



City of Perth

# Special Council Meeting

**AGENDA**

27 August 2020

5.30pm



Notice is hereby given that an Special Council Meeting of the City of Perth will be held in the Council Chamber, Level 9, 27 St Georges Terrace, Perth on Thursday, 27 August 2020 at 5.30pm.

**Michelle Reynolds** | Chief Executive Officer | 27 August 2020

This meeting is open to members of the public

## INFORMATION FOR THE PUBLIC PARTICIPATING IN COUNCIL MEETINGS

Welcome to this evening's Council meeting. This information is provided on matters which may affect members of the public. If you have any queries on procedural matters, please contact a member of the City's Governance team via [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au).

### Question Time for the Public

- An opportunity is available at Council meetings for 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 of staff 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 complete the Public Question Time form available on the City's website <https://www.perth.wa.gov.au/council/council-meetings>. Questions should be forwarded to the City of Perth prior to the meeting via [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au)

### Deputations

- To submit a deputation request, please complete the Deputation Request form available on the City's website <https://www.perth.wa.gov.au/council/council-meetings>. Deputation requests should be forwarded to the City of Perth by midday on the day of the meeting via [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.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 Commissioner 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 Council meeting prior to written advice on the resolution of the Council being received.

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# Order of Business

## Item

1. **Prayer/Acknowledgement of Country**
2. **Declaration of opening**
3. **Apologies**  
Deputy Commissioner Gaye McMath
4. **Question time for the public and notification of deputations**
5. **Disclosures of members interest**
6. **Matters for which the meeting may be closed**  
Nil
7. **Reports**

Item No.	Item Title	Page No.
7.1	COVID-19 Rebound Economic Development Sponsorship Business Events Perth   Bid Funding, Destination Marketing and ASPIRE Awards	1
7.2	COVID-19 Rebound Arts and Cultural Sponsorship 2020/21	10
7.3	Rates Concession – Western Australia Cricket Association (WACA) - 2020-2021	19

## Attachments

Attachment No.	Page No.
7.1A	23
7.2A	25
7.2B	70
7.2C	109

8. **Closure**

## Item 7.1 - COVID-19 Rebound Economic Development Sponsorship Business Events Perth | Bid Funding, Destination Marketing and ASPIRE Awards

<b>File reference</b>	P1038987#02#02
<b>Report author</b>	Adam Gregory, Sponsorship Support Officer Candice Beadle, Sponsorship Officer
<b>Other contributors</b>	Virginia Withers, Senior Sponsorship Officer
<b>Reporting Service Unit and Alliance</b>	Activation and Cultural Experience, Community Development Alliance
<b>Report author disclosure of interest</b>	Nil
<b>Date of report</b>	16 July 2020
<b>Nature of Council's role</b>	Executive
<b>Voting requirement</b>	Simple Majority
<b>Attachment/s</b>	Attachment 7.1A – Detailed Officer Assessment

### Purpose

To provide a recommendation in relation to a COVID-19 Rebound Economic Development Sponsorship application from Business Events Perth (formerly Perth Convention Bureau).

### Background

This application has been considered under the City's COVID-19 Rebound Grants and Sponsorship Program, which has been developed to support the objectives outlined in the City's COVID-19 Rebound Strategy. This application has been submitted in the [Economic Development Sponsorship Program](#).

### Applicant Details

Entity name	Business Events Perth
ABN	30008766541
Entity type	Australian Public Company
ABN status	Active
ATO endorsed charity type	Not endorsed

Business Events Perth is a member-based not-for profit organisation, with around 130 members comprising large and small businesses in the events industry. Business Events Perth (BEP) is chartered to market Perth and Western Australia to national and international health, academic, professional, arts and cultural not-for-profit organisations with the intent of securing their high-value association events.

The City of Perth was a founding member of the Perth Convention Bureau (PCB) in 1972 and has continued to be a major stakeholder in the organisation, along with the State Government through Tourism WA. Other major partners are Crown Perth and the Perth Convention and Exhibition Centre.

In February 2020, PCB changed their name to 'Business Events Perth' (BEP). The organisation's new name reflects a new identity and a re-energised strategy to attract events and conferences to WA.

## **Funding**

BEP receives core funding from the State Government through Tourism WA with the City of Perth being the second highest financial supporter after the State Government. Additional funding support is received from membership fees and industry funded contributions.

The previous sponsorship was for a three-year term. BEP is now seeking a one-year sponsorship term at a reduced amount (\$245,000) for their activities in 2020/21 financial year, which includes multiple projects and events. BEP acknowledges the significant impact COVID-19 has had on the City's revenue and disruption to the City's long-term planning as a result.

The budget breakdown of the requested \$245,000 is as follows:

- Bid Funding - \$70,500
- Destination Marketing - \$164,500
- ASPIRE Awards Program - \$10,000

## **Details**

Project title	Business Events – Bid Funding, Destination Marketing and ASPIRE Awards
Project start date	01/07/2020
Project end date	30/06/2021
Total project cost	\$6,250,000
Total amount requested	\$245,000 (3.92% of the total project cost)
Recommendation	<b>Approve</b>
Recommended amount	<b>\$230,000 (3.68% of the total project cost)</b>
Assessment score	49.9 out of 65 (76.8%)

BEP markets Perth and Western Australia as a business events destination, identifies new business event opportunities and brings them to WA. BEP offers complimentary assistance to association and corporate event planners to help stage their business events in Perth. In addition, it offers marketing funding, bidding assistance, hosted site inspections, promotional assistance and connections to more than 200 industry suppliers.

BEP utilises funding to secure MICE (meetings, incentives, conferencing and exhibitions) events for Perth via bidding and to increase the per-delegate funding commitments as part of the bids for MICE, which will be critical in attracting such events in a competitive post-COVID-19 environment.

The business events' sector is an important contributor to tourism and economic activity in Perth and WA. High profile conferences and conventions held in the State bring significant benefit to WA, including economic benefits to the tourism sector and social benefits such as cultural activities, education and State development. In 2018/19, BEP secured 210 events in the city, generating \$121.7M in Direct Delegate Expenditure (DDE)<sup>1</sup>, \$104.6 million in Gross Regional Product (GRP), 868 jobs and a return on investment to the city of \$1 to \$445, meaning that for every \$1 of sponsorship, the economy within the city receives \$445 in return.

<sup>1</sup> Direct Delegate Expenditure (DDE) is a universal key performance indicator (KPI) specific to convention bureaus nationally and internationally. It is an economic KPI based on a calculation of the average on-ground spend of conference delegates whilst in the State of Western Australia. This value includes accommodation, delegate fee and all on-ground costs.

The business events and delegates secured from both the international and national markets provide a substantial increase to local visitor expenditure. Business events provide considerable economic benefit to the city through DDE at accommodation, hospitality, convention and retail businesses.

Business events not only stimulate visitor expenditure, they are also a 'front door' for investment and trade and a forum to collaborate, exchange knowledge and showcase the expertise of WA business, industry, research institutions, start-ups and people. These broader economic and social impacts are amplified by focusing on securing events in key sectors where WA has a competitive advantage.

BEP supports the City's strategy for economic growth around key sectors by focusing on attracting and leveraging business events in key sectors such as:

- Resources and Energy - LNG
- Education - WorldSkills 2022
- Medical Life Sciences – AusBiotech 2022

Business events attract notable speakers, presenters and attendees, including Prime Ministers, Premiers, State and Federal Ministers, and leaders and specialists in key sectors, as well as government and financial institutions.

By bringing decision makers and experts in key sectors to the City for business events, Western Australians have an opportunity to connect with national and global leaders and showcase their own expertise. These events enhance the City's reputation as a leader in these sectors.

#### *ASPIRE Award*

The Aspire Award is an initiative which supports locals in their professional development and builds a network of expert conveners in WA. The aim of the program is to assist an individual's personal and professional development through attendance at a relevant international conference in their chosen field of endeavour.

The City of Perth ASPIRE Award is given annually to an individual representing a non-profit / corporate organisation in the following sectors which are key priorities for the city:

- Tourism, Resource & Energy;
- Education;
- Technology and Innovation; or
- Medical Life Sciences.

The City of Perth ASPIRE Award is the flagship award as part of the ASPIRE Award Program. \$10,000 of the sponsorship request will be used to fund this award.

#### *Impacts of COVID-19*

The impact of COVID-19 on business events has been significant with 84% of events secured by BEP scheduled for 2020 being cancelled or postponed due to restrictions on borders, interstate and international travel, mass gatherings and physical distancing. This represents a loss of 66,000 business visitors and \$153.5M in DDE. The majority of these events (85%) would have been held in Perth.

The requested funding from the City will enable BEP to increase and re-set its business development, marketing and key sector strategies to mitigate the impacts of COVID-19 as quickly and effectively as possible, to support the recovery of the business event industry and, in turn, assist in the economic and social recovery of Perth city. The severity of the impact of COVID-19, means the immediate support required to kick-start the recovery will be most acute in 2020-21 and there will be some quick wins, such as:

- 2020 events postponing to 2021 (more than half of postponed events have already been rescheduled);
- the staging of WA-based events (while hard borders remain) and hybrid events; and
- rescheduled/new corporate and incentive tours (shorter lead times).

While hard border restrictions are in place due to COVID-19, BEP will promote Perth as a premium hybrid (combined actual and virtual attendees) event destination options (with world-leading technological capabilities), to ensure those connections continue to be made where delegates or speakers cannot attend in person. While virtual events won't deliver on the City's key priorities of increasing visitation to the city and supporting local businesses, virtual or hybrid conferencing can provide opportunities to reach a wider audience to promote Perth as a business and leisure destination, which will ensure Perth remains at the forefront for MICE events when the borders re-open.

In the longer term, the proposed sponsorship will support outcomes post-COVID-19, when the borders re-open; BEP has a positive, unified and compelling brand narrative, deployed through targeted marketing strategies, to secure business events in the City across key sectors. This narrative aligns with the [City's Think Perth](#) investment attraction strategy and focuses on Perth's:

- unique attractions and environment (natural and cultural);
- quality tourism infrastructure (new hotels, event venues and tourism precincts);
- economic strengths (for example, a 'global energy city');
- safe, clean and spacious reputation; and
- proximity to Asia and Europe and western gateway to Australia.

An Officer Assessment of the application is included at Attachment 7.1A.

#### **Previous five years of City of Perth Support**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
2015-16	\$276,547	Perth Convention Bureau
2016-17	\$280,652	Perth Convention Bureau
2017-18	\$284,861	Perth Convention Bureau
2018-19	\$293,406	Perth Convention Bureau
2019-20	\$308,077	Perth Convention Bureau
<b><u>Total</u></b>	<b><u>\$1,443,543</u></b>	

#### **Sponsorship Recognition**

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

- the City to be recognised as having Platinum Partner and Major Sponsor status;
- recognition in the Business Events Perth Annual Report as Platinum Partner and Major Sponsor (with text and logo);
- reference to City of Perth in presentations (where applicable);
- reference (text and visual such as photos, drone footage, videos) to the City and its attributes in bid submissions;
- media releases, where appropriate;
- recognition across Business Events Perth's social platforms (where appropriate);
- recognition of City of Perth's Major Sponsor status in external communications (where appropriate);

- inclusion of City of Perth imagery (photos, videos, drone footage) in content creation for digital marketing campaigns;
- inclusion of City of Perth activities for members in e-newsletters;
- City of Perth recognition as Major Sponsor on Business Events Perth website;
- inclusion in the digital Meeting and Incentive Planners Guide;
- access to Business Events Perth's calendar of events, including conference organiser contacts;
- opportunities for a City representative to be involved in familiarisation ('famils') programs (where appropriate);
- a quarterly strategic update between key officers of Business Events Perth and the City of Perth with the agenda, date, time and location to be mutually agreed and a formal report provided by Business Events Perth;
- an opportunity for Elected Members to be briefed on the activities and results of Business Events Perth;
- reporting on the materialisation of direct delegate expenditure (DDE) at events to be provided to the City of Perth annually (an acquittal report);
- invitations for City representatives(s) to attend and speak at Business Events Perth member networking functions and workshops, public forums and corporate presentations (where appropriate); and
- formation of a working group with key officers from Business Events Perth and the City of Perth to identify opportunities for business events in the City.

City of Perth ASPIRE Award Benefits:

- the City of Perth to be recognised with the sponsorship title being "City of Perth ASPIRE Award" and the Award being promoted as the 'flagship' Award of the ASPIRE Program;
- reference to the City of Perth in all correspondence, brochures, media statements, website content and social media posts referencing the scholarship;
- the City of Perth crest or 'Think Perth' logo to appear on all promotional material relating to the scholarship;
- City of Perth representative be invited to present the award to the scholarship winner at the Awards Ceremony (if proceeding); and
- acknowledgement of the City of Perth's support for the Program in the Business Events Perth Annual Report. Opportunity for a City of Perth representative to sit on the judging panel.

**Stakeholder engagement**

No stakeholder engagement has been undertaken in relation to this report.

**Strategic alignment**

This item addresses the community's vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

Strategic Community Plan

<b>Aspiration:</b>	Prosperity
<b>Strategic Objective:</b>	4.1 A sustained increase in leisure and business tourism activation.

This sponsorship specifically aligns with the objective for sustained increase in business tourism activation. This is the City's key sponsorship to support this objective. Sponsorship of Business Events Perth allows the



City to work towards this objective in a holistic and strategic way, consolidated with significant State Government investment.

### Corporate Business Plan

<b>Aspiration:</b>	Prosperity
<b>Number:</b>	CBP 4.3
<b>Operational Initiative:</b>	Grants for Businesses – COVID-19 Rebound

The Business Events Perth sponsorship brings significant visitation into Perth which supports retail, hospitality and accommodation businesses.

### Issue and Area Specific Strategies or Plans

- COVID-19 Economic Rebound Strategy

The project is aligned to the objective to *drive local visitation and tourism into the City in ways that it is safe to do so*, by supporting the rebound, growth and development of an established key sector that represents strategic importance to the City of Perth's economy.

BEP will assist in building long term relationships that provide business and community members with the opportunity to share best practice and promote Perth's expertise with visiting local, interstate and international thought leaders. The activities of BEP has the potential to generate long term economic outcomes and the City recognises the importance of business events as a significant economic driver for the city.

BEP underpins knowledge creation and exchange and stimulates research, innovation and investment. In this way BEP supports the development and enrichment of the Perth and WA community.

## **Legal and statutory implications**

### Connection with mandates in the *City of Perth Act 2016*

8(1)(g) - to strengthen Perth's reputation as an innovative, sustainable and vibrant city that attracts and welcomes all

## **Risk implications**

<b>Impact of decision</b>	
Organisation	Low
Community	Low

<b>Risk domain</b>	<b>Consequence</b>	<b>Likelihood</b>	<b>Risk rating</b>
Reputation and External Stakeholders	Minor	Unlikely	Medium
Financial	Minor	Unlikely	Low
Service Delivery/Strategic Objectives	Minor	Unlikely	Low

### Risk Summary Narrative

### *Reputation and External Stakeholders*

Decisions relating to grant and sponsorship applications have resulted in heightened concerns from stakeholder groups and negative one-off media coverage in the past, which is considered to be of moderate impact to the City. As this application is recommended to be approved at a level less than the request, there is potential this may result in unavoidable dissatisfaction from the applicant. This is normal and the risk has generally been within tolerated levels.

### *Financial*

The total request and recommendation in this report can be accommodated within the available budget for Economic Development Sponsorship. Therefore, the financial risks to the City are considered low.

The potential extension of travel restrictions to control COVID-19 may require projects to be modified, postponed or cancelled, and may result in Business Events Perth failing to meet their agreed KPIs. This could be a financial risk to the City in the instance where a proportion of the funding has already been paid. To minimise financial risk, the City will tie payments of the sponsorship fee to the delivery of agreed performance milestones.

### *Legal and Regulatory / Ethical*

Funding programs have inherent risks due to the discretionary nature of the decision making that can be open to unethical actions relating to fraud and corruption when adequate controls are not implemented. City of Perth officers are confident that the recommendation relating to this report reflects a transparent application process and robust assessment process which ensure risks in this area are controlled.

## **Approval implications**

Approving the sponsorship at the recommended amount may result in a level of dissatisfaction from the applicant, as the recommendation is for less than the amount they have requested.

The recommended funding amount reflects a number of considerations, including uncertainty around domestic and international travel, anticipated reduction in the incentives market and the competitive environment for City of Perth funding.

The level of risk involved with running large scale MICE events has significantly increased due to COVID-19 and related travel restrictions. The sector is also likely to be significantly affected through reduced corporate expenditure in a contracted economic environment.

COVID-19 has placed a great deal of uncertainty in this sector, including when travel into Australia will again be permitted as well as the willingness of international delegates to travel in the future.

In this environment the outcomes of the sponsorship are difficult to predict, particularly the number of delegates who will travel to Perth in the short-term. Outcomes in the next twelve months will likely be more focused on awareness and consideration campaigns compared to the conversion activities that would usually be conducted.

This funding will provide economic benefits to businesses in the medium to long term. Given the immediate impacts of COVID-19 on City of Perth businesses, City funding needs to prioritise economic rebuild in the short term.

If the sponsorship is not approved at the recommended level or declined, this is likely to have a significant impact on Business Events Perth's operations and its ability to secure business events may be severely

compromised.

In approving the application for an amount higher than the recommended level, potential implications include:

- community and stakeholder perceptions of governance and transparency, which are supported through the implementation of a robust application and assessment processes, may be reduced; and
- perceptions of equity amongst applicants may be reduced.

## Financial implications

### Within existing budget

The recommended funding is fully accommodated within the 2020/2021 Discretionary Operating Projects budget approved by Council at its meeting on 4 August 2020, as detailed below:

<b>Account number:</b>	SP 1066 - 100 - 10 - 10095 - 7901
<b>Description:</b>	Economic Development Sponsorship
<b>Account type (Operating/Capital/Reserve):</b>	Operating
<b>Current budget:</b>	\$690,000
<b>Existing commitments previously approved by Council:</b>	\$84,000
<b>Proposed cost:</b>	\$230,000
<b>Balance remaining:</b>	\$376,000 The remaining budget will be used for Economic Development sponsorship to support investment in key economic sectors for the remainder of the 2020/21 Financial Year.

## Policy references

### 18.13 – Sponsorship and Grants

The policy outlines a consistent and transparent assessment process and criteria which guides the recommendation to Council. An Eligibility check has been conducted on this application to ensure it is compliant with the Policy.

## Comments

Business Events Perth is responsible for driving significant economic returns to the city and Western Australia through their targeted, high value business event focus. Direct Delegate Expenditure in the 2018/19 financial year suggests \$104.6million of economic returns to the City's convention centres, meeting hosts, accommodation providers, food and beverage operators and retailers.

BEP has considered the impacts of COVID-19 and will continue to work to long lead times for future events as well as offering hybrid events/rescheduled events in the shorter term which is practical.

**Officer Recommendation**

That Council APPROVES an Economic Development Sponsorship of \$230,000 (excluding GST) to Business Events Perth for the Business Events Marketing project.

**Item 7.2 – COVID-19 Rebound Arts and Cultural Sponsorship 2020/21**

<b>File reference</b>	P1038989#05
<b>Report author</b>	Virginia Withers, Senior Sponsorship Officer
<b>Other contributors</b>	Tabitha McMullan, Alliance Manager Activation and Cultural Experience Adam Gregory, Acting Sponsorship Officer
<b>Reporting Service Unit and Alliance</b>	Activation and Cultural Experience, Community Development
<b>Report author disclosure of interest</b>	Nil
<b>Date of report</b>	13 July 2020
<b>Nature of Council's role</b>	Executive
<b>Voting requirement</b>	Simple Majority
<b>Attachment/s</b>	Attachment 7.2A - Arts Grants Detailed Officer Assessment Attachment 7.2B - Arts Sponsorship Detailed Officer Assessment Attachment 7.2C - Major Event and Festivals Detailed Officer Assessment

**Purpose**

To provide recommendations in relation to COVID-19 Rebound Arts and Cultural Sponsorship applications received by the City of Perth.

**Background**

To support the City's COVID-19 Rebound Strategy (Strategy), all existing grant and sponsorship programs have been suspended. The 'COVID-19 Grants and Sponsorship Program' has been developed to align with the objectives of the Strategy and replace the 'business-as-usual' sponsorship programs for the 2020/21 Financial Year.

The applications submitted in Arts Grants, Arts Sponsorship and Major Events and Festivals rounds were received by the application deadlines of 21 April, 24 April and 30 June 2020 respectively. The applications were assessed against the criteria in the 2020/21 Arts Grants and Sponsorship and Major Events and Festivals Guidelines, as publicly advertised.

These applications were put on hold while the COVID-19 Grants and Sponsorship Program was developed. Subsequently, all applicants have been required to submit additional information under the below criteria to ensure that events and projects recommended for approval are aligned to the COVID-19 Economic Rebound Strategy and have appropriate risk management plans in place should restrictions return at any stage.

*Economic Rebound and Support for Local Businesses*

- How will your event encourage people to support and drive traffic to local Perth businesses in the hospitality, retail and/or tourism sectors?

*Support for Local Employment and Businesses*

- How will your event help to support the local events and/or cultural sectors through opportunities for employment of local practitioners and/or businesses?

*COVID-19 Risk Mitigation*

- What is your contingency plan should restrictions on large gatherings be reintroduced before your event?
- How do you plan to build confidence in the public that your event is safe to attend?
- What measures will you put in place to ensure the health and safety of attendees and staff at your event? (How will you address physical distancing and hygiene requirements so that they are in-line with the Department of Health's regulations which may be applicable at the time of your event?)

**Details**

The following applications have been received and assessed as part of the City's COVID-19 Rebound Arts & Cultural Sponsorship for Financial Year 2020/21.

The Total Operating Project Expenditure for 2020/2021 includes a budget of \$1,400,000 for COVID-19 Arts and Cultural Sponsorship.

Taking into account existing commitments previously approved by Council, and an amount of \$100,000 is quarantined to support Arts and Cultural Quick Response Grants over the course of the financial year, there is \$925,000 available to be allocated to the applications considered under this Report.

Item	Budget
Existing commitments previously approved by Council ( <i>detailed in the Financial Implications section below</i> ).	\$375,000
Amount reserved for Arts and Cultural Quick Response Grants FY 20/21	\$100,000
Remaining budget available for applications in this Report	\$925,000
<b>TOTAL</b>	<b><u>\$1,400,000</u></b>

**COVID-19 Rebound Arts & Cultural Sponsorships****ARTS GRANTS**

Rank	Applicant	Project	Previous Funding (FY 19/20)	Requested amount	Recommendation
1 (94%)	Community Arts Network Western Australia	Burdiya Karni Waangkinny	\$0	\$29,990	\$23,000
2 (83%)	WA Poets	Perth Poetry Festival 2020	\$5,500	\$11,125	\$6,000
3 (81%)	Centre for Stories Limited	Side Walks	\$6,000	\$9,000	\$7,500
4 (80%)	Barking Gecko Theatre Company	New Audiences. New Stories. New Writers.	\$0	\$30,000	\$25,000
5 (73%)	The Perth Centre for Photography	PCP Artistic Development and Presentation Program	\$15,000	\$20,000	\$10,500

6 (73%)	Nulsen Group	As We Are Art Award & Exhibition	\$8,000	\$9,429	\$8,000
7 (71%)	Propel Youth Arts WA	Mosaic	\$8,000	\$20,000	\$7,500
8 (70%)	Magic Nation	Magic Nation Presents	\$0	\$18,398	\$10,000
9 (67%)	Emma Humphreys	The Stranger	\$0	\$5,604	Decline
10 (59%)	Gandhi Creations	Confluence: Festival of India in Australia	\$0	\$30,000	Decline
11 (54%)	Wirrin Foundation	Black and White Exhibition	\$0	\$24,268	Decline
12 (54%)	Sioux Tempestt	Innominate	\$0	\$10,370	Decline
13 (49%)	Listen Up Music	The Songwriting Prize - Perth Semi Final	\$0	\$2,500	Decline
14 (N/A)	Clara Francesca Pagone	Bunjil Redux	\$0	\$4,000	Ineligible

**SUB-TOTAL****\$224,684  
Requested****\$97,500  
Recommended****ARTS SPONSORSHIP 20/21**

Rank	Applicant	Project	Previous Funding (FY 19/20)	Requested amount	Recommendation
1 (76%)	The Blue Room Theatre	2021 Artistic Program	\$58,000	\$68,000	\$65,000
2 (75%)	West Australian Ballet Company	WAB City Connections	\$25,000	\$80,000	\$30,000
3 (75%)	Black Swan State Theatre Company	Sector Development Program	\$45,000	\$45,000	\$45,000
4 (74%)	The West Australian Music Industry Association	WAMFest	\$20,000	\$80,000	\$60,000
5 (74%)	STRUT Dance	The Statement	\$25,000	\$25,000	\$25,000
6 (73%)	The Lester Prize	Exhibition and Public Program	\$60,000	\$80,000	\$50,000
7 (62%)	The Contemporary Dance Company of WA	Sector Development Program	\$40,000	\$40,000	\$25,000

**SUB-TOTAL****\$418,000  
Requested****\$300,000  
Recommended****MAJOR EVENTS AND FESTIVALS 20/21**

Rank	Applicant	Project	Previous Funding (FY 19/20)	Requested amount	Recommendation
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1 (89%)	ARTRAGE	FRINGE WORLD Festival 2021	\$300,000	\$300,000	\$263,750
2 (76%)	Perth International Arts Festival	Perth Festival 2021	\$300,000	\$360,000	\$263,750
<b>SUB-TOTAL</b>				<b>\$910,000 Requested</b>	<b>\$527,500 Recommended</b>
<b>TOTAL</b>				<b>\$1,552,684 Total Requested</b>	<b>\$925,00 Total Recommended</b>

## Stakeholder engagement

The grant and sponsorship programs are informed by the community priorities as identified in the COVID-19 Rebound Strategy stakeholder survey and detailed in the Total Operating Project Expenditure for 2020/2021.

