

Marketing, Sponsorship and International Engagement Committee

**Notice of Meeting
5 December 2017
4pm**

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



City of Perth

Agenda

ORDER OF BUSINESS AND INDEX

- 1** Declaration of Opening
- 2** Apologies and Members on Leave of Absence
- 3** Question Time for the Public
- 4** Confirmation of minutes – 7 November 2017
- 5** Correspondence
- 6** Disclosure of Members' interests
- 7** Matters for which the meeting may be closed
Nil
- 8** Reports
 - 8.1 - Industry / Sector Development Sponsorship – StartupWA
 - 8.2 - Policy Amendments – 18.13 Sponsorship and 18.15 Grants
 - 8.3 - Donation – The Returned and Services League of Australia WA Branch Incorporated (RSLWA) ANZAC Day 2018 Commemorations
 - 8.4 - Draft Heritage Grant Guidelines
 - 8.5 - Donation – Mission Australia – Christmas Lunch in the Park
- 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:
 - Street Arts Work Program (raised at MKT on 7/11/17)
- 12** Closure



ROBERT MIANICH
DIRECTOR CORPORATE SERVICES

30 November 2017

This meeting is open to members of the public

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

Established: 17 May 2005 (Members appointed 24 October 2017)

Members:	1st Deputy:	2nd Deputy:
Cr Chen (Presiding Member)	Cr Adamos	Cr Limnios
Cr Barton		
Cr Hasluck		

Quorum: Two

Expiry: October 2019

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. Oversee all aspects of the management of the Australia Day Celebrations including:
 - Determine an appropriate name;
 - Determine location of selling points and negotiate exclusive selling rights for catering, amusements and merchandise;
 - Engage appropriate consultants;
 - Negotiate advertising and promotion campaign;
 - Negotiate rights to broadcast the event [s.3.57 and F&G Reg18(2) and (4)].
2. Approve or decline officer recommendations for donations, grants or sponsorships of up to \$15,000 [FM Reg.12(1)(b)].
3. 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.

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

EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



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

BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

ALERT ALARM

beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.



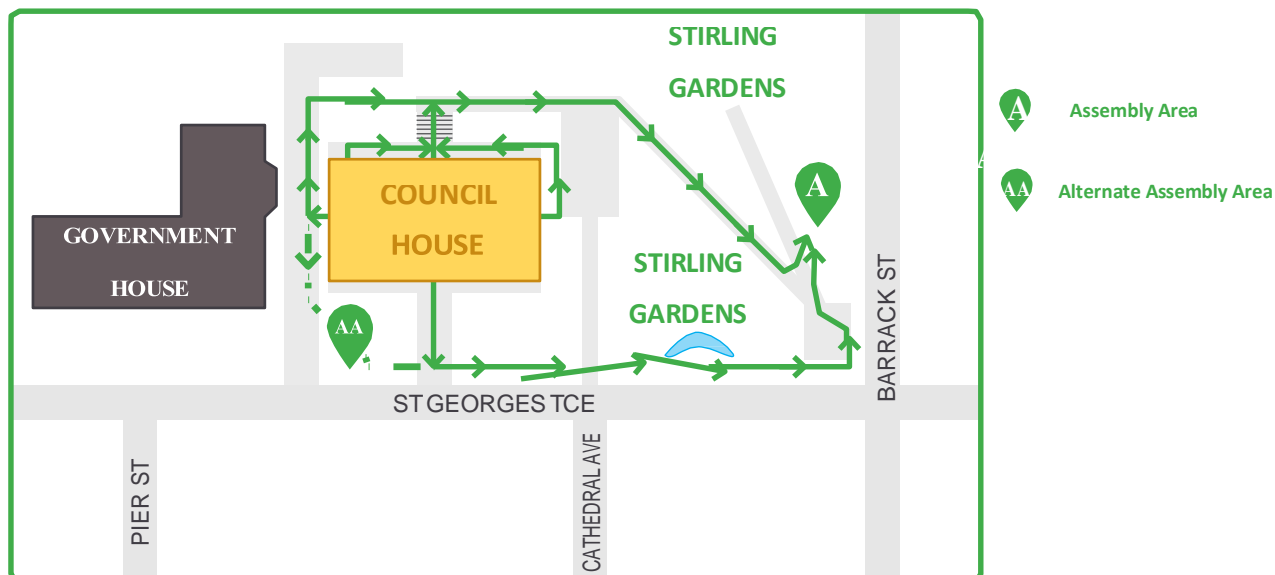
EVACUATION ALARM / PROCEDURES

whoop whoop whoop

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

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

EVACUATION ASSEMBLY AREA



Recommendation:***That Council:***

1. ***APPROVES a three year cash sponsorship of \$15,000 per year (excluding GST) (\$45,000 in total) to StartupWA, for the period 2017/18 to 2019/20 inclusive;***
2. ***NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.1A; and***
3. ***NOTES that StartupWA will provide the City of Perth with a detailed annual report relating to their events and activities for each year of the agreement.***

FILE REFERENCE:	P1027729
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	23 November 2017
ATTACHMENT/S:	Attachment 8.1A – Detailed Officer Assessment Attachment 8.1B – Technology Company Heat Map - Perth Metro Area

Council Role:

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

Legislation / Strategic Plan / Policy:

Legislation	Section 8 of the <i>City of Perth Act 2016</i>
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Goal 5: A prosperous city
Policy	
Policy No and Name:	18.13 - Sponsorships

Purpose and Background:

Established in 2015, StartupWA is the peak body formed to represent the interests of Western Australia's start-up technology and innovation ecosystem. The organisation was created to enable a more open, representative and effective approach to advance the interests of the WA start-up industry. The organisation's mission is to "create the local conditions, enabling global success, for the ventures of tomorrow."

In the two years since StartupWA was created, the organisation has been actively contributing to the growth and development of the local start-up and innovation community, giving feedback on Federal and State Government innovation policy, holding events and forums and liaising with interstate and international delegations interested in learning more about the local ecosystem.

The City of Perth and StartupWA have most recently collaborated on the publication of the [2015-16 WA Startup Ecosystem Report](#), with the final version released in 2016. This report tracked the development of the local start-up ecosystem, finding that the city was home to the largest concentration of start-up companies, events and co-working spaces in the State (approximately 33% are located within the city).

The value and significance of the local start-up sector and its relevance to the City of Perth has been highlighted in various reports, including the aforementioned Startup Ecosystem Report and the Perth City Snapshot 2016.

Technological disruption is predicted to affect 25% of WA's economy, and the industry represents a future source of tenants, employers and residents, particularly in terms of participants in technology industry, which aligns with the City's strengths.

A recent study undertaken by Y-Research has found that the technology industry is the 8th largest occupier of office space in the city by industry, having recorded an increase of 8,652sqm or almost 20% within the last 12 months. The report found that, as at January 2017, there was 22,412 sqm of office space in Perth categorised as shared work (either serviced offices or co-working) spaces. This represents a 22.6% rate of growth since 2012.

Details:

StartupWA has requested the City enters into a three year sponsorship agreement to be the organisation's City partner. StartupWA believes that this annual support will assist in increasing certainty to StartupWA's ongoing operations and in facilitating longer term planning.

StartupWA is the first contact point for founders and ventures, as well as those running industry and professional development opportunities. This project and partnership will enable the organisation to increase the reach and impact of their activities, and ensure the start-up sector is better connected and supported. For example, there is currently a need for improved guides, event calendars and frequent reporting on what's happening and coming up. Through their activities and collaboration with partners, StartupWA will look to address these issues.

The project is focused on promoting industry development initiatives and professional development opportunities in the technology start-up industry - a key economic sector.

Planned activities for the WA Startup Ecosystem Development Project over the proposed three-year period are detailed in the Detailed Officer Assessment attached.

Financial Implications:

ACCOUNT NO:	CL 93 793000 7901
BUDGET ITEM:	Innovation and Technology
BUDGETED AMOUNT:	\$180,000
AMOUNT SPENT TO DATE:	\$ 42,273
PROPOSED COST:	\$ 15,000
BALANCE REMAINING:	\$122,728
ANNUAL MAINTENANCE:	\$ 0
ESTIMATED WHOLE OF LIFE COST:	\$ 45,000

All figures quoted in this report are exclusive of GST.

Comments:

The StartupWA project is directly aligned with improving the business environment for high-growth technology companies. The City of Perth has already invested in and supported spaces, events and activities that have helped underpin the development of the local start-up ecosystem. This support has been acknowledged and appreciated by many stakeholders within the local industry.

Support for StartupWA and their activities as outlined will help to realise the City's objective of growing the local start-up technology industry, and for Perth to be central focal point for the sector, not just locally, but more broadly within the Indian Ocean region. The recommended three year Agreement will also result in increased benefit and returns to the City and the local start-up community than if the City continued to fund StartupWA events and activities on an ad-hoc basis.

It is recommended Council approve the City entering into a three year agreement of \$15,000 per year to support the work of StartupWA.

Detailed Officer Assessment – Industry / Sector Development Sponsorship | StartupWA

Applicant	StartupWA
Program	Industry / Sector Development Sponsorship
Event Title	WA Startup Ecosystem Development
Event Start Date	1 December 2017
Event End Date	1 December 2020
Venue	Various
Total Project Cost	\$132,000
Total Amount Requested	\$45,000 (34% of the total project cost)
REMPPLAN Impact (Direct)	N/A
Recommendation	Approval
Recommended amount	\$15,000 per year (\$45,000 over three years)
Assessment Score	29.5 out of 36 (82%)

Applicant Details*Information from the Australian Business Register*

ABN	37 607 790 312
Entity Name	StartupWA Ltd
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	No
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6000
Main Business Location State	WA

Associate Details

Board members of StartupWA are:

- Andrew Outhwaite (Chair);
- Brodie McCulloch;
- Justin Strharsky; and
- Zane Prickett.

Project Summary

Established in 2015, StartupWA is the peak body formed to represent the interests of Western Australia's start-up technology and innovation ecosystem. The organisation was created to enable a more open, representative and effective approach to advance the interests of the WA start-up industry. The organisation's mission is to "create the local conditions, enabling global success, for the ventures of tomorrow."

StartupWA have requested for the City to enter into a three-year sponsorship agreement to be the organisation's City Partner. StartUpWA believes that the support will assist in increasing certainty to StartupWA's ongoing operations and in facilitating longer term planning to develop the local start-up ecosystem and assist in diversifying the local economy.

Project Description

The project is focused on promoting industry development initiatives and professional development opportunities in the technology start-up industry - a key economic sector.

StartupWA is the first contact point for founders and ventures, as well as those running industry and professional development opportunities.

Planned activities for the WA Startup Ecosystem Development Project over the proposed three year period include:

Annual

- comprehensive reporting on the status and trends of the local and state start-up sector; and
- briefing key partners, including City of Perth Councillors on insights and implications.

Quarterly

- forums sharing successes, tackling big questions and advancing the sector; and
- briefings for partners on emerging trends, opportunities and policy priorities.

Monthly

- publishing insights that provide deeper analysis into the issues raised in reports and at events.

Regular

- engagement with founders, facilitators, advisers and policy makers through meetings, online forums and events across the sector;
- advocacy with key decision makers to improve the local conditions for startups with global aspirations; and
- highlighting wins and opportunities via media, social media and newsletters.

