



City of Perth

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

**31 January 2017  
4.00pm**

**Committee Room 1  
Level 9  
Council House**

**APPROVED FOR RELEASE**

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**MARTIN MILEHAM  
CHIEF EXECUTIVE OFFICER**



City of Perth

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

**31 January 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**

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**DATE:-----**

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, 31 January 2017.

**Members in Attendance:**

Cr Yong  
Cr Davidson - Acting Presiding Member (Deputy for Cr Chen)

**Officers:**

Mr Mileham - Chief Executive Officer  
Ms Moore - Director Commercial and Community Services  
Ms Battista - Acting Director Economic Development and Activation  
Mr Fitzpatrick - Manager Business Support and Sponsorship  
Ms Denton - Governance Coordinator  
Mr McDougall - Principal Economic Development Officer  
Mr Close - Economic Development Officer  
Ms Honmon - Governance Officer

**Guests and Deputations:**

Mr Brad Mellen - Mellen Events  
Ms Vive Oldham - Mellen Events  
Mr Matt McMullen - Mellen Events  
Mr Miles Hull - Member of the public  
One member of the media

**1. Declaration of Opening**

**4.00pm** 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 Davidson to preside over the meeting.

Cr Davidson accepted the nomination and assumed the Chair.

**2. Apologies and Members on Leave of Absence**

Cr Chen (Leave of Absence).  
Deputy Lord Mayor Cr Limnios (Leave of Absence).

**3. Question Time for the Public**

The following questions were received from Mr Miles Hull of 66A Coleman Crescent, Melville in relation to Agenda Item 8.3 – Commercial Events Sponsorship – Mellen Events – Piccadilly Theatre, Hay Street Mall, Perth:

<p><b>Question 1:</b></p>	<p>“The development of The Piccadilly into a commercial entertainment venue by a reputable commercial operator is an exciting project that will be a welcome addition to the night-time economy of the City.</p> <p>However, the current recommendation is for The City of Perth to financially support and underwrite the development and future management of a new, private commercial business operation in an unprecedented way.</p> <p>Does the City of Perth have other future plans to provide significant financial backing to the development of other new businesses located in the City of Perth that provide direct competition to existing businesses?”</p>
<p><b>Response 1:</b></p>	<p>The City has a range of grants and initiatives available to both existing business and to attract new business.</p> <p>The City is continuously exploring measures to incentivise the growth and development of the local economy within the limitations of the strategic and statutory obligations relevant to local government, and is particularly focused on improving the City’s competitive advantage.</p> <p>The City has sought legal advice on this approach as the preferred model for event activation, applied in this instance to an event program within a building. The economic benefits of this approach, by comparison, provide some compelling evidence for further application.</p> <p>The City’s Strategic Community Plan specifically seeks to increase place activation of under-utilised spaces and collaboration with the private sector to leverage City enhancements. This will help to see that the City is recognised internationally as a city “on the move” and for its liveability, talented people, and centres of excellence and business opportunities.</p> <p>The proposal also assists to create a vibrant night time economy that attracts new businesses and events where people and families feel safe, pursuant to the City’s Strategic Community Plan.</p> <p>Finally, the approach is considered to be financially responsible, being a sophisticated event sponsorship proposal that delivers immediate and on-going public benefits, with significant lasting returns to the local community and economy.</p>
<p><b>Question 2:</b></p>	<p>“If this proposal is approved and a precedent set, is The City of Perth prepared for other commercial concert and entertainment venues operating in the City of Perth to expect similar financial backing?”</p>
<p><b>Response 2:</b></p>	<p>Further to the above, the framework is not unique as it is a sponsorship application lodged within the City’s existing strategic and statutory framework.</p>

	<p>However, as always, each application or proposal is considered on its merits and in light of the strategic foci and priorities of the City.</p> <p>The City's Corporate Business Plan requires the delivery of an Activation and Revitalisation Plan for the Hay Street Mall in the coming financial years. This proposal is welcome in that strategic context to leverage its significant scale, strategic location, historical importance, and overall impact on pedestrian footfall, the evening economy, improved passive surveillance and perception of safety within the Malls.</p> <p>As outlined in the report the benefits to the Malls will be significant and this proposal will, with the assent of Council, be the first tranche in a sustained effort by the City to revitalise the locality.</p>
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#### 4. Confirmation of Minutes – 29 November 2016

