



CITY of PERTH

Lord Mayor and Councillors,

**NOTICE IS HEREBY GIVEN** that the next Ordinary Meeting of the Council of the City of Perth will be held in the Council Chamber, Level 9, Council House, 27 St Georges Terrace, Perth on **Tuesday, 7 June 2016 at 6.00pm.**

Yours faithfully

MARTIN MILEHAM  
CHIEF EXECUTIVE OFFICER

2 June 2016

#### VISION STATEMENT

*Perth is renowned as an accessible city. It is alive with urban green networks that are safe and vibrant. As a global city, there is a diverse culture that attracts visitors. It provides city living at its best. Local and global businesses thrive here. Perth honours its past, while creating a sustainable future.*





CITY of PERTH

## COUNCIL CHAMBERS SEATING LAYOUT



Manager Governance  
**Mark Ridgwell**



The Right Honourable  
The Lord Mayor  
**Ms Lisa-M. Scaffidi**



Chief Executive  
Officer  
**Martin Mileham**



Director Community and  
Commercial Services  
**Rebecca Moore**



**Cr Judy McEvoy**



**Cr Janet Davidson**  
OAM JP



Personal Aide to  
the Lord Mayor  
**Paul Anastas**

Acting Director Planning  
and Development  
**Erica Barrenger**



Manager Development  
Approvals  
**Margaret Smith**



**Cr Reece Harley**



**Cr Keith Yong**



**Cr James Limnios**  
Deputy Lord Mayor



**Cr Jemma Green**



**Cr Lily Chen**



**Cr Jim Adamos**



Director  
Construction and  
Maintenance  
**Paul Crosetta**



Director Corporate  
Services  
**Robert Mianich**



Governance Electoral  
Officer - Minutes  
**Cathryn Clayton**

Acting Director Economic  
Development and  
Activation  
**Annaliese Battista**

**Public Gallery**

# BUSINESS

1. Prayer
2. Declaration of Opening
3. Apologies
4. Question Time for the Public

## 4.1 – Questions taken on notice at the Council Meeting held on 17 May 2016

The following questions were taken on notice at the meeting held **17 May 2016** and the response to be provided is outlined below:

Questions received from Mr Rahul Tanjung Unit 8/17 Amherst Street, FREMANTLE WA 6160. (TRIM 80862/16)

<b>Question:</b>	<i>Can the CEO please advise whether Cr Limnios' statement last week breach's the Code of Conduct for all councillors?</i>
<b>Response:</b>	The Administration can confirm that Officers are not investigating any potential breach and no complaint has been lodged in respect to the Code of Conduct.

Question received from Ms Caitlin Ashby of 5 Butson Street, HILTON WA 6163 in relation to Item 159/16 of the Agenda titled "Corporate SPONSORSHIP – Film-Com Down Under 2016" (TRIM 81374/16).

<b>Question:</b>	<i>The range of events and activities proposed over the week will draw crowds into the CBD to experience the activities and participate in the program. Given that the event is to be held from a Monday through Thursday, not during school holidays and that there will be a competition open to Under 18's, how does the city propose that crowds will be drawn in? Will local schools be invited to attend? Why isn't the event being held over a weekend whereby the majority of members of the community could participate?</i> <i>Film-Com advertised on their Facebook page on the 3 November 2015 that "Upcoming Film-Com Expansions" include Film-Com Down Under in Perth. The post received just three public responses. What kind of evidence has Film-Com produced to the City of Perth to substantiate their claim of expecting over 1000 people to participate?</i>
------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>Response:</b>	<p>City of Perth's sponsorship of Film-Com Down Under is funded from its economic development and international engagement budgets, both being the key drivers for supporting this event.</p> <p>Specifically, the sponsorship will promote investment in the State's emerging film industry by linking international film executives and investors with local talent. That it its primary objective.</p> <p>Film-Com will also help position the City of Perth as a city of regional and international significance. Secondary activities include a range of supplementary displays and activations to appeal to members of the community from a diverse range of backgrounds. The under-18 competition is a component of this, though as pointed out, is not the primary purpose or objective of the event.</p> <p>The City of Perth has calculated expected community participation using a standardised economic modelling framework, applied to all proposals of this nature prior to being recommended to Council.</p>
------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Question received from Ms Caitlin Ashby of 5 Butson Street, HILTON WA 6163 in relation to City of Perth website content. (TRIM 81368/16).