StartupWA state that the combined impact of these activities will be to enable both individual ventures and the sector as a whole to:

- grow ventures in Perth and assist in occupying vacant office space;
- attract and retain talent;
- raise the profile and leverage a competitive advantage relative to other states;
- rapidly identify and act on opportunities or issues that could affect growth of ventures; and
- align the activities of many partners and collaborators (ventures, spaces, accelerators, government etc.) to ensure Perth benefits socially and economically from the value created by technology start-ups.

The WA Startup Ecosystem Development project will capitalise on existing resources, relationships and City of Perth strategy to focus local support on enabling the global success of Perth-based technology ventures. Over the three years, StartupWA will facilitate nine forums on relevant topics, three rounds of annual reporting, three focused briefings for City of Perth, and ongoing policy advice, guidance and facilitation to grow the local start-up community. Organisers state that these activities will illuminate the successes; advancing, supporting and facilitating Perth's ascendancy as an attractive location for growing high-growth technology ventures.

With a great majority of new jobs in Perth created in the professional services sector and jobs in population based industries such as retail trade declining, technology start-ups locating in Perth can continue to grow the number of workers and opportunities for local employment.

The combined impact of StartupWA's key activities (reporting, forums, features, launches, briefings and insights) will be to enable individual ventures, the community and the economy as a whole to: grow ventures in Perth, attract and retain talent, raise the profile and leverage a competitive advantage relative to other states, rapidly identify and act on opportunities or issues that could affect growth of ventures, and align the activities of many partners and collaborators (ventures, spaces, accelerators, government etc.) to ensure Perth benefits socially and economically from the value created by technology start-ups.

In doing this, StartupWA will aim to work closely with the operators of development programs, incubators and accelerators and provide a needed role in being a trusted, driven and open guide "peak industry body" to those activities and resources for founders and investors.

Each year StartupWA will report on its own activities (annual report), partnership projects, and on the status, composition and trends of the WA start-up ecosystem. Some of this data is evaluative and some collected by independent third-party organisations. Methods include direct surveys of contacts, aggregation of publicly available data on investments in technology companies, monitoring of the media, analysis of economic data collected by governments, and analysis of digital analytics.

Over the term of the project StartupWA will continue to monitor how the project activities link to outcomes including:

- quantified metrics of reach, readership, participation in events;
- satisfaction of audiences with communication and activities;
- total number of start-ups in the ecosystem, number of employees, number of start-ups located within City of Perth;
- barriers to starting, help needed, future plans for growth;
- media stories, case studies, mentions and successful policy advocacy; and
- independent assessments of Perth's ecosystem relative to others in Australia and Asia.

Previous City of Perth Support

The City provided \$10,000 towards the development and publication of the 2015-16 WA Startup Ecosystem Report. The report was commissioned by StartupWA, with funding provided by the City of Perth and the WA State Government. This report has proven to be the most comprehensive and accurate reflection of the start-up industry in WA and has been recognised both locally and nationally.

Sponsorship Benefits

As StartupWA's City Partner, the City of Perth will receive the following sponsorship benefits:

- acknowledgment through a partnership launch, branding on selected communications including reporting, social media, publications, on all e-newsletters and at events;
- annual speaking opportunities for the Lord Mayor, or nominated City representative;
- contribution to the focus of featured sections within reporting and events;
- comprehensive reporting on the status and trends of the local and state startup sector;
- data and insights to assist positioning and growth of innovation in the City; and
- one annual briefing to Council on trends and opportunities in the Startup Technology sector.

Assessment Score Card

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

ECONOMIC OUTCOMES	
Promote industry development and professional development opportunities in key economic sectors	3.5
Build long term relationships that provide business and community members with the opportunity to share best practice with visiting industry thought leaders	3
Enhance opportunities for business development and investment within key sector markets to stakeholders including new and emerging opportunities and export markets	2.5
Provide an economic benefit to businesses within the City of Perth	3
Provide competitive or comparative advantage by linking sector and industry stakeholders to achieve clusters or cooperative programs within the City of Perth LGA	3.5
Support ongoing development programs that provide training and skill development opportunities for businesses within the City of Perth including business incubators and/or accelerators	4
Reflect and add value to the City's Economic Development Strategy outcomes	3.5
Reflect and add value to the City's Strategic objectives	3
	=26
Subtotal 26 out of 32	
ORGANISATIONAL COMPETENCY	
Level of benefits and recognition offered to the City	3.5
Subtotal 3.5 out of 4	
TOTAL ASSESSMENT SCORE 29.5 out of 36 (82%)	

Assessment Panel Comments

- sponsorship and support is in strong alignment with the City's desired industry development outcomes;
- funding and support over three years will allow for sector growth, ongoing support and tangible results;
- The assessment panel recommended sponsorship of \$45,000 over three years.

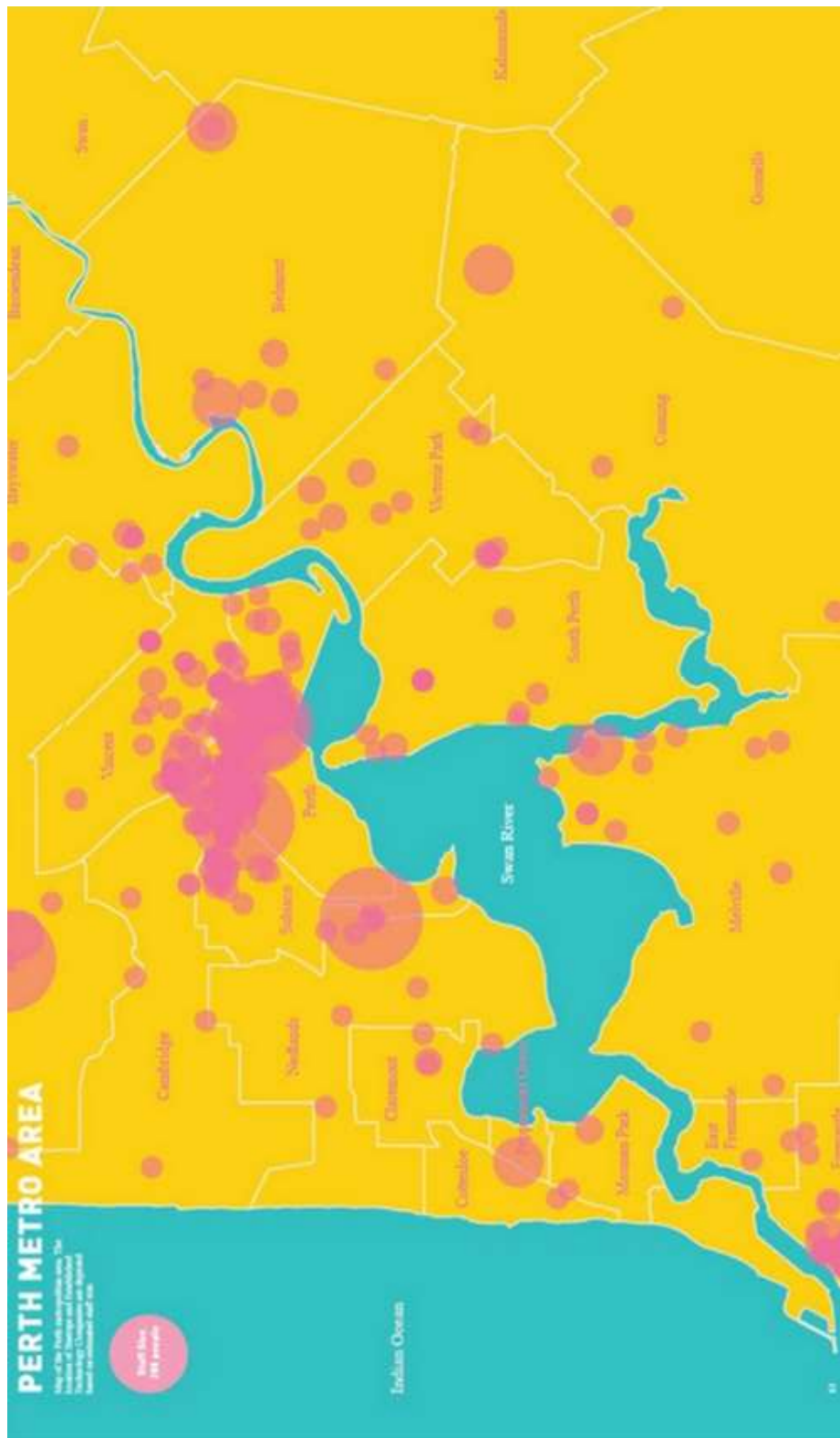
Comments

This project and partnership will enable the organisation to increase the reach and impact of their activities, and ensure the start-up sector is better connected and supported. For example, there is currently a need for improved guides, event calendars and frequent

reporting on what is happening and coming up. Through their activities and collaboration with partners, StartupWA will look to address these issues.

The recommended three year agreement will also result in increased benefit and returns to the City and the local start-up community than if the City continued to fund StartupWA events and activities on an adhoc basis.

It is recommended that Council approve the proposed three year sponsorship request.



Cluster of Start-up Ecosystem around central Perth from StartupWA Ecosystem Report 2016

**Agenda
Item 8.2**

Policy Amendments – 18.13 Sponsorship and 18.15 Grants

Recommendation:

That Council:

- 1. APPROVES the amendments to Council Policy 18.13 - Sponsorship as detailed in Attachment 8.2B;**
- 2. REVOKES Council Policy 18.15 - Grants; and**
- 3. NOTES that:**
 - 3.1 *subject to Parts 1 and 2 above, Council Policy 18.13 will be renamed Sponsorship and Grants; and***
 - 3.2 *Council Policy 18.14 Donations, as detailed in Attachment 8.2C, does not require any amendments at this time.***

FILE REFERENCE:	P1005611-2
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	6 November 2017
ATTACHMENT/S:	Attachment 8.2A – 18.13 Sponsorship and Grants – Tracked Changes Attachment 8.2B – 18.13 Sponsorship and Grants – Clean Attachment 8.2C – 18.14 Donations

Council Role:

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

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

Legislation / Strategic Plan / Policy:

Legislation

Section 8 of the *City of Perth Act 2016*

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

- | | |
|--------|------------------------------------------------------|
| Goal 1 | A city for people |
| Goal 4 | A future focused and resilient city |
| Goal 5 | A prosperous city |
| Goal 6 | A city that celebrates its diverse cultural identity |
| Goal 8 | A city that delivers for its community |

Policy

Policy No and Name: 18.13 – Sponsorship
18.15 - Grants

Purpose and Background:

At its meeting held on **13 December 2016**, Council revoked six separate policies relating to sponsorship and grants and replaced them with three new policies, being:

- 18.13 – Sponsorship.
- 18.14 – Donations.
- 18.15 – Grants.

The administration has now identified further amendments to Council Policy 18.13 and 18.15 in order to simplify the structure, and to clarify the language used in the policies.

Due to the similarities of Policy 18.13 and 18.15, it is recommended that these policies be combined for greater efficiency and a simplified approach.

Through the review it was identified that Policy 18.14 Donations, does not require any amendments at this time.