*Moved by Cr Yong, seconded by Cr Davidson*

*That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on 29 November 2016 be confirmed as a true and correct record.*

*The motion was put and carried*

The votes were recorded as follows:

**For:** Crs Davidson and Yong

**Against:** Nil

#### 5. Correspondence

Nil

#### 6. Disclosures of Members' Interests

Nil

#### 7. Matters for which the Meeting may be Closed

The Chief Executive Officer advised that 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 the Marketing, Sponsorship and International Engagement Committee resolve to close the meeting to the public prior to discussion of the following:

Schedule No.	Item No. and Title	Reason
Confidential Attachments 8.3B and 8.3C	Item 8.3 – Commercial Events Sponsorship – Mellen Events, Piccadilly Theatre, Hay Street Mall, Perth	S5.23(2)(e)(iii)

**DEPUTATION: Item 8.3, Commercial Events Sponsorship – Mellen Events – Piccadilly Theatre, Hay Street Mall, Perth**

The Acting Presiding Member approved a Deputation from Mr Brad Mellen (Mellen Events) (TRIM 19792/17).

**4.06pm** Mr Mellen commenced the deputation, provided an overview of the proposal detailed in Agenda Item 8.3, and answered questions from the Marketing, Sponsorship and International Engagement Committee. Mr Mellen also provided printed copies of current social media regarding the proposal to the Marketing, Sponsorship and International Engagement Committee (TRIM 20629/17).

**4.11pm** The deputation concluded.

**Meeting Note:** The Marketing, Sponsorship and International Engagement Committee agreed that the order of business detailed in the agenda be amended so that Item 8.3, for which the Acting Presiding Member had approved a deputation request, can be considered as the first item of business at this meeting, specifically:

1. Agenda Item 8.3 – Commercial Events Sponsorship – Mellen Events – Piccadilly Theatre, Hay Street Mall, Perth;
2. Agenda Item 8.1 – Donation – The Returned and Services League of Australia WA Branch Incorporated (RSLWA) Anzac Day 2017 Commemorations;
3. Agenda Item 8.2 – Business Event Sponsorship – Festival of the Web 2017;
4. Agenda Item 8.4 – Corporate Sponsorship – 2017 Angel Investing Education Event Series;
5. Agenda Item 8.5 – Industry / Sector Development Sponsorship – Western Australia Indigenous Tourism Operators Council; and
6. Agenda Item 8.6 – Industry / Sector Development Sponsorship – Studio Startup.

8. Reports

MOTION TO CLOSE THE MEETING

*Moved by Cr Davidson, seconded by Cr Yong*

*That the Marketing, Sponsorship and International Engagement Committee resolves to close the meeting to the public to consider Confidential matters in accordance with Section 5.23(2)(e)(iii) of the Local Government Act 1995.*

*The motion was put and carried*

The votes were recorded as follows:

For: Crs Davidson and Yong

Against: Nil

4.13pm The meeting was closed to the public with four members of the public and one member of the media departing the meeting.

**Item 8.3 Commercial Events Sponsorship – Mellen Events – Piccadilly Theatre, Hay Street Mall, Perth**

**OFFICER RECOMMENDATION**

That Council:

1. approves cash Events Sponsorship of \$170,000 annually, over a period of 10 years, commencing in the 2018/19 financial year, for Mellen Events, within the Piccadilly Theatre at 700 – 704 Hay Street Mall, Perth;
2. notes that the Mellen Events will provide the following sponsorship benefits to the City of Perth:
  - 2.1 inclusion of the City of Perth crest on the Mellen Events web site or specific web site(s) associated with the venue and registration page including a link to the City of Perth website;
  - 2.2 acknowledgement of the City of Perth in all Mellen Events promotions, advertising and ticketing pertaining to the Piccadilly Theatre;
  - 2.3 all event space signage at the site including “sponsored by the City of Perth” and the City of Perth crest in a prominent location;
  - 2.4 a welcome from the Lord Mayor in promotional or booking material for the Piccadilly Theatre;

