



CITY of PERTH

Lord Mayor and Councillors,

NOTICE IS HEREBY GIVEN that the next meeting of the **Marketing, Sponsorship and International Engagement Committee** will be held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 10 November 2015 at 4.00pm.**

Yours faithfully

GARY STEVENSON PSM
CHIEF EXECUTIVE OFFICER

5 November 2015

Committee Members:

Members:

Cr Chen
Cr Limnios
Cr Yong

1st Deputy:

Cr Davidson

2nd Deputy:

Cr Green



Please convey apologies to Governance on 9461 3250
or email governance@cityofperth.wa.gov.au

EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

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

BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

ALERT ALARM

beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.



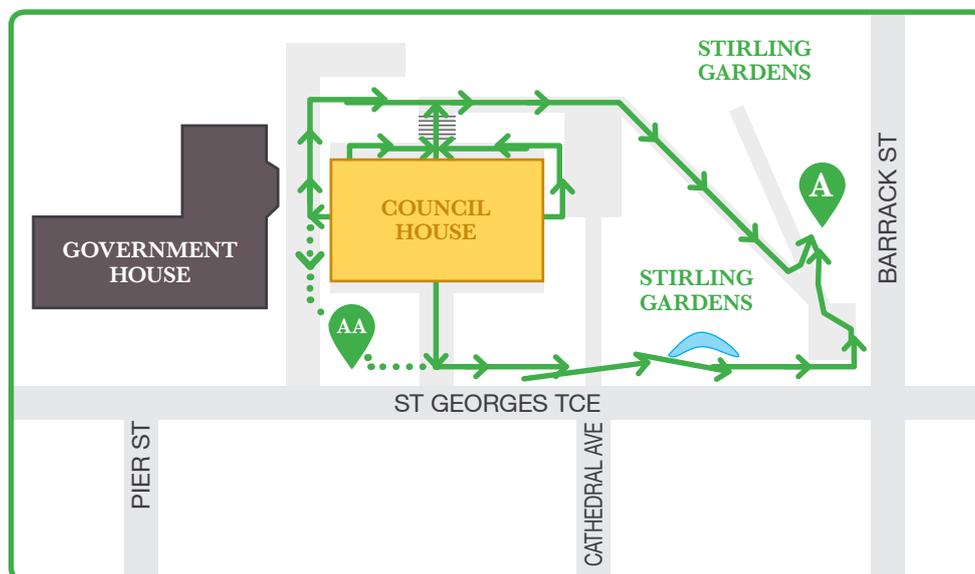
EVACUATION ALARM/PROCEDURES

whoop whoop whoop

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

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

EVACUATION ASSEMBLY AREA



Assembly Area

Alternate Assembly Area

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

Established: 17 May 2005 (Members appointed 22 October 2015)

Members:	1st Deputy:	2nd Deputy:
Cr Chen Cr Limnios Cr Yong	Cr Davidson	Cr Green

Quorum: Two

Expiry: October 2017

TERMS OF REFERENCE: [Adopted OCM 04/06/13]

1. To oversee and make recommendations to the Council on matters related to:
 - a. marketing of the city (including marketing of the City's car parks);
 - b. initiatives to promote Perth as a tourist destination;
 - c. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
 - d. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership;
 - e. the implementation of the Christmas Decorations Strategy;
 - f. the management of the Australia Day Celebrations;
 - g. street busking in the City;
 - h. use of the City's banner and flag sites;
 - i. corporate communications and public relations.
2. To assess and determine:
 - a. requests made to the Council for donations and sponsorship, with authority to approve or decline requests of \$10,000 or less;
 - b. requests to waive fees associated with the hire of the City's exhibition screens in accordance with Procedure PR0720, with authority to approve or decline requests over \$5,000.

This meeting is open to members of the public

INFORMATION FOR THE PUBLIC ATTENDING COMMITTEE MEETINGS

Question Time for the Public

- An opportunity is available at all Committee meetings open to members of the public to ask a question about any issue relating to the City. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible in order to allow the City sufficient time to prepare a response.
- The Presiding Person may nominate a Member or officer to answer the question, and may also determine that any complex question requiring research be answered in writing. No debate or discussion is allowed to take place on any question or answer.
- To ask a question please write it on the white Question Sheet provided at the entrance to the Council Chamber and hand it to a staff member at least an hour before the meeting begins. Alternatively, questions can be forwarded to the City of Perth prior to the meeting, by:-
 - Letter: Addressed to GPO Box C120, Perth, 6839;
 - Email: governance@cityofperth.wa.gov.au.
- Question Sheets are also available on the City's web site: www.perth.wa.gov.au.

Deputations

A deputation wishing to be received by a Committee is to apply in writing to the CEO who will forward the written request to the Presiding Member. The Presiding Member may either approve the request or may instruct the CEO to refer the request to the Committee to decide whether or not to receive the deputation. If the Presiding Member approves the request, the CEO will invite the deputation to attend the meeting.

Please refer to the 'Deputation to Committee' form provided at the entrance to the Council Chamber for further information on the procedures for deputations. These forms are also available on the City's web site: www.perth.wa.gov.au.

Disclaimer

Members of the public should note that in any discussion regarding any planning or other application that any statement or intimation of approval made by any Member or officer of the City during the course of any meeting is not intended to be and is not to be taken as notice of approval from the City. No action should be taken on any item discussed at a Committee meeting prior to written advice on the resolution of the Council being received.

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

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT COMMITTEE
10 NOVEMBER 2015**

ORDER OF BUSINESS

1. Declaration of Opening
2. Apologies and Members on Leave of Absence
3. Question Time for the Public
4. Confirmation of Minutes – 29 September 2015
5. Correspondence
6. Disclosure of Members' Interests
7. Matters for which the Meeting may be Closed
8. Reports
9. Motions of which Previous Notice has been Given
10. General Business
 - 10.1. Responses to General Business from a Previous Meeting
 1. Get to Know Me Perth

At the Marketing, Sponsorship and International Relations Committee held on 29 September 2015, Cr Limnios queried a possible marketing opportunity with the popular Chinese TV show "Dad Where are we Going Next" being hosted in Perth. Cr Limnios requested whether the City could liaise with Tourism WA to see if the organisers can air the "Get to Know Me Perth" advertisement right before the show commences.

The Chief Executive Officer advised that in consultation with Cr Chen, Tourism WA will be contacted to see if there is an opportunity for the City to air the City's advertisement.

10.2. New General Business

11. Items for Consideration at a Future Meeting

Outstanding Reports:

- Review of Council Policy 18.8 – Provision of Sponsorship and Donations (Raised 22/01/15, updated 03/03/15, 26/05/15 and 28/07/15).

12. Closure

INDEX OF REPORTS

Item	Description	Page
1	MARKETING SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE – ELECTION OF PRESIDING MEMBER	1
2	MARKETING SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE – REVIEW OF TERMS OF REFERENCE	5
3	EVENT SPONSORSHIP 2015/16 – ROUND TWO ASSESSMENT	8
4	EVENT SPONSORSHIP (PARTNERSHIP) – TASTE OF PERTH 2016	14
5	ARTS AND CULTURAL SPONSORSHIP 2015/16 – MAJOR PARTNERSHIP – ARTRAGE INC. – FRINGE WORLD FESTIVAL	24
6	ARTS AND CULTURAL SPONSORSHIP 2015/16 – ASSOCIATE PARTNERSHIP – PERFORMING ARTS CENTRE SOCIETY	38
7	EVENT SPONSORSHIP (PARTNERSHIP) – IGA CAROLS BY CANDLELIGHT FOR VARIETY 2015	47
8	DONATION 2015/16 – HELLENIC COMMUNITY OF WESTERN AUSTRALIA	53

ITEM NO: 1

MARKETING SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE – ELECTION OF PRESIDING MEMBER

RECOMMENDATION: (APPROVAL)

That in accordance with Section 5.12 of the Local Government Act 1995, the Marketing, Sponsorship and International Engagement Committee elects a Presiding Member.

BACKGROUND:

FILE REFERENCE: P1026043
REPORTING UNIT: Governance
RESPONSIBLE DIRECTORATE: Corporate Services
DATE: 3 November 2015
MAP / SCHEDULE: N/A

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation Section 5.12 of the *Local Government Act 1995*

Integrated Planning and Reporting Framework Implications **Corporate Business Plan**
Council Four Year Priorities: Community Outcome Capable and Responsive Organisation
A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and deliver efficient community centred services.

At its meeting held on **4 June 2013**, Council resolved to establish the Marketing, Sponsorship and International Relations Committee with the following Terms of Reference:

1. To oversee and make recommendations to the Council on matters related to:
 - a. marketing of the city (including marketing of the City's car parks);
 - b. initiatives to promote Perth as a tourist destination;
 - c. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
 - d. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership;
 - e. the implementation of the Christmas Decorations Strategy;
 - f. the management of the Australia Day Celebrations;

- g. street busking in the City;
 - h. use of the City's banner and flag sites;
 - i. corporate communications and public relations.
2. To assess and determine:
- a. requests made to the Council for donations and sponsorship, with authority to approve or decline requests of \$10,000 or less;
 - b. requests to waive fees associated with the hire of the City's exhibition screens in accordance with Procedure PR0720, with authority to approve or decline requests over \$5,000.

It is noted that at the Special Council meeting held on **22 October 2015**, Council resolved to refer the Terms of Reference to each of the relevant Committees for review. Council also resolved to amend the title of the "Marketing, Sponsorship and International Relations Committee" to the "Marketing, Sponsorship and International Engagement Committee".

Membership:

Membership (Members appointed 22 October 2015):

Members:	1st Deputy:	2nd Deputy:
Cr Chen	Cr Davidson	Cr Green
Cr Limnios		
Cr Yong		

Quorum:

Two

Terms Expire:

Local Government Elections October 2017

DETAILS:

Section 5.12 of the *Local Government Act 1995* requires the members of the Committee to elect a Presiding Member.

The procedure that is required to be followed is detailed in Schedule 2.3, Division 1 of the Act which is as follows:

When the Committee elects a Presiding Member

2. (1) The office of Presiding Member is to be filled as the first matter dealt with –
- (a) at the first meeting of the Committee after an inaugural election or a section 4.13 or 4.14 election or after an ordinary elections day; and

- (b) at the first meeting of the Committee after an extraordinary vacancy occurs in the office of Presiding Member.
- (2) If the first ordinary meeting of the Committee is more than three weeks after an extraordinary vacancy occurs in the office of Presiding Member, a special meeting of the Committee is to be held within that period for the purpose of filling the office of Presiding Member.

CEO to preside

- 3. The Chief Executive Officer (CEO) is to preside at the meeting until the office of Presiding Member is filled.

How the presiding member is elected

- 4. (1) The Committee is to elect a Committee member to fill the office of Presiding Member.
- (2) The election is to be conducted by the CEO in accordance with the procedures prescribed.
- (3) Nominations for the office of presiding member are to be given to the CEO in writing before the meeting or during the meeting before the close of nominations.
- (3a) Nominations close at the meeting at a time announced by the CEO is to be sufficient time after the announcement by the CEO, that nominations are about to close to allow for any nominations made to be dealt with.
- (4) If a committee member is nominated by another committee member the CEO is not to accept the nomination unless the nominee has advised the CEO, orally or in writing, that he or she is willing to be nominated for the office.
- (5) The committee members are to vote on the matter by secret ballot as if they were electors voting at an election.
- (6) Subject to clause 5(1), the votes cast under sub-clause (5) are to be counted, and the successful candidate determined, in accordance with the procedures set out in Schedule 4.1 (which deals with determining the result of an election) as if those votes were votes cast at an election.
- (7) As soon as practicable after the result of the election is known, the CEO is to declare and give notice of the result in accordance with the regulations, if any.

Votes may be cast a second time

- 5. (1) If when the votes cast under clause 4(5) are counted there is an equality of votes between two or more candidates who are the only candidates in, or remaining in, the count, the count is to be discontinued and the meeting is to be adjourned for not more than seven days.
- (2) Any nomination for the office of presiding member may be withdrawn, and further nominations may be made, before or when the meeting resumes.

- (3) When the meeting resumes the Committee members are to vote again on the matter by secret ballot as if they were electors voting at an election.
- (4) The votes cast under sub-clause (3) are to be counted, and the successful candidate determined, in accordance with Schedule 4.1 as if those votes were votes cast at an election.

The votes are to be counted in accordance with Schedule 4.1 of the *Local Government Act 1995* as if those votes were cast at an election. If two or more candidates receive the same number of votes so that Clause 2, 3 or 4 cannot be applied, the CEO is to draw lots in accordance with regulations to determine which candidate is elected.

COMMENTS:

The Marketing, Sponsorship and International Engagement Committee is required to elect a Presiding Member.

ITEM NO: 2

MARKETING SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE – REVIEW OF TERMS OF REFERENCE

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Engagement Committee:

- 1. considers the revised Terms of Reference for the Marketing, Sponsorship and International Engagement Committee, as detailed in Schedule 1;***
- 2. notes that any amendments will require the consideration and endorsement of Council.***

BACKGROUND:

FILE REFERENCE: P1029513
REPORTING UNIT: Governance
RESPONSIBLE DIRECTORATE: Corporate Services
DATE: 3 November 2015
MAP / SCHEDULE: Schedule 1 – Terms of Reference for Committees as at 22 October 2015
Schedule 2 – Proposed Revised Terms of Reference presented to Council on 22 October 2015

At its meeting held on **4 June 2013**, Council adopted a revised Committees of Council structure, establishing the resulting Committees and adopting the terms of reference for each Committee. The original Terms of Reference endorsed by Council at its meeting held on **4 June 2013** are attached as Schedule 1.

Following the 2015 Local Government Elections, at its special meeting held on **22 October 2015**, Council resolved to refer the Terms of Reference to each of the relevant Committees for review.

The current Terms of Reference for the Marketing, Sponsorship and International Engagement Committee are attached as Page 2 of Schedule 1 for review. It is noted that any amendments proposed will require the endorsement of Council.

The Delegations to Committees are currently included in the body of the Terms of Reference. It is proposed to amend the Terms of Reference so that the delegation by Council is annotated and can be more easily varied by Council from time to time.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

Section 5.8 of the *Local Government Act 1995*

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Community Outcome
Capable and Responsive Organisation

A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and deliver efficient community centred services.

DETAILS:

The Marketing, Sponsorship and International Engagement Committee has only required the cancellation of one Committee Meeting as a result of a Sister City Delegation.

Whilst there continues to be a year on year reduction in the overall number of items presented to the Committee, greater use of Briefings has been beneficial to both inform Committee Members and the ability of the Committee to provide guidance on projects and event initiatives.

Future pressures on the Committee include the upcoming review of City of Perth Sponsorship which will require significant input and direction from the Committee in 2016.

FINANCIAL IMPLICATIONS:

There are no financial implications related to this report.

COMMENTS:

It is considered appropriate that the Terms of Reference for each of the Committees are considered by the organisation and its members.

This report is to generate preliminary discussion between Elected Members and the Executive for possible amendments to the Terms of Reference of the Marketing, Sponsorship and International Engagement Committee.

STANDING COMMITTEES OF COUNCIL

Convened in accordance with s.5.8 of the Local Government Act 1995

Marketing, Sponsorship & International Engagement Committee

TERMS OF REFERENCE

OCM 04/06/13

1. To oversee and make recommendations to the Council on matters related to:
 - a. marketing of the city (including marketing of the City's car parks);
 - b. initiatives to promote Perth as a tourist destination;
 - c. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
 - d. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership;
 - e. the implementation of the Christmas Decorations Strategy;
 - f. the management of the Australia Day Celebrations;
 - g. street busking in the City;
 - h. use of the City's banner and flag sites;
 - i. corporate communications and public relations.
2. To assess and determine:
 - a. requests made to the Council for donations and sponsorship, with authority to approve or decline requests of \$10,000 or less;
 - b. requests to waive fees associated with the hire of the City's exhibition screens in accordance with Procedure PR0720, with authority to approve or decline requests over \$5,000.

Works & Urban Development Committee

TERMS OF REFERENCE:

OCM 04/06/13

To oversee and make recommendations to the Council on matters related to:

1. works required to construct, upgrade and maintain streets, footpaths, thoroughfares and other public places, including streetscape upgrades, landscaping initiatives and directional signage and graffiti;
 2. design, construction and upgrading of parks, reserves, recreational and civic amenities and facilities and Council owned buildings, excluding Council House, the Perth Town Hall, City of Perth Public Lending Library and the Perth Concert Hall;
 3. the façade lighting of buildings;
 4. waste management.
-

Finance & Administration Committee

TERMS OF REFERENCE:

OCM 04/06/13

1. To oversee and make recommendations to the Council on matters related to:
 - a. the financial management of the City including budgeting, payment of accounts, collection of debts, investment of funds and write-offs;
 - b. strategic and annual plans;
 - c. management of local government property, including issues relating to the City's civic buildings (Council House, Perth Town Hall, Perth Concert Hall and the City of Perth Library);
 - d. business opportunities and proposals, including those related to parking, having the potential to achieve new income or savings for the City, which may have been initiated by other Committees of the Council;
 - e. fees and charges levied by the City in accordance with Sections 6.16 or 6.32 of the Local Government Act 1995;
 - f. Elected Members, including protocols and procedures, benefits and allowances;
 - g. Council's policies, local laws and Register of Delegations;
 - h. the management and enforcement of permanent and temporary on-street parking proposals or restrictions and any associated fees or signage;
 - i. any other issues requiring a decision of the Council and not specifically defined in the Terms of Reference for any other Committee of the Council.
 2. To determine:
 - a. public art, art purchases and management of the City's art collection with the authority to purchase artworks over \$5,000 (excluding GST) and the deaccession of artworks in accordance with Policy 18.2 – Collection Management;
 - b. requests for receptions referred to the Committee by the Lord Mayor, with authority to approve or decline requests of \$5,000 or less.
-

Planning Committee

TERMS OF REFERENCE:

OCM 04/06/13

To oversee and make recommendations to the Council on matters related to:

1. development, building, demolition, sign and alfresco dining applications and proposals for subdivision or amalgamation;
 2. the City Planning Scheme and planning policies;
 3. identification of long term planning opportunities and major projects, including the Perth City Link, Elizabeth Quay and Waterbank;
 4. strategic town planning initiatives and economic development;
 5. Heritage, including:
 - 5.1 the City of Perth Municipal Inventory;
 - 5.2 the Register of Places of Cultural Heritage Significance referred to in City Planning Scheme No 2, and management of same;
 - 5.3 heritage incentive initiatives;
 6. transport and traffic network planning issues;
 7. environmental improvement strategies including environmental noise management;
 8. liquor licensing;
 9. land administration issues, such as street names, closures of roads and rights-of-way and vesting of reserves;
 10. applications for events held within the City of Perth that require planning approval as a result of excessive noise or traffic management proposals.
 11. legislation and compliance in relation to land use planning.
-

OCCASIONAL COMMITTEES OF COUNCIL

Convened in accordance with s.5.8 of the Local Government Act 1995

Audit and Risk Committee

TERMS OF REFERENCE:

OCM 19/11/13

1. The Audit and Risk Committee's role, in accordance with Regulation 16 of the Local Government (Audit) Regulations 1996, is to provide guidance and assistance to the local government regarding:
 - a. the matters to be audited;
 - b. the scope of audits; and
 - c. financial, risk and compliance management functions as prescribed in the Local Government Act 1995; as well as
 - d. other matters specified in these Terms of Reference.
2. The Committee may resolve to request the Chief Executive Officer (CEO) to provide any information or make arrangements to provide independent expert advice, as appropriate and required by the Committee in order to fulfil its duties and responsibilities.
3. The Committee is to review and make recommendations to the Council regarding:
 - a. **Financial Management**
 - i. the annual Financial Statements with a view to being satisfied as to their accuracy and timeliness and the inclusion of prescribed disclosures and information;
 - ii. changes in accounting practices, policies and material changes in accounting treatment, providing advice on the appropriateness of implementation strategies; and
 - iii. the City's financial status and performance.
 - b. **Risk Management**
 - i. the City's risk management strategies and policies;
 - ii. the adequacy of the City's risk management systems and practices; and
 - iii. the management of strategic risks, identifying as appropriate, specific risks for more detailed review and response.

c. Internal Controls

- i. the standard and effectiveness of the City's corporate governance and ethical considerations; and
- ii. the integrity, adequacy and effectiveness of the City's financial and administration policies, systems and controls in providing financial and governance information which:
 - is accurate and reliable;
 - complies with legislative obligations and requirements; and
 - minimises the risk of error, fraud, misconduct or corruption.

d. Legislative Compliance

- i. the integrity, adequacy and effectiveness of the City's systems and controls for legislative compliance;
- ii. the level of compliance with legislative obligations as well as the City's policies;
- iii. the CEO's report on the review of the City's legislative Compliance systems, at least once biennially; and
- iv. the annual statutory Compliance Audit.

e. Internal and External Audit Planning and Reporting

- i. the process to select and the appointment of an External Auditor;
- ii. the integrity, adequacy and effectiveness of the City's Internal Audit Plan and External Audit Plan;
- iii. reports, findings and recommendations arising from Internal and External Audits;
- iv. the audit of the City's Annual financial statements;
- v. the integrity, adequacy and effectiveness of the management response and any actions proposed to be taken to address issues raised by the Internal or External Auditor; and
- vi. the oversight and monitoring of implementation of agreed actions.

Delegated Authority 1.1.3 – Audit and Risk Committee provides authority for the Committee to fulfil the duty of the Council to meet with the City's External Auditor at least once per year [s.7.12A(2)].

CEO Performance Review Committee

TERMS OF REFERENCE:

OCM 04/06/13

To:

1. Undertake an annual review of the performance of the Chief Executive Officer as required by Section 5.38 of the Local Government Act 1995;
 2. Establish annual performance objectives for the Chief Executive Officer;
 3. Report the outcome of the review referred to in part 1 above to Council.
-

SCHEDULE 2

Proposed Revised Terms of Reference as presented at Special Council Meeting
held on 22 October 2015

Marketing, Sponsorship and International Engagement Committee

TERMS OF REFERENCE

1. To oversee and make recommendations to the Council on matters related to:
 - a. marketing of the city (including marketing of the City's car parks);
 - b. initiatives to promote Perth as a tourist destination;
 - c. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
 - d. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership;
 - e. the implementation of the Christmas Decorations Strategy;
 - f. the management of the Australia Day Celebrations;
 - g. street busking in the City;
 - h. use of the City's banner and flag sites;
 - i. corporate communications and public relations.

NOTE:

Delegated Authority 1.1.2 – Marketing, Sponsorship and International Engagement Committee provides authority for the Committee to:

1. Approve or decline requests for donations, grants or sponsorships of up to \$10,000 [FM Reg.12(1)(b)].
2. Approve or decline requests to waive fees for the hire of the City's exhibition screens with a value in excess of \$5,000 [s.6.12].

ITEM NO: 3

EVENT SPONSORSHIP 2015/16 – ROUND TWO ASSESSMENT

RECOMMENDATION: (APPROVAL)

That Council:

1. **approves Round Two funding of \$315,070 for Event Sponsorship for 2015/16 to the following applicants:**

1.1 Event Sponsorship:

- a. **Lifeline WA for Young Butchers Picnic;**
- b. **Tee-Ball Association of WA for WA State Tee-Ball Championships 2016;**
- c. **The William Street Collective Incorporated for Streetside;**
- d. **The Big N for Northbridge Food and Wine;**
- e. **WA Marathon Club for ASICS Bridges Fun Run;**
- f. **WA Medieval Alliance for Perth Medieval Fayre;**
- g. **HBF for HBF Run for a Reason;**
- h. **WA Squash for 2016 International Squash Challenge;**
- i. **Japan Festival Association in Perth Inc. for Japan Festival Perth 2016;**
- j. **Rotary Club of Heirisson for Claisebrook Carnivale and Duck Derby;**
- k. **Thai-Australia Association of WA Inc. for Songkran Festival Perth;**
- l. **X-Tri Events for Sanitarium Weet-Bix Kids TRYathlon;**
- m. **Buddha's Light International Association of WA for Buddha's Birthday and Multicultural Festival;**
- n. **Perth International Jazz Festival for Perth International Jazz Festival;**

(Cont'd)

- o. Trievents for City of Perth Triathlon;*
 - p. Chung Wah Association Inc. for Chinese New Year Fair;*
 - q. Food Truck Rumble for Food Truck Rumble;*
 - r. SuperSprint Events for AustralianSuper Corporate Series Triathlon;*
 - s. Cathedral Square for Fast and Slow;*
- 2. approves the applicants listed in part 1 above being required to provide the benefits to the City of Perth as outlined in the Event Sponsorship Assessment Report attached as Schedule 3.**

BACKGROUND:

FILE REFERENCE: P1010627-24
REPORTING UNIT: Marketing and Events
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 30 October 2015
MAP/SCHEDULE: Schedule 3 – Assessment Report

Policy 18.8 – Provision of Sponsorship and Donations requires the City to hold two funding rounds for event sponsorship applications per financial year. The first round of funding is available for events taking place between 1 July and 31 December and the second round is for events taking place between 1 January and 30 June.

Partnership applications are not subject to funding rounds and can be submitted at any time, preferably, at least six months prior to the event being held.

This report details the assessment of applications for the second round of event sponsorship funding for the 2015/16 financial year. Each application was assessed according to the criteria outlined in Policy 18.8 and within the program guidelines. The amount of funding requested was considered in relation to the benefits to be received in return for sponsorship.

Schedule 3 provides a detailed analysis of each application with reasons for the recommendation of support or refusal.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan

Council Four Year Priorities: Community Outcome
Capable and Responsive Organisation

A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and deliver efficient community centred services.

Policy

Policy No and Name: 18.8 – Provision of Sponsorship and Donations

DETAILS:

The tables below outline the events recommended for approval and the applications recommended for refusal.

APPLICATIONS RECOMMENDED FOR APPROVAL

Event Sponsorship – Round Two Budget			\$264,573
Applicant	Event	Sponsorship	
		Requested	Recommend
Lifeline WA	Young Butchers Picnic	\$20,000	\$20,000
Tee-Ball Association of WA	Western Australian State Tee-Ball Championships	\$5,000	\$5,000
The William Street Collective Inc.	Streetside	\$50,420	\$30,000
WA Marathon Club	ASICS Bridges Fun Run	\$8,000	\$6,750
WA Medieval Alliance	Perth Medieval Fayre	\$20,500	\$10,000
HBF	HBF Run for a Reason	\$30,000	\$26,500
WA Squash	2016 International Squash Challenge	\$5,000	\$5,000
Japan Festival Association in Perth Inc.	Japan Festival Perth 2016	\$10,000	\$8,400
Rotary Club of Heirisson	Claisebrook Carnivale and Duck Derby	\$20,000	\$20,000
Thai-Australia Association of WA Inc.	Songkran Festival Perth 2016	\$13,936	\$11,760
X-Tri Events	Sanitarium Weet-Bix Kids TRYathlon	\$13,500	\$12,660
Buddha's Light International Association of WA	Buddha's Birthday and Multicultural Festival	\$50,000	\$39,000
Perth International Jazz Festival	Perth International Jazz Festival	\$25,000	\$20,000
Trievents	City of Perth Triathlon	\$21,000	\$5,000
Food Truck Rumble	Food Truck Rumble	\$10,000	\$10,000
SuperSprint Events	Australian Super Corporate Series Triathlon	\$15,000	\$5,000
Cathedral Square	Fast and Slow	\$10,000	\$10,000
Proposed Event Sponsorship – Round Two			\$ 245,070
Total Event Sponsorship Budget Remaining			\$ 19,503

The following event is proposed to be funded from the Northbridge Festival budget:

Applicant	Event	Sponsorship	
Chung Wah Association Inc.	Chinese New Year Fair 2016	\$70,000	\$60,000

The following event is proposed to be part funded from the Eat Drink Perth budget:

Applicant	Event	Sponsorship	
Big N	Northbridge Food and Wine	\$10,000	\$10,000

No applications are recommended for refusal.

All events have been assessed on their merits against the policy. Whilst no events are recommended for decline in this round of sponsorship, in several cases, sponsorship has been recommended at a lower level than that requested.

The following table shows the key focus area of each event recommended for support, as well as the date of each event, to give an overview of the range and timeframe of events within this report.

Reference	Event	Amount Recommended	Focus	Month
a.	Young Butchers Picnic	\$20,000	Food and Beverage	April
b.	WA State Tee-Ball Championships 2016	\$5,000	Healthy and Active in Perth	March
c.	Streetside	\$30,000	Northbridge activation	February
d.	Northbridge Food and Wine	\$10,000	Perth at Night/ Northbridge activation	March
e.	ASICS Bridges Fun Run	\$6,750	Healthy and Active in Perth	April
f.	Perth Medieval Fayre	\$10,000	Food and Beverage/ Community Event	March
g.	HBF Run for a Reason	\$26,500	Healthy and Active in Perth	May
h.	2016 International Squash Challenge	\$5,000	Healthy and Active in Perth	May
i.	Japan Festival Perth 2016	\$8,400	International Engagement	February
j.	Claisebrook Carnivale and Duck Derby	\$20,000	Food and Beverage/ East Perth Activation	March

Reference	Event	Amount Recommended	Focus	Month
k.	Songkran Festival Perth	\$11,760	International Engagement	April
l.	Sanitarium Weet-Bix Kids TRYathlon	\$12,660	Healthy and Active in Perth	April
m.	Buddha's Birthday and Multicultural Festival	\$39,000	International Engagement	April
n.	Perth International Jazz Festival	\$20,000	Perth at Night/ Northbridge Activation/ International Engagement	June
o.	City of Perth Triathlon	\$5,000	Healthy and Active in Perth	February
p.	Chinese New Year Fair 2016	\$60,000	International Engagement	February
q.	Food Truck Rumble	\$10,000	Food and Beverage	April
r.	Corporate Series Triathlon	\$5,000	Healthy and Active in Perth	April
s.	Fast and Slow	\$10,000	Food and Beverage/ Innovation	February to June

FINANCIAL IMPLICATIONS:

ACCOUNT NO: CL1423 1000 7901
 BUDGET ITEM: Recreation and Culture – Other Culture – Other Cultural Activities
 BUDGET PAGE NUMBER: 10
 BUDGETED AMOUNT: \$ 550,202
 AMOUNT SPENT TO DATE: \$ 275,629
 PROPOSED COST: \$ 250,070
 BALANCE: \$ 24,503

ACCOUNT NO: CL1474 0000 7901
 BUDGET ITEM: Northbridge Festival Budget
 BUDGET PAGE NUMBER: 35
 BUDGETED AMOUNT: \$103,214
 AMOUNT SPENT TO DATE: \$ 0
 PROPOSED COST: \$ 60,000
 BALANCE: \$ 43,214

ACCOUNT NO:	CL 14C4 1000 7901
BUDGET ITEM:	Eat Drink Perth
BUDGET PAGE NUMBER:	35
BUDGETED AMOUNT:	\$51,350
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$10,000
BALANCE:	\$51,350

All figures in this report are exclusive of GST.

COMMENTS:

The City received a strong response for the second round of event sponsorship applications. All applications have been assessed and recommendations for funding have been provided for the Council's consideration.

Event Sponsorship

Assessment Report Round Two 2015-16

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Lifeline WA
Event:	Young Butchers Picnic
Date and Time:	Sunday 24 April 2016
Location:	Forrest Place
Total Cost of Event:	\$81,500
Sponsorship Requested:	\$20,000
Sponsorship Recommended:	\$20,000

Background on Applicant:

Lifeline WA is part of the national Lifeline network providing suicide prevention services in Australia. Between 2007 and 2009, the Butchers Picnic was presented by the Australian Meat Industry Council (AMIC). In 2010, AMIC partnered with Lifeline WA to deliver the event with the aim of raising the profile of the event and the charity. Since 2013 the event has been presented by Lifeline WA and Mondo's Butchers. The event now forms one of Lifeline WA's key annual fundraising events, along with the Black Diamond Gala Dinner.

Summary of Event:

The 2016 Young Butchers Picnic will be held in Forrest Place on Sunday 24 April 2016 from 11.00am to 4.00pm.

The Young Butchers Picnic is a celebration of the meat and food industries and its independent and local butchers. The event is a free family friendly event promoting the West Australian Meat Industry which includes entertainment, cooking demonstrations, butchering demonstrations, food sampling and local produce. The event has been held in the city since 2009, initially at Russell Square. From 2010 to 2013 the event was held at the Northbridge Piazza, and in 2014 moved to Forrest Place to capture a greater audience. In 2015 the event took place alongside Perth Home Grown in Forrest Place, attracting approximately 5,000 spectators.

Organisers anticipate an attendance of 5,000 – 10,000 over the course of the 2016 event. In 2015 event organisers advertised the event nationally to encourage interstate butchers to participate in the event. In 2016 organisers

will invite international participation in the event, targeting contestants from New Zealand, America, Canada and Singapore.

Funding

The total cost of the event is \$81,500. Organisers have requested cash sponsorship of \$20,000 (25% of the total cost of the event). The following table shows the level of support previously provided by the City:-

Year	Event	Organiser	Location	Sponsorship
2007	National Sausage King Championship	Australian Meat Industry Council (AMIC)	Northbridge Piazza	\$12,000
2008	State Chilli Sausage King and Hamburger Championship	AMIC	Northbridge Piazza	\$12,000
2009	Butchers Picnic	AMIC	Russell Square	\$12,000
2010	Butchers Picnic	Lifeline WA and AMIC	Northbridge Piazza	\$12,000
2011	Butchers Picnic	Lifeline WA and AMIC	Northbridge Piazza	\$12,000
2012	Butchers Picnic	Lifeline WA and AMIC	Northbridge Piazza	\$12,000
2013	Butchers Picnic	Lifeline WA	Northbridge Piazza	\$12,000
2014	Young Butchers Picnic	Lifeline WA	Forrest Place	\$20,000
2015	Young Butchers Picnic	Lifeline WA	Forrest Place	\$20,000

The level of sponsorship provided by the city was increased in 2014 when the event moved to Forrest Place to accommodate greater numbers and increased visitation.