<b>Question:</b>	<i>The City of Perth Strategic Community Plan Vision 2029+ makes reference to two documents that I have been unable to find on the City of Perth website, nor have members of the City of Perth Library been able to assist. The two documents are: City of Perth Vision 2029+ Analysis of Community Engagement and City of Perth Vision 2029+ Consultation Audit – June 2013. I forwarded an email on the 9<sup>th</sup> May to the City of Perth, requesting copies of these two documents. To date, no response has been received. Can you please advise why they aren't readily available on the City of Perth website as is advertised?</i>
<b>Response:</b>	Ms Ashby has been provided copies of the two documents being sought. The documents in question can now be accessed via the City of Perth website.

5. **Members on Leave of Absence and Applications for Leave of Absence**
6. **Confirmation of Minutes:**  

Ordinary Council
- 17 May 2016
7. **Announcements by the Lord Mayor**
8. **Disclosure of Members' Interests**



9. Questions by Members of which due notice has been given
10. Correspondence
11. Petitions

A petition containing 161 signatures has been received from Ms C Warrener on behalf of pedestrians experiencing accessibility difficulties to the Mount Hospital. The petition aims to seek assistance in obtaining a cross walk on Mounts Bay Road from the bus stop across to the hospital.

#### **OFFICER RECOMMENDATION**

***That, in accordance with Clause 4.9(4) of the City of Perth Standing Orders Local Law 2009, a report be prepared in relation to the petition received from Ms Colleen Warrener on behalf of pedestrians experiencing accessibility difficulties to the Mount Hospital.***

12. Matters for which the Meeting may be Closed
13. Reports (refer to Index of Reports on the following pages)
14. Motions of which previous notice has been given
15. Urgent Business
16. Closure

## INFORMATION FOR THE PUBLIC ATTENDING COUNCIL MEETINGS

Welcome to this evening's Council meeting. This information is provided on matters which may affect members of the public. If you have any queries on procedural matters please contact a member of the City's staff in attendance tonight.

### Question Time for the Public

- An opportunity is available at Council meetings for members of the public to ask a question about any issue relating to the City. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible in order to allow the City sufficient time to prepare a response.
- The Presiding Person may nominate a Member 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 before the meeting begins. Alternatively questions can be forwarded to the City of Perth prior to 3.00pm on the day of the meeting, by:-
  - Letter: Addressed to GPO Box C120, Perth, 6839;
  - Email: [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au).
- Question Sheets are also available on the City's web site: [www.perth.wa.gov.au](http://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 Council meeting prior to written advice on the resolution of the Council being received.