Details:

Internal feedback has been collated in order to revise and improve the policies so that the documents continue to reflect, and guide, the ongoing operations of the administration in an effective and efficient manner.

The proposed amendments are considered to be relatively minor and do not significantly alter the intent or purpose of the currently adopted policies. Many of the changes are to remove redundant words, ensure consistent terminology is applied and ensure consistency between the sponsorship and grants programs where possible.

Attachment 8.2A details the proposed amendments with tracked changes while some of the more significant changes are summarised in the table below.

Significant Changes

CHANGE	REASON
Reference of “SmartyGrants” within sections of the policy	The City commenced use of the new funding portal SmartyGrants in January 2017. This program is now mandated to be used for all applications and funding management.
Change minimum application lead time from four months before the project commencement to four weeks	This reduces red tape for applicants. Four weeks will allow some “fast track” funding applications to be considered within approved programs.
Increased maximum contribution from 30% to 50% for sponsorship	This has been increased to suit some sponsorship programs which require greater City contribution, such as within the Industry/Sector Development Sponsorship program. Program guideline documents will be able to specify a lower limit, with the Event Sponsorship program proposing to retain the current 30% maximum contribution. Grants can allow 100% funding contributions.
Deleted the clauses related to restriction of funding in Metropolitan Redevelopment Authority areas	Funding restrictions have been removed on areas managed by the Metropolitan Redevelopment Authority (MRA). The MRA have significantly reduced their sponsorship program since the policy adoption and are beginning to transition some spaces back to City of Perth control. It was considered that this clause was a disincentive to activation in these areas and the City has been working closely with the MRA to include these areas in city wide activation efforts.
Removal of Sponsorship Stakeholder Reference Group	The time commitments on group members discouraged internal stakeholders from nominating. Currently officers are requested for participation in assessment panels on an as-needs basis and depending on workloads of the officer at the particular time.

Financial Implications:

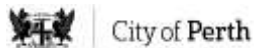
ACCOUNT NO:	N/A
BUDGET ITEM:	N/A
BUDGETED AMOUNT:	\$ 0
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 0
BALANCE REMAINING:	\$ 0
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

Combining Council Policy 18.13 and 18.15 will ensure a clearer policy framework which will guide the Council on decision making and the Administration on the management of current and future funding programs under the Sponsorship and Grants Policy framework.

The amendments are considered to be minor in nature and have been recommended following 12 months of operation, critical review and feedback from internal and external stakeholders.



Council Policy Manual

CP 18.13 Sponsorship and Grants

POLICY OBJECTIVE

The City of Perth recognises and respects the vital contribution of the community in developing and delivering projects that contribute to a vibrant and sustainable city. The City of Perth is committed to empowering the community to encourage, develop and deliver a wide range of projects and initiatives that build social, cultural, civic, environmental and economic life to deliver the goals of the Strategic Community Plan within the City of Perth local government area (LGA). The City of Perth engages in sponsorship primarily to achieve strategic community outcomes which benefit the City's stakeholders including internal, external or intermediary.

The City's approach is to sponsor a broad range of initiatives that, as a whole, deliver cultural, social and economic return objectives to the City's diverse stakeholder base.

This Policy sets out the high level criteria and process for the City's sponsorship and grants programs and is designed to sit above provide the framework for the development and management of the various sponsorship guideline documents that have additional, specific criteria for each approved sponsorship funding program.

The objectives of the policy are:

- a) Provision of a consistent, equitable, transparent and efficient framework for administration of all sponsorship and grant programs~~streams~~;
- b) To support a range of projects and initiatives that meet the diverse needs of the City of Perth community;
- ~~c) To optimise the outcomes of the sponsorship program through improved access, transparency, assessment and allocation; and~~
- d) ~~c)~~ To clearly identify the eligibility and accountability requirements of organisations that receive that applies for and receives funding.

City of Perth Parking Commercial Partnerships are not considered sponsorships and are not considered within this Policy.

POLICY STATEMENT

1. DEFINITION

1.1.1 Sponsorship

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Council Policy Manual

CP 18.13 Sponsorship and Grants

~~Sponsorship~~ A sponsorship is a commercial, negotiated arrangement in which the City provides cash and/or in kind contributions to an entity in return for commercial leverage, promotion, activation or exposure to achieve defined outcomes ~~from identified in~~ the City's Strategic Community Plan.

Sponsorship is not philanthropic in nature and the Council expects to receive a reciprocal benefit beyond a modest acknowledgement. ~~The~~ A sponsorship will provide tangible and mutual compensation for all parties in the arrangement.

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1.2 Grants

Grants mean cash and/or in-kind contributions provided to a recipient for a specific, eligible purpose. This is as part of an approved grant program, which ties into the City's Community Strategic Plan, with the understanding that there will be a defined outcome that directly or indirectly benefits the public, but with no expectation of a commercial return to the City. Grants are subject to conditions including reporting, accountability and a requirement for the funds to be expended for the direct purpose for which they were granted.

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2. PROGRAMS

The sponsorship and grants portfolios will consist of a number of programs ~~of sponsorship~~ as determined from time to time by Council and subject to annual regular review and budgetary ~~considerations~~ constraints.

Each ~~sponsorship~~ program has its own guideline document that specifies application time-frames, funding limits, categories, further eligibility and assessment criteria. Applicants will be required to address the criteria within the Sponsorship Policy and the relevant gGuideline.

These guideline documents will be made publicly available via the City of Perth website and will be made available in other alternative formats on request.

3. LINK TO STRATEGIC COMMUNITY OUTCOMES PLAN

All ~~sponsorship funding applications programs~~ must ~~address how the proposed sponsorship meets one or more link to the objectives defined in of~~ the City of Perth's Strategic Community Plan Outcomes ~~or and the the Corporate Business Plan approved strategies within the City's Integrated Planning Framework~~. The number and type of outcomes that must be met will ~~be determined by the amount of funding requested and including any identified sponsorship or marketing objectives in addition to the strategic outcomes. These will~~ be detailed in the relevant guideline document for the program.



City of Perth

Council Policy Manual

CP 18.13 Sponsorship and Grants

4. ELIGIBILITY

To be eligible to receive sponsorship or grants funding from the City, the recipient applicant must:

- 4.1 ~~be~~ a legally constituted entity;
- 4.2 ~~be an individual with an Australian Business Number (ABN) (with the exception of an applicant for a Heritage Grants); or~~
- 4.14.3 ~~an applicant that is under the auspice of an Australian legal entity;~~
- 4.4 ~~h~~Have submitted the application not less than four months weeks from the project commencement date;
- 4.5 ~~submit an application through the City's approved management portal, SmartyGrants;~~
- 4.6 ~~have all appropriate insurances and licenses;~~
- 4.7 ~~offer a project or initiative within the City of Perth local government area; or~~
- 4.8 ~~if not within the City of Perth local government area, the project or initiative demonstrates at that it directly impacts supports on the City of Perth meeting its goals under as identified in the Strategic Community Outcomes Plan;~~
- 4.2 ~~—~~
- 4.3 ~~Demonstrate within the application evidence of meeting defined City of Perth Community Strategic Outcomes; and~~
- 4.4 ~~Demonstrate within the application evidence of meeting defined sponsorship objectives contained within the relevant guideline document.~~

The City will not consider applications from:

- 4.54.9 ~~t~~The Commonwealth, State or any Government Agency;
- 4.10 ~~an employee of the City of Perth;~~
- 4.64.11 ~~an individual without an Australian Business Number (except for an applicant for a Heritage Grant);~~
- 4.74.12 ~~an applicant that has outstanding debts to the City of Perth;~~
- 4.84.13 ~~an applicant that has failed to provide satisfactory acquittal reporting for any previous City of Perth funding;~~
- 4.94.14 ~~an applicant that has already received City of Perth funding (including in-kind) for the same project activity within the same financial year; and~~
- 4.104.15 ~~an applicant that has already applied for City of Perth funding (including in-kind) for the same activity project within the same financial year and been refused.~~

5. FUNDING LIMITS

Maximum and minimum fFunding limits for each sponsorship program are to be listed contained within the relevant guideline document.



Council Policy Manual

CP 18.13 Sponsorship and Grants

6. INELIGIBLE ITEMS

The provision of funding may be predicated on that funding being expended for specific items that assist the City to meet its defined objectives. Items that are not eligible for funding must be listed within the guideline document for the program.

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~~6.7.~~ APPLICATION

Requests for sponsorship or grants funding must be submitted on anthe approved specified sponsorship-application form within the City's online management portal, SmartyGrants.form which will be provided to the applicant following an eligibility discussion with the relevant City Officer.

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~~7.8.~~ ASSESSMENT

The application will be assessed by a minimum three member assessment panel which may include members of the Sponsorship Stakeholder Reference Group.

Detailed assessment criteria will be listed within the relevant guideline document.

When assessing proposals, the City accepts that there may be aspects which run counter to some of the City's objectives. In this instance, City Officers will collaborate internally to determine whether this renders the proposal inappropriate in meeting the overall intent of the Strategic Community Plan or how issues can be minimised and / or mitigated.

All applications will be assessed against the following minimum criteria as a minimum:

- 8.1 the extent to which the proposal contributes towards the achievement of the Strategic Community Plan and the Corporate Business Plan;
- 8.2 the extent to which the project plan and budget is realistic and provides value for money;
- 8.3 a demonstrated capacity of the applicant to undertake all aspects of the project ~~including evaluating and documenting the results;~~ and
- 8.4 anticipated community benefit.

Additional assessment criteria may apply and will be detailed within the guideline document for the program.

Individual applications for funding of less than \$15,000 will be assessed by a minimum of two persons.

Individual applications for funding in excess of \$15,000 or applications as part of a Round will be assessed by a minimum three person assessment panel.



City of Perth

Council Policy Manual

CP 18.13 Sponsorship and Grants

8.9. AGREEMENTS

All successful applicants will be required to enter into a written [sponsorship funding](#) agreement with the City which includes terms and conditions pertaining to the [approved sponsorship funding](#).

Where a Council approved [sponsorship funding](#) recipient is unable to implement a project in accordance with the approved funding agreement, the City will consider and determine approval or refusal of a variation to the project or project timeline only where the variation is reasonably appropriate as determined by the City and does not change the approved project outcome.

9.10. ACQUITTAL OF SPONSORSHIP FUNDING

All sponsorships [and grants](#) must be acquitted within four months of the completion of the [activity project](#) or prior to subsequent application of further funding, whichever comes first. The City of Perth will provide a pro-forma acquittal document [within the SmartyGrants portal](#) that can be used.