Should the event be unsuccessful in securing sponsorship from the City, organisers would seek support from other organisations. However Lifeline believe it is unlikely that they could continue the event without the support from the City of Perth.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Claisebrook Carnivale and Duck Derby 2015	\$20,000	6,000	\$3.33
Young Butchers Picnic 2016 (recommended)	\$20,000	10,000	\$2.00

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. **Contributes towards the achievement of one or more of the City's marketing objectives:**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city on a Sunday and increase activity in the city. Organisers have extended invitations to national and international competitors to participate in the event, raising the profile of the event. The event will complement the city's own Perth Home Grown event and create vibrancy in the city.

2. **Encourages use of public spaces.**

The event is held in Forrest Place.

3. **Preference will be given to events which provide free attendance.**

The event is free to the public to attend. There will be free demonstrations and tastings.

4. **Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city. Organisers believe that the event is the only one of its kind to be held in Australia.

5. **Benefits to be provided to the City:**

Organisers will provide the following benefits for the requested cash sponsorship of \$20,000:-

- the event to be listed on the Perth City website;
- the City of Perth logo to appear on all promotional material associated with the event;
- the City of Perth logo to appear on all newspaper advertising and promotional signage for the event;
- the City of Perth to be acknowledged in all radio advertising of the event;

- City of Perth support to be acknowledged on the Lifeline WA website;
 - City of Perth to be promoted in all media releases and e-newsletters for the event;
 - An opportunity for the City to display signage at the event;
 - The Lord Mayor, or representative, to be invited to open the event.
-

Comments:

The City has supported the Young Butchers Picnic with cash sponsorship since 2007. In 2014 the event moved to Forrest Place, which substantially raised the profile and increased the attendance for the event. The event will add value to Sunday trading and activate the city. Cash sponsorship of \$20,000 is recommended.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Tee-Ball Association of WA
Event:	Western Australian State Tee-Ball Championships 2015
Date and Time:	5 – 7 March 2016
Location:	Langley Park
Total Cost of Event:	\$24,100
Sponsorship Requested:	\$5,000
Sponsorship Recommended:	\$5,000

Background on Applicant:

The Tee-Ball Association of Western Australia administers the development of Tee-Ball in Western Australia.

The State Tee-Ball Championships have been taking place since 1976. The City provided in-kind support for the event between 1999 and 2005, and has provided cash sponsorship for the event since 2009.

Summary of Event:

The State Tee-Ball Championships will be held on Langley Park from Saturday 5 to Monday 7 March 2016. Competition will take place from 8.00am to 6.00pm and will involve over 100 tee-ball teams and up to 1,200 players between the ages of 6 and 12. Teams will compete to win the title of State Champion 2016. Organisers estimate the audience at the event to be approximately 10,000 people, made up of family members and spectators, and anticipate the total attendance for the event to be approximately 11,000 over the three days of the event.

Organisers advise that several teams travel from regional areas such as Geraldton, the Goldfields and Busselton for the event. These teams and their families stay in city hotels close to Langley Park.

The Tee-Ball State Championships have been held at Langley Park for 35 years.

Funding

The total cost of the event is \$24,100 (excluding GST). Organisers have requested cash sponsorship of \$5,000 for the event (21% of the total cost of the event). Organisers advise that should they be unsuccessful securing

funding from the City, they would need to charge additional fees to participating clubs.

From 2006 to 2008, the City supported the event by way of a donation. The City has supported the event through the Event Sponsorship program since 2009, with sponsorship contributions as follows:-

Year	Amount
2009	\$9,000
2010	\$5,000
2011	\$5,200
2012	\$5,000
2013	\$5,000
2014	\$5,000

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
2015 City of Perth International Squash Challenge	\$5,000	490	\$10.20
ASICS Bridges Fun Run 2015	\$6,750	4,500	\$1.50
<i>State Tee-Ball Championships 2016 (recommended)</i>	<i>\$5,000</i>	<i>11,000</i>	<i>\$0.45</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The State Tee-Ball Championships are recognised through the tee-ball community of Western Australia which has over 12,000 members. The event attracts teams from across the State, with regional attendees staying in hotels close to Langley Park, thereby providing some economic benefit for the City. The event increases visitation to the city and creates vibrancy on the foreshore.

2. Encourages use of public spaces.

The event will be held on Langley Park

3. Preference will be given to events which provide free attendance.

The event is free for the public to attend.

4. Preference will be given to events which will be held exclusively in the city.

The event is held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following sponsorship benefits for the requested cash sponsorship of \$5,000:-

- the event to be listed on the Perth City website;
- the City of Perth crest to appear on all promotional material including brochures, flyers, e-newsletters, booklets, adverts and the event website;
- the City of Perth to be acknowledged verbally during the event;
- the City of Perth to display signage at the event;
- the City to receive a full-page advertisement in the event program;
- the City of Perth to be given an opportunity to place items in any newsletters produced to promote the event;
- the City of Perth to be given an opportunity to have an information kiosk at the event;
- 18 VIP invitations for the Lord Mayor and Elected Members to attend the event with a guest;
- the Lord Mayor, or representative, to be invited to speak at the event;
- the City of Perth crest to be displayed at the Tee-Ball Association of Western Australia Clubrooms on an ongoing basis.

Comments:

The State Tee-Ball Championships have a long history within the City of Perth, with the event having been held at Langley Park for 35 years. The City has supported the event since 2006. The event will increase economic investment in the city, increase visitation to the city and create vibrancy on the foreshore. Cash sponsorship of \$5,000 is recommended.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	The William Street Collective Incorporated
Event:	Streetside
Date and Time:	Saturday 6 February 2016
Location:	William Street, Northbridge
Total Cost of Event:	\$200,000
Sponsorship Requested:	\$50,420
Sponsorship Recommended:	\$30,000

Background on Applicant:

The William Street Collective Inc. was formed in 2006. The collective aims to support Northbridge's creative and cultural industries, and to attract similar businesses to the area. The organisation has a vision for Northbridge to be a strong and supportive community which is a vibrant hub for the creative industries.

Throughout the year, through self-funding from local business and through volunteers, The William Street Collective runs several ongoing initiatives, including:-

- OnWilliam.com.au – a free to use website for William Street business listings, event listings and for businesses to share information with each other;
- CreativeCrops.com.au – a free to use website for all Western Australian creatives to share information including business listings, events, employment, education and studio opportunities, etc.
- OnWilliam printed local business maps/guides – a bi-annual affordable printed map and guide advertising local businesses.

Since its inception, the William Street Collective has delivered a number of local events to help promote and support the precinct, including:-

- Windows on William, 2006 – 2010
- Popsicle/ Outskirts/ Makeshift Northbridge Programs for Perth Fashion Festival, 2008-2014
- Illuminities Night Markets (with MRA) – 2011 – 2013
- O'Day Festival (with City of Perth) - 2013 and 2014

Summary of Event:

Streetside will be a precinct festival dedicated to Northbridge and taking place in stores and along William Street, including public spaces. The festival will take place between the boundaries of Fitzgerald, Bulwer, Roe and Stirling Streets. This sponsorship application relates solely to activity occurring within the boundaries of Fitzgerald, Newcastle, Roe and Stirling Streets.

The event will utilise existing businesses to participate in the event, and will provide small event seed funding to other events to supplement the program. The event aims to integrate local businesses into the festival, rather than removing the centre of activity. Streetside aims to leverage off the increased activity already occurring in the precinct at that time with Fringe World and Chinese New Year, and to ensure that local businesses benefit from the activity.

Streetside is a new event; however the concept is similar to events delivered by the William Street Collective between 2009 and 2013. Planned events for the festival will include:-

- William Street Trader Events – Businesses will be encouraged to create their own event relevant to them, including exhibitions, live music, free sampling, outdoor food stalls, etc. ;
- Wider local business participation – an invitation to the Northbridge community to be involved in other spaces on William Street, including carparks, laneways and empty store fronts;
- Group events – the William Street Collective will coordinate a number of events for local businesses to participate in, including suitcase market and a Collectible Magnet Set (as part of a “treasure hunt” in participating stores);
- Once Was History Project – Organisers are researching what store fronts were used for in the past, with the aim of local businesses connecting with their history. For the festival they will encourage businesses to recreate shop front displays or themed events based on past uses of their premises.
- Curated events – after local business initiatives have been locked in, organisers will look for programming holes and curate events to complement these. These may include children’s activities, workshops, live art and performance etc.

Organisers anticipate an attendance of 60,000 to the event over the course of the day. The event demographic will be wide, with some events targeting children. Organisers anticipate the key groups will be:-

- people already visiting the area, extending their stay;
- local residents from Northbridge and surrounding suburbs;
- wider suburban audience with an interest in arts, culture and history.

Key goals of the event are:-

- to promote of the precinct – as safe, accessible, vibrant and a place full of unique opportunities;
- to support for local businesses and organisations – increase visitation and sales, positive promotion;
- to strengthen the community – encourage participation, engage with a growing residential population, promote pride in the area, and collaborate with Government stakeholders.

Funding

The total cost of the event is \$200,000. Organisers have requested cash sponsorship of \$50,420 (25% of the total cost of the event). The City has not previously sponsored this event; however it has worked with the William Street Collective to deliver events in the past. The William Street Collective has also received business grants in the past.

The William Street Collective has secured sponsorship of \$35,000 from the City of Vincent. They are also seeking support from Lotterywest and the Office of Multicultural Interests.

Other funding for the event will be raised from in-kind support and participant fees. Organisers advise that should they be unsuccessful securing funding from the City, the event would occur only in the City of Vincent portion of William Street.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Science Festival 2015	\$30,000	26,600	\$1.13
Swan Festival of Lights 2014	\$30,000	35,000	\$0.86
<i>Streetside (requested)</i>	<i>\$50,420</i>	<i>60,000</i>	<i>\$0.84</i>
<i>(recommended)</i>	<i>\$30,000</i>		<i>\$0.50</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;

- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city, create vibrancy in the city and increase economic investment in the city. Previous events and festivals coordinated by the William Street Collective have seen participating businesses report an increased patronage and spend of between 1.5 and 2 times their usual takings.

2. Encourages use of public spaces.

The event will take place in businesses along William Street as well as in City of Perth public spaces along William Street. Whilst the event is not held exclusively in a public space, the participating businesses and spaces will be open to the public to visit.

3. Preference will be given to events which provide free attendance.

Streetside will be free for the public to attend.

4. Preference will be given to events which will be held exclusively in the city.

The event will take place in the City of Perth and the City of Vincent, however the sponsorship funding sought from the City is for the component held in the City of Perth Local Government Area only.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended cash sponsorship of \$30,000:-

- the event to be listed on the Perth City website;
- the City of Perth crest to appear on all printed publicity material, and on online publicity where possible;
- the City to be acknowledged at the event by an MC
- the support of the City of Perth to be acknowledged in all press interviews and online promotion;
- an opportunity for the City to display signage at the event;
- all Elected Members to be invited to attend the event;
- an opportunity for the City to have a stall at the event, or for the Lord Mayor to give an address at the event.

6. Additional benefits to be provided:

Organisers will provide the following additional benefits for the requested cash sponsorship of \$50,420:-

- the City of Perth to be acknowledged as the Major event sponsor;
- an increased prominence of City of Perth signage at the event.

Comments:

Streetside is a new Northbridge festival designed to engage retailers and businesses along William Street through activations in-store and in public spaces. The festival aims to attract an attendance of 60,000, bringing an audience to those businesses to increase visitation, vibrancy and economic benefit for businesses in that precinct. Organisers hope that the event will assist with combatting some of the negative perceptions of Northbridge in the wider community. Cash sponsorship of \$30,000 is recommended, however organisers advise that sponsorship at this level would significantly impact the scale and visibility of the event.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Big N
Event:	Northbridge Food and Wine
Date and Time:	Thursday March 26, 5.00pm to 9.00pm
Location:	Northbridge Piazza
Total Cost of Event:	\$26,000
Sponsorship Requested:	\$10,000
Sponsorship Recommended:	\$10,000

Background on Applicant:

The Business Improvement Group of Northbridge (BIG N) has been operating since 2003. The group advocates for and promotes Northbridge as a safe and vibrant destination for locals and visitors. It achieves this through:-

- the promotion of Northbridge to the broader community;
- advocating for businesses and the local community;
- making Northbridge a safe place to do business;
- working with the City of Perth to improve the local amenity; and
- encouraging the profitability of its members.

Summary of Event:

Northbridge Food and Wine will be held on Thursday 26 March 2016, from 5.00pm to 9.00pm. The event will be a showcase for Northbridge Restaurants and small bars. Northbridge personalities and representatives from some of their best venues will provide samples of their dishes. The event will be MC'ed by Russell Woolf, and will include wine, food, and entertainment. Participating restaurants include:-

- Lucky Chan's;
- La Cholita;
- Lot Twenty;
- Sorrento;
- Northbridge Brewing Company;
- Dim Sum; and more.

Food will be available to purchase through a token system with tokens costing \$5.00 and dishes costing between one and two tokens (\$5.00 and \$10.00).

Organisers advise that the aim of the event is to position Northbridge as a sophisticated dining and drinking destination by promoting some of the restaurants and small bars in the area.

Organisers previously held a panel discussion and tasting event (Northbridge Then and Now) in March 2015. The event was a panel discussion and attracted 87 people, less than the 120 anticipated due to inclement weather. The event received sponsorship under the inaugural Eat Drink Perth Sponsorship Program, which aimed to support new events with a food and beverage focus to supplement the City's own program of events during Eat Drink Perth.

Organisers anticipate a maximum attendance of 200 at the 2016 event.

Funding

The total cost of the event is \$26,000. Organisers have requested cash sponsorship of \$10,000 (38% of the total cost of the event). The City supported the Northbridge Then and Now event in 2015 under its Eat Drink Perth Sponsorship program with sponsorship of \$9,000. Organisers advise that should they not receive sponsorship from the City, the event would be unable to continue. It is recommended that funds for the event are taken from the Eat Drink Perth budget which is specifically budgeted for promotion of food and beverage initiatives falling within the Eat Drink Perth campaign.

Event Sponsorship Comparison

The projected attendance for the event is very low in comparison to other events supported under event sponsorship, resulting in a high cost per head.

The following table shows other events sponsored by the City with a similar high cost per head, for comparison.

Year / Event	Amount	Attendance	Subsidy
City of Perth Triathlon 2010	\$26,000	554	\$46.93
BHP Billiton Aquatic Super Series 2013	\$30,000	900	\$33.33
<i>Northbridge Food and Wine (requested)</i>	<i>\$10,000</i>	<i>200</i>	<i>\$50.00</i>

It is proposed that funds for this event are drawn from the Eat Drink Perth budget which is specifically budgeted for promotion of food and beverage related initiatives falling within the Eat Drink Perth campaign.

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will create vibrancy in Northbridge and will assist with raising the profile of Northbridge food and beverage businesses. Local businesses involved may see flow on effects from the event.

2. Encourages use of public spaces.

The event will take place in Northbridge Piazza.

3. Preference will be given to events which provide free attendance.

The event will be free to the public to attend. There will be a token system for the purchase of food.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following additional benefits for the recommended sponsorship of \$10,000:-

- the event to be promoted as part of the City's Eat Drink Perth campaign;
- the event to be listed on the Perth City website;
- the City to have naming rights to the event;
- the support of the City of Perth to be acknowledged on all promotional material for the event;
- an opportunity for the City to display signage at the event;
- the Lord Mayor, or representative, to be invited to open the event.

Comments:

The event will create vibrancy in Northbridge on a Thursday night and may provide some flow on economic benefits for business involved and in the area. The event will assist with educating the public about the changing face of Northbridge. The projected attendance for the event is very low in comparison to other events supported under event sponsorship, resulting in

relatively low value for money. However, it is proposed that funds for this event are drawn from the Eat Drink Perth budget which is specifically budgeted for promotion of food and beverage related initiatives falling within the Eat Drink Perth campaign. Cash sponsorship of \$10,000 is recommended, with funds for the event drawn from the Eat Drink Perth budget. It is recommended that sponsorship at this level is conditional on organisers working closely with the City in the lead up to the event on marketing the event to ensure maximum reach.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	WA Marathon Club
Event:	ASICS Bridges Fun Run
Date and Time:	3 April 2016, 7.30am to 10.00am
Location:	Langley Park and surrounds
Total Cost of Event:	\$101,700
Sponsorship Requested:	\$8,000
Sponsorship Recommended:	\$6,750

Background on Applicant:

The West Australian Marathon Club (WAMC) has been presenting the ASICS Bridges Fun Run since 1976. The WAMC coordinates the run on behalf of Telethon. The aim of the WAMC is to provide a program of well organised, safe and diverse events enabling distance runners of all ages and abilities to achieve excellence while developing club spirit.

Summary of Event:

The 2016 ASICS Bridges Fun Run will be held on Langley Park and shared footpaths on Sunday 3 April 2016, from 7.30 am to 10.00am.

The run is presented in two categories – a 5km walk or run, and a 10km walk or run. The 5km run begins in South Perth, takes a course over the Causeway, along the path to cross the Windan Bridge, along the riverbank path through East Perth and back to Langley Park. Organisers anticipate that 3,000 people will participate in the event, with an additional 1,500 spectators.

The 10km event will start in Langley Park with runners heading anti-clockwise on shared paths, across the Swan River over the Narrows Bridge, head along the South Perth Foreshore, recrossing at the Causeway and finishing back in Langley Park.

The ASICS Bridges Fun Run is a fundraising event and, as in previous years, all proceeds from the event will be donated to Telethon.

Funding

The total cost of the event is \$101,700. Organisers have requested cash sponsorship of \$8,000 (8% of the total cost of the event). Cash sponsorship of \$6,750 (7%) is recommended. This is the level of sponsorship which was

provided for the event in 2015. Organisers have requested additional funding for the event in 2016 to assist with the growing costs of conducting the event.

Organisers advise that should they be unsuccessful in securing sponsorship for the event it would still continue. The event is not dependent on City of Perth funding to continue, rather the sponsorship from the City assists with covering fees and charges for the event and allows organisers a greater donation to Telethon.

The following table shows the City's previous support for this event.

Year	Amount
2004	\$4,200
2005	\$4,200
2006	\$4,000
2007	\$5,310
2008	\$6,510
2009 – 2014	\$6,500
2015	\$6,750

The event attracts other sponsors annually including ASICS who hold naming rights to the event.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
State Tee-Ball Championships 2015	\$5,000	11,000	\$0.45
Sanitarium Weet-Bix Kids TRYathlon	\$13,500	8,500	\$1.59
<i>ASICS Bridges Fun Run (requested)</i>	<i>\$8,000</i>	<i>4,500</i>	<i>\$1.78</i>
<i>(recommended)</i>	<i>\$6,750</i>		<i>\$1.50</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation and create vibrancy on the foreshore.

2. Encourages use of public spaces.

The 10km event will start and finish on Langley Park. The 5km event will finish on Langley Park. The event will also take place on public shared footpaths.

3. Preference will be given to events which provide free attendance.

There is a cost for event participants. The event is free for spectators. All proceeds from the event will be donated to Telethon.

4. Preference will be given to events which will be held exclusively in the city.

The majority of the event takes place within the City of Perth, with small parts of it occurring in the City of South Perth and the Town of Victoria Park.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended sponsorship of \$6,750:-

- the event to be listed on the Perth City website;
- an opportunity for the city to provide signage at the event;
- the support of the City of Perth to be acknowledged through PA announcements at the event;
- the City of Perth crest to be displayed on all promotional material including entry form, posters, results sheets, finishers certificates, event clothing, online registration and electronic and social media.
- the city of Perth crest to be included on channel 7's promotion for the event;
- the Lord Mayor, or representative, to be invited to start the 10km event on Riverside Drive, and to assist with the awards ceremony at the event;
- the City of Perth crest to appear on the event website with a hyperlink to the Perth City website;
- ten free event entries for the City of Perth for staff participation in the event.

6. Additional benefits to be provided:

Organisers advise that no additional benefits will be provided for the requested cash sponsorship of \$8,000.

Comments:

Whist the event is not dependant on funding to proceed; the ASICS Bridges Fun Run is a well-known community charity event with a long history within the city. The City of Perth sponsorship assists with covering event fees and traffic management costs. The event will increase visitation and add vibrancy to the foreshore. Cash sponsorship of \$6,750 is recommended.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	WA Medieval Alliance
Event:	Perth Medieval Fayre
Date and Time:	19 March 2016, 10.00am to 8.00pm
Location:	Wellington Square
Total Cost of Event:	\$54,950
Sponsorship Requested:	\$20,500
Sponsorship Recommended:	\$10,000

Background on Applicant:

The West Australian Medieval Alliance (WAMA) was created in 2005. The Alliance provides a forum for all medieval societies, affiliated groups and interested parties within WA to participate in a single public event. WAMA's activities help to increase public knowledge of all things medieval, with the Perth Medieval Fayre being their key annual event.

Summary of Event:

Perth Medieval Fayre will be held on Saturday 19 March 2016, from 10am to 8.00pm. The event is a one day annual fair designed to showcase and promote traditional medieval history and way of life. The event is aimed at families, is largely run by volunteers, and is ticketed to cover costs. Ticket costs for the 2016 event are proposed to be:-

- Adults (age 14+) - \$10
- Concession holders and those in costume - \$5
- Children 13 years and under – free

The event will include stalls selling medieval themed products such as armour, pottery, wood carvings, clothing and jewellery. The organisation invites and offers free space for not-for-profit groups and guilds to showcase their interests, including the Herb Society, the Richard III Society, lace makers, blacksmiths etc. Demonstrations are held in authentic medieval practices such as embroidery, wool spinning, leather stamping, shoe-making and wood burning. The public are invited to join in and experience things in a hands-on way. The event also has food and drink stalls and other themed entertainment stalls including camel and pony rides, an animal petting farm and birds of prey. Vendors are expected to dress in costume in keeping with the theme.

Proposed children’s entertainment for the event includes a Punch and Judy show, an interactive story-teller, face-painters, art activities, safe archery stalls and treasure map making. There are also prizes awarded for the best costumes throughout the day.

Organisers anticipate an attendance of 10,000 at the event. Organisers advise that vendors, entertainers and attendees travel from Kalgoorlie, Geraldton, Albany, Busselton, Balingup, Norseman and other areas to be part of the event.

The event has been held in Supreme Court Gardens from 2006 to 2015. In 2016 organisers will relocate the event to Wellington Square as they were unable to secure Supreme Court for the 2016 event.

The 2015 event had low attendance numbers due to severe weather on the day. Organisers advise that this low attendance (and subsequent low income) has impacted on the funds they have in reserve to run the 2016 event.

Funding

The total cost of the event is \$54,950. Organisers have requested cash sponsorship of \$20,500 (37% of the total cost of the event). Cash sponsorship of \$10,000 (18%) is recommended. Organisers advise that if the City should support the event for less than the requested amount of \$20,500, the event would have to be significantly scaled down, if it could be run at all.

The following table shows the City’s previous support for the event:-

Year	Amount
2007	\$8,000
2008	\$6,266
2010	\$1,790
2013	\$2,000
2014	\$5,720
2015	\$10,000

Organisers are also seeking funding from Lotterywest, as well as community fundraising. WAMA advises that should they be unsuccessful in securing funding from the City, they would have to reduce the scale of the event.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Claisebrook Carnivale and Duck Derby 2015	\$20,000	6,000	\$3.33
<i>Perth Medieval Fayre 2016</i>			
<i>(requested)</i>	<i>\$20,500</i>	<i>10,000</i>	<i>\$2.50</i>
<i>(recommended)</i>	<i>\$10,000</i>		<i>\$1.00</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city and create vibrancy in the city. The event may increase economic investment in the city with attendees visiting city businesses before and after the event.

2. Encourages use of public spaces.

The event will be held in Wellington Square.

3. Preference will be given to events which provide free attendance.

The event is offered at a low cost ticketed price. Entry is free for children and those who dress in theme for the event.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers advise that the following benefits will be offered for the recommended cash sponsorship of \$10,000:-

- the event to be listed on the Perth City website;
- the City of Perth logo to appear on the event website with a hyperlink to the Perth City website;
- the City of Perth logo to appear prominently on all promotional material;
- 18 invitations for Elected Members and their guests to attend the event;
- the Lord Mayor, or representative, to be invited to speak at the event.

6. Additional benefits to be provided:

Organisers will offer the following additional benefit for cash sponsorship of \$20,500:-

- the City of Perth to receive naming rights to the event.
-

Comments:

The event is held exclusively in the city and will create vibrancy in Wellington Square. The event may increase economic benefit in the city. Cash sponsorship of \$10,000 is recommended based on estimated attendance at the event and the level of sponsorship provided for events of a similar scale. However organisers advise that for cash sponsorship of less than the requested \$20,500, they would have to significantly reduce the scale of the event, and that it may not be able to continue at all.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	HBF
Event:	HBF Run for a Reason
Date and Time:	Sunday 22 May 2016, 7.00am to 12.00 noon
Location:	Wellington Street to Gloucester Park
Total Cost of Event:	\$1,820,000
Sponsorship Requested:	\$30,000
Sponsorship Recommended:	\$26,500

Background on Applicant:

HBF is a Western Australian health insurance provider which was established in 1941, and now has over 1,000,000 members. HBF partners with a range of health and wellbeing initiatives to provide members and the broader community with health and wellbeing opportunities every day. These include HBF outdoor training sessions and corporate health initiatives. The largest of these initiatives is the HBF Run for a Reason.

Summary of Event:

The HBF Run for a Reason 2016 will take place on Sunday 22 May from 7.00am to 12.00 noon in Perth streets. The event will start on William Street with participants walking or running a course to Gloucester Park. The event offers three distances for people to walk, jog or run. Course routes are as follows:-

- 4km: a scenic course along St Georges Terrace, Riverside Drive, Hay Street and Nelson Avenue concluding with participants running onto Gloucester Park;
- 12km: scenic, flat course over sections of three freeways, through the Northbridge Tunnel and over the Esplanade, concluding with participants running into Gloucester Park;
- 21km half marathon: course route takes participants to Kings Park and along Riverside Drive before joining up with the 12km course.

The half marathon distance was a new addition to the event in 2015, and attracted over 3,000 participants. The 2015 event attracted a participation of 31,740. Total attendance for the 2016 event is anticipated at 41,500.

The event centre for pack collection in the lead up to the event will be located at Perth Arena. The event will again offer a bag compound at the GPO building encouraging participants to return to the city to collect their belongings following the event. Event organisers encourage Mall Management to have Piccadilly and Plaza Arcades open as a thoroughfare for event day participants. HBF feel that should more retailers choose to open for the event day start, they too could take advantage of the event.

In the eight weeks leading up to the event, participants are supported with free training sessions which will be held on Langley Park, as well as 19 other suburban locations. In 2015 Organisers also organised a 3-day T-shirt Print Pop-Up Shop in Forrest Place which attracted 2,500 visitors who had their event t-shirt personalised.

HBF work with Transperth to provide free public transport to participants on the event day. In 2015 HBF also worked closely with the City of Perth to provide an 'event rate' at CPP Elder Street Carpark. Organisers will again be working with CPP to find a preferred parking provider. Participants will have access to free shuttle buses to travel back to the city post-event. Organisers advise that 95% of participants travel from the Perth Metropolitan area, and the remaining 5% travel from rural WA, interstate and overseas for the event.

Following on from the success of 2014, HBF produced a 30 minute highlights package of the event which was aired on Channel 7. This footage showcased key landmarks in the City including Kings Park, Council House, Riverside Drive, the City Centre and Malls, and vision of the Lord Mayor. This production was an additional benefit for sponsors over and above existing commitments.

The event is now in its 7th year. HBF employ external contractor TriEvents to professionally manage the operational components of the event. TriEvents are a WA Event Management company with a history of delivering events such as the Santos Great Bike Ride.

HBF work closely with a number of external stakeholders on the event logistics, including:-

- the Public Transport Authority
- WA Police
- Main Roads WA
- Department of Sport and Recreation
- Metropolitan Redevelopment Authority
- the Botanic Parks and Gardens Authority.

Funding

The total cost of the event is \$1,820,000. Organisers have requested cash sponsorship of \$30,000 (2% of the total cost of the event). Cash sponsorship of \$25,000 (1%) is recommended for the event. This is the level of support provided in 2015. The following table shows the previous support the City has provided for the event:-

Year	Amount
2013	\$25,000
2014	\$25,650
2015	\$26,500

Organisers have requested an increase in sponsorship for 2016. They advise that funding will be used to support the increasing operational costs of the start area of the course in Perth CBD – in particular toilets, crowd control equipment, PA systems, baggage compounds, entertainment, directional signage, road closures, medical and emergency services, fencing, etc.

Financial and in-kind sponsorship has been secured with The West Australian, Channel 7, 96FM and 6PR radio stations, Ramsay Health Care, Powerade, Brooks, Print Logic., Woodside Energy, Runwest and OPSM.

Organisers advise that should they be unsuccessful in securing funding from the City, the size and quality of the event may need to be scaled back.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Chevron City to Surf for Activ	\$35,000	33,327	\$1.05
<i>HBF Run for a Reason (requested)</i>	<i>\$30,000</i>	<i>41,500</i>	<i>\$0.72</i>
<i>(recommended)</i>	<i>\$26,500</i>		<i>\$0.64</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city with an estimated 41,500 people coming into the city on a Sunday morning. The event may increase economic benefit in the city with organisers undertaking a number of initiatives to bring participants back to the city post-event.

Organisers also plan to activate the city in the lead up to the event with free training sessions and a t-shirt printing activation.

2. Encourages use of public spaces.

The majority of the event takes place in public spaces. The event concludes in Gloucester Park which is open to the public for the event.

3. Preference will be given to events which provide free attendance.

There is a registration fee for event participants. Spectators may attend the event for free and have free access to the event start and finish precincts.

4. Preference will be given to events which will be held exclusively in the city.

The majority of the event will be held exclusively in the city. Part of the 12km course and half marathon courses run through the town of Victoria Park.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended cash sponsorship of \$26,500:-

- the event to be listed on the Perth City website;
- the City to have naming rights to the start area stage as the “City of Perth Start Area Stage”;
- an opportunity for the Lord Mayor to address participants at the start area;
- the City of Perth logo to be included on all printed material including brochure’s and posters;
- a quarter page advertisement in the ‘Event Information Guide’ provided to all participants;
- the inclusion of a promotional message or offer in one issue of the event e-newsletter to the participant database;
- the City of Perth logo to appear on the event website homepage with a hyperlink to the Perth City website;
- the City of Perth logo to appear on the event homepage Sponsor page with a Sponsor blurb and hyperlink to the Perth City website;
- an opportunity for the City to provide promotional videos to be displayed at the Event Centre, Start Area and finish line;
- an opportunity for the City to provide signage for the event, including at the start and finish gantry;
- free entries to the value of \$600 redeemable for any distance and to comprise of Team City to Perth;
- 10 invitations to the post event function at Gloucester Park for City of Perth VIPs;

- the support of the City to be acknowledged through PA announcements at the event;
- the City of Perth logo to appear on the participant bib and on volunteers t-shirts;
- the City to receive access to post-event research conducted by event organisers;
- inclusion and promotion of the following items in event communications:-
 - Free public transport for participants;
 - Baggage compound at Forrest Place Mall;
 - Free shuttle buses returning participants/ spectators from Gloucester Park to the City post-event;
 - List of special offers and opening hours from City retailers;
 - Promotion of preferred/ event rate CPP car park options for event day.

6. Additional benefits to be provided:

Organisers advise that no further benefits will be provided for the requested sponsorship of \$30,000.

Comments:

The HBF Run for a Reason has experienced rapid growth in recent years and now rivals the City to Surf in scale. The event increases visitation to the city and creates vibrancy in the city. The event may increase economic investment in the city in the lead up to and after the event. Cash sponsorship of \$26,500 is recommended.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	WA Squash
Event:	2016 International Squash Challenge
Date and Time:	Friday 27 to Sunday 29 May 2016
Location:	Terrace Squash Centre, East Perth
Total Cost of Event:	\$23,700
Sponsorship Requested:	\$5,000
Sponsorship Recommended:	\$5,000

Background on Applicant:

The Squash Rackets Association of WA Inc. (trading as WA Squash) aims to administer and grow the sport of squash in Western Australia. The Western Australian Open has been the premier event of the Western Australian Squash calendar since 1951. The event was traditionally conducted at various squash courts around Western Australia. In 2006 the event was upgraded in an effort to attract additional players from interstate and overseas. The annual International Squash Challenge event combines the WA Open and the International Men's and Women's events.

Summary of Event:

WA Squash are presenting the 2016 International Squash Challenge at the Terrace Squash Centre, East Perth, from Friday 27 to Sunday 29 May 2016.

The tournament is registered as a professional event attracting many of the top players from Australia and overseas and comprises the following components:-

- Professional Squash Association (PSA) – the elite men's competition for world ranked players, including international competitors;
- Women's International Squash Players Association (WISPA) tour; and
- WA Squash open events for state and national competitors.

Event organisers estimate that the tournament will attract approximately 140 participants and 350 spectators in 2016, with a percentage of these from interstate or overseas. In 2015, the event attracted 11 overseas players representing 9 different countries, as well as high ranking Australian players. Overseas countries represented included Canada, England, Estonia, Jamaica, Japan, Korea, Malaysia, New Zealand and Pakistan.

Attendees who travel for the event are either billeted or are provided with accommodation in the city. The event offers cash prize money of USD\$5,000 to the winners of both the PSA and WISPA competitions. Smaller cash prizes are awarded to division winners.

Organisers advise that the sport of squash has difficulty in generating substantial media interest, however they undertake local promotion through radio segments as well as direct promotion to the local and national squash community.

Funding

The total cost of the event is \$23,700. Organisers have requested cash sponsorship of \$5,000 for the event (21% of the total cost of the event).