The Guidelines have been endorsed by the Events, Arts and Culture Advisory Committee and approved by Council at its Ordinary Council Meeting on 28 July 2020.

## Strategic alignment

### Strategic Community Plan

This item addresses the community's vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

<b>Aspiration:</b>	Prosperity
<b>Strategic Objective:</b>	4.8 Iconic signature events positioned strategically to create vibrancy that attracts intrastate, interstate and international visitors

Key considerations which have informed the Recommendations in this report:

- ensuring year-round activation of the city with programs that occur across the whole year and not just in the busy summer festival season; and
- maximising benefits for local businesses through clearly articulated plans for engaging, supporting and promoting local city businesses.

<b>Aspiration:</b>	People
<b>Strategic Objective:</b>	1.6 Thriving and sustainable cultural, artistic and heritage industries, activities and events that encourage locals and visitors to come back for more.

The COVID-19 Arts Sponsorship program aims to provide strategic investment in the sector, recognising it is not only an important employer and contributor to a diverse and healthy economy, but also drives significant flow-on economic benefits to Perth through visitation to local hospitality and retail businesses.

To ensure a flourishing and diverse local arts and cultural sector, the City of Perth looks to support programs which:



- assist in skill and professional development opportunities and employment for local artists and arts workers; and
- reflect diversity in artforms across the visual arts, contemporary and classical dance, theatre and music.

<b>Aspiration:</b>	Place
<b>Strategic Objective:</b>	2.1 A city that is seen by all as a great place to be.

Key considerations which have informed the Recommendations in this report:

- ensuring activation across all of the City's six neighbourhoods; and
- prioritising projects which occur in public space, are offered free-of-charge, promote broad community access and contribute to street-level vibrancy, in preference to ticketed events occurring inside major institutions.

### Corporate Business Plan

<b>Aspiration:</b>	Prosperity
<b>Number:</b>	CBP4.4
<b>Operational Initiative:</b>	Grants to support Arts & Cultural Sector – COVID-19 Rebound

### Issue and Area Specific Strategies or Plans

- COVID-19 Economic Rebound Strategy

This item addresses the strategic objective 'Re-invent and Revive', by supporting events/projects that have widespread appeal which return vibrancy to the city, encourage people to support local businesses, promote Perth as a destination of choice and enhance the city's reputation as a great place to be.

## **Legal and statutory implications**

### Connection with mandates in the *City of Perth Act 2016*

8(1)(g) - to strengthen Perth's reputation as an innovative, sustainable and vibrant city that attracts and welcomes all

## **Risk implications**

<b>Impact of decision</b>	
Organisation	Low
Community	Medium

<b>Risk domain</b>	<b>Consequence</b>	<b>Likelihood</b>	<b>Risk rating</b>
Reputation and External Stakeholders	Moderate	Possible	Medium
Financial	Major	Unlikely	Medium
Legal and Regulatory / Ethical	Major	Possible	High

## Risk Summary Narrative

### *Reputation and External Stakeholders*

Decisions relating to grant and sponsorship applications have resulted in heightened concerns from stakeholder groups and negative one-off media coverage in the past, which is considered to be of moderate impact to the City. As the number of requests for grants and sponsorship exceed the funds available, it is generally not possible to support every application or the total request of each applicant. This may result in unavoidable dissatisfaction from some applicants. This is normal and the risk has generally been within tolerated levels.

### *Financial*

The total request by applications in this report represents 168% of the available budget. Approving the full requests of all applicants would result in a budget overrun of over 40%, generally considered unacceptable within the City's risk management framework.

### *Legal and Regulatory / Ethical*

Funding programs have inherent risks due to the discretionary nature of the decision making that can be open to unethical actions relating to fraud and corruption when adequate controls are not implemented.

## **Approval implications**

If any grants or sponsorships are declined, or approved for an amount less than the recommended level, it is likely the events and projects will be scaled back or not proceed within the City of Perth.

The budget for arts and cultural sponsorship at the City will be fully allocated for the Financial Year 2020/21, which would reduce the ability of the City to support other initiatives, in the unlikely event of an ad hoc opportunity later in the year.

If any grants or sponsorships are approved for an amount higher than the recommended level, potential implications include:

- the budget would be overspent which may affect the City's ability to support other applicants or programs, or deliver other discretionary operating projects;
- community and stakeholder perceptions of governance and transparency, which are supported through the implementation of a robust application and assessment processes, may be reduced; and
- perceptions of equity amongst applicants may be reduced.

## **Financial implications**

The financial implications associated with this report are fully accommodated within the Total Operating Project Expenditure for 2020/2021, approved by Council at its meeting on **4 August 2020** and outlined in the Economic Rebound Strategy.

<b>Account number:</b>	Arts Sponsorship (\$1,200,000) 1066-100-50-10271-7901 Arts and Cultural Grants (\$200,000) 1066-100-50-10008-7901
<b>Description:</b>	<i>Grants and sponsorship to support arts and cultural sector rebound and recovery</i>
<b>Account type (Operating/Capital/Reserve):</b>	Operating
<b>Current budget:</b>	\$1,400,000

<b>Existing commitments previously approved by Council</b>	\$375,000
<b>Budget reserved for Arts &amp; Cultural Quick Response Grants</b>	\$100,000
<b>Proposed cost:</b>	\$925,000
<b>Balance remaining:</b>	\$0

### **Proposed Cost Breakdown**

<b>Organisation</b>	<b>Program</b>	<b>Recommendation</b>
Perth Festival	Perth Festival 2021	\$263,750
Artrage	Fringe World 2021	\$263,750
The Blue Room Theatre	Artistic Program 2021	\$65,000
The West Australian Music Industry Association Incorporated	WAMFest 2020	\$60,000
The Lester Prize	Exhibition and Public Program	\$50,000
Black Swan State Theatre Company	Sector Development Program	\$45,000
West Australian Ballet Company	WAB City Connections	\$30,000
The Contemporary Dance Company of Western Australia Limited	Sector Development Program	\$25,000
STRUT dance incorporated	The Statement	\$25,000
Barking Gecko Theatre Company Ltd	New Audiences. New Stories. New Writers.	\$25,000
Community Arts Network Western Australia Ltd	Burdiya Karni Waangkinny	\$23,000
The Perth Centre for Photography Inc	PCP Artistic Development and Presentation Program	\$10,500
Magic Nation Pty Ltd	Magic Nation Presents	\$10,000
Nulsen Group Ltd	As We Are Art Award & Exhibition	\$8,000
Centre for Stories Limited	Side Walks	\$7,500
Propel Youth Arts WA Incorporated	Mosaic	\$7,500
WA Poets Inc	Perth Poetry Festival 2020	\$6,000
<b>Total</b>		<b><u>\$925,000</u></b>

### **Existing commitments previously approved by Council**

<b>Organisation</b>	<b>Program</b>	<b>Commitment</b>
WASO	Symphony in the City 2020	\$150,000
WA Opera	Opera in the Park 2021	\$145,000
PICA	Community Program	\$60,000
Chamber of Arts and Culture WA	Keystone Partnership	\$20,000
<b>Total</b>		<b><u>\$375,000</u></b>

## Policy references

### 18.13 – Sponsorship and Grants

The policy outlines a consistent and transparent assessment process and criteria which guides the recommendation to Council. An eligibility check has been conducted on all applications included in the report to ensure that they are compliant with the policy.

## Comments

The arts and cultural sector has been profoundly affected by the COVID-19 pandemic. Many events and programs have had to be postponed, changed or cancelled, with an immediate impact on Perth's arts and cultural industries, organisations, artists and arts workers. The loss of income due to cancelled events, programs and touring has been compounded by a reduction in corporate and philanthropic support in many circumstances.

As a result, the COVID-19 Rebound Arts & Cultural Sponsorship 2020/21 program has been significantly oversubscribed. In most cases, the recommendation for support is not for the applicant's full request and in some cases, is a decrease to 2019/20 funding levels.

The following considerations have been carefully reviewed in relation to each individual application and to the composition of the program as a whole:

- ensuring the highest quality applications are recommended for approval to support excellence and return-on-investment for the community;
- maximising benefits for local businesses through clearly articulated plans for engaging, supporting and promoting local city businesses;
- sector and industry development;
- diversity in artforms supported;
- activation across all the City's Neighbourhoods;
- prioritisation of projects which contribute to street-level vibrancy;
- year-round activation of the city;
- equitable allocations and responsible budgeting;
- clear COVID-19 contingency and risk planning; and
- ensuring organisations supported are in a sound financial position and can demonstrate financial viability through support from other government, private and philanthropic avenues.

Officer commentary on individual applications is included in the Attachments 7.2A, 7.2B and 7.2C.

### **Officer Recommendation**

That Council:

1. APPROVES cash funding of \$925,000 (excluding GST) to the following applicants:
  - 1.1 Perth International Arts Festival Ltd for the 2021 Perth Festival program, specifically the 'Opening event', City of Lights precinct and local business engagement activities (\$263,750);
  - 1.2 ARTRAGE Inc for FRINGE WORLD 2021 program, specifically the City of Perth Power Hour, Woodside Pleasure Garden and Perth Girls School Hubs and local business engagement activities (\$263,750);

- 1.3 Performing Arts Centre Society Inc for 2021 Artistic Program (\$65,000);
- 1.4 The West Australian Music Industry Association Incorporated for WAMFest (\$60,000);
- 1.5 The Lester Prize for The Lester Prize (\$50,000);
- 1.6 Black Swan State Theatre Company Ltd for Sector Development Program (\$45,000);
- 1.7 West Australian Ballet Company for WAB City Connections (\$30,000);
- 1.8 The Contemporary Dance Company of Western Australia Limited for Sector Development Program (\$25,000);
- 1.9 STRUT dance incorporated for The Statement (\$25,000);
- 1.10 Barking Gecko Theatre Company Ltd for New Audiences, New Stories, New Writers (\$25,000);
- 1.11 Community Arts Network Western Australia Ltd for Burdiya Karni Waangkinny (\$23,000);
- 1.12 The Perth Centre for Photography Inc for PCP Development and Presentation Program (\$10,500);
- 1.13 Magic Nation Pty Ltd for Magic Nation Presents (\$10,000);
- 1.14 Nulsen Group Ltd for 2020 As We Are Art Awards and Exhibition (\$8,000);
- 1.15 Centre for Stories Limited for Side Walks (\$7,500);
- 1.16 Propel Youth Arts WA Incorporated for Mosaic (\$7,500); and
- 1.17 WA Poets Inc for Perth Poetry Festival (\$6,000).

2. DECLINES grants to the following applicants:

- 2.1 Emma Humphreys for The Stranger;
- 2.2 Gandhi Creations Pty Ltd for Confluence: Festival of India in Australia;
- 2.3 Wirrin Foundation Pty Ltd for Black and White Exhibition;
- 2.4 The Trustee for THE TEMPESTT FAMILY TRUST for Innominate; and
- 2.5 Listen Up Music Ltd for The Songwriting Prize- Perth Semi Final.

**Item 7.3 – Rates Concession – Western Australia Cricket Association (WACA) – 2020/21**

<b>File reference</b>	P1019031-9
<b>Report author</b>	Amanda Bentley, Senior Rates Coordinator
<b>Other contributors</b>	Michael Kent, Project Director Strategic Finance
<b>Reporting Service Unit and Alliance</b>	Finance, Corporate Services
<b>Report author disclosure of interest</b>	Nil
<b>Date of report</b>	7 August 2020
<b>Nature of Council's role</b>	Legislative
<b>Voting requirement</b>	Absolute Majority
<b>Attachment/s</b>	Nil

**Purpose**

The purpose of this report is for Council to approve the rates concession of \$175,789.15 for the Western Australia Cricket Association (WACA) sporting ground to reflect the role of the WACA in the community and the activities that are undertaken at the ground for the 2020/21 financial year.

**Background**

Historically the WACA received an exemption for rates under S6.26(2)(g) – charitable purposes. An exemption review in 2013 revealed the organisation is not exempt under the provisions of the *Local Government Act 1995* (the Act) as they are not considered a charitable organisation, therefore the exemption was cancelled.

The WACA then sought Ministerial Approval for an exemption of rates under S6.26(2)(k) of the Act for 2013/14. The Minister approved the exemption which continued for 5 years until 2017/18.

Before the WACA had received a ministerial exemption in 2013, the City proposed to stage the introduction of full rates over a 3-year period, 33.33% in Year 1, 66.66% in Year 2 and 100% in Year 3. This option was discussed with the WACA.

The Local Government Minister did not approve an exemption for 2018/19. The Minister did not provide reasons to the City of Perth for the discontinuance of the exemption. Due to the nature of the use of the ground and the community activities undertaken there, the City was asked to conduct a site inspection in May 2018 and meet with representatives of the WACA to discuss options for 2018/19. As a result, the City approved to grant an 88.4% rate concession under Section 6.12 (1)(b) of the Act.

The option selected to determine the rateable portion was based on the proportion of the property that was generating commercial income. The identified commercial areas were the Museum, Prindiville stand, including Administration, the Player's Pavilion and Bradman Boundary, President's and Willow Rooms. The playing surface was also classified as commercial on the 27 days where cricket was played at the ground and tickets were sold to the public. Based on this methodology a Rates levy of \$20,795.63 was calculated which equates to 11.6% of the full Rates levy.

A review was conducted for the 2019/20 financial year and the WACA has advised that the property was used for only 25 days of the financial year. This amended the rates concession to 88.5%. Based on the 2019/20 rates of \$171,416.15, the concession amount was \$151,832.20.

## Details

Last year, an agreement was reached with the WACA to continue the process of calculating the commercial percentage use of the property each year to determine a rates concession until the ground use changes. The WACA had advised they were attempting to obtain State and Federal funding for redevelopment of the ground. It was agreed that if the redevelopment commenced, the rates concession would be reviewed.

The WACA have confirmed no change to the calculation of commercial use from 2019/20. It is recommended that the City approve to grant an 88.5% concession to the WACA to acknowledge:

- That only 25 days of cricket will be played at the venue in 2020/21;
- That the principal activity undertaken at the WACA ground is administration; and
- The organisation’s broad community role in developing grassroots cricket.

## Stakeholder engagement

The City held several discussions and site meetings with the WACA and visited the premises over the past few years.

## Strategic alignment

This item addresses the community’s vision for the future and its implications on the Strategic Community Plan 2019 – 2029, Corporate Business Plan 2020/21 – 2023/24 and relevant Issue or Area Specific Strategies or Plans.

### Strategic Community Plan

<b>Aspiration:</b>	Performance
<b>Strategic Objective:</b>	5.5 A financial business model underpinned by a culture of cost management, best value and strategic financial analysis that is subject to ongoing oversight, transparency and accountability.

This report demonstrates financial oversight that encourages transparency and accountability for use of the City’s financial resources.

### Corporate Business Plan

<b>Aspiration:</b>	Partnership
<b>Number:</b>	6.5
<b>Operational Initiative:</b>	N/A

This report demonstrates the financial implications of the City’s execution of this initiative contained in the Corporate Business Plan.

Issue and Area Specific Strategies or Plans

Nil

**Legal and statutory implications**

Section 6.47 of the *Local Government Act 1995* states that a local government may at the time of imposing a rate or service charge or at a later date resolve to waive\* a rate or service charge or resolve to grant other concessions in relation to a rate or service charge.

\* *Absolute majority required.*

Connection with mandates in the *City of Perth Act 2016*

8(1)(a) - to provide for the good government of persons in the City of Perth, including residents, ratepayers and visitors

**Risk implications**

Impact of decision	
Organisation	Low
Community	Low

Risk domain	Consequence	Likelihood	Risk rating
Financial	Moderate	Possible	Low
Legal and Regulatory/Ethical	Moderate	Possible	Low

**Approval implications**

By approving the officer's recommendation, the City will be acknowledging the significant role that the WACA plays in the community through the activities that are undertaken at the ground.

**Financial implications**

The rates levy for 2020/21 is \$198,631.80. The proposed rates concession of 88.5% is \$175,789.15 and would reduce the commercial rates revenue. The City has taken this into consideration in formulating its annual budget.

**Policy references**

There are no policy references related to this report.

**Comments**

It is the intention that the rate calculation and any applicable concession is reviewed on an annual basis and the WACA will continue to be rated based on the percentage of commercial activities undertaken until such time that the property is redeveloped, and the property use is changed.



**Officer Recommendation**

That Council APPROVES the rates concession of \$175,789.15 for the Western Australia Cricket Association (WACA) sporting ground under section 6.47 of the *Local Government Act 1995* for the 2020/21 financial year.

## ATTACHMENT 7.1A

**BUSINESS EVENTS PERTH OFFICER ASSESSMENT****Economic Development Sponsorship - Assessment score card**

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

<b>Essential Project Criteria</b> <i>The applicant was assessed on the following criteria:</i>	<b>Score out of 5</b>
<b>Alignment with a Key Sector</b>	
To what extent does the project support the growth and development of an established or emerging key sector that represents importance to the City of Perth's economy?	4
To what extent does the project assist the City of Perth in developing a compelling narrative on our unique selling points and raise the profile and reputation of the City of Perth as a premier Capital City to do business within the relevant sector?	3.9
<b>Prestige and Significance</b>	
To what extent does the applicant demonstrate prestige and significance through the quality of proposed speakers, participants, sponsors, media, or involvement or endorsement from international federations and organisations?	3.3
<b>Project Plan and Other Funding Sources</b>	
Has the applicant provided evidence of a robust project plan?	3.2
Has the applicant included a budget detailing investment through a variety of funding sources, illustrating that the project is not reliant on City of Perth funding to be delivered?	3.9
Has the applicant demonstrated what specific elements the City of Perth funding is supporting and what extra capacity the funding will enable?	3.9
<b>Sponsorship Benefits</b>	
Please rate the level of benefits and recognition provided to the City	4
<b>Sub- total 26.2 out of 35</b>	
<b>Additional Project Outcomes</b> <i>Applicants must address <b>at least two</b> of the following six outcome areas. Applicants can address as many outcome areas as are relevant to the project or initiative.</i>	
Outcome 1. Investment Attraction	4.1
Outcome 2. International Business Development	4.3
Outcome 3. Short term Direct Economic Benefits	3.5

Outcome 4. Long term Economic Development	4.4
Outcome 5. Professional Development, Training and Skill Development	3.7
Outcome 6. Linkages and Knowledge Exchange	3.7
<b>Sub-total 23.7 out of 30</b>	
<b>TOTAL ASSESSMENT SCORE 49.9 out of 65 (76.8%)</b>	

### **Assessment Panel Comments**

This project can help minimise the impacts of COVID-19 by supporting heavily affected industries to recover such as hotels, tourism and retail. Business delegates are high spending (roughly five times higher than leisure) and there is excellent economic return on the City of Perth dollar spent (returning \$445 per City dollar).

ATTACHMENT 7.2A

**ARTS GRANTS DETAILED OFFICER ASSESSMENT**

Under the umbrella of COVID-19 Rebound Arts & Cultural Sponsorship, Arts Grants are accessible to a wide range of applicants and support a broad variety of art forms and creative cultural practice, including but not limited to; performance seasons, arts industry events, exhibitions, festivals, film, photography, multi-disciplinary and community arts projects.

Funding of up to \$30,000 is available. The maximum funding contribution provided by the City can be up to 100% of the total project budget, however applicants who can demonstrate financial viability through support from other government agencies and the private sector will assess favourably under the assessment criteria.

The City received 13 eligible (and one ineligible) applications in the round. The applications were assessed by a four-person assessment panel consisting of members from the City's administration.

The assessment panel has recommended nine applications for approval and four for decline. All applications scoring above 70% in assessment are recommended for support. All applications under this threshold are recommended for decline.

Recommendations are provided based on the quality of the application, strategic outcomes likely to be achieved and the assessment scores.

**COMMUNITY ARTS NETWORK WA | BURDIYA KARNI WAANGKINNY****Applicant Details**

Entity Name	Community Arts Network Western Australia Ltd
ABN	72106364407
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity

Community Arts Network Western Australia Ltd (CAN) aims to create social change through the arts by building inclusion and understanding between people. CAN has been involved in the delivery of community arts and cultural development within Western Australia for over 35 years.

**Project Details**

<b>Project Title</b>	<i>*Burdiya Karni Waangkinny (Elders Speaking Truth) *working title</i>
<b>Project Start Date</b>	01/09/2020
<b>Project End Date</b>	03/06/2021
<b>Venue</b>	Online
<b>Estimated Attendance</b>	60,000
<b>Ticket Price</b>	Free
<b>Total Project Cost</b>	\$145,910
<b>Total Amount Requested</b>	\$29,990 (21% of the total project budget)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$23,000 (16% of the total project budget)
<b>Assessment Score</b>	28.12 out of 30 (94%)

**Project Description**

*Buridya Karni Wangkinny* is a digital media project which will capture and preserve the legacy of the ten Elders driving the City of Perth's reconciliation process through the Elders Advisory Group. The project has been designed in consultation with the Elders and focuses on memories of living and working on Whadjuk Nyoongar land and how these experiences have influenced their contribution to the City of Perth's Reconciliation Action Plan (RAP).

The applicant is seeking funding for the creation of a series of podcasts to accompany the already funded component of *Buridya Karni Wangkinny*, a video documentary (*funding confirmed from the Australia Council and the Aesop Foundation*).

Hosted by local Nyoongar performer Phil Walley Stack, the applicant will produce a series of conversation style podcasts with the Elders, to explore their personal stories. The preservation of Nyoongar language is also a key outcome of this project.

Recording will begin in September 2020 and be ready for distribution approximately end of May 2021. CAN is working closely with the Education Department to ensure that both outcomes are suitable for use in schools. CAN is also partnering with media organisations, 100.9fm Noongar Radio, and the ABC to ensure the content produced is broadcast quality.

All of the content will be recorded and produced in the City of Perth. All content will be produced with the intent for public broadcast and distribution across all media streams. As a project partner, the City will have access to the material including for its Collections.

### **Alignment to the COVID-19 Rebound Strategy**

The project will generate local employment and will engage more than thirty-five Indigenous and non-indigenous creatives and artists.

### **COVID-19 Contingency Plan**

Being a project focused around digital content, government restrictions and social distancing requirements will not affect the progress or success of this project.

### **Previous City of Perth Funding (last five years)**

The City of Perth has not previously supported this applicant.

### **Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.5
Does the project increase opportunities for the community to participate in cultural life?	3.88
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3.5
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	3.25
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	3.75
To what extent are the project plan and budget realistic and value for money?	2.87
<b><u>Sub-Total- 20.75 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	

*The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.*

Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	2.75
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Does the project nurture and celebrate Aboriginal culture?	4.62
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<b>TOTAL ASSESSMENT SCORE-   28.12 out of 30 (94%)</b>
--

### **Assessment Comments**

This project has strong alignment with the City's Reconciliation Action Plan Deliverables:

*6. Publicly recognise and celebrate Aboriginal cultures and histories:*

*6.2 Investigate opportunities for use of digital platforms for capturing and sharing of histories; and*

*6.3 Research and plan to increase the number of Aboriginal histories in the City's collection.*

The project will result in an important historical oral record of the life and contribution of the members of the City's Elder's Advisory Group.

With a strong track record of producing quality artistic content, the Community Arts Network is well placed to create an outcome that is well-respected and that celebrates the stories of Perth's Aboriginal Elders and their contribution in shaping the City.

**WA POETS INC | PERTH POETRY FESTIVAL****Applicant Details**

Entity Name	WA Poets Inc
ABN	91816741902
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

Established in 2006 as an incorporated not-for-profit organisation, WA Poets Inc is dedicated to the promotion, presentation and professional development of poets and poetry in Western Australia, and presenting Western Australian poetry to local, national and global audiences.

**Project Details**

<b>Project Title</b>	Perth Poetry Festival 2020
<b>Project Start Date</b>	18/09/2020
<b>Project End Date</b>	27/09/2020
<b>Venue</b>	Various licensed venues within (3) and outside (3) City of Perth
<b>Estimated Attendance</b>	1,863
<b>Ticket Price</b>	Adult (\$15); Child/Concession (\$10)
<b>Total Project Cost</b>	\$36,672
<b>Total Amount Requested</b>	\$11,125 (30.33% of the total project budget)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$6,000 (16.36% of the total project budget)
<b>Assessment Score</b>	24.87 out of 30 (83%)

**Project Description**

Perth Poetry Festival is an annual event for local and international poets, intended to help local poets improve their skills, promote their work and share their poetry with the general public. The program includes seminars, readings, panels, poetry slams, award presentations amongst an extensive program.