~~A financial summary of the activity including expenses, revenue and final profit and loss can be requested to be included within the acquittal. An audited annual financial statement is also acceptable.~~

10.11. MAXIMUM FUNDING CONTRIBUTION

The maximum contribution of cash or in-kind provided by the City of Perth will not exceed

~~11.1 530% of the total event project budget for sponsorships;~~

~~11.2 100% of the total project budget for grants;~~

~~Lower maximums may be prescribed within the guideline document for each program.~~

11. METROPOLITAN REDEVELOPMENT AUTHORITY MANAGED AREAS

~~Sponsorship applications that include use of Metropolitan Redevelopment Authority (MRA) managed areas will be subject to the following restrictions on financial contributions from the City:~~

~~If 100% of a project is located within an MRA space:~~

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City of Perth

Council Policy Manual

CP 18.13 Sponsorship and Grants

~~11.1 The MRA must be confirmed as a project sponsor (cash or in-kind); and~~

~~11.2 The City of Perth's maximum contribution will be capped at 10% of the total activity budget~~

~~Where the MRA has declined sponsorship for an activity that is exclusively within an MRA managed area, the sponsorship will be subject to the following restrictions on financial contributions from the City:~~

~~11.3 The City of Perth's maximum contribution will be capped at 2.5% of the total activity budget~~

~~The following areas within the City of Perth are currently managed by the MRA:~~

~~11.4 Perth City Link~~

~~11.5 Elizabeth Quay~~

~~11.6 Perth Cultural Centre~~

~~11.7 Waterbank~~

~~Organisations who permanently reside within an MRA area are exempt from these restrictions.~~

~~12. PAYMENT OF FUNDS~~

~~The City of Perth will pay sponsorship monies in agreed instalments as outlined within the sponsorship agreement.~~

~~13.12. DURATION OF AGREEMENTS~~

Sponsorship [and grants](#) agreements will be subject to the following maximum durations:

~~13.112.1~~ Maximum: Three (3) years

~~Specific durations~~ [Maximum and minimum agreement lengths](#) for each [sponsorship stream program](#) will be identified in the relevant guideline documents.

~~14. IN-KIND~~

~~13.~~

~~The City will permit requests for in-kind sponsorship only where the request is detailed within the application form.~~

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Council Policy Manual

CP 18.13 Sponsorship and Grants

In-kind is defined as: Products or services that are provided in lieu of cash. [This may be](#) in exchange for sponsorship rights. This is also known as 'contra'.

[The availability of in-kind will be specified within the guideline document for each program.](#)
[The applicant must detail the value of all in-kind services based on accurate quotations from the respective City unit responsible.](#)

[The eligible in-kind services will be detailed within the relevant sponsorship program guideline.](#)

15.14. DISABILITY ACCESS AND INCLUSION

The City of Perth is committed to providing equitable and dignified access in relation to buildings, services and facilities for people with disabilities. The City of Perth Disability Access and Inclusion Plan (DAIP) complies with legislative requirements. It is mandatory for all sponsored projects to comply with access and inclusion requirements in accordance with the City's DAIP plan, which [is](#) available on the City of Perth website.

16. SPONSORSHIP STAKEHOLDER REFERENCE GROUP

[A Sponsorship Stakeholder Reference Group will be established to champion the sponsorship program within the City of Perth. The group members will be responsible for assessing major sponsorship applications, reviewing policies and guidelines and determining leveraging opportunities.](#)

[The Sponsorship Stakeholder Reference Group will consist of Officers from multiple Directorates within the City and will meet as and when required, with the Manager of Business Support & Sponsorship to chair all meetings.](#)

Document Control Box									
Document Responsibilities:									
Custodian:	Manager Business Support & Sponsorship				Custodian Unit:	Business Support & Sponsorship			
Decision Maker:		Council							
Compliance Requirements:									
Legislation:									
Industry:									
Organisational:									
Document Management:									
Risk Rating:		Medium	Review Frequency:		Two years	Next Due:		2019	TRIM Ref: 75522/04
Version #	Decision Reference:		Synopsis:						
1.	OCM 13/12/16 (489/16)		Previously Policy 18.8 – Provision of Sponsorship and Donations						
2.									

Council Policy Manual

CP 18.13 Sponsorship and Grants

POLICY OBJECTIVE

The City of Perth recognises and respects the vital contribution of the community in developing and delivering projects that contribute to a vibrant and sustainable city. The City of Perth is committed to empowering the community to encourage, develop and deliver a wide range of projects and initiatives that build social, cultural, civic, environmental and economic life to deliver the goals of the Strategic Community Plan within the City of Perth local government area (LGA).

This Policy sets out the high level criteria and process for the City's sponsorship and grants programs and is designed to provide the framework for the development and management of the various guideline documents that have additional, specific criteria for each approved funding program.

The objectives of the policy are:

- a) Provision of a consistent, equitable, transparent and efficient framework for administration of all sponsorship and grant programs;
- b) To support a range of projects and initiatives that meet the diverse needs of the City of Perth community;
- c) To clearly identify the eligibility and accountability requirements of organisations that apply for and receives funding.

City of Perth Parking Commercial Partnerships are not considered within this Policy.

POLICY STATEMENT

1. DEFINITION

1.1 Sponsorship

A sponsorship is a commercial, negotiated arrangement in which the City provides cash and/or in kind contributions to an entity in return for commercial leverage, promotion, activation or exposure to achieve defined outcomes identified in the City's Strategic Community Plan.

Sponsorship is not philanthropic in nature and the Council expects to receive a reciprocal benefit beyond a modest acknowledgement. A sponsorship will provide tangible and mutual compensation for all parties in the arrangement.

Council Policy Manual

CP 18.13 Sponsorship and Grants

1.2 Grants

Grants mean cash and/or in-kind contributions provided to a recipient for a specific, eligible purpose. This is as part of an approved grant program, which ties into the City's Community Strategic Plan, with the understanding that there will be a defined outcome that directly or indirectly benefits the public, but with no expectation of a commercial return to the City. Grants are subject to conditions including reporting, accountability and a requirement for the funds to be expended for the direct purpose for which they are granted.

2. PROGRAMS

The sponsorship and grants portfolios will consist of a number of programs as determined from time to time by Council and subject to regular review and budgetary considerations.

Each program has its own guideline document that specifies application timeframes, funding limits, categories, eligibility and assessment criteria. Applicants will be required to address the criteria within the relevant guideline.

These guideline documents will be made publicly available via the City of Perth website and will be made available in alternative formats on request.

3. LINK TO STRATEGIC COMMUNITY PLAN

All funding programs must link to objectives defined in the City of Perth's Strategic Community Plan and the Corporate Business Plan. The number and type of outcomes that must be met will be detailed in the relevant guideline document for the program.

4. ELIGIBILITY

To be eligible to receive sponsorship or grant funding from the City, the applicant must:

- 4.1 be a legally constituted entity;
- 4.2 be an individual with an Australian Business Number (ABN) (with the exception of an applicant for a Heritage Grant); or
- 4.3 an applicant that is under the auspice of an Australian legal entity;
- 4.4 have submitted the application not less than four weeks from the project commencement date;
- 4.5 submit an application through the City's approved management portal, SmartyGrants;
- 4.6 have all appropriate insurances and licenses;
- 4.7 offer a project or initiative within the City of Perth local government area; or



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- 4.8** if not within the City of Perth local government area, the project or initiative demonstrates that it directly supports the City of Perth goals as identified in the Strategic Community Plan;

The City will not consider applications from:

- 4.9** the Commonwealth, State or any Government Agency;
- 4.10** an employee of the City of Perth;
- 4.11** an individual without an Australian Business Number (except for an applicant for a Heritage Grant);
- 4.12** an applicant that has outstanding debts to the City of Perth;
- 4.13** an applicant that has failed to provide satisfactory acquittal reporting for any previous City of Perth funding;
- 4.14** an applicant that has already received City of Perth funding (including in-kind) for the same project within the same financial year; and
- 4.15** an applicant that has already applied for City of Perth funding (including in-kind) for the same project within the same financial year and been refused.

5. FUNDING LIMITS

Maximum and minimum funding limits for each program are to be listed within the relevant guideline document.

6. INELIGIBLE ITEMS

The provision of funding may be predicated on that funding being expended for specific items that assist the City to meet its defined objectives. Items that are not eligible for funding must be listed within the guideline document for the program.

7. APPLICATION

Requests for sponsorship or grant funding must be submitted on the specified application form within the City's online management portal, SmartyGrants.

8. ASSESSMENT

All applications will be assessed against the following minimum criteria:

- 8.1** the extent to which the proposal contributes towards the achievement of the Strategic Community Plan and the Corporate Business Plan;
- 8.2** the extent to which the project plan and budget is realistic and provides value for money;



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CP 18.13 Sponsorship and Grants

- 8.3 a demonstrated capacity of the applicant to undertake all aspects of the project; and
- 8.4 anticipated community benefit.

Additional assessment criteria may apply and will be detailed within the guideline document for the program.

Individual applications for funding of less than \$15,000 will be assessed by a minimum of two persons.

Individual applications for funding in excess of \$15,000 or applications as part of a Round will be assessed by a minimum three person assessment panel.

9. AGREEMENTS

All successful applicants will be required to enter into a written funding agreement with the City which includes terms and conditions pertaining to the approved funding.

Where a Council approved funding recipient is unable to implement a project in accordance with the approved funding agreement, the City will consider and determine approval or refusal of a variation to the project or project timeline only where the variation is reasonably appropriate as determined by the City and does not change the approved project outcome.

10. ACQUITTAL OF FUNDING

All sponsorships and grants must be acquitted within four months of the completion of the project or prior to subsequent application of further funding, whichever comes first. The City will provide a pro-forma acquittal document within the SmartyGrants portal that can be used.

11. MAXIMUM FUNDING CONTRIBUTION

The maximum contribution of cash or in-kind provided by the City of Perth will not exceed

- 11.1 50% of the total project budget for sponsorships;
- 11.2 100% of the total project budget for grants.

Lower maximums may be prescribed within the guideline document for each program.

12. DURATION OF AGREEMENTS

Council Policy Manual

CP 18.13 Sponsorship and Grants

Sponsorship and grants agreements will be subject to the following maximum durations:

12.1 Maximum: Three (3) years

Maximum and minimum agreement lengths for each program will be identified in the relevant guideline documents.

13. IN-KIND

In-kind is defined as: Products or services that are provided in lieu of cash. This may be in exchange for sponsorship rights. This is also known as 'contra'.

The availability of in-kind will be specified within the guideline document for each program.

14. DISABILITY ACCESS AND INCLUSION

The City of Perth is committed to providing equitable and dignified access in relation to buildings, services and facilities for people with disabilities. The City of Perth Disability Access and Inclusion Plan (DAIP) complies with legislative requirements. It is mandatory for all sponsored projects to comply with access and inclusion requirements in accordance with the City's DAIP plan, which is available on the City of Perth website.

Document Control Box									
Document Responsibilities:									
Custodian:	Manager Business Support & Sponsorship				Custodian Unit:	Business Support & Sponsorship			
Decision Maker:		Council							
Compliance Requirements:									
Legislation:									
Industry:									
Organisational:									
Document Management:									
Risk Rating:		Medium	Review Frequency:		Two years	Next Due:		2019	TRIM Ref: 75522/04
Version #	Decision Reference:		Synopsis:						
1.	OCM 13/12/16 (489/16)		Previously Policy 18.8 – Provision of Sponsorship and Donations						
2.									

CP18.14 Donations

POLICY OBJECTIVE

To provide the framework for determining eligibility for the provision of donations from the City of Perth which provide philanthropic support to community groups and not for profit organisations.

POLICY STATEMENT

1. DEFINITION

Donations by the City of Perth reflect its commitment to improve the wellbeing of the community within the City of Perth and the residents of Western Australia and Australia as a whole. The provision of a donation by the City of Perth is of a philanthropic nature to an organisation and the City does not seek a direct cost benefit to be returned.

