



City of **Perth**

Urgent Business Reports

Ordinary Council Meeting

28 March 2023

Notice of Meeting

To the Lord Mayor and Councillors

Please find enclosed additional reports for the Ordinary Council Meeting to be held on Tuesday, 28 March 2023 in the Council Chamber, Level 9, 27 St Georges Terrace, Perth commencing at 5:00pm.

Michelle Reynolds
Chief Executive Officer
27 March 2023

Table of Contents

15. Chief Executive Officer Reports.....	3
15.4 Request for support for an event that falls outside of grant and sponsorship policy provisions - Seven West Media	3
15.5 Request for support for FIFA Fan Festival in Forrest Place - Tourism Western Australia	8

15. Chief Executive Officer Reports

15.4 Request for support for an event that falls outside of grant and sponsorship policy provisions - Seven West Media

Responsible Officer	Michelle Reynolds – Chief Executive Officer
Voting Requirements	Absolute Majority
Attachments	Nil.

Purpose

To consider supporting a request received from Seven West Media that the City waive or reduce hire fees associated with hiring the Supreme Court Gardens and Governor’s Avenue road reserve along with the Terrace Road car park grassed area and related Parking Bays, to support the delivery of the ‘WesTrac Activation’ as part of the ‘Resources Technology Showcase’ from 31 March to 4 April 2023.

Recommendation

1. That Council APPROVES the following option in response to the request for support from Seven West Media (SWM) to deliver WesTrac Activation at Supreme Court Gardens:

Option 1 That Council APPROVES the support to Seven West Media (SWM) to waive **all hire fees**, including 11 days of venue hire, on street parking bay costs and Public Building Fee and Parks Maintenance Fees associated with the delivery of the WesTrac Activation at the Supreme Court Gardens and Governor’s Avenue road reserve along with the Terrace Road car park grassed area and related Parking Bays to the value of:

- **\$83,388.50.**

Background

1. On 22 March 2023 the City received a request for support from Seven West Media (SWM) to assist them with the delivery of the WesTrac Activation as part of the 'Resources Technology Showcase' event at Supreme Court Gardens and Governor's Avenue road reserve along with the Terrace Road car park grassed area and related Parking Bays from 31 March to 4 April 2023.
2. Seven West Media is requesting that the City waive or reduce hire fees associated with hiring the Supreme Court Gardens and Governor's Avenue road reserve along with the Terrace Road car park grassed area and related Parking Bays, to the value of \$83,388.50.
3. Seven West Media has previously received funding in the amount of \$60,000 through the City's economic development sponsorship program.

Council decision from the 13 December 2022:

"That Council APPROVES the following Economic Development Sponsorship totalling \$60,000 excluding GST:

Ref	Applicant / Project	Recommendation Total Amount <i>(ex GST cash contribution)</i>
A	West Australian Newspapers Limited Resources Technology Showcase 2023	\$60,000 Cash Contribution comprising of: - \$50,000 for the Exhibition, Conference and Networking Event; and - \$10,000 for the Mining Equipment Public Activation.

**Approval subject to a suitable sponsorship agreement being entered into by the City and West Australian Newspapers Limited on terms acceptable to the City within three months."*

4. A request for the City to consider waiving these fees is contrary to Clause 10(a.) of [Council Policy 4.3 Sponsorship and Grants](#) which states that the City will not consider applications from "an applicant that has already received City funding (including in-kind) for the same project within the same financial year".
5. As the request sits outside of the approval process adopted by Council in its Council Policy and the CEO's authority, a decision cannot be made administratively.

Discussion

6. As this matter relates to a Council Policy, it is Council's prerogative to make determinations outside of policy parameters and where mitigating circumstances may exist to warrant a decision by Council contrary to Policy.
7. This mitigation includes that, at the time of their sponsorship application, Seven West Media had not finalised the operational details of the WesTrac Activation or location.
8. This is the first year the activation is being held at this City venue, Seven West Media had not anticipated the quantum of the costs associated with this location.
9. Since Seven West Medias initial application additional marketing and public relations opportunities have been identified, by them, that will promote the event and the City of Perth more widely. This includes:

- a. [a new TV commercial](#) in peak Ch7 airtime – which is driving people to the city and features the City of Perth logo.
 - b. national weather crosses from Supreme Court Gardens on Sunday 2nd April with Weekend Sunrise.
 - c. Special guest showcasing opportunities.
10. As this is the first year that the event will be held at this venue there is an opportunity to test the event popularity at the site and assess how well it showcases and drives visitation to the City.
 11. Further it is the City of Perth’s intention to be a leading events Capital, building relationships and showcasing the City’s capability in hosting large scale events of this kind serves a valuable opportunity to build these credentials.
 12. The request for support includes a request to waive some or all of the fees associated with hiring the locations and related on-street parking bays to a total value of \$83,388.50. This is outlined in the table below:

11 days of Venue hire (including bump in/out)	
<ul style="list-style-type: none"> • Supreme Court Gardens & Terrace Road car park grassed areas - \$26,784 • Governor’s Avenue road reserve - \$34,100 	\$60,884
On-street parking bays	
<ul style="list-style-type: none"> • Traffic Management Plan – Terrace Road - \$7,106 • Governor’s Avenue Event site - \$14,984.50 	\$22,090.50
Public Building Fee and Parks Maintenance Fees	\$414
Total	\$83,388.50

13. The Administration has provided four options for Council to consider:
 - Option 1 That Council APPROVES the support to Seven West Media (SWM) to waive **all hire fees**, including 11 days of venue hire, on street parking bay costs and Public Building Fee and Parks Maintenance Fees associated with the delivery of the WesTrac Activation at the Supreme Court Gardens and Governor’s Avenue road reserve along with the Terrace Road car park grassed area and related Parking Bays to the value of:
 - **\$83,388.50.**
 - Option 2 That Council APPROVES the support to Seven West Media (SWM) to waive only the fees for **11 days of Venue hire** associated with the delivery of the WesTrac Activation at the Supreme Court Gardens and Governor’s Avenue road reserve along with the Terrace Road car park grassed area and related Parking Bays to the value of
 - **\$60,884.**
 - Option 3 That Council APPROVES the support to Seven West Media (SWM) to waive only the **Public Building and Parks Maintenance fees and on street parking bay fees** associated with the delivery of the WesTrac Activation at the Supreme Court Gardens and Governor’s Avenue road reserve along with the Terrace Road car park grassed area and related Parking Bays to the value of

- \$22,504.50

Option 4 That Council **does not APPROVE** support to Seven West Media (SWM) by waiving fees associated with the delivery of the WesTrac Activation at the Supreme Court Gardens and Governor’s Avenue road reserve along with the Terrace Road car park grassed area and related Parking Bays.

Stakeholder Engagement

Nil

Decision Implications

14. The decision to offer support as described in this report is contrary to the provisions of [Council Policy 4.3 Sponsorship and Grants](#) and there is a risk that approvals outside of the policy provisions may set a precedent for future requests.

Strategic, Legislative and Policy Implications

Strategy	
Strategic Pillar (Objective)	Liveable
Related Documents (Issue Specific Strategies and Plans):	2025 Events Strategy Council Policy 4.3 Sponsorship and Grants

Legislation, Delegation of Authority and Policy	
Legislation:	Regulation 12 of the Local Government (Financial Management) Regulations 1996 – payments from municipal fund or trust fund, restrictions on making. Section 6.8 of the <i>Local Government Act 1995</i> .
Authority of Council/CEO:	Council may by resolution of Council authorise expenditure from the municipal fund.
Policy:	Nil.

Financial Implications

15. The City will forfeit the income anticipated through receipt of fees if it approves Seven West Media’s request to waive all or part of the fees and charges.

Further Information


16. Site map for Resources Technology Showcase.

The site map shows an aerial view of an event location with various equipment and activity callouts. The callouts include:

- Toilet Facilities
- Temp Fence with Printed Scrim "Westrac RTS"
- Trailer Mounted Generator - 2 x 3 phase Outlets
- Various Food and Coffee Trucks
- Westrac Inflatable Arch Visible from Supreme Court Gardens
- Small Machine Display Area
- Kids Dig Pit Sand Under
- Queue Line to avoid blocking areas
- Kids Games Area
- Trailer Mounted Generator - 2 x 3 phase Outlets
- Articulated Truck with Excavator in action loading gravel
- Visitor Pathway through site
- 6m x 6m Pavilion for storage
- Machinery and Case Storage Area
- 25 tonne 3m high 6m wide Hitachi Bucket, On Limestone. Photo Moment
- Second Kids Dig Pit Sand Under
- Limestone to cover road, Geotex underneath, large blue metal for machinery displays.
- Large Wheel Loader on Gravel Ramp
- Block Several Car Bays for access to entry
- Westrac marquee
- Arch LED Screen Visible from Riverside Dv
- Pro Floor Walkway for pedestrians 2 x Locations for walk way, extra under the entry.
- White Picket Fence to 2/3 of site