The Festival is the only writing festival in WA devoted solely to poetry and aims for local poets and attendees to discover and participate in Perth's spoken word/poetry scene. With an emphasis on inclusivity and celebrating diversity, the Festival features invited established and emerging poets to take part.



WA Poets Inc (WAPI) will present the 2020 Perth Poetry Festival between Friday 18<sup>th</sup> – Sunday 27<sup>th</sup> September 2020. The festival will feature a total of 34 individual small-scale events. A small ticket price of between \$10-\$25 is charged for each event.

Over 90% of the program will be held at the Queens Building, 97-107 William Street, Perth.

The program will include:

- OUTspoken – an evening of poetry featuring poets from the Western Australian LGBTI+ community;
- A series of seminars and poetry workshops;
- A curated evening of experimental poetry performances;
- *'Out of the Asylum'* poetry reading;
- Anti-Slam poetry slam, where contestants are awarded points for the worst/most humorous performances;
- Book launches from West Australian poets;
- Poetry Doctor – one-on-one opportunities for feedback on poetry;
- *First Nations Poets*, a reading featuring Indigenous local poets, presented in collaboration with Community Arts Network;
- *Spoken Word Perth*, a reading run for and by young poets, some of whom may be in vulnerable situations;
- Nine local poets, who are being mentored to produce their first poetry collection in WAPI's Emerging Poets program (run in collaboration with Fremantle Press) read from their work produced as part of the program;
- *Poetry Gala* - an introduction to the featured guest poets and their poetry. Includes presentation of the 2019 Creatrix Poetry and Haiku Awards;
- Local West Australian poetry publishers such as Fremantle Press, Sunline, Mulla Mulla and UWA Publishing present a seminar for local poets with information on how to prepare and submit a poetry manuscript for publication;
- *'Climate and Environment'* – invited local poets read poems with an ecological theme and/or that celebrate the natural world and the environment;
- Multicultural and multilingual poetry;
- Voicebox Poetry Collective of Fremantle present their monthly reading in collaboration with the Perth Poetry Festival;
- Poetry readings celebrating wellness for and by people experiencing problems with mental health;
- 'Poetry on the Big Screen' with Perth poets invited to submit poetry suitable for projection on the big screens in the Northbridge Piazza and Perth Cultural Centre;
- Haiku expert Michael Dylan Welch leads participants on a *ginko* (haiku composing walk) in King's Park;
- Young Poets Reading showcasing emerging young poets, from the ages of 14-20 at the Moon Café; and
- A closing celebration involving all of the featured guest poets and includes presentation and readings by winners of the Ros Spencer Poetry Contest.

**Alignment to the COVID-19 Rebound Strategy**

The Festival will bring approximately 1,000 people into the city which will likely increase visitation to local businesses. The event will also engage a number of local poets to present readings, workshops and panels as well as local musicians.

The Festival Planning Committee will continue to look for opportunities to support and promote local businesses before and during the Festival.

**COVID Contingency Plan**

The applicant commits to adhering to State Government restrictions around gatherings and social distancing. Should restrictions and social distancing requirements be enforced at the time of the programming, the applicant will employ the following strategies to mitigate the associated risks:

- the applicant will ensure the venues hosting the events adhere to health and safety standards surrounding COVID-19; and
- the applicant is willing and able to take the entire project to an online only format, with live streamed performances/poetry readings.

**Previous five years City of Perth Support and Acquittals**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$5,128	Poetry Festival
FY 2016/17	\$0	
FY 2017/18	\$5,000	Poetry Festival
FY 2018/19	\$3,500	Poetry Festival
FY 2019/20	\$5,500	Poetry Festival
<b>TOTAL</b>	<b>\$19,128</b>	

**Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.65
Does the project increase opportunities for the community to participate in cultural life?	2.87
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3.37

Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	3.37
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	4.75
To what extent are the project plan and budget realistic and value for money?	2.87
<b>Sub-Total- 20.88 out of 30</b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	2.37
Does the project nurture and celebrate Aboriginal culture?	1.62
<b>TOTAL ASSESSMENT SCORE-   24.87 out of 30 (83%)</b>	

### **Assessment Comments**

With over 30 individual events, the Festival provides networking and professional development opportunities for emerging talent and offers a diverse and inclusive program of events that are either free or low cost to the public, broadening its appeal and accessibility to a wider demographic pool.

**CENTRE FOR STORIES | SIDE WALKS****Applicant Details**

Entity Name	Centre for Stories Limited
ABN	39631435446
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity

Centre for Stories Ltd is a not-for-profit literary arts and cultural organisation whose aim is to use storytelling to inspire social cohesion and improve understanding of diverse communities. The Centre aims to create stories that inspire thought, spark empathy and challenge intolerance. The organisation's focus is on empowering people whose experiences and perspectives are often marginalised, including refugees, migrants, people of colour, sexual minorities, the elderly, and people with disabilities.

**Project Details**

<b>Project Title</b>	<i>Side Walks</i>
<b>Project Start Date</b>	01/09/2020
<b>Project End Date</b>	31/10/2020
<b>Venue</b>	Cathedral Square; Centre for Stories (William Street); Muir Books; Alex Hotel; and 2 x additional City locations (TBC)
<b>Estimated Attendance</b>	240
<b>Ticket Price</b>	Free
<b>Total Project Cost</b>	\$10,004
<b>Total Amount Requested</b>	\$9,000 (89.96% of the total project budget)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$7,500 (74.97% of the total project budget)
<b>Assessment Score</b>	24.25 out of 30 (81%)

**Project Description**

*Side Walks* is a one-day celebration of storytelling and literature across Northbridge and the Perth CBD. Bringing together creative practitioners from across multiple disciplines, *Side Walks* presents six free events in unique venues across the city.

*Side Walks* is designed as a one-day event that encourages guests to walk from venue to venue across Perth CBD and Northbridge.

Building on the success of *Side Walks* 2019, the 2020 program will deliver new events including a mixture of literary and story-based panels, performances, and discussions. Centre for Stories aims to support a diverse array of emerging and established practitioners from Western Australia. *Side Walks* will provide local emerging writers, scholars and poets exposure to a diverse demographic. Established journalists, writers and scholars will also work alongside emerging practitioners to create the best discussions, debates and performances possible.

As the events on offer are available free of charge, Centre for Stories aims to attract a wide-ranging audience of different ages, cultures, and socioeconomic backgrounds to their events.

Events will include:

- *'Lit Live - Fools & Follies'* (Cathedral Square). *Lit Live* aims to showcase "great short stories, read by great storytellers";
- *'AfroHeritage Book Club – More Than A Single Narrative'* (Muir Books, Lindsay Street, Perth). Vuma Phiri and Gisele Ishimwe use local and global African literature to respond to the single narrative that continues to limit Africa to dangerous and insulting stereotypes;
- *SFF (Science Fiction, Fantasy, and Speculative Fiction) Collective* (Centre for Stories, William Street). A conversation about mythology, utopia/dystopia, mutants, and fairytales;
- *Welcoming Country* (Alex Hotel) an event that will celebrate Whadjuk Nyoongar culture, stories, and language;
- *'A Piece of Home'* (Venue TBC). Three of Centre for Stories best storytellers take the stage and share personal stories in response to everyday objects they hold close to their heart; and
- *'Goodbye Old Friend!'* (Venue TBC) Hosted by Centre for Stories' monthly writer's groups, Poetry Workshop and Write Night, a host of local writers take the stage to read heartfelt eulogies and bid farewell to their favourite fictional characters

### **Alignment to the COVID-19 Rebound Strategy**

Side Walks will engage local venues to host events. This follows on from the 2019 program, where Centre for Stories engaged and promoted local venues including The Mess at Uncle Joe's, Perth Museum, and Moore Contemporary.

The project will directly support the local arts sector by engaging a range of practitioners for delivery including writers, facilitators, poets, and oral storytellers. In 2019, Side Walks engaged 18 practitioners, the majority of who rely on work within the arts as their primary source of income.

### **COVID Contingency Plan**

Should restrictions and social distancing requirements be enforced at the time of the programming, the applicant will employ the following strategies to mitigate the associated risks:

- The applicant will limit numbers according to venue capacity, ensuring safe attendance numbers are maintained and can accommodate social distancing; and

- the applicant is willing and able to take the entire project to an online only format, with live streamed performances/storytelling.

### **Previous five years City of Perth Support and Acquittals**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$2,134	World Poetry Day Flower Bomb
FY 2016/17	\$6,600	Australian Short Story Festival
FY 2017/18	\$2,596	Storytelling workshops
FY 2018/19	\$5,430	If on a Winter's Day
FY 2019/20	\$6,000	<i>Side Walks</i>
<b>TOTAL</b>	<b>\$22,760</b>	

### **Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3
Does the project increase opportunities for the community to participate in cultural life?	3.25
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3.37
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	2.5
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	4.37
To what extent are the project plan and budget realistic and value for money?	2.87
<b><u>Sub-Total- 19.38 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	3.5
Does the project nurture and celebrate Aboriginal culture?	1.37
<b><u>TOTAL ASSESSMENT SCORE-   24.25 out of 30 (80.83%)</u></b>	

**Assessment Comments**

The Centre for Stories' Side Walk's program provides an important platform for diverse communities to share their stories. With the events being offered in a casual setting with no ticket fee attached, the event has potential to engage demographics which may not generally seek out such cultural experiences.

This is a thoughtful project that promises an intimate experience of local Perth literature, and has direct benefits for several local Perth businesses, aligning to objectives within the City's COVID-19 Rebound Strategy.

**BARKING GECKO THEATRE COMPNAY | New Audiences, New Stories, New Writers****Applicant Details**

Entity Name	Barking Gecko Theatre Company Ltd
ABN	23052424683
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity

Barking Gecko Theatre (BGT) is an Australian theatre company that create theatre productions for children and families. BGT is a major employer of local theatre-makers and regularly provide opportunities for their talents to develop their skills and then be showcased at a national level.

BGT is a not for profit registered charity who each year stage two to three productions at the State Theatre Centre of WA (STCWA), which then tour across regional WA and on to Australian capital cities, often receiving invitations to tour their work to international venues and festivals.

In addition to the stage productions, BGT engage thousands of WA primary school students annually in their Creative Learning Programs, supporting professional learning opportunities for children.

**Project Details**

<b>Project Title</b>	New Audiences. New Stories. New Writers.
<b>Project Start Date</b>	26/10/2020
<b>Project End Date</b>	05/02/2021
<b>Venue</b>	Studio Underground of the State Theatre Centre of WA (STCWA).
<b>Estimated Attendance</b>	3830
<b>Ticket Price</b>	Adult- \$30 Child/Concession- \$17
<b>Total Project Cost</b>	\$209,262
<b>Total Amount Requested</b>	\$30,000 (14.33% of the total project budget)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$25,000 (11.94% of the total project budget)
<b>Assessment Score</b>	24 out of 30 (80%)

**Project Description**

*New Audiences. New Stories. New Writers.* encompasses three components:



- Bambert's Book of Lost Stories school matinee season;
- Fresh Ink Public Play Readings; and
- HOUSE community performances.

The project aims to draw over 3000 people in to the city, who are expected to visit local businesses and generate economic benefits, primarily for local food and beverage traders.

*Bambert's Book of Lost Stories School Matinee Season*

Date: 26 October – 20 November 2020  
Venue: Studio Underground of the State Theatre Centre of WA  
Anticipated attendance: 3300  
Ticket price: Adult (\$30); Child/Concession (\$17)

A season consisting of 24 school matinee performances of Bambert's Book of Lost Stories offered at a heavily subsidised rate to school aged children, teachers, and parents.

*Fresh Ink Public Play Readings*

Date: 27 November 2020  
Venue: State Theatre Centre of WA  
Anticipated attendance: 50  
Ticket price: Free

Fresh Ink is an artist development program that pairs four emerging Western Australian playwrights with an established playwright for eight months of professional mentoring. The months of mentoring culminate with the Fresh Ink Public Play Readings where the mentees perform their newly created works live.

*HOUSE Community Performances*

Date: 2 February – 5 February 2021  
Venue: Studio Underground of the State Theatre Centre of WA  
Anticipated attendance: 480  
Ticket price: Free

HOUSE is a new contemporary fairy-tale story premiering as part of Perth Festival 2021. Prior to this project airing to the general public, BGT will host three community performances welcoming children and their families, who would otherwise face barriers to attending live theatre.

BGT will identify several for-purpose organisations that assist children, young people and families experiencing disadvantage. BGT will approach these organisations and work closely with them to welcome their clients to a performance of HOUSE, providing fully subsidised (complimentary) tickets.

**Alignment to the COVID-19 Rebound Strategy**

The program will bring over 3,830 children, young people and their families into the city, driving traffic to local hospitality, retail and tourism providers.

Barking Gecko will approach cafes, restaurants and bookshops surrounding the State Theatre Centre, inviting them to create a family-friendly offering that will be listed on their website. Electronic newsletters sent to audiences prior to attending will encourage them to 'Play A While', explore the city and support local businesses before and after the performance.

The program will deliver almost \$210,000 of direct spend into the Western Australian economy and over 50 employment opportunities for local artists and arts workers.

### **COVID Contingency Plan**

Should restrictions and social distancing requirements be enforced at the time of the programming, the applicant will employ the following strategies to mitigate the associated risks:

- For the HOUSE Community Performances, the applicant will work closely with State Theatre Centre of WA and all artists involved to postpone the shows season to later in the year (2021);
- Bambert's Book of Lost Stories School Matinee Season would be cancelled. For those schools who have booked tickets, they will be offered the opportunity to transfer these tickets to the applicant's first production of 2021; and
- The Fresh Ink Play Readings will have an online delivery, delivered digitally by the applicant and made free to access by audiences.

### **Previous five years City of Perth Support and Acquittals**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$0	
FY 2016/17	\$15,000	Sugarland
FY 2017/18	\$0	
FY 2018/19	\$0	
FY 2019/20	\$0	
<b>TOTAL</b>	<b>\$15,000</b>	

### **Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	4.12
Does the project increase opportunities for the community to participate in cultural life?	3.62

Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3.12
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	3.75
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	4.87
To what extent are the project plan and budget realistic and value for money?	4.5
<b><u>Sub-Total- 24 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	-
Does the project nurture and celebrate Aboriginal culture?	-
<b><u>TOTAL ASSESSMENT SCORE-   24 out of 30 (80%)</u></b>	

**Assessment Comments**

The program offers significant opportunities for professional development to emerging WA talent. Bamber's Book of Lost Stories School Matinee Season may be some students' first experience with live theatre, potentially sparking future engagement with arts and culture.

Barking Gecko Theatre Company is implementing various initiatives to broaden their audience and to increase cultural participation by increasing access for culturally diverse and socially disadvantaged children and families, aligning with the City's strategic objectives.

**PERTH CENTRE FOR PHOTOGRAPHY | DEVELOPMENT PROGRAM****Applicant Details**

Entity Name	The Perth Centre For Photography Inc
ABN	88341268815
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

The Perth Centre for Photography (PCP) is committed to the presentation and support of photography and photographic artists in Western Australia.

**Project Details**

<b>Project Title</b>	Development Program
<b>Project Start Date</b>	01/11/2020
<b>Project End Date</b>	30/06/2021
<b>Venue</b>	King Street Art Centre and online
<b>Estimated Attendance</b>	10,000
<b>Ticket Price</b>	Free-to-the public
<b>Total Project Cost</b>	\$40,000
<b>Total Amount Requested</b>	\$20,000 (50% of the total project budget)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$10,500 (26.25% of the total project budget)
<b>Assessment Score</b>	22 out of 30 (73%)

The Perth Centre for Photography (PCP) was established in 1992 as the Photography Gallery of WA.

PCP is Perth's only dedicated photographic arts organisation. PCP's aim is to promote and support emerging and established photo-based art in Western Australia.

PCP is based at the King Street Arts Centre (357-365 Murray Street, Perth). The Gallery is on the Ground Floor and Office on Level One.

***Exhibition Program***

PCP exhibits the work of emerging and established photographers from local, national, and international backgrounds. The program includes individual and group shows and competitions promoting landscape and portrait photography.

The Centre holds a minimum of 16-25 exhibitions annually (which will include an estimated 12 exhibitions across the six month period under this application). PCP estimates the gallery is visited by 20,000 attendees annually.

Exhibitions are held at the King Street Arts Centre across multiple spaces including an audio-visual space, three internal exhibition spaces, studio spaces and a window projection facing out on to Murray Street.

PCP accepts proposals from all artists practicing in photography and related media. A gallery fee applies to successful applicants. Exhibition proposals are taken year-round and are put to PCP's artistic panel for approval.

In addition to its exhibition program, PCP delivers studio residencies, awards and artist development and networking programs including artist talks and workshops.

#### *Artist Development Program*

Mentoring, creative development and peer review sessions will be held every two weeks over the application period. These will open, free-to-attend sessions held at the King Street Arts Centre. Participants will have opportunities for being mentored by industry professionals and receive feedback on their work.

#### *Studio Residency Program*

A studio residency program will be held at PCP's studio spaces at the King Street Arts Centre. Three groups of artists will each participate in a two-month residency over the application period. Interested artists are required to submit an expression of interest and are selected by PCP's artistic panel.

Participants receive studio space, access to printing and photographic equipment and are matched with mentors. Open studios are held during exhibition openings to provide exposure for the participating artists.

Examples of successful past residencies include:

- Daniel Gevaux (2019) created work over a period of two months in the residency space and was consequently selected to exhibit at the Rotterdam Art Festival; and
- Jane Finlay (2019) was consequently invited back to exhibit the work she had created.

#### **Alignment to the COVID-19 Rebound Strategy**

With an estimated 20,000 attendees visiting the exhibitions annually, the program will likely have flow on benefits to businesses in the West End precinct.

#### **COVID Contingency Plan**

As the majority of the project's content is focused on small in-person workshops and gallery attendance, the implications and restrictions surrounding COVID-19 are minimal.

**Previous five years City of Perth Support and Acquittals**

Year	Amount	Project
FY 2015/16	\$10,000	Sonal Kantaria / Rachel Papo (International Women's day exhibition)
FY 2016/17	\$19,668	Program of exhibitions
FY 2017/18	\$0	
FY 2018/19	\$0	
FY 2019/20	\$15,000	Development Program
<b>TOTAL</b>	<b>\$44,668</b>	

**Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.25
Does the project increase opportunities for the community to participate in cultural life?	2.87
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	3.62
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	4.12
To what extent are the project plan and budget realistic and value for money?	2.87
<b><u>Sub-Total 19.73 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	2.25
Does the project nurture and celebrate Aboriginal culture?	-
<b><u>TOTAL ASSESSMENT SCORE-   22 out of 30 (73%)</u></b>	

**Assessment Comments**

PCP is an important part of Perth's contemporary arts sector, providing leadership and support for photo media artists. This program drives key sector development outcomes and opportunities for the community to access quality digital media art production.

The artistic processes and outcomes outlined are high-quality and comprehensive and the workshops will increase cultural activation in the King Street precinct.

**NULSEN GROUP | AS WE ARE ART AWARDS****Applicant Details**

Entity Name	Nulsen Group Ltd
ABN	43130353890
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Public Benevolent Institution

Nulsen Group is a not-for-profit organisation providing healthcare to people with complex needs. *As We Are* is a trading name of Nulsen Group, and their mission is to develop and coordinate opportunities that recognise the value of Western Australian artists who have an intellectual disability and their contribution to society through art awards and exhibitions, art advocacy, education, and artistic skills development.

**Project Details**

<b>Project Title</b>	2020 As We Are Art Awards and Exhibition
<b>Project Start Date</b>	01/10/2020
<b>Project End Date</b>	31/12/2020
<b>Venue</b>	Perth Convention and Exhibition Centre
<b>Estimated Attendance</b>	3000
<b>Ticket Price</b>	Free
<b>Total Project Cost</b>	\$65,419
<b>Total Amount Requested</b>	\$9,429 (14.4% of the total project budget)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$8,000 (12.22% of the total project budget)
<b>Assessment Score</b>	21.75 out of 30 (72%)

**Project Description**

The *As We Are Awards and Exhibition* was set up in 2002 to accommodate artists who were struggling to gain recognition in the mainstream art culture and were limited in promoting themselves and their art due to their disabilities.

The *2020 As We Are Art Awards and Exhibition* will continue this annual event and exhibit art from more than 150+ Western Australian artists who have an intellectual disability. Art will be for sale over the duration of the exhibition with 80% of the sales going to the artists' and 20% retained by As We Are. The 20% retained by the organisation is to assist with costs of staging the exhibition.



The entry fee for participants is kept to \$10/artist, maintaining affordability and inclusiveness for applicants to take part in the exhibition. The Exhibition will run daily for two weeks, being held at the Perth Convention and Exhibition Centre between 8<sup>th</sup> -22nd November 2020 - and include an Opening Night and Awards Ceremony on Saturday 7<sup>th</sup> November.

Four established Western Australian artists will judge the art and present 6x sponsored Awards each with a \$500 cash prize and 10x Certificates of High Commendation.

### **Alignment to the COVID-19 Rebound Strategy**

The As We Are Art Award and Exhibition is expecting to bring over 3,000 attendees to the city during the two week exhibition period which will likely increase visitation to local businesses.

### **COVID Contingency Plan**

The applicant commits to adhering to State Government restrictions around gatherings and social distancing. Should restrictions and social distancing requirements be enforced at the time of the programming, the applicant will employ the following strategies to mitigate the associated risks:

- The applicant will prepare and implement a COVID Safety Plan;
- the applicant will cancel the Exhibition Opening Night event;
- the applicant can limit attendance numbers at the entry of the Exhibition, keeping numbers to an acceptable and safe amount; and
- the Exhibition will be set up with social distancing at the forefront of planning.

### **Previous five years City of Perth Support and Acquittals**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$8,000	2015 As We Are Art Awards and Exhibition
FY 2016/17	\$8,250	2016 As We Are Art Awards and Exhibition
FY 2017/18	\$8,500	2017 As We Are Art Awards and Exhibition
FY 2018/19	\$8,500	2018 As We Are Art Awards and Exhibition
FY 2019/20	\$8,000	2019 As We Are Art Awards and Exhibition
<b>TOTAL</b>	<b>\$41,250</b>	

### **Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.12

Does the project increase opportunities for the community to participate in cultural life?	3.37
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	2.87
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	4.75
To what extent are the project plan and budget realistic and value for money?	2.62
<b>Sub-Total- 19.75 out of 30</b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	-
Does the project nurture and celebrate Aboriginal culture?	2
<b>TOTAL ASSESSMENT SCORE-   21.75 out of 30 (72%)</b>	

**Assessment Comments**

The As We Are Art Awards and Exhibition is an important initiative to recognise the contribution of artists with a disability to the City's cultural landscape. This project aligns with the City's commitment to the implementation of the Disability Access and Inclusion Plan (DAIP) and provides opportunities for artists to have their work exhibited and potentially purchased by the general public.

**PROPEL YOUTH ARTS | MOSAIC****Applicant Details**

Entity Name	Propel Youth Arts WA Incorporated
ABN	68091189304
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

Established in 2003, Propel Youth Arts WA aims to be the peak body for youth arts in Western Australia. The applicant provides access to information, networks, mentoring, skills development and employment in the arts and creative industries to young people and those who work with them.

**Project Details**

<b>Project Title</b>	Mosaic
<b>Project Start Date</b>	03/08/2020
<b>Project End Date</b>	07/12/2020
<b>Venue</b>	Online
<b>Estimated Attendance</b>	4000
<b>Ticket Price</b>	Free
<b>Total Project Cost</b>	\$31,780
<b>Total Amount Requested</b>	\$20,000 (62.9% of the total project budget)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$7,500 (23.6% of the total project budget)
<b>Assessment Score</b>	21.25 out of 30 (71%)

**Project Description**

Mosaic is a public photography project and exhibition displaying images from various moments within each participants day. Displayed in chronological order, the Mosaic Exhibition provides a snapshot of everyday life from the perspective of hundreds of people in and around Western Australia.

*Mosaic Capture Day*

Date:	26 September 2020
Venue:	NA
Anticipated attendance:	350 participants
Ticket price:	Free

Mosaic Capture Day is the designated 24-hour period where Propel Youth Arts WA invites all residents of Western Australia (with a particular focus on young people) to capture a photo during the course of their day and submit this photo for inclusion in the Mosaic Exhibition the following week. The applicant will hold a Photography Walk and Picnic within the City, encouraging people to participate in person around Perth.

#### *Mosaic Exhibition*

Date: 4 November – 7 December 2020  
 Venue: Online Gallery  
 Anticipated attendance: 3000 (virtual attendees)  
 Ticket price: Free

The Mosaic Exhibition is an online collection of every photograph submitted by project participants, taken on Mosaic Capture Day (Saturday 26 September 2020). The photographs are displayed in order of the time they were taken, creating a chronological display that is representative of an ordinary day in Western Australia.

