



City of Perth

**Marketing, Sponsorship and
International Engagement Committee
Minutes**

**23 May 2017
4.00pm**

**Committee Room 1
Level 9
Council House**

APPROVED FOR RELEASE

**MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER**



City of Perth

**Marketing, Sponsorship and International
Engagement Committee
Minutes**

**23 May 2017
4.00pm**

**Committee Room 1
Level 9
Council House**

Minutes to be confirmed at the next **Marketing, Sponsorship and International Engagement** meeting.

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

PRESIDING MEMBER'S SIGNATURE

DATE:

20/6/2017

MINUTES

WEDNESDAY, 23 MAY 2017

Minutes of the **Marketing, Sponsorship and International Engagement Committee** meeting of the City of Perth in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on Tuesday, 23 May 2017.

Members in Attendance:

Deputy Lord Mayor Cr Limnios - Acting Presiding Member
Cr Yong

Officers:

Mr Mileham - Chief Executive Officer
Ms Battista - Acting Director Economic Development and Activation
Mr Ridgwell - Manager Governance
Mr Fitzpatrick - Manager Business Support and Sponsorship
Mr High - Manager Economic Development
Ms Galloway - Sponsorship Officer
Ms Withers - Sponsorship Officer
Ms Rutigliano - Acting Governance Officer

Observers

Cr McEvoy

Guests and Deputations:

Ms Barrett-Lennard - Perth Institute of Contemporary Arts
Ms Harper - Perth Institute of Contemporary Arts
Ms Haythorpe - Fashion Council WA
Ms Stephenson - Fashion Council WA
Mr Parkin - WA Symphony Orchestra
Ms Munz - AWESOME Arts

1. Declaration of Opening

4.01pm The Chief Executive Officer declared the meeting open and, in accordance with Section 5.6 of the *Local Government Act 1995*, sought nominations for a member to preside over the meeting.

Cr Yong nominated Cr Limnios to preside over the meeting

Cr Limnios accepted the nomination and assumed the Chair.

2. Apologies and Members on Leave of Absence

Cr Chen (Leave of Absence)

3. Question Time for the Public

Nil

4. Confirmation of Minutes – 26 April 2017

Moved by Cr Yong, seconded by Cr Limnios

That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on 26 April 2017 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Yong

Against: Nil

5. Correspondence

Nil

6. Disclosures of Members' Interests

Nil

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 attachment/s listed below, it is recommended that Committee 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

Meeting Note: The Marketing, Sponsorship and International Engagement Committee agreed that the order of business detailed in the agenda be amended so the items, for which the Acting Presiding Member had approved a deputation, can be considered as the first item of business at this meeting, specifically:

1. Agenda Item 8.3 – Arts Sponsorship - Triennial Arts Partnership – 2017 to 2020;
2. Agenda Item 8.1 – Event Sponsorship – Triennial Event Sponsorship 2017 to 2020; and
3. Agenda Item 8.2 - Event Sponsorship – Annual Event Sponsorship - Telstra Perth Fashion Festival
4. Agenda Item 8.4 - Annual Event Sponsorship – NAIDOC Week Opening Ceremony 2017
5. Agenda Item 8.5 - Annual Event Sponsorship – Quit Targa West
6. Agenda Item 8.6 - Annual Event Sponsorship – Chevron City to Surf for Activ
7. Agenda Item 8.7 - Industry/Sector Development Sponsorship – Perth Convention Bureau; and
8. Agenda Item 8.8 – Industry/Sector Development Sponsorship – SPARK Co-Labs Actuator Program.

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

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

4.03pm Ms Barrett-Lennard and Ms Harper of Perth Institute of Contemporary Arts commenced the deputation and provided a brief overview of the sponsorship application.

4.13pm The deputation concluded.

AMENDED OFFICER RECOMMENDATION

Moved Cr Yong, seconded Cr Limnios

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~~ \$1,080,000 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;*
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.*

(Cont'd)

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Yong

Against: Nil

Meeting Note: The Chief Executive Officer advised the Committee that consideration of the Perth International Arts Festival sponsorship has been withdrawn from this report and a report will be presented to a future Council meeting.

Item 8.1 Event Sponsorship – Triennial Event Sponsorship 2017 to 2020

Moved Cr Limnios, seconded Cr Yong

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.*

(Cont'd)

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Yong

Against: Nil

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

Moved Cr Limnios, seconded Cr Yong

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.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Yong

Against: Nil

Meeting Note: The Committee requested a comparative table of beneficiaries who have received large sponsorship amounts. The Acting Director Economic Development and Activation advised this information will be provided to Elected Members.

Item 8.4 Annual Event Sponsorship – NAIDOC Week Opening Ceremony 2017

Moved Cr Limnios, seconded Cr Yong

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.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Yong

Against: Nil

Item 8.5 Annual Event Sponsorship – Quit Targa West

Moved Cr Limnios, seconded Cr Yong

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.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Yong

Against: Nil

Item 8.6 Annual Event Sponsorship – Chevron City to Surf for Activ

Moved Cr Yong, seconded Cr Limnios

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;*

(Cont’d)

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.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Yong

Against: Nil

Item 8.7 Industry/Sector Development Sponsorship – Perth Convention Bureau

Moved Cr Limnios, seconded Cr Yong

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*

(Cont'd)

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.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Yong

Against: Nil

Item 8.8 Industry/Sector Development Sponsorship – SPARK Co-Labs Actuator Program

5.21pm The Manager Governance departed the meeting and returned at 5.26pm.

Meeting Note: Cr Limnios requested the administration explore the option of obtaining naming rights for this program.

Moved Cr Limnios, seconded Cr Yong

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;*

(Cont'd)

- 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;**
- 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.**

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Yong

Against: Nil

9. Motions of which previous notice has been given

Nil

10. General Business

10.1 Responses to General Business from a Previous Meeting

Meeting Note: Cr Limnios requested the administration follow up on a previous request for information on the City of Perth holding a Classic Car Run. The Acting Director Economic Development and Activation advised a memorandum was distributed to Elected Members and advised this matter will be followed up.

10.2 New General Business

Nil

11. Items for consideration at a future meeting

Outstanding Items: Nil

12. Closure

5.27pm The Acting Presiding Member declared the meeting closed.