The City has supported the event since 2001. The following table shows the City's support for the event since 2006:-

Year	Sponsorship	Events
2006	\$3,000	Men's PSA event
2007	\$7,000	Men's PSA and Women's WISPA event
2008	\$5,000	Men's PSA event
2009	\$5,000	Men's PSA event
2010	\$5,000	Men's PSA event
2011	\$5,000	Men's PSA event and women's WISPA event
2012	\$5,000	Men's PSA event and women's WISPA event
2013	\$5,000	Men's PSA event and women's WISPA event
2014	\$5,130	Men's PSA event and women's WISPA event
2015	\$5,000	Men's PSA event and women's WISPA event

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
2013/14 Sabre Sailing	\$2,000	300	\$6.67
ASICS Bridges Fun Run 2015	\$6,750	4,500	\$1.50
International Squash Challenge 2015 (requested)	\$5,000	490	\$10.20

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event is a small scale event; however it attracts approximately 30 international squash players to the city. The event will not significantly increase visitation to the city, with an estimated attendance of 490 over the course of the event. The event will not significantly increase economic investment in the city.

2. Encourages use of public spaces.

The event attracts a small visitation with approximately 140 players attending and an additional 350 spectators. Some participants will travel from interstate or internationally to attend the event.

3. Preference will be given to events which provide free attendance.

The event takes place at the Terrace Squash Centre within the Hyatt Centre, Terrace Road, East Perth. The location is a private building; however spectators can enter the premises unrestricted.

4. Preference will be given to events which will be held exclusively in the city.

The event is free for spectators to attend. Competitors are required to pay registration fees.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the requested cash sponsorship of \$5,000:-

- the event to be listed on the Perth City website;
- the City of Perth to have exclusive naming rights to the PSA Men's event and the Women's event which will both be referred to as the "City of Perth International Squash Challenge"
- an opportunity for the Lord Mayor, or representative, to present the Lord Mayor's Cup to the winners of the City of Perth International Squash Challenge in both men's and ladies events;
- nine invitations for Elected Members to the opening function cocktail party directly preceding the first evening of competition;

- the City of Perth to be acknowledged as an ongoing sponsor of Terrace Squash, the State Squash Centre;
 - an opportunity for the City of Perth to display signage at the event;
 - the City of Perth logo to be included in all promotional and other material (including posters, flyers, entry forms, and e-newsletters) distributed to the public, and to WA Squash members;
 - the support of the City of Perth to be acknowledged through press and radio coverage of the event, where possible.
-

Comments:

The International Squash Challenge has been held in the city since 1996, with the City of Perth supporting the event since that time. Cash sponsorship of \$5,000 is recommended for the 2016 event.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Japan Festival Association in Perth Inc.
Event:	Japan Festival Perth 2016
Date and Time:	27 February 2016, 11.00am to 6.00pm
Location:	Forrest Place
Total Cost of Event:	\$37,400
Sponsorship Requested:	\$10,000
Sponsorship Recommended:	\$8,400

Background on Applicant:

The Japan Festival Committee was formed in July 2012 by members of the Japanese Consulate General and members of the Western Australian Japanese Community. The organisation was formed to deliver the Japan Festival which aims to promote friendship between Japan and Perth through cultural events. The Committee membership is formed of individuals and organisations including the Hyogo Prefectural Government Cultural Centre, the Japan Association of WA, the Japan Club of WA and the Australian Japan Society of WA.

Summary of Event:

The Japan Festival will be held in Forrest Place on Saturday 27 February 2016 from 11.00am to 6.00pm. The event is a Japanese cultural festival with stalls, live entertainment, displays, games and cultural information. The event will include the following:-

- Martial arts demonstrations;
- Cultural performances;
- Manga Cosplay;
- Japanese food for sale;
- Children's activities and stalls.

From 2007 to 2012 the event was held at the Japan School in Perth, located in North Beach. The event was moved to the city in 2014 due to high attendance numbers and in an effort to attract a wider audience to the event. The 2014 event attracted an attendance of 10,000. The 2015 event was again held in Forrest Place, with an attendance of 15,000 over the day. Organisers anticipate similar numbers will attend the 2016 event.

Funding

The total cost of the event is \$37,400. Organisers have requested cash sponsorship of \$10,000 (27% of the total cost of the event.) In 2014 and 2015, the City provided sponsorship of \$8,400 for the event. Sponsorship at this level (22% of the total cost of the event) is again recommended for 2016.

The Committee is also seeking sponsorship from the Consulate General of Japan in Perth, Lotterywest and the Japanese Association of WA. Should organisers be unsuccessful in securing funding from the city, the Japanese Festival Committee would approach other companies and organisations for funding.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Songkran Festival 2015	\$11,760	9,000	\$1.31
<i>Japan Festival 2015</i> <i>(requested)</i>	<i>\$10,000</i>	<i>15,000</i>	<i>\$0.67</i>
<i>(recommended)</i>	<i>\$8,400</i>		<i>\$0.56</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event increases visitation to the city and creates vibrancy in the city with an estimated 15,000 people attending the event over the day. The event is likely to increase visitation in the city. The event will create vibrancy in the city.

2. Encourages use of public spaces.

The event will be held in Forrest Place.

3. Preference will be given to events which provide free attendance.

The event is free to the public to attend. Food and cultural items will be available for purchase at the event.

4. Preference will be given to events which will be held exclusively in the city.

The event is held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following sponsorship benefits for the recommended cash sponsorship of \$8,400:-

- the event to be listed on the Perth City website;
- the City of Perth crest to appear on all printed and promotional material ;
- the City of Perth crest to appear on the event website;
- an opportunity for the city to display signage at the event;
- nine invitations for Elected Members to attend the event as VIPs;
- the Lord Mayor, or representative to be invited to speak at the event;

6. Additional benefits to be provided:

Organisers advise that no additional benefits would be provided for the requested cash sponsorship of \$10,000.

Comments:

The Japan Festival was a new addition to the city in 2014 and was highly successful with a large attendance. Organisers expect an attendance of 15,000 to the 2016 event. The event will increase visitation to the city and create vibrancy in the city. It is also likely to increase economic investment in the city. Cash sponsorship of \$8,400 is recommended.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Rotary Club of Heirisson
Event:	Claisebrook Carnivale and Duck Derby
Date and Time:	20 March 2016, 10.00am to 5.00pm
Location:	Victoria Gardens and Claisebrook Cove
Total Cost of Event:	\$131,000
Sponsorship Requested:	\$20,000
Sponsorship Recommended:	\$20,000

Background on Applicant:

The Rotary Club of Heirisson is part of Rotary District 9450. The club supports local charities through donations and volunteer support. The Rotary Club of Heirisson has presented the Claisebrook Carnivale and Duck Derby since it began in 2011. The event is a key fundraising event for the organisations calendar.

Summary of Event:

The annual Claisebrook Carnivale and Duck Derby will be held on Sunday 20 March 2016, from 10.00am to 5.00pm in Victoria Gardens and Claisebrook Cove.

The event will include free entertainment and children's attractions such as bouncy castles, tractor and pony rides and a rowing regatta on the cove, Local musicians and artists will provide the entertainment. The event will also feature food stalls, a rowing regatta and a fancy dress running race.

The event will also include the 'Telethon Duck Derby'. In the lead up to the event, the general public will have an opportunity to purchase a plastic duck to raise funds for Telethon. At the event, up to 15,000 small plastic ducks with numbered tags will be dropped into Claisebrook inlet. The winner is the first duck to cross the finish line, with the owner of the duck winning a car. The Lord Mayor will again be invited to be the official, "Duck Plucker" (taking the duck from the water).

Attendance at the 2013 and 2014 event were approximately 10,000. In 2015 the event attracted an attendance of approximately 6,000. Organisers advise that the lower numbers were due to the Freeway Bike Hike for Asthma being

held on the same day. They are working closely with the City to ensure that these two events do not clash again.

Funding

The total cost of the event is \$131,000. Organisers have requested cash sponsorship of \$20,000 (15% of the total event cost) for the event. Cash sponsorship at this level is recommended. The following table shows the City's support for the event since its inception.

Year	Amount
2011	\$15,000
2012	\$20,000
2013	\$20,000
2014	\$20,520
2015	\$20,000

Organisers are also seeking support from Lotterywest, and advise that should they be unsuccessful in securing funding from the city, the event would need to be considerably scaled down. Organisers have attempted to secure sponsorship from other sources in the past but have been unsuccessful.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Young Butchers Picnic 2015	\$20,000	5,000	\$4.00
<i>Claisebrook Cove Carnivale and Duck Derby (recommended)</i>	<i>\$20,000</i>	<i>10,000</i>	<i>\$2.00</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city and create vibrancy in the city. The event is likely to have some benefit for the trading precinct in Claisebrook Cove.

2. Encourages use of public spaces.

The event takes place in Claisebrook Cove and Victoria Gardens.

3. Preference will be given to events which provide free attendance.

The event is free to the public to attend. There is a charge for participation in the Duck Derby part of the event. All proceeds are donated to Telethon.

4. Preference will be given to events which will be held exclusively in the city.

The event is held exclusively in the city.

5. Benefits to be provided to the City:

Event organisers will provide the following benefits for cash sponsorship of \$20,000:-

- the event to be listed on the Perth City website;
- the event to be promoted as part of the City's Eat Drink Perth campaign;
- the City of Perth to have secondary naming rights to the event with the Rotary Club;
- the City of Perth crest to appear on all promotional material and media promotion for the event;
- the City of Perth crest to appear on the event website with a hyperlink to the Perth City website;
- the City to have an opportunity to have a stall at the event;
- Nine invitations for Elected Members to attend the event;
- the provision of parking for Elected Members attending the event;
- the Lord Mayor to be invited to pluck the winning duck;
- the Lord Mayor, or representative, to be invited to speak at the event.

Comments:

The Claisebrook Carnivale is a well-attended community event which has become a fixture on the East Perth calendar. The event will create vibrancy and increase attendance in the precinct. Organisers advise that the event will have an emphasis on food and family in 2015. Cash sponsorship of \$20,000 is recommended for the event.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Thai-Australia Association of WA Inc.
Event:	Songkran Festival Perth 2016
Date and Time:	Sunday 17 April 2016, 11.00am to 4.00pm
Location:	Russell Square
Total Cost of Event:	\$33,353
Sponsorship Requested:	\$13,936.50
Sponsorship Recommended:	\$11,760

Background on Applicant:

The Thai-Australian Association of WA (TAAWA) was established to foster good relations and cultural understanding between Thailand and Western Australia. The Association is a voluntary, not for profit organisation without political or religious affiliations. TAAWA has previously organised the Loy Krathong Festival at Ozone Reserve. They have also presented Songkran Festival in the city since 2013.

Summary of Event:

Songkran Festival Perth 2016 is to be held on Sunday 17 April 2016 from 11.00am to 4.00pm in Russell Square. Songkran is the Thai New Year celebration and is associated with water, which is a symbol of purification. In Thailand, people traditionally celebrate by taking to the streets with water pistols and buckets of water to throw at each other and passers-by.

The event format will include stalls, rides and entertainment, as well as the following elements:-

- a water blessing ceremony;
- traditional singing;
- Thai classical dance performances;
- Muay Thai (Thai boxing);
- musical, dance and spoken recitals by students from the Thai Language and Culture School;
- the Miss Songkran Beauty Pageant.

The opening ceremony will feature the symbolic release of balloons to welcome the New Year. The event is split into four distinct areas; an area for

stage performances, a food and product hall, a children's amusement area and a traditional Thai picnic area.

The Songkran Festival was first held in April 2013 and attracted 5,000 people over the course of the event. The City did not provide sponsorship for the event. The event was again held in April 2014, with sponsorship from the city and a similar attendance. In 2015 the event moved to Forrest Place, with an attendance of 10,000. Organisers believe that this increased attendance was due to the more prominent location of the event. The event will move back to Russell Square for 2016 as Forrest Place is not available on this date. Organisers anticipate an attendance of 6,000 at the 2016 event.

The event usually falls within the Eat Drink Perth campaign and organisers advise that the publicity received as part of this significantly increases the attendance at their event.

Funding

The total cost of the event is \$33,353. Organisers have requested cash sponsorship of \$13,936.50 (42% of the total cost of the event). Cash sponsorship of \$11,760 (35%) is recommended for the event. This is the level of sponsorship provided in 2015.

The following table shows the support the City has previously provided for the event:-

Year	Amount
2014	\$10,988.46
2015	\$11,760

The event also receives financial support from the Royal Thai Embassy, Canberra, and PTTEP Australasia in Perth. Organisers advise that should they be unsuccessful in securing funding from the City, they would canvass additional support from existing sponsors and other potential sources.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Japan Festival 2015	\$8,400	15,000	\$0.56
Songkran Festival 2016 (requested)	\$13,936.50	6,000	\$2.23
(recommended)	\$11,760		\$1.96

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city, with an estimated 6,000+ people attending the event. The event will create vibrancy in Northbridge and increase economic investment in the surrounding businesses.

2. Encourages use of public spaces.

The event will be held in Russell Square.

3. Preference will be given to events which provide free attendance.

The event is free to the public to attend.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in Northbridge.

5. Benefits to be provided to the City:

- the event to be listed on the Perth City website;
- the event to be promoted as part of the City's East Drink Perth campaign;
- the City of Perth crest to appear on all promotional material;
- an opportunity for the City of Perth to display signage at the event;
- the City's support to be acknowledged through PA announcements at the event;
- the Lord Mayor, or representative, to be invited to open the event.

6. Additional benefits to be provided:

Organisers advise that no additional benefits would be provided for the requested cash sponsorship of \$13,936.50.

Comments:

The Songkran Festival Perth was a new addition to the city in 2013. Over the last two years the event has attracted a large number of attendees, increasing visitation to the city and creating vibrancy in Northbridge. The

event is likely to provide economic benefit in the city with attendees visiting surrounding businesses.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	X-Tri Events
Event:	Sanitarium Weet-Bix Kids TRYathlon
Date and Time:	Sunday 10 April 2016, 7.00am to 1.00pm
Location:	Langley Park, East Perth
Total Cost of Event:	\$244,354.77
Sponsorship Requested:	\$13,500
Sponsorship Recommended:	\$12,660

Background on Applicant:

Sanitarium has owned the Sanitarium Weet-Bix Kids TRYathlon since the event began in 1998. The event is managed by X-Tri Events on behalf of Sanitarium Health and Wellbeing.

Summary of Event:

The 2016 Sanitarium Weet-Bix Kids TRYathlon will be held on Sunday 10 April 2016 from 7.00am to 1.00pm.

The event is a triathlon style event specifically tailored to children aged between seven and fifteen years and will take place on Langley Park and in Perth Water. There are two age groups for the event:-

- Seven to ten years – course includes a 100 metre swim, three km cycle and a 500m run; and
- 11 – 15 years – course includes a 200m swim, six km cycle and one km run.

The event will include an event village with a bungee run, bouncy castle, petting zoo, obstacle course, free breakfast and healthy snacks. There is a registration fee for participants of \$41.50. This fee covers event items such as race bibs, swim hat and t-shirt.

The Perth TRYathlon event is one of a series of eleven events held around Australia. The aim of the event is to encourage children to get active, with the emphasis on enjoying the experience of training, participation and completion, rather than competition. Post-event surveys of participant's parents indicate that children who participate in the event leave the experience with increased confidence and self-esteem.

Organisers anticipate attendance numbers for the 2016 event at 2,500, with an additional 6,000 spectators. In the lead-up to the event, organisers run a number of promotional visits to schools to encourage participation in the event. In the lead up to the 2015 event, there were 22 school promotional visits run in Perth.

The event is part of a national series (the Trans-Tasman Weet-Bix Kids TRYathlon) which was recently sanctioned by the International Triathlon Union as the largest under 16s triathlon series in the world. Organisers advise that approximately 19,000 children will participate in the national series.

Event organisers and crew are accommodated in the city during the event. In 2015 the event attracted approximately 100 participants from regional areas, who also seek accommodation in the city for the event.

Funding

The total cost of the event is \$244,354.77. Organisers have requested cash sponsorship of \$13,500 for the event (6% of the total cost of the event). Cash sponsorship of \$12,660 (5%) is recommended for the event. This is the level of sponsorship which was provided for the event in 2015. The City has supported the event since 2006. The following table shows the City's previous support for the event:-

Year	Amount
2006	\$11,200
2007	\$12,500
2008	\$12,500
2009	\$10,000
2010	\$10,000
2011	\$10,400
2012	\$10,670
2013	\$12,000
2014	\$12,300
2015	\$12,660

Organisers have a suite of sponsors who provide support for the event series across Australia. Sanitarium Health and Well-Being is the main financial contributor for the event and continue to run the event at a loss in order to allow a wide range of children from all demographics to participate.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
State Tee-Ball Championships 2015	\$5,000	12,000	\$0.42
<i>Weet-Bix Kids TRYathlon 2016</i>			
<i>(requested)</i>	<i>\$13,500</i>	<i>8,500</i>	<i>\$1.59</i>
<i>(recommended)</i>	<i>\$12,660</i>		<i>\$1.49</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. **Contributes towards the achievement of one or more of the City's marketing objectives:**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event is part of a large scale national triathlon series which is the largest under 16s triathlon series in the world. In 2014 the series broke the Guinness World Record for a triathlon series in Australia with an overall attendance of 16,500 nationally.

2. **Encourages use of public spaces.**

The event is held in Langley Park and on Perth Water.

3. **Preference will be given to events which provide free attendance.**

The event is free to the public to attend. There is a registration fee for participants. This fee covers race items in participant's event kits.

4. **Preference will be given to events which will be held exclusively in the city.**

The event is part of a program held in 13 locations. Perth is the only WA location for the event and has one of the largest participation numbers for the series.

5. **Benefits to be provided to the City:**

Organisers will provide the following sponsorship benefits for the recommended cash sponsorship of \$12,660:-

- the event to be listed on the Perth City website;
- the City of Perth crest to appear on the event guide;
- the City of Perth crest to appear on the event website with a hyperlink to the Perth City website;
- acknowledgement of the City of Perth in all media promotion in the lead up to the event;

- an opportunity for the City to provide signage at the event;
- the support of the City of Perth to be acknowledged in PA announcements at the event;
- four invitations for the Lord Mayor, Deputy Lord Mayor and guests to be invited to attend the event as VIPs.

6. Additional benefits to be provided:

Organisers advise that no additional benefits would be provided for the requested cash sponsorship of \$13,500.

Comments:

The Sanitarium Weet-Bix Kids TRYathlon will create vibrancy on the foreshore and increase visitation to the city. The event may increase economic investment in the city with families visiting city businesses after the event. As part of a national series, the event will assist with positioning the city as a city of regional and international significance.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Buddha's Light International Association of WA
Event:	Buddha's Birthday and Multicultural Festival
Date and Time:	16 – 17 April, 10.00am to 8.00pm
Location:	Langley Park
Total Cost of Event:	\$192,000
Sponsorship Requested:	\$50,000
Sponsorship Recommended:	\$39,000

Background on Applicant:

Buddha's Light International Association (BLIA) was founded and established in 1991. BLIA Western Australia (BLIAWA) is one of the over 180 chapters of this international organisation which has in excess of a million members spread across the world. Its mission is to benefit all beings and relieve their sufferings with the compassionate teachings of the Buddha, bringing loving kindness to all.

Event Background

The Buddha's Birthday and Multicultural Festival has been held since 1998. The event was held at the Fo Guang Shan Buddhist Temple in Maylands until 2003. In 2004 event organisers relocated the Festival to Supreme Court Gardens where it was held until 2011. In 2012 the event returned to Fo Guang Shan Buddhist Temple in an effort to minimise event costs. The City of Bayswater supported the event during this time; however, organisers received strong feedback that the event was well received in the City of Perth and supporters expressed a desire to see the event return to the city.

In 2015 the event returned to the City, being held at Langley Park. The City provided sponsorship of \$39,000 for the event.

Summary of Event:

The Buddha's Birthday and Multicultural Festival will be held on Langley Park on Saturday 16 April from 10.00am to 8.00pm and Sunday 17 April 2016 from 9.00am, to 5.00pm. The event is a community celebration promoting peace between people from different backgrounds. The Festival's objective is to celebrate the birthday of Buddha and to promote peace and harmony throughout the world. All activities are non-political and emphasise family values, friendship and compassion. The event is free to the public to attend,

and alcohol free. Celebrations include religious ceremonies, cultural dances, displays and a vegetarian food fair.

The event is well attended with an estimated attendance of 35,000 at the 2015 event, including many local dignitaries. In 2013 the event was listed as one of the State's top five community events by the Office of Multicultural Interests.

Funding

The total cost of the event is \$192,000. Organisers have requested cash sponsorship of \$50,000 (26% of the total cost of the event). Organisers have requested additional funding to allow them to grow the event with another stage and additional marquees. Cash sponsorship of \$39,000 is recommended. This is the level of sponsorship provided for the event in 2015. Organisers advise that without funding at this level from the City of Perth, the event would be unable to continue in the City.

The following table shows the City's previous support for the event:-

Year	Amount	Attendance
2004	\$6,200	18,000
2005	\$8,000	18,000
2006	\$20,500	20,000
2007	\$22,177	22,000
2008	\$21,498	25,000
2009	\$23,000	30,000
2010	\$20,000	35,000
2011	\$20,800	50,000
2015	\$39,000	35,000 (returned to city)

Organisers are also approaching the Office of Multicultural Interests, Healthway and Lotterywest for funding for the event.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Swan Festival of Lights 2014	\$30,000	35,000	\$0.86
<i>Buddha Birthday and Multicultural Festival</i>			
<i>(requested)</i>	\$50,000	40,000	\$1.25
<i>(recommended)</i>	\$39,000		\$0.98

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation in the city and create vibrancy in the city. The event will attract an estimated 40,000 attendees, including several from interstate and overseas who are likely to contribute to economic spend in the city. The event will assist in positioning the city as a city of regional significance.

2. Encourages use of public spaces.

The event will be held in Langley Park.

3. Preference will be given to events which provide free attendance.

The event is free to attend.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended cash sponsorship of \$39,000:-

- the event to be promoted as part of the City's Eat Drink Perth campaign;
- the event to be listed on the Perth City website;
- the City of Perth crest to appear on all electronic and print promotional material;
- an opportunity for the City to display signage at the event;
- nine invitations for Elected Members to attend the event;
- the Lord Mayor, or representative, to be invited to speak at the event.

6. Additional benefits to be provided:

Organisers will provide the following additional benefits for the requested cash sponsorship of \$50,000:-

- the City to be acknowledged as an event partner in all event promotion and publicity;

- the support of the City of Perth to be acknowledged in social media;
 - the Lord Mayor to be invited to appear in a promotional video for the event;
 - an opportunity for the City to hold a stall at the event;
 - the Festival theme to incorporate the City's "Get to Know Me" brand.
-

Comments:

The Buddha Birthday and Multicultural Festival is a major cultural celebration which returned to the city in 2015 based on feedback from supporters. Organisers have requested cash sponsorship of \$50,000.

The event will, increase vibrancy in the city, increase visitation to the city and increase economic investment in the city. Cash sponsorship of \$39,000 is recommended for the event.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Perth International Jazz Festival
Event:	Perth International Jazz Festival
Date and Time:	3 – 5 June 2016, various times
Location:	Elizabeth Quay, Forrest Place, Northbridge Piazza, Perth Cultural Centre
Total Cost of Event:	\$425,000
Sponsorship Requested:	\$25,000
Sponsorship Recommended:	\$20,000

Background on Applicant:

Perth International Jazz Festival Inc. (PIJF) is an incorporated not-for-profit organisation founded in 2012. The organisations mission is to promote Western Australian grown and developed Jazz performers. The organisation was primarily established to organise and administer an annual jazz and related music festival in and around Perth.

Summary of Event:

Perth International Jazz Festival is to be held from Friday 3 June to Sunday 5 June 2016. The Festival will feature performances as both free and ticketed performances over the course of the three days.

The Perth International Jazz Festival free stages will be held in the following locations:-

- Forrest Place;
- Elizabeth Quay
- Northbridge Piazza;
- Brookfield Place;
- Raine Square;
- Perth Convention and Exhibition Centre.

In addition there will be a Mardi Gras-style event taking a route through the city from the Perth Cultural Centre to Elizabeth Quay.

Of these concerts, only Forrest Place, the Northbridge Piazza and Elizabeth Quay meet the City's Event Sponsorship criteria of events in public outdoor

spaces and the assessment therefore focused on events held in these spaces, as well as the Mardi Gras event.

In 2015 the event included 52 events across 19 venues throughout Perth and Northbridge and included performances by international artists including Richard Bona, Barney McCall and Vivian Sessoms. The Festival also included local musicians who were trained in Perth and now have successful overseas careers.

2016 will be the fourth year for the event and organisers are looking to raise the profile of the event now that it has been established as an annual event. Organisers anticipate an attendance of 20,000 to the 2016 event.

Demographics collated from last year's festival show that the audience is predominantly 25 – 34 year olds, followed by 35 – 44 year olds, predominantly middle class, with an interest in travel and tourism, food and wine events and cultural activities.

Organisers advise that as many members of the target demographic will have children living at home the 2016 event will focus on family friendly and child-inclusive events. As a large number of the target market gain their information from online sources, a focus will be on digital marketing in addition to the traditional print, television and signage.

Marketing for PIJF has previously been focused on the local and national market. The three year plan for PIJF is to focus marketing on the eastern Seaboard of Australia, and South Asia, with Malaysia and Indonesia as the starting points. This is due to the close proximity of these locations, as well as the fact that they have a demonstrated interest in Jazz through the Java Jazz Festival, the KL Jazz Festival and the Penang Island Jazz Festival.

PIJF's current pricing and positioning strategy is aimed at obtaining the largest possible community engagement in the Perth market. PIJF is moving to the next phase of its pricing and positioning strategy in the three years from 2016 to 2018. In addition to retaining a number of free events, PIJF aims to increase its ticket price to be identified as a premium brand offering the highest quality musical experiences. They propose to accomplish this through the establishment of ticket tiers, with higher ticket prices for premium seated experiences and cheaper ticket options offering general admission standing.

Tourism and Marketing

Other strategies will be employed by PIJF to value add, including the promotion of national and international airfare/ accommodation/ticket packages via targeted tourism agencies in the key marketplaces. PIJF will also offer a range of packages in conjunction with tourism operators, including:-

- Hotel and ticket packages with partner hotels;
- Airfare/ accommodation/ ticket packages;
- Group ticket discounts and packages;

- Fly/Stay/Drive packages with airlines, hotel, car rental agencies and festival ticket packages.

In addition to PIJF's marketing strategy, expert PR, media and advertising specialists will be engaged in the key markets of Sydney, Brisbane, Adelaide, Singapore, Jakarta, Kuala Lumpur and Bangkok. Melbourne will not be targeted at this stage as the event is scheduled at a similar time of year to the Melbourne International Jazz Festival.

PIJF will be developing a new brand for the years 2016 -2018, in consultation with Bain Media. The brand will focus on selling the PIJF brand interstate and internationally.

Funding

The total cost of the event is \$425,000. Organisers have requested cash sponsorship of \$25,000 (6% of the total cost of the event). Cash sponsorship of \$20,000 is recommended for the event. This is a \$5,000 increase on the level of sponsorship provided in 2015 and is recommended on the basis of the new tourism and marketing planned to elevate the organisations brand in 2016.

Organisers have approached other funding bodies and organisations for sponsorship, including Brookfield, Lotterywest, Bankwest, Channel 7, The West Australian, MRA and Deloitte.

The following table shows the City's previous support for the event:-

Year	Amount	Attendance
2013	\$15,000	13,445
2014	\$15,390	18,000
2015	\$15,000	14,000

Organisers advise that should they be unsuccessful in securing funding from the city, they believe that the lead time to the festival is enough to secure greater private sector interest and sponsorship.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Swan Festival of Lights 2014	\$30,000	35,000	\$0.86
<i>Perth International Jazz Festival (requested) (recommended)</i>	<i>\$25,000 \$20,000</i>	<i>20,000</i>	<i>\$1.25 \$1.00</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The Festival will increase visitation to the city and the free concert series and Mardi Gras event will attract audiences to the City and create vibrancy in the city. The event will increase economic investment in the city, with attendees likely to visit local businesses throughout the Festival.

2. Encourages use of public spaces.

Free concerts will be held in Forrest Place, Elizabeth Quay and the Northbridge Piazza, as well as in Brookfield Place, Raine Square, the Perth Convention and Exhibition Centre. In addition there will be a parade style event from the Perth Cultural Centre to Elizabeth Quay.

3. Preference will be given to events which provide free attendance.

The concerts will be free to the public to attend. The festival will also include a range of ticketed events. Organisers advise that prices for ticketed events will be tiered to keep the event accessible for all.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended sponsorship of \$20,000:-

- the event to be promoted on the Perth City website;
- City of Perth to be acknowledged as an event partner for the event;
- City of Perth logo to be included on all promotional material;
- City of Perth to be acknowledged on the event website;
- an opportunity for the city to display signage in prominent positions at event venues;
- nine VIP invitations for Elected Members to attend the Festival Launch;

- nine VIP tickets for Elected Members to attend the Headline International Performance, including hospitality;
- the Lord Mayor, or representative, to be invited to speak at the official VIP launch.

6. Additional benefits to be provided:

Organisers advise that for the requested cash sponsorship of \$25,000, the City of Perth would be elevated to Major Sponsor status.

Comments:

The Perth International Jazz Festival will create vibrancy in the city and increase visitation to the city. Organisers have a plan to market the event to interstate and overseas audience. The event is likely to increase economic investment in the city, with attendees visiting surrounding businesses. Cash sponsorship of \$20,000 is recommended for the 2016 event, to support the expanded program of free stages, tourism strategies and Mardi Gras style parade through the city.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Trievents
Event:	City of Perth Triathlon
Date and Time:	21 February 2016, 7.00am to 12.00 noon
Location:	Elizabeth Quay
Total Cost of Event:	\$107,100
Sponsorship Requested:	\$21,000
Sponsorship Recommended:	\$5,000

Background on Applicant:

TriEvents is a leading Australian Event Management company which has built a reputation on delivering world class sporting and mass participation events. As a professional event management team, Trievents are responsible for the Rottne Channel Swim, the Busselton Festival of Triathlon and the HBF Run for a Reason. The organisation was established in 2001.

Summary of Event:

TriEvents have requested cash sponsorship for the City of Perth Triathlon, as part of the Sunsmart Triathlon Series. The event will be held on 21 February 2016, from 7.00am to 12.00noon. The SunSmart Triathlon Series is made up of 5 races each run in a range of venues including Hillarys, Rockingham, Busselton, and Barrack Street Jetty in the City of Perth. The series is conducted over the summer period between December and March and is now in its 15th season.

The City of Perth Triathlon was held in the city from 2006 to 2012, and was on hiatus from 2013 to 2016 due to the construction works occurring around Elizabeth Quay. Attendance for the event is estimated at 3,800

The event caters to all ages and abilities.

Funding

The total cost of the event is \$107,100. Organisers have requested cash sponsorship of \$21,000 (20% of the total cost of the event). Cash sponsorship of \$5,000 is recommended (5% of the total event cost) Organisers have also requested funding support from MRA. Organisers advise that should they be

unsuccessful in securing sponsorship from the city, organisers would seek sponsorship from the corporate sector.

The following table shows the City's previous support for the event:-

Year	Amount	Attendance
2006	\$54,460	2000
2007	\$54,800	630
2008	\$69,604	unknown
2009	\$25,000	1,061
2010	\$26,000	554
2011	\$26,000	3,000
2012	\$26,676	2,000

The City previously provided a high level of support for the event as it was the Naming Rights Sponsor, and the event attracted Commonwealth medallists to compete. In recent years, sponsorship has become increasingly competitive and levels of funding such as that provided to the event from 2006 to 2008 are generally reserved for events at a partnership level such as Pride and Taste of Perth.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
ASICS Bridges Fun Run 2015	\$6,750	4,500	\$1.50
<i>City of Perth Triathlon (requested)</i>	<i>\$21,000</i>	<i>3,800</i>	<i>\$5.53</i>
<i>(recommended)</i>	<i>\$5,000</i>		<i>\$1.32</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city, however attendees are unlikely to visit surrounding businesses prior to and after the event. The event will create vibrancy on the foreshore.

2. Encourages use of public spaces.

The event will be held at Elizabeth Quay

3. Preference will be given to events which provide free attendance.

There is a cost for participants. The event is free to the public to attend.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held in several other locations as it forms part of a state series. It is proposed that the city based event would be branded as the City of Perth Triathlon for the requested level of sponsorship.

5. Benefits to be provided to the City:

The City will negotiate the sponsorship benefits for the recommended sponsorship of \$5,000.

6. Additional benefits to be provided:

Organisers will provide the following benefits for cash sponsorship of \$21,000 as requested:-

- the City of Perth to have naming rights to the event;
- the support of the City of Perth to be acknowledged by the MC at the event;
- the event village to be referred to as the “City of Perth Event Village” in all marketing and promotional material;
- the City of Perth logo to appear on all marketing materials;
- the City of Perth logo to appear on event signage including the Start and Finish Gantry, the event finish chute;
- City of Perth signage to be displayed at the event;
- the City of Perth logo to appear on the event website with a hyperlink to the Perth City website;
- a sponsor profile on the official event website;
- an opportunity for the City to have a stall at the event;
- the City of Perth to provide a 30 second TVC to be displayed on the large screen at the event;
- the Lord Mayor to be invited to attend the event launch;
- the City of Perth to received five free entries to the event;
- the Lord Mayor, or representative, to be invited to officially start/ conclude the event;
- eighteen invitations for Elected Members and their guests to attend the event;
- an opportunity for the City to provide promotional material for participants race packs;

- an opportunity for the City to provide promotional material for event spectators;
- the City's support to be acknowledged through promotional PA announcements at the event;
- the City of Perth logo to appear on all television commercials and outdoor advertising.