#### *Photography Skills Development Workshops*

Date: 5 – 26 September 2020  
 Venue: Online  
 Anticipated attendance: 200 participants  
 Ticket price: Free

The organisation will deliver at least four capacity building photography workshops and/or activities, focusing on young and emerging creatives. Each workshop will focus on a different aspect of the photographic art form.

#### **COVID Contingency Plan**

With the main component of this project being an online photo exhibition, the implications on the project by COVID-19 is minimal and will not be affected by the easing or retightening of restrictions. The 'in person' elements such as the Photography Walk and Picnic on Mosaic Capture Day will be held outside on the City streets and reserves with general social distancing rules applied.

#### **Previous five years City of Perth Support and Acquittals**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$15,000	KickstART Festival and Mosaic
FY 2016/17	\$7,500	Mosaic
FY 2017/18	\$8,500	Mosaic
FY 2018/19	\$18,000	\$8,000 -Mosaic \$10,000- Youth Week WA KickstART Festival 2019
FY 2019/20	\$15,000	\$15,000 -Youth Week WA KickstART Festival 2020

<b>TOTAL</b>	<b>\$64,000</b>
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### **Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	2.75
Does the project increase opportunities for the community to participate in cultural life?	3.12
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	3.12
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	4.75
To what extent are the project plan and budget realistic and value for money?	2.75
<b><u>Sub-Total- 19.5 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	0
Does the project nurture and celebrate Aboriginal culture?	1.75
<b><u>TOTAL ASSESSMENT SCORE- 21.25 out of 30 (70.83%)</u></b>	

### **Assessment Comments**

While the Mosaic Exhibition has previously been held as a physical exhibition within the City, adapting to restrictions surrounding public gatherings and hosting Mosaic as an online exhibition will boost the projects reach and accessibility to far reaching communities.

The Mosaic Exhibition will be a showcase and celebration of some of the high-quality photography taken within WA and has potential to establish new emerging talent. Engaging young people in meaningful ways is crucial to building community in Perth. Mosaic fills an important gap in the cultural calendar for cultural experiences aimed at youth.

**MAGIC NATION PRESENTS****Applicant Details**

Entity Name	Magic Nation Pty Ltd
ABN	79639189405
Entity Type	Australian Private Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

Magic Nation has been founded by Perth-based Vietnamese-Australian stage magician-illusionist, Peter Tran (stage name Peter Paxe) and Mark Parker. After debuting at FringeWorld in 2016, Peter has built a career performing in Europe and South East Asia.

Magic Nation aims to inspire, support and develop local Perth performers and those working in the magic arts industry. Magic Nation's long-term vision is to continually elevate the art of magic in Perth, and for Perth to be recognised as one of the world's most popular destinations for magic entertainment.

**Project Details**

<b>Project Title</b>	Magic Nation Presents
<b>Project Start Date</b>	25/01/2021
<b>Project End Date</b>	13/02/2021
<b>Venue</b>	Metro City Concert Club
<b>Estimated Attendance</b>	5,500
<b>Ticket Price</b>	Adult (\$29); Child (\$25); Concession (\$23)
<b>Total Project Cost</b>	\$67,027.49
<b>Total Amount Requested</b>	\$18,398 (27.44% of the total project budget)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$10,000 (14.91% of the total project budget)
<b>Assessment Score</b>	21.12 out of 30 (70%)

**Project Description**

Magic Nation intends to be at the forefront of magic in Perth by combining the use of creative technology and artistic tools to evolve the magical arts.

The goals of the project are to:

- elevate the magical arts industry in Perth, raise awareness of live performance in magic and broaden its appeal to wider audiences; and

- connect local magicians, both hobbyists and professional, and aspiring magicians and performers and community groups.

*Magic Nation Performance Program*

Date: 25 January – 13 February 2021  
Venue: Metro City Concert Club  
Anticipated attendance: 4,750  
Ticket price: Adult- \$29; Child- \$25; Concession- \$23

Magic Nation will transform the Metro City Concert Club (146 Roe St, Northbridge) into a venue for magic for the duration of FringeWorld, and will activate three areas within the venue. A total of 54 live shows over a span of three weeks will be presented as part of FringeWorld 2021.

The shows will celebrate diversity in magic, and appeal to different audiences and feature large-scale stage magic, intimate close-up wizardry, and a unique immersive spooky-themed family magic experience catering to different audiences.

*Magic Nation Workshops & Seminars*

Date: 25 January 2021  
Venue: Metro City Concert Club  
Anticipated attendance: 500 (pending COVID restrictions)  
Ticket price: Various

*Magic Nation Presents* will include educational workshops and live showcases of talent, including a series of workshops, seminars, Q&A sessions and networking events aimed at local hobbyist and professional magicians/performers.

*Talent Competition- "Perth Has Talent"*

Date: 2 February 2021  
Venue: Metro City Concert Club  
Anticipated attendance: 250  
Ticket price: \$30

To give local magicians and performers an opportunity to showcase their talents , the program will include a talent competition called, "Perth Has Talent!". Local performers will be invited to perform on stage for three judges and gain experience in front of a live audience.

Magic Nation will be partnering with Perth restaurants to promote dining specials in conjunction with the live shows. Since the shows will overlap with the Lunar New Year, some of the marketing will be tied to the celebration of the new year, encouraging families from various ethnic backgrounds to come to the city during this new year weekend (from Friday 12th February 2021).

Magic Nation will be collaborating with the West Australian Society of Magicians to present the workshops, for both club and non-club members. The West Australian Society of Magicians was formed in 1922 and is one of the oldest, operating magic clubs in the world.

**Alignment to the COVID-19 Rebound Strategy**

Magic Nation anticipate on bringing over 5,000 attendees into the city for the four-week season.

Organisers plan on working closely with Metro City Concert Club as their official venue to drive traffic and patrons to the events. Working with Metro City, Magic Nation will also host partnered club nights on Fridays and Saturdays to further encourage night-time activity.

**COVID Contingency Plan**

The applicant commits to adhering to State Government restrictions around gatherings and social distancing.

Should restrictions and social distancing requirements be enforced at the time of the programming, the applicant will employ the following strategies to mitigate the associated risks:

- As a ticketed event held within a private property, the applicant is capable of limiting attendance figures to suit state government gathering restrictions and social distancing;
- the applicant is able and willing to reduce the number of attendees in order to accommodate any further retightening of restrictions; and
- the venue will provide hand sanitiser at entry/exit points and accept contactless payment only, minimising patron contact.

**Previous five years City of Perth Support and Acquittals**

Year	Amount	Project
FY 2015/16	\$0	
FY 2016/17	\$0	
FY 2017/18	\$0	
FY 2018/19	\$4,200	FINDING MAGIC: The Wonders of Peter Paxe
FY 2019/20	\$0	
<b>TOTAL</b>	<b>\$4,200</b>	

**Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	2.37
Does the project increase opportunities for the community to participate in cultural life?	3.12



Does the project contribute to a positive sense of place within the city and its neighbourhoods?	2.87
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	3.37
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	3.87
To what extent are the project plan and budget realistic and value for money?	3.25
<b><u>Sub-Total- 18.87 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	2.25
Does the project nurture and celebrate Aboriginal culture?	-
<b><u>TOTAL ASSESSMENT SCORE-   21.12 out of 30 (70%)</u></b>	

**Assessment Comments**

Magic Nation have outlined their vision for creating a central magic hub in Northbridge during FringeWorld with enthusiasm, passion and detail. The performances have potential to attract a broad and culturally diverse audience including families through their inclusive and accessible content.

Previous productions by Peter Tran at the Perth Town Hall have been well-attended and positively received.

**HUNTED INTERACTIVE | THE STRANGER****Applicant Details**

Entity Name	Emma Humphreys
ABN	39652931491
Entity Type	Individual/Sole Trader
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

Emma Humphreys is the Director of Hunted Interactive which specialises in the creation of site-specific interactive live and online theatre performances, interactive media and hybrid events.

**Project Details**

<b>Project Title</b>	The Stranger
<b>Project Start Date</b>	07/09/2020
<b>Project End Date</b>	10/12/2020
<b>Venue</b>	<i>The Stranger</i> takes place predominantly online, with an option to participate in a live finale at the applicant's studio in West Perth.
<b>Estimated Attendance</b>	1000
<b>Ticket Price</b>	\$16
<b>Total Project Cost</b>	\$20,297
<b>Total Amount Requested</b>	\$5,604 (27.60% of the total project budget)
<b>Recommendation</b>	<b>Decline</b>
<b>Recommended Amount</b>	\$0
<b>Assessment Score</b>	20 out of 30 (67%)

**Project Description**

The Stranger is a new form of interactive theatre, responding to the changing climate surrounding COVID-19. The project utilises video calling with a live performer, website puzzles, Role Playing Game (RPG) content, and streaming video to deliver an interactive thriller story.

The finale of the online experience plays as either an on-site interaction or as a video call, adaptable to relevant social distancing conditions and/or the participant's preference. The story unfolds via interactive video streaming, between participants and the live performer.

**Alignment to the COVID-19 Rebound Strategy**

As the program applied for is an online performance it was assessed as generating a low-level of benefit for City of Perth local businesses and economy.

**COVID Contingency Plan**

With the main component of this project being an online mixed media experience, the implications on the project by COVID-19 is minimal and will not be affected by the easing or retightening of restrictions. The 'in person' elements such as the Story Finale at the applicant's studio is adaptable depending on restrictions and participant level.

**Previous five years City of Perth Support and Acquittals**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$5,500	Hall of Shadows
FY 2016/17	\$6,050	Court of Shadows
FY 2017/18	\$6,000	The Feast of Bacchus
FY 2018/19	\$6,000	All Fall Down
FY 2019/20	\$0	
<b>TOTAL</b>	<b>\$23,550</b>	

**Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.12
Does the project increase opportunities for the community to participate in cultural life?	3.5
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	2.62
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	2.5
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	3.62
To what extent are the project plan and budget realistic and value for money?	3.37
<b><u>Sub-Total - 18.75 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	1.25
Does the project nurture and celebrate Aboriginal culture?	-

<b>TOTAL ASSESSMENT SCORE -   20 out of 30 (67%)</b>
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**Assessment Comments**

*Hunted Interactive* is a local interactive theatre company which employs technology to deliver a unique offering in Perth.

However, with the program occurring online it will have a minimal impact on activating the city or supporting local businesses.

The application scored below the threshold of 70% required for support and the budget has been allocated to higher scoring applicants.

**GANDHI CREATIONS PTY LTD | CONFLUENCE OF INDIA 2020****Applicant Details**

Entity Name	Gandhi Creations Pty. Ltd.
ABN	84601042353
Entity Type	Australian Private Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

Gandhi Creations is a marketing and event management company based in Sydney.

**Project Details**

<b>Project Title</b>	Confluence: Festival of India in Australia
<b>Project Start Date</b>	15/11/2020
<b>Project End Date</b>	22/11/2020
<b>Venue</b>	TBC- Potentially Heath Ledger Theatre and/or His Majesty's Theatre
<b>Estimated Attendance</b>	2500
<b>Ticket Price</b>	Adult (\$25); Child (\$10); Concession (\$20)
<b>Total Project Cost</b>	\$72,778
<b>Total Amount Requested</b>	\$30,000 (41% of the total project budget)
<b>Recommendation</b>	<b>Decline</b>
<b>Recommended Amount</b>	\$0
<b>Assessment Score</b>	17.75 out of 30 (59%)

**Project Description**

*Confluence: Festival of India in Australia* aims to recognise and celebrate India and Australia's advancing bilateral relationship. The Festival is focused on highlighting the convergence of Indian and Australian artistry in a unique way that provides event attendees with unique experiences. The Festival aims to showcase Indian art, dance, music, meditation practices, and workshops.

*The Kutle Khan Project*

Date: 22 November 2020  
 Venue: His Majesty's Theatre  
 Anticipated attendance: 950  
 Ticket price: Adult (\$25); Child (\$10); Concession (\$20)

Kutle Khan is a multi-talented folk musician who has performed across the world. Gandhi Creations wishes to create a collaboration with Kutle Khan and Perth based artists to generate a unique blend of Indian and Australian music performed live.

*Srjan- Odissi Dance*

Date: 15 November 2020  
 Venue: Heath Ledger Theatre  
 Anticipated attendance: 550  
 Ticket price: Adult (\$25); Child (\$10); Concession (\$20)

A live dance performance by the Odissi Dance Institute, led by Guru Kelucharan Mohapatra.

*Meditation and Yoga Workshop*

Date: 16 - 17 November 2020  
 Venue: City of Per Public Space  
 Anticipated attendance: 100  
 Ticket price: Free

*Bollywood Dance Workshop*

Date: 18 November 2020  
 Venue: City of Per Public Space  
 Anticipated attendance: 250  
 Ticket price: Free

*Gond Art Exhibition*

Date: 15 - 22 November 2020  
 Venue: TBC- City based private gallery  
 Anticipated attendance: 1,000  
 Ticket price: Free

**Alignment to the COVID-19 Rebound Strategy**

The application has not rated highly as the Festival is built around visiting and touring artists with minimal benefit for the local arts and cultural sector.

**COVID Contingency Plan**

Should restriction be in place at the time of the event, the applicant will employ a hybridised version of the project that will incorporate a combination of live events and online components. The applicant will postpone the larger live performances until a time that the can be safely held.

**Previous five years City of Perth Support and Acquittals**

Year	Amount	Project
FY 2015/16	\$0	
FY 2016/17	\$0	

FY 2017/18	\$0	
FY 2018/19	\$10,000	Confluence: Festival of India in Australia
FY 2019/20	\$0	
<b>TOTAL</b>	<b>\$10,000</b>	

### **Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	2.37
Does the project increase opportunities for the community to participate in cultural life?	2.12
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	1.75
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	4
To what extent are the project plan and budget realistic and value for money?	2
<b><u>Sub-Total- 15.26 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	1.37
Does the project nurture and celebrate Aboriginal culture?	1.12
<b><u>TOTAL ASSESSMENT SCORE-   17.75 out of 30 (59%)</u></b>	

### **Assessment Comments**

There are limited opportunities identified for local artists to engage in meaningful cross-cultural exchange with the visiting artists.

The Festival is built around visiting and touring artists with minimal benefit for the local arts and cultural sector. It would be preferred for the organisation to engage and support local contemporary artists of Indian cultural heritage who are fusing modern and traditional practices to develop a unique Western Australian offering.

The application scored below the threshold of 70% required for support and the budget has been allocated to higher scoring applicants



**WIRRIN FOUNDATION PTY LTD | BLACK AND WHITE EXHIBITION****Applicant Details**

Entity Name	Wirrin Foundation Pty Ltd
ABN	88635669617
Entity Type	Australian Private Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

The Wirrin Foundation is a private art foundation specialising in the engagement and promotion of native Indigenous, emerging and established contemporary artists. The Wirrin Foundation aims to support the development of artists careers through exhibitions in galleries and online, promoting art that is sustainable and accessible to all members of society.

**Project Details**

<b>Project Title</b>	"Black and White" Exhibition
<b>Project Start Date</b>	11/09/2020
<b>Project End Date</b>	11/12/2020
<b>Venue</b>	13 Pier Street, Perth
<b>Estimated Attendance</b>	14,093
<b>Ticket Price</b>	Free
<b>Total Project Cost</b>	\$27,268
<b>Total Amount Requested</b>	\$24,268 (89% of the total project budget)
<b>Recommendation</b>	<b>Decline</b>
<b>Recommended Amount</b>	\$0
<b>Assessment Score</b>	16.25 out of 30 (54%)

**Project Description**

The Black and White Exhibition will feature works by contemporary artist Nigel Laxton, a painter whose work is predominantly of abstract, ambiguous works that have a strong connection with the environment and relate to sensory aspects of personal experience. All paintings in the exhibition will be constructed from sand collected at the beach near the artist's studio at Goolugatup (Heathcote) where Captain Stirling landed when he was exploring the area for settlement in 1827.

**Alignment to the COVID-19 Rebound Strategy**

The exhibition will only showcase one artist so the broader sector development benefits will be limited. The proposal was assessed as having low economic benefits for City of Perth businesses and economy.

**COVID Contingency Plan**

With the exhibition being held inside a private property, the applicant is able to limit the number of people within the exhibition space, adhering to public gathering restrictions;

**Previous City of Perth Funding (last five years)**

The City of Perth has not previously supported this applicant.

**Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3
Does the project increase opportunities for the community to participate in cultural life?	2.37
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	2.5
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	1.75
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	1.87
To what extent are the project plan and budget realistic and value for money?	1.35
<b><u>Sub-Total- 12.88 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	0.5
Does the project nurture and celebrate Aboriginal culture?	2.87
<b>TOTAL ASSESSMENT SCORE=   16.25 out of 30 (54%)</b>	

**Assessment Comments**

The organisation is a private art foundation which purchases and sells art. With the Black and White Exhibition showcasing only one artist (Nigel Laxton), the amount of funding requested does not represent good return-on-investment for cultural, social and economic benefits for the Perth community.

The application scored below the threshold of 70% required for support and the budget has been allocated to higher scoring applicants

**SIOUX TEMPESTT | INNOMINATE****Applicant Details**

Entity Name	The Trustee for THE TEMPESTT FAMILY TRUST
ABN	27252731362
Entity Type	Discretionary Investment Trust
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

Sioux Tempestt is a sole trading, established artist based in Perth. Sioux produces studio based abstract, mixed media and sculptural works exhibiting in solo and groups shows. Sioux has previous experience producing and managing community based public art projects, working with local governments, private companies, and individuals.

**Project Details**

<b>Project Title</b>	Innominate
<b>Project Start Date</b>	01/09/2020
<b>Project End Date</b>	30/06/2021
<b>Venue</b>	TBC
<b>Estimated Attendance</b>	1000
<b>Ticket Price</b>	Free
<b>Total Project Cost</b>	\$25,400
<b>Total Amount Requested</b>	\$10,370 (41% of the total project budget)
<b>Recommendation</b>	<b>Decline</b>
<b>Recommended Amount</b>	\$0
<b>Assessment Score</b>	16.12 out of 30 (54%)

**Project Description**

*Innominate* is a month-long immersive art exhibition experience held within a yet to be confirmed private property within the City. *Innominate* aims to challenge the traditional art exhibition by including various mediums, predominantly featuring works responding to the COVID-19 pandemic and the associated isolation resulting from it.

Sioux will give an artist talk and create a first-person style walk through video documenting the exhibition, being made available online for those who can't attend in person.

**Alignment to the COVID-19 Rebound Strategy**

The exhibition will only showcase one artist so the broader sector development benefits will be limited.

**COVID Contingency Plan**

With the exhibition being held inside a private property, the applicant is able to limit the number of people within the exhibition space, adhering to public gathering restrictions.

**Previous City of Perth Funding (last five years)**

The City of Perth has not previously supported this applicant.

**Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.87
Does the project increase opportunities for the community to participate in cultural life?	2.25
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	2.87
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	2.5
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	3.37
To what extent are the project plan and budget realistic and value for money?	1.25
<b><u>Sub-Total- 16.12 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	-
Does the project nurture and celebrate Aboriginal culture?	-
<b><u>TOTAL ASSESSMENT SCORE-   16.12 out of 30 (54%)</u></b>	

**Assessment Comments**

Although the applicant's previous works and experience is impressive, with the vast majority of the exhibition being held within an unannounced private property, the level of public participation and community benefit is likely to be minimal. Being a solo exhibition means there is limited opportunity for broader arts sector development.

With the applicant not having yet identified the building/location for the work, it is difficult to gauge the degree to which this work will activate external public space as well as the interior and draw in incidental and targeted audiences.

The application scored below the threshold of 70% required for support and the budget has been allocated to higher scoring applicants.

**LISTEN UP MUSIC | THE SONGWRITING PRIZE****Applicant Details**

Entity Name	Listen Up Music Ltd
ABN	23630197705
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Health Promotion Charity

Listen Up Music is a mental health music charity focused on their goal of making positive change to the mental health landscape across Australia. The organisation aims to do this through equipping artists and music lovers with tools and resources to manage their own, and others' mental health.

**Project Details**

<b>Project Title</b>	The Songwriting Prize - Perth Semi Final
<b>Project Start Date</b>	07/10/2020
<b>Project End Date</b>	07/10/2020
<b>Venue</b>	The Boston, Perth, WA
<b>Estimated Attendance</b>	120
<b>Ticket Price</b>	\$15
<b>Total Project Cost</b>	\$2,500
<b>Total Amount Requested</b>	\$2,500 (100% of the total project budget)
<b>Recommendation</b>	<b>Decline</b>
<b>Recommended Amount</b>	\$0
<b>Assessment Score</b>	14.75 out of 30 (49.17%)

**Project Description**

The *Songwriting Prize* is a national competition inviting musicians across Australia to write and submit an original song in response to a mental health theme.

The Prize offers shortlisted entrants an opportunity to connect with an engaged audience as they perform their songs about positive mental health and to help build community whilst discovering new talent from across the state.

**COVID Contingency Plan**

The applicant commits to adhering to State Government restrictions around gatherings and social distancing.

**Previous City of Perth Funding (last five years)**

The City of Perth has not previously supported this applicant.

**Arts Grants Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	2
Does the project increase opportunities for the community to participate in cultural life?	2.37
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	2.37
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	2
Does the individual or organisation have a demonstrated capacity to manage all aspects of the project?	3.12
To what extent are the project plan and budget realistic and value for money?	2.87
<b><u>Sub-Total- 14.75 out of 30</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	-
Does the project nurture and celebrate Aboriginal culture?	-
<b><u>TOTAL ASSESSMENT SCORE-   14.75 out of 30 (49%)</u></b>	

**Assessment Comments**

Although the organisation's mission to promote mental health and wellbeing through music holds merit, particularly as we emerge from COVID-19, the applicant fails to demonstrate their capacity to deliver on these outcomes with minimal information addressing the selection criteria within their submission.

The application scored below the threshold of 70% required for support and the budget has been allocated to higher scoring applicants.



ATTACHMENT 7.2B

**ARTS SPONSORSHIP DETAILED OFFICER ASSESSMENT**

Under the umbrella of COVID-19 Rebound Arts & Cultural Sponsorship, Arts Sponsorship is available to organisations that identify the arts as their primary purpose. Through the Arts Sponsorship program, the City aims to contribute to projects that represent a broad range of high-quality arts activity and creative cultural practice. Proposals submitted within this program must be driven by significant economic, social and cultural outcomes.

The City received seven applications in the round, which were assessed by a four-person assessment panel consisting of members from the City's administration.

Funding recommendations are based on quality of the application, satisfaction of assessment criteria and available budget. The maximum funding contribution provided by the City cannot exceed 30% of the total event budget.

**THE BLUE ROOM THEATRE | 2021 ARTISTIC PROGRAM****Applicant Details**

Entity Name	Performing Arts Centre Society Inc, trading as the Blue Room Theatre
ABN	26252073745
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

The Blue Room Theatre (“The Blue Room”) is an independent, Northbridge-based theatre organisation established in 1989. Located in its own venue in the Perth Cultural Centre, The Blue Room enables the development of new Australian theatre by providing performing artists with a venue, resources and support to create and produce their work.

The Blue Room aims to be recognised as the preeminent organisation in Australia for independent performing artists to present their work and an indispensable voice for new Australian theatre from the west coast.

**Project Details**

<b>Project Title</b>	2021 Artistic Program
<b>Project Start Date</b>	01/01/2021
<b>Project End Date</b>	31/12/2021
<b>Venue</b>	The Blue Room Theatre
<b>Estimated Attendance</b>	12,660
<b>Ticket Price</b>	Free and ticketed
<b>Total Project Cost</b>	\$989,282
<b>Total Amount Requested</b>	\$68,000 (6.87% of the total project cost)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$65,000 (6.57% of the total project cost)
<b>Assessment Score</b>	45.63 out of 60 (76%)

**Project Description**

The Blue Room aims to develop and sustain a thriving independent theatre scene in Perth. The organisation works to foster new local talent and new work through a year-round program presenting and developing the best new independent contemporary performance from Western Australia for Perth audiences and visitors to experience.

The program operates across the full range of contemporary theatre practice including playwriting, dance and physical theatre, spoken word and devised work (*collaborative, often improvisatory work by a performing ensemble*).

In 2021, the Blue Room Theatre's program will present 189 days of activity in the city, with consistent year-round programming; that provides an impact for local businesses. The Theatre will see a total of 301 performances, across the 38 weeks with at least 27 new works brought to the stage in front of 12,000 audience members. The artistic program will be complemented by a professional development program for theatre practitioners and a range of audience engagement activities throughout the year.

### *Development Seasons*

Date: February - November 2021  
Venue: The Blue Room Theatre  
Anticipated attendance: 10,268  
Ticket price: Adult (\$30); Concession (\$25); Child (\$20)

The Development Seasons program is a unique model employed by The Blue Room to support the development, presentation and sustainability of the independent theatre sector in Perth. In 2021 the Season be extended and will offer 15, three-week seasons of local independent theatre, from February to November.

Each work receives a three-week season in one of the Blue Room's performance spaces. Artists receive complimentary venue use, comprehensive production, marketing and technical support for each work and each production receives 80% of net box office takings, a \$2,000 stipend for production support and a mentorship allowance of \$500.