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

# EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



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

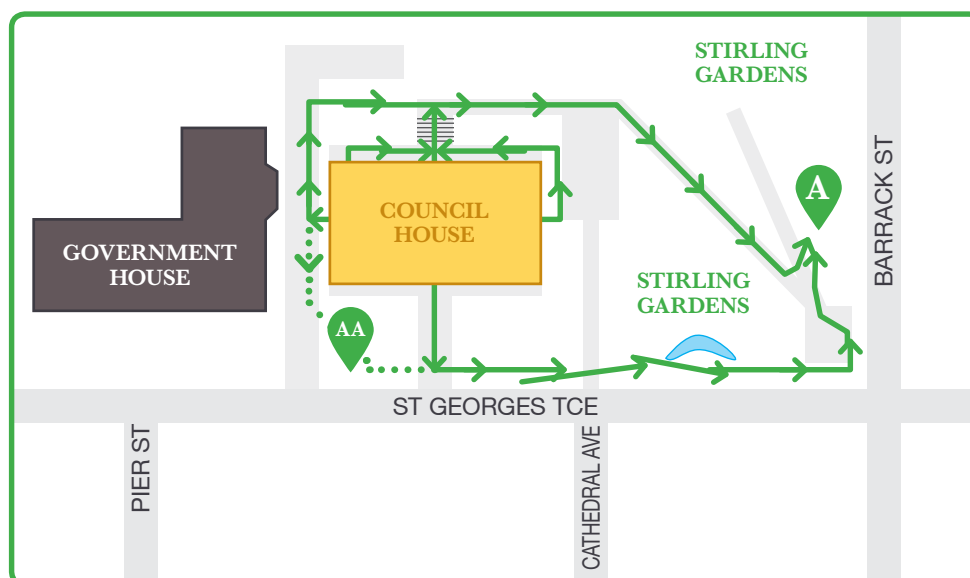
**whoop whoop whoop**

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

# INDEX OF REPORTS

Item	Description	Page
<b>PLANNING COMMITTEE REPORTS</b>		
1	189 (LOT 4) ST GEORGES TERRACE, PERTH – INSTALLATION OF LED DIGITAL SCREEN (“NEW TECHNOLOGY SIGN”) TO DISPLAY THIRD PARTY ADVERTISING	1
<b>MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE REPORTS</b>		
2	ARTS AND CULTURAL SPONSORSHIP 2016 (ASSOCIATE PARTNERSHIP) – NAIDOC PERTH OPENING CEREMONY 2016	8
3	CORPORATE SPONSORSHIP – 2016 WA TOURISM CONFERENCE AND 2016 PERTH AIRPORT WA TOURISM AWARDS	16
4	EVENT SPONSORSHIP 2016/17 – ROUND ONE ASSESSMENT	25
5	ARTS AND CULTURAL SPONSORSHIP 2016/17 – ROUND ONE ASSESSMENT	30
<b>FINANCE AND ADMINISTRATION COMMITTEE REPORTS</b>		
6	PAYMENTS FROM MUNICIPAL AND TRUST FUNDS – APRIL 2016	37
7	FINANCIAL STATEMENTS AND FINANCIAL ACTIVITY STATEMENT FOR THE PERIOD ENDED 30 APRIL 2016	39
8	CENTRAL PARK – COLONNADE – 152-158 HAY STREET, PERTH -MARKET RENT REVIEW	41
9	COLIN PLACE, WEST PERTH – AMALGAMATION OF LAND – LOT 100 ON DEPOSITED PLAN 54416	43
10	PUBLIC ART ADVISORY PANEL NOMINATIONS	46
11	ATTENDANCE AT THE MAKING CITIES LIVEABLE CONFERENCE	51
<b>WORKS AND URBAN DEVELOPMENT COMMITTEE REPORTS</b>		
12	JACOBS LADDER – PROPOSED CLOSURE TO THE PUBLIC BETWEEN THE HOURS OF 7:00PM AND 7:00AM DAILY	54

<b>Item</b>	<b>Description</b>	<b>Page</b>
13	APPROVAL FOR ADVERTISING – DRAFT CITY OF PERTH URBAN FOREST PLAN	57
14	APPROVAL – CITY OF PERTH TAXI RANK DESIGN GUIDE	61
15	FUNDING FOR AN ADDITIONAL PURPOSE – FORREST PLACE WATER LABYRINTH DIGITAL SIGNAGE	64

## **PLANNING COMMITTEE REPORTS**

### **ITEM NO: 1**

#### **189 (LOT 4) ST GEORGES TERRACE, PERTH – INSTALLATION OF LED DIGITAL SCREEN (“NEW TECHNOLOGY SIGN”) TO DISPLAY THIRD PARTY ADVERTISING**

**PLANNING COMMITTEE  
RECOMMENDATION:**

**(REFUSAL)**

*That, in accordance with the provisions of the City Planning Scheme No. 2 and the Metropolitan Region Scheme, the Council REFUSES the application for the proposed LED digital screen (‘new technology sign’) to display third party advertising content at 189 (Lot 4) St Georges Terrace, Perth as indicated on the Metropolitan Region Scheme Form One dated 4 January 2016 and as shown on the plans received on the 8 March 2016 for the following reasons:*

- 1. the proposed sign does not comply with City Planning Scheme No. 2 Policy 4.6 – Signs given that:**
  - 1.1 ‘new technology’ signs are not permitted within the ‘City Centre’ Scheme Use Area of Precinct 5 (Citiplace) and the ‘City Centre’ Scheme Use Area of Precinct 1 (Northbridge);**
  - 1.2 the third party advertising content of the sign will be detrimental to the prestigious business character of the St Georges Precinct and the visual quality and amenity of the locality;**
  - 1.3 the sign is not designed as an integral part of the building and will detrimentally impact on local amenity and the streetscape;**

**(Cont’d)**



***1.4 the new technology sign is inappropriately located as it is primarily oriented towards passing motorists rather than facing onto a public space where its contents can be viewed by gathered or passing pedestrians; and***

***1.5 noting 1.2 to 1.4 above, the visual quality, amenity and safety of the area will be diminished by the third party advertising sign, which is contrary to the orderly and proper planning of the Precinct.***

