cottesloe which will detrimentally impact the projected audience visiting the city, and this was negatively received by the panel.

Overall the panel believes the Festival to be a fantastic annual addition to the City's event calendar, however many of the outcomes of the Festival are assumed as they are not accurately reported. Until such time as the organisers can provide regular detailed impact reporting which measures these outcomes, the panel is unable to recommend any increase to funding. The panel's final recommendation was to support the Festival for triennial funding but at a reduced amount of \$300,000 annually which puts it on par with FRINGE WORLD Festival which was assessed as a superior application. This level of funding would position this sponsorship as the equal biggest in the City's portfolio.

The City has supported PIAF since 1956, the fourth ever year of the Festival and triennial funding will allow a continuation of this long standing partnership into its 61st year.

Project Details

Project Title	The AWESOME International Arts Festival for Bright Young Things		
Project Start Date	30/09/2017		
Project End Date	13/10/2017		
Venues	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)		
Applicant	Awesome Arts Australia Ltd		
Expected attendance numbers	173,000		
Ticket Pricing - Standard	\$15.00		
Projected overall attendance at free components	160,000	Projected overall attendance at ticketed component	13,000
Total Project Cost	\$1,336,000		
Total Amount Requested per annum	\$125,000 (% of the total project budget)	Total Amount requested over three years	\$375,000
REMPPLAN Impact (Direct)	\$16.815M	REMPPLAN Total	\$27.191M
Recommendation	Decline for Triennial (Project to be supported in Annual Sponsorship)		
Recommended amount	TBC	Recommended total over three years	N/A
Assessment Score	69 out of 92 (75%)		

Program Synopsis

The AWESOME International Arts Festival for Bright Young Things (AWESOME Festival) is Perth's premier arts event for children and families. Presented annually in October over two weeks, the Festival attracts an estimated 160,000 people to the Perth Cultural Centre. The organisers aim to program a Festival that continues to lead the nation as a platform for the presentation of inspiring experiences. City of Perth is the AWESOME Festival's foundation partner, having been instrumental in bringing the event into Perth in 1996 where it continues to thrive with its multi-art form program of quality theatre, exhibitions, dance performances, films, creative workshops and free interactive activities.

Program Description

The AWESOME Festival presents an interactive curated program for children, their families and educators. Held every October for 14 days, the organisers aim to immerse the Perth Cultural Centre in colour and activity through a program of the leading and latest contemporary arts from around the world.

The AWESOME Festival aims to challenge its audience to think about what is possible; to learn, reflect and create. It brings whole families together and it supports learning, development and connection from babies through to Year 10 students.

The Festival seeks to move beyond entertainment and to provide Western Australian families and educators with opportunities to connect with each other and their community. Organisers consistently strive to increase the standard of what is on offer for Perth families, believing that an investment in children is an investment in the future. For this reason, organisers engage professional artists who must be of international standing.

The AWESOME Festival's diverse program includes theatre, dance, workshops, visual arts, literature, new media, film and interactive activities.

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 excursions including shows and workshops. To maximise learning outcomes, AWESOME provides schools with curriculum-linked education resource kits, specifically designed for each year level.

Organisers believe that the AWESOME Festival program now has a reputation that brings national and international programmers and curators to Perth. This visitation enables the event to be a platform upon which the city and local artists are showcased to the world.

Free and Ticketed Components

Program name free	<u>Free Activities and Exhibitions</u>
Start date	30/09/2017
End date	13/10/2017
Description	AWESOME will present a diverse program of free interactive activities, events and exhibitions at the 2017 – 2019 Festivals. 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.
Start finish times	Between 10am and 4pm.
Location	Various
Projected attendance	160,000

Program Name Ticketed	<u>Shows, Workshops and Activity Zone</u>
Start Date	30/09/2017
End Date	13/10/2017

Description	AWESOME will present a variety of theatre shows, creative workshops, and an activity zone with a number of interactive elements which will be ticketed. The latter will be a \$15 ticket that is valid for the full 10 days of the general public season and has been designed to encourage repeat visitation. 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.
Start and finish times	Between 10am and 4pm.
Location	Various
Projected attendance	13,000
Ticket Price - Adult	\$15.00
Ticket Price - Concession	\$15.00

Organisation capacity

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

Previous City of Perth Support (last 5 years)

Year	Amount
2012	\$100,000
2013	\$100,000
2014	\$100,000
2015	\$100,000
2016	\$100,000

Sponsorship Assessment

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

Essential Program Outcomes	Score (4)
Does the project activate public spaces with dynamic cultural programming?	2.75
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3.25
Does the project challenge established understanding through exploration and exchanging ideas?	3.5
Does the project contribute to building and sustaining a local arts economy?	3.25
Does the project provide professional development opportunities for local artists and/or cultural workers?	3.25
Does the project increase access to and opportunities to participate in cultural life?	3.75

The AWESOME Festival delivers an artistically diverse and unique curated program within the Perth Cultural Centre designed to inspire and delight its audience and enliven public space, and bring hundreds of families and students together to learn, participate and be immersed in life-changing cultural experiences.

Central to the identity of the AWESOME Festival is its presentation in the City of Perth. By offering unique quality experiences for families that are affordable and accessible, the Festival contributes to the social capital of the city, delivering memorable experiences for audiences.. It showcases some of Perth's leading professional artists alongside their international counterparts and, in doing so celebrates identity, sense of place and community.

Programming encourages creative play, exploration and promotes positive wellbeing through participative experiences in a social environment. In 2016 the AWESOME Festival engaged 25 locally based artists.

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.

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.

For two years, AWESOME has partnered with the DCA to deliver a subsidised ticketing program for low-income families.

Essential Sponsorship Outcomes	Score (4)
Does the project drive social engagement and participation of the broader community?	2.5
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2.5

Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	2.5
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	2
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	2.25
Does the project utilise innovative technologies to widen audience engagement?	3
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	3

The AWESOME Festival 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. The program is specifically designed to be equally as enjoyable for adults and aims to foster and enable exploration, conversation and growth within families. 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.

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.

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.

Triennial Assessment Criteria	Score (4)
Are the project plan and budget realistic and value for money?	2.75
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	4
What is the level of anticipated community benefits for the project?	3.75
Is the proposed activity of international calibre, with suitably experienced personnel?	2.5
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	3.5
Is the project concept and planning well developed and articulated?	3.5
Does the project attract a broad audience and stimulate the local economy?	3.25
Does the project positively contribute to the City of Perth Capital City status?	2.5
Does the project provide opportunity for global engagement and collaboration?	2.5

AWESOME's overarching medium to long-term objective is to maximise the impact of all of their programs and to broaden its reach. It remains AWESOME's ambition to be internationally

recognised as one of the world's Top five organisations dedicated to the interface between the arts and children.

One of the primary objectives for the AWESOME Festival from 2017 – 2019 will be 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.

Application Quality	Score (4)
Overall quality of the application	3.25

Sponsorship Benefits

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

1. Acknowledgement of City of Perth as a Major Partner and placement of logo on:
 - a. The AWESOME Festival Program (22,000 copies distributed across the metro area);
 - b. The AWESOME Festival Lift Out in the West Australian (2017 confirmed only. 80,000 copies on Saturday 23 September 2017);
 - c. Site signage;
 - d. Two Social media posts (Followers: Facebook 4,510, Instagram: 891, Twitter: 477);
 - e. One inclusion in an EDM to AWESOME Festival database (5,700 subscribers); and
 - f. The AWESOME Website on the Sponsor Page.

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 to give a speech and open the AWESOME Festival at the VIP Festival launch event; and
4. The City of Perth can display one pull up banner at an indoor venue during the two weeks of the AWESOME Festival.

If the app component of this sponsorship application is supported the City of Perth will receive:

5. Logo placement on the app "Supported by the City of Perth"
6. Links to download the City of Perth Parking app from the AWESOME Festival App
7. Discussions each year regarding other potential opportunities for development of the app to support City of Perth and AWESOME objectives.

Assessment Panel Comments

The applicant has requested an additional \$25,000 per year from previous approved sponsorship funding which is to be utilised for the development and ongoing improvement of a new smartphone app to act as an interactive guide, value add to the events and assist in ticket sales. Whilst the panel agreed that the app has merit, the changed budgetary environment the City is facing does not allow this initiative to be considered for inclusion at this time.

The panel recognised that AWESOME Festival is a key annual event on the City's events calendar. The event is 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 target audience is very specific and therefore not appealing to a wide demographic, however 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 project was rated as very good, however has just missed the threshold to be recommended for triennial funding. The City's Sponsorship and Arts and Culture Officers look forward to working with the organisers to further develop the Festival through the annual sponsorship program.

Agenda **Annual Event Sponsorship – NAIDOC Week Opening Ceremony**
Item 8.4 **2017**

Recommendation:

That Council BY ABSOLUTE MAJORITY decision and subject to approval of the 2017/18:

- 1. approves cash sponsorship of \$8,714 excluding GST to NAIDOC Perth Inc. for the NAIDOC Week Opening Ceremony;***
- 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 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 2 November 2017.***

FILE REFERENCE: P1034187#04#03
 REPORTING UNIT: Business Support and Sponsorship
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 8 May 2017
 ATTACHMENT/S: Attachment 8.4A – Detailed Officer Assessment

Legislation / Strategic Plan / Policy:

Legislation	N/A
Integrated Reporting Implications	<p>Planning and Framework</p> <p>Corporate Business Plan / Strategic Community Plan</p> <p>Council Four Year Priorities: Perth as a Capital City</p> <p>Perth at Night</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

Purpose and Background:

The City of Perth has received a request for cash sponsorship of \$20,000 from NAIDOC Perth Inc for the annual event NAIDOC Week Opening Ceremony to be held on 2 July 2017 at Elizabeth Quay.

The City previously supported this in 2016 with an Arts and Culture Sponsorship of \$30,000. Under the new sponsorship framework, this sponsorship has moved to the Event Sponsorship program and has been assessed according to the objectives and outcomes of the program.

Details:

NAIDOC stands for National Aboriginal and Torres Strait Islander Day Observance Committee. The acronym for this Committee "NAIDOC" has now become commonly known as a weeklong Aboriginal and Torres Strait Islander cultural festival celebrated annually in the first full week of July.

NAIDOC Week is a National event held in July which focuses on Aboriginal and Torres Strait Islander histories, cultures, peoples and communities. The Opening Ceremony of NAIDOC Week in Western Australia is to be held at Elizabeth Quay on Sunday 2 July 2017. The event is an opportunity for the Indigenous community and the wider non-Indigenous community to come together and share in the cultures of Aboriginal and Torres Strait Islander peoples in Perth, and to gain information on events and activities happening throughout the week. The National NAIDOC theme for 2017 is 'Our Languages Matter' - reflecting on the importance of Indigenous languages.