Comments:

The City of Perth Triathlon was sponsored by the city from 2006 to 2012, and was on hiatus from 2013 to 2016 due to the works at Elizabeth Quay. The event will return to the city in 2016 with the event to be held at Elizabeth Quay. Organisers have requested cash sponsorship of \$21,000 for the event and offered the City naming rights to the event. Cash sponsorship of \$5,000 is recommended on the basis of comparison with events of a similar scale.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Chung Wah Association Inc.
Event:	Chinese New Year Fair
Date and Time:	14 February 2016, 11.30am to 9.00pm
Location:	James Street and Lake Streets
Total Cost of Event:	\$175,000
Sponsorship Requested:	\$70,000
Sponsorship Recommended:	\$60,000

Background on Applicant:

The Chung Wah Association Inc. (Chung Wah) was founded in 1909. The organisations purpose is to serve as a bridge between the Chinese Community and the mainstream community through promoting harmony preserving Chinese heritage and practicing humanity.

Summary of Event:

The Perth Chinese New Year Fair 2015 will be held on 14 February 2016 from 11.30am to 9.00pm. The event will be held on James Street between Lake and James Street and on Lake Street between James and Francis Street, and at the Northbridge Piazza.

The event is free to the public to attend and operates as a street carnival. Activities will include lion and dragon dances, stalls, street performances, cultural information and cultural demonstrations.

Northbridge Piazza will be set up as a Kid's Zone in the day time with a multicultural concert to be held there in the evening. A VIP reception will be held prior to the evening concert Chinatown will be decorated with lanterns and firecrackers and will host activities of a more traditional flavour.

Chung Wah has presented the event since 2012, with attendance numbers at the event growing from 30,000 at the inaugural event to 80,000 in 2015. Organisers anticipate an attendance of 90,000 in 2016.

The event will be promoted through Newspaper and Radio advertising, the distribution of posters and flyers, online advertising and social media promotion.

Chung Wah work closely with Environment Health and Approvals Officers at the City to ensure that they are meeting all requirements and complying with the regulations to deliver a successful and safe event.

From 2012 – 2014 the event won the Community Award as part of Fringeworld.

Funding

The total cost of the event is \$175,000. Organisers have requested cash sponsorship of \$70,000 (40% of the total cost of the event). The following table shows the previous support the City has provided for the event:-

Year	Amount	Attendance
2012	\$40,000	30,000
2013	\$50,000	50,000
2014	\$60,000	65,000
2015	\$60,000	80,000

Organisers have also requested support for the event from the MRA, Lotterywest and Corporate Sponsors. Funding support from the Office of Multicultural Interests has already been secured.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Swan Festival of Lights 2014	\$30,000	35,000	\$0.86
Chinese New Year Fair 2016 (requested)	\$70,000	90,000	\$0.78
(recommended)	\$60,000		\$0.67

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation in the city, with an estimated 90,000 people attending the event. The event will increase vibrancy in the city and Northbridge and will increase economic investment in the city. Anecdotal evidence from surrounding traders indicates that it is historically one of their largest trading days annually.

2. Encourages use of public spaces.

The event is held in Lake and James Streets in Northbridge, and in the Northbridge Piazza.

3. Preference will be given to events which provide free attendance.

The event is free to the public to attend.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will, provide the following benefits for the recommended cash sponsorship of \$60,000:-

- the event to be promoted on the Perth City website;
- the City of Perth to be acknowledged as the major sponsor of the event during the official opening ceremony of the event;
- City of Perth crest to be featured in all printed promotional material including posters, flyers, advertising and the event program;
- City of Perth to be acknowledged in all media and promotional speeches in the lead up to and during the event;
- acknowledgement of the City of Perth in the January 2016 edition of the Chung Wah magazine;
- City of Perth signage to be displayed at the event;
- the City of Perth crest to be displayed on the super screen at the event;
- the Lord Mayor, or representative, to be invited to speak at the event opening;
- eighteen invitations for Elected Members and their guests to attend the VIP cocktail reception, the official opening ceremony and the multicultural concert at the event.

6. Additional benefits to be provided:

Organisers advise the following additional benefits will be provided for the requested cash sponsorship of \$70,000:-

- a full page advertisement for the City of Perth in the April 2016 edition of the Chung Wah Magazine.

Comments:

The Chinese New Year Fair 2016 will attract up to 90,000 attendees to Northbridge on a Sunday, creating vibrancy and increasing visitation in the city. The event has been strongly attended since it commenced in 2012. Organisers are committed to delivering a similarly successful event in 2016. Organisers have requested cash sponsorship of \$70,000. Cash sponsorship of \$60,000 is recommended.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Food Truck Rumble
Event:	Food Truck Rumble
Date and Time:	3 April 2016, 11.00am to 8.00pm
Location:	Perth Cultural Centre and WA Museum Gardens
Total Cost of Event:	\$92,400
Sponsorship Requested:	\$10,000
Sponsorship Recommended:	\$10,000

Background on Applicant:

Food Truck Rumble was formed to deliver the Food Truck Rumble, the first Food Truck Festival in Perth. The event brings together the best food trucks to the heart of the city for people to experience the food truck phenomenon

Summary of Event:

The Food Truck Rumble is to be held on Sunday 3 April 2016, from 11.00am to 8.00pm in the Perth Cultural Centre and Museum Gardens. The event is a food truck Festival with a proposed 40 trucks attending the event to sell food to the public, with food costs ranging from \$5.00 to \$15.00. The event will operate through lunch, and dinner and will also feature a pop up bar, seating and shade, DJ's music, a mobile app and a street dance competition. The event will have the theme of street food and street dance, linking together two scenes which have emerged from the streets.

The inaugural Food Truck Festival was held in 2014 with 16 food trucks. Organisers anticipated an attendance of 5,000 at the event; however the event attracted approximately 10,000 people. The event was again held in 2015, with more than 30 food trucks and an attendance of more than 15,000.

2016 will be the third Food Truck Rumble and will build on the success of the first two years of the event with an increased number of vendors and space, including the WA Museum Gardens. New features of the event are as follows:-

- Urban Hawker Centre in the Urban Orchard – a select group of street vendors set up in marquees with the space decorated to resemble a hawker centre experience in Singapore and Malaysia;

- A live music stage at the Wetlands Stage at the Perth Cultural Centre with local bands and artists performing;
- Curated roving street performers to entertain people queueing for food;
- Art and Craft Laneway market – Hook and Lock Lane will be transformed into an art and craft laneway market with stalls selling local, artisan and handmade goods;
- A new website.

Organisers anticipate an attendance of 15,000 at the event.

In 2015 the Street Dance competition was won by a local dance duo of Beni Benz (Perth) and Tore (Port Hedland). Runners up Kelvin Teo and Harris Koh had flown over from Singapore to compete in the event. In 2016 organisers hope to attract interstate competitors which will further raise the profile of the whole event nationally,

Organisers will promote the event through press releases, flyers and posters, mailing lists and local blogs as well as extensively through social media which in the past has proved to be incredibly successful for them.

The event has previously received local media coverage through the West Australian, the Sunday Times, Scoop Magazine, Channel Nine and local Perth-focused websites. The event received national coverage through Gourmet Traveller and Food Service News.

The event has fallen under the City's Eat Drink Perth campaign for the last two years and in 2016 will again form part of Eat Drink Perth.

Funding

The total cost of the event is \$92,400. Organisers have requested cash sponsorship of \$10,000 from the city (11% of the total event cost). The City did not support the event with sponsorship in 2014, but in 2015 provided cash sponsorship of \$10,000 through the inaugural Eat Drink Perth sponsorship program.

The event receives cash and in-kind support from MRA, and organisers are seeking additional corporate sponsors.

With the increase in the scale of the event, organisers will be seeking corporate sponsorship as well as the government sponsorship they have requested.

Organisers advise that should they be unsuccessful in securing sponsorship from the city, they will seek additional corporate sponsorship as well as scaling back the event if necessary.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
---------------------	---------------	-------------------	----------------

Butchers Picnic 2015	\$20,000	5,000	\$4.00
<i>Food Truck Rumble 2016 (recommended)</i>	<i>\$10,000</i>	<i>15,000</i>	<i>\$0.67</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. **Contributes towards the achievement of one or more of the City's marketing objectives:**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation in the city with an estimated 15,000 people attending the event over the course of the day. The event will create vibrancy in the city with the activation of the cultural centre, and surrounding businesses are likely to see economic investment from the increased numbers of people in the area. Organisers advise that in 2015 surrounding businesses including PICA and the Bird on William Street reported a 60% increase in visitors on the day of the event, and that local businesses along William Street benefited from the large crowds with people who did not want to queue for the event heading into Northbridge for an alternative place to eat.

2. **Encourages use of public spaces.**

The event will be held in the Perth Cultural Centre and in the WA Museum Gardens which will be open to the public.

3. **Preference will be given to events which provide free attendance.**

The event will be free to the public to attend and there will be free entertainment for attendees. Food and beverages will be free to purchase at the event.

4. **Preference will be given to events which will be held exclusively in the city.**

The event will be held exclusively in the city.

5. **Benefits to be provided to the City:**

Organisers will provide the following benefits for the requested cash sponsorship of \$10,000:-

- the event to be listed on the Perth City website;
- the event to be acknowledged as part of Eat Drink Perth in all promotional material;
- the City of Perth crest to appear on all event material including the poster, flyers and program booklet;
- the City's support to be acknowledged on all the Food Truck Rumble social media accounts;
- Eat Drink Perth and City of Perth signage to be displayed at the event;
- The Lord Mayor to be invited to provide a foreword for the official event program;
- an opportunity for the City to utilise one full page of the official event program for promotion of other Eat Drink Perth events;
- Food Truck Rumble to promote other Eat Drink Perth events through its social media channels;
- an opportunity for the City to distribute Eat Drink Perth programs at the event;
- the City of Perth logo to appear on the event website with a hyperlink to the Perth City website.

Comments:

2016 will be the third year for the Food Truck Rumble. The event has proved to be very popular with larger than expected crowds attending each year. The street dancing component of the event attracts attendees from regional areas and overseas.

The event provides economic benefit for local businesses with the overflow of attendees who do not wish to queue for food heading to other Northbridge or city destinations for food. Surrounding businesses have reported an increase of 60% attendance on the day of the event. The event will be promoted as part of the City's Eat Drink Perth campaign. Cash Sponsorship of \$10,000 is recommended.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	SuperSprint Events
Event:	AustralianSuper Corporate Series Triathlon
Date and Time:	17 April 2016, 5.30am to 1.00pm
Location:	Elizabeth Quay
Total Cost of Event:	\$242,000
Sponsorship Requested:	\$15,000
Sponsorship Recommended:	\$5,000

Background on Applicant:

SuperSprint Events is a Melbourne-based company which has been operating for 29 years. Supersprint delivers the Great Ocean Ride (VIC), Gatorade Triathlon Series (VIC) and Neon Run (nationally).

Each season SuperSprint manages approximately 20 events which include triathlons, fun runs, cycling races and other specialty events. The season also includes a National Corporate Triathlon Series, held in Melbourne, Adelaide, Sydney, the Gold Coast and Perth. This series attracts over 15,000 competitors from Australia's corporate sector and raises money for charity.

Summary of Event:

The 2016 AustralianSuper Corporate Series Triathlon will be held at Elizabeth Quay on Sunday 17 April 2016, from 5.30am to 1.00pm. The event is a triathlon where teams compete to represent their workplace.

The event is made up of a 400m swim, 10km cycle and 4km run, and is broken up into two formats. The main event sees each of the three members complete the full triathlon in relay. The Fun Tri relay allows teams of three where one person undertakes each leg of the triathlon.

Organisers promote the event through print, radio and television advertising, as well as through direct email marketing and social media.

Teams compete representing their workplace and are encouraged to wear corporate colours. Many teams take the opportunity to organise a custom uniform for their team.

Organisers expect that 900 teams will compete, giving a total participation of 2,700 at the event.

Funding

The total cost of the event is \$242,000. Organisers have requested cash sponsorship of \$15,000 (6% of the total cost of the event)

In 2015, the City approved sponsorship of this event to be held in Langley Park, however organisers made the decision to move the event out of the city as works around Langley Park made the event logistics too difficult. Sponsorship therefore did not continue and no monies were paid.

Organisers advise that should they be unsuccessful in securing funding from the city, the event would still continue.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
ASICS Bridges Fun Run 2015	\$6,750	4,500	\$1.50
<i>Australian Super Corporate Series Triathlon (requested)</i>	<i>\$15,000</i>	<i>2,700</i>	<i>\$5.56</i>
<i>(recommended)</i>	<i>\$5,000</i>		<i>\$1.85</i>

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will create vibrancy in the city and may provide a small increase in visitation to the city, however it is unlikely that competitors will visit businesses prior to or after the event,

2. Encourages use of public spaces.

The event will be held at Elizabeth Quay and on Perth Water,

3. Preference will be given to events which provide free attendance.

There is a fee for participants. The event is free for spectators. Event proceeds are donated to charity.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the city, with other events held in various other cities nation-wide.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended sponsorship of \$5,000:-

- the event to be listed on the Perth City website;
- three free entries to the event for City of Perth teams;
- an opportunity for the city to display signage at the event;
- the support of the City of Perth acknowledged through PA announcements at the event;
- the City of Perth logo to appear on the event website;
- the support of the City of Perth to be acknowledged through e-marketing to a database of 112,000 people through two EDM inclusions in the lead up to the event;
- the support of the City of Perth to be acknowledged on the events social media channels.

6. Additional benefits to be provided:

Organisers will provide the following additional benefits for the requested cash sponsorship of \$15,000:-

- the Lord Mayor, or representative, to be invited to attend the event as a VIP.

Comments:

The AustralianSuper Triathlon Series is part of a national series and is expected to attract approximately 900 companies from WA. The event will create vibrancy on the foreshore.

SuperSprint has requested cash sponsorship of \$15,000 for the event. Cash sponsorship of \$5,000 is recommended based on the level of sponsorship given to events of a similar scale.

EVENTS

Event Sponsorship Evaluation Form

Applicant:	Cathedral Square
Event:	Fast and Slow
Date and Time:	February to June 2016
Location:	Cathedral Square
Total Cost of Event:	\$99,950
Sponsorship Requested:	\$10,000
Sponsorship Recommended:	\$10,000

Background on Applicant:

Cathedral Square is Perth's newest inner city neighbourhood which opened in October 2015. The area is a building development including a range of small businesses including the new City of Perth library, the Treasury building and businesses contained within, Como the Treasury Hotel. The area is an iconic landmark which will focus on a combination of arts and culture, heritage and conservation, community and people, technology and tradition.

Summary of Event:

Cathedral Square has requested cash sponsorship to present a series of events as an activation program for the new Cathedral Square precinct. The Program is called 'Fast and Slow' and will be held from February to June 2016. The program is designed to cater to adults and children, and is an innovation and education program.

Organisers believe the program will activate the Plaza area, bring vibrancy to the precinct, support the local economy and drive interest to the City of Perth library and State buildings.

The program will consist of the following components:-

- Short Courses and Comprehensive Courses
- Public Tours
- Living Labs
- Learning Festival

Short Courses and Comprehensive Courses will be open to the public and themed according to topics which represent the overall theme of Fast and Slow, such as:-

Slow – eg. Permaculture design, urban beekeeping, woodworking, furniture making, ceramics

Fast – eg. Aquaponics, build your own robot.

Short courses will be held 3 times per week on weeknights. Comprehensive Courses will be held once a week on Saturdays.

Public Tours will take place every Saturday and are open to all members of the public. A guided tour will include briefings regarding the purpose of the

Living Labs are open-research projects which bring people together to collaboratively tackle challenges relevant to a community. Organisers propose that together with the Cathedral Square community they will identify, explore and tackle a challenge for the precinct and its people.

Learning Festivals will be held once a month over the four month period. Each festival will offer entertainment and community engagement for the public, and will include performances, workshops and pop-up food and drink providers. Tours of the semi-permanent space will also be conducted where activities for the month will be displayed as a walk-through gallery.

Public Tours will take place every Saturday and are open to all members of the public. A guided tour will include briefings regarding the purpose, learning journey and outcomes thus far.

Showcase – organisers will install a shipping container in the precinct to showcase the outcomes of the activities forming part of the Fast and Slow program. This will include displays of workshop products,

Organisers anticipate the program of events will have an attendance of 9,260 over the four months in which it will run.

Funding

The total cost of the event is \$99,950. Organisers have requested cash sponsorship of \$10,000 (10% of the total cost of the event). Cathedral Square will also request a significant amount of funding from Curtin University and/or Murdoch University. The event is new and as such the City has not previously supported it. The City owns a stake in the Cathedral Plaza Management Group which is overseen by FJM.

Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Science Festival 2015	\$30,000	26,600	\$1.13
<i>Fast and Slow (recommended)</i>	<i>\$10,000</i>	<i>9,260</i>	<i>\$1.08</i>

Eligibility for Sponsorship:

Criterion	Satisfied
-----------	-----------

The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Events):

1. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city;
- to create a vibrant, energetic 24 hour city.

The event will increase visitation to the city over four months, and create vibrancy in the city. The event will position the city as one which values innovation and collaboration, and may increase economic investment in the new Cathedral Precinct and nearby businesses.

2. Encourages use of public spaces.

The event will be held in the public spaces of Cathedral Square.

3. Preference will be given to events which provide free attendance.

The majority of the courses will be provided free of charge. Organisers advise that 20 – 30% of the courses on offer will involve a course fee or material costs to be paid by the participants.

4. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the city.

5. Benefits to be provided to the City:

Organisers will provide the following benefits for the recommended sponsorship of \$10,000:-

- the event to be listed on the Perth City website;
- the City of Perth logo to be included on all marketing material for the event including the event website, social media channels, posters and printed material;
- the City of Perth to be acknowledged on media releases and corporate communications with the city's logo;
- the City of Perth to be included in social media activities, including logo placement and mentions in an agreed amount of posts on Cathedral Square Facebook and Instagram profiles;
- The Cathedral Square website to provide a hyperlink to the City of Perth website;

- Verbal acknowledgement of the City of Perth during the event launch by the MC;
 - Eighteen VIP invitations for Elected Members and guests to attend the event with a guest;
 - the Lord Mayor or representative to be invited to speak at the event.
-

Comments:

As the first activation program planned for the new Cathedral Square precinct, Fast vs Slow presents an exciting range of activities focused around the central theme of Innovation. It is recommended that the City supports the event with cash sponsorship of \$10,000 with the sponsorship being conditional on the event receiving the level of funding requested from Curtin and/or Murdoch University.

ITEM NO: 4

EVENT SPONSORSHIP (PARTNERSHIP) – TASTE OF PERTH 2016

RECOMMENDATION: (APPROVAL)

That Council:

1. **approves Event Sponsorship of \$104,245 (excluding GST) including a cash sponsorship of \$30,000 towards the provision of key event services such as security to Brand Events to present Taste of Perth 2016 at Langley Park from Friday, 29 April 2016 to Sunday, 1 May 2016;**
2. **notes that the event organisers will provide the following sponsorship benefits to the City:**
 - 2.1 **the City of Perth to be recognised as a Major Partner for the event;**
 - 2.2 **the City of Perth logo to be used across every instance of major logo placement across all marketing;**
 - 2.3 **the City of Perth logo to appear on selected on-site branding throughout the festival;**
 - 2.4 **complete integration into the consumer marketing and PR campaign (estimated media value \$1.8 million), including:**
 - a. **logo placement across print, online, outdoor, collateral with editorial mentions across radio, TV and PR broadcasts;**
 - b. **at least two dedicated City of Perth questions to be included in the Taste of Perth post-show visitor survey**
 - 2.5 **40 double tickets/passes for the City to distribute as promotion through the Perth City website;**

(Cont'd)

- 2.6 20 double tickets/passes for the City to allocate as reward and recognition to i-City kiosk volunteers who will be volunteering at the event;**
- 2.7 40 double tickets/passes for the City to allocate as per Corporate Procedure PR1077 Invitation Ticket Allocation;**
- 2.8 9 VIP double passes for Elected Members and guests to attend the event;**
- 2.9 6 VIP double passes for City of Perth Officer representatives and guests to attend the event as required;**
- 2.10 18 VIP tickets for Elected Members and their guests to attend the Gala opening night;**
- 2.11 City of Perth staff to be entitled to purchase tickets for the event at 50% discount;**
- 2.12 a private hospitality package for key clients, visitors and city guests for one session of the event, including:**
 - a. fast track entry;**
 - b. exclusive use of private space;**
 - c. complimentary bar throughout the session;**
- 2.13 host session 1 (Friday lunch) as a 'City of Perth presents Taste of Perth' with free entry or gold coin donation to charity;**
- 2.14 the Lord Mayor, or representative, to be invited to open the festival and to host the Gala Night as the official event launch;**
- 2.15 a display stand space for the City of Perth in a prominent location to capture visitor information;**
- 2.16 Taste of Perth to host a Locals Engagement Session for up to 50 local residents and retailers at session 2 (Friday evening);**

(Cont'd)

3. ***notes that a detailed acquittal report, including all media coverage, will be submitted to the City by August 2016;***
4. ***notes that sponsorship/partnership agreements with event and program organisers specifically include a condition that no invitations/passes additional to the arrangement detailed in this report are to be offered, and thus received, by the City and its representatives.***

BACKGROUND:

FILE REFERENCE: P1010627-23
REPORTING UNIT: Marketing and Events
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 30 October 2015
MAP / SCHEDULE: Schedule 4 – Post event report 2015
Confidential Schedule 5 – Financials – Distributed to Elected Members under separate cover

Brand Events Australia was established nine years ago. The company has successfully delivered several high profile events Australia-wide since that time, with their program expanding every year. Events under the Brand Events Australia portfolio have included:

- Top Gear Festival;
- Masterchef Live;
- The Margaret River Gourmet Escape; and
- Taste Festivals (Sydney, Melbourne and Perth);

Organisers identified Perth as a market with a growing and progressive food and dining (restaurant and bar) scene which they believed would be receptive to a world class restaurant festival.

Summary of Event:

Taste is an outdoor food festival which has been staged in several countries internationally. Taste Festivals are unique events where attendees can sample signature dishes from a range of high profile restaurants within their city. The event also includes a range of quality food and drink brands and entertainment. In 2015 there were 22 Taste Festivals across the world, all based on the flagship event Taste of London.

Taste of Perth 2016 will take place from Friday 29 April to Sunday 1 May on Langley Park. The event runs in the format of lunchtime or dinner sessions, with five of these held over the three days. The event is designed to bridge a gap in the WA event market by providing an opportunity for visitors to engage with unique brands, producers and restaurants in one place.

Taste of Perth will partner with at least 13 restaurants (metro and regional), all of who will prepare 4 to 5 tapas sized dishes on site. Visitors are able to create their own menu, sampling taster sized dishes from a range of top restaurants. The event is designed for restaurants to showcase their chefs and offerings.

Attendees can purchase tasting size dishes from each of the participating restaurants, with dishes offered at a range of price points.

The event is ticketed, with general entry offers starting at \$15 presale, children over 10 at \$12 and children under 10 free. The event operates with 'crowns' as the official currency for the event. These can be purchased on site, or packaged with the entry ticket price, and one crown is equivalent to one dollar. Organisers reduced entry and dish prices following feedback in the first year of the event.

Organisers anticipate an attendance of 16,000 to 18,000 for the event. The full restaurant line-up is still to be released, but will include Taste favourites as in previous years. These restaurants will be joined by Perth's hottest new restaurants, also still to be released.

Taste of Perth will be presented in partnership with Electrolux. Their Electrolux Taste Theatre features live cooking demonstrations from some of Australia's leading chefs. The event will be joined by a brand new feature – Electrolux Chefs' Secrets, offering visitors the unique opportunity to pick up hints, tips and techniques from some of the world's leading chefs in a series of interactive cooking demonstrations. Hands on coming sessions will allow visitors to cook recipes from leading chefs, while also learning the latest cooking methods and skills using steam and induction technology. Visitors can cook along with chefs to create inspirational dishes. Places are free of charge and on a first-come basis.

Meat and Livestock Australia will be presenting A Taste of Beef and Lamb where visitors will hear first-hand from a farmer about raising cattle and sheep, whilst watching a master butcher demonstrate his craft across a range of cuts of meat. Other features of the event will include a series of masterclasses, live entertainment, gourmet produce sellers and pop-up bars.

Organisers propose to introduce a "Locals Engagement Session" for the event in 2016. This session will see local residents, retailers invited to attend the event for a private showcase of what the event is. Brand Events have undertaken this in London with residents surrounding the event location and see it as a valuable tool to directly address and educate those who may not otherwise engage with the event. Organisers advise that this session could alternatively be used for trade buyers to be hosted/entertained at the event or for trade meet and greets.

International Engagement

The event is part of a global brand and has buy-in from a number of key stakeholders including Meat and Livestock Australia (MLA). MLA will, host trade sessions for sommeliers and hospitality workers to understand secondary cuts, connecting producers with trade and consumers.

Organisers are in discussions with Perth Airport who are looking to create a partnership whereby the Perth dining scene will be promoted via a partnership with Taste of Perth to business and leisure travellers passing through Perth Airport in March 2016. The organisers will work with Perth Airport and their airline partner (most likely to be Etihad) to engage the audience.

Organisers are also currently working through a partnership with Olive Australia and Horticulture Institute of Australia for the Australian Avocado Association to be represented. There is a growing interest in developing new industries outside the energy and resources sector in Australia and WA has been recognised as having a strong Food and Beverage scene.

Previous Taste of Perth events

The 2014 event was the first to be held in Perth. The event attracted an estimated 16,500 people, included 11 restaurants and 44 dishes. Event attendees

Attendance for the 2015 Taste Festival was hampered by severe weather; however the event still attracted an estimated 11,150 people. The event included over 50 dishes from 13 participating restaurants. Post-event feedback shows that the event attracted attendees from greater Perth, as well as regional WA and almost 200 interstate attendees.

Organisers advise that in 2015 they made a fairly substantial loss to the event due to the weather. They decided against cancellation of the event even in bad financial circumstances to ensure that brand integrity was upheld, including that of Major Sponsors and all restaurants and exhibitors. Brand Events made an extra effort and investment in advertising the event over the weekend and gave out a large number of complimentary passes to ensure the events success. The Friday evening session, which had fair weather, attracted an attendance of 20% more than that in 2014.

Despite such bad weather, statistics show that the relative spend from visitors at the event was higher than the first year, which leads organisers to believe the event has a future in Perth. In 2015 Brand Events will open a Perth Office to oversee the Taste of Perth and Margaret River Gourmet Escape events.

Venue Hire

Organisers have requested that the City provide in-kind sponsorship of the site hire fees for the use of Langley Park for the duration of the bump-in, event and bump-out periods of the event (approximately two weeks). This is to include associated parking, public building and noise monitoring fees.

City fees and charges (excluding GST) are estimated at:

- Reserve Hire fees - \$59,100
- Application fee - \$300
- On-street parking - \$7,680
- Special Event Food Permit fees - \$3,440

- Public Building Fee - \$1,085
- Waste Management \$2,640
- Site Water usage charges - TBC

The total value of this is approximately \$74,245.

Funding

Organisers have requested cash sponsorship of \$30,000 and in-kind sponsorship of \$74,245. Organisers advise that the event took a substantial loss in its first two years in Perth, particularly with the impact of the severe weather on the 2015 event, and that the organisation is still at a loss as a result of these previous events. Financials are attached at Confidential Schedule 5.

The following table shows the City's previous support for this event:-

Year	Cash	In-Kind	Total
2014	\$30,000	\$55,000	\$85,000
2015	\$30,000	\$56,595	\$86,595
2016 (recommended)	\$30,000	\$74,245	\$104,245

Organisers advise that the contribution they have requested from the City (in-kind site hire fees and \$30,000 cash sponsorship) has not changed, however the City's fees for site hire have increased significantly resulting in the increased level of funding requested. Approvals Services Officers advise that prices for ticketed events on City reserves were increased in the 2015/16 budget from \$0.50 per head to \$0.80 per head. Taste of Perth venue hire fees have therefore more than doubled from \$22,806 in 2015 to \$59,100 in 2016 based on the projected event attendance.

It is proposed that additional funds for this event are drawn from surplus funds in the Event Sponsorship budget.

Organisers have again secured sponsorship from Electrolux, and are in discussions with several other event sponsors who are unconfirmed at this stage.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan
Council Four Year Priorities: Community Outcome
Healthy and Active in Perth
Reflect and Celebrate diversity in Perth.

Policy

Policy No and Name: 18.8 – Provision of Sponsorship and Donations

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Assessment of Application (Partnership):

1. Contribution of the event to the economy of the city.

Taste of Perth 2015 generated over \$350,000 in revenue for local businesses, restaurants and vendors over the four days of the event. Almost \$420,000 was also spent with local contractors, suppliers and service providers, and a further \$170,000 spent within WA on marketing and media campaigns. Feedback from the attendees surveyed last year shows that almost 30% of visitors to the event spent over half a day in the city before or after attending the event. Restaurants and Exhibitors make financial gains from the event.

2. Has a significant national or international profile or the potential to develop it.

The event has a significant national and international profile, forming part of a series of 22 Taste Festivals around the globe. Taste is an internationally recognised brand. Holding the event in the city assists in enhancing the reputation of the City of Perth as a destination for top quality events.

Taste Festivals has a global website which attracts global visitation and Taste of Perth links to this. The festivals are recognised globally by world class chefs and brands as a premium unique restaurant festival. It is the only kind in the world. The Marketing campaign for Taste of Perth is a 3 month campaign that focusses on bringing foodies to the event. The interstate marketing conducted is through organisers existing databases and social media channels of over 200,000 in Sydney and Melbourne through other Taste events. They also utilise the Gourmet escape databases that targets over 50,000 people globally and nationally. The organisers also work with local hotels to promote ticket offers to their current guests, as well as email databases of national and international clients.

3. Contributes towards the achievement of one or more of the City's marketing objectives:

- *to position the city as a city of regional and international significance;*
- *to increase visitation to the city;*
- *to increase economic investment in the city;*
- *to create a vibrant, energetic 24 hour city.*

As part of an international brand, the event will position the city as a city of regional and international significance. The event is held globally and Perth is one of only three state capitals where the event is proposed to be held in 2016.

The event will increase visitation to the city, with a minimum 10,000 unique visitors estimated to attend the event over the three days. The event will increase economic investment in the city.

4. Preference will be given to events which provide free attendance.

The event will be ticketed. Following feedback regarding ticket prices for the 2014 event, organisers reviewed the pricing structure in 2015 and offered new ticket types and new price point dishes.

5. Preference will be given to events which will be held exclusively in the city.

The event is held in other cities in Australia; Taste of Perth is the only Taste Festival held in Western Australia.

6. Benefits to be provided to the City

The benefits provided to the City are detailed in the recommendation section of this report.

Event Sponsorship Category:-

- *Major Civic Partnership – Three to five years funding commitment, \$50,000, plus CPI;*
- *State and National – Three years funding commitment, less than \$50,000, plus CPI;*
- *Annual – Annual or historic funding, less than \$20,000;*
- *Start-Up/One-Off – Once only funding, less than \$15,000.*

The applicant is considered eligible for event sponsorship under the Major Civic Partnership category, in accordance with Policy 18.8 – Provision of Sponsorship and Donations.

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO: 1486 5000 7901
BUDGET ITEM: Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER: 10
BUDGETED AMOUNT: \$435,345
AMOUNT SPENT TO DATE: \$340,015
PROPOSED COST: \$ 95,330
BALANCE: \$ 0

ACCOUNT NO: CL1423 1000 7901
BUDGET ITEM: Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER: 10
BUDGETED AMOUNT: \$ 550,202
AMOUNT SPENT TO DATE: \$ 525,699
PROPOSED COST: \$ 8,915
BALANCE: \$ 15,588

All figures quoted in this report are exclusive of GST.

COMMENTS:

Taste of Perth is a renowned event with an international profile. The event will increase visitation to the City over three days, create vibrancy in the city, and increase economic investment in the city. In addition the event will raise the profile of a number of city-based restaurants and retailers.

The event offers the following economic benefits to the city:

- Taste connects with local suppliers, producers, restaurants and bars, providing opportunities for them to grow their brand awareness and connect directly with a premium “foodie” audience.
- It is estimated the event attracts trade visitors including exhibitors, their competitors, retail buyers, sponsors , hospitality in WA and event partners and media.
- Taste will engage with WA based contractor’s and service providers to build site infrastructure and services such as marquees, plumbing, generators, security, cleaning and safety services.
- Taste employs local staff and crew to manage on-site features and activities.
- Taste works with local colleges and training organisations, providing a capacity for students to work alongside chefs and hospitality greats and regularly resulting in future employment opportunities.
- Taste heightens Perth’s international awareness as a dining destination, by integration in a growing global calendar and by brining international cooking talent to the event.