- 2.5 a speaking opportunity for the Lord Mayor (or nominated representative) at the opening of the Piccadilly Theatre;
  - 2.6 dedicated social media promotion of City of Perth events taking place in conjunction with Mellen Events; and
  - 2.7 the space being made available to the City of Perth, free of cost, for up to four events a year, subject to prior agreement with Mellen Events;
3. notes that an annual acquittal report, including itemised and annualised details of events; attendance; timing; and promotional spend for events held in the Piccadilly Theatre, measured against the targets contained within Mellen Events Sponsorship Application – Economic Development dated 16 January 2017, will be presented annually to Council;
  4. notes that if Mellen Events:
    - 4.1 fails to provide the agreed events, marketing spend and activities;
    - 4.2 breaches its lease;
    - 4.3 becomes insolvent; or
    - 4.4 abandons the space;then the funding would cease to be payable, or varied accordingly to the terms of the sponsorship agreement to the satisfaction of Council;
  5. authorises the Chief Executive Officer to negotiate and authorise a legal agreement between the City of Perth, Mellen Events and the owners of the Piccadilly 700-704 Hay Street Mall, Perth (if applicable), based on the above terms addressing: Events sponsorship benefits; KPIs; payments; and contingencies to the satisfaction of the CEO.

**The Marketing, Sponsorship and International Engagement Committee agreed to defer the item as follows:**

***Moved by Cr Davidson, seconded by Cr Yong***

***That the Marketing, Sponsorship and International Engagement Committee defer consideration of the report titled Commercial Events Sponsorship – Mellen Events, Piccadilly Theatre, Hay Street Mall, Perth, to the next Marketing, Sponsorship and International Engagement Committee (scheduled to be held on Tuesday, 28 February 2017) to allow for the provision of additional information as follows:***

*(Cont'd)*



1. *Legal Advice obtained by Officers regarding the sponsorship proposal;*
2. *Other potential proponents;*
3. *Other potential venues / locations; and*
4. *Financial information (budget).*

*The motion was put and carried*

The votes were recorded as follows:

**For:** Crs Davidson and Yong

**Against:** Nil

**Reason:** The Marketing, Sponsorship and International Engagement Committee considered it appropriate to defer this item to enable the provision of additional information for the consideration of Council.

#### MOTION TO RE-OPEN THE MEETING

*Moved by Cr Davidson, seconded by Cr Yong*

*That the Marketing, Sponsorship and International Engagement Committee resolves to re-open the meeting to the public.*

*The motion was put and carried*

The votes were recorded as follows:

**For:** Crs Davidson and Yong

**Against:** Nil

**4.26pm** The meeting was re-opened to the public with four members of the public and one member of the media returning.

The Chief Executive Officer advised the public gallery of the decision made on Item 8.3 as detailed above.

**4.30pm** Mr Mellen, Ms Oldham and Mr McMullen (Mellen Events), and Mr Hull departed the meeting and did not return.

**Item 8.1 Donation - The Returned and Services League of Australia WA Branch Incorporated (RSLWA) Anzac Day 2017 Commemorations**

The Marketing, Sponsorship and International Engagement Committee agreed to amend the Officer Recommendation as follows:

That Council approves a ~~cash~~ donation of ~~\$65,000~~ \$70,948.43 (excluding GST) to the RSLWA to assist with the costs associated with presenting the ANZAC Day Commemorations - Perth 2017 to be held in the City on Tuesday, 25 April 2017.

**PRIMARY MOTION AS AMENDED was put**

*Moved by Cr Davidson, seconded by Cr Yong*

*That Council approves a donation of \$70,948.43 (excluding GST) to the RSLWA to assist with the costs associated with presenting the ANZAC Day Commemorations - Perth 2017 to be held in the City on Tuesday, 25 April 2017.*

*The motion was put and carried*

The votes were recorded as follows:

**For:** Crs Davidson and Yong

**Against:** Nil

**Meeting Note:** The Acting Director Economic Development and Activation advised that an additional amount of \$5,948.43 to assist with parking fees would be included in the proposed donation to the RSLWA.