A detailed Officer assessment of this sponsorship application is provided in Attachment 8.4A.

An acquittal summary for the 2016 event is available on the Elected Members Portal.

Financial Implications:

ACCOUNT NO:	93E1 8000 7901
BUDGET ITEM:	Event Annual Sponsorship (17-18)
BUDGETED AMOUNT:	\$725,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$0
BALANCE REMAINING:	\$725,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The NAIDOC week Opening Ceremony has been held in Perth since 2007. 2017 will mark the 10th year of the event. The event has been assessed under the Annual Event Sponsorship program, however it did not score highly against some of the key objectives of the program

including audience size and economic impact. However the cultural significance of the event is significant and the Opening Ceremony is an important event on the City's calendar.

The newly endorsed City of Perth sponsorship policy allows for a maximum contribution of 10% for events held within an Metropolitan Redevelopment Authority (MRA) space. This would equate to \$8,714 for this event. This amount is significantly less than the amount provided to the event over the last five years.

Organisers advise that a reduction in City sponsorship to less than \$20,000 would significantly impact the scale of the event. However, the requested level of sponsorship would require Council to override the policy to approve an amount greater than the allowable threshold for an event held in an MRA space.

Event Details

Event Title	The annual NAIDOC Week Opening Ceremony in Perth		
Event Start Date	02/07/2017	Start time	11.00am
Event End Date	02/07/2017	End time	3.00pm
Venue	Elizabeth Quay		
Applicant	NAIDOC Perth Inc.		
Expected attendance numbers	5,000		
Ticket Pricing - Standard	Free to attend		
Total Project Cost	\$87,143.01		
Total Amount Requested	\$20,000 (23% of the total project cost)		
Maximum Amount Allowed	\$8,714 (10% of the project cost due to being held in an MRA venue)		
REMPAN Impact (Direct)	\$0.485M	Total Impact	\$0.784M
Category (Community or Commercial)	Community		
Recommendation	Approval		
Recommended amount	\$8,714 (10% of the total project cost)	Assessment Score	51.5 out of 88

Event Synopsis

NAIDOC stands for National Aboriginal and Torres Strait Islander Day Observance Committee. The acronym for this Committee "NAIDOC" has now become commonly known as a weeklong Aboriginal and Torres Strait Islander cultural festival celebrated annually in the first full week of July. The festival has a long history, stemming back to a human rights movement for Aboriginal and Torres Strait Islanders people in the 1920s.

Event Description

NAIDOC Week is a National event held in July which focuses on Aboriginal and Torres Strait Islander histories, cultures, peoples and communities. The Opening Ceremony of NAIDOC Week in Western Australia is to be held at Elizabeth Quay on Sunday 2 July 2017. The event is an opportunity for the Indigenous community and the wider non-Indigenous community to come together and share in the cultures of Aboriginal and Torres Strait Islander peoples in Perth, and to gain information on events and activities happening throughout the week.

The National NAIDOC theme for 2017 is 'Our Languages Matter' - reflecting on the importance of Indigenous languages.

The NAIDOC Perth Opening Ceremony is a free community event which will launch NAIDOC Week in Perth. The event will be a showcase and celebration of Aboriginal and Torres Strait Islander cultures through music, song, dance and artwork. The Opening Ceremony will

demonstrate to the wider community the richness, diversity and positive representation of Aboriginal and Torres Strait Islander cultures and communities.

The event will commence with a traditional Welcome to Country by Whadjuk Noongar Elders, didgeridoo players and traditional dancers, culminating in a traditional Smoking Ceremony by a Whadjuk Elder to ward off the bad spirits and welcome the good spirits. The wider community will be encouraged to participate in the Smoking Ceremony; and traditional Nyungah dancers will perform both men and women's dances to welcome all to the event.

The event will also include the following components:

- official speeches;
- flag raising;
- local Aboriginal and Torres Strait Islander performers and dance groups;
- a hip hop workshop;
- community stalls;
- local Aboriginal arts and crafts;
- children's activities;
- food stalls; and
- an Elders marquee.

The event aims to encourage participation in Indigenous arts and culture by people of all ages and cultural backgrounds, contributing to Reconciliation with the event promoting tolerance, acceptance and understanding of each other's culture.

Organisation details

ABN	78371978171
Entity Name	NAIDOC Perth (Inc.)
Entity Type	Other Incorporated Entity
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	6147
Main Business Location State	WA
ACNC Registration	N/A

Organisation mission

In 2006, community members in Perth formed a NAIDOC Committee to promote and assist in the coordination of the 50th anniversary of NAIDOC in Perth. In January 2008, NAIDOC Perth

registered as an Incorporated Association. The preamble to the Constitution of NAIDOC Perth (Inc.) states that:

“NAIDOC Perth aspires to assist in the promotion, coordination and organisation of NAIDOC week activities in the Perth metropolitan area. NAIDOC Perth’s goals and purposes are focused on the preservation and celebration of Aboriginal and Torres Strait Islander cultures and the education of non-Aboriginal and Torres Strait Islander people about the history and contemporary aspects of Aboriginal and Torres Strait Islander people.”

Organisation Capacity

Organisers have contracted Villified Solutions to manage the delivery of the event. A working group has been established and consists of NAIDOC Perth Committee Members, as follows:

- Glenda Kickett – Convenor (Chairperson NAIDOC Perth);
- Cynthia Nelson (Secretary NAIDOC Perth);
- Taliah Payne (Committee Member);
- Gillian Woods (Committee Member); and
- Tammy Solonec (volunteer Media & Marketing).

Volunteers will assist on the day with the majority recruited through Amnesty International. The event provides an opportunity for volunteers to work in an Aboriginal cultural environment.

Estimate of City Fees and Charges

Environmental Health Officers advise that a public building fee of \$545 will be applicable to the event.

Previous City of Perth Support (last 5 years)

Year	Amount
2012	\$35,000.00
2013	\$35,000.00
2014	\$35,000.00
2015	\$35,000.00
2016	\$30,000.00

Sponsorship Assessment

Public Outcome in the City of Perth	Score (4)
Affordable or free to the public	4
Accessible to a broad demographic	2
Encourages new visitors, specifically those identified as key target markets for the City <ul style="list-style-type: none"> • Families 	2

<ul style="list-style-type: none"> • Baby Boomers • City workers/ young professionals 	
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The NAIDOC Week Opening Ceremony is a free event and is open to the public to attend. The event targets families, in particular Aboriginal and Torres Strait Islander families. Organisers advise that in previous years, families from many different ethnic groups and cultures have attended the Opening Ceremony.

NAIDOC Perth plan to encourage new visitors to the Ceremony through the media such as the West Australian NAIDOC Liftout and Noongar Radio, as well as distributing the NAIDOC Week Opening Ceremony poster to government and non-government organisations, and the wider Aboriginal community in Perth. Through the Opening Ceremony, NAIDOC Perth is excited to share Aboriginal and Torres Strait Islander cultures with other cultures, and to share in the spirit of Reconciliation.

Economic Impact	Score (4)
Local businesses and traders are given opportunity to actively engage in the event	0
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	0.5
Contributes to a strong reputation for Perth as a city that is attractive for investment	1.5
Provides attendees with opportunities to engage with City businesses pre and/or post event	2.5

The Opening Ceremony will provide Aboriginal businesses and organisations with the opportunity to promote their services to Aboriginal and Torres Strait Islander people and the wider community. Organisers advise that NAIDOC Perth will hire several infrastructure, catering and entertainment companies to provide a professional service that will help shape the event. NAIDOC Perth Inc. has not provided details of liaising with any surrounding businesses to leverage off the event.

Organisers believe that hosting the NAIDOC Week Opening Ceremony at Elizabeth Quay will ensure that other businesses in the area will benefit from the extra numbers of people coming into the city to attend the event. They advise that this will bring increased revenue to local shops such as cafes and eateries, bars and taverns, and increased reliance on public transport in the area.

Sustainability	Score (4)
Safe for participants and the public	3
A realistic, achievable budget	2.5
Applicants proven ability to deliver the project within the timeline	3
A demonstrated variety in funding sources to ensure sustainability of the project	2.5

The NAIDOC Perth Committee has presented the NAIDOC Week Opening Ceremony for the last nine years. NAIDOC Perth Inc. advise that they commit to staying within budget for the event,

and that the Opening Ceremony has met their aim and objectives for the event annually. NAIDOC Perth is seeking sponsorship and funding from both government, non-government and the corporate sector to develop and present the NAIDOC Week Opening Ceremony. They are seeking funding from Lotterywest, the Metropolitan Redevelopment Authority (MRA), Prime Minister and Cabinet and Relationships Australia WA.

Organisers have developed a Risk Management Plan for bump in and bump out and for the day; and are contracting security for set up as well as for the event day. Organisers will contract St John Ambulance to be on site for the day.

Healthy and Active City	Score (4)
Event compliments and diversifies the existing offering within the City	2.5
Event does not clash or conflict with other events on the events calendar	4
Environmentally sustainable practices for the event have been adequately addressed	2.5
Increased place activation and use of under-utilised space	1.5

NAIDOC Week is a significant date on Western Australia's cultural calendar. The NAIDOC Week Opening Ceremony will bring a level of vibrancy to the City of Perth as the launch event for NAIDOC Week. The NAIDOC Week Opening Ceremony will compliment other City events through presenting and showcasing Aboriginal and Torres Strait Islander cultures to the wider community.

Organisers advise that they will ensure environmentally sustainable practices by promoting recycling at the event.

Community Event Criteria	Score (4)
Event is a large scale community or cultural event of state or national significance	1.5
Event is a well-known event on the City of Perth's calendar, or has the potential to develop into one	2.5
Event attracts at least 10,000 attendees into the central city and surrounds	0
Event is predominantly free due to the inherent nature of the event and subsequent programming	4
Applicant is able to deliver on standard commercial sponsorship benefits	2.5
Applicant is able to maintain a standard level of programming during the partnership	1.5

The event is free to the public with the aim of encouraging them to participate in NAIDOC Week events throughout Perth. Organisers advise that the event has grown considerably over the last nine years and in 2017 they celebrate 10 years of NAIDOC Perth. This milestone coincides with the 50 Year Anniversary of the 1967 Referendum to count Aboriginal and Torres Strait Islander people in the Australian national census.

Organisers have successfully delivered the event since 2007.