Additionally, free events and professional development opportunities will include:

- Playreadings from Yirra Yaakin Theatre Company's Writer's Group;
- Artist Q&As, panel discussions and critical conversations;
- Five additional artist-led, subsidised professional development programs delivered throughout the year; and
- launch event and awards nights to bring the community together to showcase and celebrate programmed artists and their work.

The Blue Room is also establishing "*Broadcasts From The Blue Room Bar*", a live podcast program with artists in conversation.

### *Winter Nights*

Date: 21 June – 31 July 2021  
Venue: The Blue Room Theatre  
Anticipated attendance: 2,000  
Ticket price: Adult- \$30; Concession- \$25; Child- \$20

Launched in 2018, Winter Nights is a festival which provides a forum for the exploration and experimentation of the craft, culture and process of making theatre, establishing early engagement with audiences.

Over six weeks, the 2021 Festival will focus on supporting emerging local talent in the development and presentation of four, two-week season presentations, alongside two facilitated programs of short works-in-development from dance and theatre artists, reaching a total of 2,000 audience members.

A nationally renowned resident artist will deliver a workshop as a skills development opportunity for local artists to enhance their professional capability. The Blue Room will have weekly conversations run alongside the works programmed in the festival in their bar for audiences, artists and the sector to engage. These will also form part of the “Broadcasts From The Blue Room Bar” series.

In 2021, the Blue Room will again partner with *Yirra Yaakin Theatre Company* to present a new work by an emerging Aboriginal artist or team during NAIDOC Week and will continue their partnership with STRUT Dance to support emerging independent dancers.

### **Alignment to the COVID-19 Rebound Strategy**

The Blue Room Audience survey results indicate attendees spend up to \$300 and an average of \$36 at Northbridge businesses per visit. The Blue Room encourage audiences to eat and drink in Northbridge before and after performances and has established promotional relationships with local businesses. The Blue Room has had a formal partnership with Alex Hotel since 2017 and other casual partnerships have included Chi Cho Gelato, Bivouac, William St Cycle Co., No Mafia, Flipside and Shadow Wine Bar.

The 37 weeks of programming included in the program will engage with approximately 300 freelance artists and production crew who will be paid a fee for their work.

The support requested from the City of Perth contributes solely to the Blue Room’s Artistic Program, specifically to provide up-front support and mentorship allowances for artists across the programs and will directly support independent freelance artists to produce their work. 80% of ticket sales are returned to local artists.

### **COVID Contingency Plan**

The Blue Room are currently following the Department of Health’s regulations, WA’s AHA Guidelines on venue safety and hygiene in hospitality, as well as Safe Work Australia and evolving Live Performance Australia guidelines for theatres and cinemas.

The Blue Room are in conversation with the Perth Theatre Trust and other neighbouring organisations in the Perth Cultural Centre to work on standardising procedures to work together to build audience confidence and ensure all audiences have safe, comfortable and high-quality experiences.

### **Sponsorship Recognition**

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

#### *Acknowledgement*

- The City of Perth will be recognised as a *Supporting Partner* of The Blue Room and will receive logo recognition on all relevant program promotional and marketing material;
- Opportunity to provide an advertisement (A6 size) in the Winter Nights brochure; and
- The City of Perth will receive verbal acknowledgement at public events and proceedings, including season and program launches and the awards night.

#### *Signage*

- Opportunity to display a City of Perth banner prominently in the stairwell leading up to both theatre spaces and the bar during Launch Events and the six-week Winter Nights Festival.

#### *Other Opportunities*

- The Blue Room will advertise that the "Broadcasts from The Blue Room Bar" live stream and podcast series is supported by the City of Perth at the time of advertising artist opportunities, in any promotion of the broadcasts and verbally as part of each of the broadcasts within the program; and
- Opportunity for a nominated City representative to speak and officially launch The Blue Room Theatre awards in December, and The Winter Nights Launch in May.

### **Previous City of Perth Funding (last five years)**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$62,531	2016 Artistic Program
FY 2016/17	\$72,351	2017 Artistic Program
FY 2017/18	\$55,000	2018 Artistic Program
FY 2018/19	\$58,000	2019 Artistic Program
FY 2019/20	\$58,000	2020 Artistic Program
<b>TOTAL</b>	<b>\$368,413</b>	

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

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.63

Does the project deliver arts activity that represents Perth's unique cultural identity?	3.75
Does the project increase opportunities for the community to participate in cultural life?	3.50
Does the project attract a broad audience and identify strategies to widen audience engagement?	3.75
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3.00
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	4.25
Does the project raise the profile and reputation of the City of Perth as a premier Capital City and arts industry leader?	3.38
Does the project stimulate the local economy and provide opportunities for engagement with local businesses?	3.63
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2.88
Has the applicant demonstrated capacity to manage all aspects of the project?	3.88
Are the project plan and budget realistic and value for money?	3.50
Does the project demonstrate financial viability through evidence of support from other government agencies, businesses or community organisations?	3.38
<b><u>Sub-Total- 42.53 out of 60</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	-
Does the project nurture and celebrate Aboriginal culture?	3.13
<b><u>TOTAL ASSESSMENT SCORE   45.66 out of 60 (76%)</u></b>	

### **Assessment Comments**

The Blue Room is an important contributor to the arts and theatre ecology of Perth and provides a platform for local artists and audiences to explore WA's unique cultural identity and voice. The Blue Room provides access to opportunities for emerging theatre artists and producers.

The Blue Room operates on a small revenue and expenditure base and delivers significant outcomes for the City's investment.

The Winter Nights program is strongly supported by the City as it assists in achieving the City's objectives of year-round activation and a signature winter arts program.

**WEST AUSTRALIAN BALLET COMPANY | WAB CITY CONNECTIONS****Applicant Details**

Entity Name	West Australian Ballet Company
ABN	55023843043
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

West Australian Ballet (WAB) was established in 1952 and was the first ballet company formed in Australia.

WAB offers an extensive program of dance throughout the year, with three to four major seasons in Perth (His Majesty's Theatre and the State Theatre Centre) as well as regional touring throughout Western Australia, choreographic workshops, an education program and other community activities. West Australian Ballet also tours nationally and internationally.

WAB's mission is to enrich people's lives through dance. WAB run a portfolio of programs for disadvantaged community groups as well as an educational outreach program with individuals and schools in metropolitan and regional areas.

**Project Details**

<b>Project Title</b>	WAB City Connections
<b>Project Start Date</b>	18/11/2020
<b>Project End Date</b>	31/12/2021
<b>Venue</b>	Perth Cultural Centre His Majesty's Theatre State Theatre Centre
<b>Estimated Attendance</b>	12,950
<b>Ticket Price</b>	Free and Ticketed Components
<b>Total Project Cost</b>	\$598,313
<b>Total Amount Requested</b>	\$80,000 (13.37% of the total project cost)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$30,000 (5.01% of the total project cost)
<b>Assessment Score</b>	45.25 out of 60 (75%)

## **Project Description**

*WAB City Connections* is a new audience development program designed to engage those segments of the public who are not traditionally the core audience of West Australian Ballet (WAB). The aim of the program is to inform and encourage participation from audience who do not currently participate in the cultural and arts programming that WAB offers in the City of Perth.

The audiences WAB are specifically looking to reach with this program are:

- younger children (ages 3-7) and their families;
- community support organisations including clients and carers, people living with disabilities, experiencing disadvantage and other barriers which prevent them from accessing mainstream culture and arts; and,
- older schoolchildren and teenagers, including those identified through socio-economic indices as experiencing disadvantage or from schools in low socio-economic areas.

The project's offerings will aim to provide enriching and educational artistic experiences either free of charge or at a heavily reduced cost. They will all take place in various locations in the City of Perth, throughout 2021, as detailed below.

### *Children's Ballet*

Date:	October 2021
Venue:	Perth Cultural Centre
Anticipated attendance:	6,500
Ticket price:	Free to the public

First piloted in 2019, the Children's Ballet is a program of free-to-the public performances aimed at young children and their families, taking place in outdoor public space in the Perth Cultural Centre as part of the wider 'Awesome Arts Festival for Bright Young Things'.

The program will feature iconic themes and stories from Australian childhood literature. While the specific productions being produced for the 2020 and 2021 Festivals are embargoed until the program announcement, this information has been provided to the City of Perth. The works proposed are unique and support local stories and cultural expression.

To suit young children, the performances will be short (30 minutes); narrated to explain action, character, emotion and the story's main elements; feature a simple story line and age appropriate subject matter. The Children's Ballet will also offer a free workshop after each show for children to learn basic ballet moves from the dancers, and an opportunity to meet the performers.

Six performances will take place in the first week of AWESOME 2021 (September / October), for an anticipated audience of 6,500.

Awesome Festival has a pre-existing partnership with DADAA (*Disability in the Arts, Disadvantage in the Arts, Australia*) which means some of their services, including an extensive Autism Spectrum Disorder Guide, will be provided for the performances.

The Children's Ballet is proposed to be the key focus of the City's sponsorship.



### *Community Dress Rehearsals*

Dates: 18 November 2020; 12 May 2021; 23 June 2021;  
15 September 2021; and 17 November 2021  
Venue: His Majesty's Theatre and the State Theatre Centre  
Anticipated attendance: 3,250  
Ticket price: Free

The Community Dress Rehearsal program offers complimentary tickets for community organisations to attend the final dress rehearsal before the opening night of each main-stage WAB production.

The program provides opportunities for people experiencing hardship, disadvantage, illness, bereavement, domestic violence and community isolation or disconnection, as well as other difficulties or personal challenges, to participate in the arts, to connect with people in need and provide inspiration, happiness and respite.

Participants will be selected through an application process, managed by WAB, to ensure tickets go to those who are most in need, and allow WAB to track the impact of the program.

### *Performances for Schools*

Date: 1 December 2020 – 30 November 2021  
Venue: His Majesty's Theatre and the State Theatre Centre  
Anticipated attendance: 2,000  
Ticket price: Adult (\$35); Child/Concession (\$17.50)

Each year approximately 2,000 school students attend a WAB program through the provision of heavily subsidised tickets. WAB data demonstrates the majority of students will not have previously visited His Majesty's Theatre or the State Theatre Centre or experienced professional live theatre. Resources are provided free of charge to schools to enable teachers to connect the performance to the curriculum within their classrooms.

A number of free tickets will be reserved specifically for disadvantaged schools.

### **Alignment to the COVID-19 Rebound Strategy**

The Children's Ballet will bring 6,500 families into the CBD during the October school holiday period. This level of visitation is likely to lead to economic benefits for Northbridge and city traders.

### **COVID Contingency Plan**

The Children's Ballet sponsorship being considered under this report is not until October 2021, so a detailed Contingency Plan is not required to be provided this far in advance.

### **Sponsorship Recognition**

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

#### *Acknowledgement*

The City of Perth will receive the title of 'Major Partner' and will receive recognition on the below print materials and digital/online platforms:

- Select WAB 2020/21 programs;
- WAB 2021 Annual Season brochure (8000 distributed);
- WAB venue lightbox posters;
- Select advertising campaign materials including flyers, posters, and press advertisements;
- WAB website and social media posts relating to the City Connections project;
- Digital screens within His Majesty's Theatre and State Theatre Centre;
- WAB digital newsletter 'Straight to the Pointe' where the City Connections project is promoted/referenced (9000 subscribers);
- Banners displayed in high traffic area at His Majesty's Theatre and State Theatre Centre during events within the City Connections project; and
- Verbal recognition as 'Major Partner' at all events within the City Connections project.

### **Previous City of Perth Funding**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$55,000	Season 2016
FY 2016/17	\$55,000	Great Leaps Program
FY 2017/18	\$0	
FY 2018/19	\$20,000	2019 Community Dress Rehearsals
FY 2019/20	\$25,000	Community Dress Rehearsals
<b>TOTAL</b>	<b>\$155,000</b>	

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

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.38
Does the project deliver arts activity that represents Perth's unique cultural identity?	2.75
Does the project increase opportunities for the community to participate in cultural life?	3.63

Does the project attract a broad audience and identify strategies to widen audience engagement?	3.50
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	2.75
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	2.63
Does the project raise the profile and reputation of the City of Perth as a premier Capital City and arts industry leader?	2.88
Does the project stimulate the local economy and provide opportunities for engagement with local businesses?	4.13
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	3.13
Has the applicant demonstrated capacity to manage all aspects of the project?	4.13
Are the project plan and budget realistic and value for money?	3.63
Does the project demonstrate financial viability through evidence of support from other government agencies, businesses or community organisations?	3.25
<b><u>Sub-Total- 39.79 out of 60</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	2.25
Does the project nurture and celebrate Aboriginal culture?	3.25
<b><u>TOTAL ASSESSMENT SCORE   45.29 out of 60 (75%)</u></b>	

### **Assessment Comments**

WAB has requested sponsorship of \$80,000 to support the three elements: The Children's Ballet, Community Dress Rehearsals and Performances for Schools.

The recommendation of \$25,000 is proposed for the sponsorship of the Children's Ballet only.

While the Panel appreciates the significant social and cultural benefits of the other programs, the Panel identified that the Children's Ballet best aligns with the City's Strategic Community Plan, COVID-19 Rebound Strategy and Cultural Development Plan.

The Children's Ballet will bring activation and vibrancy to public space in the city, providing a high-quality cultural experience free-of-charge to the public.

The Children's Ballet is targeted specifically at families and children which is a key market and focus for the City. The program will likely attract a broad and diverse segment of the community which may not otherwise come into the City and engage with culture and the arts.

**BLACK SWAN STATE THEATRE COMPANY | SECTOR DEVELOPMENT PROGRAM****Applicant Details**

Entity Name	Black Swan State Theatre Company Ltd
ABN	28053092961
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity

Black Swan State Theatre Company (BSSTC) was founded in 1991. BSSTC aims to create exceptional theatre that nurtures Western Australian audiences and artists.

BSSTC presents a program of seven mainstage productions each year, in addition to artist development, regional engagement and educational programs.

The key goals of BSSTC are to:

- be a leader in the development of new work and creative partnerships;
- be open, accessible and broaden their reach by gathering new audiences every year;
- activate the State Theatre Centre and other spaces around the city; and
- be financially sustainable and empowered.

The following strategic pillars inform the BSSTC strategic direction and the sponsorship with the City of Perth:

- *Artform* - commission new works, expand BSSTC artistic influence and collaborate with the local sector;
- *Sector Development* - be recognised within Western Australia and Australia as an innovative industry leader in education, artistic development and career pathways;
- *Access* - build the Black Swan brand, drive audience engagement and broaden appeal through partnerships and philanthropy; and
- *Finance and Governance* - be financially sustainable and empowered to be ambitious.

**Project Details**

<b>Project Title</b>	Sector Development Program
<b>Project Start Date</b>	01/01/2021
<b>Project End Date</b>	31/12/2021
<b>Venue</b>	State Theatre Centre of WA
<b>Estimated Attendance</b>	35,000
<b>Ticket Price</b>	Free and Ticketed

<b>Total Project Cost</b>	\$1,799,418
<b>Total Amount Requested</b>	\$45,000 (2.5% of the total project cost)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$45,000 (2.5% of the total project cost)
<b>Assessment Score</b>	45.25 out of 60 (75%)

### **Project Description**

BSSTC's Sector Development Program aims to strengthen and nurture the local theatre industry through a suite of professional development opportunities for local artists.

While the 2021 program is embargoed until launch, the outcomes of the 2019 Season provide a clear foundation for the application.

In the 2019 calendar year, BSSTC:

- staged 102 performances at the State Theatre Centre which were attended by a total audience of 31,035 attendees, including 19% first time tickets buyers and a 26% increase in box office;
- presented seven productions at the State Theatre Centre, including two world premieres, five Western Australian premieres, two collaborations with Sydney Theatre Company, and co-productions with local companies WA Youth Theatre Company, DADAA and Barking Gecko Theatre; and
- employed 150 artists (including 1 transgender artist, nine artists with a disability and 11 First Nations artists), with six of the seven plays in the season written and directed by women.

In 2021, there will be four components to the Sector Development Program that aim to strategically develop the whole sector, from emerging artists, to fully produced main-stage works, that will engage approximately 400 local artists. The components will include *Commissioning and Development, Professional Pathways, Sector Collaboration & Resident Artist Programs*.

The KPIs underpinning this program and the proposed sponsorship with the City for 2021 are:

- a minimum of three new works developed through the Commissioning and Development Program, and staging three new works from previous year's development programs;
- engage a minimum of two emerging theatre artists for each main-stage production at the State Theatre Centre;
- employ a minimum of four resident artists;
- collaborate with a minimum of two local small to medium arts companies; and
- commission at least one female writer through the *Funny Girl* Program.

#### *Commissioning and Development Program*

The Commissioning and Development Program offers playwrights in all stages of their career an opportunity to develop a script in an open and adventurous environment. BSSTC is committed to providing the playwrights with professional dramaturgy and creative development throughout each playwright's process.

The Commissioning and Development Program will commission leading playwrights to develop three new theatre works over the course of 2021. By commissioning new works, the Sector Development Program will provide local playwrights a platform to tell Western Australian stories.

#### *Funny Girl*

In 2020 Black Swan introduced a new program called *Funny Girl* led by Literary Director Polly Low. The program focusses on mentoring three outstanding female comedians and puts their storytelling and outspoken wit to the page in order to translate their skill into debut scripts. This commission-based program offers intensive mentorship and professional dramaturgy to emerging writers (established artists in their own right), allowing for professional development and a fresh take on play writing.

Using repurposed resources (time and people) as a result of the COVID-19 pandemic in 2020, BSSTC are able to accelerate the creative development of three commissions, to be ready for the stage in 2021.

#### *Professional Pathways Program*

BSSTC state that they are committed to developing and providing professional pathways for emerging local theatre artists, including early career directors, designers, writers, composers and actors.

This program is a formal mentorship opportunity for local emerging theatre artists, providing them the experience to work alongside, and be informally mentored, by established artists. Through the Program, BSSTC will employ two emerging artists per production.

#### *Sector Collaboration Program*

The applicant will work with small to medium arts organisations across a number of productions and projects, promoting collaboration, compassion, inclusivity and a broader sense of sector engagement. BSSTC will make their resources available to the small to medium arts organisations, in order to strengthen the ecology of the arts sector and lay foundations for audience development and sector growth.

In 2021 BSSTC plan to collaborate with the Last Great Hunt, WAAPA, Freeze Frame Opera, WASO and Rhythmos Choir.

#### *Resident Artist Program*

The Resident Artist Program will support four local artists' sustained engagement with the Company in their specific area of expertise. Working alongside Artistic Director Clare Watson, the artists will have the opportunity to develop leadership skills, collaborate on developing future programs and take on key creative positions throughout the 2021 season.

The employment of First Nation artists, as part of the Resident Artist program is a commitment BSSTC makes as a way of recognising and embodying the value of Noongar culture in the sector and wider community.

These positions within the company provide important career pathways for future Australian Artistic Directors, theatre makers, curators and/or producers. There are only a small number of similar positions in theatre companies across Australia and BSSTC is committed to the opportunities this program provides for the development of the performing arts sector.

### **Alignment to the COVID-19 Rebound Strategy**

The applicant aims to draw approximately 35,000 attendees into the City and produces seven mainstage productions annually, supporting year-round activation not just during the peak periods summer festival period.

BSSTC collaborate with local businesses in the Northbridge precinct, promoting the bars, restaurants, shops and hotels surrounding the State Theatre Centre. BSSTC encourages patrons to visit local businesses before and after performances and has a formal sponsorship relationship with Shadow Wine Bar, Adina Apartment Hotel and Alex Hotel and regularly communicates special offers to the BSSTC database.

### **COVID Contingency Plan**

The BSSTC 2021 Season is being programmed to be adaptable to a number of scenarios that will assist the organisation respond to any COVID-19 restrictions.

BSSTC will ensure compliance with any advice from the Chief Medical Officer, the WA Health Department and industry best-practice (as provided by Live Performance Australia, the Australia Council for the Arts and Performing Arts Connections Australia).

### **Sponsorship Recognition**

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

#### *Acknowledgement and Promotion*

The City of Perth will be recognised as a Sector Development Partner of Black Swan.

The City of Perth's support will be acknowledged through:

- Logo recognition on sponsor grid in season brochure and featured on Sector Development page, production programmes, subscriber newsletters, annual report, media kits and BSSTC website, advertising and promotion for public readings and sponsor slideshow in the foyer at the State Theatre Centre;
- Opportunity for the City of Perth to provide a ¼ page ad to be featured on the handbill for the Commissioning and Development Program; and
- Verbal acknowledgement in welcome speeches at Black Swan Commissioning and Development Program and Funny Girl public readings and the Opening Night of productions featuring Resident Artists or collaboration with small to medium arts companies.

*Signage*

- Opportunity for the City of Perth to provide signage for display at all Black Swan productions at the State Theatre Centre of WA and all public readings of the Commissioning and Development Program.

*Other Opportunities*

- City of Perth and Black Swan will work together to leverage the partnership in creative ways through activation and additional opportunities such as activating City of Perth venues where Black Swan plans to host an event outside the State Theatre Centre;
- Opportunity for a joint social media campaign between Black Swan and City of Perth, creating new content;
- Opportunity to offer BSSTC theatre tickets as for prizes on City of Perth social media campaign; and
- Opportunity to promote hospitality offers to audiences attending BSSTC productions and readings to support and encourage neighbouring businesses.

**Previous City of Perth Funding**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$50,000	Production Partner - The Caucasian Chalk Circle
FY 2016/17	\$30,000	Open Day Partner
FY 2017/18	\$18,000	Section Development Partner
FY 2018/19	\$45,000	Section Development Partner
FY 2019/20	\$45,000	Section Development Partner
<b>TOTAL</b>	<b>\$218,000</b>	

**Arts Sponsorship Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.88
Does the project deliver arts activity that represents Perth's unique cultural identity?	4.00
Does the project increase opportunities for the community to participate in cultural life?	2.75
Does the project attract a broad audience and identify strategies to widen audience engagement?	2.50
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	2.38



Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	3.75
Does the project raise the profile and reputation of the City of Perth as a premier Capital City and arts industry leader?	3.75
Does the project stimulate the local economy and provide opportunities for engagement with local businesses?	3.63
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	3.25
Has the applicant demonstrated capacity to manage all aspects of the project?	4.00
Are the project plan and budget realistic and value for money?	3.50
Does the project demonstrate financial viability through evidence of support from other government agencies, businesses or community organisations?	3.88
<b>Sub-Total- 41.27 out of 60</b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	-
Does the project nurture and celebrate Aboriginal culture?	4.00
<b>TOTAL ASSESSMENT SCORE   45.27 out of 60 (75%)</b>	

### **Assessment Comments**

The BSSTC Sector Development Program has a strategic and long-term focus which will assist in sustaining and developing the local industry. The Program will strengthen the City's theatre sector by providing professional development opportunities for local artists, creating stories that represent our unique cultural identity and fostering cross sector collaboration.

The commissioned projects have strong conceptual value, are varied in approach and have previously resulted in acclaimed works showcasing Western Australian stories.

**WEST AUSTRALIAN MUSIC INDUSTRY ASSOCIATION | WAMFEST 2020****Applicant Details**

Entity Name	The West Australian Music Industry Association Incorporated
ABN	19395503276
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed

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

**Project Details**

<b>Project Title</b>	WAMFest 2020
<b>Project Start Date</b>	12/11/2020
<b>Project End Date</b>	14/11/2020
<b>Venue</b>	Murray St Mall, Forrest Place (subject to availability), Yagan Square, Perth Cultural Centre, Northbridge Piazza, State Theatre Centre Various City and Northbridge licensed venues
<b>Estimated Attendance</b>	40,000
<b>Ticket Price</b>	Free and ticketed
<b>Total Project Cost</b>	\$555,00
<b>Total Amount Requested</b>	\$80,000 (14% of the total project cost)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$60,000 (11% of the total project cost)
<b>Assessment Score</b>	44.25 out of 60 (74%)

**Project Description**

Established in 1994, the WAM Festival (WAMFest) is an annual showcase of original Western Australian contemporary music. WAMFest aims to be a celebratory event for the whole community, as well as a market and audience development opportunity for WA artists. The 2020 WAMFest will be held from 12 to 14 November 2020.

At WAMFest 2019, 42,500 attendees attended performances by 882 artists across 39 stages around Perth and the metropolitan area.

The WAMFest model works by providing programming and promotion for events in City bricks and mortar businesses, as well as outdoor stages in strategic locations such as the Perth Cultural Centre.

In 2020 proposed venues will include Badlands Bar, The Bird, The Boston, Mustang Bar, Universal Bar, Jack Rabbit Slims, Amplifier Capitol, The Sewing Room, The Ellington, Belgian Beer Café, Holmes & Co and the Cheeky Sparrow reflecting the diversity of the City's live music scene.

WAMFest 2020 will incorporate the below events and programs:

*WAMFest Live Friday*

Date: 13 November 2020  
Venue: Various Perth licensed venues (see above)  
Anticipated attendance: 20,000  
Ticket price: Free

WAMFest Live Friday is a series of live music showcases staged in several city venues in and around Murray Street.