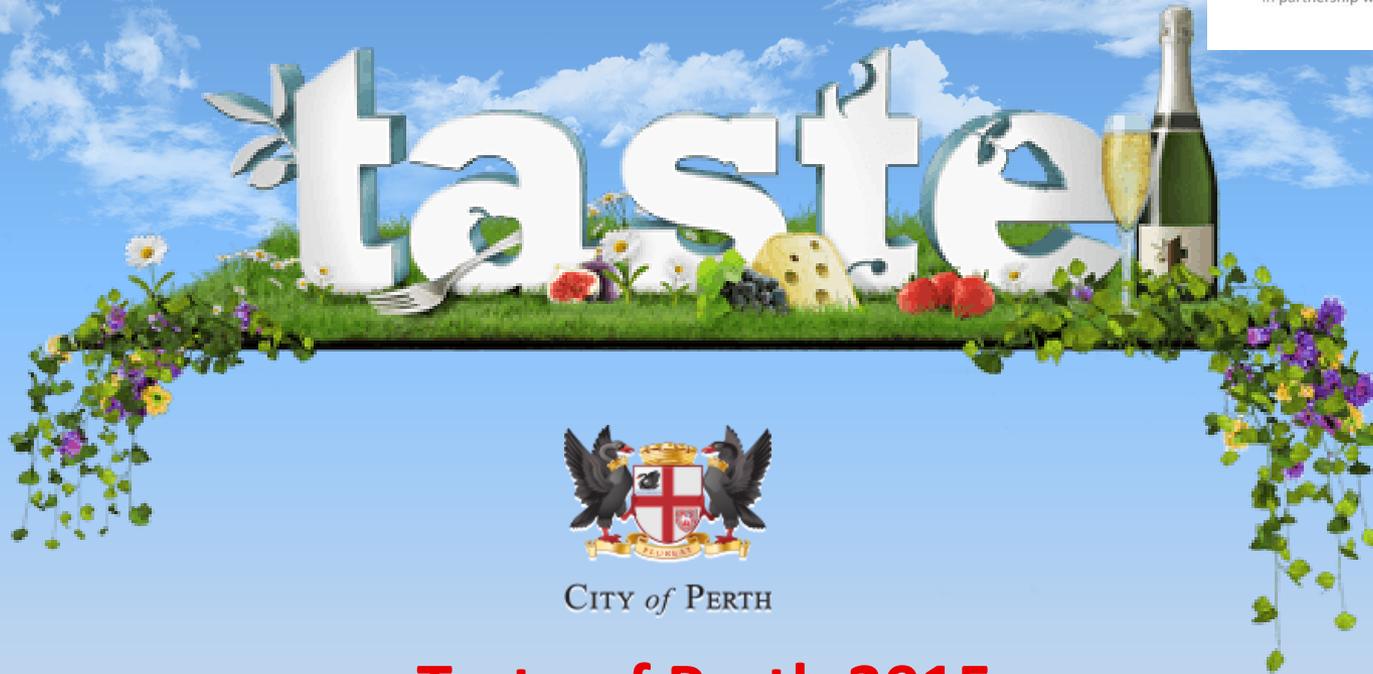
- Taste champions consumer education on the benefits of using local produce through shows, cooking schools and master classes.
- Taste uses marketing to promote local and city dining sectors, driving increased patronage to city restaurants and bars.
- Taste brings visitors from affluent suburbs and regions to the city for a 4-5 hour session, providing opportunities to cross-promote and attract visitors to other city of Perth events in the same period.

It is recommended that Council approves cash sponsorship of \$30,000 and in-kind sponsorship of \$74,245 (excluding GST).

taste[®]

OF PERTH

in partnership with  **Electrolux**



CITY of PERTH

Taste of Perth 2015
Partnership Report City of Perth
Post Show Debrief Presentation

SCHEDULE 4





1. **Taste of Perth Highlights**
2. Visitor Highlights
3. Marketing & PR Overview
4. City of Perth with Taste of Perth
5. Survey Analysis



Restaurant Line-Up

Asado • Bib & Tucker • Bistro Guillaume •
el PÚBLICO • Lalla Rookh •
Lalla Rookh Wine & Salumi Store • Modo Mio • Next Door at No. 4
• Nobu • Silks •
Print Hall • Propeller • Silks



Taste of Perth Highlights



in partnership with  Electrolux

- **Taste of Perth in partnership with Electrolux** saw over 11,153 (16,376 in 2014) visitors flock to Langley Park to try delicacies from 13 of Perth's latest, greatest and hottest restaurants, not even the poor weather conditions could dampen the festival spirit! The premium restaurant festival attracted a great crowd of passionate food lovers
- Friday Night's Gala Evening was the busiest session with 20% more visitors than the same session the previous year. **The weather for this session was a balmy glorious Perth night and the who's who of the Perth Food /Drink and Social scene were in attendance.**
- Visitors enjoyed delights from Perth's largest tasting menus of over 50 specially crafted dishes
- Under warm, clear skies, Friday evening saw the announcement of the coveted **Best in Taste Awards** at the Gala Evening attended by some of Perth's hottest A-listers including: Eamon Sullivan, Mariella Harvey-Hanrahan, Blake Garvey, Louise Pillidge, Emily Parish, Greta Nardeschi, Grady Wulff, Lincoln Lewis, Cassie Antunovich, Denise Cheir and Francesca Gnagnarella.
- **el PÚBLICO's** Twice Cooked Lamb Ribs served sticky with sesame, cucumber and lime was crowned the best dish, closely followed by **Mary's** Aged Rump Tartare with spiced raw beef, smoked oyster and 7 spice crisps and **Next Door at No4's** 45 Day Dry Aged Beef with organic grass fed with fried egg crispy kale and dukkha.
- Exciting new features included the **Electrolux Taste Theatre, Mezcal and Tequila Master Class** hosted by el PÚBLICO, **Taste Taphouse** and the **Taste Orchard**. Along with the new **Lynford Platinum Garden Bar**, they all added to a rich visitor experience at Taste.



CITY OF PERTH



Taste of Perth Fun Facts

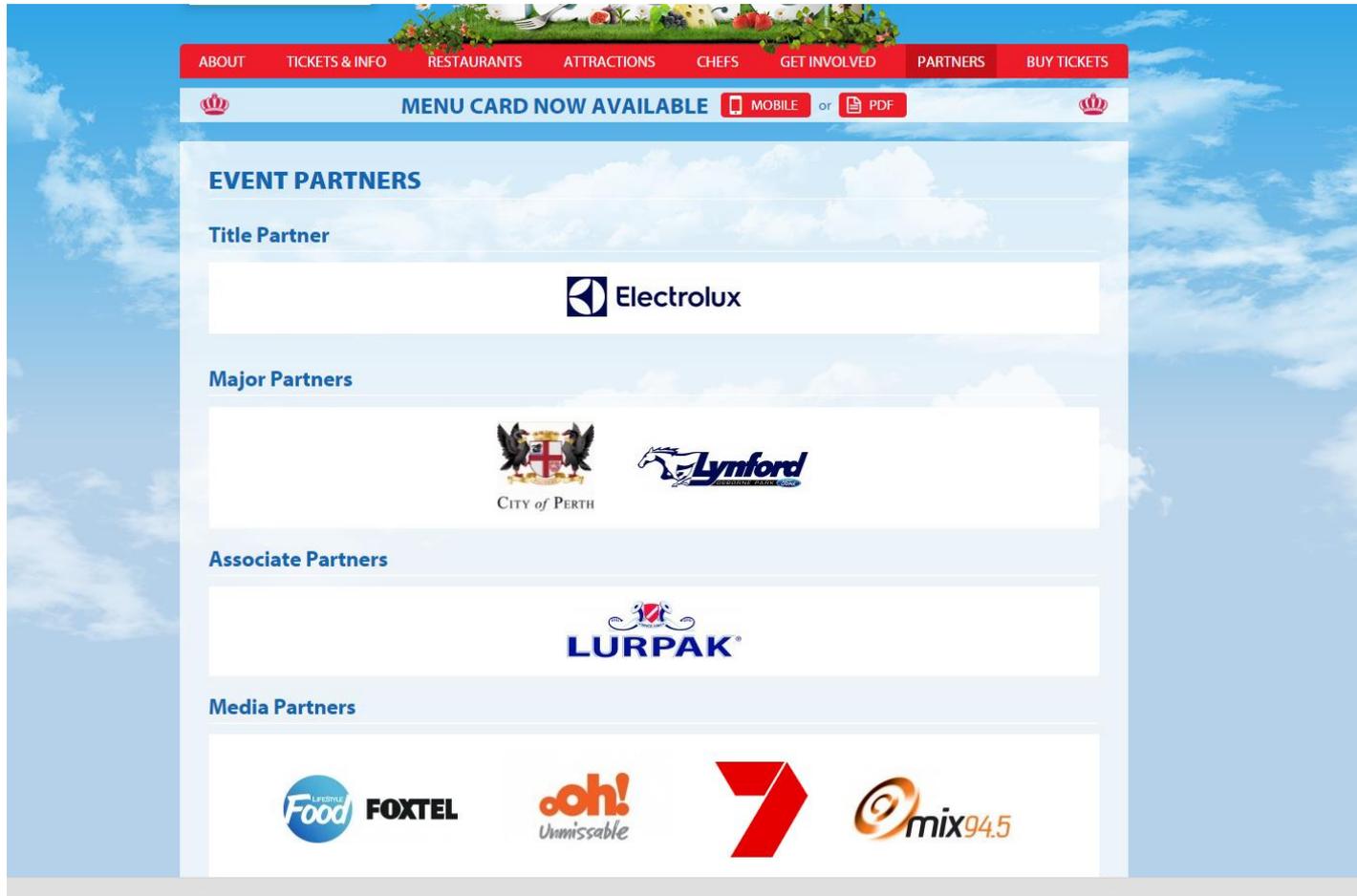
- The Rotisserie Suckling Pig Slider from Bib & Tucker was enjoyed by over **2,000** diners.
- Master of Gnocchi **Joel Valvasori-Pereza** from **Lalla Rookh** bashed out over **10,000 pieces** of deliciousness.
- Over **1200** of **Mary Street Bakery's Peanut Butter Doughnuts** were consumed over the weekend.
- More than **40KG of Lurpak butter** was used in the Lurpak Cookery School over the event.
- Visitors went through **37,000** knives, **44,000** forks and **23,500** spoons (all biodegradable)



1. Taste of Perth Highlights
2. **Visitor Highlights**
3. Marketing & PR Overview
4. City of Perth with Taste of Perth
5. Event Analysis



Event Partners



The screenshot shows the 'EVENT PARTNERS' section of the Taste of Perth website. At the top, a red navigation bar contains links for ABOUT, TICKETS & INFO, RESTAURANTS, ATTRACTIONS, CHEFS, GET INVOLVED, PARTNERS, and BUY TICKETS. Below this is a light blue banner with a crown icon, the text 'MENU CARD NOW AVAILABLE', and buttons for 'MOBILE' and 'PDF'. The main content area is titled 'EVENT PARTNERS' and is divided into four sections: 'Title Partner' (Electrolux), 'Major Partners' (City of Perth and Lynford), 'Associate Partners' (LURPAK), and 'Media Partners' (Lifestyle Food, FOXTEL, ooh! Unmissable, 7, and mix94.5).

EVENT PARTNERS

Title Partner



Major Partners

Associate Partners



Media Partners

 **FOXTEL**   

Visitor Profile

- 80% Female : 20% Male
- Average visitor age – 34 years
- 39% of visitors spent 3 or more hours at Taste
- 55% of visitors spent between \$90 or more on Crowns
- 71% of visitors were visiting Taste of Perth for the first time
- 25% of visitors booked their Taste tickets 1 month in advance



Visitor Feedback

- 50% of visitors feel Taste of Perth was good value for money
- 40% of visitors are likely to recommend products tried at the festival to friends/family/colleagues
- 40% of visitors are likely to recommend Taste of Perth to friends/family/colleagues
- Taken from Taste of Perth post show visitor survey – sent to Ticketek purchasers on Wednesday 27th May with 443 respondents



WA Location count

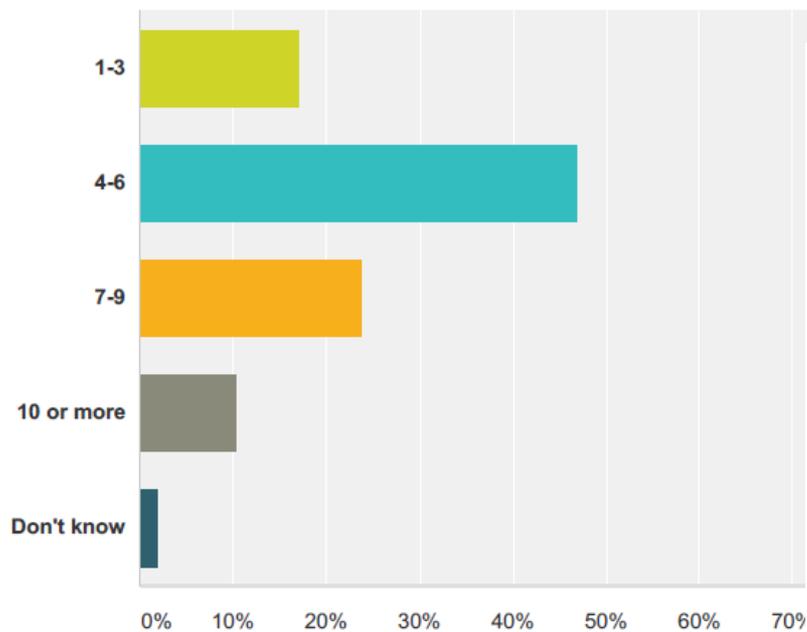
Postcode	Suburb	Transaction Count	Admit Qty
6065	WANNEROO	36	77
6018	WOODLANDS	35	64
6164	SUCCESS	27	51
6060	YOKINE	26	54
6163	SPEARWOOD	25	53
6000	PERTH	22	46
6155	WILLETTON	21	40
6019	WEMBLEY DOWNS	20	42
6028	KINROSS	20	43
6151	SOUTH PERTH ANGELO ST	20	53
6020	WATERMANS BAY	19	41
6153	MOUNT PLEASANT	19	51
6025	PADBURY	18	43
6026	WOODVALE	18	46
6051	MAYLANDS	18	39
6062	NORANDA	18	52
6149	LEEMING	18	37
6152	WATERFORD	18	42
6023	DUNCRAIG	17	30
6061	WESTMINSTER	17	39
6100	VICTORIA PARK	17	35
6007	WEST LEEDERVILLE	16	32
6069	THE VINES	16	32
6107	WILSON	16	32
6004	EAST PERTH	15	28
6027	OCEAN REEF	15	38
6054	EDEN HILL	15	58
6059	DIANELLA	15	35
6112	SEVILLE GROVE	15	28
6210	WANNANUP	15	43
6009	NEDLANDS	14	29
6014	WEMBLEY	13	28
6157	PALMYRA	13	27
6012	MOSMAN PARK	12	19
6056	WOODBIDGE	12	23
6108	THORNIE	12	39
6110	SOUTHERN RIVER	12	26
6111	ROI FYSTONF	12	23

Post Areas	Admit Qty	%
WA - Great Southern	17	0.29%
WA - Northern Suburbs	2,066	34.89%
WA - North West	13	0.22%
WA - Perth City	289	4.88%
WA - Southern Suburbs	1,411	23.83%
WA - South West	34	0.57%
		100.00%



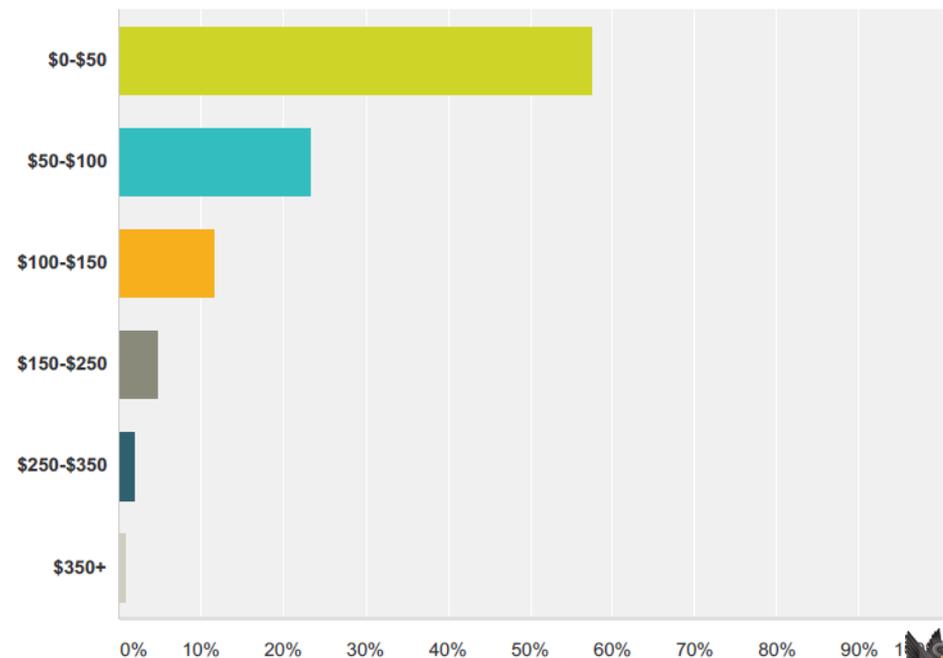
Q13 How many restaurant dishes did you purchase at Taste of Perth?

Answered: 445 Skipped: 9



Q15 How much did you spend on products to take home?

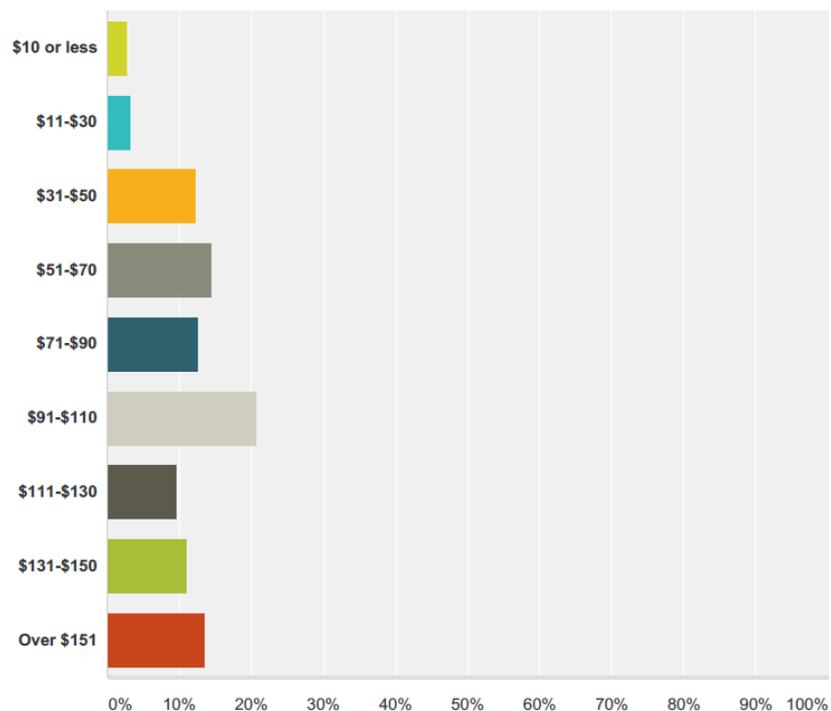
Answered: 445 Skipped: 9



\$ spent

Q23 How many Crowns did you spend total over the course of your Taste of Perth visit(s)? (excluding the cost of entry ticket to the festival)

Answered: 440 Skipped: 14





1. Taste of Perth Highlights
2. Visitor Highlights
3. **Marketing & PR Overview**
4. City of Perth with Taste of Perth
5. Event Analysis

Marketing Overview including City of Perth Logo



in partnership with  Electrolux

Print Advertising

- The West Australian
- 8 Page Themed Supplement in Fresh
- Sunday Times Magazine
- Scoop
- Primo Life
- Taste of Perth marketing collateral including 25,000 restaurant cards in Taste of Perth participating restaurants, 700 A3 posters distributed around metro Perth
- Flyering staff distribute 10,000 flyers across various venues from Twilight Hawker Markets, Leederville Farmers Market, Subi Farmers Market, Perth City Farmers Market, St George's Terrace, Central Train stations in rush hour all in the lead up to the event
- Taste of Perth Menu Card inclusions including Electrolux full page back cover ad – print run of 10,000

Outdoor Advertising

- Bus sides – 20 bus sides
- Ooh Media screens – 2,544,000 reach
- Executive Channel screens – 75,669 unique visitors fortnightly
- Letter Box drops – 12,500 drops overall reach 25,779

TV Advertising

- Foxtel Lifestyle Food advertising: 15 x 30 spot on The Lifestyle Channel and 15 x 30 spot on Lifestyle food during the 27th April-17th May 2015
- Channel 7 Advertising: 15 x 30 spot
- Channel 7 - Billboard advertising across relevant food & lifestyle

Radio Advertising

- Mix FM radio advertising
- Mix FM sound checks including Electrolux name checks – 5 x 30 second spots over the weekend of the festival

Online

- Taste of Perth website – total page views: 140,763
- Taste of Perth eDMs 13 x eDMs to subscriber database of 12,000
- Ticketek website & eDM
- Taste of Perth Social Media channels – Facebook 5864 followers, Instagram 1414 followers and Twitter 842 followers
- Third party promotions including but not limited to: RAC eDM 400,000, Breakfast in Perth eDM 116,000, Pegasus eDM 44,000, MRGE 45,000
- Sponsorship of Perth NOW homepage, 856,000 reach



CITY OF PERTH

Marketing campaign



FEATURING: Asado • Bib & Tucker • Bistro Guillaume • el PUBLICO • Lalla Rookh • Lalla Rookh Wine & Salumi Store • Mary's • Modo Mio • Nobu • Next Door at No4 • Print Hall • Propeller • Silks



TOP RESTAURANTS



INTERACTIVE MASTERCLASSES

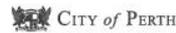


ARTISAN PRODUCERS



LIVE ENTERTAINMENT

Event Partners:



Event Partners



Media Partners



Event Website clearly shows Langley park as host venue and an image of the city



Press Coverage

PR reach was over 70M eyeballs

this was up year on year by approx 20%

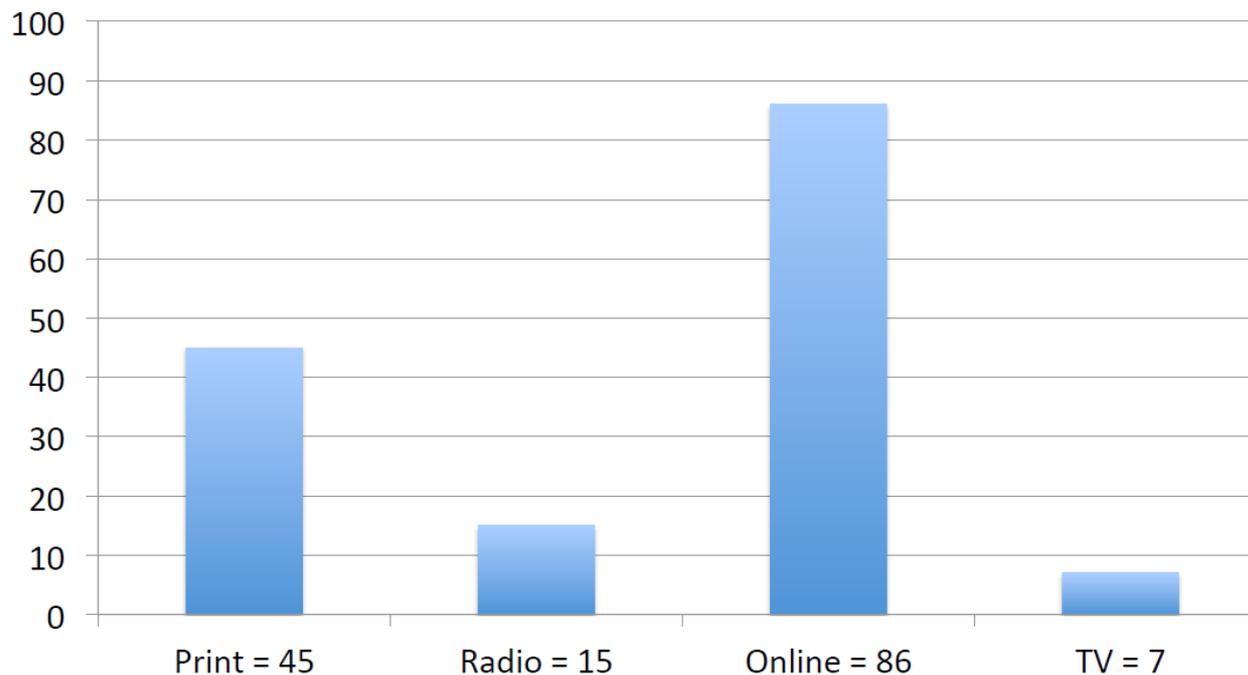
taste[®]

OF PERTH

in partnership with  Electrolux

SUMMARY

3AM
THOUGHTS
PR • Marketing • Events



CITY OF PERTH

TV Coverage

taste[®]
OF PERTH

 **Electrolux**

15th May 2015

The Project – Channel 10

<http://tenplay.com.au/channel-ten/the-project/2015/5/15>



CITY OF PERTH

Ch 9 Live from the event

15th May 2015

Today Show – Channel 9

Part 1 - https://www.youtube.com/watch?v=IX8-0J_s08w

Part 2 - <https://www.youtube.com/watch?v=rflwRr4WkzQ>



Today Tonight

14th May 2015

Today Tonight – Channel 7

taste[®]
OF PERTH

th  Electrolux



CITY OF PERTH

News.com.au

25th May

News.com.au

<http://video.news.com.au/v/345180/Taste-of-Perth>

taste[®]
OF PERTH

hip with  **Electrolux**



National | World | Lifestyle | Travel | Entertainment | Technology | Finance | Sport

News



Scott Bridger

Bib & Tucker

Taste of Perth

25 May 2015

Perth's leading chefs revealed their secret cooking ingredients and the biggest winter food trends for 2015 from behind-the-scenes at the Electrolux Taste Theatre.

Perth Now



CITY OF PERTH

The West Australian

Foodies set for new test of tastebuds

Rob Broadfield
Food Editor

Hot on the heels of the month-long Eat Drink Perth festival, the three-day Taste Of Perth festival will return in May with new pricing and more participating restaurants and top chefs.

Ticket prices have been reduced after feedback last year that the event was too expensive and food prices were too high.

"Entry will now start at \$26," event director Simon Wilson said. "It was \$38 last year. And every restaurant has been asked to create a \$6 dish as a part of their menu."

Each of the 15 restaurants taking part will create four to five dishes.

The event, created by British company Brand Events, will be held from May 15 at the temporary Taste Village at Langley Park.

This will be its second year after what organisers say was a "successful, first toe in the water" last year with attendances of 16,500 food fans over the three days.

"We realised pretty early on that the food-loving people of Perth have a real appetite for food

festivals and they are vocal about their likes and dislikes," Mr Wilson said.

"We had to get it right this year. The average spend and the number of dishes consumed last year was far in excess of both the Sydney and Melbourne Taste festivals.

"We exceeded projections last year and this year we're expecting 20,000 attendees."

Participating restaurants this year include Lalla Rookh, Bistro Guillaume, Bib & Tucker, Silks, Asado, Mary's, El Publico and Nobu.

"The line-up of restaurants is really critical to this event, so we try to keep our fingers on the pulse of what's happening in Perth," Mr Wilson said.

The event is also a showcase for wine producers, coffee roasters, bakeries, craft breweries and tourism enterprises, with almost 60 exhibitors expected this year.



Ready for a food fiesta: Chefs Kwan Heng Cheung, Leif Hurn, Robert Murphy, Alasdair Thompson, Dan Fisher, Scott Bridger, Joel Valvasori, Simon Kruger, Nick Malabarzak and (front) Holly Hards, Corey Tang and Nick Harris. Picture: Sharon Smith

take FIVE

...with
Lalla Rookh
head chef
Joel
Valvasori-
Pereza

I LOVE ... pasta. It's one of the only things I find myself drooling over in cookbooks, especially Venetian ones.

I HATE ... overcast days. I'm a sunshine kinda guy. That was one of the main reasons for coming back to Perth from Melbourne.

I WILL ... be making about 150kg of my nonna's meatballs for this year's Taste of Perth – that's just the meat. And about 172kg of sauce.

I WON'T ... run out this time. Well, that's the plan anyway!

I WISH ... I don't really ever wish for anything. It hasn't ever done me any good – it's best just to work hard for what you want.

Taste of Perth, a festival of food, returns to Langley Park, May 15-17, see ticketek.com.au



MELVILLE



Palmyra local Scott Bridger is head chef at Bib & Tucker in North Fremantle but loves to eat out at Little Stove in Bicton.

Chefs like to eat local

THEY may have fancy cheffy jobs in the big smoke but still happily call the City of Melville home.

Simon Kruger, of Bicton, Scott Bridger, of Palmyra, and Pat Cheong, of Murdoch, are head chefs at Mary's, Bib & Tucker and Silks and will represent their popular eating houses at this year's Taste of Perth restaurant festival next month.

North Fremantle's Propeller is a local newcomer to the festival that has this year attracted 15 exhibiting restaurants to its two-day event.

Other restaurant exhibitors are Asado, Print Hall, LallaRookh, Bistro Guillaume, Nobu, el Publico, Modo Mio, LallaRookhWine and Salumi

THE ESSENTIALS

WHAT: Taste of Perth
WHERE: Langley Park, Perth
WHEN: May 15-17
TICKETS: www.ticketek.com.au starting at \$30 for lunch and dinner sessions

Store, and No. 4 Blake Street. "Whether you are a restaurant-lover, beer-connoisseur, chef-enthusiast, home-cook or are simply looking for a fun day out, Taste of Perth guarantees to transport you to foodie heaven," event director Simon Wilson said.

But the locals also shared some tips on where they like to eat out in the Melville area.

■ Bicton's Simon Kruger of

Mary's favourite place to dine during his downtime in his local area is **Mal Thai**.

"It has nice authentic flavours, it's reasonably priced and I go there with my girlfriend regularly."

■ Palmyra's Scott Bridger of Bib & Tucker's favourite place to eat and hang out in Melville is **Little Stove Cafe** in Bicton. "I love the friendly service and the coffee is great also. The food is simple and tasty and you can tell most of it is made in-house."

■ Murdoch's Pat Cheong: "When I dine out locally, I love going to **Hong Kong Cuisine** in Myaree. I often go there with my daughter as it's a great place for families and the prices are reasonable."

BURSWOOD

Chefs set to dish up taste of Perth's best

SEVERAL local restaurants will feature at this year's Taste of Perth restaurant festival.

Among the line-up of 15 Perth restaurants, four are from the Crown complex in Burswood – Silks, Bistro Guillaume, Nobu and Modo Mio.

Other restaurant exhibitors are Propeller, Asado, Print Hall, LallaRookh and its Wine and Salumi Store, el PÚBLICO, No. 4 Blake Street, Bib & Tucker and Mary's.

"Whether you are a restaurant lover, beer connoisseur, chef enthusiast, home cook or are simply looking for a fun day out with friends and family, Taste of Perth in partnership with Electrolux guarantees to transport you to foodie heaven," event director Simon Wilson said.

Silks head chef Pat Cheong has shared his tip on where



Pat Cheong is head chef at Silks in the Crown complex, but loves to eat out at Nobu, a Japanese outlet.

DETAILS

TASTE OF PERTH
WHERE: Langley Park, Perth
WHEN: May 15-17
TICKETS: www.ticketek.com.au starting at \$30 for lunch and dinner sessions

else he likes to dine in the *Southern Gazette* readership area.

"If I'm dining out, I love to eat at Nobu at Crown because I'm a huge fan of Japanese cuisine and love fresh seafood.

I'm really looking forward to sampling their dishes at Taste of Perth."



Primo Life



TASTE OF PERTH is back for its second year, returning to Langley Park for a delicious three-day program.

The festival brings together an outstanding line-up of many of Perth's best restaurants, including Mary's, Asado, The Print Hall, el Público and Crown Perth's venues including Bistro Guillaume, Nobu and Silk.

Each restaurant will prepare three or four signature dishes in 'taste' sized portions, so diners can pick their dishes of choice and exchange their 'crowns' (festival currency) to create their tasting menus.

The festival runs like a restaurant lunch or dinner service, with a 'taste session' lasting four to five hours during which diners can

pick their choice of dishes, and browse artisan stalls or enjoy the live entertainment program.

Event director Simon Wilson says the event provides an opportunity to sample dishes from some of Perth's most hard-to-get-into restaurants.

"Taste of Perth 2015 is an event not to be missed, particularly for foodies, restaurant lovers, chef enthusiasts and those looking for a great day out with friends and family.

"The restaurants include some of Perth's best restaurants that prove the hardest to get into and continually receive praise - but Taste has them lined up and ready to serve with no

reservations needed."

Taste of Perth is taking place at Langley Park from Friday May 15 to Sunday May 17. Entry price is \$26 and each restaurant has been asked to create a \$6 dish. Tickets on sale through Ticketek Australia. For more information, visit tasteofperth.com.au

Subiaco Post

taste[®]
OF PERTH

in partnership with  **Electrolux**

Spread is yours for the tasting

The restaurant festival, Taste of Perth, returns to Langley Park this month.

More than 16,000 food lovers attended last year's inaugural festival of fine dining, and this year 50% more restaurants are involved.

Taste Festivals run in 22 cities around the world, including London, Cape Town, Amsterdam, Dubai and Milan. Perth joined Oslo and Toronto as new additions.

Newly opened Propeller in North Fremantle and Claremont's Asado, featuring Argentinian street food, join established restaurants Print Hall,

Lalla Rookh, Bib and Tucker, Bistro Guillaume, Nobu, Silks and el Publico, as each chef prepares their signature dishes in taste-sized portions.

Over three days, foodies can graze through a tasting menu designed by Perth's top chefs - no reservations needed, though you may have to queue for a while.

The festival includes stalls for local artisan produce and wines, interactive cooking classes, wine tastings, educating table talks and demonstrations where chefs can share some of their secrets.

There's the Taste Taphouse for beer lovers, the Grape and Grain

Tasting Room for wine tasting masterclasses and the Piper-Heidsieck champagne bar for the best bubbles.

The Platinum Garden Bar is an exclusive enclosure for platinum ticket holders to enjoy sparkling wines and live music.

Taste of Perth is on Langley Park from May 15 to 17. Entry tickets are for lunch (noon to 4pm) or dinner sessions (5.30 to 10pm). Crown cards, the official Taste currency, are needed to buy drinks and dishes from restaurants and bars. Crown cards can be bought online or at the festival.

Book through Ticketek.