Benefits and application rating	Score (4)
Level of benefits and recognition offered to the City	2.5
Overall application quality	3

Provisional Sponsorship Benefits

Organisers have offered the following benefits for sponsorship of the event, with the final agreed benefits subject to the final Council approved funding amount and successful negotiation:

- the City of Perth to be acknowledged as a Silver Sponsor for the event;
- the City of Perth logo to appear on all publications including posters, banners, flyers, event programs, social media sites and other related publications;
- City of Perth signage to be displayed at the event, including on the event stage;
- the support of the City to be acknowledged on radio for the event; and
- the Lord Mayor, or representative, to be invited to speak at the event.

Assessment Panel Comments

The NAIDOC Week Opening Ceremony is a significant event which launches NAIDOC week in Western Australia.

The event does not score highly in assessment under the Event Sponsorship program as it does not meet all of the objectives of the program; increasing audiences, raising the profile of the City and increasing economic investment in the City. The aims of the event are reconciliation, cultural understanding and celebration. It is therefore more suited to a Community Development funding program and it is recommended that support for the event moves to a funding program in that area once finalised.

The newly endorsed City of Perth sponsorship policy allows for a maximum contribution of 10% for events held within an MRA space. This would equate to \$8,714 for this event. This amount is well under their request for \$20,000, and significantly less than the amount approved for the event over the last five years.

The assessment panel feels that a reduction in City sponsorship to less than \$20,000 would impact the quality of the event. However, the requested level of sponsorship would require Council to override policy to approve an amount greater than the allowable threshold for an event held in an MRA space.

Agenda **Annual Event Sponsorship – Quit Targa West**
Item 8.5

Recommendation:

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

- 1. approves cash sponsorship of \$48,000 (excluding GST) to Targa West Pty Ltd to support the 2017 Quit Targa West from Thursday, 10 August to Sunday, 13 August 2017;***
- 2. notes the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.5A;***
- 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 1 December 2017.***

FILE REFERENCE: P1034187#04#01#02
 REPORTING UNIT: Business Support and Sponsorship
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 4 May 2017
 ATTACHMENT/S: Attachment 8.5A – Detailed Officer Assessment

Legislation / Strategic Plan / Policy:

Legislation N/A

Integrated Reporting Implications	Planning and Framework	Strategic Community Plan
		Council Four Year Priorities: Perth as a Capital City
		Perth at Night
		Healthy and Active in Perth
		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 has received a request for Annual Event Sponsorship of \$60,000 (excluding GST) for the 2017 Quit Targa West event.

2017 marks the 13th year of Quit Targa West and the City has a long standing relationship with the event, having supported it since its inception in 2005.

Details:

Quit Targa West is a high profile tarmac car rally which travels through Kalamunda, Toodyay, Malaga and Bullsbrook before finishing in Perth. The event involves a number of different activities across key City public spaces, including Murray Street Mall, Forrest Place and Northbridge, over four days, culminating in the 'City of Perth Special Stage' along Riverside Drive and Langley Park.

In 2017, Quit Targa West will be held from Thursday 10 August to Sunday 13 August 2017.

Organisers anticipate a total of 30,000 attendees across the event, with the City components attracting the highest attendance. The event is free-of-charge to attendees.

City of Perth Parking has a confirmed agreement with the event for in-kind sponsorship to the value of \$29,802.42 (excluding GST) for the use of the Terrace Road Car Park and Grassed Area for the event. If Council approves the recommended sponsorship amount of \$48,000, this will bring the total City contribution to \$77,802.42 (excluding GST).

The event has a number of other supporters including Healthway and Shannons Insurance. The direct economic impact of the event has been projected at \$3,018,000 suggesting a good return on investment for the City.

Financial Implications:

ACCOUNT NO:	93E1 8000 7901
BUDGET ITEM:	Event Annual Sponsorship (17 – 18)
BUDGETED AMOUNT:	\$725,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$48,000
BALANCE REMAINING:	\$677,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

Quit Targa West is high profile event and encourages a broad demographic into the City of Perth. The event attracts high attendance, activates a range of key City public spaces over a number of days and offers a unique program of activities, not replicating anything else on the City's calendar.

The event offers significant potential for the city to amplify the investment through engagement with city traders.

The City has a long history of support of the event and the organisers have submitted a strong application which presents a clear commitment to engage local business and ensure benefits to city stakeholders in all locations.

An investment of \$60,000 has been requested however after Officer assessment, cash sponsorship of \$48,000 is recommended which is considered fair and reasonable in the current economic climate.

Event Details

Event Title	Quit Targa West		
Event Start Date	10/08/2017	Start time	1.00pm
Event End Date	13/08/2017	End time	11.00pm
Venues	Forrest Place Murray Street Mall Langley Park James Street, Northbridge		
Applicant	Targa West Pty Ltd		
Expected attendance numbers	30,000		
Ticket Pricing - Standard	Free to attend		
Total Project Cost	\$600,605		
Total Amount Requested	\$60,000 (10% of the total project budget)		
Cash amount requested	\$60,000	In kind amount requested	\$0
REMPAN Impact (Direct)	\$3.018M	REMPAN Total	\$4.880M
Category (Community or Commercial)	Commercial		
Recommendation	Approval		
Recommended amount	\$48,000 (8% of the total event cost)	Assessment Score	72 out of 94 (77%)

Event Synopsis

Quit Targa West is a high profile tarmac car rally which has been held in Perth and surrounds since 2005. The course travels through Kalamunda, Toodyay, Malaga and Bullsbrook before finishing in Perth.

The event will be held from Thursday 10 August to Sunday 13 August 2017, marking the 13th year of the event. The City of Perth has supported Quit Targa West since its inception.

Event Description

Quit Targa West is a four day tarmac rally staged annually in August at a number of sites across the City of Perth and the greater Perth metropolitan area. Organisers anticipate the 2017 event will feature up to 100 classic and modern cars competing over 30 rally stages, finishing with the 'City of Perth Special Stage' along Riverside Drive and Langley Park.

Organisers expect a total of 30,000 attendees across the event, with the City components attracting the highest attendance. The event is free-of-charge to attendees.

The direct economic impact of the event has been projected at \$3,018,000 based on the City's REMPLAN economic modelling tool.

The organisers have requested cash sponsorship from the City of Perth to support the following free-to-the-public activities:

Pre-event Car Display, Murray Street Mall - Thursday, 20 July 2017

Quit Targa West will display a number of vehicles in the Murray Street Mall in the lead-up to the event as a promotional activity to raise awareness and generate public interest. The organisers anticipate 3,000 attendees.

Ceremonial Start, Forrest Place and Murray Street Mall - Thursday, 10 August 2017

Quit Targa West will officially open with a ceremonial start, held in Forrest Place on the first day of the event. Over 80 cars and crews will assemble before a lunchtime event start. The organisers anticipate 5,000 attendees. The event includes car displays and allows the public to engage with the crews before the commencement of the event.

Northbridge Show 'n' Shine Show - Friday, 11 August 2017

The Northbridge precinct will host the Show'n'Shine on the Friday evening of the event. A display of 80 rally cars on James and Lake Streets and video rally footage on the Northbridge Piazza screen are the highlights. The organisers estimated that approximately 3,000 people attended in 2016 and anecdotal feedback from restaurants and businesses in the precinct have advised that historically this has proved one of the busiest trading nights of the year.

'City of Perth Super Stage' – Sunday, 13 August 2017

The 'City of Perth Super Stage' in Langley Park is the final stage of the rally. Set against the backdrop of Riverside Drive, the full day of activities includes the Targa City Sprint and the 'Shannons Classic on the Park', a display of over 300 classic and historical cars.

The event concludes with the Grand Finale on the 'City of Perth Super Stage' which is followed by the Podium Finish presentation. With a forecasted attendance of 6,000 to 7,000 attendees, the organisers expect the 'City of Perth Super Stage' to be a major highlight of the event.

Local vendors will be encouraged to provide food and drink services to the participants and spectators. Business Support Officers will also work closely with city stakeholders to maximise engagement across the City components.

The Quit Targa West rally headquarters and Parc Fermé are stationed at the Hyatt Regency Perth. The hotel hosts the Gala Presentation Dinner (450+ attendees) and is promoted as the official accommodation provider, a strategy on behalf of the event organisers to encourage more competitors and their crew and families to be based in the city for the event.

Organisation Details

ABN	93094853133
Entity Name	The Trustee For Ross & Jan Trust & The Trustee For Tapper Family Trust

Entity Type	Other Partnership
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	6171
Main Business Location State	WA
ACNC Registration	N/A

Organisation Capacity

The rally is produced by Targa West Pty Ltd, a Western Australian-based motoring event management company, which has successfully staged the event annually since 2005. Quit Targa West is endorsed by the Confederation of Australian Motor Sport.

The event has confirmed funding from other government and corporate sources, including Healthway and Shannons Insurance. The event receives local government support from the City of Swan, Shire of Toodyay, Shire of Chittering and the Shire of Kalamunda for the components held in those areas. This support is associated with the use of roads, car parking areas, parks, resident notifications and street sweeping. The Shire of Kalamunda organises a mini festival to coincide with the event. Organisers advise that approximately 54% of the event is held within the City of Perth.

City of Perth Parking (CPP) has supported the Quit Targa West through a contra agreement with event organisers since 2013 and has confirmed support of the 2017 event. CPP provides the use of Terrace Road carpark for the event, in return for promotion of CPP facilities. In 2017 the value of this support is approximately \$33,113.80 and is subject to the organisers securing the appropriate approvals.

Estimate of City Fees and Charges

ITEM	2016 Costs	Estimated 2017 costs
Event Parking	\$6,720.00	\$6,720.00
Footpaths - Other Hire charges	\$387.00	\$387.00
Public Building Fee	\$1,355.00	\$1,376.00
Event fee	\$1,277.00	\$1,709.63
Application fee	\$175.00	\$180.00
Waste Management	\$1048.30	\$1,048

Reserve Bond Hire	\$5,000.00	\$5,000.00
Advertisements	\$5,000.00	\$5,000.00
Forrest Place Hire application fee	\$69.00	\$69.00
Forrest Place Hire	\$1,488.00	\$1,488.00
Murray Street Mall Hire	\$324.00	\$324.00
Power Hire	\$64.00	\$64.00
TOTAL	\$22,907.30	\$23,365.63

It is not possible to ascertain confirmed costs until completion of the event.

Previous City of Perth Support (last 5 years)

The City of Perth has supported this event since its inception in 2005.

Year	Amount
2012	\$53,000.00
2013	\$54,500.00
2014	\$54,500.00
2015	\$50,000.00
2016	\$47,500.00

Sponsorship Assessment

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

Public Outcome in the City of Perth	Score (4)
Affordable or free to the public	4
Accessible to a broad demographic	3
Encourages new visitors, specifically those identified as key target markets for the City <ul style="list-style-type: none"> • Families • Baby Boomers • City workers/ young professionals 	3

All elements of the event are free-to-the public to attend. The proposed activities are likely to appeal to a broad demographic, allowing the City the opportunity to reach a wide audience with its campaigns and engage with a diverse group of attendees, many who may not be regular visitors to the city.