*WAMFest Live Saturday*

Date: 14 November 2020  
Venue: Various Northbridge licensed venues (see above)  
Anticipated attendance: 20,000  
Ticket price: Free

WAMFest Live Saturday is the key event within the program. This series of music events is staged in live music venues, cafes, and public outdoor spaces throughout Northbridge, creating an extended live music precinct for the day.

Venue-based programming is supplemented by the inclusion of various all-ages events staged in public open space, including the Perth Cultural Centre, Yagan Square and Northbridge Piazza. The WAMFest Live Saturday program aims to provide a varied and diverse range of events that will offer something for everyone, and will ensure that parents and young children, as well as those who may not otherwise attend live music venues, have access to local music in a familiar and safe atmosphere.

*321 Songwriting Workshop*

Date: 12 November 2020  
Venue: SAE Media Institute, Northbridge (TBC)  
Anticipated attendance: 16  
Ticket price: Free

WAM, in partnership with APRA AMCOS, will be presenting a WA edition of their *321 Songwriting Workshop* for selected West Australian songwriters. The full day, hands on workshop pairs four groups of three songwriters to collaborate over a two-hour period, with each group producing one song by session's end. APRA AMCOS will appoint a profiled songwriter as a mentor on the project; in 2019 the program mentor was Abbe May.

*Women's Music Network (WMN) Meeting - WAMFest Edition*

Date: 13 November 2020  
Venue: TBC  
Anticipated attendance: 40  
Ticket price: Free

WMNs (Women's Music Network) Meetings are held several times a year and feature a prominent female, trans or non-binary keynote speaker from the WA music industry presenting about their own experiences in the development of their careers. WMN meetings are free and open to all female, trans or non-binary people based in WA at all career levels and across all disciplines, with the series aiming to help build confidence, provide career insights and inspiration, plus increase networks.

*WAMCon (WA Music Conference)*

Date: 13 November – 14 November 2020  
Venue: State Theatre Centre of WA  
Anticipated attendance: 250  
Ticket price: Adult-(\$180); Concession (\$140)

The WA Music Conference will present a broad range of industry speakers across a range of industry specialisations. Held at the State Theatre Centre of Western Australia, WAM brings the industry together for a range of sessions across all topics over two days. The WA Music Conference offers a dynamic environment for audiences to engage with industry professionals in panel sessions, one-on-one meetings, radio pitching opportunities and networking sessions.

**Alignment to the COVID-19 Rebound Strategy**

With an anticipated attendance of approximately 40,000 patrons over the course of the project, the events are likely to generate significant economic benefits for city and Northbridge businesses and traders.

Live music is a very important part of a City's cultural offering and is one of the artforms that has the highest economic benefits attached to it, due to the nature of people wanting to eat and drink before/during/after events.

Almost 100% of the applicant's expenditure budget for WAMFest, and most of WAMCon, is spent with West Australian practitioners and businesses, including artist fees, staging and production, equipment, and the design and print of collateral.

**COVID Contingency Plan**

In planning for the 2020 WAMFest, the organisation will implement a comprehensive risk management plan to ensure the event delivery complies with State Government regulations and measures in place at that time.

WAM will work closely with all venues to ensure that all requirements for distancing, capacity and cleanliness are maintained throughout the WAMFest event program.

Should restrictions be increased at the time of WAMFest, the organisation will engage a larger number of bricks and mortar venues in the program, each operating with restricted, lower capacities in place as required (more events with less people in each). The number of events programmed in outdoor spaces may be increased, with distancing and gathering restrictions enforced at each. Other cautionary measures will include cancellation clauses in artist and contractor agreements.

### **Sponsorship Recognition**

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

#### *Acknowledgement and Promotion*

- Full page advertisement in the WAM Festival digital event program, and the printed WAMCon program;
- Logo recognition on all program promotional material, event website, and media releases;
- City of Perth named in program material as a sponsor of one WA Music Award category;
- Leaderboard/GIF banner ad and MREC ad (artwork to be supplied by CoP) in rotation on the WAM website and in WAMplifier eNews for a one-year period;
- City of Perth mentioned or incorporated into a minimum of 20 social media posts (across all channels), including tagging and use of designated hashtags; and
- Two feature posts on WAM's social media channels about the City's involvement in the WAM Festival.

#### *Signage*

- Opportunity to display City of Perth signage at the funded events.

#### *Other Opportunities*

- Opportunity for nominated City of Perth representative to participate, speak or present at any festival launch event;
- Active engagement with and promotion of any activation ideas or leveraging activities the City may propose, such as feature videos similar to participating Festival artists; and
- Promotion of a City of Perth curated West Australian music playlist on Spotify and/or Soundcloud.

### **Previous City of Perth Funding**

Year	Amount	Project
FY 2015/16	\$40,000	WAM Festival
FY 2016/17	\$40,000	WAM Festival
FY 2017/18	\$40,000	WAMFest

FY 2018/19	\$40,000	WAMFest
FY 2019/20	\$20,000	WAMFest
<b>TOTAL</b>	<b>\$180,000</b>	

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

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.38
Does the project deliver arts activity that represents Perth's unique cultural identity?	4.13
Does the project increase opportunities for the community to participate in cultural life?	3.88
Does the project attract a broad audience and identify strategies to widen audience engagement?	3.25
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3.25
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	3.75
Does the project raise the profile and reputation of the City of Perth as a premier Capital City and arts industry leader?	3.63
Does the project stimulate the local economy and provide opportunities for engagement with local businesses?	4.25
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	3.25
Has the applicant demonstrated capacity to manage all aspects of the project?	3.38
Are the project plan and budget realistic and value for money?	2.50
Does the project demonstrate financial viability through evidence of support from other government agencies, businesses or community organisations?	1.75
<b><u>Sub-Total- 40.40 out of 60</u></b>	
<b><u>OPTIONAL ASSESSMENT CRITERIA</u></b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	2.63
Does the project nurture and celebrate Aboriginal culture?	1.25
<b>TOTAL ASSESSMENT SCORE   44.28 out of 60 (74%)</b>	

### **Assessment Comments**

The funding recommendation is an increase from previous years. This reflects WAM's model of using existing bricks and mortar businesses as key venues as well as pop-up elements in strategic city places. Entertainment venues have been profoundly affected by the COVID-19 pandemic and this event prioritises supporting the local businesses and delivers significant financial benefits to local businesses and the night-time economy.

WAMFest is an important event with multiple components that provide activation in the City, develop the local music sector and showcase Perth's cultural offering. The event has solid and varied program highlighting the best of Perth music with a proven track record of high attendance and engagement.

**STRUT DANCE | THE STATEMENT****Applicant Details**

Entity Name	STRUT Dance Incorporated
ABN	22021834488
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

STRUT Dance (STRUT) is the National Choreographic Centre based at the King Street Arts Centre. STRUT aims to be an innovative arts model that supports development, collaboration and presentation opportunities for independent dance artists from across Australia and the Asia Pacific region. STRUT aims to support world-class dance techniques and choreographic methodology to enrich the local dance sector and help ignite and inspire development.

**Project Details**

<b>Project Title</b>	The Statement
<b>Project Start Date</b>	16/11/2020
<b>Project End Date</b>	20/02/2021
<b>Venue</b>	King Street Arts Centre - Studios State Theatre Centre - Rehearsal Rooms New WA Museum - City Space
<b>Estimated Attendance</b>	1,750
<b>Ticket Price</b>	Free and ticketed
<b>Total Project Cost</b>	\$229,235
<b>Total Amount Requested</b>	\$25,000 (10.90% of the total project cost)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$21,875 (9.54% of the total project cost)
<b>Assessment Score</b>	44.38 out of 60 (74%)

**Project Description**

STRUT Dance has developed a collaborative model of working with high-profile international choreographers across workshop and development programs that has seen Ohad Naharin's "Decadance" (2016), William Forsythe's "One Flat Thing, Reproduced" (2017), Punchdrunk's SUNSET (2018) and most recently Hofesh Shechter's "Hofesh in the Yard" realised in various venues across Perth.

Internationally acclaimed Canadian artist Crystal Pite is a dance choreographer that employs a unique blend of dance, mime and text. Since 2017, STRUT Dance has been working with the



training and methodology that underpins Pite's vision with a leadership team from her company, Kidd Pivot.

Through a series of workshop programs, since 2017, more than 200 independent dance artists from all over Australia and the Asia-Pacific region have engaged in STRUT's Pite program. The process will culminate in a re-staging of Pite's "The Statement" for the 2021 Perth Festival.

Recognising that there is a high-probability that travel restrictions will affect the planned program, STRUT Dance will:

- Run the workshop program online via a streaming program such as Zoom;
- Only engage Perth-based artists for the performance program.

#### *Crystal Pite – Workshop Program*

Date: 16 November – 27 November 2020  
Venue: King Street Arts Centre Studios, State Theatre Centre WA  
Anticipated attendance: 40

Leading artists from Crystal Pite's Kidd Pivot Company will direct 40 dance artists in a two-week intensive master workshop that unpacks the core principles and methodology of Pite's choreographic vision. Participants will study the physical language that underpins Pite's repertoire as well as learn choreography from across her portfolio.

The workshops will culminate in a public development show by the 40 participants of the final workshop at the State Theatre Centre of WA.

#### *Crystal Pite – The Statement*

Date: 16 February – 20 February 2021  
Venue: WA Museum  
Anticipated attendance: 1400  
Ticket price: Adult (\$25); Concession/Child (\$20)

Seventy dance artists are expected to audition for the presentation of "The Statement" by Crystal Pite for the 2021 Perth Festival.

The development of "The Statement" will culminate in ten performances in the Perth Festival at the WA Museum. STRUT Dance will be the first organisation to restage "The Statement" since it premiered on Netherlands Dance Theatre in 2016.

"The Statement" comprises a cast of four dancers - two women/two men. The intention is to use two casts in order to optimise the investment of those independents artists who have engaged in the workshop program since 2017. The aim is to rotate casts across the presentation season with each cohort performing the work five times.

### **Alignment to the COVID-19 Rebound Strategy**

The program will stimulate the local economy by collaborating with local businesses around the WA Museum precinct. When STRUT presented "One Flat Thing, Reproduced" and "Hofesh in the Yard" in the Courtyard of the State Theatre Centre, post-show impact survey results with local businesses including Bivouac, The Bird, Lot 20, Suama, Shadow Bar, Chicho Gelato and Mechanics Institute all demonstrated a minimum 25 to 30% increase in patronage both two hours before and after the presentation.

STRUT will implement a number of special deals and promotions across the season including a reciprocal discount deal with Planet Books on William Street, PICA Bar and The Court Hotel. Chicho Gelato intends to design a bespoke STRUT Dance flavour and Bivouac a STRUT menu to further cross-promote the event and surrounding food and beverage options.

### **COVID Contingency Plan**

Recognising that there is a high-probability that travel restrictions will affect the planned program, STRUT Dance will:

- Run the workshop program online via a streaming program such as Zoom;
- Only engage Perth-based artists for the performance program.

### **Sponsorship Recognition**

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

#### *Acknowledgement and Promotion*

Acknowledgement of the City of Perth as a Supporting Partner across the following platforms and opportunities:

- All promotional material, including posters, flyers, STRUT eDMS the Perth Festival brochure, and website; and
- Verbal acknowledgement at all workshops, auditions and public performances, fundraising events and philanthropic touch-points and in any media, radio or tv.

#### *Signage*

- City of Perth collateral displayed at all workshops, auditions, and public performances.

#### *Other Opportunities*

- Opportunity for a nominated City representative to speak in a special ABC report which will begin filming during the November 2020 workshop/audition and will go to air in February 2021 as promotion for the Perth Festival season; and
- Opportunity for a City representative to speak at the Pite workshop showing in November 2020 at the State Theatre Centre.

**Previous City of Perth Funding**

Year	Amount	Project
FY 2015/16	\$20,000	Mi Casa es Su Casa
FY 2016/17	\$10,000	MoveMe - Group application with Ausdance WA, Co:3 and Performing Lines
FY 2017/18	\$12,500	One Flat Thing, Reproduced Performance Season - Perth Festival 2018
FY 2018/19	\$12,500	Sunset - Creative Development
FY 2019/20	\$25,000	Hofesh in the Yard Performance Season - Perth Festival 2020
<b>TOTAL</b>	<b>\$80,000</b>	

**Arts Sponsorship Assessment Score Card**

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

<b>ESSENTIAL ASSESSMENT CRITERIA</b>	<b>SCORE (5)</b>
Does the project demonstrate artistic excellence?	4.00
Does the project deliver arts activity that represents Perth's unique cultural identity?	3.00
Does the project increase opportunities for the community to participate in cultural life?	3.13
Does the project attract a broad audience and identify strategies to widen audience engagement?	3.13
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3.25
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	4.00
Does the project raise the profile and reputation of the City of Perth as a premier Capital City and arts industry leader?	3.75
Does the project stimulate the local economy and provide opportunities for engagement with local businesses?	3.50
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	3.38
Has the applicant demonstrated capacity to manage all aspects of the project?	4.00
Are the project plan and budget realistic and value for money?	4.00
Does the project demonstrate financial viability through evidence of support from other government agencies, businesses or community organisations?	3.88
<b>Sub-Total- 43.02 out of 60</b>	

**OPTIONAL ASSESSMENT CRITERIA**

*The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.*

Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	1.38
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Does the project nurture and celebrate Aboriginal culture?	-
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<b>TOTAL ASSESSMENT SCORE   44.40 out of 60 (74%)</b>
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**Assessment Comments**

STRUT's model of bringing in internationally renowned choreographers to work with local dancers, has a demonstrated track record of achieving artistic excellence, producing highly unique and innovative contemporary dance which connects Perth and its artists to a global network.

STRUT has outlined a high-quality contemporary dance offering that has the potential to engage new audiences. Through the workshop the public has the opportunity to experience the development of the work.

The end product promises to deliver an exciting, world class performance which will highlight local talent and showcase the external spaces of the Museum.

The key outcomes are around building and sustaining a local contemporary dance industry through employment, professional development and high-level partnership and networking at an international level. This proposal offers significant development opportunities for the local contemporary dance sector.

STRUT have consistently delivered high quality programming in the past. The project will have considerable artistic outcomes and as part of Perth Festival, will increase Perth's reputation as a premier arts city.

In response to the likelihood of travel restrictions, STRUT will utilise technologies such as Zoom to run the workshops virtually, ensuring the program is able to appropriately pivot to the challenges of COVID-19.

**THE LESTER PRIZE 2020****Applicant Details**

Entity Name	The Lester Prize
ABN	76562139103
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

The Lester Prize (formerly ARTrinsic Inc), a not-for-profit organisation, founded in 2007 to provide an avenue for artists to exhibit works of portraiture within Western Australia.

The Prize was formerly known as the Black Swan Prize for Portraiture, however changed its name in 2018 in honour of the award's leading patron, Richard Lester as part of an extensive rebrand.

**Project Details**

<b>Project Title</b>	The Lester Prize Exhibition and Public Program
<b>Project Start Date</b>	02/10/2020
<b>Project End Date</b>	30/12/2021
<b>Venue</b>	Art Gallery of Western Australia; FRANK Café; Perth Cultural Centre; Yagan Square; Forrest Place; Brookfield Place; City of Perth Library
<b>Estimated Attendance</b>	100,500
<b>Ticket Price</b>	Free
<b>Total Project Cost</b>	\$469,500
<b>Total Amount Requested</b>	\$80,000 (17.03% of the total project budget)
<b>Recommendation</b>	<b>Approval</b>
<b>Recommended Amount</b>	\$50,000 (10.65% of the total project budget)
<b>Assessment Score</b>	43.88 out of 60 (73%)

**Project Description**

The Lester Prize is an annual art competition and exhibition that aims to attract and showcase high profile Australian portraiture artists, with a total prize pool of around \$70,000.

Established in 2007, the Prize is held within the Art Gallery of Western Australia (AGWA) and is open to the public, free of charge.

Each year, forty finalists are selected from an open-entry process (over 400 entries were received in 2019). The finalists' artworks will be on display at AGWA in the Centenary Galleries from

Saturday 31 October – Sunday 29 November 2020. In addition to the main prize, the Awards also include an Artist Prize, People’s Choice Prize and Youth Award.

Accompanying the Exhibition, the Public Program will activate the City with art workshops, live demonstrations, portraiture challenges, guided tours, curator tours, artist floor talks, outdoor exhibitions, artist conferences and artist studio visits. The Public Program aims to engage, stimulate and educate participants and audiences, inspire dialogue, discussion and debate and engender a genuine interest and appreciation of portraiture.

The 2020 program will introduce a series of ‘festival-style’ events tailored to engage multigenerational, multicultural and disadvantaged audiences. These events aim to break down barriers and create an inclusive, collective experience for the audiences and artists alike.

The Public Program will include:

*Community Outdoor Exhibition*

Date: 31 October 2020 - 30 November 2020  
Venue: Perth Cultural Centre & other Perth CBD locations (TBC)  
Ticket price: Free

The Lester Prize Community Outdoor Exhibition comprises artworks by The Lester Prize Youth Finalists, as outcomes of a Community Program with Starlight Livewire/Perth Children’s Hospital and Dementia-specific workshops. These works are reproduced digitally and displayed on Outdoor Exhibition Boxes displayed at in the Perth Cultural Centre.

*Salon des Refuses (Semi-Finalist) Outdoor Exhibition*

Date: 2 November 2020 – 27 November 2020  
Venue: Brookfield Place  
Ticket price: Free

Entrants to The Lester Prize who were not selected as finalists for the Main Exhibition will have an opportunity to showcase their work to the public with their artworks digitally printed and displayed on large Outdoor Exhibition Boxes.

*On The Big Screen*

Date: 31 October 2020 – 30 November 2020  
Venue: Perth Cultural Centre, Yagan Square Tower, City of Perth Library & Northbridge Piazza Screens

Digital exhibitions of The Lester Prize Adult, Youth and Semi-Finalist (Salon des Refusés) works are showcased on screens throughout the city. The aim of the digital exhibitions is to attract wider audiences, providing artists an increased profile and the public new ways of engaging with the artform.

*Artist Mentoring and Education*

The Lester Prize provides participating artists with professional development, mentoring, employment and networking opportunities. The Lester Prize hosts an Artist Conference which

presents a series of targeted professional development seminars aimed to inspire, enlighten and clarify aspects of the complex art world.

#### *Podcast Series*

Featuring artists within the Exhibition, discussing the work(s) they are displaying and the stories behind them.

#### *Artist Floor Talks*

A series of artist floor talks with the Prize finalists and AGWA's Associate Curator 21st Century Arts, Dunja Rmandić. Audiences will be given an insight into the creation and stories behind the finalists' work; offered free of charge to the public.

#### *Guided and Curator Tours*

AGWA gallery guides lead free-to-the-public tours of the Lester Prize Main Exhibition. Curator tours will also be held where Dunja Rmandić, Associate Curator 21st Century Arts at AGWA, will walk audiences through the exhibition to increase education and engagement.

#### *Public Program – Live Art Demonstrations and Portrait Challenges*

Date: 31 October 2020 – 30 November 2020  
Venue: Perth Cultural Centre and others TBC  
Anticipated attendance: 150  
Ticket price: Free

The pop-up Live Portrait Challenges aim to activate both outdoor and indoor precincts. These events take place around the city during The Lester Prize Exhibition Season. They are free for the public to participate and feature well-known Perth identities who pose for artists and the general public.

While the 2020 collaborators are not yet confirmed, the 2019 collaboration partners included WA Portrait Artists, Perth Symphony Orchestra, Black Swan Theatre and Perth International Jazz Festival. The aim of the events is to use art as an expressive tool to explore, develop and practice creativity and for artists to expand their creative network, further develop their art practice and be inspired and encouraged.

#### *Community Workshops*

Date: 1 October 2020 – 31 December 2021  
Venue: Art Gallery of WA, WA schools (TBC), Clontarf Academies  
Anticipated attendance: 150  
Ticket price: Adult- \$45  
Concession- \$25  
Child- \$15

Throughout the year and during the Exhibition Season, The Lester Prize conducts art workshops with a number of community organisations including WA schools, Clontarf Academy and Perth Children's Hospital.

### **Alignment to the COVID-19 Rebound Strategy**

The Lester Prize brings a large number of visitors (in excess of 100,000) into the city for the Main Exhibition and associated community programs. This provides significant visitation to support local business and retailers.

### **COVID Contingency Plan**

The Lester Prize is working closely with exhibition partner the Art Gallery of Western Australia and partners such as Brookfield to follow appropriate public health guidelines. The Lester Prize will continually assess whether to postpone, cancel, or significantly reduce the number of attendees for planned events, based on the conditions at the time.

As part of their Contingency Plan, the organisation will plan for alternative ways for participants to enjoy the events and activations by other means, including:

- livestreamed artist floor talks;
- live art demonstrations livestreamed or recorded from the artist's home studio and webcast;
- workshops filmed and livestreamed or webcast;
- smaller scaled events organised and scheduled to occur more than once;
- virtual digital exhibitions produced and made available online; and
- outdoor pop-up events can be postponed as appropriate.

### **Sponsorship Recognition**

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

#### *Acknowledgement*

- Recognition of the City of Perth as the "Presentation Partner" on all promotional and marketing materials including posters, brochures, advertising and promotional signage, invitations, e-newsletters, on the Big Screen displays and Outdoor Exhibition Boxes;
- Inclusion of the City of Perth logo and sponsor profile on the home page of the The Lester Prize website, and links back to the City of Perth website;
- Logo inclusion on exhibition signage throughout the duration of the exhibitions, including corporate evenings, community events and award nights;
- Logo inclusion on the projection screens at the Main Awards Night & Youth Awards Night;
- Verbal acknowledgement of the City of Perth in media presentations or interviews;
- Promotion of the City of Perth via "what's on" websites and art competition directories; and
- Promotion on Social Media platforms, including cross promotion with sponsors and exhibition partners.

#### *Signage*

- Opportunity to display City of Perth signage at exhibitions (excluding AGWA) and community events.



*Other Opportunities*

- Opportunity for a nominated City representative to speak at the Main Awards Night to be held at the Art Gallery of Western Australia;
- Opportunity for a nominated City representative to speak at the Youth Awards Night to be held at Brookfield Place; and
- Opportunity for the provision of content creation opportunities for the City of Perth, utilising artworks created by Australia's finest portraiture artists.

**Previous City of Perth Funding**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$50,000	Black Swan Prize for Portraiture
FY 2016/17	\$30,000	Black Swan Prize for Portraiture
FY 2017/18	\$60,000	Black Swan Prize for Portraiture
FY 2018/19	\$60,000	Black Swan Prize for Portraiture
FY 2019/20	\$60,000	The Lester Prize
<b>TOTAL</b>	<b>\$260,000</b>	

**Arts Sponsorship Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.50
Does the project deliver arts activity that represents Perth's unique cultural identity?	3.38
Does the project increase opportunities for the community to participate in cultural life?	3.75
Does the project attract a broad audience and identify strategies to widen audience engagement?	3.88
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	3.63
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	3.13
Does the project raise the profile and reputation of the City of Perth as a premier Capital City and arts industry leader?	3.38
Does the project stimulate the local economy and provide opportunities for engagement with local businesses?	3.13

Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2.38
Has the applicant demonstrated capacity to manage all aspects of the project?	3.75
Are the project plan and budget realistic and value for money?	3.50
Does the project demonstrate financial viability through evidence of support from other government agencies, businesses or community organisations?	3.25
<b>Sub-Total- 40.66 out of 60</b>	
<b>OPTIONAL ASSESSMENT CRITERIA</b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	3.25
Does the project nurture and celebrate Aboriginal culture?	-
<b>TOTAL ASSESSMENT SCORE   43.91 out of 60 (73%)</b>	

### **Assessment Comments**

The Lester Prize is a unique combination of exhibitions, events and activations.

The Public Programs are the key focus for the City of Perth sponsorship as they successfully enliven public space with cultural activity and engage a broad and diverse audience with a unique offering. The activations such as the pop-up events and outdoor exhibitions support the inclusive nature of art. Many of these events are free to attend and they take place across the city, exposing the art to people who may not normally visit an art gallery.

The Prize also provides an important platform for professional artists to showcase their works, build skills and networks. The project offers good career path opportunities for young, emerging and disadvantaged artists leading up to and after the event.

Partnerships with organisations such as Propel, schools and Community Arts Network will boost youth engagement and generate meaningful engagement with diverse groups.

**Co:3 | SECTOR DEVELOPMENT PROGRAM****Applicant Details**

Entity Name	The Contemporary Dance Company of Western Australia Limited
ABN	69169595537
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity

The Contemporary Dance Company of Western Australia (Co3) is a Perth-based company which aims to support and inspire the development of contemporary dance. Led by Artistic Director, Raewyn Hill, Co3 is guided by the key programming principles of curate, commission, and create.

Based out of the King Street Arts Centre, Co:3 produces an annual program of mainstage works and delivers a range of programs using contemporary dance and performing arts as a foundation to support the holistic, personal development of people through youth, education and engagement programs.