POST TimeOut has five double general admission passes (value \$64) to a session of your choice on Saturday or Sunday, May 16 and 17. To be in the running to win a double pass, email timeout@postnewspapers.com.au with "Taste Perth" in the subject line. State preferred day and session. Include your name and phone number. Winners will be notified by email.



■ Restaurant chefs will prepare five or six signature dishes for tasting.



CITY OF PERTH

Fresh Supplement in the West Australian

taste[®]
OF PERTH

in partnership with  **Electrolux**



The West Australian
FRESH
RECIPES | NEWS | WINE & BEER | REVIEWS

Just for Mum

Celebrate Mother's Day with
delicious and delicate cupcakes

+
Taste of Perth.
P23 & 6



CITY OF PERTH

Cont..

Inside a master's mind

Celebrity chef NOBUYUKI MATSUHISA, known as Nobu, has redefined Japanese cuisine by mixing traditional ingredients with South American spices and aromas. He shares his food loves with Fresh.

WHAT IS YOUR FIRST FOOD MEMORY?

I grew up with my grandmother and she always cooked with my mother, so waking up to the smells of steamed rice and miso soup in the morning always stays with me.

WHAT KITCHEN GADGET CAN YOU NOT LIVE WITHOUT?

For me, I'm a chef, so it would have to be a sharp knife. I sharpen mine at the end of the day. My knife is just like a samurai sword – hardened steel.

BEST BURGER?

You know, the last time I ate a burger was five years ago in Shanghai. We flew in from Japan and had meetings all day, then had to catch a plane back to Tokyo at 7pm. We had not eaten at all. On the way back to the airport, there was a hamburger stand on the side of the road and our driver stopped just long enough for us to get out and eat one. I was so hungry and it was so good to have something to eat.

BEST CHEAP AND CHEERFUL?

Ramen, anywhere, anytime. It's easy, quick to eat and cheap in Japan. Even in my kitchen at home, I always have a couple of packets of ramen on hand.

FAVOURITE COCKTAIL?

Vodka martini. Shaken. Cold, cold, with an olive.

WHAT WAS THE LAST BOTTLE OF AUSTRALIAN WINE YOU DRANK?

We had a bottle of Cullen chardonnay in Melbourne. It was very, very good.

WHAT WAS YOUR LAST OMG FOOD MOMENT?

A friend of mine had a Michelin three-star sushi restaurant called Araki in Tokyo, then he moved to London and set up an eight-seater sushi bar. Just this winter I dropped in to say hi and eat sushi. The tuna – toro – with lots and lots of sliced fresh white truffles I can't forget.

WHAT MUSIC DO YOU LIKE TO EAT BY?

I like classic, jazz, Kenny G.

WHAT IS YOUR ONCE-A-YEAR FOOD INDULGENCE?

It would have to be the new year's sushi I make myself at home for my family and guests. I travel most of the year but I am always home for new year and make the sushi with tuna, yellowtail, salmon, white fish, shrimp, squid and sea urchin. It's very special.

BUCKET-LIST RESTAURANT?

It's difficult because I like sushi – it's my life and has made me what I am. I would eat at Nobu anytime because I trust the quality of my food. Maybe, if it was my last meal, it would have to be sushi at Matsuhisa in Los Angeles because that's where it all started for me in 1987. It was my first restaurant.

Nobu Crown head chef Lief Huru will head the team at Taste of Perth.

On the menu:

*Miso soup with tofu, wakame and spring onion.

*Seared salmon sashimi with chocolate yuzu, karashi su miso, cocoa nibs and

*Linley Valley pork belly with spicy miso, caramel sauce and ginger salsa.

*9+ Wagyu carpaccio with quail egg, aji amarillo aioli and soy salt

WHAT IS YOUR FAVOURITE MEAL?
My background is Japanese, so I like simple things. Steamed rice, miso soup, fresh sashimi, of course. I mostly eat Japanese cooking.

Best of Perth is a global creation

Next week's foodie festival builds on success of last year's event, writes OLGA DE MOELLER

Taste of Perth in partnership with Electrolux returns to Langley Park next week with a line-up of top restaurants, masterclasses and artisan stalls for the ultimate foodie fix.

The three-day festival is part of a rolling global feast created by British company Brand Events and celebrated in 22 cities around the world, including London, Oslo, Cape Town, Dubai and Milan.

Building on last year's launch, which was attended by more than 16,000 people, it will feature 13 restaurants, including Bistrot Guillaume, Bib & Tucker, Silks, el Publico and Nobu, along with new talent Mary's, Asado and Propeller, led by head chef Kurt Sampson whose menu is inspired by the flavours of the Levant and Mediterranean.

"This year's blend of leading local restaurants offers an exceptional display of Perth's finest dining options that draws on inspiration from around the globe," event director Simon Wilson said.

"It's really important to show off what's happening here, especially given the bar-focused offerings, so we've got Lot 20, for example, doing espresso martinis and coffee-based cocktails this time around.

"The guys at el Publico will put on tequila and mezcal

masterclasses and there'll be a Grape & Grain tasting room where people can learn about small-batch wines.

"All the feedback from last year suggested people wanted to know more about their food and beverages, so we've taken note of that in this year's program."

In the line-up, 30-minute cooking classes in the Lurpak Cookery School and free cooking demonstrations in the Electrolux Taste Theatre with top chefs, including Dan Masters, from Rockpool Bar & Grill, Dan Fisher (Print Hall), Joel Valvasori-Pereira (Lalla Rookh) and Nobu head sushi chef Noriyoshi Teruya.

More than 70 artisan producers will take part, ranging from Solerno Liqueur, which is made from sanguinello blood oranges picked from the sun-drenched slopes of Mt Etna, in Sicily, to the Czech-inspired sweet treat from local producer The Honey Cake.

Fruit Me with a range of organic super-berries and supplements, award-winning Tasmanian Grandweve Cheese, which is known for its sheep-milk products, including vanilla whey liqueur and caramel sheep-milk fudge, and Black Kite Beverages with its unique take on boozy fruit juices, roots and herbs.

Restaurants will each have four taste-size dishes on the board, including at least one \$6 menu item because Mr Wilson

said the overwhelming message last year was that everyone loved the concept but wanted "more dishes for their dollar". He estimated 18,000-20,000 people would attend this year.

Signature dishes will be available in limited quantities and the idea is that people create their own dream menu as they browse stalls, take part in wine tastings and enjoy educational table-talk sessions.

The event operates like a restaurant with a lunch and dinner service, each lasting four hours, and uses its own Crown currency, which is loaded on to a \$1 refundable bond Crown card. Best value deals are the \$55 advance-purchase Silver Crown package which includes entry and \$30 Crowns and the \$75 advance-purchase Gold Crown Package (entry and \$50 Crowns). Entry is otherwise \$30 (\$12 children 10-17, under-10 free) advance purchase for Friday sessions and \$32 advance purchase weekend sessions. Door price is \$36 (\$15 children).

"Restaurants include some of Perth's best that prove the hardest to get into but Taste has lined them up and they'll be ready to serve with no reservations needed," Mr Wilson said.

Claremont's Asado, Claremont's Asado, Claremont's Asado, Claremont's Asado.

which has been open for just two months, will dish up a taste of Argentinian street food with its signature braised lamb ribs with mint yogurt, classic ceviche, barbecued rump cap and burnt banana banoffee for dessert.

"It's a great opportunity to showcase what we do and take part in an event alongside some of Perth's finest," owner-operator Rob Bates-Smith said.

Create your dream menu at Taste of Perth in partnership with Electrolux. Here's a sample of what's on offer...

- \$30** Nobu's seared salmon sashimi with chocolate, yuzu karashi su miso, cocoa nibs, fried kataifi (\$10)
- Modo Mio's vitello tonato with veal, tuna and caper mayo, quail egg, truffle oil (\$6)
- el Publico's pork belly taco with roasted pineapple, salsa picante and chicharron (\$8)
- Mary Street Bakery doughnut with peanut butter and jam (\$6)
- \$50** Asado's lomito with barbecued rump cap, chimichurri, chipotle mayo, salsa criolla (\$8)
- Next Door at No.45 croquettes with taleggio, broccoli, lardo, hazelnut marmalade (\$10)
- Propeller's grilled occy with peas, smoked almonds, fetta salad (\$10)
- Silo & Tucker's Finches' island walaby snark with wild rice, pickled grape agrodolce (\$16)
- Lalla Rookh's fried custard with candied citrus, toasted almonds (\$6)



'People wanted to know more about their food.'



CITY OF PERTH

Cont...

taste[®]

OF PERTH

in partnership with  Electrolux



Taste of Perth in partnership with Electrolux 2015 will be held at Langley Park from May 15-17. Taste and *The West Australian* are offering exclusive advance purchase entry for \$25 (plus service and delivery fee) valid for any session. To redeem this offer, use promo code THEWEST at ticketek.com.au and search Taste of Perth or phone Ticketek on 132 849 and quote the promo code.

Taste of Perth operates like a restaurant with a lunch and dinner service. Lunch sessions run from noon-4pm, Friday-Sunday, and dinner sessions run from 5:30pm-9:30pm on Friday and Saturday. Book through tasteofperth.com.au.

PIPER-HEIDSIECK CHAMPAGNE BAR

Learn about one of the oldest champagne houses from Sydney-based master of wine Ned Goodwin when he makes a special appearance in this sparkling display hosted by city stalwart The Heritage.

MEZCAL AND TEQUILA MASTERCLASSES

Learn the trick to mixing the perfect margarita and discover the distilling techniques and drinking rituals behind Mexico's quintessential agave-based liquors with Mt Lawley favourite el Publico.

GRAPE & GRAIN 'THE TASTING ROOM'

Unleash your inner sommelier as you swirl, sniff and sip your way to unlocking the secrets behind a brilliant drop in an intimate masterclass on small-batch wines.

THE TASTE TAPHOUSE

Enjoy some of the best craft beers from around Australia, including James Squires and Feral Brewing Company, all on tap and available in single serves or, if you're spoilt for choice, indulge in a sampler paddle.

ELECTROLUX TASTE THEATRE

Pick up a cooking tip or two from some of Perth's best chefs live on stage. There will be four free demonstrations at each Taste session, included in the line-up, Dan Masters, from Rockpool Bar & Grill, Dan Fisher (Print Hall), Joel Valvasori-Pereza (Lalla Rookh) and Noryoshi Teruya (Nobu).



win

Fresh and Taste of Perth in partnership with Electrolux are giving away 30 double general admission passes. For your chance to win, simply write your name, number and address on the back of an envelope and send to Fresh Taste Competition, GPO Box 2910, Perth, WA 6800. Entries close at 5pm on Wednesday, May 13 with the winner drawn the same day. Employees of *The West Australian* and their immediate families are ineligible to enter. Entrants' details will be used for marketing. See WAN privacy policy at the-west.com.au/privacypolicy.



CITY OF PERTH

Cont...

taste[®]

OF PERTH

with  Electrolux



Ned Goodwin

Taste for champers

Sydney-based Master of Wine Ned Goodwin will add some sparkle to Taste of Perth in partnership with Electrolux next week with a special appearance at the Piper-Heidsieck Champagne Bar hosted by city stalwart The Heritage. A selection of Piper-Heidsieck and Charles Heidsieck bubbles will be available by the glass from one of France's oldest champagne houses, which is owned by luxury goods company EPI.

“With champagne, we’re looking for a toasty aroma and by that I mean baking bread, brioche, or what the French call biscuit,” he said. “Sometimes, when the wine is particularly aged, that translates to something rather truffled. Then it has to be fresh and energetic, with good acidity, but not too much to the point where it scrapes your mouth.”

Champagne is best enjoyed as an aperitif or with a meal but not with dessert, unless it’s a sweeter demi-sec style. For most of us, it’s about the bubble but, take it from a master, the older the drop the softer the sparkle.

“Personally, one of the greatest champagnes I’ve ever had was aged to the point where it had no bubbles and I drank it out of wine glasses,” Mr Goodwin said. “With younger champagne, you want fine, energetic bubbles. In terms of Piper, we’re looking at fruit, finesse and structure. The wines — and I call them wines because that’s what champagne is — are largely pinot noir driven, so there’s lots of tangy, crunchy red fruit on the aroma. They’re clean and lively without any oak.”

Four champagnes will be on offer, including a Piper-Heidsieck cuvee brut, a rosé sauvage and a 2006 vintage.

“When we talk about vintage, all it means is that the grapes are coming from a particular year, not necessarily that’s it’s better than the rest,” Mr Goodwin said. “Certainly the 2006 is a restaurant favourite. It’s been aged seven to eight years so you can expect a much creamier mouthfeel — and people should be able to pick this up — as well as that distinctive pastry aroma.”

Mr Goodwin, who splits his time between Australia and Japan, will host informal tastings at the Piper-Heidsieck Champagne Bar on Friday evening (6-8pm) and on Saturday and Sunday (1-3pm).

Olga de Moeller



CITY OF PERTH

Sunday Times feature Event Director Simon Wilson

taste
OF PERTH

in partnership with  **Electrolux**



10 DISHES to try

Some of the world's hottest food trends will be showcased at Taste of Perth by our top restaurants. Tasting dishes range from \$6 to \$16 and will include:

ASADO

Carne – local fish infused with avocado, coolander lime, chili and cherry tomatoes with house tortilla chips.

BIBA TUCKER

Saukling pig slider with kimchi slaw and kewpie mayo

EL PÚBLICO

Mexican street food – braised and fried corn cobs and pork belly tacos.

LALLA ROOKH

Natural masala fish.

MARY'S

Honeyling's head, terrine, and fried chicken wings with kewpie mayo and rice.

MODO MIO

Vitalito tomato – veal, tuna and caper mayo, quail eggs and truffle oil.

PRINT HALL

Porklo and smoking nettie boatlo.

PROPELLER

Crêped octopus with peas, smoked almonds and feta salad.

NEXT DOOR AT NO4

Crispy frites – salagga, broccolini, kendo and hazelnut marmalade.

NOBU

Salted salmon sashimi – chocolate, yuzu, kanihiko miso, corse, ribs and fried katell.

The Sunday Times Magazine 19

WHAT'S SIZZLING

High-flying expert foodie Simon Wilson finds the hottest culinary trends before they hit our plates. He's also the man overseeing Australia's top food events and ahead of this week's Taste of Perth he shares his insights with SIM.

Story Fleur Bainger Photography Waleed

Simon Wilson is a lucky man. The Irishman eats at the world's hottest restaurants on a regular basis, rubbing shoulders with cutting-edge chefs. Dining in New York City? The staff will lead him to the kitchen listed at No. 4 on the World's 50 Best Restaurants list so the chef can present bespoke dishes at Wilson's own private, behind-the-scenes table.

Out in San Francisco? Contacts will hook him up with that city's chef-of-the-moment, who'll give him an insider's view of the Michelin-starred establishment.

"Part of my job is to keep a finger on what's happening in food," Wilson says.

His key to unlocking such doors is his role as event director of Taste Festivals Australia. The 30-year-old scored the coveted gig three years after joining Taste's parent body, the UK-based events company Brand Events.

He started as a sales executive for Taste of Christmas in Dublin in 2010, came to Australia on a six-week placement the next year and worked his way to the top.

Overseeing foodie events in Melbourne, Sydney and Perth means he's constantly hopping between states and now only fits in a few overseas jaunts each year.

"There's a lot going on in Australia in terms of food. Every time I go to Perth there's another

restaurant opening, so even staying on top of food trends here is a full-time gig," he says.

According to Wilson, the biggest trend to hit local restaurants in 2015 will be an emergence of Japanese fare and techniques.

"In Sydney, the katsu sandwich seems to be everywhere," he says of the panko-fried, schnitzel-style meat discs, licked with kewpie mayonnaise and stuck between white bread squares. "They're even presented on colourful, tailor-made sandwich paper."

Wilson also expects robata grills to feature. The ancient method sees meat and vegetable skewers slow-grilled in the radiant heat of hot charcoal. He says open-flame, wood-fired grills are also gaining momentum, delivering charred and smoked meats.

Wilson credits René Redzepi, who's behind Noma, the famed Danish restaurant that sits at top spot on the World's 50 Best Restaurants list, with the Japanese infiltration.

"Noma's pop-up restaurant in Tokyo this year has seen a lot of chefs from Australia travel to Japan on a foodie pilgrimage, and a lot of them have brought ideas home with them," he says.

Booked out months in advance, Noma Tokyo served 20-course lunches and dinners to a maximum of 56 diners a sitting. Dishes stuck to Redzepi's strict ethos of tanning into

local ingredients and seasonal produce, using monkfish liver rinsed with sake, citrus infused with Okinawa chili, lotus root with cured egg yolk and dried, salted lime (Japanese apricot). Open for only five weeks in January and February, the pop-up's menu was regarded as groundbreaking and influential.

"Chefs draw from their own experiences – something they have tried in their travels that they want to put their own spin on, often fusing these international flavours with local produce, or by refining dishes already on their menus," explains Wilson.

He tips sake and Japanese craft beers to star on more drinks lists. In other emerging trends, he expects more top local chefs to move from the busy strips and out to the suburbs.

"Rental is expensive, particularly in key dining areas. Good chefs aren't scared to move out of the popular areas," he says, pointing to Kurt Sampson, who made his name at Pata Negra in Nedlands and recently moved to Propeller in North Fremantle.

"People have no trouble chasing an exact dish they love from a certain chef."

He also says bigger-name chefs are willing to take on new opportunities for the experience.

"There's an event in July where 37 of the globe's best chefs will swap restaurants for one meal,"

he says. "It's called The Grand Gelinaz Shuffle. You won't know which chef goes where until you buy your ticket. So René Redzepi might be swapping with (Adelaide chef) Jock Zonfrillo."

Delivering novel experiences is one of the cornerstones of this week's Taste of Perth. After being besieged by foodies at the inaugural 2014 event – 16,000 all told, far more than predicted – the three-day festival is better prepared this time, Wilson says.

"This year, we're creating opportunities for people to have an educational and fun day out," he says. "You can learn about a drop of small-batch wine, do a cookery class, eat great food. There are lots of little things to fill out the day."

New additions include a salumi (salami) bar with cured meats and cheeses matched to wines from the Lalla Rookh cellar, and a craft beer bar with nearly 30 taps of different beers to try.

"People wanted to try more food for their budget," he says. "So every restaurant at Taste will do one \$6 dish."

New players Propeller, Mary's, Asado, No. 4 Blake Street and Modo Mio will join returning eateries Print Hall, Lalla Rookh, Bib & Tucker, Bistro Guillaume, Nobu, Silks and el Público.

Taste of Perth, May 15-17, Langley Park, city. Tickets from \$30. www.tasteofperth.com.au.



CITY OF PERTH

Sunday Times

PHOTO FINISH



LEIF HURU
Nobu Perth's chef de cuisine shows Alysia Anderson his favourites

Leif will be serving up some of Nobu's top dishes at the Taste of Perth festival from Friday to next Sunday at Langley Park, city. For more information, visit www.tasteofperth.com.au.



FISHING
When I'm back home in the winter, I love to go ice-fishing on frozen lakes. In summer, I enjoy catching all sorts of delicious fish from the ocean and lakes. I particularly love fishing for salmon, which I'll be serving up at Taste of Perth.

NOBU
Working for Nobu in different restaurants across three different countries has been a privilege and an adventure. Nobu-san himself is not only a master chef, but also the best man you can work for.



FOOD
I love the satisfaction of making people happy when they eat the food I cook. Being served good food without having to make it yourself is the best.



CAT
I have a hairy furball called Charlie. He is the best companion you could ask for. I grew up with two dogs at home, but being a chef it's hard to have dogs. Charlie knows orders like "sit" and "shake hands", so it's almost the same as having a dog.

GOLF
There's nothing better to do on my days off than go out with friends and play golf. I get to be outside in the beautiful Perth weather, take some time out from work and focus on my game.

ADVENTURE SPORTS
Growing up in Norway, I probably had skis on my legs before I learnt how to walk. My next dream destination to go skiing and snowboarding is Japan.





FAMILY
Family is the most important thing in life to me. I make sure that I go home at least once a year to spend some time with them. They also take turns coming to visit me wherever I am in the world.

POPCORN
I never go to the cinema without buying the biggest size popcorn. Sometimes I drop by the cinema just to buy popcorn and then go home.



PICTURE: JUSTIN BENSON/COOPER

The West Australian

taste[®]
OF PERTH

in partnership with  Electrolux

INSIDE COVER

Ben O'Shea



Phone 9482 3111
Email inside.cover@wanews.com.au Follow twitter.com/insidecover

PLATE UP

The Taste of Perth food festival returns to Langley Park at the weekend and we've teamed up with the organisers to give you a chance to get in free.

About 18,000 foodies will flock to the festival from tomorrow to Sunday and you can be one of them by having a crack at our gastronomic guessing game.

Guess how many tasting plates will be served during the festival, with the closest answer winning a double pass valued at \$72.

Email inside.cover@wanews.com.au before noon today.

Yesterday's answer: 44,000 forks will be used by attendees.

THE WEST AUSTRALIAN
Page 28



Chefs: Simon Kruger, Nick Malanczak, Kurt Sampson and Corey Tang back Taste of Perth. Picture: Danella Bevis

Taste of Perth proves tempting

Rob Broadfield

The annual three-day Taste of Perth festival kicks off this afternoon, with 13 of Perth's best restaurants expected to sell more than 42,000 dishes at the weekend.

Organisers say last year's Taste festival was so successful, they have expanded the Langley Park "Taste Village" to accommodate more exhibitors and attractions.

"We're expecting 18,000 visitors over the weekend," event director Simon Wilson said.

"Our first Taste of Perth last year blew us out of the water with total attendances of 16,000. Clearly Perth is a city of foodies."

Mr Wilson said feedback from last year was mostly about "bang for buck".

"This year we've asked the restaurants to all produce a \$6 dish, so there's a real value component to the "Taste of Perth experience," he said.

Each restaurant will create up to five dishes across a range of prices.

There will be 70 exhibitors from wine producers to chocolate makers and cider brewers to artisan bakeries.

Participating chefs will be putting the finishing touches to their dishes this morning and the numbers are extraordinary.

Leighton Beach restaurant Bib & Tucker will make 400 serves of Flinders Island wallaby shank.

Asado in Claremont will trim and cook 500kg of lamb ribs, Mary's in Northbridge will fry 2500 doughnuts, 300 chicken wings and roasting six whole pigs for their rotisseries.

sliding pig slider.

There is a bigger focus on liquor this year, with new attractions including the Tap House bar, featuring 30 of WA's craft and specialist brewers, a cider bar and 2000 glasses of champagne are expected to be drunk at the Heritage Restaurant's champagne bar.

Other new attractions include a salumi bar, cookery master classes and small-batch wine tastings.

Participating chefs this year include Dan Masters (Rockpool Bar and Grill), Dan Fisher (Print Hall), Hadleigh Troy (Restaurant Amuse) Corey Tang (Asado) Tom Randolph (Next Door At No 4) and Scott Bridger (Bib & Tucker).

'Our first Taste of Perth last year blew us out of the water with total attendances of 16,000.'

Event director **Simon Wilson**



CITY OF PERTH

Taste of Perth: Perth's hottest restaurants, chefs on show

May 25, 2015 1:10pm
VERITY WESSELS PerthNow



Taste of Perth

OVERCAST weather hasn't stopped Perth's biggest foodies and chef groupies from checking out the scene at Taste of Perth in Langley Park.

Onlookers conversed over wine and cider, enjoying yummy morsels and the few rays of sunshine that peeped through on Friday.

The festival will see Perth's hottest restaurants and their talented chefs plating up



3 Adenurous palates

Daring foodies took to The Mantle in Fremantle for a five-course lunch created by STM's new food critics Kelly Ramsay and Chloe James. Guests dined on kangaroo carpaccio and apple with mealworms. Kelly worked in the kitchen and Chloe was MC. This year's M&P contestants Eva Lean and Debra Ching served the food. The lunch raised funds for Telethon Adventurers. Emily Parish, whose husband Rick co-founded the charity fighting childhood cancer, was full of excitement: "This is the first time we've had an adventurous lunch. We're always looking at different and innovative ways to raise money and we're so appreciative."

3. Emily Parish

4 Taste sensations

Perthonalties hit the VIP tipi for the Best in Taste Awards at Langley Park. Guests enjoyed canapés, oysters and prosecco before the awards. The big winner was the crew from El Publico, who took home the Best in Taste award for their lamb ribs. Spotted in the exclusive tipi were Marcella Harvey, Harman, Louise Plledge and her boyfriend, The Bachelor's Blake Garvey. Plledge revealed she's ready to step into the food industry herself having just completed her own cookbook.

PHOTOGRAPH BY JORDAN



The West Australian

OUT & ABOUT **ROSS McRAE** ross.mcrae@wanews.com.au

TASTE OF PERTH

A balmy autumn night saw a huge crowd turn out for the opening of the second Taste of Perth. With wild weather on the horizon, the first night of the foodie festival at Langley Park was the only chance to enjoy the various high-end food options without the need for a poncho or umbrella. The VIP tent, which resembled a modern teepee, was packed to the rafters with opening night guests eager to hear who had won this year's Best in Taste award. Highgate's El Publico took the top prize for their succulent lamb ribs. Among those spotted indulging included Carmelo Pizzino, Emily Parish, Denise Cheir and Mariella Harvey-Hanrahan.

WORDS ROSS McRAE
PICTURES MATT JELONEK



Louise Pilić & Blake Garvey Cassie Silver Annie Brunvoll

Kat Donald-Hill & Andre Pagano

Blake Taylor & Shane Newton

Sheena Dawson & Kate Lower

Charlotte Buswell & Simon Wilson

Eva Lean & Debra Ch'ng Jarod Hocking, Scott Bridger & Eamon Sullivan

Grady Wulff Adrian & Belinda Pietropaolo

For more social action, don't miss Out & About in the Today liftout inside Wednesday's West. To order copies of photos phone 9482 2378.



Sydney Morning Herald

Highgate restaurant El Publico impresses at wet and wild Taste of Perth

May 18, 2015

Comments ☆ Read later



Candice Barnes

Entertainment reporter

View more articles from Candice Barnes

Follow Candice on Twitter Email Candice

Tweet 0 Share 0 Share 0 Pin it submit

Email article Print Reprints & permissions



Eager foodies battled the elements to enjoy a fine dining experience. Photo: Jessica Ferguson

While [gusty winds and heavy downpours](#) kept many indoors over the weekend, thousands of food fanatics dined out – at an outdoor food festival at Langley Park.

While [gusty winds and heavy downpours](#) kept many indoors over the weekend, thousands of food fanatics dined out – at an outdoor food festival at Langley Park.

Taste of Perth saw restaurants, food producers and wine makers offer their wares in one place, though event director Simon Wilson said the numbers were down on last year.

"We're really impressed with the attendance bearing in mind the poor weather conditions. We'd like to thank those who pulled on their gumboots and jackets and came to support the restaurants and producers at this year's festival," he said.



El Publico's lamb ribs were judged to be the best dish of the festival. Photo: Jessica Ferguson

"We are considering possible changes to the timing of next year's Taste of Perth festival to mitigate the risk of poor weather."

Blogs



The Food Pornographer

Home

Restaurants

Travel

taste[®]
OF PERTH

in partnership with  Electrolux



Taste of Perth 2015

May 17th, 2015 / 0 Comments / 5817 / 2

With the city skyline on one side and the Swan River on the other, Langley Park is a gorgeous venue for an outdoor festival... as long as the weather cooperates. Unfortunately, after weeks of sunshine, we had a blustery and extremely wet weekend for the second Taste of Perth.

By way of disclosure, I went to Taste of Perth twice – Friday and Saturday lunch. Friday was by invitation to an Electrolux VIP experience; stormy Saturday was with Jac. We had complimentary General Entry tickets for \$5. Please see the notes at the end of this post for more details.

May 17, 2015

Elite's Day At Taste Of Perth

Posted by [Laura](#)



The red carpet rolled out for 20 Yelpers lucky enough to be given the VIP treatment at Taste of Perth yesterday. Starting in the corporate suite, Yelpers enjoyed complimentary beer and wine before wandering through their dream tasting menu designed from a selection of over 50 tasting dishes crafted by Perth's latest, greatest and hottest restaurants including el Público, Lalla Rookh, Nobu, and Print Hall to name just a few. It was an unmissable opportunity to celebrate Perth's unique dining scene. Read the glowing [reviews](#) from Yelpers and check out the [photos](#).

Thank you to our sponsor [Taste of Perth](#).

May 17, 2015 10:57:31 PM | [Permalink](#)

 Like  Share Be the first of your friends to like this.

 Tweet 0



CITY OF PERTH

Blogs

Brave the rain & have a Taste of Perth

May 16, 2015

Most of you will know I have a pretty good appetite and I like to eat a bit of everything. So my food plan for Taste of Perth 2015 was to make my dollars stretch by finding dishes which were less than 10 crowns (1 crown = 1 dollar).

If you love your food, put on your rain coat or use Taste of Perth's free poncho (frees the hands up for more food) and brave it out in the rain at Taste of Perth this weekend. There's a dinner session tonight and lunch session tomorrow left, [get your Taste of Perth tickets here](#) before it wraps up for another year.

These are my Taste of Perth 2015 top cheap eats, hover over the images for details...



Sydney Morning Herald

Taste of Perth: Wild weather to put the 'gust' in degustation

May 15, 2015

☆ Read later



Candice Barnes

Entertainment reporter

View more articles from Candice Barnes

Follow Candice on Twitter | Email Candice

Tweet 6 | Share 14 | + Share 1 | LinkedIn Share | Pin it | submit

Email article | Print | Reprints & permissions

Perth's top restaurants

The best place to find the right restaurant!



Nobu's pork belly (\$12) was a popular choice at last year's Taste of Perth festival. Photo: Taste of Perth / Facebook

Organisers of this year's Taste of Perth festival insist the event will continue this weekend, despite a gloomy forecast and warnings that more than 50 millimetres of rain could fall in the metropolitan area.

While the foodie festival opened to clear skies, by Friday afternoon the overcast conditions had some gastronomes asking whether their beverages would be watered down by rain showers or blown away by 50km/h winds.

The West Australian **taste** OF PERTH

in partnership with Electrolux

The West Australian

The Executive MBA at SGSM [LEARN MORE →](#)

Home | Sport | Business | Life + Style | Entertainment | Travel | Country

Latest WA National World Full Coverage Opinion Anzac Galleries Video Health

More to taste at Perth festival

Rob Broadfield

May 15, 2015, 1:40 am

Share



More to taste at Perth festival

The annual three-day Taste of Perth festival kicks off this afternoon, with 13 of Perth's best restaurants expected to sell more than 42,000 dishes at the weekend.

Organisers say last year's Taste festival was so successful, they have expanded the Langley Park "Taste Village" to accommodate more



CITY OF PERTH

- 
1. Taste of Perth Highlights
 2. Visitor Highlights
 3. Marketing & PR Overview
 4. **City of Perth with Taste of Perth**
 5. Event Analysis

City of Perth partnership 2015



in partnership with  Electrolux

- **Major Sponsor** of Taste of Perth 2015
- Category exclusivity no other government organisation as a major partner
- Lord Mayor to be invited to opening night and gala night
- Display stand for City of Perth promotion
- Host the Fri lunch session of Taste of Perth
- 400x general admission tickets
- 30x VIP tickets
- 9 gala evening tickets for elected members
- City of Perth logo used across all marketing materials
- Staff discounted tickets
- Post event report



Key Objectives

- Increase visitation to the metro city area
 - Taste of Perth attracted 11,153 unique visitors to Langley Park
 - Feedback shows that the city dwell time from 27.4% of visitors was over half a day
- Encourage use of City Public spaces
 - Taste of Perth occupied Langley Park and over 11,000 visitors directly attended the space for the event
 - The location and accessibility of the venue for Taste of Perth was ranked 2nd by visitors as the main reason for attending the event, second only to tasting dishes from the city's leading restaurants
- City of Perth branding and logo was used across all the marketing material as major sponsor
- Langley Park was referenced in the majority of all editorial press about the event and as such was picked up across the entire event press campaign and an image of the park and city was chosen for the photo press launch resulting in great media pick up



Key Objectives

Provide an economic benefit to businesses within the municipality

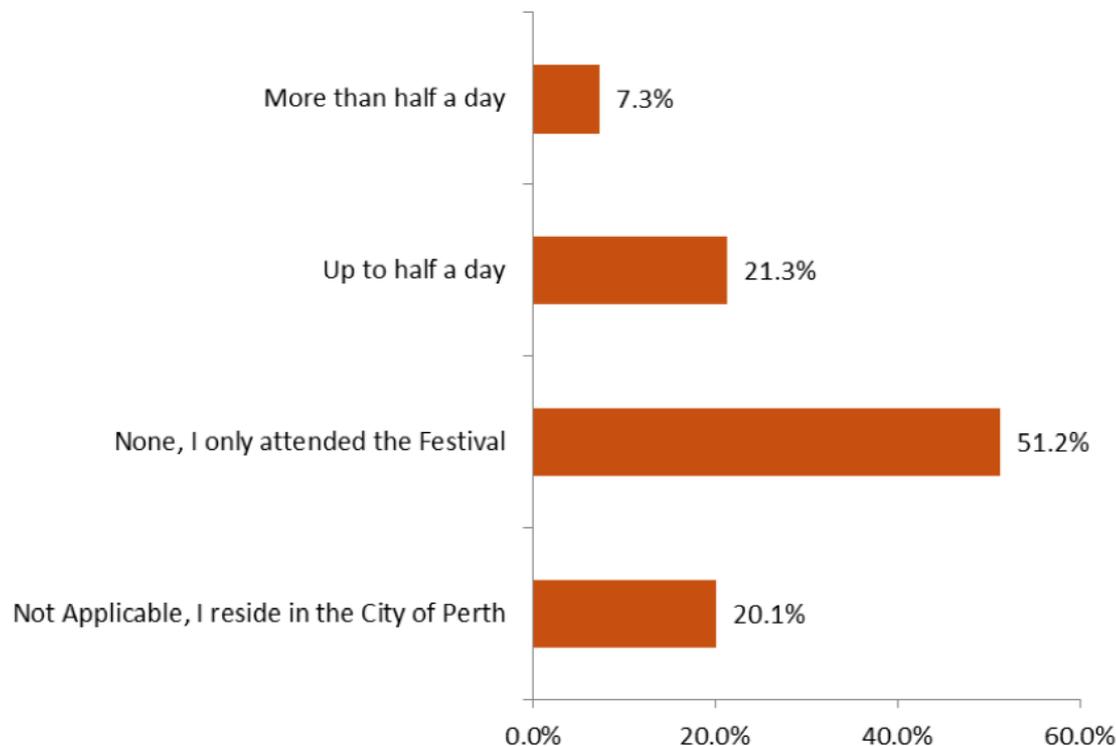
- Taste of Perth generated over \$350,000 in revenue for local business, restaurants and vendors over the 4 days. (restaurants, exhibitors and sponsors)
- In addition approx \$420,000 was also spent with local contractors, suppliers and service providers
- The event worked with volunteers from local colleges to give experience in restaurant/catering and events as part of course work.