Economic Impact	Score (4)
Local businesses and traders are given opportunity to actively engage in the event	2.5

Opportunities for City of Perth Parking to benefit from increased visitation and revenue	3
Contributes to a strong reputation for Perth as a city that is attractive for investment	3
Provides attendees with opportunities to engage with City businesses pre and/or post event	3.5

The organisers have forecast 18,000 to attend the activities within the City of Perth and attendees are likely to visit city businesses before or after the events.

The City has received positive anecdotal feedback from restaurants and businesses in the Northbridge precinct that historically the Quit Targa West Show'n'Shine activity has proved one of the busiest trading nights of the year. There is potential to implement strategies to further measure the revenue and direct economic impact generated by the sponsorship investment.

Local vendors will be encouraged to provide food and drink services to the participants and spectators. Business Support Officers will also work closely with city stakeholders to maximise engagement across the City components.

CPP is also a financial supporter of Quit Targa West and Sponsorship Officers will work closely with CPP to ensure benefits are maximised.

Sustainability	Score (4)
Safe for participants and the public	3
A realistic, achievable budget	3.5
Applicants proven ability to deliver the project within the timeline	4
A demonstrated variety in funding sources to ensure sustainability of the project	3.5

The City of Perth has supported Quit Targa West since its inception and has a long standing relationship with the event organisers who have consistently delivered a well-managed event and have met all City requirements.

A budget summary has been included in the application detailing income from a wide range of funding sources including government and commercial sponsorship, competitor fees and merchandise sales.

Healthy and Active City	Score (4)
Event compliments and diversifies the existing offering within the City	3
Event does not clash or conflict with other events on the events calendar	3.5
Environmentally sustainable practices for the event have been adequately addressed	1
Increased place activation and use of under-utilised space	4

As the City's only motorsport supported activity, the event reaches a unique audience across a broad demographic. The event will utilise key city public spaces including Langley Park, Forrest Place and the Northbridge Precinct.

Environmental impact and sustainable event practices have not been addressed in the application.

Commercial Event Criteria	Score (4)
Large-scale event with a history within the City	3.5
Event has helped to position Perth on a national stage	2.5
Proactively presents opportunities to maximise visitor spend within the City, driving commercial benefit to traders	3
Proposes leveraging opportunities between the organisation and the event to City of Perth programs or initiatives	2
Applicant is able to deliver on negotiated commercial sponsorship benefits	3
Event has a proven track record of attracting a large audience, (at least 20,000) into the Central City and surrounds for the event	3.5
Event has a proven track record of attracting significant mainstream media coverage	3.5

The event has a high profile and will increase visitation and tourism to the city over a number of days, encourage use of key city public spaces and produce an economic benefit in the city.

Quit Targa West is a large-scale event with a history within the City (13 years). The organisers are projecting 30,000 attendees in total, with 100 attendees from regional Western Australia and 30 attendees from interstate. The organisers are expecting 80 competitor vehicles (each of which have a driver, co-driver and service crew), including 15 regional and five interstate groups. The organisers anticipate that 780 room nights will be required at Perth hotels for the event.

The direct economic impact of the event has been projected as \$3,018,000.

Benefits and application rating	Score (4)
Level of benefits and recognition offered to the City	3.5
Overall application quality	3.5

Sponsorship Benefits

Organisers have offered the following benefits for sponsorship, with the final agreed benefits subject to the final Council approved funding amount and successful negotiation:

1. co-naming-rights to the 'City of Perth Super Stage' held on the Swan River foreshore;
2. City of Perth signage displayed at pre-event functions and during the event;
3. City of Perth logo to appear on advertising, posters, roadbooks, competition and official support vehicles, the Start and Finish arches and event website;
4. City of Perth digital banner to appear on event website;
5. City of Perth advertisement in official roadbook provided to competitors and crew and digital e-newsletter;
6. City of Perth support to be acknowledged in media and promotional material including event Facebook page, event YouTube channel, radio advertisements; and

7. the Lord Mayor, or representative, to be invited to officiate at a number of high profile functions including the Ceremonial Start in Forrest Place.

Assessment Panel Comments

Quit Targa West is high profile event and encourages a broad demographic into the City of Perth. The event attracts high attendance, activates a range of key city public spaces over a number of days and offers a unique program of activities, not replicating anything else on the City's calendar.

The event offers significant potential for the City to amplify the investment. There is the opportunity for Business Support Officers to work with City traders to increase engagement with the event.

The event also presents leveraging opportunities such as the creation of unique content for City social media and digital platforms. Examples could include behind-the-scenes content and interviews with drivers, in car cameras, drone footage, a Facebook Live stream of the 'City of Perth Special Stage' or a 360 virtual reality video.

City Officers will work closely with event organisers to review all elements of the event and identify areas for further growth and development and opportunities for City of Perth activation.

The City is also able to collect data and develop a comprehensive analysis of the event in order to frame future partnership discussions.

Sponsorship Officers believe that the 'Shannons Classic on the Park' at Langley Park has the potential to expand and grow further, becoming a key family friendly component of the event. Elected Members have previously discussed at Marketing, Sponsorship and International Engagement Committee their interest in large motor vehicle show at Langley Park.

The City has a long history of support of the event and the organisers have submitted a strong application which presents a clear commitment to engage local business and ensure benefits to city stakeholders in all locations.

An investment of \$60,000 has been requested however after Officer assessment, cash sponsorship of \$48,000 is recommended.

Recommendation:

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

- 1. approves cash sponsorship of \$18,000 (excluding GST) to Activ Foundation Inc to support the 2017 ‘Chevron City to Surf for Activ’ on Sunday, 27 August 2017;***
- 2. notes the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.6A;***
- 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 1 December 2017.***

FILE REFERENCE: P1034187#04#02#02
 REPORTING UNIT: Business Support and Sponsorship
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 9 May 2017
 ATTACHMENT/S: Attachment 8.6A – Detailed Officer Assessment

Legislation / Strategic Plan / Policy:

Legislation N/A

Integrated Reporting Implications **Planning and Framework** **Strategic Community Plan**
 Council Four Year Priorities: Perth as a Capital City
 Healthy and Active in Perth
 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
 S15 Reflect and celebrate the diversity of Perth

Policy

Policy No and Name: 18.13 - Sponsorship

Purpose and Background:

The City of Perth has received a request for Annual Event Sponsorship of \$50,000 (excluding GST) for the 2017 'Chevron City to Surf for Activ' event.

2017 marks the 43rd year of the event, which has a long history in Western Australia and with the City of Perth.

The City provided Event Sponsorship funding of \$20,000 excl GST to former event organisers Corporate Sports Australia for the 2016 event.

Details:

The Chevron 'City to Surf for Activ' is an annual community fun run which attracts both competitive runners and community participants. The event is scheduled for the morning of Sunday 27 August 2017. City records indicate that in 2016, 16,235 participants started the race in the City of Perth.

Participants will follow a route from the start line in the City of Perth, on the corner of William Street and St Georges Terrace, and travel past Kings Park and through Subiaco and Cambridge, before crossing the finish line at City Beach Oval. Participants are able to return to the city by complimentary shuttle bus following the event.

The event features a number of categories which participants can enter into including the Marathon, Half Marathon, 12km Run, 4km Walk and 4km Wheelchair events.

The event is free for spectators to attend. Participants are required to pay a registration fee which ranges from \$22 - \$145, depending on the category entered. The event is a fundraising activity for the Activ Foundation, a not-for-profit organisation supporting people living with disability in Western Australia.

The organisers have documented the total cost of the event as \$2,950,000 and are requesting cash sponsorship of \$50,000 (1.7% of the total cost of the event). The organisers have secured support from a range of funding partners and in-kind sponsors for the 2017 event including Chevron Australia, 96FM, Channel 9, The Sunday Times, Hyundai, Cleanaway, Red Bull and Rebel Sport.

Financial Implications:

ACCOUNT NO:	93E1 8000 7901
BUDGET ITEM:	Event Annual Sponsorship (17 – 18)
BUDGETED AMOUNT:	\$725,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$18,000
BALANCE REMAINING:	\$707,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The 'Chevron City to Surf for Activ' is a high profile event with a long history in Western Australia and with the City of Perth. The organisers strive for a community focused event that encourages participation amongst all athletic abilities, fitness levels and age groups.

While the event starts in the city, it is difficult to quantify economic return for city traders as the early morning race start times are not within regular city trading hours. Historically, not many spectators have attended the race start as most of the event activity is focused at the finish area at city Beach Oval. While event organisers provide complimentary shuttle buses, there is also no data available to estimate how many participants return to the city and visit local businesses following the event.

The event was previously produced by Corporate Events Australia on behalf of the Activ Foundation, under whose management the event saw a period of declining participation numbers. As a result of negotiations between Activ Foundation and Corporate Sports Australia, in 2017, delivery of the event will be managed in-house by the Activ Foundation event team for the first time.

An investment of \$50,000 has been requested however after Officer assessment, cash sponsorship of \$18,000 is recommended which will allow the City to evaluate the operation and success of the event under new management.

Event Details

Event Title	Chevron City to Surf for Activ		
Event Start Date	27/08/2017	Start time	6.00am
Event End Date	27/08/2017	End time	1.00pm
Venue	Intersection of St Georges Terrace and William Street (race start)		
Applicant	Activ Foundation Inc		
Expected attendance numbers	40,000 (organiser's estimate)		
Ticket Pricing - Standard	The event is free to spectators. Participants are required to pay a registration fee which ranges from \$22 - \$145 depending on the category entered.		
Total Project Cost	\$2,950,000		
Total Amount Requested	\$50,000 (1.7% of the total project budget)		
Cash amount requested	\$50,000	In kind amount requested	\$0
REMPAN Impact (Direct)	N/A	REMPAN Total	N/A
Category (Community or Commercial)	Community		
Recommendation	Approval		
Recommended amount	\$18,000	Assessment Score	54.5 out of 88 (62%)

Event Synopsis

The Chevron 'City to Surf for Activ' is an annual, mass participation, community fun run which attracts both competitive runners and community participants. The event is a fundraising activity for the Activ Foundation, a not-for-profit organisation supporting people living with disability in Western Australia.

The event will be held on Sunday, 27 August 2017. The race starts in the City of Perth before travelling through other Local Government Areas to the finish on the City Beach foreshore.

Event Description

Now approaching its 43rd year, the 'Chevron City to Surf for Activ' is a community fun run event. The event is scheduled for Sunday 27 August 2017, from 6.00am to 1.00pm. City records indicate that 16,235 participants started the race in the City of Perth as part of the 2016 event.