**Project Details**

<b>Project Title</b>	Sector Development Program
<b>Project Start Date</b>	01/01/2021
<b>Project End Date</b>	31/12/2021
<b>Venue</b>	State Theatre Centre of Western Australia King Street Arts Centre Perth Cultural Centre
<b>Estimated Attendance</b>	5,780 attendees
<b>Ticket Price</b>	Free and Ticketed Programs
<b>Total Project Cost</b>	\$188,000
<b>Total Amount Requested</b>	\$40,000 (21% of total project cost)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$25,000 (13% of total project cost)
<b>Assessment Score</b>	37 out of 60 (62%)

**Project Description**

Co:3 produces an annual program of main stage works by its professional ensemble. Co:3's 2021 program will include a world premiere, high-profile collaborations and annual youth, education, and outreach programs.

Co3 is committed to developing artists and the local contemporary dance sector. Co3 demonstrates this commitment through a suite of sector development and audience engagement programs and initiatives.

Co:3 seeks support from the City for the following programs in 2021:

*Artist-in-Residence and CO: Youth Dance Company Performance*

Co:3's Artist-in-Residence program offers a local dancer or emerging choreographer the platform to develop their choreographic skills and create a new contemporary dance work with Co:3's Co: Youth Dance Company.

The aim of the program is to support an early career artist with mentorship and development of skills and professional capacity. Through this program, Co:3 aims to provide a meaningful opportunity to make it possible for local dancers and creatives to remain and live in Perth and support a successful career.

Selected through an EOI application process, The Artist-in-Residence will create a new site-specific dance work with the Co:Youth Dance Company, over 4 weeks, culminating in a free performance of the work in the Perth Cultural Centre as part of the 2021 AWESOME Festival.

Co:Youth Dance Company brings together young aspiring dancers aged between 12 and 19 years and offers a platform to develop skills and experience. The program empowers youth to communicate their views and ideas through the creation of performance and explore and reflect on their understanding of themselves and the world around them through the medium of dance.

City of Perth funding will contribute towards production costs and fees for creative personnel engaged in the production of this work including a composer, live musician, designer, production and stage managers – increasing professional employment opportunities for local emerging creative and production personnel.

*Raewyn Hill Masterclass Series*

Co:3's Founding Artistic Director, Raewyn Hill is a critically acclaimed and internationally renowned choreographer. Co:3 will provide professional development opportunities for artists through the Raewyn Hill Masterclass Series. Run at State Theatre Centre WA, the Masterclasses will be open to the professional dance sector.

*Subsidised Tickets*

Co:3 aims to keep ticket prices at a comparatively low price to ensure that dance experiences are widely accessible and open to various ages and demographics. In 2021, Co:3 plans to offer subsidised, \$25 Industry Tickets, providing artists and arts workers not in full-time employment with affordable, greater access to Co:3's performances.

To further community engagement and benefit, Co:3 will offer an allocation of 200 fully-subsidised tickets to various community groups operating within the City of Perth boundaries, such as Chung Wah Association, Australia Japan Society, Volunteering WA, WA AIDS Council, BeFriend, CARAD and Freedom Centre. This program provides the opportunity for all audiences to access contemporary dance, regardless of their economic status, age or physical capacity.

### **Alignment to the COVID-19 Rebound Strategy**

Co:3 will actively explore cross-promotional opportunities with local businesses in Perth including existing hospitality partners and other food and beverage retailers and develop food and ticket packages and/or food and beverage discounts for artists and participants. Additionally, Co:3 will offer local businesses the opportunity to include appropriate offers in communications related to projects especially around performance times.

Co:3 has existing connections to Northbridge hospitality retailers including No Mafia, Chi Cho Gelato, Shadow Wine Bar, the Alex Hotel and the Rechabite.

### **COVID Contingency Plan**

For performances and workshops, Co:3 will work closely with collaborating presenters and venues to ensure that appropriate health and safety measures are in place.

The organisation will plan for a number of potential scenarios that could include:

- working with presenters and venues to re-schedule or present the performances in an alternative form i.e. through recording or live stream, if viable;
- extending the season and reduce audience attendance numbers;
- limiting workshops to small capacities or investigate delivering the workshops online.

### **Sponsorship Recognition**

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

#### *Acknowledgement*

- City of Perth will be acknowledged as Sector Development Partner for Co3's 2021 program;
- The City of Perth logo will be included in the 2021 program announcement print collateral, digital collateral, show programs, Co:3 website, e-newsletters and digital screen slideshows or projections displayed in foyer at Program Launch and during performance seasons (2 main-stage shows + program launch), where relevant;
- Acknowledgement in social media posts related to sponsored programs;
- Logo inclusion in video content produced and screened as part of supported projects;
- Opportunity for logo inclusion on Co:Youth Dance Company uniform hoodies or other clothing item.

#### *Signage*

- City of Perth signage displayed at 2021 Program Launch event, in foyer for performances and at venue for Co:Youth Dance Company performances.

*Other Opportunities*

- Opportunities to cross promote key City programs in Co:3 monthly e-newsletters (up to 2 per year);
- Opportunity for a nominated City representative to speak at pre- / post-show events of performances where subsidised tickets are offered; and
- Opportunity to offer Co3 tickets as prizes for City of Perth social media promotions.

**Previous City of Perth Funding**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$30,250	City of Perth Community Access Program
FY 2016/17	\$15,000	Co3 Arts & Community Access Program
FY 2017/18	\$20,000	CoYouth Ensemble City Activation Dance Project
FY 2018/19	\$38,000	Dance in our City of Perth Film Series (\$18,000) Co3 Professional Development Arts Hub & Community Engagement Program (\$20,000)
FY 2019/20	\$40,000	Sector Development Program
<b>TOTAL</b>	<b>\$153,250</b>	

**COVID-19 Rebound Arts Sponsorship Assessment Score Card**

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

<b><u>ESSENTIAL ASSESSMENT CRITERIA</u></b>	<b><u>SCORE (5)</u></b>
Does the project demonstrate artistic excellence?	3.13
Does the project deliver arts activity that represents Perth's unique cultural identity?	2.88
Does the project increase opportunities for the community to participate in cultural life?	2.88
Does the project attract a broad audience and identify strategies to widen audience engagement?	2.75
Does the project contribute to a positive sense of place within the city and its neighbourhoods?	2.63
Does the project support development of the local arts and cultural sector through the provision of professional development opportunities such as skills development, networking, connection and/or collaborations?	3.63
Does the project raise the profile and reputation of the City of Perth as a premier Capital City and arts industry leader?	2.63
Does the project stimulate the local economy and provide opportunities for engagement with local businesses?	3.00

Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2.50
Has the applicant demonstrated capacity to manage all aspects of the project?	3.25
Are the project plan and budget realistic and value for money?	3.00
Does the project demonstrate financial viability through evidence of support from other government agencies, businesses or community organisations?	3.13
<b>Sub-Total- 35.41 out of 60</b>	
<b>OPTIONAL ASSESSMENT CRITERIA</b>	
<i>The below is non-essential criteria (optional) based on goals identified in the City of Perth Strategic Community Plan. Applicants who can demonstrate their project achieves this outcome can receive additional assessment points.</i>	
Does the project assist the City of Perth in activating public places that are well patronised and enjoyed by all?	1.63
Does the project nurture and celebrate Aboriginal culture?	-
<b>TOTAL ASSESSMENT SCORE   37.04 out of 60 (62%)</b>	

### **Assessment Comments**

Co:3 has a strong track record of delivering successful youth and training programs that are engaging, participatory, collaborative and that promote health and wellness. Co:3's youth program was awarded the 2018 Australian Dance Award for *Outstanding Achievement in Youth Dance* with the panel commending the youth for the high degree of collaboration and creativity, and for their evident enthusiasm and commitment to the work.

Co:3's sector development program has a strong focus on creative development of youth and will contribute to support and maintain positive youth culture and wellbeing in the city. The program would be greatly strengthened by identifying partnerships and/or strategies designed to actively engage culturally diverse youth in contemporary dance.

Programs offered in this application continue to demonstrate Co:3's commitment to creating inclusive and fun environments for dance experiences that promote the city as a positive place to be.

The application outlines well-considered, engaging and positive training and pathway programs for the local dance sector that build their skills, knowledge, confidence, ability to communicate and connect with others.

The proposed programs aim to offer local artists meaningful employment opportunities including the Artist in Residence Position, Teaching Artists as well as creative, production and technical staff to work on the productions.

ATTACHMENT 7.2C

**MAJOR EVENTS AND FESTIVALS DETAILED OFFICER ASSESSMENT**

Under the umbrella of COVID-19 Rebound Arts & Cultural Sponsorship, Major Events and Festivals sponsorships are available for organisations delivering large scale annual events of national significance. The program is designed to support events which enhance Perth's reputation as a major events destination and capital city with a vibrant and diverse economy.

Two organisations, ARTRAGE Inc and Perth International Arts Festival Ltd, were invited to apply in recognition of their proven track-record for generating significant economic, social and cultural benefits for the Perth community.

The applications were assessed by a three-person assessment panel consisting of members from the City's administration.

Funding recommendations are based on quality of the application, satisfaction of assessment criteria and available budget.

The maximum funding contribution provided by the City cannot exceed 30% of the total event budget.

**Summary**

Perth Festival and FringeWorld are signature annual events which deliver comparable outcomes to the City (albeit with significantly different event models).

The assessment panel recommended that both FRINGE WORLD and Perth Festival be supported at \$300,000 each, which would be the same level of support as the previous three years. This would be in recognition of the significant economic, cultural and social outcomes for the community provided by both events.

However, the maximum amount available to allocate to these events in the City's Arts & Cultural Sponsorship 2020/21 budget is \$263,750 for each event and therefore this is the recommendation for both events.



**FRINGE WORLD 2021****Applicant Details**

Entity Name	ARTRAGE Inc
ABN	90 649 491 963
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity

ARTRAGE Inc (ARTRAGE) is a not-for-profit charitable organisation with a mission to enrich and evolve the culture of Western Australia and provide enduring benefits for artists, audiences and a diverse group of stakeholders through presenting events with global appeal.

ARTRAGE produces the annual FRINGE WORLD Festival as well as the Rooftop Movies and the Girls School Cinema programs.

The organisation annually stimulates around 2,000 full-time-equivalent jobs during the Festival and at its peak during the summer period, ARTRAGE has more than 350 employees on its payroll. The core, year-round ARTRAGE team is 21 full-time-equivalent positions. ARTRAGE is governed by a voluntary Board of Directors.

The majority of ARTRAGE's income (76.5%) is achieved through box office revenue and food and beverage sales from FRINGE WORLD, Rooftop Movies and Girls School Cinema. The remaining income is in-kind sponsorship (11.6%), government funding (7.6%), cash sponsorship (4.1%) and donations (0.2%). As a percentage of total income, the City of Perth's contribution in 2020 was approximately 1.25%.

An analysis of the Western Australian arts and cultural sector conducted by Business News during the 2018/19 financial year, ranks ARTRAGE 1st for operating revenue, 2nd for total patron engagement (behind the State Library).<sup>1</sup>

**FRINGE WORLD Background**

A 'Fringe Festival' is an event showcasing a selection of eclectic performances from small companies and independent artists.

The Perth-based FRINGE WORLD Festival is the largest and highest attended annual event in Western Australia and the third largest Fringe in the world (following the Edinburgh Festival Fringe and Adelaide Fringe Festival).

FRINGE WORLD will be celebrating its tenth anniversary at the 2021 event (a pilot program was held in 2011, the first full FRINGE WORLD Festival was held in 2012).

<sup>1</sup> [https://www.businessnews.com.au/List/arts\\_cultural\\_organisations](https://www.businessnews.com.au/List/arts_cultural_organisations)

During the Festival, shows are presented in an array of venues across the City of Perth and wider metropolitan area with thousands of local, national and international artists participating in hundreds of different shows ranging across cabaret, circus, comedy, film, exhibitions, music and theatre.

The 2020 FRINGE WORLD program included more than 700 events at over 150 venues spread across Perth city and other metropolitan suburbs and regional towns in Western Australia. The Festival had more than 400,000 ticketed attendances and generated box office sales of nearly \$11 million. Attendance at ticketed and non-ticketed events was in excess of 820,000 people.

The 2020 Festival featured 2,348 participating artists from Western Australia (72% of all participants). The Festival notes it is the largest performance platform for artists in WA.

FRINGE WORLD is an open-access Festival, which means any artist can participate. Participants pay a registration fee, find a venue and they're included on the program. Venues participating in the Festival are independent and not directly managed by FRINGE WORLD who do not have any involvement in their programming or management.

In the 2019/20 financial year, \$9,375,480 was paid to artists and arts companies as their box office return.

### **Project Details**

<b>Project Title</b>	FRINGE WORLD Festival 2021
<b>Project Start Date</b>	15/01/2021
<b>Project End Date</b>	14/02/2021
<b>Venue</b>	Russell Square - Pleasure Garden Girls School, East Perth Other city bricks and mortar venues
<b>Estimated Attendance</b>	355,065 attendees (176,605 at free-to-the-public events and 178,460 at ticketed events)
<b>Ticket Price</b>	Free and ticketed  In 2020 the average ticket price in 2020 was \$28 and there were 48 free events on offer.
<b>Total Project Cost</b>	\$17,792,303
<b>Total Amount Requested</b>	\$300,000 (1.7% of the total project budget)
<b>Recommendation</b>	<b>Approve</b>
<b>Recommended Amount</b>	\$263,750 (1.5% of the total project budget)
<b>Assessment Score</b>	58.17 out of 65   (89%)

The 10<sup>th</sup> anniversary FRINGE WORLD will take place from Friday 15 January to 14 February 2021. The event will be positioned as a community celebration following the COVID-19

pandemic and for FRINGE WORLD to be a key stimulator for the revival and rebound of the city.

The City of Perth sponsorship will specifically support the “City of Perth Power Hour” free public performances; the Festival’s local business engagement program; and the Key Festival Hubs at Russell Square and the Girls School.

### **Key Festival Hubs**

While the majority of venues are independent, the Festival does traditionally manage several FRINGE WORLD venues directly. In 2020 these included the Woodside Pleasure Garden (Russell Square), the Ice Cream Factory, the Girls School (East Perth) and pop up venues at FRINGE Central in the Perth Cultural Centre and Yagan Square.

In a response to the COVID-19 pandemic, ARTRAGE will run only two major hubs as part of the 2021 Festival: the Woodside Pleasure Garden at Russell Square and the Perth Girls School in East Perth.

All other Fringe shows will be held in existing bricks and mortar businesses. The Festival will include as many independent venues that choose to participate and registrations opened in July. In 2021 FRINGE WORLD will be waiving registration fees for all venues.

This model has been selected to support the following objectives:

- support bricks and mortar businesses through increased attendance; and
- allow the event to adapt should COVID-19 restrictions be reintroduced (it is easier for smaller, permanent venues to adapt to restrictions and control attendance).

### **Paint the Town Fringe**

To celebrate its 10<sup>th</sup> anniversary, the Festival will Paint the Town Fringe (i.e. pink) for the entire month of FRINGE WORLD. Working closely with venues and artists across Perth, the Festival’s aim is for Fringe Pink to be seen across the city.

Lighting gels will enable shops and buildings in the City of Perth to ‘pinkify’ their existing lighting. Festival organisers also plan to work with the City of Perth to ensure all shops and major buildings (such as Council House, Optus Stadium, Trafalgar Bridge, Matagarup Bridge) are highlighted with pink lighting.

### **City of Perth Power Hour**

Launched at the 2020 Festival, the City of Perth will receive naming rights acknowledgement to the "City of Perth FRINGE WORLD Power Hour". Held every Saturday and Sunday of the Festival, the event is designed to provide a sample of Fringe acts free-of-charge outdoor in public spaces (these have previously been held in Yagan Square and Forrest Place).

While the full scope and location for Power Hour in 2021 is yet to be fully confirmed, FRINGE WORLD is currently planning to reprise the program as per the previous Festival.

## **Local Business Engagement**

In recognition of the difficult financial environment resulting from the COVID-19 pandemic and the significant impact on hospitality and performance venues, FRINGE WORLD will be waiving venue registration fees for the 2021 Festival and will also allow more flexible registration timelines.

FRINGE WORLD will also coordinate the below programs as part of a proactive effort to engage with city businesses in order to maximise visitor spend in the City. The programs will be complemented by an advertising and marketing campaign to promote the offers and drive awareness of participating local businesses.

### *Festival Flair*

As an open-access Festival, any venue in the City of Perth or anywhere in WA can take part. Venues receive Festival Flair for the venue (e.g. bunting, posters, window decal), listing on the Festival website, ticketing and reporting services, Participant Pass benefits, registration and programming support.

### *Fringey Offers*

Fringey Offers is a proactive engagement program launched in 2020 for businesses within the City of Perth. Businesses provide a discount or special offer to FRINGE WORLD customers, and the offers are hosted on a dedicated page on the event website and promoted via owned media. The businesses also receive bunting and a special window decal to promote the offers to passers-by.

In the first year of this program, 32 businesses signed up. FRINGE WORLD aim to expand on this program for the 2021 Festival through the following:

- earlier and more proactive promotion of the program to venues to increase participation rate;
- increase the foot traffic presence of the offers through pink lighting and custom decals to be supplied and installed by FRINGE WORLD; and
- marketing the Fringey Offers to customers through the Festival's owned media (e.g. e-news, social) and via a paid spend.

### *FRINGE WORLD Friends:*

The year-round benefits of this program are aimed at providing subscribers with unique offers that also support local businesses and cultural offerings in Perth. City businesses are proactively engaged with by the Festival to be profiled in this program.

## **City of Perth Fees and Charges**

The following fees and charges were levied on FRINGE WORLD by the City of Perth for the 2020 event:

Event Fees and Charges	\$45,344
Parking	\$269
Waste & Recycling Services	\$22,248

<b>TOTAL</b>	<b>\$67,861</b>
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The City is currently undertaking a review of its fees, charges and in-kind arrangements related to events to ensure we are in line with industry standards and to provide better clarity and decreased administrative burden for event organisers in relation to these fees.

### **Impact Report**

The following insights are from the FRINGE WORLD 2020 Impact Report.

#### *Visitation, Tourism and Economic Impact*

- 829,570 attendees at free and ticketed events;
- \$100,624,315 total economic impact including \$18,810,236 intrastate, interstate and overseas visitor expenditure (pre- and post-event expenditure in accommodation, bars and restaurants) and 34,228 estimated bed nights;
- 78% of attendees ate at a restaurant before or after attending a Festival venue, and 73% had a drink at a bar/café/nightclub
- 69% of audiences agreeing they would have stayed at home had they not attended FRINGE WORLD event.

#### *Perceptions of Perth*

Of the audiences surveyed as part of the 2020 Impact Report:

- 96% agree that FRINGE WORLD Festival contributes to making Perth special as a city;
- 96% agree that FRINGE WORLD contributes to making Northbridge and Perth City centre a more vibrant place;
- 96% of artists would recommend Perth as a place to visit;
- 89% are more likely to visit the city in the future after their visit to FRINGE WORLD;
- 89% agree that FRINGE WORLD promotes Perth as a city that is globally connected;
- 88% agree that FRINGE WORLD is an event that brings the whole community together;
- 82% agree that FRINGE WORLD has increased their pride in Perth as a city; and
- 75% agree FRINGE WORLD is one of the top 5 best things about Perth.

FRINGE WORLD has a Net Promoter Score of 75 which is considered extremely high.

#### *Feedback from Northbridge Businesses*

- 91% of businesses agree FRINGE WORLD introduces Northbridge to people who don't normally visit;
- 87% of businesses agree that FRINGE WORLD contributes to Northbridge feeling safer; and
- 83% of businesses think FRINGE WORLD has a long-term benefit for their business.

### **Artist support initiatives**

Since 2012 FRINGE WORLD has paid more than \$45 million to participating artists and arts companies. The Festival takes a proactive approach to identifying further development and support opportunities for its artists and in 2020 launched FRINGE WORLD *R&D Supported by Lotterywest* that resulted in six new WA shows premiering at the 2020 Festival.

FRINGE WORLD provides a number of artist development initiatives including:

- access to Awards prize money to facilitate touring;
- hosting visiting Fringe Festival directors from other events (which can open up vital touring opportunities for local WA artists);
- providing an Artist Hub to facilitate networking;
- supporting emerging artists with marketing and producing advice; and
- free and discounted access to see Festival shows.

In 2021 organisers will also introduce the first FRINGE WORLD App to make it easier for customers to browse shows and buy tickets.

### **Other City of Perth support**

City of Perth Parking has a separate commercial agreement relating to the provision of the Roe Street car park rooftop for the Rooftop Movies venue.

ARTRAGE Inc was also awarded the successful supplier of the City's key 2021 winter activation, through a public tender process.

### **Sponsorship Recognition**

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

#### *Acknowledgment and Promotion*

The City of Perth to be recognised as a Government Partner of FRINGE WORLD Festival 2021 and will receive naming rights acknowledgement to the "*City of Perth FRINGE WORLD Power Hour*".

The City will receive acknowledgement of its support through:

- 1 x event listing on fringeworld.com.au and the new FRINGE WORLD app;
- Social media acknowledgment (4 x mentions on FRINGE WORLD's Facebook page, including one boosted post, 3 x mentions on FRINGE WORLD's Instagram);
- 3 x mentions in FRINGE WORLD's public e-newsletter;
- 1 x feature story published to Fringefeed.com.au;
- media opportunities identified by the Festival publicist and achieved subject to editorial approval; and
- verbal acknowledgment Acknowledgement of City of Perth support at key sponsor events, including the FRINGE WORLD Official Opening.

The City of Perth logo to feature prominently in the branding strap across the following materials and publications:

- advertising campaign including print, TV and outdoor; and
- online ticket receipts, stationery including invitations, letterhead and media releases, printed flyers and festival poster, festival website and public e-news.

Advertising & Promotional Opportunities:

- 1 x banner advertisement published in one Festival public newsletter; and
- 1 x tile advertisement on fringeworld.com.au, with clickthrough.

*Signage*

- Custom signage with exclusive City of Perth logo presence; and
- Site signage across all ARTRAGE-managed venues and hubs.

*Other Opportunities*

- FRINGE WORLD Award Presentation Rights acknowledged via printed guide, website, e-news and social media profiles. FRINGE WORLD will work with the city to select an appropriate award and offer a presenting opportunity to a City of Perth representative to present the award at the FRINGE WORLD Awards Ceremony (traditionally the City supports the Street Performers and Buskers Award); and
- access to Festival footage and photography to suit communication needs.

**Alignment to COVID-19 Economic Rebound Strategy**

The application aligns strongly with the City’s COVID-19 Economic Rebound Strategy through its strong focus on local business support and engagement. The event draws high visitation into the Northbridge precinct over four weeks, substantially benefiting the night-time economy and businesses in hospitality, retail and tourism sectors.

**COVID Contingency Plan**

ARTRAGE has provided a clear COVID-19 contingency plan which outlines a number of scenarios and mitigation measures that the organisation plans to adopt to manage the potential risks posed by the pandemic for the event. The plan outlines an approach to managing audience health and safety as well as financial and reputational risks to the Festival.

In acknowledgement that the Festival will most likely not be able to benefit from interstate and international visitors, there is an increased focus on growing new intrastate audience.

**Related Grants and Sponsorships**

The City of Perth is also considering committing an additional amount to support another organisation presenting a project under the umbrella of FRINGE WORLD (through another recommendation forming part of this report), as per the below:

- FOR CONSIDERATION: Magic Nation for ‘Magic Nation Presents’ (\$10,000).

**Previous City of Perth Funding**

Year	Amount	Project
FY 2015/16	\$75,000	2016 FRINGE WORLD Festival

FY 2016/17	\$100,000	2017 FRINGE WORLD Festival
FY 2017/18	\$300,000	2018 FRINGE WORLD Festival
FY 2018/19	\$300,000	2019 FRINGE WORLD Festival
FY 2019/20	\$300,000	2020 FRINGE WORLD Festival
<b>TOTAL</b>	<b>\$1,075,000</b>	

### **Impact of Reduced Funding**

ARTRAGE notes that the vision for the 2021 Festival requires a comparable level of support from the City of Perth as per the 2020 event. This is because although the number of Fringe-managed venues in the Festival will be reduced in 2021, the marketing, artist support and business support programs require the same level of investment.

### **FRINGE WORLD | Major Events and Festivals | Sponsorship Assessment Score Card**

The application was assessed by a three-person assessment panel, consisting of members of the City of Perth administration. Scoring has been averaged for each outcome.