**BACKGROUND:**

SUBURB/LOCATION:	189 (Lot 4) St Georges Terrace, Perth
FILE REFERENCE:	2016/5055
REPORTING OFFICER:	J. Hancock
REPORTING UNIT:	Development Approvals
RESPONSIBLE DIRECTORATE:	City Planning and Development
DATE:	2 May 2016
MAP / SCHEDULE:	Schedule 1 – Location and Development Plans for 189 St Georges Terrace
LANDOWNER:	189 St Georges Terrace - Therese Nga Hoang Brand 191 St Georges Terrace – Australian City Properties Pty Ltd
APPLICANT:	Pinnacle Planning
ZONING:	(MRS Zone) Central City Area (City Planning Scheme Precinct) St Georges Precinct 6 (City Planning Scheme Use Area) City Centre
APPROXIMATE COST:	\$500,000

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 31 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

**SITE HISTORY:**

The subject site is located on the southern side of St Georges Terrace near the intersection with Mill Street. The adjacent Parmelia House building at 191 St Georges Terrace is setback from the front boundary, allowing for views of the western side wall of the building at 189 St Georges Terrace from the western end of St Georges Terrace.

## DETAILS:

Approval is sought to install an LED digital screen on the upper floor levels of the western elevation of the building at 189 St Georges Terrace to display third party advertising content. The proposed screen will measure 10 metres in height by seven metres in width and one metre in depth. The applicant is seeking an initial approval period of five years to provide certainty to the client whilst allowing the City to review the ongoing appropriateness and standard of the sign in this location.

## LEGISLATION / POLICY:

**Legislation**                      *Planning and Development Act 2005*  
City Planning Scheme No. 2

**Policy**  
Policy No and Name:        4.6 Signs Policy  
                                         Precinct Plan No.6 – St Georges

## COMPLIANCE WITH PLANNING SCHEME:

### Development Requirements

The subject site is located in the City Centre Use Area of the St Georges Precinct 6 (P6). The Statement of Intent for the St Georges Precinct is to function as the State's principal centre for business, finance, commerce and administration. Buildings and signs will be of a high standard of design and presentation, in keeping with the prestigious character of the Precinct.

The Statement of Intent for the St Georges Precinct 6 does not contain any specific development standards for signage within the precinct however refers to the development standards of the City Planning Scheme No. 2 (CPS2) Policy Manual including the City's Signs Policy 4.6. Under the Signs Policy it is recognised that within the City there are several important streets and areas that have distinctive streetscapes within which the design of signs and the types of sign permissible are particularly important. The St Georges Terrace special area that corresponds to Precinct 6 is one such area. The Policy specifies that signage within this area should principally identify major tenants, building names and street numbers, and should be in keeping with the prestigious office environment. Illumination should be subtle. Illuminated roof signs are appropriate on St George's Terrace and these may be static, moving, but not flashing.

The proposed digital sign will fall within the following definitions of the Signs Policy 4.6:

***“Animated or “New Technology” Signs means any sign or its content that moves, and includes flashing or “chasing” lights, as well as video signs, and signs which are defined in the outdoor advertising industry as “trivisions”, “variable message”, “changing message” and “fibre optic” signs.***

***Third Party Advertising or General Advertising is a sign:***

- *displaying the name, logo, or symbol of a company or other organisation that does not own or substantially occupy the site or building on which the advertisement is located; or*
- *for a product or service not provided on the site on which the advertisement is located; or*
- *form part of the signage displayed the name, logo or symbol; of a company or other organisations that owns or substantially occupy the site or building on which the advertisement is located; or*
- *for any activity or event not occurring on the site on which the advertisement is located.”*

The proposal's compliance with the Signs Policy is detailed in the proceeding comments section of this report. The applicant is seeking the Council's discretion to support variations to the Signs Policy. Variations to the Signs Policy can only be granted by an absolute majority decision of Council, in accordance with Clause 47 of the City Planning Scheme No. 2 and provided Council is satisfied that:

- “47(3)(c) (i) if approval were to be granted, the development would be consistent with -*
- (A) the orderly and proper planning of the locality;*
  - (B) the conservation of the amenities of the locality; and*
  - (C) the statement of intent set out in the relevant precinct plan; and*
- (ii) the non-compliance would not have any undue adverse effect on -*
- (A) the occupiers or users of the development;*
  - (B) the property in, or the inhabitants of, the locality; or*
  - (C) the likely future development of the locality.”*

It is noted that the City is currently conducting a review of the City's Signs Policy 4.6 with a draft revised policy due to be presented at the **28 June 2016** Council meeting for the purpose of endorsing public consultation for the revisions.