Participants will follow a route from the start line in the City of Perth, on the corner of William Street and St Georges Terrace, travel up the Terrace, past the Barracks Arch, up Kings Park Drive and alongside Kings Park. The course continues through Subiaco, Nedlands (marathon distance) and Cambridge, before crossing the finish line at City Beach Oval. Participants are able to return to the city by complimentary shuttle bus following the event.

The event features a number of different categories which participants can enter into including the Marathon, Half Marathon, 12km Run, 4km Walk and 4km Wheelchair events.

The event is free to spectators to attend. Participants are required to pay a registration fee which ranges from \$22 - \$145 depending on the category entered. Event proceeds are directed by the Activ Foundation to support people with disabilities within the Western Australian community.

Additional City-based activities will include a public launch in the Murray Street Malls on the 2nd and 3rd June 2017 to promote the event. Race packs will be available for participants to collect exclusively in the City in the two days prior to the event in Forrest Place.

The event was previously produced by Corporate Events Australia on behalf of the Activ Foundation. In 2017 delivery of the event will be managed in-house by the Activ Foundation. The Marathon component of the event is currently under review by the City of Perth Activity Approvals Unit and other key event stakeholders. The 2016 Marathon had a smaller number of entrants (929 runners) and, given the extent of the logistical requirements of the marathon, the viability of this element is being reviewed.

Organisation details

ABN	11553592765
Entity Name	Activ Foundation Inc
Entity Type	Other Unincorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Public Benevolent Institution
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
DGR Item Number	Item 1
DGR Funds	N/A
Tax Concessions	FBT Exemption, GST Concession, Income Tax Exemption
Main Business Location Postcode	6014
Main Business Location State	WA
ACNC Registration	Registered

Estimate of City Fees and Charges

It is anticipated that City charges will increase in 2017 due to the new course route and increased security precautions.

ITEM	ESTIMATE
Event Parking	Est. \$20,000

Footpaths - Other Hire charges (Based on 20,000 with 50% discount)	\$8,200
Public Building Fee	\$1,102.00
Application fee	\$180.00
Waste Management & Street Cleaning after Event	\$10,000.00
Reserve Bond Hire	\$5,000.00
Permits	TBA
Banner bookings (Based on current pricing. Costs for banner bookings are being reviewed).	\$5,134.00
TOTAL	\$49,616.00 estimated

It is not possible to ascertain confirmed costs until completion of the event.

Previous City of Perth Support (last 5 years)

Year	Amount
2012	\$25,000
2013	\$35,000
2014	\$35,000
2015	\$35,000
2016	\$20,000

Sponsorship Assessment

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

Public Outcome in the City of Perth	Score (4)
Affordable or free to the public	1.5
Accessible to a broad demographic	3.5
Encourages new visitors, specifically those identified as key target markets for the City <ul style="list-style-type: none"> • Families • Baby Boomers • City workers/ young professionals 	2

Organisers of the 2017 'Chevron City to Surf for Activ' anticipate approximately 40,000 participants, volunteers and supporters, making the event the second largest officially timed race in the Southern Hemisphere. According to City records, only 16,235 people actively participated in the event in 2016. The organisers strive for a community focused event that encourages participation amongst all athletic abilities, fitness levels and age groups. The

organisers have stated a key objective is to broaden the participation of the event, with a particular focus on schools, community groups and corporate teams.

There is a registration fee for participants as the event is a fundraising activity for the Activ Foundation.

Economic Impact	Score (4)
Local businesses and traders are given opportunity to actively engage in the event	1
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	3
Contributes to a strong reputation for Perth as a city that is attractive for investment	3
Provides attendees with opportunities to engage with City businesses pre and/or post event	1.5

Organisers believe the event will increase visitation to the city as participants are drawn into the city for the race start. Visitation is also likely to increase for the two days prior to the event as participants come into the city to collect their race packs. Historically the race start has not attracted high numbers of spectators.

Organisers have indicated that the event marketing team will approach city retailers to promote engagement with the event. It is difficult to quantify economic return for city traders as the early morning race start times are not within regular city trading hours. While event organisers provide complimentary shuttle buses, there is also no data to estimate how many participants return to the city and visit local businesses following the event.

Organisers estimate 2,250 regional and interstate visitors and 130 international visitors. The organisers will select a city based hotel as the 'official accommodation partner', with the objective of encouraging visitors to stay within the City of Perth over the event weekend.

Organisers have not provided projected economic output for the event. The City's tool for calculating Economic Impact for events (REMPPLAN) is unsuitable to calculate the economic return for this event on the basis that it is a half-day event which is not held exclusively in the City.

Sustainability	Score (4)
Safe for participants and the public	3
A realistic, achievable budget	2.5
Applicants proven ability to deliver the project within the timeline	2
A demonstrated variety in funding sources to ensure sustainability of the project	2.5

The organisers have documented the total cost of the event as \$2,950,000 and are requesting cash sponsorship of \$50,000 (1.7% of the total cost of the event). The organisers have secured support from a range of funding partners and in-kind sponsors for the 2017 event including

Chevron Australia, 96FM, Channel 9, The Sunday Times, Hyundai, Cleanaway, Red Bull and Rebel Sport.

The event was previously produced by Corporate Events Australia on behalf of the Activ Foundation. In 2017 delivery of the event will be managed in-house by the Activ Foundation for the first time. The organisers are led by an experienced team, including Project Director Etta Palumbo and Race Director Chris Letts who has been involved in the race logistics for the City to Surf for over 15 years.

Healthy and Active City	Score (4)
Event compliments and diversifies the existing offering within the City	2
Event does not clash or conflict with other events on the events calendar	3.5
Environmentally sustainable practices for the event have been adequately addressed	1
Increased place activation and use of under-utilised space	2.5

In the last twelve months the City has supported other similar events including the HBF Run for a Reason, the Colour Run and the Mother's Day Classic.

Environmental and sustainable event practices have not been addressed in the application.

Increased place activation and use of under-utilised space in the City are not a focus of the event.

Community Event Criteria	Score (4)
Event is a large scale community or cultural event of state or national significance	3.5
Event is a well-known event on the City of Perth's calendar, or has the potential to develop into one	4
Event attracts at least 10,000 attendees into the central city and surrounds	3
Event is predominantly free due to the inherent nature of the event and subsequent programming	1
Applicant is able to deliver on standard commercial sponsorship benefits	2.5
Applicant is able to maintain a standard level of programming during the partnership	2

The event is now in its 43rd year of operation and has grown to become one of the largest community participation events in Western Australia. While a large percentage of the activities of the event occur at the finish line at City Beach Oval, City records indicated 16,235 participants in 2016 in the City for the event start.

Benefits and application rating	Score (4)
Level of benefits and recognition offered to the City	1.5
Overall application quality	2.5

Sponsorship Benefits

Organisers have offered the following benefits for sponsorship, with the final agreed benefits subject to the final Council approved funding amount and successful negotiation:

- City of Perth to be recognised as a Major Sponsor of the City to Surf;
- City of Perth logo to be included on all television and print advertisements, event collateral, marketing materials and event signage including finish arches;
- City of Perth logo to feature in the TV broadcast of the event in targeted signage shots;
- opportunity for the City of Perth to provide signage to be displayed prominently at the event,
- first right of refusal to the City of Perth to purchase advertising aligned to the event through event media partners;
- opportunity for the City of Perth to conduct promotional activities on City Beach Oval and other Start/ Finish Precincts;
- opportunity for the City of Perth to provide prizes to age category winners and/or competition winners; and
- opportunity for the City of Perth to provide giveaways at the event.

Assessment Panel Comments

The 'Chevron City to Surf for Activ' is a high profile event with a long history in Western Australia and with the City of Perth.

Organisers have estimated that the event attracts over 40,000 participants, volunteers and supporters however the City records indicate 16,235 active participants started the race from the city in 2016. It is difficult to quantify the economic benefit to the city, as historically not many spectators have attended the race start, as most of the event activity is focused at the finish area in City Beach Oval. It is unclear how many participants return to visit city traders following the event and this is an area for further measurement and analysis between the organisers and City sponsorship team.

The event has experienced declining participation numbers for a number of years, partly due to a decrease in the number of entries from corporate teams. The event now has to compete with a number of comparable events including the Mother's Day Classic, HBF Run for a Reason and the Color Run.

Previously the event was managed by Corporate Sports Australia, a commercial sports management company, on behalf of the Activ Foundation. After negotiations following the 2016 event, Activ Foundation discontinued its relationship with Corporate Sports Australia and in 2017 will manage and produce the event in-house. The Activ Foundation has proactively engaged with Officers to address and issues or concerns resulting from the 2016 event.

Sponsorship benefits offered are standard commercial benefits and have not been developed to strategically align with City objectives. Applicants have applied under the Community category however there are limited free components to the event.

An investment of \$50,000 has been requested however after Officer assessment, cash sponsorship of \$18,000 is recommended.

Agenda **Industry/Sector Development Sponsorship – Perth Convention**
Item 8.7 **Bureau**

Recommendation:

That Council BY ABSOLUTE MAJORITY decision and subject to approval of the 2017/18, 2018/19 and 2019/20 budgets:

- 1. approves in principle cash sponsorship totalling \$886,344 ex GST over three years to Perth Convention Bureau for ongoing business development to secure business events to the City of Perth, comprised of;***
 - 1.1 Year 1: \$264,861 annual funding + \$20,000 scholarship funding;***
 - 1.2 Year 2: \$273,406 annual funding + \$20,000 scholarship funding;***
 - 1.3 Year 3: \$288,077 annual funding + \$20,000 scholarship funding;***
- 2. notes the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.7A;***
- 3. authorises the Chief Executive Officer (or delegated Officer) 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 30 August of each year of the agreement.***

FILE REFERENCE:	P1033034
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	2 May 2017
ATTACHMENT/S:	Attachment 8.7A – Detailed Officer Assessment Confidential Attachment 8.7B – Economic Benefits Report Attachment 8.7C – High Yield Research

Legislation / Strategic Plan / Policy:

Legislation N/A

Integrated Reporting Implications	Planning and Framework	Corporate Business Plan / Strategic Community Plan
		Council Four Year Priorities: Perth as a Capital City
		S6 Maintain a strong profile and reputation for Perth as a city that is attractive for investment
		S7 Collaborate with private sector to leverage City enhancements

Policy

Policy No and Name: 18.13 - Sponsorship

Purpose and Background:

The City of Perth has received a request for three year Industry/Sector Development Sponsorship totalling \$922,788 excl GST from the Perth Convention Bureau (PCB) to be used for ongoing business development activities which will bring business events to the City. The request also comprises \$20,000 per annum over three years for the Aspire Awards scholarship.