**Reason:** The Marketing, Sponsorship and International Engagement Committee considered it appropriate to amend the Officer Recommendation to increase the proposed donation to the RSLWA for the presentation of the ANZAC Day Commemorations.

**Item 8.2 Business Event Sponsorship – Festival of the Web 2017**

*Moved by Cr Yong, seconded by Cr Davidson*

*That Council:*

- 1. *approves cash Business Event Sponsorship of \$20,000 (excluding GST) and in-kind Business Event Sponsorship of \$5,000 (excluding GST) to W3Events Pty Ltd to present the 2017 Festival of the Web from Sunday, 2 April 2017 to Saturday, 8 April 2017;***
- 2. *notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
  - 2.1 *the City of Perth crest and listing to be included in the conference guide, mobile application, website, and marketing materials (one A4 multiple page brochure for conference satchel, one sponsored door prize at key point in the WWW2017 program, and access for sponsor banners and signage and media wall presence);***
  - 2.2 *one three metre by three metre City of Perth booth at the expo, including the opportunity to distribute City of Perth collateral;***
  - 2.3 *an opportunity for the Lord Mayor, or City of Perth representative, to present at the Welcome Function on Monday, 3 April 2017;***
  - 2.4 *an opportunity for the Lord Mayor, or City of Perth representative, to present at an additional event;***
  - 2.5 *verbal recognition of the City of Perth's support and of the Elected Members in attendance at the various events;***
  - 2.6 *provision of a confirmed attendee list prior to the event;***
  - 2.7 *mainstream media coverage of the event where possible through newspaper, radio, and promotional materials;***
  - 2.8 *digital media coverage of the event, acknowledging the City of Perth's sponsorship, through Facebook, Twitter, Instagram, and the WWW2017 website; and***
  - 2.9 *provision of reports, data and associated information regarding the event to the City of Perth.***

*(Cont'd)*

3. *notes that a detailed acquittal report, including all media coverage obtained, will be submitted to the City of Perth by 31 May 2017.*

*The motion was put and carried*

The votes were recorded as follows:

For: Crs Davidson and Yong

Against: Nil

**Item 8.4 Corporate Sponsorship – 2017 Angel Investing Education Event Series**

*Moved by Cr Davidson, seconded by Cr Yong*

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

1. *approves cash sponsorship of \$15,000 (excluding GST) to Perth Angels to present a series of angel investing information and education events;*
2. *notes that the event organisers will provide the following sponsorship benefits to the City of Perth:*
  - 2.1 *the City of Perth to be listed as the naming sponsor of the events;*
  - 2.2 *City of Perth branding and crest to appear on relevant promotional and advertising material (physical and electronic);*
  - 2.3 *an opportunity for the Lord Mayor, or City of Perth representative, to present an introductory speech at an event;*
  - 2.4 *verbal recognition of the City of Perth's support at events;*
  - 2.5 *opportunity to distribute City of Perth collateral at events; and*
  - 2.6 *provision of data and associated information relating to the event, including attendee details, to the City of Perth;*
3. *notes that a detailed acquittal report, including all media coverage obtained, will be submitted to the City of Perth by July 2017.*

*The motion was put and carried*

The votes were recorded as follows:

For: Crs Davidson and Yong

Against: Nil

4.44pm One member of the media departed the meeting and did not return.

**Item 8.5 Industry / Sector Development Sponsorship – Western Australia Indigenous Tourism Operators Council**

*Moved by Cr Yong, seconded by Cr Davidson*

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

- 1. approves cash sponsorship of \$15,000 (excluding GST) to Western Australian Indigenous Tourism Council's (WAITOC) Perth Aboriginal Tourism Development Pilot Program;*
- 2. notes that WAITOC will provide the following sponsorship benefits to the City:*
  - 2.1 WAITOC will liaise with the City of Perth on the set up of the Pilot Program;*
  - 2.2 the City of Perth crest to be displayed on WAITOC's website;*
  - 2.3 the City of Perth crest to be displayed on all marketing collateral for the Pilot Program (where appropriate);*
  - 2.4 any associated promotion of the Pilot Program's participating businesses on social media will note the City of Perth's sponsorship;*
  - 2.5 verbal acknowledgement of the City of Perth as a sponsor at any events mentioning the Pilot Program;*
  - 2.6 familiarisation tours of the participating Aboriginal businesses at the conclusion of the Pilot Program;*
  - 2.7 WAITOC to collaborate with the City of Perth on marketing activities to promote the participating businesses;*
  - 2.8 opportunity for a representative from the City of Perth to be on the assessment panel;*