**Policy 4.6 – Signs**

In accordance with the City's Signs Policy, proposed signs that require planning approval will be assessed based on the following performance criteria:-

***Response to Location and Contribution to Local Character***

The City's Signs Policy 4.5 requires all new signs to make a positive contribution to its setting. Signs that block important views, are detrimental to their neighbour's amenity or are out of character with the streetscape, ultimately reduce the quality of the street as a whole. Under section 9.2 (b) of the Signs Policy, new technology signs are only permitted within the 'City Centre' Scheme Use Area of Precinct 5 (Citiplace), and the 'City Centre' Scheme Use Area of Precinct 1 (Northbridge) where retail and entertainment uses predominate. These signs must be compatible with the streetscape within which it is located. The most appropriate locations for new

technology signs are outlined under section 9.2 (e) and include public plazas where their contents can be viewed by passing pedestrians and not by passing motorists.

The subject site is located in the St Georges Precinct which is not a designated area for the display new technology signs. The St Georges Precinct has undergone change in recent times, including upgrades to the public realm and a range of complementary food and beverage uses approved at the ground floor level of buildings to assist in activating the street and improving pedestrian amenity. The character of the St Georges Precinct however, remains primarily a prestigious business and administrative centre. All new signage located in the St Georges Precinct should be in keeping with the prestigious business character of the precinct. It is considered that the proposed new technology sign with third party advertising content would be inconsistent with the design and types of signage generally permitted in the locality. Signage on buildings on St Georges Terrace should identify major tenants within the building, building names and use subtle forms of illumination. It is considered for these reasons, along with the general advertising content of the proposed sign, that there would be a detrimental impact to the St Georges Terrace streetscape and the prestigious corporate character of the St Georges Precinct.

The location of the sign will be mainly oriented towards passing motorists driving east along St Georges Terrace. The orientation of the sign towards primarily motorists is not in keeping with clause 9.2 (e) of the Signs Policy 4.6 in terms of its location. New technology signs should be oriented towards public places including public plazas where pedestrians gather.

#### *Variety and Interest*

The City recognises that signage can play an important role in the interest and appeal of a building or place and as such the City supports variety over monotonous design. A sign should be appropriate to the building or site, and aim to attract attention in a way which is well thought out and well designed.

The applicant has not provided any details of how the sign content would be managed but has agreed to the submission and approval of a signage strategy which could be required as a condition of any approval. It could be considered that if the proposed third party advertising was appropriately controlled to display primarily content of a corporate business nature as well as community events relevant to the city that it could add variety and interest to the area. However, general advertising also adds to the proliferation of large signs and to visual clutter in the city and for this reason third party and new technology signs have generally been discouraged in the City's most prestigious commercial street.

#### *Community Expectations*

In recent times it has become apparent that community expectations regarding certain signage, particularly 'new technology' and animated signs, has shifted. The City's Signs Policy 4.6 is currently under review to address these changes in community expectations as well as various aspects of the policy which are now considered to be outdated. Notwithstanding, the proliferation of general advertising

along St Georges Terrace is not considered to be a desirable outcome in terms of the presentation of the street as the corporate focus of the city and it is considered that there are more appropriate locations for this type of signage, as allowed under the Signs Policy, including facing onto public spaces where pedestrians gather such as pedestrian malls, piazzas, public plazas and in the entertainment districts.

### *Safety*

The Signs Policy 4.6 requires that signs be located and designed so as not to cause a hazardous distraction to motorists, pedestrians or other road users. The proposed sign is intended to attract the attention of passing motorists as well as pedestrians and will potentially be a distraction and therefore could be a safety hazard. The applicant however has indicated that only static images will be displayed with no cinematic advert displays. The applicant is also agreeable to a condition imposed on any approval issued to ensure compliance with the dwell and transition times for variable sign content recommended by the Main Roads Western Australia for a street of this nature to address safety for motorists. This can be required as a condition should the application be considered for approval.

### *Design, Construction and Maintenance*

The location of the sign at the upper floor levels will prevent any issues in terms of vandalism. The applicant has confirmed that the LED screen is comprised of a series of panels or tiles which are easy to maintain and replace should there be any damage. A management and maintenance plan for the sign could be required as a condition should the application be considered for approval.

All new technology signs must be designed as an integral part of a building or structure. The proposed sign will project approximately one metre from the side elevation of 189 St Georges Terrace, encroaching over the property boundary of the adjacent Parmelia House. The proposed sign will therefore appear as an add-on structure, with a substantial projection from the western elevation and not designed as an integral part of the building. It is therefore considered that the proposed sign will detrimentally impact the visual quality and amenity of the locality and the streetscape.