This is the first time that PCB has been eligible for multi-year funding since the implementation of the new sponsorship framework in December 2016.

Details:

PCB markets Perth and Western Australia as a business events destination and their major stakeholders are the Government of Western Australia, through Tourism Western Australia and the City.

The business events and delegates secured from both the international and national markets provide a strong boost to local visitor expenditure. These delegates spend up to five times more than their leisure tourism counterparts and are an important contributor to tourism and economic activity in Perth and WA as a whole. High profile conferences and conventions held in the State bring significant benefits to WA, including economic benefits to the tourism sector and social benefits such as cultural activities, education and State development.

PCB secured 197 events in 2015/16, which are expected to attract over 53,605 delegates and deliver an estimated \$110 million in Direct Delegate Expenditure (DDE) that will materialise out to 2020.

Based on 2015 figures, the Return on Investment to the City is estimated at 1:357 meaning that for every \$1 of sponsorship, the economy within the City receives \$357 in return.

The approval of triennial funding is subject to the annual endorsement of Council budget and an appropriate legal agreement drafted by the City's legal representatives which outlines the key performance indicators and relevant clauses.

Officer assessment of this industry/sector development sponsorship application is detailed in Attachment 8.7A.

Additional supporting information including an Economic Benefits Report and High Yield Research document are included in Confidential Attachment 8.7B and Attachment 8.7C.

Financial Implications:

ACCOUNT NO:	93B160007901
BUDGET ITEM:	Perth Convention Bureau – Donation and Sponsorships
BUDGETED AMOUNT:	\$284,861

AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$284,861
BALANCE REMAINING:	\$0
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	\$922,788

All figures quoted in this report are exclusive of GST.

Comments:

PCB and the City have a long standing business relationship dating back to the formation of the PCB in 1972. Direct Delegate Expenditure in the most recent financial year 2016/17 suggests \$91million of economic returns to the city's convention centres, meeting hosts, accommodation providers, food and beverage operators and retailers.

In order to allow PCB to focus on winning business events for the City, it is recommended that a three year sponsorship agreement be entered into which would see a 1.5% increase in year one, 3% in year two and 5% in year three. This is considered fair and reasonable based on the high performance of PCB and budgetary position of the City in the short term.

The forecast returns of PCB over the three year period will position this sponsorship in the top two for return on investment within the current sponsorship portfolio.

Project Details

Project Title	Business Events as a Significant Economic Driver for the City
Project Start Date	01/07/2017
Project End Date	30/06/2020
Applicant	Perth Convention Bureau
Total Project Cost	\$6,659,984 (year 1 only)
Total Amount Requested	Year 1: \$273,684 annual funding + \$20,000 scholarship award Year 2: \$287,368 annual funding + \$20,000 scholarship award Year 3: \$301,736 annual funding + \$20,000 scholarship award TOTAL: \$862,788 annual funding + \$60,000 scholarship award (\$922,788)
Recommendation	Approval – 3 Year Agreement
Recommended amount	Year 1: \$264,861 annual funding + \$20,000 scholarship award Year 2: \$273,406 annual funding + \$20,000 scholarship award Year 3: \$288,077 annual funding + \$20,000 scholarship award TOTAL: \$826,344 annual funding + \$60,000 scholarship award (\$886,344)
Assessment Score	27.5 out of 36 (76%)

Project Synopsis

Perth Convention Bureau (PCB) is seeking a three-year funding agreement with the City with annual increases of 5% (exclusive of GST). This request is designed to align with State Government funding commitments and provide a secure and robust funding platform for PCB's marketing activities into the future. Given the importance of tourism to the City as well as the requirement to leverage recent public and private sector investments into tourism infrastructure, PCB marketing activities are proven to provide economic benefits to the city. PCB are also seeking annual sponsorship of \$20,000 for the City of Perth Convention Scholarship under the ASPIRE Awards Program. This brings the total value of the funding request to \$922,788 over three years.

Project Description

PCB markets Perth and Western Australia as a business events destination. Their major stakeholders are the Government of Western Australia through Tourism Western Australia, and the City. PCB also has two major partners which are Crown Perth and the Perth Convention and Exhibition Centre (PCEC) who benefit from the hosting of major business events.

The City and PCB have enjoyed a long standing and mutually beneficial business relationship. As a key founding member when PCB was established in 1972, the City has recognised the importance of business events as a significant economic driver for the city.

The business events and delegates secured from both the international and national markets provide a strong boost to local visitor expenditure. These delegates spend up to five times more than their leisure tourism counterparts according to PCB research.

Perth has witnessed an unprecedented level of public and private sector investment in tourism infrastructure, with a particular expansion in accommodation relative to venue space. Alongside this, the leisure tourism offering of Perth and WA has developed in quantity and quality.

PCB believes that leisure tourism destination marketing is raising the awareness of Perth’s refinement as a destination, and that increased airline routes and an improved arrival experience at Perth Airports are facilitating greater ease of access to WA.

As a result of market changes, the delegate sectors to which PCB markets must be researched, reviewed and revised to ensure continued high level return on investment.

PCB has identified the Corporate and Incentive (C&I) sectors as a market, due to the short securing lead time and smaller group size. They advise that this sector provides an immediate resolution to Perth’s high level of accommodation stock, and in the long term through delegate familiarity, can position Perth and WA as a premium meeting destination.

By leveraging the existing leisure tourism marketing structures of Tourism WA, implementing its own strategies and additional resourcing, PCB plans to continue to refine its target markets accordingly towards the C&I market, whilst maintaining a focus on larger “Hero” not-for-profit (NFP) Association events.

The business events sector is an important contributor to tourism and economic activity in Perth and WA as a whole. High profile conferences and conventions held in the State bring significant benefits to WA, including economic benefits to the tourism sector and social benefits such as cultural activities, education and State development.

Organisation Details

ABN	30 008 766 541
Entity Name	Perth Convention Bureau
Entity Type	Australian Public Company
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	6000
Main Business Location State	WA
ACNC Registration	No

Organisation Capacity

PCB currently employs 19 staff and is led by Chief Executive Officer, Paul Beeson. Ten staff are assigned to key Business Development roles.

PCB plays a central role in WA's business events sector, undertaking business development activity both nationally and overseas, and connecting event and service providers with potential customers. PCB provides incentives and facilitation services to encourage conferences, exhibitions and incentive groups to be staged in Perth and Western Australia as a destination of choice.

PCB secured 197 events in 2015/16, which are expected to attract over 53,605 delegates and deliver an estimated \$110 million in Direct Delegate Expenditure (DDE) for the State that will materialise out to 2020. PCB advises that the conference delegate is the highest-yielding visitor within the visitor economy, spending up to five times that of a leisure tourist, making conferencing an essential component of Perth's tourism mix.

Previous City of Perth Support (last 5 years)

Year	Amount	Return on Investment
2012	\$262,000	1:361
2013	\$269,075	1:329
2014	\$276,547	1:351
2015	\$276,547	1:371
2016	\$280,652	1:357

All figures include core sponsorship funding and the Aspire Scholarship.

Based on 2015 figures provided by PCB, the Return on Investment to the City is estimated at 1:357 meaning that for every \$1 of sponsorship, the economy within the City receives \$357 in return.

Large Events Secured for City of Perth

Year	Event Name	Delegates	DDE (\$)
2008/09	18 th International Corrosion Congress	700	\$1,743,136
2009/10	2012 Australian Psychological Society 47 th Annual Conference	750	\$1,054,760
2010/11	LNG18	5,000	\$10,410,773
2011/12	Annual Scientific Meeting of the Cardiac Society of Australia and New Zealand 2017	2,500	\$4,587,464
2012/13	Royal Australasian College of Surgeons Annual Scientific Congress 2015	3,000	\$8,683,824
2013/14	12 th International Mammalogical Congress 2017	1,200	\$4,923,096
2014/15	Aged Community Services Australia and International Association of Homes & Services for the Ageing Joint International Conference 2015	1,200	\$3,913,827
2015/16	Endocrine Society of Australia & Society for Reproductive Biology & the Australian Diabetes Society Annual Scientific Meeting 2017	2,500	\$8,125,300

Direct Delegate Expenditure for City of Perth

The table below indicates the DDE since 2012/13 which has been allocated to business events directly affecting the City. The assessment uses an input-output model to identify the direct and indirect economic benefits created through business events, the delegates and expenditure that they create.

Year	Direct Delegate Expenditure (\$M)*
2012/13	\$80
2013/14	\$88
2014/15	\$95
2015/16	\$92
2016/17	\$97
2017/18	\$113 (target)
2018/19	\$118 (target)
2019/20	\$136 (target)

*Data provided by PCB. Figures include expenditure at Crown Perth, which is outside of the Perth Local Government Area.

Sponsorship Assessment

The application was assessed by a two person assessment panel and the scoring has been averaged for each outcome. Each criterion has a maximum score of 4.

General Criteria	Score (4)
Level of benefits provided to the City	3
Level of industry development and professional development opportunities in key economic sectors	3.5
Ability to build long term relationships that provide business and community members with the opportunity to share best practice with visiting industry thought leaders	4
Ability to enhance opportunities for business development and investment within key sector markets or stakeholders	4
Level of economic benefit to the City	3.5
Level of competitive/comparative advantage by linking sector/industry stakeholders to achieve clusters or cooperative programs within the City of Perth	3.5
Ability to support ongoing development programs that provide training and skills development opportunities for businesses within the City of Perth	2.5

In the 2015/16 financial year alone, PCB secured a total of 197 events, representing \$110.3 million in expected DDE. The majority of these events (162) were secured for the City, representing \$91.6 million in DDE for the City. In the same year, 158 events (secured in previous financial years) took place in the City delivering \$103 million in DDE. This level of expenditure represents \$83 million in Gross Regional Product and 971 jobs for the local economy.

Given additional funding through the State Government, PCB has recently expanded its marketing program, which will help to develop the meetings, incentives, conferences and events (MICE) sector specifically and the tourism sector more generally. This segment had previously not been pursued due to a lack of supply, tourism amenity and the relative high cost of accommodation that existed in Perth for most of the past decade.

The economic benefits generated by PCB are expected to increase considerably into the future with a DDE target of \$136 million in 2020, which would generate \$109 million in GRP and 1,273 jobs in the local economy.

Many of the events secured by PCB link to local industry sectors of strength, such as healthcare and resources. There is considerable local capability and competitive advantage in such bespoke medical fields as autism research, cardiac services and others. Holding major conferences in these fields and industry subsectors helps to further profile local expertise and build the local competitive advantage further. These efforts can in turn help to grow these local clusters, offering additional specialisation and cementing them further into the local economy.