<b>PRESTIGE AND SIGNIFICANCE</b>	<b>SCORE /5</b>
Is the event a large scale event that has the ability to position Perth on a national and/or international stage?	4.67
Does the event demonstrate prestige and significance, through the quality and status of competitors / performers / artists, participants, sponsors, media and involvement or endorsement from international federations and organisations?	4.67
<b>Sub total</b>	<b>9.34 out of 10</b>
<b>ECONOMIC IMPACT AND ATTENDANCE</b>	
Does the event demonstrate a proven track record of attracting a large audience into the central city and surrounds for the event or have the capacity to do so?	4.83
Does the event demonstrate significant direct economic benefit to the city economy?	4.67
Does the event identify ways to proactively engage with City businesses and traders to maximise visitor spend within the city?	4.17
Is the event preferably longer than one day in duration, with events over multiple days or weeks highly regarded?	5.00
<b>Sub total</b>	<b>18.67 out of 20</b>
<b>MEDIA IMPACT</b>	
Does the event demonstrate a proven track record, or have the potential of attracting, significant mainstream media coverage? Demonstrated media coverage that drives awareness of Perth as a destination, on a local, national and international platform will be assessed favourably under this criterion.	4.33
<b>Sub total</b>	<b>4.33 out of 5</b>
<b>OTHER FUNDING AND PRIVATE SECTOR INVESTMENT</b>	
Does the event demonstrate significant investment through a variety of funding sources, including the private sector, and that the event is not reliant on City of Perth funding to be delivered?	4.00



Does the event demonstrate it is operating under a commercial structure through the management of various revenue streams, including the sale of broadcast & media rights, commercial sponsorship, ticketing, membership etc?	4.33
<b>Sub total</b>	<b>8.33 out of 10</b>
<b>COMMERCIAL SPONSORSHIP BENEFITS</b>	
Does the event offer, and demonstrate it is able to deliver on, negotiated commercial sponsorship benefits to the City of Perth?	4.00
The City of Perth aims to sponsor a range of events that presents City residents and visitors with a diverse calendar. Does the event complement and diversify the existing offering within the City?	4.67
<b>Sub total</b>	<b>8.67 out of 10</b>
<b>COMMUNITY INVOLVEMENT</b>	
Does the event demonstrate accessibility to a broad demographic?	4.33
Does the event demonstrate potential to involve the local and larger communities in the event or the surrounding support activities?	4.50
<b>Sub total</b>	<b>8.83 out of 10</b>
<b>TOTAL ASSESSMENT SCORE   58.17 out of 65   (89%)</b>	

### Assessment Panel Comments

FRINGE WORLD is an integral annual component of what makes Perth, and particularly the central city, buzzing every summer. Fringe provides a unique proposition which draws hundreds of thousands of visitors into the Northbridge precinct over four weeks, substantially benefiting the night time economy.

FRINGE WORLD attracts a large audience to the City of Perth by presenting a broad range of events and an experience that is distinctive and affordable. FRINGE WORLD has registered a positive transformation in public perception of Perth and has added to the value of the Perth brand locally, nationally and internationally.

The direct and indirect economic benefit to the City's economy through the month-long FRINGE WORLD Festival is significant. The Festival annually encourages people to support and drive traffic to local Perth businesses in the hospitality, retail and tourism sectors, and this work will be an even greater focus for 2021 as a result of COVID-19.

FRINGE WORLD Festival stimulates local businesses by driving economic movement through visitation to Northbridge and the CBD by new and large markets from across the metropolitan area. There is also significant spend from intrastate, interstate and international participants who come to present shows, albeit the international and interstate contribution will be heavily reduced in 2021 due to COVID-19.

The emphasis on supporting bricks and mortar businesses and comprehensive plan for engaging with local businesses over the four-week period is one of the key reasons why this application has rated so highly. Waiving of venue fees and the ability for venues to choose acts that attract their target market are pleasing to see in the 2021 offering.

COVID-19 has profoundly impacted on local businesses and the arts, cultural and event industries, and the continued presence of Fringe will provide a massive boost to the local economy and provide something for visitors to look forward to. It is therefore critical the City does what it can to provide consistent funding to ensure the event can proceed on a basis as close to previous years as possible.

ARTRAGE has included comprehensive documentation with increased detail, consideration and sophistication, particularly given the global pandemic that will dramatically affect international involvement from artists. It is clear robust work has been done to consider best courses of delivery in changing circumstances.

**PERTH FESTIVAL 2021****Applicant Details**

Entity Name	Perth International Arts Festival Ltd
ABN	85 631 934 677
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity

Perth Festival is the longest-running (68 years), curated arts festival in the southern hemisphere, held annually from February to March. The Festival was born out of the University of Western Australia's annual summer school entertainment nights as a 'festival for the people' on 3 January 1953. The Festival is a not-for-profit charitable organisation.

The Festival's vision is to: *'Create a Festival for all – to present art that speaks to many, which balances popularity with integrity and creates an inescapable sense of celebration for everyone'*.

Perth Festival's goals are to:

- curate a diverse artistic program of the highest international quality;
- contribute to a strong cultural ecology;
- be remarkable, with a clear voice and character; and
- secure the future (sustainability).

A key strategic priority of the Festival is to deepen engagement with existing audiences and attract visitation from across Perth as well as intrastate, interstate and international markets. To grow cultural tourism in Western Australia, the Festival aims to position Perth as a vibrant, cultural hub and one of the Asia Pacific region's leading cultural destinations.

To support this vision, Perth Festival aims to:

- make Perth Festival a must-see cultural experience on the international arts calendar, recognised alongside the Edinburgh Festival;
- enliven the brand and appeal of Perth, enabling it to be seen as a first-class culture and arts destination set amongst a pristine natural setting;
- enhance the experience of visitors, encouraging them to spend more, stay longer and advocate; and
- lead the growth in cultural tourism including the extension of the Festival and art experience beyond the traditional 'end of summer' window.

The annual program features both free and ticketed programming across contemporary and classical music, dance, theatre, opera, visual arts and large-scale public works.

The Festival appoints an Artistic Director for a period of four years. The Artistic Director for the period 2020 – 2023 is Iain Grandage.

The 2020 to 2023 theme will be celebration of place – “*our city, our river, our State and our state-of-mind*”. The 2021 Festival will continue to celebrate place, connecting programs and audiences through the Bilya (river) theme followed by Wardan (ocean) in 2022.

Perth Festival’s financial model reflects a diverse range of income including operating grants (47%), ticket sales (20%), cash sponsorship (9%), in-kind sponsorship (8%), donations (7%), other grants (6%) and other activities (3%). As a percentage of total income, the City of Perth’s contribution in 2020 was approximately 1.7%.

In 2020, 77% of the 2,286 artists engaged in the Festival were local. The Festival also spent more than \$10.8 million on contractors, artists, venues and suppliers in Western Australia (76% of the total organisation expenditure).

### **Project Details**

<b>Project Title</b>	Perth Festival 2021
<b>Project Start Date</b>	05/02/2021
<b>Project End Date</b>	28/02/2021
<b>Venue</b>	<p>‘Opening Event’ The event will be held across the Perth public outdoor space (Barrack St, William St, Murray St, Hay St, Forrest Place, Hay &amp; Murray St Malls, Treasury Buildings, Central Park, Perth Convention Exhibition Centre, Elizabeth Quay, Bell Tower, WA Museum).</p> <p>‘City of Lights’ Northbridge Cultural Centre Precinct</p> <p>Other venues in the City of Perth will include the State Theatre Centre, WA Museum, Art Gallery of WA, PICA, Perth Concert Hall, His Majesty’s Theatre and the University of Western Australia.</p> <p>Other venues in the Perth Metropolitan area will be used as performance venues in the Festival program.</p>
<b>Estimated Attendance</b>	325,000 attendees (100,000 at free-to-the-public events and 225,000 at ticketed events)
<b>Ticket Price</b>	Free and ticketed The average ticket price in 2020 was \$37.
<b>Total Project Cost</b>	\$13,426,190
<b>Total Amount Requested</b>	\$360,000 (2.68% of the total project cost)
<b>Recommendation</b>	<b>Approve</b>

<b>Recommended Amount</b>	\$263,750 (2% of the total project cost)
<b>Assessment Score</b>	49.33 out of 65 (76%)

A key focus of the 2021 Perth Festival will be supporting the community and bringing people together after the challenges of the COVID-19 pandemic.

The aims of the 2021 event will be to:

- provide a platform for local artists and reinvest in the local arts and events economy;
- unite the community through shared cultural experiences and a diverse program that appeals to a broad range of audiences;
- activate the city and reinvigorate local business; and
- respond to changing social behaviours post-COVID-19 with a scalable program and a local focus.

The majority of 2021 Festival programming will happen within the City of Perth boundaries which will drive visitation to the city and support hospitality and retail businesses.

The City of Perth sponsorship will specifically support the large-scale opening event that is free to the public (100,000 people anticipated); the Festival's local business engagement program; and the 'City of Lights' performance hub at a new home in the WA Museum in the Perth Cultural Centre.

### **Increased focus on local artists and programming**

The 2021 program will feature a higher proportion of local artists. This assists the Festival in managing the risks imposed by COVID-19 travel restrictions.

The major emphasis will be on locally produced shows with no international live performance content in the program at all. The Festival currently has limited plans to present some shows produced by companies from elsewhere in Australia, however these with well-developed contingency plans to present an entirely West Australian program should border restrictions remain in place.

The local focus of the 2021 Festival provides Perth-based artists with a platform to showcase their work and champion local stories. This increased focus on local artists and productions will also heavily invest in the Perth cultural sector at a critical time through an increased proportion of expenditure invested in the local cultural and events industries.

Even with an entirely local program, results of Festival 2020 demonstrate that audiences have a significant appetite for home-grown stories and events. In 2020, 93% of all Perth Festival artists were local or from interstate (77% and 17% respectively) and audience numbers remained strong at 413,087 across the Festival; box office revenues were at a high at \$5.8 million. This reinforces that audiences are primarily driven by quality program content rather than its source, and as such Perth Festival is confident that the 2021 program will again attract high attendances.

### **'Opening Event'**

Perth Festival is planning a free-to-the-public, large scale public celebration as the 'Opening Event' for the 2021 Festival. The details of the event are commercial-in-confidence and will be announced as part of the Festival's program launch in November 2020.

Perth Festival has a significant history of delivering high-profile, large-scale free outdoor public events in its program including the Giants (2015), Boorna Waanginy (2017, 2019), Siren Song (2018) and *Highway to Hell* (2020). These family-friendly celebrations have been characterised by their high-quality and inclusiveness and have consistently attracted large and diverse audiences. While the details of the 2021 event are embargoed, the Festival is confident the concept will be comparable in quality and widespread appeal to the previous events.

The event will take place exclusively in the city and the Festival expects 100,000 will attend, driving footfall to local businesses that support economic recovery and retail in the post-Christmas period.

As with *Highway to Hell*, Perth Festival will undertake a comprehensive outreach with businesses in the event area, and will work collaboratively to enhance programming inside bars, pubs, restaurants and shops that deepens audience engagement and delivers significant benefits to local businesses. In the lead up to and during *Highway to Hell*, local businesses and community organisations all along the 10 kilometre stretch of Canning Highway leveraged the event to run promotions, engage customers and activate their spaces. These were promoted on a dedicated area of the Perth Festival website.

In 2020, *Highway to Hell* resulted in a \$6.1 million in economic benefit to businesses along Canning Highway and a flow-on economic benefit of \$17.2 million. Culture Counts research found that average Sunday trade increased by 99% on Canning Highway on the day of the event, with average attendee spend of \$42.

In order for local businesses to maximise the event, Perth Festival will work with government and businesses to advocate for extended trading hours and build activation opportunities in the lead-up to and during the event.

### **City of Lights Precinct**

In 2021, the City of Lights Festival Hub will move to the Perth Cultural Centre (in 2020 this was held at the Perth Concert Hall). With the opening of the WA Museum in November and the dense concentration of businesses (in particular hospitality venues) in the area, the site has been strategically selected to be the Festival's central, vibrant hub of activity.

In 2020 the City of Lights hub attracted over 40,000 people. The City of Lights will activate not only the WA Museum's external and internal spaces, but also provide an integrated experience across the Perth Cultural Centre. The Festival will partner with the key cultural institutions around the centre as well as activating events inside local venues and hospitality businesses.

Presentations from the Literature & Ideas, visual arts, fine music and contemporary music programs will fill spaces across the State Library, State Theatre Centre, PICA, the Art Gallery of Western Australia, Central TAFE rooftop, The Rechabite and the bespoke built space of the Chevron Lighthouse stage at the WA Museum.

### **Other Key Programs**

Other key programs in the 2021 Perth Festival will include:

- Performance Program: Perth Festival's core performance program includes music, circus, dance, theatre and visual arts;
- Lotterywest Films: film program presented outdoors at UWA Somerville Auditorium;
- Visual arts program across various galleries in Perth metropolitan area; and
- Literature and Ideas: featuring novelists, songwriters, filmmakers, politicians, artists, DJs and comedians.

### **Local Business Engagement**

In 2021, as part of the Opening Event, Perth Festival's major event production team will employ a community liaison officer to undertake a comprehensive outreach program with businesses in the event area, and work collaboratively to enhance programming inside bars, pubs, restaurants and shops that deepens audience engagement and delivers significant benefits to local businesses. This method was successfully employed as part of the 2020 *Highway to Hell* event and will be the basis for a similar engagement in 2021.

Activations may include consumer promotions, pop ups, extending business hours, and offering family and community activities. Perth Festival is also committed to supporting City of Perth visitation, retail and hospitality campaigns that align with both the opening event and the season program.

#### *Drink. Dine. Dream.*

The Festival will also continue to partner with hotels and restaurants in the Perth CBD through the Drink.Dine.Dream. initiative that provides special dining and accommodation offers that enhance audience experience and promote local business. In 2020, 12 hotels and restaurants participated.

### **Community Engagement Program**

Perth Festival's community engagement program provides local arts sector workers, young people, schools, artists and underrepresented or marginalised communities with opportunities to connect with and learn from one another.

In 2020, the program saw:

- over 1,000 community members attend free dress rehearsals and community previews;
- 224 complimentary tickets issued for community groups where cost is a barrier to access;

- 198 access tickets booked (companion card, wheelchair, Auslan, audio description and captioning); and
- six metropolitan high schools with lower than average Community Socio-Educational Advantage index participating in the program.

### **City of Perth Fees and Charges**

The following fees and charges were levied on Perth Festival by the City of Perth for the 2020 event:

Event Fees and Charges	\$3,191
Parking	\$10,272
Waste & Recycling Services	\$3,972
<b>TOTAL</b>	<b>\$17,435 (ex GST)</b>

In 2021, Perth Festival anticipates this will increase due to the costs of hosting the major free public event throughout the CBD.

The City is currently undertaking a review of its fees, charges and in-kind arrangements related to events to ensure we are in line with industry standards and to provide better clarity and decreased administrative burden for event organisers in relation to these fees.

### **Impact Report**

The following insights are from the Perth Festival 2020 Impact Report.

#### *Visitation, Tourism and Economic Impact*

- The 2020 Festival attracted more than 413,000 attendees at free and ticketed events over three weeks of programming with 144,850 people attending 'Highway to Hell' - the Festival's free large-scale event - and over 25,000 people attending the Chevron Lighthouse in the new City of Lights precinct at the Perth Concert Hall.
- The direct economic impact of the 2020 Festival was \$30 million and the total economic impact was \$84.7 million;
- On average, Festival attendees spend \$54 per head, above and beyond tickets, on activities like food, drinks and hotels. Chevron Lighthouse audiences visiting the central city had an average spend of \$67;
- 43% of attendees went out for a meal, 19% of attendees wandered or explored the city, 28% went to a pub, club or licensed venue before or after attending a Perth Festival event;
- 17,240 Festival visits by interstate and overseas attendees, staying an average of 8.7 nights each for a total of 24,341 event visitor nights;
- Total tourism expenditure was \$11 million (up 8% from 2019) and 28% of the 3,978 interstate and overseas visitors said the Festival was the main reason they had come to Perth at all.



### *Social and Cultural Outcomes of the Event*

- Quality (95% agree) and Excellence (85% agree) reinforcing that Perth Festival “delivers high quality cultural experiences for the people of WA” and “that it is one of the best examples of its type that audiences have seen”;
- 97% of audiences agree that Perth Festival plays an important role in the cultural life of the State;
- Over 90% of audiences agree that the Festival helped them feel part of the community; and
- 23% of that audience were attending a Festival event for the first time.

### **Sponsorship Recognition**

In addition to the broader benefits of the sponsorship outlined above, the applicant will provide the following opportunities for recognition and promotion of the City if awarded the requested amount:

#### *Acknowledgment and Promotion*

City of Perth will be recognised as the Perth Festival’s Civic Partner and will be acknowledged as a Supporter of the ‘Opening Event’ and the ‘City of Lights’ precinct.

Acknowledgment of the City’s support will include:

- Logo or line acknowledgement (space-contingent) on onscreen cross-promotions pertaining to aligned event;
- Logo or line acknowledgement (space-contingent) on print materials acknowledging all Festival partners, including Main Brochure, Event Programs and Annual Report and aligned Event poster (if produced), Press ads (if produced) and Outdoor ads (if produced);
- Logo acknowledgement and hyperlink on webpage acknowledging all Festival partners;
- Logo acknowledgement on webpage pertaining to aligned event of Festival website;
- Line acknowledgement on performance reminders pertaining to aligned event(s);
- In speeches by Festival representative at key events such as (events are subject to change) Program Launch, Festival Eve, Aligned program launch (if relevant) and Sponsor Thank You;
- Logo acknowledgement in aligned event press releases;
- Full-page print ad in Main Brochure;
- Print ad in aligned event program (if produced and minimum of eight pages, ad size space-contingent); and
- Alternating 30 sec TVC at Lotterywest Festival Films screening. Sponsor to supply TVC; TVC subject to Perth Festival approval.

#### *Signage*

- Logo acknowledgement on Festival-produced venue signage acknowledging all Festival partners;
- Opportunity to provide signage for display at aligned events;
- Opportunity for co-branded, Festival-produced signage for display at aligned events at City of Perth’s cost.

### *Other Opportunities*

- Opportunity to engage in leveraging and activation opportunities on a mutually agreed basis;
- Opportunity to explore content development at aligned events presented in the City of Perth precinct; and
- Opportunity for a nominated for City of Perth representative to speak at an aligned event launch, subject to other major sponsors.

### **Alignment to COVID-19 Economic Rebound Strategy**

The application strongly aligns with the City's COVID-19 Economic Rebound Strategy. The emphasis on local artists and suppliers will result in excess of \$10.8 million paid out to local contractors, artists, venues and suppliers, in addition to the economic impact of attendees. The majority of the 2021 program will be held in the City of Perth boundaries resulting in substantial visitation, opportunities and economic benefits for local businesses.

### **COVID Contingency Plan**

Perth Festival has provided the City of Perth a detailed plan of the measures that they have in place for the 2021 event to mitigate the risk of social distancing and travel restrictions on patrons and the event delivery, as well as the Festival's financial position and reputation more broadly. While the exact situation that will be in place in February 2021 is uncertain, the Festival has submitted information that evidences it is appropriately planning for a number of scenarios. Throughout the planning processes the Festival has a commitment to work with government agencies to ensure the program is fully aligned with public health messaging and measures.

While the specific safety measures adopted in the context of COVID-19 will be based on up-to-date health advice at the time of the event, specific strategies already employed include:

- Social distancing adjustments factored into creative planning and box office estimates for 2021 festival, including increased emphasis on outdoor events which enable greater social distancing; and
- Emphasis on local programming and audiences.

### **Multi-Year Agreement**

In their application Perth Festival has made a request for consideration of a two-year Sponsorship Agreement. This request is to assist with long-term planning and financial stability in the post COVID economic environment.

The City's Corporate Business Plan forecasts a reduction in Operating Expenditure for Financial Year 2021/22, and the precise implications of this on the available budget for sponsorships in future years has not yet been determined. As such, no recommendations for multi-year agreements are included in the report to allow the Administration to manage any reductions in available funding in a holistic, strategic and equitable fashion.

### **Related Grants and Sponsorships**

The City of Perth has also committed, or is considering committing, to an additional amount of \$235,000 to support other organisations presenting works under the umbrella of Perth Festival (through commitments previously approved by Council and other recommendations forming part of this report), including:

- FOR CONSIDERATION: West Australian Opera for Opera in the Park (\$145,000);
- FOR CONSIDERATION: STRUT Dance for 'The Statement' (\$25,000);
- EXISTING COMMITMENT: Co3 for its Community Program delivered at Perth Festival (part of a \$40,000 grant) (note: this is a grant that was previously intended to be delivered in the 2019/20 Financial Year however has been delayed as a result of the COVID-19 pandemic and will now be delivered as part of the 2021 Perth Festival program); and
- FOR CONSIDERATION: Barking Gecko Theatre Company for HOUSE Community Performances (part of a \$25,000 grant).

This funding is provided directly to the organisations who are staging the events and the events are promoted as part of the Perth Festival program.

### **Previous City of Perth Funding**

<b>Year</b>	<b>Amount</b>	<b>Project</b>
FY 2015/16	\$356,000	Annual Program – various events
FY 2016/17	\$360,000	Annual Program – various events
FY 2017/18	\$300,000	Annual Program – various events
FY 2018/19	\$300,000	Annual Program – various events
FY 2019/20	\$300,000	Annual Program – various events
<b>TOTAL</b>	<b>\$1,616,000</b>	

### **Impact of Reduced Funding**

Due to COVID-19, Perth Festival is forecasting a significant reduction in overall revenue. The Festival notes that a further reduction from the City of Perth may result in a program that is scaled down and potentially compromised. That is, the vision for the 2021 program requires a comparable level of support from the City of Perth as per the 2020 event.

### **Perth Festival | Major Events and Festivals | Sponsorship Assessment Score Card**

The application was assessed by a three-person assessment panel, consisting of members of the City of Perth administration. Scoring has been averaged for each outcome.

Is the event a large scale event that has the ability to position Perth on a national and/or international stage?	3.67
Does the event demonstrate prestige and significance, through the quality and status of competitors / performers / artists, participants, sponsors, media and involvement or endorsement from international federations and organisations?	3.83
<b>Sub total</b>	<b>7.5 out of 10</b>
<b>ECONOMIC IMPACT AND ATTENDANCE</b>	
Does the event demonstrate a proven track record of attracting a large audience into the central city and surrounds for the event or have the capacity to do so?	3.67
Does the event demonstrate significant direct economic benefit to the city economy?	4.00
Does the event identify ways to proactively engage with City businesses and traders to maximise visitor spend within the city?	3.50
Is the event preferably longer than one day in duration, with events over multiple days or weeks highly regarded?	4.67
<b>Sub total</b>	<b>15.84 out of 20</b>
<b>MEDIA IMPACT</b>	
Does the event demonstrate a proven track record, or have the potential of attracting, significant mainstream media coverage? Demonstrated media coverage that drives awareness of Perth as a destination, on a local, national and international platform will be assessed favourably under this criterion.	4.17
<b>Sub total</b>	<b>4.17 out of 5</b>
<b>OTHER FUNDING AND PRIVATE SECTOR INVESTMENT</b>	
Does the event demonstrate significant investment through a variety of funding sources, including the private sector, and that the event is not reliant on City of Perth funding to be delivered?	3.67
Does the event demonstrate it is operating under a commercial structure through the management of various revenue streams, including the sale of broadcast & media rights, commercial sponsorship, ticketing, membership etc?	3.33
<b>Sub total</b>	<b>7 out of 10</b>
<b>COMMERCIAL SPONSORSHIP BENEFITS</b>	
Does the event offer, and demonstrate it is able to deliver on, negotiated commercial sponsorship benefits to the City of Perth?	3.67
The City of Perth aims to sponsor a range of events that presents City residents and visitors with a diverse calendar. Does the event complement and diversify the existing offering within the City?	4.00
<b>Sub total</b>	<b>7.67 out of 10</b>
<b>COMMUNITY INVOLVEMENT</b>	
Does the event demonstrate accessibility to a broad demographic?	3.33
Does the event demonstrate potential to involve the local and larger communities in the event or the surrounding support activities?	3.83
<b>Sub total</b>	<b>7.16 out of 10</b>
<b>TOTAL ASSESSMENT SCORE   49.34 out of 65   (76%)</b>	

### **Assessment Panel Comments**

Perth Festival is strategically placed to deliver a locally-focused 2021 event with home-grown Artistic Director, Ian Grandage. The Festival has a strong track-record of delivering high quality arts and cultural experiences to the community. The Festival's significant engagement with Whadjuk Noongar culture brings depth and weight to the event.

It is fantastic to see the signature 'Opening Event' return to the City of Perth and this is likely to have substantial benefits to the local community. The event provides central Perth businesses with a significant opportunity to participate and leverage off the potential for large crowds. The scale of the event will be difficult logistically, however as evidenced with *Highway to Hell*, the team is capable of successfully delivering it.

While the event does not have many of the details or acts confirmed yet, the Panel recognises that Perth Festival has a strong track-record of delivering similar events in the past, and the Panel has trust and confidence in the Perth Festival team that the 2021 Opening Event will be comparable in quality and outcomes to previous signature events.

The Perth Cultural Centre is an appropriate venue for the City of Lights precinct and the high number of bars, restaurants and hospitality venues in the immediate Northbridge area will likely benefit significantly.

The emphasis on local artists and organisations will be a great benefit to the local industry.

Perth Festival's direction to engage with the wider community through its programming is commended by the Panel. In the past there has been a perception that the Festival's program appealed to a more select and affluent audience who are the traditional consumers of "high art" programming. There has been a clear and deliberate strategy to move past this perception and engage with the wider community and reflect the aspirations and experiences of the people of Western Australia.