



City of **Perth**

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# Agenda

Special Council Meeting

7 September 2021

Notice of Meeting

To the Lord Mayor and Councillors

A Special Council Meeting of the City of Perth will be held on Tuesday, 7 September 2021 in the Council Chamber, Level 9, 27 St Georges Terrace, Perth commencing at 4.00pm.

The purpose of the meeting is for Council to consider City Activation of the 2021 AFL Grand Final.

**Michelle Reynolds**

Chief Executive Officer

6 September 2021

## Information

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 Special Council Meetings for members of the public to ask a question about items on the Agenda. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible to allow the City time to prepare a response.

The Presiding Member may nominate an officer to answer the question and may also determine that any complex question requiring research be answered in writing. No debate or discussion can take place on any question or answer.

To ask a question, please complete the Public Question Time form available on the City's website [www.perth.wa.gov.au/council/council-meetings](http://www.perth.wa.gov.au/council/council-meetings).

## Deputations

To submit a deputation request, please complete the Deputation Request form available on the City's website [www.perth.wa.gov.au/council/council-meetings](http://www.perth.wa.gov.au/council/council-meetings).

## Disclaimer

Members of the public should note that in any discussion during a meeting regarding any item, a statement or indication of approval by any council member, committee member or officer of the City is not intended to be, and should not be taken as, notice of approval from the City. No action should be taken on any item discussed at a meeting of Council prior to written advice on the Committee or Council's resolution being received.

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## 6. Reports

### 6.1 City Activation for the 2021 AFL Grand Final

Responsible Officer	Bronwyn Rose – Acting General Manager Corporate Services
Voting Requirement	Absolute Majority
Attachments	Nil.

#### Purpose

To seek Council endorsement for a variety of activation activities across the CBD for the 2021 AFL Grand Final, and approval for the associated budget amendments.

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#### Recommendation

That Council:

1. APPROVES the activation of the City of Perth through a variety of activities held throughout Grand Final Week, as specified in the report
  2. APPROVES the following amendment to the 2021/22 Annual Budget as a result of this approval:
    - a. AFL Grand Final Event \$318,000
    - b. Transfer from Neighbourhood Initiatives Reserve (\$106,000)
    - c. Reduction of 2021/22 Budget Closing Position (\$212,000)
  3. APPROVES a variation to Policy CP2.2 – Purchasing for the period 06 September 2021 until 27 September 2021 solely for the purposes of purchasing in relation to the AFL Grand Final Initiative as follows:  
*\$5,000 to \$250,000 – Direct purchase: one verbal or written quotation*
  4. APPROVES the sponsorship of AFL street banners at various sites for City dressing by Tourism WA.
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## Background

1. On 31 August 2021, it was announced that the 125<sup>th</sup> annual AFL Grand Final (the Grand Final) for 2021 would be held at Optus Stadium on 25 September 2021 as a result of COVID-19 restrictions in Victoria.
2. This unprecedented event provides the City with a unique and exciting opportunity to activate the local government area, engage and promote local businesses, and provide the community with distinctive activities during the Grand Final week.

## Discussion

3. As a result of this unique opportunity to showcase Perth on a national and international stage, the City has planned for a number of marketing and activation events to maximise benefits.
4. The proposed involvement of the City of Perth in the Grand Final and associated activations strongly aligns to our strategic vision for providing a liveable, sustainable and prosperous City to our community.
  - a. The provision of these exciting and interactive activities will see the City building a community that is safe, socially cohesive, inclusive and activated.
  - b. The City will be ensuring the sustainability of the events proposed by keeping the social activations balanced with economic restraints.
  - c. Carrying out these activations during Grand Final Week will produce a successful, flourishing and thriving City – our ultimate goal of being prosperous.

## Stakeholder Engagement

5. The following stakeholders have been consulted with to facilitate the delivery of activation activities relating to the Grand Final:
  - a. Tourism WA
  - b. WA Police
  - c. Optus Stadium (VenuesWest)
  - d. Department of Local Government, Sports and Cultural Industries
  - e. Australian Football League
  - f. Public Transport Authority
  - g. Development WA
  - h. WA Football Commission

## Decision Implications

6. If the City of Perth fails to activate the City during Grand Final week, it misses a unique opportunity to promote the City, engage local businesses and encourage the community to thrive on both a national and international stage.
7. It is suggested that failure to make an investment of this magnitude to leverage this once in a lifetime opportunity could lead to significant reputational damage to Council.

## Strategic, Legislative and Policy Implications

Strategy	
Pillar (Outcome)	Liveable
Issue Specific Strategies and Plans:	Nil.

Legislation, Delegation of Authority and Policy	
Legislation:	<i>Local Government Act 1995.</i>
Authority of Council/CEO:	Council.
Policy:	CP 2.2 Purchasing Policy. CP 4.3 Sponsorship and Grants.