The City is the exclusive sponsor of the ASPIRE City of Perth Convention Scholarship program, which provides a scholarship to allow a local representative to attend a major national or international event in their specific field. This past year's recipient, Mr Peter Carr, is a lecturer at the University of Western Australia. He attended the 4th World Congress on Vascular Access (WoCoVA) 2016 in Lisbon, Portugal to meet delegates and promote the 2nd Australian Vascular Access Society scientific meeting and World Congress on Vascular Access "Special Event" which was secured for Perth in May 2017. The ASPIRE program represents a considerable collaboration between the PCB, the City and local industry experts/conveners. The program has already delivered confirmed events and will continue to do so into the future.

PCB will continue to target association conferences as part of its high yield strategy. The ASPIRE program further augments this strategy and represents a significant business development initiative specifically geared to bringing large, industry specific conferences to Perth, which will continue to facilitate and support the professional development and learning of local professionals working in Perth.

PCB has recently extended its marketing and business development program significantly, enabled through an increase in State Government funding. These expanded activities include:

- market representation in Australia, NZ and Japan;
- market representation in China and south-east Asia;
- corporate and incentive group bid marketing sponsorship;
- familiarisation and site inspections;
- in-market trade shows and exhibitions;
- inbound tour operator relationships – WA and East Coast;
- dedicated 2000+ delegate senior business development manager;
- increased destination sponsorship value; and
- expanded Aspire professional development awards.

Strategic Plan and Economic Development Strategy	Score (4)
Extent to which the initiative reflects and adds value to the City's Economic Development Strategy outcomes	3.5
Extent to which the initiative reflects and adds value to the City's Strategic objectives and revenue	3.5

Business Events contribute largely to the business tourism sector, which in turn is a vital component of leisure tourism. Conference delegates are regarded internationally as 'Super Tourists' as each delegate spends up to five times that of a leisure tourist over a longer period and in a broader geographical spread of Perth and Western Australia.

PCB advises that governments - national, state and local - are becoming increasingly aware of the value of business events to their respective economies and are funding convention bureaux to capture more of this market. PCB advises that the benefits of business events are not solely economic nor tourism focussed; there are many social dividends including increased business activity and investment, facilitating knowledge transfer and enhancing Western Australia's international profile.

Sponsorship Benefits

PCB will provide the following benefits for the requested sponsorship funding:

- the City to be recognised as a Platinum Partner;
- a City Councillor nominated to the PCB Board of Directors;
- quarterly briefings between PCB and the City;
- the City to be recognised in the PCB Annual Report as Platinum Partner and Major Partner (in text and with logo);
- reference to the City in presentations;
- reference to the City and its attributes in all bid submissions;
- the support of the City to be acknowledged in media releases (where appropriate);
- inclusion of the City's activities for members in newsletters;
- the support of the City to be acknowledged on PCB's website;
- the City to be included in the Meeting and Incentive Planners Guide;
- the City to have access to PCB's calendar of events including conference organiser contacts;
- opportunities to be involved in familiarisation programs as they arise; and
- recognition of the City as a major stakeholder.

With respect to the Sponsorship of the City of Perth Scholarship, PCB will continue to recognise the City as follows:

- the City to be recognised with the scholarship title being "The City of Perth Convention Scholarship";
- reference to the City as a sponsor in all correspondence and brochures referencing the scholarship;
- the City's logo to appear on all promotional material relating to the scholarship;
- the Lord Mayor, or a representative, to be invited to present the award to the scholarship winner at the Awards Ceremony;
- acknowledgement of the City's support in PCB's Annual Report; and

- a City representative to sit on the judging panel.

Comments

PCB and the City have a business relationship dating back to the formation of the PCB in 1972. In recent years PCB have proven themselves to be the strongest convention bureau within Australia and are responsible for driving significant economic returns to the City and whole of Western Australia through their targeted high value business event focus. DDE in the most recent financial year 2016/17 suggests \$91 million of economic returns to the City's convention centres, meeting hosts, accommodation providers, food and beverage operators and retailers. This significant economic impact will be detrimentally impacted should the PCB see their core government funding reduced.

PCB's decision to target the Corporate and Incentive sector should be welcomed as this will result in increased demand for recently completed hotel rooms and those coming on stream over the next three years. In order to allow PCB to focus their development activities on winning business events for the City, it is recommended that a three year sponsorship agreement be entered into which would see a 1.5% increase in year one, 3% in year two and 5% in year three.

This is considered fair and reasonable based on the high performance of PCB to date and budgetary position of the City in the short term. The forecast returns of PCB over the three year period will position this sponsorship in the top two for return on investment within the current portfolio.

CONFIDENTIAL ATTACHMENT 8.7B
ITEM 8.7 – INDUSTRY/SECTOR DEVELOPMENT SPONSORSHIP –
PERTH CONVENTION BUREAU

FOR THE MARKETING, SPONSORSHIP & INTERNATIONAL
ENGAGEMENT COMMITTEE MEETING

23 MAY 2017

DISTRIBUTED TO ELECTED MEMBERS UNDER SEPARATE COVER

Agenda **Industry/Sector Development Sponsorship – SPARK Co-Labs**
Item 8.8 **Actuator Program**

Recommendation:

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

- 1. approves the Industry/Sector Development sponsorship of \$70,000 (excluding GST) to SPARK Co-Labs to support delivery of the SPARK Co-Lab Actuator (commercialisation of medical research) Program over the 2017/18 Financial Year;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 Exclusive naming rights to the program;***
 - 2.2 City of Perth crest recognition on all program promotional material;***
 - 2.3 City of Perth crest recognition on project website;***
 - 2.4 Opportunity to display City of Perth signage at the project location;***
 - 2.5 Spark Co-Labs offers speaking engagement opportunities for Elected Members at Spark Co-Lab events;***
 - 2.6 SPARK Co-Labs will provide the City with introductions to:***
 - a. visiting international academics (from Stanford University, USA and affiliated universities); and***
 - b. 'Business Angels', venture capital organisations and other investors to improve business networks within Perth;***
 - 2.7 SPARK Co-Labs will invite the City to be involved with the selection of medical innovation projects and start-ups into the program;***
 - 2.8 SPARK Co-Labs will provide opportunities to engage the wider business community of the City of Perth by hosting open mentorship events;***
 - 2.9 Spark Co-Labs will provide the City the opportunity to create online content for the Spark Co-Labs online Blog;***

(Cont'd)

2.10 Spark Co-Labs grant the City of Perth the ability to promote relevant medical and health innovation content through Spark Co-Lab resources (Website and social media).

3. notes that a detailed acquittal report, including all supporting material, will be submitted to the City of Perth by 31 July 2018.

FILE REFERENCE: P1033034
 REPORTING UNIT: Economic Development Unit
 RESPONSIBLE DIRECTORATE: Economic Development and Activation
 DATE: 27/04/2017
 ATTACHMENT/S: Attachment 8.8A – Detailed Officer Assessment
 Confidential Attachment 8.8B – Financial Information
 Confidential Attachment 8.8C - Indicative Mentor List for Actuator Program
 Confidential Attachment 8.8D – Council Briefing Presentation

Legislation / Strategic Plan / Policy:

Legislation	N/A
Integrated Reporting Implications	<p>Planning and Framework</p> <p>Corporate Business Plan / Strategic Community Plan</p> <p>Council Four Year Priorities: Capable and Responsive Organisation</p> <p>S2 Maximise the commercial and community outcomes within the property portfolio and commercial enterprises</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>S7 Collaborate with private sector to leverage city enhancements</p>

Policy

Policy No and Name: 18.8 – Donations and Sponsorships

Financial Implications:

ACCOUNT NO: 9379 3000 7901
 BUDGET ITEM: Donation and sponsorships
 BUDGETED AMOUNT: \$198,000
 AMOUNT SPENT TO DATE: \$143,076
 PROPOSED COST: \$70,000
 BALANCE REMAINING: -\$15,076 (*)
 BALANCE REQUIRED: \$0
 ANNUAL MAINTENANCE: N/A

ESTIMATED WHOLE OF LIFE N/A
COST:

All figures quoted in this report are exclusive of GST.

(*) To be funded from surplus funds in account code 93C4 5000 7901

Purpose and Background:

The City of Perth has received an Industry/Sector Development sponsorship request of \$70,000 (excluding GST) from SPARK Co-Labs for its Actuator Program (the program). An Actuator programme is a 12 month mentorship model designed to help medical innovators and entrepreneurs demonstrate that their new medical invention has practical potential and is financially feasible.

The program is open to medical researchers who have identified a novel solution to an unmet medical need and are ready to have their discovery accelerated to be licenced or attract further investment. Participants engage with leading industry mentors, form networks to help their research become realised and receive seed funding for 12 months to allow them to achieve commercialisation milestones.

SPARK Co-Labs provided a briefing to the City of Perth Elected Members on the 21st of February 2017 introducing their organisation and the potential advantages that the program could offer the City.

Details:

Officer assessment of this event sponsorship application is detailed in Attachment 8.8A.

The program is aligned with the City's objective of maintaining a strong profile and reputation as a city attractive for investment. The program provides a way for medical practitioners and researchers in Perth to discover, develop and commercialise new medical devices or methods for the industry.

The program educates participants in all areas of commercialisation of medical research from:

- learning how to research the potential demand for their idea or invention;
- working with stakeholders;
- prototyping of potential solutions;
- how to secure and undertake clinical studies;
- what regulatory approvals they will need;
- intellectual property and other commercial legal advice;
- market appraisals;
- business strategy;
- how to pitch to investors; and
- advice on how to launch a start-up.

In essence the program fills gaps in knowledge or expertise in the course participants that that may otherwise result in lost opportunities or failed innovations.

By way of example, Australia produces approximately 4% of all medical research publications with only 0.3% of the world's population. This is reflected in a high ranking on the global innovation index of 19 out of 128¹. However Australia ranks poorly in commercialising this research with an innovation efficiency rank of 73 out of 128².

Currently there is no other incubator model for medical discoveries in Western Australia. The definition of an incubator being a business support organisation that takes innovative start-ups focussed on international trade, through the provision of services such as seed funding, co-location, mentoring, professional services and access to investment networks. The SPARK program will directly respond to this need.

The SPARK Actuator program will be affiliated with the Stanford University SPARK Program in the United States, which boasts a 60% global success rate (inventions are licenced or used in the clinic) within 12-24 months. Put simply the Program is designed to increase the level of commercialisation of medical research, with the success of the Stanford program as a result of the projects being industry led, project managed and supported among a large ecosystem of members. This will be replicated in Perth.

Comment:

The establishment of a local SPARK Lab program will help Perth-based entrepreneurs who are focused on medical technology and innovation related ideas and early stage companies to access global networks and expertise.