EVENT DETAILS	Westrac	LUX DETAILS	Disclaimer
CLIENT: CONTACT: EVENT NAME: EVENT DATE AND TIME: CONTACT NO:	Rose-Anne Ferguson Westrac RTS Activation 23 31 March - 4 April 2023 Governor Ave	PLAN DESCRIPTION: REVISION: ACCOUNT MANAGER: PRODUCTION MANAGER: FOCUS/NOI REF:	Account: Andrew Hiscox Damiano Minghetti AM
<p>Disclaimer: This drawing is the intellectual property of Lux Events. No part of the design concept is to be reproduced or distributed in whole or in part without the express written consent of the Account Manager. This drawing is to be used for design purposes only and all requirements should be verified on site. Lux Events will not be held liable for costs incurred as a result of the misuse of this information.</p>			

15.5 Request for support for FIFA Fan Festival in Forrest Place - Tourism Western Australia

Responsible Officer	Michelle Reynolds – Chief Executive Officer
Voting Requirements	Absolute Majority
Attachments	Attachment 15.5A – Letter from Tourism Western Australia ↓ 

Purpose

To consider approving a request received from Tourism Western Australia (TWA) to support the delivery of the 'FIFA Fan Festival in Forrest Place' from 20 July to 20 August 2023

Recommendation

That Council

1. APPROVES the City's support of Tourism Western Australia (TWA) to deliver the 'FIFA Fan Festival in Forrest Place' as included below.
 - a. Parking for 2 x additional vehicles (in addition to existing loading dock allocation) within the Forrest Place loading dock or CPP Citiplace for the duration of the festival and bump in and out period to the value of \$1,000
 - b. Access to Forrest Place power for the duration of the festival and bump in and out period
 - c. Cleaning and waste removal services for the duration of the festival and bump in and out period approximate value of \$1,000
 - d. Boosted Wi-Fi services within Forrest Place to meet FIFA requirements during the festival
 - e. Additional City of Perth ranger patrols in the lead up to and during the festival to ensure a safe environment up to the value of \$7,700
 - f. Flags/banner hire and installation to the value of \$78,550.
2. APPROVES the transfer of \$130,070 from the Major Events & Activations Reserve to reimburse municipal funds for costs associated with the event activation as included below.
 - a. \$88,250 being the funds outlined at point 1. above.
 - b. \$41,820 being the funds previously approved by waiving the Forrest Place venue fees.

Background

1. On 22 March 2023 the City received a request for additional support from Tourism Western Australia (TWA) to assist them with the delivery of the 'FIFA Fan Festival in Forrest Place' event from 20 July to 20 August 2023 as included below (see attached letter).
2. Previously, in March 2022, the City approved support for the FIFA Fan Festival by waiving the Forrest Place venue fees, which equates to \$41,820 (CEO approval).
3. In September 2022 TWA also requested that the City waive fees for the use of the City's street banner poles and flags/banner hire and installation to the value of \$73,600. Based on the information provided at the time the Community Development Alliance recommended that the CEO not approve the request.
4. The FIFA Women's World Cup is coming to Perth in 2023, with five games planned to take place at Perth Rectangular Stadium (HBF Park) within July/August. Perth will host nine different countries across the five matches, with the final being held in Sydney on 20 August 2023. This World Cup is unique as it is the first ever hosted in Australia and the first world cup to be co-hosted by two nations, Australia and New Zealand across both genders.
5. TWA will lead the activation of Perth as a Host City with the City of Perth having already played a supporting role participating on working group meetings. TWA will deliver the FIFA Fan Festival at Forrest Place with a potential 7,000 people participating between 20 July to the final on the 20 August 2023. Forrest Place has been selected as the venue for this event given its central location, potential for passer-by foot traffic and its proximity/walkability to HBF Park.
6. The Festival will include a screen televising all matches with a special emphasis on the Matilda games, with a target audience of soccer fans, visitors, and business professionals. It is proposed that the area will be activated 2 hours prior to kick off and 1-hour post-match with food, beverage and merchandise stalls on offer. The primary objective of this activation is to create a vibrant atmosphere within the City for the duration of the World Cup.

Discussion

7. The City is recommending that Council approves all support requested by TWA to support the FIFA Fan Festival in Forrest Place as included in the below table:

a. Parking for 2x additional vehicles	\$1,000 (estimate)
b. Cleaning and waste removal services (hard cost)	\$1,000 (estimate)
c. Access to Forrest Place power, festival and bump in/ out.	Minimal cost involved
d. Boosted Wi-Fi services	No/minimal cost involved
e. Additional Ranger patrols (hard cost)	\$7,700 (estimate)
f. Flags/banner hire and installation:	
• Installation and removal (hard cost)	\$37,200
• Hire fees	\$41,350
	Total \$88,250

8. The City has a Major Events & Activations Reserve that allows “the City to leverage activations associated with third party run major national or international sporting events.” The FIFA Fan Festival activation is considered to be consistent with the purpose of the Major Events & Activations Reserve.
9. Council is being asked to consider this matter as transfers from a Reserve, including the Major Events & Activations Reserve, must be approved by an absolute majority of Council.