2. ELIGIBILITY

To be eligible to receive a donation, the recipient must be:

- 2.1 a Deductible Gift Recipient (DGR) in accordance with Australian Tax Office requirements; and
- 2.2 an incorporated non-profit organisation

In addition, the recipient must not be:

- 2.3 the Commonwealth or a State;
- 2.4 an Australian Government Agency;
- 2.5 a political party;
- 2.6 an organisation that supports, promotes or facilitates violence, intolerance or discrimination;
- 2.7 Eligible for a grant within the City's existing Grants Program

3. FUNDING

The following cash funding limit will apply to this policy:

- 3.1 Maximum: \$100,000

4. APPROVAL PROCESS

There is no application process for a donation. A donation will only be considered following a direction to do so by the Chief Executive Officer and then subject to approval by Council.

5. PROMOTION

The City of Perth reserves the right to publicise its donation via way of media release, press conference or other communication channel that arises from time to time. There is no obligation on the behalf of the donation recipient to promote the City of Perth crest or services in exchange for the donation.

Document Control Box									
Document Responsibilities:									
Custodian:	Manager Business Support & Sponsorship				Custodian Unit:	Business Support & Sponsorship			
Decision Maker:		Council							
Compliance Requirements:									
Legislation:									
Industry:									
Organisational:									
Document Management:									
Risk Rating:		Medium	Review Frequency:		Two years	Next Due:		2018	TRIM Ref: 75522/04
Version #	Decision Reference:			Synopsis:					
1.	OCM 13/12/16 (489/16)			Adopted – see Council Minutes for details					
2.									

Agenda
Item 8.3 **Donation – The Returned and Services League of Australia WA**
Branch **Incorporated (RSLWA) ANZAC Day 2018**
Commemorations

Recommendation:

That Council BY ABSOLUTE MAJORITY:

- 1. *APPROVES a cash donation of \$65,806 (excluding GST) to the RSLWA to assist with the costs associated with presenting the ANZAC Day Commemorations – Perth 2018 to be held in the City of Perth on 25 April 2018; and***
- 2. *APPROVES in-kind banner hire support of \$16,860 (excluding GST) for the event.***

FILE REFERENCE:	P1010627-33
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	14 November 2017
ATTACHMENT/S:	Attachment 8.3A – Detailed Officer Assessment

Council Role:

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

Legislation / Strategic Plan / Policy:

Legislation	Section 8 of the <i>City of Perth Act 2016</i>
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Goal 6 A city that celebrates its diverse cultural identity
Policy	
Policy No and Name:	18.14 – Donations

Purpose and Background:

The Returned and Services League of WA Branch Incorporated (RSLWA) has applied to the City of Perth for financial assistance to assist with the costs associated with holding the annual ANZAC Day Commemorations in the City on 25 April 2018. ANZAC Day Commemorations have been held in the City since 1915. Components held within the City include the Dawn Service at the State War Memorial at Kings Park, the Gunfire Breakfast in Stirling Gardens, the ANZAC Day March through the City streets, and the Commemoration Service.

RSLWA is located at ANZAC House, 28 St Georges Terrace, Perth. The association is a not-for-profit organisation formed in 1916. Since that time, RSLWA has been proactive in attending to the welfare needs of all ex-service and serving personnel.

Details:

The 2018 ANZAC Day Commemorations will include:

Dawn Service

To be held at the WA War Memorial in Kings Park. With crowds in 2017 estimated at 40,000, it is considered to be one of the largest Dawn Services in the world. The service will be televised live once more in 2018.

ANZAC Day March and Commemoration Service

The march through the City and the Commemoration Service held at Langley Park have both experienced significant growth in public attendance in recent years. In 2018 the parade will finish at Langley Park for dispersal of marchers. The commemorative service will be held in the Perth Concert Hall for the first time. Organisers advise that this will assist with logistical and safety issues of holding the service on Langley Park.

Gunfire Breakfast

The Gunfire Breakfast is to be held at the conclusion of the Dawn Service. In 2018 the event will be held in Government House Gardens for the first time, rather than in Stirling Gardens.

Financial Implications:

ACCOUNT NO:	CL 937240007901
BUDGET ITEM:	Donations
BUDGETED AMOUNT:	\$ 70,000
AMOUNT SPENT TO DATE:	\$ 4,194
PROPOSED COST:	\$ 82,666
BALANCE REMAINING:	-\$16,860
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

The in-kind banner hire for this event of \$16,860 is unbudgeted expenditure. This amount will need to be provided in the mid-year budget review if approved by Council.

Comments:

ANZAC Day is an important day commemorated around Australia by millions of people. The City has a long history of supporting the commemorations. The ANZAC Day services are significant events to all Western Australians and the largest commemorative event held in Western Australia each year.

Event organisers have indicated that costs have risen substantially in recent years due to the provision of hostile vehicle management initiatives. As a result of these increased costs, organisers are requesting an increased financial contribution from the City for the 2018 event.

DETAILED OFFICER ASSESSMENT

Applicant	The Returned and Services League of Australia WA Branch Inc.
Event Title	ANZAC Day Commemorations 2018
Event Date	25 April 2018
Venues	Kings Park, Langley Park, Perth St Georges Terrace, Perth Concert Hall, Government House Gardens
Estimated attendance	40,000
Recommendation	Approval
Recommended amount	\$65,806 cash \$16,860 in-kind

Applicant Background

RSLWA is located at Anzac House, 28 St Georges Terrace, Perth. The association is a not for profit organisation formed in 1916 and since that time has been proactive in attending to the welfare needs of all ex-service and serving personnel with a particular focus on those in need or necessitous circumstances.

RSLWA **Mission Statement** is:

“To ensure that programs are in place for the well-being, care, compensation and commemoration of serving and ex-service Defence Force members and their dependants, and to promote Government and community awareness of the need for a secure, stable and progressive Australia”.

RSLWA **Objectives** are:

“To serve the interests of its members, veterans, the ex-service community and members of the Australian Defence Force, the RSL executes its role by effectively implementing the following objectives which are in accord with the League’s Mission Statement:

- Community Awareness;
- Commemoration and Remembrance;
- Community participation;
- Community pride;
- Intergenerational understanding; and
- Education.

RSLWA has been managing the State’s ANZAC Day commemorations since the 1920’s and over the past 14 years has taken the State’s most significant commemorative event in the

city to new levels and increased both participation and attendance in all activities significantly.

Event Details

The 2018 ANZAC Day Commemorations will include:

Dawn Service

The Dawn Service at the State War Memorial, Kings Park is attended by over 40,000 people and is broadcast live on television through Channel 9.

ANZAC Day March

The march throughout the City and the ceremony on Langley Park has experienced a significant growth in public attendance over the years – there are now more than 6,000 participants and an audience of more than 100,000 people along the route and a live television broadcast across the state through the ABC.

ANZAC Day Gunfire Breakfast

Following the Dawn Service, service and ex-service personnel along with the community are invited to attend a Gunfire Breakfast to share the spirit of ANZAC Day in Stirling Gardens on St Georges Terrace (adjacent to Council House). A gold coin donation is appreciated.

ANZAC Day Commemorative Service

The March will enter Langley Park off Victoria Avenue. The service will commence at 11am at Perth Concert Hall.

Previous Support (last 5 years)

The City of Perth has provided an annual contribution to the staging of the ANZAC Day Commemorations through the provision of City services and contributing to associated costs. Prior to 2010, costs were funded through the City's Parades and Festivals operational budget and between 2012 and 2015 support has been provided through the City's Event Sponsorship Program. In 2016, the funding was provided as a donation for the first time, with the support history as follows:

Year	Funding Amount	Supported Program
<i>2012/13</i>	<i>\$44,940</i>	ANZAC Day Commemorations
<i>2013/14</i>	<i>\$61,120</i>	ANZAC Day Commemorations
<i>2014/15</i>	<i>\$96,617</i>	ANZAC Day Commemorations (Centenary)
<i>2015/16</i>	<i>\$67,868</i>	ANZAC Day Commemorations
<i>2016/17</i>	<i>\$65,000</i>	ANZAC Day Commemorations

Year	Funding Amount	Supported Program
2017/18 (Recommended)	\$82,666	ANZAC Day Commemorations

RSLWA has requested that the City of Perth assist with the costs associated with staging the commemorations by providing a donation to cover the cost of City service fees and charges including banner site hire, environmental health fees, bin hire, reserve hire and parking bays.

Funding

For the past 15 years Lotterywest has been the major funding body for ANZAC Day commemorations across the State by providing a grant for infrastructure and associated costs.

RSLWA have submitted an application for Lotterywest support of \$1,034,547.83 to support WA ANZAC Day commemorations and are awaiting the funding decision. In 2016, Lotterywest approved cash support of \$1,053,641 (exc. GST) to plan and present more than 100 ANZAC Day Services throughout Western Australia.

In 2017 traffic management costs for the event doubled from \$30,000 to \$60,000 due to requirements for hostile vehicle management.

Acknowledgement of the City of Perth

The City of Perth support is acknowledged in supporting the event by:

- An invitation for the Lord Mayor, or representative, to lay a wreath at the memorial and attend the commemoration service;
- The City of Perth crest to appear in related newspaper and other advertisements promoting ANZAC Day, Order of Proceedings Program and in the screen content at Kings Park and Langley Park during proceedings; and
- Recognition of support on the RSL (WA) website and Facebook page.

Agenda
Item 8.4

Draft Heritage Grant Guidelines

Recommendation:

That Council APPROVES the draft Heritage Grant Guidelines as detailed in Attachment 8.4A.

FILE REFERENCE:	P1028237
REPORTING UNIT:	Arts, Culture and Heritage
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	13 November 2017
ATTACHMENT/S:	Attachment 8.4A – Draft Heritage Grants Guidelines

Council Role:

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

Legislation / Strategic Plan / Policy:

Legislation	Section 2.7(2)(b) of the <i>Local Government Act 1995</i> City Planning Scheme No. 2
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Goal 6 A city that celebrates its diverse cultural identity
Policy	
Policy No and Name:	18.15 Grants 6.1 – Heritage Grants (revoked)

Purpose and Background:

At its meeting held on **13 December 2016**, Council resolved to revoke six existing policies related to sponsorship, grants and donations and replace them with a simplified framework consisting of three umbrella policies and various guidelines containing program specific information. The Heritage Grants Policy was one of those revoked.

The Arts, Culture and Heritage unit have developed a draft Heritage Grant Guidelines in preparation for launching a more responsive and targeted approach to Heritage Grants. The draft guidelines are detailed in Attachment 8.4. The draft guidelines are consistent with others developed by the City of Perth for other grant areas.

Details:

The draft Heritage Grant Guidelines draw broadly on the previous Heritage Grant Policy and Heritage Grant information. However, a number of changes are recommended, based on previous applications, feedback from property owners, and best practice within the heritage industry.

The changes will make Heritage Grants more attractive to a wider range of applicants, acknowledge the growing costs and challenges of heritage conservation/adaptive re-use projects, and make the program more responsive. The changes will also enable City of Perth Staff Members to take a more proactive approach, by providing more opportunities for targeting projects or areas, using grants to incentivise better heritage outcomes and aligning grant funding with other Council work areas to encourage broader economic and revitalisation outcomes.