Generate Free to attend Events in Public Places

- On Friday for the first session held from 12.00-4.00pm, Brand Events provided up to 2,000 complimentary passes to the City of Perth to help generate free events in the City of Perth public places within the City for patrons to attend. This was promoted to the City of Perth trade database, the City of Perth social media databases, City of Perth staff and volunteers
- The results show that the Friday lunch time attendance was increased 117% year on year



City dwell time survey results



Example Interpretation: 21.3% of visitor respondents spend up to half a day in the City of Perth before and after the Festival

Gala Night

- *A fantastic night with over 200 guests hosted in the teepees*
- *Deputy Mayor Rob Butler was in attendance*



1. Taste of Perth Highlights
2. Visitor Highlights
3. Marketing & PR Overview
4. City of Perth with Taste of Perth
5. **Event Analysis**



Overall Wrap

- The event received an unprecedented amount of rainfall during the wkd of the festival. *(see weather advice)*
- Rather than cancel the festival as many other organisers did (such as Perth Home Grown). Brand Events invested money to secure the event's success despite the challenges, to keep good the event for pre booked ticket holders and major sponsors
- Brand Events decided to spend and invest to ensure strong weekend visitation, we invested \$ in more radio and online advertising
- We also gave a large number of complimentary tickets to local restaurants and hotels for their guests
- Brand Events took a large loss this year and chose not to cancel to ensure damage limitation to the brand and its associated partners
- In order to limit any parks damage we also took longer to bump out and restricted vehicle access to protect the park again at a cost
- We honored all visitor tickets to any session and made this clear throughout the marketing campaign and social channels
- We gave out free ponchos and umbrellas to all visitors to the event
- Given the wet weather it is remarkable and true testament to the event that over 11,000 people still turned out this is simply unheard of in bad weather in Perth
- Feedback compared to year 1 is overwhelmingly positive and gives us a great base to make 2016 our best yet



Taste of Perth plans 2016



in partnership with  Electrolux

- Visitor feedback from the 2015 event has been very encouraging, there were few complaints and these were mainly about weather. The plan is to grow the event in 2016 and invest in key visitor attractions/features.
- New features for the 2016 event include:
 - Chefs Skillery
 - Chefs Table
 - Electrolux Cooking School (visitors will be able to cook along with chefs using Electrolux appliances)
- Electrolux have signed an agreement to remain the presenting partner for next year's event and Lurpak the major sponsor would like to come back and will sign in Jan 2016
- From Dec 2015 will have an office in Perth, Claire Back (originally from Perth, will direct Taste of Perth and Gourmet Escape)
- We have already signed x5 restaurants and plan to reveal these in February 2016
- VIP lounge received excellent feedback within so we will retain this and improve the VIP offering once again
- We will increase the corporate hospitality offering encouraging city workers to come down on Friday lunch and evening with a promotional offer
- Following the acquisition of Brand Events by WME IMG , Taste of Perth will benefit from the global access to international chefs and publicity



CITY of PERTH

City of Perth proposition



CITY of PERTH

taste[®]

OF PERTH

in partnership with  **Electrolux**

CONTRIBUTION – CITY OF PERTH

- Taste Festivals are seeking the following support from City of Perth in the form of a sponsorship: (**Please note the contribution request has not increased by CPI and benefits have increased**)
- Event Dates: **29th April – 1st May 2016 (to be confirmed)**
- Provision of in-kind sponsorship of reserve hire and all associated fees, including parking, public building fees and noise monitoring fees
- AUS \$30,000 + GST financial contribution to the event, to be used towards the provision of key event services
- Marketing support from City of Perth outside the Eat Drink Perth campaign, including:
 - City banner advertising
 - City of Perth and Show Me Perth marketing campaigns
 - Multiple EDM coverage across relevant city databases e.g. Show Me Perth
 - Inclusion in the “What’s On” guide
 - Combined social media campaign across City of Perth channels
 - Radio and TV support where possible

BENEFITS OFFERED FOR – CITY OF PERTH

- Recognition as **Major Partner** for Taste of Perth 2016
- Opportunity for Lord Mayor to open festival and host Gala Night as official launch event of Eat Drink Perth
- **An opportunity for at-event onsite visitor engagement (i.e. a Retail tenant Reception) and City of Perth data capture through display or exhibit in a prominent position at the Festival (NEW)**
- 50% off ticket offer for staff, friends and family
- **Private hospitality package for up to 30x clients, visitors and city guests, including: (NEW)**
 - *Fast track entry*
 - *Exclusive use of private space within the festival*
 - *Complimentary bar throughout the session*
 - *Luxury private bathrooms*
- **City of Perth Session**
- Option to present Session 2 (Friday lunch) as a “City of Perth presents Taste of Perth” session, allowing City of Perth to really take ownership and connect their branding with the festival. It will provide access to all for the event, as well as hitting a key objective for City of Perth.
 - Session could possibly be offered **free of charge** to any traffic driven through a City of Perth / Show Me Perth portal – i.e.
 - consumers that sign up to a Show Me Perth database, or
 - consumers that purchase items from participating City of Perth businesses within a selected period
 - These visitors could be asked to contribute a gold coin upon entry – which will be donated to a charity of City of Perth’s choosing
- Lessons from the 2015 City of Perth session will be applied this year to allow for better communication of available tickets and increase uptake in complimentary admission.
- **Complimentary Tickets**
 - 400 general admission tickets to the event (value \$12,000)
 - 30 x VIP tickets not including crowns (value \$2,100)
 - 18 x Gala Opening tickets (value \$570)
- **Marketing Benefits**
 - City of Perth logo to be used in every instance of major logo placement across all ATL and BTL marketing
 - City of Perth logo to be included on selected onsite branding throughout the festival
 - Complete integration into the consumer marketing and PR campaign and throughout a multi-channelled campaign targeting the greater Perth area.

taste[®]

OF PERTH

in partnership with  Electrolux



Taste of Perth 2016

Taste of Perth 29 April-1 May 2015



CITY of PERTH

CONFIDENTIAL SCHEDULE 5
ITEM 4 – EVENT SPONSORSHIP (PARTNERSHIP) –
TASTE OF PERTH 2016

FOR THE MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT
COMMITTEE MEETING

10 NOVEMBER 2015

DISTRIBUTED TO ELECTED MEMBERS UNDER
SEPARATE COVER

ITEM NO: 5

ARTS AND CULTURAL SPONSORSHIP 2015/16 – MAJOR PARTNERSHIP – ARTRAGE INC. – FRINGE WORLD FESTIVAL

RECOMMENDATION: (APPROVAL)

That Council:

1. ***approves cash Arts and Cultural Sponsorship – Major Partnership, of \$75,000 (excluding GST) to Artrage Inc. for sponsorship of the 2016 FRINGE World Festival, subject to confirmation of associated artistic program and schedule of supported Artrage managed venues and locations;***
2. ***notes that the sponsorship will directly support the presentation of Artrage-managed venues;***
3. ***notes that Artrage Inc. will provide the following event and sponsorship benefits to the City of Perth:***
 - 3.1 ***the 2016 FRINGE World Festival;***
 - 3.2 ***inclusion of the City of Perth crest on Festival promotional material and publications;***
 - 3.3 ***dedicated half page acknowledgement of sponsorship in FRINGE World printed guide (artwork to be supplied by the City of Perth);***
 - 3.4 ***weblink to the City of Perth website and acknowledgement as sponsor on FRINGE World website;***
 - 3.5 ***20% Sponsor discount code provided on selected performances;***
 - 3.6 ***City of Perth crest featured on co-branded sponsor signage at the Artrage-managed venues;***

(Cont'd)

- 3.7 9 (double) invitations for elected members and guests to attend a FRINGE World ticketed event;**
- 3.8 5 (double) invitations for City of Perth Officer representatives to attend one FRINGE World ticketed event, as required;**
- 3.9 9 (double) invitations for elected members and guests to attend networking events, including, but not limited to, the FRINGE World Opening Launch;**
- 3.10 8 invitations for City of Perth Officer representatives to attend networking events, including, but not limited to, the FRINGE World Opening Launch, as required;**
- 4. approves up to \$12,000 in-kind support (based on 50% of the estimated loss of income) to accommodate underpropping in the Cultural Centre Carpark, subject to the following conditions:**
 - 4.1 Artrage Inc. to meet the cost of all associated equipment hire and installation costs;**
 - 4.2 Artrage Inc. to submit a formal request in writing at least one month in advance of the event and to the satisfaction of the City, providing all information required by City of Perth Parking including, but not limited to, event application, plans, schedules and engineering certificate;**
- 5. notes that Artrage Inc. will be required to provide the following partnership benefits to the City of Perth, to offset the cost of the in-kind support:**
 - 5.1 acknowledgement of City of Perth Parking (CPP) as an Associate Partner of Fringe World 2016 on all associated promotional materials;**
 - 5.2 City of Perth Parking logo featured on co-branded sponsor signage at the Festival venues located in the Urban Orchard;**

(Cont'd)

- 5.3 inclusion of City of Perth Parking logo on Festival promotional materials, including but not limited to, electronic promotions, festival posters and printed program;**
 - 5.4 City of Perth to receive 60 complimentary single tickets to a selection of Fringe World events to be allocated as per Corporate Procedure PR1077;**
 - 5.5 copy of a selection of images and footage taken at FRINGE World events for use by City of Perth Parking for promotional purposes;**
 - 5.6 inclusion of a quarter page (landscape) advertisement in the FRINGE World printed program (artwork supplied by City of Perth);**
 - 5.7 weblink to City of Perth parking from FRINGE World website;**
- 6. notes that the City is to be provided with an acquittal report for the supported project within three months of completion of the FRINGE World Festival and an audited financial report of Artrage Inc. within six months of the conclusion of the relevant financial year.**

BACKGROUND:

FILE REFERENCE: P1031290
REPORTING UNIT: Community Facilities
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 5 October 2015
MAP / SCHEDULE: N/A

Report Author/Reviewer Disclosures of Interest		
Acting Arts and Cultural Development Coordinator	Impartiality interest	The Acting Arts and Cultural Development Coordinator is registered by Artrage Inc. as an Honorary Life Member of Artrage Inc. Although this membership has not been formally accepted, nor any benefits accepted or exercised Honorary Life Members are invited to participate in Annual General Meetings and member events.

Artrage Inc. has requested Arts and Cultural Sponsorship of \$100,000 to support the presentation of Artrage managed venues located within the City of Perth boundaries during the 2016 FRINGE World Festival.

In addition, Artrage Inc. has requested support to present the 2016 FRINGE World Festival from City of Perth Parking. This report proposes that cash and in-kind support, if approved by Council, be managed as a single request. It should be noted, however, that the level of investment and anticipated outcomes are to be managed independently and on the basis of differing service priorities.

The City's cash sponsorship contribution is measured in accordance with the City's Arts and Cultural Sponsorship objectives, eligibility and assessment criteria whilst the in-kind component is expected to off-set the costs associated with using the car park and provide a commercial benefit to the City's parking operations, including marketing and promotional exposure at an equivalent value to the support provided. This expectation is not comparable to the sponsorship benefits received through the City's cultural investment which prioritises cultural programming outcomes and to a lesser extent, positive recognition and promotion of the City's image.

The City has provided in-kind support to Artrage for the underpropping of the Cultural Centre car park since the event's pilot in 2011. Underpropping is a necessary precaution to support the structural integrity of the City's car park. Approval to discount parking fees associated with the underpropping, (50% discount on the estimated loss of income) is within the delegated authority of the Director of Community and Commercial Services and has previously been approved at that level.

In the future, the applicant will be requested to submit a singular request for event support to the City and include all requests for in-kind support along with requests for cash sponsorship through the Arts and Cultural Sponsorship Program. A comprehensive proposal should be submitted by Artrage for the purposes of demonstrating the City's total contribution to the event and mitigating the duplication of sponsorship benefits. In respect to the in-kind component the expectation will remain that the proposal continues to provide value on return for City of Perth Parking.

Organisation Background

Artrage Incorporated is a not-for-profit multi-arts organisation and registered charity incorporated in 1983 (formerly *Festival Fringe Society of Perth*).

Artrage has stated its purpose, vision and mission as:

Purpose – To enrich and evolve the creative arts of Western Australia.

Vision –To embed FRINGE World in the hearts and minds of all Western Australians.

Mission – To provide enduring benefits for artists, audiences and a diverse family of stakeholders through building the world's strongest festival.

Artrage is a key contributor to the vibrancy and vitality of cultural life if Perth. Artrage is the producer of *FRINGE World Festival*, *Rooftop Movies* and *Outer Fringe*. *FRINGE World Festival* is an open-access annual multi-disciplinary arts Fringe festival, presenting work by Independent local, national and international artists. Through partnerships with Lotterywest and the Department of Culture and the Arts, *Outer Fringe* tours *FRINGE World* shows throughout regional Western Australia.

In 2015, the organisation commissioned the *Fringe World Festival 2015 Impact Report*. The report recorded community perceptions of the *FRINGE World Festival* and provided an analysis of the festival's economic impact. Provided to the City of Perth in July 2015, the report recorded the responses of 4,914 members of the public, 336 participating artists, 15 local businesses and 149 staff. *FRINGE World Festival 2015 Impact Report* reports that Gross Visitor Expenditure during the 2015 festival was \$51,002,924 with a total Gross Economic Movement of \$70,894,065.

A copy of the *Fringe World Festival 2015 Impact Report* has been provided to the City of Perth to support the acquittal of the 2015 Festival.

Past Support

The City of Perth has provided sponsorship for the *FRINGE World Festival* since its inception in 2010/11. Artrage Inc. sponsorship is as follows:

Year	Description	Requested	Approved
2010/11	Spiegelteent Program/ Fringe World Freebies- Event Pilot	\$20,000	\$20,000*
	<i>City of Perth Parking</i> Use of car bays in Cultural Centre Carpark	In-Kind	\$10,000 In-kind
2011/12	<i>Arts & Cultural Sponsorship</i> Fringe World Festival	\$50,000	\$50,000
	Use of Perth Town Hall	In-kind	Declined
	<i>City of Perth Parking</i> Use of car bays in Cultural Centre Carpark	In-kind	\$10,108
	<i>City of Perth Parking</i> Use of Roe Street Car Park - Rooftop Movies	In-kind	\$53,300 In-kind
2012/13	<i>Arts & Cultural Sponsorship</i> Fringe World Festival 10 Festival Hub Venues	\$50,000	\$50,000
	<i>City of Perth Parking</i> Use of car bays in Cultural Centre Carpark	In-kind	\$10,000
	<i>City of Perth Parking</i> Use of Roe Street Car Park - Rooftop Movies	In-kind	\$130,660 In-kind LOSS OF REVENUE
2013/14	<i>Arts & Cultural Sponsorship</i> Fringe World Festival Festival Hub Venues	\$51,250	\$51,250
	<i>City of Perth Parking</i> Use of car bays in Cultural Centre Carpark	In-kind	\$10,108
	<i>City of Perth Parking</i> Use of Roe Street Car Park - Rooftop Movies	In-kind	>\$130,000 In-kind LOSS OF REVENUE 172 days
2014/15	<i>Arts & Cultural Sponsorship</i> Fringe World Festival Festival Hub Venues	\$100,000	\$72,531
	<i>City of Perth Parking</i> Use of Cultural Centre Car Park	In-kind	\$11,409.60 In-kind
	<i>City of Perth Parking</i> Use of Roe Street Car Park - Rooftop Movies	In-kind	\$150,561.65 In-kind LOSS OF REVENUE
2015/16	<i>Arts & Cultural Sponsorship</i> FRINGE World Festival 2016	\$100,000	
	<i>City of Perth Parking</i> Use of Roe Street Car Park	In-kind	\$190,598 In-kind LOSS OF REVENUE 163 days
	<i>City of Perth Parking</i> Use of Cultural Centre Car Park	In-kind	

*(\$15,000 Arts and Cultural Sponsorship, \$5,000 Marketing Unit)

In accordance with Arts and Cultural Sponsorship Program requirements, an acquittal report for the 2014/15 year has been provided. The 2014 Annual Report with audited financial statements has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding.

Due the open access nature of the festival, individual presenting artists and companies are eligible to apply for support of events taking place during the festival. In 2015 the City provided support to events including *Summer Nights* at the Blue Room Theatre and to presenting companies Strut Dance, Black Swan State Theatre and Road Theatre Company.

The City also provided subsidised venue hire of the Perth Town Hall to some presenting artists. It is important that access to additional support remains open to individual arts who often incur a financial risk when staging productions, and that this support works in partnership with the significant promotional and ticketing support, and access to the volunteer network provided to them through their association with the *FRINGE World Festival*.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan
Council Four Year Priorities: Community Outcome
Healthy and Active in Perth
Reflect and Celebrate diversity in Perth.

Policy

Policy No and Name: 18.1 – Arts and Culture
18.8 – Provision of Sponsorship and Donations

Eligibility:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes the criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy's objectives and selection criteria as follows:

Applicant Eligibility Criteria <i>Category of Sponsorship: Major/ Civic Partnership</i>	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion Met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion Met
Be an Australian legally constituted entity.	Criterion Met

Applicant Eligibility Criteria	
<i>Category of Sponsorship: Major/ Civic Partnership</i>	
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion Met
An individual.	Criterion Met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion Met
An applicant that has outstanding debts to the City of Perth.	Criterion Met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	See below
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur within the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

At the time of preparing this report, Artrage has not received cash sponsorship for this project in 2015/16. However, the organisation's request for in-kind support for Roof Top Movies has been approved. Please refer to the Past Support section of this report.

DETAILS:

Project Summary

The *2016 FRINGE World Festival* will take place over a 4 week period showcasing a range of performances from independent local, national and international artists, from a variety of genres including theatre, circus, dance, cabaret and music.

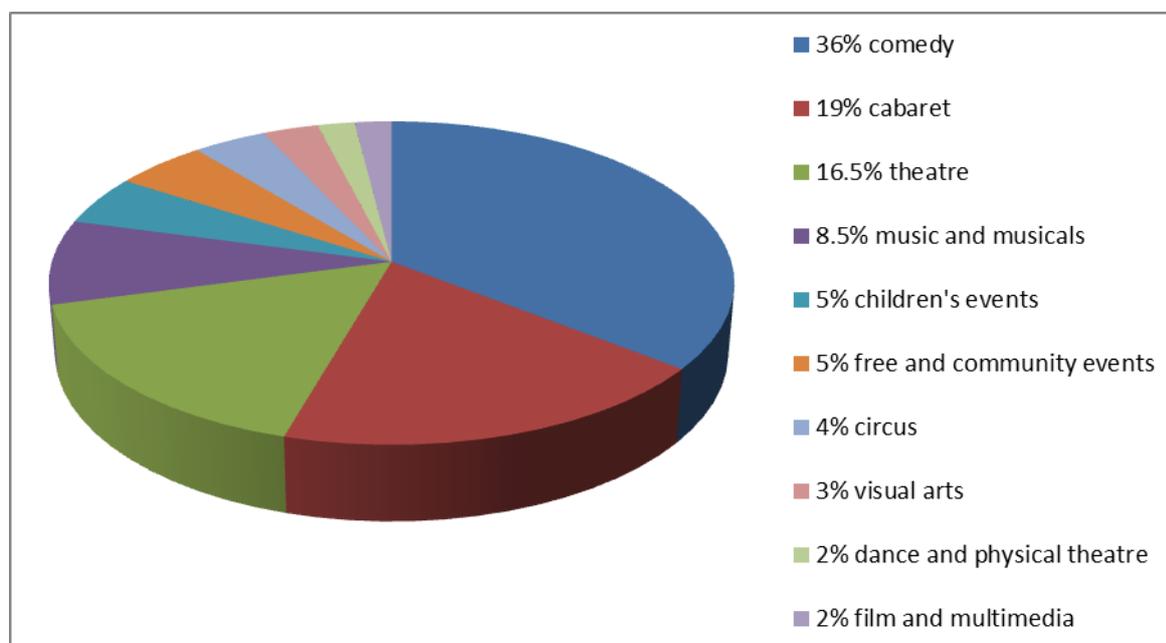
The *FRINGE World Festival* program includes Artrage-managed venues that present a program of events, predominantly in temporary infrastructure. All Artrage-managed venues are located within the City of Perth boundaries. Artrage estimates that 24 Artrage-managed venues will be presented in 2016.

As an open access festival the *FRINGE World Festival* includes independently produced events and managed venues. Artrage estimates there will be 102 independently-managed venues presented in the 2016 festival. A confirmed list of independently-managed venues will not be available until registrations close on 5 October 2015 and the scheduled finalised.

In 2015, the overall *FRINGE World Festival* attracted an audience of 258,438 at ticketed events and 660,093 free and ticketed attendances at 556 events across 113

venues. The *FRINGE World Festival 2015 Impact Report* indicates that of these events 5% were free and community events. In 2015, FRINGE World exceeded forecast attendances of 390,827, with a total of 660,093 people attending festival events. In 2016, FRINGE World is expected to attract a total attendance of 750,000, with 541,280 of those attendances expected to be at Artrage-managed venues.

2015 FRINGE World Festival Genres



Venues

Artrage-Managed Venues

Artrage estimates that 24 Artrage-managed venues will be presented at the 2016 festival. Artrage-managed venues are predominantly pop-up style infrastructure including circus tents and spiegel tents imported from Europe for the duration of the festival.

Artrage-managed venues are located in Northbridge at the Perth Cultural Centre, The Pleasure Garden at Russell Square and Rooftop Movies at the CPP Roe Street carpark, venues include the Big Top, The Royal, Black Flamingo, Casa Mondo, DeLuxe, The West Australian Spiegel tent, the Palais de Glaces Spiegel tent, Circus Theatre, Rooftop Movies and the Budgie Smuggler artists' bar at the Bakery and include custom pieces of festival infrastructure and environments such as box offices and outdoor free performance stages.

14 of the 24 Artrage-managed venues will be performance venues. Seven performance venues will be located in The Pleasure Garden, four performance venues located in Perth Cultural Centre and an additional three performance venues located in a new FRINGE World site within the Perth CBD. Approximately 65% of total FRINGE World attendances occur at Artrage-managed venues.

Independently-Managed Venues

Independently-managed venues are located throughout the Perth metro area and include permanent venues such as the Blue Room Theatre, and temporary venues including Noodle Palace.

The sponsorship request directly supports the presentation of Artrage-managed venues.

Key Dates

The *FRINGE World Festival* will take place from Friday, 22 January 2016 to Sunday, 21 February 2016.

The following key dates have been identified:

Day	Date	Event
Monday	5 October 2015	Artist online event registration closes
Friday	6 November 2015	Deadline for printed guide content
Thursday	10 December 2015	Program announced and tickets on sale
Thursday	21 January 2016	FRINGE World Opening Launch
Friday	22 January 2016	FRINGE World Festival opens to public
Sunday	21 February 2016	FRINGE World Awards Ceremony
Sunday	21 February 2016	FRINGE World Festival closes

Ticket Prices

Artrage indicates that the average ticket price for a festival event is \$27.80. FRINGE World presenters independently set the ticket price for their show ranging from free to \$95 (the most expensive ticket in 2015). Whilst concession tickets are not available, Artrage has implemented a variety of incentives to ensure capacity audiences, these include:

- discounts for group bookings;
- “mates rates” – presenters offer the discount to family and friends, requires a discount code to be entered when purchasing tickets;
- discounted tickets to festival partners, requires a discount code to be entered when purchasing tickets;
- RushTix – discounted tickets available on the day of the performance, Rush tix are on average half the price of the standard ticket; and
- festival passes, provided to staff, volunteers and registered artists, allows free entry to shows that are not sold out.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The project must demonstrate shared objectives as a Major Partner.

Through this category of sponsorship the City supports recurring arts and cultural programs by established partners. 2016 will be the fifth year of the *FRINGE World Festival* following a successful pilot program in 2011.

Artrage indicates that based on 2015 registrations, 71% of artists participating were Western Australian, 18% Australian and 11% International artists. This is indicative of Artrage nurturing a supportive environment for local artists to develop their work and presents opportunities for creative and audience development.

Event registration is available to emerging artists and established artists. Depending on the registration type, artists received varying levels of assistance and a varying fee structure is applied. Association with the Festival connects artists to the recognisable brand, highly visible marketing and promotional campaign and indirect access to a large network of venues, events professionals and community of volunteers and supporters.

Contributing to Perth's profile as a pre-eminent cultural destination, the *FRINGE World Festival* has become a major arts event. The Festival is successful in uniting independent artists with a wide audience through a common ticketing system and consolidated brand managed by Artrage.

Based on the Artrage Impact Assessment Report, the event also brings economic benefit to local business. As outlined in the report, 50% of surveyed businesses indicated their level of trading increased during FRINGE World and 85.7% of surveyed business owners agree that FRINGE World has a significant positive impact on their business.

The project must be of high artistic quality/cultural relevance.

As an open-access multi-arts festival the artistic quality is likely to vary significantly. Artrage has not provided specific artist or programming information and it is therefore not possible to make an accurate assessment of the artist quality of the Festival program.

Artrage have advised that the Festival program will evolve over the next several months, as indicated by the key dates schedule which is consistent with the development plan in past years. Artrage has programming influence over events scheduled in Artrage-managed venues and has staff experienced in making programming decisions.

The artistic quality of other events included in the program is ultimately tested by the audience – as indicated by tickets sales, audience demand and recognition through the associated FRINGE Awards. The FRINGE Awards encourages artists working within a range of art forms and varying levels of expertise and provides recognition for achievements in their genre. The open-access structure of FRINGE allows for an environment of exploration and opportunity, artistically this will also produce varied results and critical reception.

The *FRINGE World Festival 2015 Impact Report* identifies overwhelmingly favourable responses from the general public:

- 98% of attendees to the 2015 Festival plan to attend FRINGE World again in 2016;
- 97% of attendees agree that FRINGE World contributes to making Perth special as a City;
- 92% of attendees agree that FRINGE World promotes Perth as a city that is globally connected; and
- 90% of attendees agree that FRINGE World Festival is an event that brings the whole community together.

The results of the report indicate that the event is of high cultural relevance.

Artrage has stated that the Festival aims to engage a wide and diverse audience. Audience surveys that provide quantitative data on age, residential location and engagement with other cultural events, indicate that the organisation has been very successful in achieving this goal.

Artrage has indicated that as the Festival has grown, the FRINGE World audience has become more equally represented across the age-range demographic, whilst still retaining the strongest representation with a youth audience aged 24-35.

The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery.

Artrage has received sponsorship from the City of Perth for approximately twenty years. Prior to the commencement of the *FRINGE World Festival*, Artrage was a City of Perth service provider, presenting numerous events for the City including New Year's Eve Celebrations from 2007 to 2010 and the Northbridge Festival from 2005 to 2008.

Reporting related to past funding was received after the date specified in the agreement. The acquittal report has since been reviewed and demonstrates a satisfactory acquittal of the City's funding. In 2014/15 total project income was reported as \$2,567,748 greater than the proposed budget. The increased income was derived from project revenue, a surplus of \$215,209 was reported. All City of Perth funds were expended in line with the approved budget.

Applicants must demonstrate a financial contribution to the project derived from other sources.

A summarised budget representing a cost of \$15,608,396 for the entire festival has been provided, however the cost of the supported program, as a separate estimate, cannot be determined.

The budget includes funding from alternative sources, including confirmed funding from Lotterywest (\$700,000), Department of Culture and the Arts (\$335,983) and the MRA (\$45,455).

The budget is inclusive of the organisation's rent and operational costs. Whilst these costs could be considered ineligible expenditure items if not directly related to the sponsored project, in this instance, the organisation adequately demonstrates the operational costs are to be supported through state government funds.

The budget demonstrates self-generated income in the form of program revenue (\$9,852,201) and venue revenue (\$3,061,700). Program revenue is forecast to increase by approximately \$2,100,923 in 2016, whilst venue revenue is expected to increase by approximately \$403,591. This considerable fluctuation is indicative of the Festivals continuing growth and increased capacity for financial sustainability.

The budget indicates that the income derived from the project will be fully invested into the delivery of the Festival. The budget includes in-kind and major corporate sponsorship of cash and goods and services across a range of businesses.

Acknowledgement

The applicant advises that for sponsorship at the requested amount of \$100,000 (exc. GST), the City of Perth would be provided with the following benefits in addition to the sponsorship benefits outlined in the recommendation section of this report:

- 9 (double) invitations for elected members and guests to attend the FRINGE World Awards Ceremony to be held on Sunday 21, February 2016;
- 5 (double) invitations for City of Perth representatives to attend the FRINGE World Awards Ceremony to be held on Sunday 21, February 2016;
- City of Perth crest featured on online ticket receipts, advertisements (print & outdoor);
- verbal acknowledgement of City of Perth support in speeches at key sponsor events;
- presentation rights to a FRINGE World Award (Dance Award Presented by the City of Perth);
- the Lord Mayor invited to speak at the FRINGE World Awards Ceremony;
- 20 (additional) FRINGE World ticketed events for the City of Perth to allocation as per Corporate Procedure PR1077 Invitation Ticket Allocations; and
- increase half page acknowledgement of sponsorship in FRINGE World printed guide to full page acknowledgement.

The organisation has determined Sponsorship Benefits 3.1 to 3.10 to be commensurate with a level of support consistent with previous allocations as associated with the cash contribution.

In particular, Sponsorship Benefit 3.2 *inclusion of the City of Perth crest on Festival promotional material and publications* has been determined by the applicant to include logo recognition on the following:

- Stationery (letterhead & media releases);
- Festival printed guide;
- Screen content (subject to campaign strategy);
- Festival website;
- E-newsletters; and
- Festival poster.

It is noted that sponsorship/partnership agreements with program organisers specifically include a condition that no invitations/ticket/passes benefits additional to the arrangement 3.1 to 3.10 and 5.4 detailed in this report, are to be offered and thus received by the City and its representatives.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
BUDGETED AMOUNT:	\$1,411,043
AMOUNT SPENT TO DATE:	\$ 557,278
PROPOSED COST:	\$ 75,000
BALANCE:	\$ 778,765

All figures quoted in this report are exclusive of GST

COMMENTS:

Large scale festivals provide an environment where artists can exchange ideas and experience new work which ultimately contributes to the development of the local arts industry and establishes networks for artists to tour their work.

The amount of \$75,000 (exc. GST) in Arts and Cultural Sponsorship is recommended to support the *2016 FRINGE World*. This allocation has been considered in the context of 2015/16 budget constraints. The City of Perth contribution to the Festival is aligned to Artrage-managed venues and as such will support the activation of the Northbridge sites, Russell Square, the Perth Cultural Centre and the Bakery.

FRINGE World Festival is Perth's largest annual cultural event. The City of Perth receives substantial benefit from the activity that the Festival generates, and the contribution to this event made by independent artists and producers from Perth, interstate and overseas.

Artrage is both a client and service provider to the City of Perth. Whilst Artrage receives a combination of cash and in-kind support from the City of Perth, the organisation is also charged a range of fees including site hire, reparation costs and fees for permits which are included in the overall budget. It should be noted that an estimated increase of \$8,000 in the City's venue hire fees and associated costs will impact on the total production costs identified in the proposed budget. This estimate excludes fees associated with the appointment of an Environmental Health Officer to monitor festival activities.

Artrage has requested that the City consider an increase in cash sponsorship. This increase should be considered in the context of the City of Perth sponsorship review and the arts and cultural program as a whole.

Council is yet to consider the Round 2 Sponsorship applications for arts and cultural activities occurring in the first half of 2016. Should sponsorship of the *FRINGE World Festival* be approved at the requested amount of \$100,000 this would exceed the balance of the Arts and Cultural Sponsorship Program budget and will be subject to a budget review.