Stanford University is one of the most prestigious universities in the world, and is located in the heart of the Silicone Valley, a global hub for innovation and entrepreneurship. This location enables networking with knowledge and capital rich hubs, ideal for incubating a commercial discovery. The program also provides access to Stanford University networks which will serve as an economic gateway for the Australian Biotech sector into existing Asian markets. Perth can then be positioned to consider and target international markets much earlier in their development process which leads to a two way exchange and an eco-system that attracts investment and activity into the growing medical innovation sector.

The City has an opportunity to champion the SPARK program in the form of a flagship sponsorship. This will be the first major intervention by the City in the medical and life science sector following the *City of Perth Act 2016* and the expansion of the City boundary to include the world class facilities at the Queen Elizabeth II Medical Centre.

SPARK Co-Labs provides a way for medical researchers in Western Australia to discover and develop within the medical space from idea through to commercialisation, which increases the number of patents produced, the number of licences to industry, the investment in medical research and the number of medical start-ups in Perth and Western Australia.

It is therefore recommended that Council approve awarding SPARK Co-Labs Industry/Sector Development sponsorship of \$70,000 (excluding GST) for the SPARK Co-Labs for the SPARK Co-Lab Actuator Program.

^{1,2}Global Advisory Board – 2016 Global Innovation Index Report

Project Details

Project Title	SPARK Co-Lab Actuator Sessions
Project Start Date	03/07/2017
Project End Date	30/6/2018
Applicant	Spark Co-Lab Ltd.
Total Project Cost	\$1,000,000
Amount requested	\$70,000 (7% of the total project cost)
Recommendation	Approval
Recommended amount	\$70,000 (7% of the total project cost)

Project Synopsis

Spark Co-Lab Ltd (SPARK) has requested cash sponsorship to support the presentation of the SPARK Co-Lab Actuator program in Perth over the financial year 2017-18.

The SPARK Actuator program educates participants in all areas of commercialisation of medical research from:

- learning how to research the potential demand for their idea or invention;
- how to work with stakeholders;
- prototyping of potential solutions;
- how to secure and undertake clinical trials;
- what regulatory approvals they will need;
- Intellectual Property/legal advice;
- market appraisals;
- business strategy;
- how to pitch to investors; and
- how to launch a start-up.

In essence, the actuator course takes existing medical inventions, helps give mentor-guided project management and de-risks the invention over 12 months. The project involves a series of public educational seminars (held once or twice weekly), instructional courses and confidential project management meetings using leading industry professionals to drive the technologies along commercial milestones towards further investment or clinical trials.

Project Description

The 'Actuator' course is run in affiliation with Stanford University's SPARK program. The program runs in a 12-month cycle with an additional 12-month cycle for select projects. The Actuator Program takes ideas that:

- take a novel approach;
- meet an unmet need; and
- have the potential for being commercialised (licensed or in the clinic) within 12-24 months.

SPARK team, mentors and project managers undertake the following tasks:

- choose projects for inclusion;
- develop milestones with research team;
- provide seed funding to achieve these milestones over 12 months; and
- provide community learning.

The Actuator course also provides up to \$80k seed funding for each of the four anticipated projects. This funding is combined with project management and mentorship over a 12 month period, with the option to extend the funding to 24 months.

Anticipated outcomes from the SPARK Co-Lab Actuator Sessions include:

- increased invention success (licences, entering clinical trials, start-ups);
- increased industry/academic collaboration; and
- increased global medtech/biopharma collaboration.

Researchers also become aware and involved in the business side of their research which often feeds back into the decision making process of their research. The program also educates researchers on how to engage with industry and investors.

The program has been running at Stanford University for over 10 years, with a total of 113 projects commenced to date, with 73 projects still active, which translates into a 60% success rate globally using this approach.

Organisation Details

ABN	33611746760
Entity Name	Spark Co-lab Ltd.
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	N/A
Goods & Services (GST)	No
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6009
Main Business Location State	WA
ACNC Registration	N/A

Organisation Capacity

SPARK Co-Lab is headed by Associate Professor Peter Santa Maria, a 2015 Stanford Faculty member who returned to Perth in 2015 as an Ear Nose and Throat surgeon working at the University of Western Australia and the Ear Science Institute of Australia. Peter is also active in two medical device start-ups that were created during his time in the SPARK program.

The rest of the SPARK Co-Lab team consists of four other directors:

- Dr Katherine Giles, Director Funding and Venture Capital;
- Adam Santa Maria, Director Legal & Commercialisation;
- Dr Michael Winlo, Director; and
- Dr Maud Eikenboom, Course Director.

Established in 2016 and now in their second year of operation, SPARK Co-Lab have secured in kind support from Brandon Capital, Wrays Legal and Lavan Legal as well as financial support from Accelerating Australia a national consortium of research institutions, universities, healthcare providers and Life Science companies. Consortium members include University of Western Australia, Murdoch University, Curtin University and ECU as well as Harry Perkins Institute of Medical Research and Telethon Kids Institute. In addition the proposed project has support from Stanford University.

Previous City of Perth Support (last 5 years)

The City has not previously provided support to the applicant.

Sponsorship Assessment

General Criteria	Score (4)
Level of benefits provided to the City	4
Level of industry development and professional development opportunities in key economic sectors	3
Ability to build long term relationships that provide business and community members with the opportunity to share best practice with visiting industry thought leaders	3
Ability to enhance opportunities for business development and investment within key sector markets or stakeholders	4
Level of economic benefit to the City	3
Level of competitive/comparative advantage by linking sector/industry stakeholders to achieve clusters or cooperative programs within the City of Perth	3
Ability to support ongoing development programs that provide training and skills development opportunities for businesses within the City of Perth	4

Organisers are offering the City naming rights to the program as well as a number of introductions to the City from visiting international academics, business Angels, Venture Capital organisations and other investors. The City will also be involved with the potential selection of medical innovation projects and start-ups into the program.

The Actuator program involves 40 leading medical/health industry members who will provide mentorship to the participants, shown in Confidential Attachment 8.8C. There is no other incubator model for medical discoveries in Western Australia; this is a key program which will promote the medical and health science industry within the City to develop and innovate further.

SPARK Co-Labs' WA mentors are themselves mentored by experts from the Bay Area group of Angels located in California, United States. This mentorship includes a yearly conference for the leadership team with the SPARK network, leading to knowledge transfer between the SPARK team and the community.

The program provides the opportunity for the leading start-up from the SPARK Co-Labs program to travel to the Stanford SPARK hub in California to present a proposal for global SPARK funding. Further opportunities are also available for the leading start-up to present their proposal to Silicone Valley investors as part of the Biotechnology Innovation Organisation (BIO) International Convention, one of the largest biotechnology conferences held globally.

The program directly links and collaborates to the City of Perth activity areas such as hospitals (Sir Charles Gardiner Hospital and Royal Perth), medical research institutes (eg. the Harry Perkins Institute and Linear Clinical Research) and Innovation hubs (Spacecubed and FLUX). This program also connects the Stanford global Spark network into Perth with the associated connections and business opportunities of its worldwide contacts.

Strategic Plan and Economic Development Strategy	Score (4)
Extent to which the initiative reflects and adds value to the City's Economic Development Strategy outcomes	4
Extent to which the initiative reflects and adds value to the City's Strategic objectives	3

The project reflects and adds value in the following areas relevant to the City's Economic Development Strategy:

- Provides an economic benefit to businesses within the municipality;
- Promotes the City's role in key industry sectors
- create opportunities for education and information exchange between Perth industry and delegates;
- Enhances Perth's reputation as a knowledge city through leadership in a particular discipline or industry function; and
- Promotes Perth as a destination.

This program directly reflects the following Strategic Objectives within the City's Community Strategic Plan *Vision 2029+*:

S6 - Maintain a strong profile and reputation for Perth as a City that is attractive for Investment

The medical technology sales market is expected to grow at a compound annual growth rate of 5.2% until 2022¹ and the Australian segment of the market had an industry turnover of approximately \$11.8 billion dollars in 2012-13². Within the Australian Register of Therapeutic Goods (ARTG), NSW had 55% of all registered products, followed by Victoria with 24% and Queensland at 12%. There is significant opportunity to improve Perth's capacity in this area, which will increase the attractiveness of Perth as a location for investment.

The National Health and Medical Research Council (NHMRC) has experienced a five-fold increase in funding for health and medical research since 1995. However, increasing numbers of research projects are failing to be funded, leading to missed potential opportunities. The Actuator program provides funding, support and knowledge in the 'valley of death' area that lies between the discovery and proof of concept stages of invention. The program is designed to increase the likelihood that the prototype or trial is reached. Fostering a successful environment will likely attract both more investors and innovators to Perth.

Assessing Officer Comments

The SPARK Co-Labs Actuator program is an important step in unlocking the potential of the Perth biotechnology sector, currently impeded by a lack of knowledge, funding and networks.

The City has an opportunity to champion the program in the form of a flagship sponsorship for the newly developed medical and life sciences portfolio as part of the changes to the City's boundary from the *City of Perth Act 2016*.

This will be the first major intervention in the sector, providing opportunity for a proven organisation specialising in the commercialisation of medical innovation to have a presence in locally, affirming the City of Perth's position as an innovation and investment location.

¹ Evaluatemedtech World Preview 2016: Outlook To 2022

² 2014 Fact Book Medical Technology in Australia: Key Facts

CONFIDENTIAL ATTACHMENT 8.8B
ITEM 8.8 – INDUSTRY/SECTOR DEVELOPMENT SPONSORSHIP –
SPARK CO-LABS ACTUATOR PROGRAM

FOR THE MARKETING, SPONSORSHIP & INTERNATIONAL
ENGAGEMENT COMMITTEE MEETING

23 MAY 2017

DISTRIBUTED TO ELECTED MEMBERS UNDER SEPARATE COVER

CONFIDENTIAL ATTACHMENT 8.8C
ITEM 8.8 – INDUSTRY/SECTOR DEVELOPMENT SPONSORSHIP –
SPARK CO-LABS ACTUATOR PROGRAM

FOR THE MARKETING, SPONSORSHIP & INTERNATIONAL
ENGAGEMENT COMMITTEE MEETING

23 MAY 2017

DISTRIBUTED TO ELECTED MEMBERS UNDER SEPARATE COVER

CONFIDENTIAL ATTACHMENT 8.8D
ITEM 8.8 – INDUSTRY/SECTOR DEVELOPMENT SPONSORSHIP –
SPARK CO-LABS ACTUATOR PROGRAM

FOR THE MARKETING, SPONSORSHIP & INTERNATIONAL
ENGAGEMENT COMMITTEE MEETING

23 MAY 2017

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