### *Third Party or General Advertising*

Under the City's Signs Policy 4.6 third party or general advertising will only be permitted where, having regard to the character of the area in which the sign is to be situated, the Council is satisfied that the visual quality, amenity and safety of the area will be enhanced, or at the very least, not diminished. It is considered that the proposed third party sign will not be in keeping with the prestigious business character of the St Georges Precinct, particularly noting that sign content is difficult to control beyond the standards set by outdoor advertising bodies, and will detrimentally impact on the visual quality and amenity of the area.

## **Conclusion**

The proposed LED digital screen ('new technology') with third party advertising content is considered to be inappropriately located. The City's Signs Policy does not permit new technology signs anywhere within the St Georges Precinct. New technology signs should be strategically positioned where they can be viewed in public places where pedestrians congregate rather than oriented towards passing motorists. Furthermore it is considered that the proposed LED screen and third party content of the sign will be detrimental to the prestigious business character of the St Georges Precinct and the visual amenity and quality of the locality.

Although the Council has previously varied the policy requirements to approved similar advertising signs at 267 and 81 St Georges Terrace, the sign at 267 St Georges Terrace faces the freeway and is not visible from St Georges Terrace, while the other proposed sign at 81 St Georges Terrace was to face the public forecourt area of Allendale Square where it could be viewed primarily by pedestrians, was integrated with the design of the building and was not visible other than for the a short section of St Georges Terrace, east of the site. It is noted that this sign has not been installed.

The proposed sign has not been designed as an integral part of the building and will appear as an add-on structure, detrimentally impacting on the character and appearance of the streetscape. As the proposed sign does not meet the above criteria for 'new technology' signs or third party content under the City's Signs Policy 4.6 it is recommended that the application be refused.



## **MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE REPORTS**

### **ITEM NO: 2**

#### **ARTS AND CULTURAL SPONSORSHIP 2016 (ASSOCIATE PARTNERSHIP) – NAIDOC PERTH OPENING CEREMONY 2016**

**MARKETING, SPONSORSHIP (APPROVAL)  
AND INTERNATIONAL  
ENGAGEMENT COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. subject to the approval of the 2016/17 Budget, approves in principle cash sponsorship of \$30,000 (excluding GST), to NAIDOC Perth Inc. for the NAIDOC Week Opening Ceremony to be held on Sunday, 3 July 2016 at Elizabeth Quay;***
- 2. notes that the organisers will provide the following benefits to the City of Perth:***
  - 2.1 City of Perth crest to appear prominently on all promotional material including, but not limited to: posters; flyers; NAIDOC Perth Program of Events; The West Australian NAIDOC newspaper lift out; NAIDOC Perth Opening Ceremony event banner;***
  - 2.2 acknowledgment of the City of Perth on the NAIDOC Perth website;***
  - 2.3 acknowledgement of the City of Perth in radio Community Service Announcement on Noongar Radio;***
  - 2.4 City of Perth crest to appear on electronic promotions including but not limited to: NAIDOC Perth website, social media promotion (as appropriate) and electronic newsletters;***

***(Cont'd)***

**2.5 *City of Perth signage displayed on the main stage at the NAIDOC Perth Opening Ceremony (to be provided by City of Perth);***

**2.6 *verbal acknowledgement of the City of Perth support in speeches throughout the event;***

**2.7 *invitation for the Lord Mayor or representative, to make a speech and attend in an official capacity;***

**2.8 *Joint naming rights to the event.***

**BACKGROUND:**

FILE REFERENCE:	P1032405-04
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	4 May 2016
MAP / SCHEDULE:	N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 24 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The National Aboriginal and Islander Day Observance Committee (NAIDOC) formed in 1957, was established to gain recognition for Indigenous people Australia-wide. *NAIDOC Week* is a yearly national Indigenous program of events that acknowledge the diversity of Aboriginal culture and has a strong focus on promoting and celebrating reconciliation.

NAIDOC Perth is a community-based organisation comprising a committee of volunteers from the Aboriginal and Torres Strait Islander community in Perth. Since 2007 NAIDOC Perth has coordinated *NAIDOC Week* activities throughout the metropolitan area, including highlight events the *NAIDOC Perth Ball*, *NAIDOC Opening Ceremony*, *Miss NAIDOC Leadership Program* and the *NAIDOC Perth Awards*.

NAIDOC Perth outlines its goals and purposes in the pre-amble of the NAIDOC Perth constitution as “focused on the preservation and celebration of Aboriginal and Torres Strait Islander cultures and the education of non-Aboriginal and Torres Strait Islander people about the history and contemporary aspects of Aboriginal and Torres Strait Islander people.”