Stakeholder Engagement

Nil

Decision Implications

10. If Council supports the recommendation, to approve the total funding requested in this report of \$88,250:
 - a. \$42,350 will be forfeited as income, and
 - b. \$45,900 will be hard costs.
11. If Council does not support the recommendation, the City would fail to ‘leverage activations associated with third party run major national or international sporting events’ as intended under its Major Events & Activations Reserve.
12. The City strives to encourage events of this nature that drive visitation to the City and showcase Perth as a vibrant, global destination for future major international events.

Strategic, Legislative and Policy Implications

Strategy	
Strategic Pillar (Objective)	Liveable
Related Documents (Issue Specific Strategies and Plans):	2025 Events Strategy Council Policy 4.3 Sponsorship and Grants

Legislation, Delegation of Authority and Policy	
Legislation:	Regulation 12 of the Local Government (Financial Management) Regulations 1996 – payments from municipal fund or trust fund, restrictions on making. Section 6.8 of the <i>Local Government Act 1995</i> .
Authority of Council/CEO:	Council may by resolution of Council authorise expenditure from the municipal fund.
Policy:	Nil.

Financial Implications

13. The costs of the event activation being \$130,070 if approved will be included as a budget line item by amendment to the 2022/23 Budget with funding being reimbursed from the Major Events & Activations Reserve - thereby having a cost neutral impact on the budget closing position.
14. This includes the \$41,820 for fees waived, \$1,000 for cleaning costs, \$7,700 for Ranger Services, \$78,550 for banner fees and \$1,000 for sundries including but not limited to forgone parking revenue.

Further Information

Nil.



Our Ref: D23/7453
Tourism WA File: TWA22/169

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Dear Michelle

I write to you with regards to the upcoming FIFA Women's World Cup 2023 (FWWC2023).

We are delighted to be hosting five group stage matches as part of the tournament and planning is well underway to deliver a successful event in Perth / Boorloo.

We have enjoyed working with the City of Perth to date on this project and are delighted to have the support of the City, in the way of in-kind venue hire for the delivery of the FIFA Fan Festival in Forrest Place from 20 July to 20 August 2023, to the value of approximately \$41,000.

Last year we requested further in-kind support from the City of Perth for the hire and installation of flags and banners for the existing FWWC2023 booking. I note that this request was declined, with the City of Perth support for the event limited to waiving the venue hire for the festival.

We see the FWWC2023 as a wonderful opportunity to work together to ultimately drive visitation to, and showcase, the Perth CBD and as such, we are writing to request your support to seek further in-kind support from the City of Perth, to assist in covering the following operational costs of delivering the FIFA Fan Festival at Forrest Place:

- Parking for 2 x additional vehicles (in addition to existing loading dock allocation) within the Forrest Place loading dock or CPP Citiplace for the duration of the festival and bump in and bump out period
- Cleaning and waste removal services for the duration of the festival and bump in and out period
- Hire and installation of flags and banners for the existing FWWC2023 booking
- Boosted wifi services within Forrest Place to meet FIFA requirements during the festival
- Additional City of Perth ranger patrols in the lead up to and during the festival to ensure a safe environment and manage ambush marketing activities

This additional in-kind support, would allow us to focus on our core objectives of promoting the FIFA Fan Festival as an unmissable destination and fan experience during the tournament, delivering a unique and engaging festival that showcases Perth and promotes Western Australia to the world.



We also see that there are further ways in which we can work together, to leverage the event and drive visitation to the city, amplify the fan experience and showcase Perth as a vibrant, global destination for future major international events, including:

- Activating the Murray St Mall to create a vibrant and inviting city-scape and fan experience (e.g. lighting, entertainment, art installations)
- Activating the last mile journey from the FIFA Fan Festival, through the Perth Cultural Precinct to Perth Rectangular Stadium (i.e. HBF Park), in conjunction with the Perth Theatre Trust to create a vibrant journey and fan experience (e.g. lighting, entertainment, art installations)
- Delivering a FWWC2023 aligned event within the CBD during the festival to engage the whole city and drive further visitation to the CBD precinct and festival
- Engaging local businesses to support the FWWC2023 and create a vibrant street-scape and buzz during the tournament.

These are just some of our ideas, and given the expertise of the City, we look forward to hearing how you and the City of Perth team can collaborate with Tourism WA to leverage this unique opportunity for the city.

Yours sincerely



ANNA LAST
A/Managing Director

22 March 2023