These proposed amendments are detailed in the table below.

Draft Amendments	Justification
Increase match funding limit from \$40,000 to \$90,000 for any individual project	<p>This change reflects the increasing costs of heritage conservation projects, aims to provide more substantive assistance and incentivise larger heritage projects. It recognises that a larger grant contribution can have a positive impact on the viability and direction of heritage projects, particularly in a challenging development environment.</p> <p>Note: grants exceeding \$40,000 have been approved by Council in the past. Increasing the limit does not mean all grant amounts will increase, but that the Council will consider higher contributions to larger projects on their merits and making it clear to all applicants that this potential exists.</p>

Draft Amendments	Justification
<p>Remove the 5 year and lifetime limits of \$40,000 and \$90,000</p>	<p>This change recognises that places can have different needs over time and that the current approach is quite restrictive, particularly for multi-stage and larger or more complex projects. The longer the Grant Program runs, the more likely it is that projects may need to re-apply for assistance, as they deteriorate over time or new opportunities and changes of use occur.</p> <p>Any concerns about a small number of owners monopolising the grants can be managed through the assessment/approval process and will likely be offset by a broader range of applicants applying to the program.</p>
<p>Increase threshold for requiring a Conservation Management Plan from \$20,000 to \$50,000. Replace 'will be required' with 'may be required'.</p>	<p>This change recognises that \$20,000 is a low threshold, given even relatively simple works like repainting a building or other minor alterations that do not justify the expense of a Conservation Management Plan are likely to exceed this figure.</p> <p>Changing 'will' to 'may' provides further flexibility in this area, where some higher-cost works may still not justify the requirement for a full Conservation Management Plan.</p>
<p>A new statement is proposed stating 'exemptions to these conditions may be considered at the discretion of the Council'.</p>	<p>This statement offers flexibility and signals to applicants that Council will look at supporting projects on a case-by-case basis, where they may require some flexibility in the guidelines.</p>
<p>A new statement is proposed to be included stating 'The City of Perth may also be able to tailor individual incentive and grant packages for larger, more complex projects. Talk to our staff at an early stage to see the various ways we can help'.</p>	<p>This statement is included in order to signal that the City of Perth will work alongside applicants of complex projects to find solutions across various parts of the organisation, drawing together packages that could include economic development, activation, arts and culture or other amenity incentives, for example.</p> <p>This will allow Council to consider/approve more holistic incentive packages for projects.</p>

Draft Amendments	Justification
<p>Formally extend eligibility to buildings ‘with identified cultural heritage significance’ in a Heritage Area in the City of Perth Planning Scheme.</p>	<p>While the Council has regularly granted to buildings in Heritage Areas that are not listed as heritage buildings, this has not been explicitly stated in the Policy.</p> <p>This inclusion also recognises that there are buildings within Heritage Areas that have not yet been listed as Heritage Buildings, but would meet the criteria for listing in future and should be eligible for assistance, given this can also positively influence owners’ attitudes to listing as Heritage Buildings.</p>
<p>Allow for applications at any time of the year, rather than during funding rounds at specific times of the year.</p>	<p>This allows Council to respond to applications more quickly, making the grants more responsive to development timelines and a broader range of applicants. It also makes a targeted, proactive approach more possible, by enabling quick wins and a faster turnaround on decisions where there are time pressures involved.</p>
<p>Amend the types of work supported to include:</p> <ul style="list-style-type: none"> - Works in publicly accessible areas as well as those that are visible from the public realm; - Works required for fire, service and access upgrades to comply with the Building Code of Australia or to enable the on-going use or adaptive re-use of a heritage place. <p>Further clarify that works required to stabilise a place, including those to manage severe deterioration or avoid demolition or demolition through neglect, are eligible,</p>	<p>These changes are intended to ensure important types of work that facilitate on-going use or adaptive re-use are explicitly eligible as well as internal works that may not be visible from the public realm, but are in are publicly accessible areas.</p> <p>The changes also clarify that although maintenance works are excluded, works related to preventing or reversing demolition by neglect are eligible, on the basis that assistance to prevent the irreversible loss of heritage is important.</p>

The above changes aim to create a more enabling Heritage Grant that enables staff to a more outwardly focused and proactive approach in this area. This will better enable the City of Perth to work alongside property owners, developers and other interests to facilitate positive, well-integrated heritage outcomes for Perth.

Financial Implications:

ACCOUNT NO:	CL 95D30000-7901
BUDGET ITEM:	Donations & Sponsorships – Heritage Grants
BUDGETED AMOUNT:	\$350,000
AMOUNT SPENT TO DATE:	\$ 0*
PROPOSED COST:	\$ 0
BALANCE REMAINING:	\$350,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

* There is expected to be strong demand for funding under the revised program and it is understood some applications are in train. It is anticipated that the budget will be fully allocated by 30 June 2018.

Comments:

The intended purpose of the revision of introducing the new framework was to ensure consistency across all Directorates, increased transparency, clear decision making for Elected Members, opportunities for best practice in sponsorship and grants and flexibility for Units to create and modify programs based on links to evolving strategic objectives and budgets.

The proposed Heritage Grant guidelines seek to create a flexible, more responsive program that enables a proactive, targeted approach able to be better tailored to heritage projects in the City of Perth area.

The revised program will utilise the City's online grants management portal which will reduce red tape and ensure efficiencies for applicants and the administration.



City of Perth

Heritage Grants Guidelines



Introduction

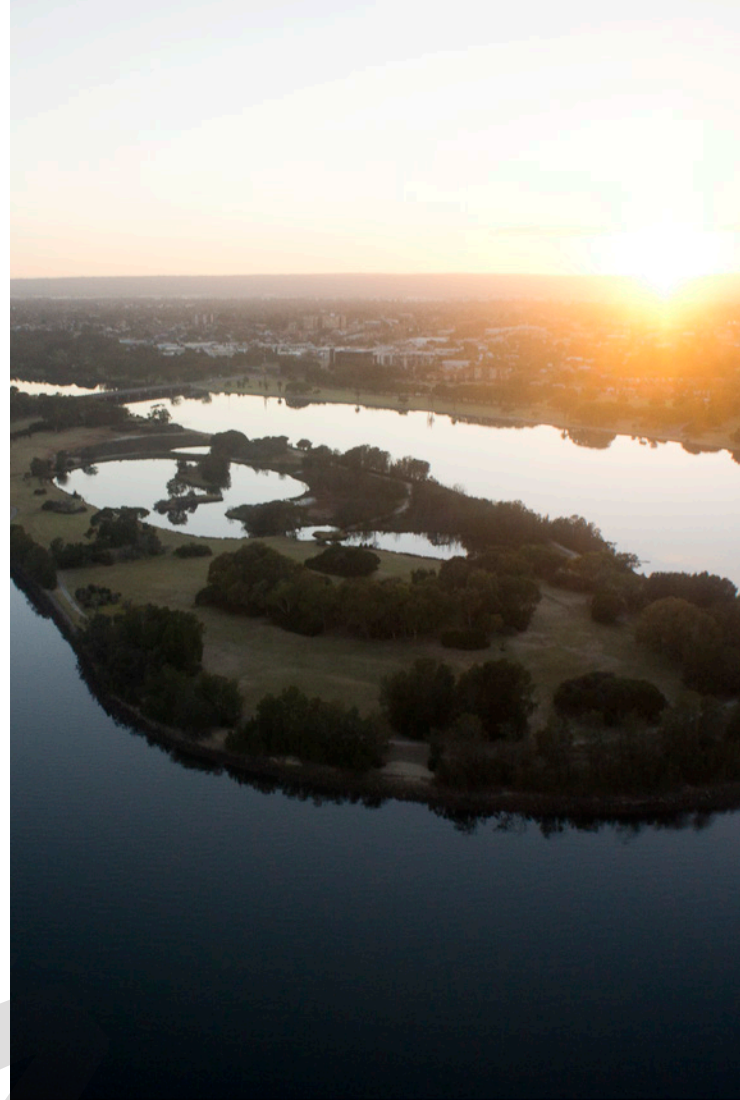
The City of Perth celebrates its diverse peoples and sense of place on the banks of the Swan River.

The City of Perth is Whadjuk boodjar (country). The lines between boodjar, moort (family) and katitjin (knowledge) cannot be untied, dissolved or squashed by buildings, infill and freeways. These lines are the legacy of the Whadjuk Nyoongar. Before the structures of the city were placed on the boodjar, this was a place of katitjin, moortunyiny (people linked to place) and the boodjar. Whadjuk ownership was integral to other Aboriginal people visiting and creating relationships for reasons of trade, politics and family ties¹.

The continuous evolution of the capital city of Perth has created richly detailed streetscapes, treasured buildings and many places of cultural significance.

The City of Perth recognises the important contribution that heritage makes to the beauty of our city, community, sustainability, cultural identity and the economy. The City of Perth also recognises that heritage is important because it provides a sense of unity and belonging within the community, and provides insight into previous generations and our history. Together, the City of Perth and property owners are ensuring that the valuable asset of our heritage is respected and celebrated so future generations can continue to enjoy the city's rich culture.

The primary objective of the Heritage Grant Program is to conserve and continue the active use of heritage places.



These Guidelines should be read in conjunction with City of Perth policies that relate to the City's heritage incentive program including:

- Planning Policy 4.5.1 Bonus Plot Ratio
- Planning Policy 4.5.2 Transfer Plot Ratio
- Council Policy 9.2 Heritage Rate Concession.

These are available on the City of Perth website:

www.perth.wa.gov.au/planning-policies

www.perth.wa.gov.au/policy-manual

Information on other heritage incentives offered by the City of Perth can be accessed here:

www.perth.wa.gov.au/heritage

¹ **SOURCE:** Jones, T. & Collard, L. 2014. Karla yarning: stories of the home fires. Prepared for the City of Perth. Perth: Curtin University.

The City of Perth Strategic Community Plan 2029

THE VISION FOR PERTH IS:

Vibrant, connected, progressive; a friendly and beautiful place to be.

Whilst Perth has a rich history as an older civilisation, as a city it is young in comparison to other capital cities throughout the world. The feedback from the city's citizens indicated that they want Perth to be a city that is a great place for people to live, work and visit. Citizens want it to be seen as a beautiful connected

city that provides vibrant, diverse and friendly experiences. Perth should be seen not only as a city that is bold and progressive in its way of life but should also have a sense of distinctiveness that people can confidently promote – a community that knows itself and one that delivers a unique experience that is Perth.



A city for people

A city that is diverse and community orientated; one in which all people want to live, work and visit.

An exceptionally well designed, functional and accessible city

As the city grows it is exceptionally well designed with accessible public and private spaces. Development emphasises Perth's unique location. The ability to move freely and easily throughout the city, in a safe and efficient manner, creates a strong sense of place that can be enjoyed by all.

A city connected to its natural beauty

A city that protects and enhances the environment, emphasising the natural beauty of the river and parks. It incorporates native flora to protect and connect green corridors throughout the city.

A future focused and resilient city

A city that is committed to sustainable principles that promote social, economic and environmental resilience for current and future generations. A focus on equity, social inclusion, economic prosperity and environmental integrity builds the city's resilience levels.