The *NAIDOC Perth Opening Ceremony* is a significant event for the promotion of Aboriginal achievement, enterprise and information sharing and is a platform to

promote and showcase Aboriginal and Torres Strait Islander peoples, artists and performers to the wider community.

## LEGISLATION / STRATEGIC PLAN / POLICY:

### Integrated Planning and Reporting Framework Implications

### Strategic Community Plan

Council Four Year Priorities: Healthy and Active in Perth  
S15 Reflect and celebrate diversity in Perth.

### Policy

Policy No and Name: 18.8 – Provision of Sponsorship and Donations.  
18.1 – Arts and Culture.

## 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

Project Eligibility Criteria	
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

## DETAILS:

### Project Summary

NAIDOC Perth has requested sponsorship of \$35,000 (excluding GST) to support the presentation of their annual event the *NAIDOC Week Opening Ceremony* at Elizabeth Quay. *NAIDOC Week Opening Ceremony* is a free community event celebrating the rich cultural heritage of Aboriginal and Torres Strait Islander people of Perth.

Based on attendances in past years, organisers anticipate that between 5,000 and 7,000 people will attend the event. The NAIDOC Perth Opening Ceremony is a celebration of reconciliation and it is expected the event will attract a diverse audience of Aboriginal and non-Aboriginal people, its proposed move to Elizabeth Quay is likely to attract tourists and visitors to the city interested in Aboriginal and Torres Strait Islander culture.

The event will feature live entertainment throughout the day and include a diverse program of traditional and contemporary performances including didgeridoo players, traditional dancers and contemporary performances in a celebration of Aboriginal culture. Should NAIDOC Perth meet its sponsorship target, the artistic program is likely to include Ian Wilkes, Urban Youth Crew, Kangaroo Creek Band, Kwarbah Djookian Women's Group and DJ Edub.

Situated in smaller tents and marquees, the *NAIDOC Perth Opening Ceremony* will also include children's activities, local arts and crafts (including traditional doll-making and basket weaving), community stalls, an elders' marquee, food stalls and a free sausage sizzle.

Annual highlights of the event include a Welcome to Country and flag raising ceremony. Noongar Radio will broadcast live from the event throughout the day.

### Theme

Each year the national NAIDOC committee determines a unique theme for which all NAIDOC week events and activities respond to. The 2016 NAIDOC Week theme is *Songlines: The Living Narrative of our Nation*. This theme highlights Aboriginal and Torres Strait Islander peoples' strong spiritual and cultural connection to land and sea.

For Aboriginal and Torres Strait Islander people, dreaming tracks trace the journeys of ancestral spirits as they created the land, animals and lores. These dreaming tracks are sometimes called 'Songlines' as they record the travels of these ancestral spirits who 'sung' the land into life.

These Songlines are recorded in traditional songs, stories, dance and art. They carry significant spiritual and cultural connection to knowledge, customs, ceremony and Lore of many Aboriginal nations and Torres Strait Islander language groups.

NAIDOC Perth has cited the 2016 theme as one motivation to move the event to Elizabeth Quay by the Derbarl Yerrigan (Swan River). The river holds spiritual significance to the Whadjuk Noongar people of the region, and the theme closely resonates with this cultural connection.

The *NAIDOC Perth Opening Ceremony* will embrace this theme in event programming and marketing collateral.

### **Ticket Prices**

The event is free for the public to attend. Stall holders are charged a nominal fee which assists with the event costs.

### **Considerations**

NAIDOC Perth has provided a detailed budget for the Opening Ceremony at Elizabeth Quay. The budget includes marketing, documentation and promotional costs; infrastructure; production and entertainment costs; administration and insurance costs.

The Sponsorship Officer is liaising with MRA on behalf of NAIDOC Perth to secure an MRA contribution to support the event at Elizabeth Quay. On advice from MRA, NAIDOC Perth has submitted an application (approximate value \$8,000) to waive venue hire fees, provide security and first aid facilities. This has been confirmed by the MRA.

The applicant has requested \$35,000 in Arts & Cultural Sponsorship Program funding for the event.

The proposed budget includes \$68,000 in other income including corporate and Government sponsorship, yet to be confirmed, exclusive of the MRA request.

The total cost of the event is estimated at \$111,100. The City of Perth sponsorship request represents approximately 32% of the total cost of this event. The total cost is exclusive of the substantial volunteer time for which an equivalent cash value has not been estimated.