## Financial Implications

8. Given the unique opportunity that hosting the Grand Final presents to the City, it is essential that the City invests appropriately in this opportunity, and that it ensures that it successfully leverages that investment to maximise the returns to the City and its business economy.
9. The economic multiplier effect that can be accessed through a well-considered and proportionate investment in the week-long festival that accompanies the Grand Final by the City has the potential to offer a major re-positioning of the hotel, food and beverage and retail sectors of our capital city as they emerge from the shadows of a COVID-impacted economy.
10. In addition to these immediately accessible opportunities that arise from increased visitation and activations, the potential opportunities to market our City locally, nationally and internationally through leveraging the sports broadcast are enticing.
11. However, given the tight timelines for the City to deliver the Grand Final experience to the standards that the City aspires to, the City must respond quickly, responsibly and in a well-considered manner to that opportunity.
12. Preliminary planning of logistics, activations and marketing opportunities associated with hosting the Grand Final suggest that a budget in the vicinity of \$318,000 will be required to provide an event experience of the standard expected by our community - and that will provide our commercial sector with the opportunity to shine as it helps showcase our City in its most positive light.

**Table 1:**

Activity Stream	\$ Allocation
Street Dressing	36,000
Activation	140,000
Marketing & Promotion	60,000
Live Sites	60,000
Operations	22,000
<b>Grand Total*</b>	<b>318,000</b>

\* There will be some administrative staff costs associated with preparing and delivering the Grand Final Program which will be absorbed by the City.

13. It is recommended that funding to support this initiative is sourced from a mix of funds obtained from the Neighbourhood Initiative Reserve and from the 2021/22 Budget Closing Position (Surplus) in the proportion of \$106,000 from Reserves and the balance from general funds.
14. This would have the effect of reducing the current 2021/22 anticipated Budget Surplus by \$212,000 and would use \$106,000 from the Neighbourhood Initiatives Reserve.
15. The Neighbourhood Initiatives Reserve was newly created in the 2021/22 Annual Budget to provide funding to support **discretionary projects** in the six city neighbourhoods. Given the commitment to proposed activations associated with this proposal, it is regarded as an appropriate use of the \$106,000 from the reserve fund.

## Procurement Implications

16. Responding to the COVID-19-driven decision to relocate the Grand Final from its traditional home at the Melbourne Cricket Ground (MCG) to Optus Stadium in Perth (only the second time the grand final has been played outside Melbourne in its entire history) will require the City to respond in extra-ordinary ways.
17. The City has less than 25 days to plan, program and execute an event program that in past years has had a minimum three months to deliver.
18. Given this, the City will be under extreme pressure to execute its procurement activities associated with the Grand Final Event in an extremely agile manner if it is to avoid any reputational damage.
19. The City's current Purchasing Policy has the following requirements in relation to seeking of quotations:

Purchasing Threshold (exc GST)	Minimum Quotation Requirements
Up to \$5,000	Direct purchase - One verbal or written quotation
\$ 5,000 - \$20,000	Two written quotations
\$20,000 - \$75,000	Three written quotations
\$75,000 - \$250,000	Detailed formal specification and three written quotations

20. The City's Procurement Policy currently does not allow the CEO to override the multiple written quotation provisions of the Purchasing Policy in extenuating circumstances unless a special exemption is sought from Council.
21. In the case of trying to address all the logistics of hosting an Grand Final event in a 25-day timeline, it is simply not possible to fully comply with the existing procurement requirements requiring full open market Expressions of Interest/Requests for Quotation - as these processes would not conclude until after the Grand Final itself.
22. To facilitate the necessary procurement activities in line with the timeline provided, it would be necessary for Council to provide the CEO temporary dispensation to operate outside those City's normal procurement guidelines (albeit with restrictions and conditions).



23. This procurement exemption would be:
  - a. event specific
  - b. would apply only to procurement directly related to the Grand Final hosting
  - c. would operate only for the period between the date of this Special Council Meeting and the conclusion of the Grand Final Event long weekend on 27 September.
24. The delegation would give the CEO authority to engage in direct procurement with competent, experienced suppliers to deliver clearly-specified deliverables relating to the Grand Final Initiative where the CEO was satisfied that the supplier's bid reflected value for money and could confidently be delivered to the required standard within the required timeline.
25. As noted above, this exemption would only apply to the Grand Final event period and all relevant transactions would need to be clearly identified as pertaining to this purchasing exemption and be within the exemption period.
26. This is consistent with the approach taken by the Western Australian State Government in May 2020 which introduced temporary changes to state government procurement for a short-term response to the COVID-19 pandemic.

## Relevant Documents

Nil.

## Further Information

Nil.

7. Closure