A prosperous city

A city that is recognised internationally and locally as a leader in the Indian Ocean Rim for diversity and excellence in business, tourism, education, technology and trade. It uses its competitive advantage to cultivate innovation and creativity, enhancing the city's resilience. It is a city with a vibrant and diverse economy.

A city that celebrates its diverse cultural identity

A city that has a diverse choice of formal and informal places that showcase and celebrate its heritage, identity and cultural narrative. The city is lively and creative which encourages participation and celebrates inclusion. The people are connected to the place through the use of arts, heritage and cultural experiences.

An open and engaged city

A city that involves community, citizens and stakeholders in its future direction. Citizens have trust in the City of Perth and comfort knowing they collaborate with community, governments and businesses alike, working in an open and transparent manner. People feel connected, listened to and engaged with their city.

A city that delivers for its community

A city that is focused on the needs of its communities. Recognised as a city that is committed to quality services and continuous improvement, placing its community first. A city that builds effective partnerships between its community, business and government bodies to create a great place to be.

Heritage Grants Program

The primary objective of the Heritage Grants Program is to support, assist and encourage owners to conserve and continue the active use of heritage places.

Heritage Grants are a key component of the City's heritage incentives program and are primarily focused on the conservation, rather than maintenance, of heritage places.

Types of Projects Supported

The following types of projects can receive heritage grants:

- reconstruction and restoration of significant heritage fabric that is visible from the public realm or in publicly accessible locations;
- façade works that visually reconnect the ground floor to intact upper floors;
- replacement of significant heritage fabric with new fabric using traditional materials and building techniques;
- works required to stabilise a place, for example, to manage severe deterioration or avoid demolition or demolition through neglect;
- works required for fire, service and access upgrades to comply with the Building Code of Australia or to enable the ongoing or adaptive reuse of a heritage place;
- removal of non-structural intrusive elements, that are visible from the public realm;
- interpretation that reveals or enhances an understanding of the cultural heritage significance of a place, where this is not readily apparent;
- studies, reports or advice that informs the future retention, conservation and use of a heritage place; and
- Conservation Management Plans.

Items not supported for grant funding include:

- maintenance works;
- the installation of services, temporary fencing or scaffolding;
- works associated with the operation of a business including the purchasing of equipment;
- new buildings, additions or extensions; and
- documentation or works associated with a Bonus or Transfer of Plot Ratio.

If your project is not listed above, please contact the City of Perth's Heritage Officer to discuss your project prior to applying to ensure eligibility.

Eligibility

To be eligible to receive a Heritage Grant from the City, the applicant must:

- be the property owner (or lawfully act on behalf of the property owner) of a rateable property within the City of Perth Local Government Area, that is either:
 - listed as a Heritage Place in the City of Perth City Planning Scheme;
 - listed in the Metropolitan Redevelopment Authority heritage inventory; or
 - is a building with identified cultural heritage significance' in a Heritage Area in the City of Perth Planning Scheme.
- have submitted the application through the City's approved management portal SmartyGrants (perth.smartygrants.com.au);
- have all appropriate insurances, development approvals, permits and licenses;

The following applicants or applications are also ineligible:

- those with outstanding debts to the City of Perth;
- those who have failed to provide satisfactory acquittal reporting for any previous City of Perth funding; or
- those who have already received City of Perth funding (including in-kind) for the same activity within the same financial year;
- those who have already applied for City of Perth funding (including in-kind) for the same activity within the same financial year and been refused.
- properties outside the City of Perth Local Government Area;
- non-heritage or non-contributory properties in a Heritage Area;
- properties that are not rateable; or
- retrospective funding for commenced or completed works.

Funding Limits

Conservation Management Plans, other studies, reports or technical advice

Full funding to a maximum of \$20,000 (excluding GST) will be considered for the preparation of a Conservation Management Plan or other studies, reports or technical advice prepared to inform the future retention, conservation and use of a heritage place.

Physical works

Matched funding is available for works associated with the conservation of heritage places located within the City of Perth Local Government Area. The following conditions apply:

- matched funding of up to \$90,000 (excluding GST) will be considered for individual properties;
- the recipient contribution must, as a minimum, match the value of the heritage grant;
- in-kind support will not be considered;
- where funding exceeds \$50,000 for a single property the landowner may be required to prepare a Conservation Management Plan, where that plan will be used to inform proposed works.

Exemptions to these conditions may be considered at the discretion of the City of Perth.

Assessment criteria

Conservation Management Plans, other studies, reports or technical advice

Applications for the preparation of studies, reports, advice and Conservation Management Plans will be assessed against the demonstrated need for the document.

Applications should clearly outline:

- what issues the document seeks to inform or resolve;
- how the information will influence the future management of the heritage place;
- any request for proposal, guidelines, or restrictions provided to consultants requested to undertake the work.



Physical works

Applications for Matched Funding Heritage Grants will be assessed against the following criteria:

Essential:

- accordance with the Heritage Grant Policy and the Conservation Management Plan for the place (where appropriate);
- positive heritage conservation or adaptive re-use outcome;
- project design and achievability, budget rigour and value for money;
- other funding received or sought;
- any development based incentives received from the City of Perth.

The extent to which the proposed project or works will:

- comply with best practice heritage conservation;
- result in the conservation or improve the presentation and condition of a heritage place;
- promote and enhance community appreciation and understanding of a heritage place.

Desirable:

- the property is located in an area that is planned for revitalization or streetscape/ laneway enhancement.

The extent to which the proposed project or works will:

- improve access to a heritage place;
- form part of a tourist or visitor attraction;
- facilitate activation of a heritage place (upper floors, basements).

Application and assessment process

Applications can be made at any time of the year.

1

Contact the Arts, Culture and Heritage Team to discuss your application and other ways the City of Perth may be able to help your project.

2

Submit your application and supporting documents online via Smart Grants at perth.smartygrants.com.au. City of Perth staff will contact you if any further information is required prior to assessment.

3

An assessment panel will consider all applications received and a report will be prepared for Council to consider.

The City of Perth may receive more applications for funding than it can support. Therefore, successful applications are those that best satisfy the assessment criteria. The assessment panel may recommend part funding. This decision is carefully considered with the view of still enabling works to progress.

The City of Perth reserves the right to request further information in considering any application, as well as the right to reject any application that does not meet the criteria.

4

The City of Perth will advise you on the outcome of your application in writing and any relevant conditions following the Council's decision. The decision is final and there are no mechanisms for appeal.

The City of Perth aims to have responses back from Council within eight weeks of application, subject to the timing of Council rounds.

Successful applicants will need to sign a City of Perth Heritage Grant Funding Agreement that details the funded project and approved items (including grant and owner contribution amounts), and any conditions.

5

If successful, proceed with your project.

6

Once complete, contact the Arts, Culture and Heritage Unit to organise a site visit for a City of Perth representative to confirm works have been undertaken in accordance with the grant approval prior to acquittal.

In the case of Conservation Management Plans, other studies, reports or technical advices, please provide a copy of these to the City of Perth prior to their completion for feedback and to ensure they are consistent with the grant conditions and best practice.

7

Complete the City of Perth Heritage Grant acquittal form and invoice the City of Perth for the grant funds, including a purchase order number provided by the Arts, Culture and Heritage staff.

In the case of Conservation Management Plans, other studies, reports or technical advices, please provide a final copy of these with the acquittal form.

8

Receive payment from the City of Perth. The payment policy for the City of Perth is 30 days following the end of the month in which a grant acquittal report and invoice are received. For example, if the acquittal and invoice are received in August, the payment will be scheduled for the end of September.

The following supporting documentation must be submitted with the application form:

- Evidence that the applicant has the proper authority to act on behalf of the landowner/s of the property. Where the applicant is representing a landowner, or group of landowners, the applicant must provide their legal authorisation. Examples of this authorisation include:
 - Letter of Authority (must be on company letterhead);
 - Power of Attorney;
 - Company Statement/Extract.
 - A succinct current property condition report;
- A Project Scope including project description, objectives and timetable (tangible outputs, funding stages, phasing and milestones);
- Any request for proposal provided to relevant professionals;
- An itemised budget (cost breakdown structure and grant and recipient contribution)
- Three (3) quotes from relevant professionals with proven experience specific to the project for which grant funding is sought.

All applicants must also disclose the following:

- Any known established relationship between the property landowner (or landowner representative), managing agent or lessee and all quote providers;
- Any other funding sought or received from the City of Perth or any other funding body for this project;
- Any development based incentives received for the property.

In addition, in the case of physical works a Conservation Management Plan may be

required where the cumulative funding for the property exceeds \$50,000 (excluding GST). Please talk to the City of Perth Heritage Officer regarding any requirements for your application. If you have a Conservation Management Plan, please provide this with your application.

Evidence of full value building insurance cover for the property must also be provided with applications relating to physical works.

Other Assistance Available

The City of Perth provides other heritage incentives. These include Bonus Plot Ratio, Transfer Plot Ratio and Heritage Rate Concessions. Contact the Arts, Culture and Heritage Team to discuss whether you may be eligible for other heritage assistance from the City of Perth.

The City of Perth may also be able to tailor individual incentive and grant packages for larger, more complex projects. Talk to our staff at an early stage to see the various ways we can help.

The Heritage Council provides assistance to private owners of State Registered Places through its Heritage Grants Program. The program provides assistance with the costs of conservation work, such as structural repairs or documentation. Grants are available through an annual competitive application process. For more information see: www.stateheritage.wa.gov.au/conservation-and-development/grants-incentives/heritage-grants-program



Information for Successful Applicants

Payment terms and conditions

In order to receive the grant, all successful applicants must sign a City of Perth Heritage Grant Funding Agreement that details the funded project and approved items (including grant and owner contribution amounts), and the conditions. A summary of this is provided below:

- the Heritage Grant runs with the property;
- funding shall only be used for the approved grant funded project;
- the landowner must, as a minimum, match the heritage grant, except in the case of a CMP;
- the project must be undertaken and expended within 24 months of being awarded;
- the grant must not be used for reimbursement of a commenced or completed project;
- where grants exceed \$50,000 the landowner may be required to prepare a Conservation Management Plan;
- the property must be maintained in accordance with the City's Maintenance Agreement;
- all relevant approvals, permits and licenses must be obtained for the funded works;
- there must be on-site public acknowledgment of the Heritage Grant and applicants must meet any other publicity requests;
- funded documents must be prepared by a recognised professional and in accordance with industry standards;
- a digital copy of funded documents must be provided and the City granted perpetual, non-exclusive license to copy, display and electronically retain the document;
- successful applicants must submit a Grant Acquittal Report within 3 months of project completion. The report must include a tax invoice and accurately report on funded project including, expenditure, benefits, achievements, and challenges.

Frequently Asked Questions

1) What should I keep in mind when considering applying for a City of Perth grant?

Given that the City will not fund the entire cost of your project, except in the case of a Conservation Management Plan, it is worthwhile thinking about other sources of funding for your project.

Also ensure you have all of the relevant approvals, permits and licences for your project.

2) Can I assume my project will receive the funding I ask for?

The City of Perth is committed to ensuring the assessment process is fair and equitable. Funding is limited and may be over-subscribed. Council has to prioritise funding and may not always be able to allocate the full amount you seek.

3) How many times can I apply?