ITEM NO: 6

ARTS AND CULTURAL SPONSORSHIP 2015/16 – ASSOCIATE PARTNERSHIP – PERFORMING ARTS CENTRE SOCIETY

RECOMMENDATION: (APPROVAL)

That Council:

1. ***approves cash Arts and Cultural Sponsorship – Associate Partnership, of \$62,531 (excluding GST) to Performing Arts Centre Society for sponsorship of the 2016 Blue Room Theatre Program;***
2. ***notes that Performing Arts Centre Society will provide the following program and sponsorship benefits to the City of Perth:***
 - 2.1 ***2016 Blue Room Theatre Program, consisting of Summer Nights and The Blue Room Theatre Seasons;***
 - 2.2 ***inclusion of the City of Perth’s crest on all promotional materials relating to the 2016 Blue Room Theatre Program, including but not limited to season brochures and programs, media releases and media packs, posters, flyers, annual report and website;***
 - 2.3 ***supporting rights to Summer Nights and two season’s within the 2016 Blue Room Theatre Program, cited as “proudly supported by the City of Perth”;***
 - 2.4 ***City of Perth signage to be displayed at The Blue Room Theatre for the duration of the supported seasons;***
 - 2.5 ***Half-page acknowledgement of sponsorship to appear in the 2016 Season One and Season Two brochures;***

(Cont’d)

- 2.6 inclusion of the City of Perth's crest on the front cover of the 2016 Season One, Two and Summer Nights brochures, with acknowledgement cited as "proudly supported by the City of Perth";**
 - 2.7 invitation for the Lord Mayor or representative to speak and launch the Blue Room Theatre Awards;**
 - 2.8 verbal acknowledgement of the City of Perth's support in any formal proceedings including the 2016 Season Launch;**
 - 2.9 verbal acknowledgement of the City of Perth's support in all related public programs and events;**
 - 2.10 9 (double) invitations for Elected Members and guests to attend all major events including season launches, opening night performances and the Blue Room Theatre Awards Night (total 35 double invitations);**
 - 2.11 a maximum of 35 (double) invitations for five City of Perth Officer representatives to attend all major events including season launches, opening night performances and the Blue Room Theatre Awards Night as required;**
- 3. notes that on completion of the project Performing Arts Centre Society is required to provide to the City of Perth:**
- 3.1 an acquittal report within three months of project completion;**
 - 3.2 an audited financial report of Performing Arts Centre Society at the end of the relevant financial year.**

BACKGROUND:

FILE REFERENCE: P1031290
REPORTING UNIT: Community Facilities
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 5 October 2015
MAP / SCHEDULE: N/A

Performing Arts Centre Society (PACS) has requested sponsorship of \$62,531 to support the presentation of their 2016 Blue Room Theatre Program (two seasons) and Summer Nights, through the Arts and Cultural Sponsorship Program. This request is equivalent to the level of sponsorship approved in 2014/15.

PACS, trading as The Blue Room Theatre, manages The Blue Room Theatre venue located in James Street, Northbridge. PACS is a not-for-profit organisation and was incorporated in 1989.

The organisation has submitted its 2014 Annual Report in support of its application. Included in the report is a measure of key performance indicators, demonstrating overall audience growth of approximately 14%. The report shows sustained growth was achieved in all measured areas including, number of memberships; participating artists; productions and number of industry award nominations (42).

The *Summer Nights Program* commenced in 2009 and is now presented as an independent curated program within the *Fringe World Festival*.

In 2014/15, the City approved an increase of \$10,000 in arts and cultural sponsorship to facilitate heightened support to independent artists participating in the Summer Nights program. Specifically, PACS increased the financial support available to Summer Nights producers. The organisation has demonstrated that the increased support, intended to produce professional development outcomes to independent artists and support the sustainability of audience growth, has been successful.

In response to producer surveys in 2014, PACS proposes to increase the marketing and technical support available to WA artists in 2016 in lieu of a cash subsidy. PACS proposes to continue to meet the cost of FRINGE World registration fees for the 17 WA seasons, the remainder of the \$10,000 aligned to Summer Nights (\$4,900) will be allocated to providing professional production and technical mentorships. A synopsis has been provided which identifies the 17 eligible WA productions and the type of mentoring they will receive.

As the only independent theatre venue in Western Australia, the Blue Room offers a unique environment for encouraging development of local artists. The Development Season, open to both professional and emerging theatre-makers, has a particular emphasis on innovation and the development of artists and artform. 90% of the box office is returned directly back to the production, benefiting local artists.

In 2014, PACS attracted 20,751 audience members into the City through its annual program. Audiences were actively encouraged to engage in pre or post show dining opportunities through PACS partnerships with local restaurants. In 2014, PACS conducted an audience survey that indicated that audience members on average spent an additional \$40 within the City of Perth per visit.

The Blue Room Theatre has identified its purpose and vision:

Purpose

The Blue Room Theatre enables the development of local performing artists by providing a venue, resources and support to create and produce their work.

Vision

To strengthen the West Australian theatre sector through our program and be recognised as the preeminent organisation in Australia for independent performing artists to make and present their own work.

Past support

The City of Perth has provided sponsorship to Performing Arts Centre Society for seven years. Sponsorship history is as follows:

Year	Amount provided	Description of supported program
2008/09	\$30,000	Season One and Two
2009/10	\$30,600	Season One and Two
2010/11	\$31,365	Season One and Two
2011/12	\$50,000	Season One and Two and Summer Nights
2012/13	\$51,250	Season One and Two and Summer Nights
2013/14	\$52,531	Season One and Two and Summer Nights
2014/15	\$62,531	Season One and Two and Summer Nights
Requested 2015/16	\$62,531	Season One and Two and Summer Nights
Proposed 2015/16	\$62,531	Season One and Two and Summer Nights

An acquittal report for the 2014 supported activity has been provided. The 2014 Annual Report with audited financial statements has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan
Council Four Year Priorities: Community Outcome
Healthy and Active in Perth
Reflect and Celebrate diversity in Perth.

Policy

Policy No and Name: 18.1 – Arts and Culture
18.8 – Provision of Sponsorship and Donations

Eligibility:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City’s assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

Applicant Eligibility Criteria	
<i>Category of Sponsorship: Associate Partnership</i>	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion Met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion Met
Be an Australian legally constituted entity.	Criterion Met
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion Met
An individual.	Criterion Met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion Met
An applicant that has outstanding debts to the City of Perth.	Criterion Met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion Met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

DETAILS:

Project Summary

Project A – Summer Nights Program

Summer Nights is a multi-award winning independent program presented within The Blue Room Theatre’s and Perth Institute of Contemporary Arts (PICA) performance spaces.

In 2016 The Blue Room Theatre will present productions over four weeks in January and February. The program is managed and curated by the Blue Room Theatre and promoted as part of the *FRINGE World Festival. Summer Nights* targets a new and broad audience to The Blue Room Theatre. In recent years, *Summer Nights* has sustained consistent audience growth. In 2014, the program attracted 83% capacity and in 2015, 90% capacity. The 2016 program is expected to sustain this level of audience growth.

The Blue Room Theatre received over 120 applications for the 2016 *Summer Nights* program. 16 local productions have been selected for presentation as part of *Summer Nights* in 2016.

Project B – The Blue Room Theatre Seasons One and Two

The Blue Room Theatre presents two seasons annually, showcasing a total of 15 productions. Each season presents original work or work not previously seen in Western Australia by emerging and mid-career artists.

Applications to present works are submitted by independent producers and are assessed by an industry peer assessment panel with established criteria.

The Blue Room Theatre seasons provide development opportunities for local artists. In addition to providing the venue free of charge, The Blue Room Theatre also provides professional support including technical and production support, marketing support and a booking service with artists receiving 90% of box office sales.

The Blue Room Theatre Seasons has sustained consistent audience growth. In 2014, the program attracted 83% capacity and in 2015, 90% capacity. The 2016 program is expected to retain high levels of audience capacity.

The Blue Room Theatre Seasons offers WA local and mid-career artists the opportunity to present work in a low-risk supported environment.

Venues

The Blue Room Theatre Season's performances take place within The Blue Room Theatre and The Blue Room Studio performance spaces. The PICA performance space and The Blue Room Theatre and Studio are used during *Summer Nights* to accommodate the volume of productions presented in the four week period. The Blue Room Theatre and Perth Institute of Contemporary Arts are located in James Street, Northbridge within the Perth Culture Centre Precinct.

Ticket Prices

Standard tickets are priced from \$20 to \$25 and concession tickets are priced from \$15 to \$23.

ASSESSMENT:

Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The identified objective of an *Arts and Cultural Associate Partnership* is to support arts and cultural activities that:

- *Invest in the development and presentation of local arts and cultural activity.*
- *Enhance the profile of the city of Perth as a pre-eminent cultural destination.*
- *Enhance the corporate profile of the City of Perth.*
- *Contribute to the economy of the city.*

Located in the Cultural Centre precinct, Northbridge, The Blue Room Theatre's year-round programs attract many thousands of people to the area with its innovative programs.

The Blue Room Theatre is a popular venue during the *FRINGE World Festival* when the *Summer Night's Program* is presented, and throughout its annual program, as demonstrated by consistently high patronage. The venue supports other cultural activity in the area and in recent years has been used to accommodate and partner with other cultural activities, recently this has included Naidoc Week celebrations and Awesome International Arts Festival.

The project must demonstrate shared objectives as an Associate Partner.

Through this category of sponsorship the City supports recurring arts and cultural programs by established partners.

The Blue Room Theatre is committed to supporting the development of new works and the presentation of local arts and cultural activity. The Blue Room Theatre's Development Season, is a unique opportunity for professional and professional emerging theatre makers to present their work in a supportive environment.

The local economy benefits from regular and ongoing cultural programming which ensures that the Cultural Centre, easily accessible from Northbridge and the city's retail precincts, facilitates an active and vibrant destination to visit.

A recent survey conducted by The Blue Room Theatre indicates that The Blue Room Theatre patrons contribute approximately \$850,000 to the local economy annually, based on an average spend of \$40 per patron (in addition to expenditure at The Blue Room Theatre).

The project must be of high artistic quality/cultural relevance.

The Blue Room Theatre offers a successful suite of opportunities for local theatre makers to develop their artform.

In 2014, Blue Room Theatre productions were nominated for a total of 42 industry awards. The Blue Room Theatre has nurtured an environment where creative development is encouraged. Emerging and mid-career producers are supported by industry mentors to extend their skills and take creative risks. In a sector where risk taking can be considered a significant factor in presenting innovative and celebrated works, The Blue Room Theatre offers a unique environment where the financial implications of such risks are lessened by the support, both cash and in-kind, provided by the venue.

Applications to present independent productions at The Blue Room Theatre are assessed by an independent assessment panel of industry peers. Productions are assessed against established assessment criteria. Applications for the 2016 *Summer Nights* program were assessed against the following criteria:

- works that suit PICA's black box performance space;
- new or existing works of contemporary dance, experimental theatre, live art, new music and sound;
- projects with conceptual rigour, have been thoroughly researched and are culturally engaging and relevant, experimental approaches to art form development and innovative live experiences;
- for audiences – ambitious, unusual; and
- works by artists at pivotal stages of their career.

The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery.

The Performing Arts Centre Society (PACS) has a successful history of managing the presentation of The Blue Room Theatre Program. PACS has an active and experienced Board of Management and a professional staff.

PACS has been supported through the Arts & Cultural Sponsorship Program since 2008. The organisation has demonstrated successful achievement of its objectives since this time.

As part of its application for sponsorship, PACS has submitted a copy of the 2014 Annual report, providing evidence that the organisation has generally met and exceeded most of its performance indicator benchmarks, attracting larger audiences and presenting critically-acclaimed work.

A detailed marketing plan and a schedule of 2016 programming has been submitted in support of the application. The organisation has a membership base, over 500 paid members, and a subscriber list of 6,950.

Applicant must demonstrate a financial contribution to the project derived from other sources.

PACS has provided a consolidated project budget for the proposed programs indicating a confirmed financial contribution from the Australia Council.

The consolidated project budget for the proposed program includes State and Federal Grants (25% of total budget) and an estimated figure for ticket sales (54% of total budget, 90% of which is returned to artists), bar revenue, donations, in-kind support and corporate sponsorship.

The City of Perth sponsorship request across three seasons is approximately 9.6% of the cost of the program. The sponsorship represents a contribution of approximately \$3.29 per audience member.

Acknowledgement

For \$62,531 (exc. GST) the applicant will be required to provide the benefits as outlined in recommendations 2.1 to 2.11.

It is to be noted that partnership agreements with event and program organisers specifically include the condition that no invitations/tickets/passes benefits additional to the arrangement detailed in this report, are to be offered and thus received by the City and its representatives.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	15C480007901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	10
BUDGETED AMOUNT:	\$1,411,043
AMOUNT SPENT TO DATE:	\$1,226,678
PROPOSED COST:	\$ 62,531
BALANCE:	\$ 121,834

All figures quoted in this report are exclusive of GST

COMMENTS:

The Blue Room Theatre season continues to meet the City's Arts and Cultural Sponsorship objectives and responds to the aims and goals as articulated in the City's Arts and Culture Policy 18.1.

The Blue Room Theatre's programs are affordable and accessible for the public to attend and consistently provide value to the community who are encouraged to engage with local theatre in a unique environment. This environment encourages the presentation of high quality, innovative theatre, and supports the economic enhancement of the Northbridge and Cultural Centre precincts through partnerships with local businesses.

The recommended investment of \$62,531 is equal to the level of sponsorship provided in 2014/15.

ITEM NO: 7

EVENT SPONSORSHIP (PARTNERSHIP) – IGA CAROLS BY CANDLELIGHT FOR VARIETY 2015

RECOMMENDATION: (APPROVAL)

That Council:

- 1. *approves Event Sponsorship of \$36,015 (excluding GST) to Variety WA to present the IGA Carols by Candlelight in Langley Park on Sunday, 20 December 2015;***
- 2. *notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 *the City of Perth logo to appear on:***
 - a. sponsor banners around the stage at the event;***
 - b. volunteer t-shirts worn at the event;***
 - c. all advertising in the Sunday Times and Perth Now in the lead up to the event;***
 - d. television advertising;***
 - 2.2 *acknowledgement of the City of Perth as a sponsor on the inside cover of the event program and on the giant screen in Subiaco prior to the event;***
 - 2.3 *the City of Perth to be verbally acknowledged in all radio and television advertising for the event;***
 - 2.4 *an invitation for the Lord Mayor to give a short Christmas message at the event;***
 - 2.5 *nine double passes for Elected Members and their guests to attend the event as VIPs;***
 - 2.6 *three additional double passes for City of Perth Officer representatives to attend the event with their guests;***
 - 2.7 *the Lord Mayor to be invited to provide a welcome message in the event songbook;***

(Cont'd)

3. ***notes that a detailed acquittal report, including all media coverage, will be submitted to the City by March 2015.***

4. ***notes that sponsorship/partnership agreements with event and program organisers specifically include a condition that no invitations/tickets/passes additional to the arrangement detailed in this report, are to be offered and thus received by the City and its representatives.***

BACKGROUND:

FILE REFERENCE: P1010627-30
REPORTING UNIT: Marketing and Events
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 26 October 2015
MAP / SCHEDULE: Schedule 6 – Post Event report 2014

IGA Carols by Candlelight is a Christmas Carolling event with 70 years history within the city. The event has become an integral part of the City's traditional Christmas program and is promoted as part of the City's Festival of Christmas event.

Until 2014 the event was organised by the Apex Club of Perth Inc. In 2015 the event will be presented by Variety WA.

Variety is a children's charity which aims to empower Western Australian children who are sick, disadvantaged or have special needs. Variety gives practical equipment, programs and experiences to these children with an aim to help them to live, laugh and learn.

Summary of Event:

A request for cash sponsorship of \$40,000 has been received from Variety WA for the IGA Carols by Candlelight event. The IGA Carols by Candlelight is a large scale Christmas carolling event which is in its 71st year in 2015. The event will be held on 20 December 2015 in Langley Park from 6.30pm to 9.45pm. The event is held annually on the last Sunday before Christmas Day and historically includes international acts. Gates will open at 4.00pm for families to claim a spot and picnic prior to the event. The event will commence at 6.30pm with interactive children's activities, with the main show starting at 7.30pm.

The event has historically been held on Supreme Court Gardens, but has been moved to Langley Park in 2015 due to Supreme Court Gardens being unavailable for the event.

In 2014 the event attracted 9,404 people, and Apex was able to donate \$90,000 to local charities. Organisers anticipate an attendance of 10,000 at the 2015 event.

Variety WA has worked together with The Apex Club of Perth on this event for several years. In 2015 the Apex Committee are working closely with Variety WA to ensure a smooth hand over process.

2014 was also the first year that Channel Nine came on board to create a TV show to be shown in the week leading up to Christmas. This has been agreed again for 2015. A post-event report for the 2014 event has been included at Schedule 6.

Funding

The total cost of the event is \$280,000. Organisers have requested cash sponsorship of \$40,000 (14% of the total cost of the event). Cash sponsorship of \$36,015 (13% of the total cost of the event) is recommended. This is the level of sponsorship provided in 2014 and is again recommended due to budget constraints.

The following table shows the City's support for the event since its inception.

Year	Amount
1996 – 1997	\$8,000
1998 – 2002	\$9,000
2003 – 2004	\$17,000
2005	\$19,000
2006	\$21,000
2007	\$24,404
2008	\$28,000
2009	\$28,000
2010	\$28,560
2011	\$29,303
2012	\$33,000
2013	\$35,000
2014	\$36,015
2015 (requested)	\$40,000
2015 (recommended)	\$36,015

The event has historically been supported under the City's Event Sponsorship – Partnership Program. There are no comparable events to this event, it has a long history of support from the City and has become a fixture on the City's Christmas calendar.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan
Council Four Year Priorities: Community Outcome
Healthy and Active in Perth
Reflect and Celebrate diversity in Perth.

Policy

Policy No and Name: 18.8 – Provision of Sponsorship and Donations

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

The event is eligible for sponsorship under the Event Sponsorship Program.

Assessment of Application (Partnership):

1. Contribution of the event to the economy of the city.

The event increases visitation to the city and is likely to provide economic benefit to the City. The event attracts an estimated 9,000 to 10,000 people to the city who, given the time of year, are likely to spend time in surrounding businesses prior to attending the event, and to utilise the city's carparks.

2. Has a significant national or international profile or the potential to develop it.

IGA Carols by Candlelight is a major capital city event which attracts visitors from all over the greater metropolitan area. The event activates the river front and creates an additional experience for families visiting the city in the lead up to the Christmas period. It assists in positioning the City as the premier destination for Christmas activities and is included in the City's annual Festival of Christmas promotion.

3. Contributes towards the achievement of one or more of the City's marketing objectives:

- *to position the city as a city of regional and international significance;*
- *to increase visitation to the city;*
- *to increase economic investment in the city;*
- *to create a vibrant, energetic 24 hour city.*

The event creates vibrancy in the city and increases visitation to the city. The event may provide an economic benefit to city businesses, with families spending time at retailers and restaurants prior to and after the event. The event encourages the use of the City's public spaces, and is a key event for the City over the Christmas period. The event is the main annual Christmas Carols event for Perth.

4. Preference will be given to events which provide free attendance.

The event is ticketed with prices of \$10 per child, \$15 per adult, and \$40 for a family. All proceeds from the event are donated to charity.

5. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the city.

6. Benefits to be provided to the City

The benefits provided to the City are detailed in the recommendation section of this report. No additional benefits would be provided for the requested level of cash sponsorship of \$40,000.

Event Sponsorship Category:

- *Major Civic Partnership – Three to five years funding commitment, \$50,000, plus CPI;*
- *State and National – Three years funding commitment, less than \$50,000, plus CPI;*
- *Annual – Annual or historic funding, less than \$20,000;*
- *Start-Up/One-Off – Once only funding, less than \$15,000.*

The applicant is considered eligible for event sponsorship under the Major Civic Partnership category, in accordance with Policy 18.8 – Provision of Sponsorship and Donations.

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	1486 5000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	10
BUDGETED AMOUNT:	\$435,345
AMOUNT SPENT TO DATE:	\$304,000
PROPOSED COST:	\$ 36,015
BALANCE:	\$ 95,330

All figures quoted in this report are exclusive of GST.

COMMENTS:

The City of Perth has been a long-time supporter of the Carols by Candlelight by supporting the event under its Event Sponsorship - Partnership program. The event will be held on Langley Park in 2015 and is expected to attract between 9,000 and 10,000 people to the City on the Sunday before Christmas.

The event increases visitation and creates vibrancy in the city. Organisers have requested cash sponsorship of \$40,000. Due to budget constraints, it is recommended that the Council approves sponsorship of \$36,015 (excluding GST).



EVENT SPONSORSHIP ACQUITTAL

Privacy

The personal information collected on this form will only be used by the City of Perth for the sole purpose of providing requested and related services. Information will be stored securely by the City and will not be disclosed to any third parties without your express written consent.

Copyright

I authorise the City of Perth to reproduce any attachments provided with this form for internal purposes only.

City of Perth
 Council House
 27 St George's Terrace, Perth
 GPO Box C120 Perth
 Western Australia 6839
 ABN 8378 0118 628
 Phone: (08) 9461 3139
 Facsimile: (08) 9461 3083
 info.city@cityofperth.wa.gov.au
 www.perth.wa.gov.au

Instructions: Please print clearly in BLOCK letters, using **black pen** in the spaces provided. Incomplete, or illegible forms, will not be accepted.

NOTE: Please ensure that your acquittal is sent to the City of Perth within 6 weeks of the event.

1. APPLICANT DETAILS

Applicant Type: Individual: Organisation: Group:

Surname: First Name:

Organisation:

Position: Telephone:

Mobile: Facsimile:

E-mail:

Postal Address:

Postcode:

2. EVENT DETAILS

Event Name:

Event Dates: From: To:

Event Times: From: To:

3. ATTENDANCE DETAILS

ACTUAL number of participants:	<input type="text" value="316"/>	ACTUAL number of audience / spectator attendance:	<input type="text" value="9404"/>
--------------------------------	----------------------------------	---	-----------------------------------

How did you arrive at these figures?
 Our calculations on the numbers are 9,004 paid at the gate, 150 band, 150 VIP's, 250 IGA family guests, 70 Apex Volunteers, 50 Crew, 14 St Johns & 32 food vendors = 9,720

Were the numbers more or less than expected? Why?

Yes - the grounds were at near maximum capacity and met our expectations.

Give the opportunity, what would you do differently to boost numbers?

Not really a lot as we are nearly at 100% capacity and our current marketing is working well to maintain this number each year.

4. FUNDING DETAILS

When you submitted your application, you included a budget listing income and expenditure. Please refer to the template attached, and match your **budgeted** amounts (as per your application form) to your **actual** amounts (the actual costs, as per your balance sheet).

Please note that figures need to be correct. The City may ask to see your receipts.

Are there any significant variances between your budget and actuals? Please detail.

Yes - we were able to negotiate a significant saving on our sound, stage and lighting suppliers due to a deal down with Big Bang Productions to use the grounds the night before for Metric Promotions to hold a big Wonderland of Sound gig with them paying for these costs on our behalf. This resulted in a huge cost saving of over \$42,500 to the club and able us to donate our biggest ever amount. This is a "one off" event saving. The budget for the event was \$150,000 and with the saving of \$42,500 (as above) it should have cost \$107,500 however the cost actual cost was \$110,677.07 - hence over budget by \$3177.07

Did you receive other grant of sponsorship funding? Please detail.

Yes we received a grant of \$22,000 including GST from Lottery's West for assisting with infrastructure costs and production costs.

5. EVENT SPONSORSHIP ELIGIBILITY CRITERIA

In your Event Sponsorship application, you agreed to satisfy the following eligibility criteria. Please provide in the relevant spaces below information that shows how your event met the criteria listed.

CRITERIA: The total value of the Event must exceed the cost of sponsorship

Response:

Yes the cost of the event was \$110,677.07 and exceeded the sponsorship provided

CRITERIA: The event must contribute to the achievement of one or more of the City's marketing objectives:

- *increase visitation to the City;*
- *encourage use of the City's public spaces;*
- *generate free events in public places within the City for patrons to attend;*
- *increase activity and tourism within the City of Perth;*
- *provide an economic benefit to businesses within the municipality;*
- *provide cultural, arts and entertainment opportunities to the local community;*
- *promote Perth as the premiere destination for business, entertainment, culture and the arts.*

Response:

The Apex club of Perth strives to ensure that Carols by Candlelight is Perth's premier Carols by Candlelight. This comes in the face of ever increasing suburban competition. By bringing to Perth international acts such as Tom Burlinson, Rhonda Birchmore, Kate Cebarno, Lucy Durack, Suzie Mathers, Jay Weston, Robbie Anderson, Jerrie Demasi, Mia Milan and Aldo de Toro the event has international significance.

Every year around 9,000 people come to Perth for Carols by Candlelight. The early 6.30pm start time for the children's show and the main event at 7.30pm with gates opening at 4pm, so many people will do shopping or eat in the city prior to attending Carols. In addition to the \$140,000 that will be spent on staging the event, additional expenditure will come on items such as food, parking and transport.

Carols by Candlelight is held every year at 7.30pm on the Sunday before Christmas. This is a period that would generally be fairly quiet in the City without Carols

Carols by Candlelight has a long and proud history of being run in Supreme Court Gardens and is one of the few annual events to be held at this venue. This event helps create public awareness of one of Perth's finest park areas.

Carols by Candlelight is both a cultural and arts based event with a proud 70 year history.

Attendance of Carols by Candlelight costs only \$10 per person, and a family pass of 2 adults and 2 children is only \$30. Costs are deliberately kept low in an effort to provide an affordable family night. Although attendance fees are charged by Apex this is done to raise money for charity organisations. All proceeds from Carols by Candlelight are donated to local charity groups.

Carols by Candlelight in Perth is the only Carols evening run by Apex (WA) and is held exclusively in The City of Perth. Many outside groups call us to plan their Carols on a different night to ours.

CRITERIA: The event must take place in the public spaces of the City of Perth

Response:

Yes event has always and will remain in the Supreme Court Gardens Perth.

CRITERIA: Preference is given to events that provide free attendance

Response:

Our event is ticketed however at a very reasonable price of \$10 per person and \$30 family pass (2+2) and this enables us to donate around \$50,000 to \$70,000 per year to WA charities as long as we get the cost of the event covered by sponsors. This year as its our 70th Year and we secured a second party to carry the large cost of sound, stage and lighting we should be able to donate a record of over \$90,000 !

EVENT SPONSORSHIP ELIGIBILITY CRITERIA ... continued

CRITERIA: Preference is given to events that will be held exclusively within the City of Perth

Response:

Event is only held in the Supreme Court Gardens Perth and nowhere else.

CRITERIA: The Applicant must detail how they will promote the support of the City of Perth.

RESPONSE: Please list the benefits provided to the City as part of the sponsorship agreement
Either side of the stage large banners is erected detailing all sponsors. This banner prominently displays the City of Perth crest. The City of Perth's crest is displayed on T-shirts worn by around 70 helpers on the night. The City of Perth are acknowledged as a sponsor on the inside cover page of a full colour 40 page program that is given out free to everyone attending. The City of Perth will also be thanked for their support on a revolving show of sponsors displayed on the Giant Screens prior to the event.

The City of Perth also receives a full page in our 40 page song book to advertise whatever they wish. We reserve the inside back cover for the City as a highly valued sponsor.

The City of Perth's crest will be included on \$75,000 of advertising in The Sunday Times and Perth Now, in the Sunday times.

The City of Perth's crest will be displayed as well as verbal acknowledgement in \$32,000 of Channel Nine television advertisements through Appealathon. Verbal acknowledgment will be given to the City of Perth in 150 (\$28,000 worth) 6PR radio advertisements.

Television advertisement ends with – “Supported by The City of Perth, Channel Nine, Lottery's West, Sunday Times, Perth Now, and 882 6PR....

Radio script end with – “IGA Carols by Candlelight proudly supported by.....City of Perth, Channel Nine, Lottery's West, Sunday Times, Perth Now and 882 6PR

It has been a long running tradition that the Lord Mayor gives a short Christmas message on the night of which she did and it was well received.

The Lord Mayor also gets a full page in our song book to write their Christmas message from the City.

COMMENTS

Please provide any other information that you think is relevant to your acquittal

This year was the first year the event has been televised on Channel Nine at prime time being 7.30pm Tuesday 23rd Dec, thanks to this being televised there was a huge amount of additional advertising provided by Channel Nine in respect to promoting the event.

EVENT BUDGET VS ACTUALS TEMPLATE

Please copy the budget column directly from your application – and exclude GST.

INCOME	BUDGET	ACTUAL	EXPENSES	BUDGET	ACTUAL
Earned income			Administration costs		
Gate Entry	65000	60845			
Crowd Donations	15000	12146			
Subtotal	\$80000	\$72991	Subtotal	\$0	\$0
Grants and sponsorship			Operating costs		
<i>City of Perth</i>	40000	36015	Event costs	105000	64648
IGA	71000	70000	(Huge saving on sound		
Lottery's West	15000	20000	stage and lighting)		
			Subtotal	\$105000	\$64648
			Marketing and promotion		
Subtotal	\$126000	\$126015			
Other income					
Food Vendors	2800	3200			
Perron / Packers	5000	0			
			Subtotal	\$0	\$0
			Staffing / labour		
			Subtotal	\$0	\$0
			Artists/ Entertainment		
			Guests artists and cost	45000	46029
			Donation to Charities	63800	91529
Subtotal	\$7800	\$3200	Subtotal	\$108800	\$137558
In kind support			In Kind support		
Sunday Times / Perth Now	25000	75000	Sunday Times / Perth Now	25000	75000
6PR 882	28000	28000	6PR 882	28000	28000
Channel Nine / Appealathon	32000	45000	Channel Nine / Appealathon	32000	45000
Subtotal	\$85000	\$148000	Subtotal	\$85000	\$148000
INCOME TOTAL	\$298800	\$350206	EXPENDITURE TOTAL	\$298800	\$350206

ITEM NO: 8

DONATION 2015/16 – HELLENIC COMMUNITY OF WESTERN AUSTRALIA

RECOMMENDATION:

(APPROVAL)

That Council approves a donation of \$15,000 (excluding GST) to the Hellenic Community of Western Australia Inc. to assist with costs associated with the Greek Orthodox Easter services to be conducted in Parker Street, Northbridge commencing 29 April 2016.

BACKGROUND:

FILE REFERENCE: P1010627-30
REPORTING UNIT: Community Facilities
RESPONSIBLE DIRECTORATE: Community and Commercial Services
DATE: 30 October 2015
MAP / SCHEDULE: N/A

The Hellenic Community of Western Australia Inc., has applied to the City of Perth for financial assistance of \$15,000 to assist with costs associated with the annual Orthodox Easter services held at the Church of Saints Constantine and Helene in Parker Street, Northbridge. The costs incurred include charges for traffic management, road closures and security for the Resurrection and Procession Service, the largest Crucifixion service, held in Russell Square commencing 29 April through to 1 May 2016.

The City has assisted in meeting the costs associated with this significant event in the Orthodox Christian Calendar for a number of years with support as indicated:

2006/07	\$4,548
2007/08	\$3,300
2008/09	\$9,052
2009/10	\$16,320
2010/11	\$10,000
2011/12	\$10,000
2012/13	\$12,000
2013/14	\$15,000
2014/15	\$17,000
Requested/Proposed 2015/16	\$15,000

The Hellenic Community of Western Australia Inc. is comprised of three controlled entities; the Hellenic Community Benevolent Association, St Andrew's Greek Orthodox Grammar School and the Greek Orthodox School of Western Australia.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Corporate Business Plan

Council Four Year Priorities: Community Outcome

Capable and Responsive Organisation

A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and deliver efficient community centred services.

Policy

Policy No and Name: 18.8 – Provision of Sponsorship and Donations

DETAILS:

The Hellenic Community of Western Australia Inc., located at 20 Parker Street, Northbridge, is a not for profit organisation that has operated since 1921. The organisation relies mainly on volunteers to provide a range of services that include a play group, social event coordination, aged care, education and other charitable activities.

The Hellenic Community of Western Australia Inc. has provided the following aims and objectives:

- To promote the religious, moral and intellectual education and learning of the members of the Community.
- To do and perform all acts, manners and things as are charitable and/or benevolent purposes having public benefit.
- To render assistance for the promotion of welfare and relief of persons of Greek origin and/or Greek Orthodox Faith in necessitous circumstances, whether such circumstances are caused by social or psychological problems, old age, poverty, illness, disease or otherwise.
- To promote and maintain a closer friendship between the members of the Community and other Australians generally and for that purpose support any national, patriotic or community purpose.

The organisation states that City of Perth residents benefit from services provided by the Hellenic Community of WA through:

- 1 The celebration of a significant religious event within their Council (estimated to be 15,000 Greek Orthodox in Perth).
- 2 The commercial trade from the influx of parishioner families who reside in other Council areas.

- 3 The event is observed by other persons in Northbridge as Eastern Orthodox and non-Orthodox Easters coincide every few years and serves to promote inter-faith awareness through the public display of an important religious ritual.
- 4 Assists the community at large through the Homeless Connect Program collecting food and clothing for the disadvantaged as well as offering the community hall free of charge for the Homeless Connect Program.

The City of Perth is acknowledged each year in all media prepared by the community, including radio and print media. In addition, acknowledgements are made in each Annual Report.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 29B26000
BUDGET ITEM:	Other Property and Services – Unclassified – Other Unclassified
BUDGET PAGE NUMBER:	N/A
BUDGETED AMOUNT:	\$118,704
AMOUNT SPENT TO DATE:	\$ 5,962
PROPOSED COST:	\$ 15,000
BALANCE:	\$ 97,742

All figures quoted in this report are exclusive of GST.

A Financial Report of the Hellenic Community of WA for 2014/15 has been submitted with the application for funding from the City.

Costs provided by the applicant for the 2015 celebrations include the following:

Traffic Management	\$ 4,900
Fencing	\$ 560
Security	\$ 3,500
Sound Equipment	\$ 1,237
Reserve Hire; Event Parking	\$ 3,000
Road Closure Advert	\$ 1,945
TOTAL	\$15,142

The above amounts have been verified through invoice copies provided by the City's Approvals Unit and the Hellenic Community of WA.

It is anticipated that the costs may increase for 2016. The cost of advertising the road closures is organised by the City through the WA Local Government Association (WALGA), and the cost is influenced by how many other advertisements are placed in the newspaper. The normal cost of the advertisement is between \$3,000 to \$4,000 which may increase the overall cost to the Hellenic Community.

Other costs to be borne by the Hellenic Community for the 2016 Greek Easter celebrations amount to \$3,540 and include flowers, candle cups to collect wax, cleaning of the Church, crowd barriers and additional electricity costs.

COMMENTS:

The organisation has operated for 92 years during which time significant contributions have been made to the community at large by the Greek community.

Future Cultural Sponsorships/Donations such as this will be considered within the context of the upcoming review of the Donations and Sponsorships policy so that similar applications can be considered in a more consistent manner.