*(Cont'd)*

- 2.9** *the City of Perth may seek advice from the WAITOC Board Members regarding cultural, heritage and nature-based tourism matters; and*
- 3.** *a detailed acquittal report, including all media coverage obtained, to be submitted to the City of Perth by October 2017.*

*The motion was put and carried*

The votes were recorded as follows:

For: Crs Davidson and Yong

Against: Nil

### **Item 8.6 Industry / Sector Development Sponsorship – Studio Startup**

*Moved by Cr Yong, seconded by Cr Davidson*

*That Council:*

- 1.** *approves cash sponsorship of \$25,000 to be distributed annually over three years for a total of \$75,000, to Innovation Cluster to assist with the establishment of Studio StartUp incubator space located at 143 Barrack Street, Perth;*
- 2.** *notes that Studio StartUp will provide the following sponsorship benefits to the City of Perth:*
  - 2.1** *naming rights on the sponsorship initiative;*
  - 2.2** *the City of Perth to be acknowledged on the Studio StartUp website and on relevant promotional and advertising material (physical and electronic);*
  - 2.3** *the City of Perth to be acknowledged at any event or activity held at Studio StartUp;*
  - 2.4** *City of Perth signage to be displayed in the studio for the length of the sponsorship;*
  - 2.5** *the provision of quarterly reports, data and associated information on success stories and industry growth to the City of Perth as a result of Studio Startup programs and startup businesses;*

*(Cont'd)*

- 2.6** *an opportunity for the Lord Mayor, or a City of Perth representative, to present at the Studio Startup official launch event;*
- 2.7** *the opportunity to distribute City of Perth collateral at any event or activity held at Studio Startup;*
- 2.8** *access to the 60sqm basement event space within the studio to hold one City of Perth event, meeting or engagement opportunity per quarter;*
- 3.** *notes that a detailed acquittal report, including all media coverage obtained, will be submitted to the City of Perth annually, prior to each funding instalment being paid.*

*The motion was put and carried*

The votes were recorded as follows:

**For:** Crs Davidson 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

• **Upcoming Events to be held at the community space, Northbridge Piazza**

At the Marketing, Sponsorship and International Engagement Committee held on 18 October 2016, Cr Yong requested information on upcoming events scheduled to be held at the community space on the ground floor of the Northbridge Piazza.

The Manager Business Support and Sponsorship advises the following information:

<b>Month</b>	<b>Event</b>
January 2017	<ul style="list-style-type: none"> <li>• Sherina Hadley - Landscape Photography Exhibition (Tentative);</li> <li>• The Gelo Company - Comedy Venue (for the duration of Fringe World 2017);</li> </ul>
February 2017	<ul style="list-style-type: none"> <li>• The Gelo Company - Comedy Venue (for the duration of Fringe World 2017);</li> <li>• Simon Sieradzki - Painting Exhibition;</li> </ul>
March 2017	<ul style="list-style-type: none"> <li>• Free Range Mentorship Award Exhibition;</li> </ul>

Month	Event
April 2017	<ul style="list-style-type: none"> <li>• National Youth Week 2017 – Group Exhibition and Workshop Hub;</li> <li>• Amy Perejuan-Capone workshop – Autobiographical Map Making;</li> <li>• Persian Arts Exhibition;</li> </ul>
May 2017	<ul style="list-style-type: none"> <li>• Tanya Jaceglan – Painting Exhibition;</li> <li>• Nathan Rennie – Painting Exhibition; and</li> </ul>
June 2017	<ul style="list-style-type: none"> <li>• Carolina Arsenii – Painting Exhibition.</li> </ul>

#### 10.2 New General Business

Nil

#### 11. Items for consideration at a future meeting

Outstanding Items:

Nil

#### 12. Closure

**4.53pm** There being no further business, the Acting Presiding Member declared the meeting closed.