There is no limit to the amount of times you can apply. However, any earlier grants allocated to the property will be considered by the assessment panel and priority will generally be given to properties that have not received funding before.

4) Are the details of my application confidential?

No. The City of Perth must comply with the Local Government Act in regards to making information available to the general public. An assessment of your application will form part of the Council Report which is made publically available on the City of Perth website.

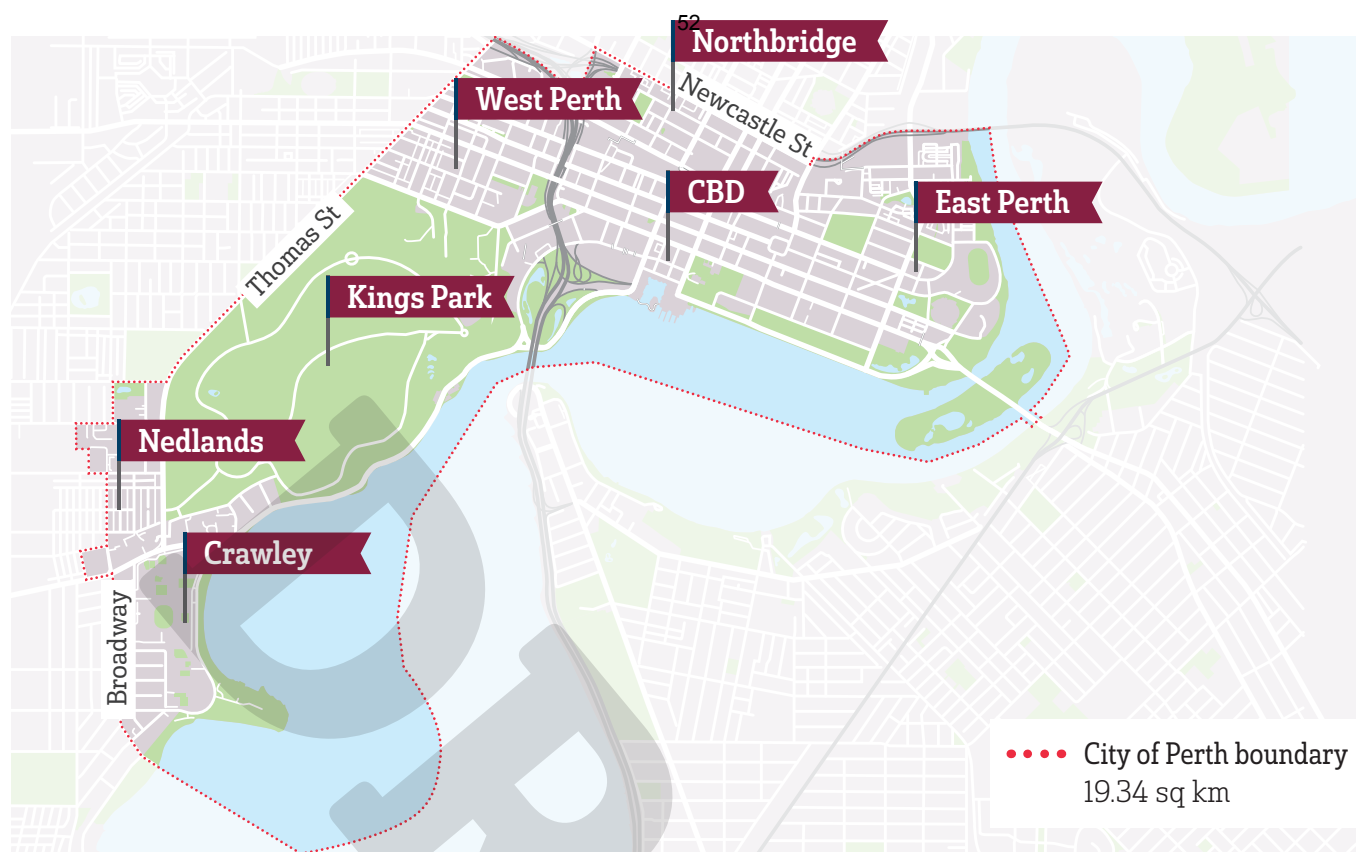
5) How will I know if my application is successful?

You will receive a formal letter informing you of the outcome of your application. The City of Perth aims to have decisions on applications within eight weeks of your application. However, this timeframe may be longer if further information is required and depending on the timing of Council rounds. Please discuss any time constraints you have with the Heritage Officer.

6) How long does it take to receive my funding once my project is approved?

Heritage Grants are paid after the work is complete. In the case of Conservation Management Plans and other studies, reports or technical advice this is once the document is complete. In the case of physical works projects, grants are also paid on completion of the project, or an agreed stage of the project. A site inspection may also be required.

In both cases, grants will be released following the meeting of any conditions, and once an invoice and a grant acquittal report have been provided to the City of Perth. The payment policy for the City of Perth is 30 days following the end of the month in which a grant acquittal report and invoice are received.



Additional Information

How to Apply

All applications must be submitted electronically via the City's online management system SmartyGrants. Applications not received through SmartyGrants will be deemed ineligible for funding. Applications can be submitted at any time.

Disability Access and Inclusion

The City of Perth is committed to providing equitable and dignified access in relation to buildings, services and facilities for people with disabilities. The City's Disability Access and Inclusion Plan (DAIP) is available on the City of Perth website.

The City of Perth encourages applicants to consider ways in which to make their places more accessible for people with disabilities. Applications including works related to accessibility will be considered favourably. The Arts, Culture and Heritage Unit can provide advice on how to achieve this sensitively in heritage places.

Canvassing of Elected Members

Applicants (or any agent) are not permitted to canvass Elected Members of the City of Perth, or attempt to provide additional information, either directly or indirectly, on any matter relating to the grant prior to the determination of the grant by the Council or Committee. In the event of canvassing an Elected Member, the person/organisation may be disqualified and the grant application excluded from consideration.

In the event supplementary information is requested via an Elected Member, please contact your Grant Officer to discuss the appropriate mechanism to disseminate information.

Contact Us

Heritage Officer

Arts, Culture and Heritage
 ach.inbox@cityofperth.wa.gov.au
 (08) 9461 3333

**Agenda
Item 8.5**

Donation – Mission Australia – Christmas Lunch in the Park

Recommendation:

That the Marketing, Sponsorship and International Engagement Committee APPROVES a cash donation of \$5,000 (excluding GST) to Mission Australia to assist with the costs associated with presenting the Christmas Lunch in the Park to be held in the City on 25 December 2017.

FILE REFERENCE:	P1010627-33
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	24 November 2017
ATTACHMENT/S:	Attachment 8.5A – Detailed Officer Assessment

Council Role:

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

Legislation / Strategic Plan / Policy:

Legislation	Section 8 of the <i>City of Perth Act 2016</i>
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Goal 6 A city that celebrates its diverse cultural identity

Policy

Policy No and Name: 18.14 – Donations

Purpose and Background:

Mission Australia has written to the City of Perth for financial assistance to assist with the costs associated with holding the annual Christmas Lunch in the Park on 25 December 2017. The event is in its 42nd year and has been held at Wellington Square for a number of years, with support provided by the City of Perth. Mission Australia have requested a donation of \$20,000.

Details:

Now in its 42nd year, Christmas Lunch in the Park is designed to reach homeless individuals and offer them hope, compassion and celebration on Christmas day. Centred on a traditional shared Christmas lunch, the event is designed to provide people with support both on the day and into the future.

In 2017, Mission Australia anticipates reaching over 1,500 individuals most in need. At no cost to them, they will be offered support to get to the event, Christmas lunch in the company of others, festive entertainment and connection with community support services. Every child will receive a present from Santa and adults receive a Care Pack containing essential, everyday personal items. The event is made possible through donations and support from the Western Australian community.

Financial Implications:

ACCOUNT NO:	CL 294430007901
BUDGET ITEM:	Community Recreation – Administration – Donations and Sponsorship
BUDGETED AMOUNT:	\$60,000
AMOUNT SPENT TO DATE:	\$54,445
PROPOSED COST:	\$ 5,000
BALANCE REMAINING:	\$ 555
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The event has a long history within the City of Perth and has been held at Wellington Square for many years. The event organisers have recently been unsuccessful in obtaining a Community Enhancement Grant for the event from the City, as the application did not satisfy the eligibility criteria for the program.

However the event is an important part of the City's support for those most in need over Christmas, and it is appropriate to consider a donation to cover the costs of the venue and an amount of \$5,000 has been recommended which is an increase of approximately \$1,500 on previous contributions.

DETAILED OFFICER ASSESSMENT

Applicant	Mission Australia
Event Title	Christmas Lunch in the Park
Event Date	25 December 2017
Venues	Wellington Square
Estimated attendance	1,500
Recommendation	Approval
Recommended amount	\$5,000 cash

Applicant Background

Mission Australia's integrated nationwide services help people find safe and affordable housing, support disadvantaged children and families, empower troubled young people, assist people with mental illness and disability, and much more. Early intervention and prevention is at the heart of their work.

The Western Australian State Office is located at 17B Halley Road in Balcatta and their services cover the entire metropolitan region of Perth.

Event Details

While families across Perth come together to celebrate, smile and enjoy each other's company this Christmas Day, we must not forget those who are homeless, alone and disadvantaged. For these marginalised people in our community, Christmas can be an extremely difficult time of year.

Now in its 42nd year, Christmas Lunch in the Park is designed to reach these individuals and offer them hope, compassion and celebration on Christmas day. Centred on a traditional shared Christmas lunch, the event is designed to provide people with support both on the day and into the future.

In 2017, Mission Australia anticipates reaching over 1,500 individuals most in need. At no cost to them, they will be offered support to get to the event, Christmas lunch in the company of others, festive entertainment and connection with community support services. Every child will receive a present from Santa and adults receive a Care Pack containing essential, everyday personal items. The event is made possible through donations and support from the Western Australian community.

Previous Support (last 3 years)

The City of Perth has provided an annual contribution to the staging of the Christmas Lunch in the Park for many years, which has traditionally involved a small cash donation used to cover the fees and charges related to the hiring of Wellington Gardens, or a waiver of these fees which was the case in 2016.

Year	Funding Amount
2014	\$2,500
2015	\$3,456
2016	Fees waived (approx. \$2,500)
2017 (Recommended)	\$5,000

Estimated Costs

The estimated costs for the 2017 Christmas Lunch in the Park have been calculated by the approvals unit and are as follows:

Fee Description	GST	Amount (incl. GST)
Christmas Lunch in the Park – 25 December 2017		
Park/Reserve Hire – Wellington Square (50% discount)	\$177.27	\$1,950.00
Public Building Fee	\$0.00	\$278.00
Council Services Deposit	\$7.09	\$78.00
Bond (refundable)	\$0.00	\$3,000.00
Total Amount Due: (incl. GST)		\$5,306.00

Mission Australia have requested a donation of \$20,000 which is to cover the City's fees and charges (\$2,306 excluding the bond) with the remainder to go towards the costs of providing the infrastructure and food to the attendees.

Acknowledgement of the City of Perth

The City of Perth support is acknowledged in supporting the event by:

- The City of Perth crest on the Mission Australia website and relevant promotional material; and
- Invitation to the Lord Mayor or representative to attend the event.