NAIDOC Perth has submitted an event application to hold the Opening Ceremony at Wellington Square, in the event the application for sponsorship of the Opening Ceremony at Elizabeth Quay is rejected. The organisation has indicated the application to hold the event at Elizabeth Quay is sought for 2016 only and advised of its intention to hold the event permanently at the redeveloped Supreme Court Gardens from 2017 onwards.

## Past support

Year	Sponsorship	Program
2007/8	\$5,000 (cash) \$20,000 (in-kind)	NAIDOC Opening Ceremony 2007
2008/9	\$15,000 (cash) \$896 (in-kind)	NAIDOC Opening Ceremony 2008
2009/10	\$30,000	NAIDOC Opening Ceremony 2009
2010/11	\$35,000	NAIDOC Opening Ceremony 2010
2011/12	\$35,000 \$3,000	NAIDOC Opening Ceremony 2011 NAIDOC Awards 2012
2012/13	\$35,000	NAIDOC Opening Ceremony 2012
2013/14	\$35,000	NAIDOC Opening Ceremony 2013
2014/15	\$34,000	NAIDOC Opening Ceremony 2014
2015/16	\$35,000	NAIDOC Opening Ceremony 2015
<b>2016/17 Requested</b>	<b>\$35,000</b>	<b>NAIDOC Opening Ceremony 2016</b>
<b>2016/17 Proposed</b>	<b>\$30,000</b>	<b>NAIDOC Opening Ceremony 2016</b>

## ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.8, the objectives of Policy 18.1 and the criteria outlined in the application form.

### The project must demonstrate shared objectives as an Associate Partner

National NAIDOC Week activities are promoted widely as part of a high profile national celebration. NAIDOC Perth promotes NAIDOC Week activities through a dedicated website and will work closely with community television and radio stations. *NAIDOC Perth Opening Ceremony* will be featured in news editorial, paid advertising in Community Newspapers and in a dedicated lift-out in The West Australian newspaper.

NAIDOC Perth has engaged a local Event Management company, Vilified Entertainment to manage the event. The event provides a platform for Indigenous artists to share their traditional and contemporary cultural activities with a broad audience, showcasing the unique cultural heritage of Australia.

It is estimated that between 5,000 and 7,000 people will attend the event. According to REMPLAN Economic Modelling and Planning System, the minimum total economic benefit to the local economy is estimated to be \$848,000.

Noongar Radio broadcast live from the event each year and this broadcast is available to a world-wide audience via live stream on the Noongar Radio website. The broadcast will be accessible across Perth, Melbourne, Adelaide, Sydney and Brisbane throughout Local Community Radio Network affiliates, and throughout regional WA via Indigenous stations and the PAKAM network.



### **The project must be of high artistic quality / cultural significance**

*NAIDOC Week* activities recognise and celebrate Indigenous culture and achievement. The *NAIDOC Perth Opening Ceremony* creates an opportunity for the community to experience contemporary and traditional Indigenous culture and ceremony.

Whilst negotiations are currently underway to secure key artists, a sample schedule submitted with the application includes performances by award-winning and high-profile Indigenous artists, in addition to community contemporary and traditional dance and music groups.

*NAIDOC Week* is a nationally recognised week of celebration and its observance is of great importance to Indigenous people.

### **The organisation must have an established relationship with the City of Perth and has demonstrated excellence in service and program delivery**

The City of Perth has supported this event since its inception in 2007. For the past six years NAIDOC Perth has delivered the Opening Ceremony at Wellington Square. In their application, NAIDOC Perth notes that Wellington Square is no longer a desirable location to present the event due to weather conditions creating a muddy environment and subsequently limiting audience development.

NAIDOC Perth intends to present the Opening Ceremony at Elizabeth Quay in an effort to attract more people to the event and mitigate the impact of wet weather conditions. The Elizabeth Quay location responds well to the 2016 NAIDOC theme *Songlines: The Living Narrative of our Nation* due to its proximity to the Swan River, which is an important cultural consideration.

The organisation has provided an acquittal report for sponsorship received in 2015/16. The acquittal report demonstrates satisfactory acquittal of the 2015 activity. However, it is noted that the report was submitted some six months after the required date.

The 2015/16 acquittal report notes that the NAIDOC committee was not completely satisfied with the delivery of the 2015 Opening Ceremony by the contracted event manager. The committee has undertaken to ensure the 2016 Opening Ceremony improves by ensuring the new event manager reports to the convenor regularly with all decisions to be ratified by the NAIDOC Perth committee.

NAIDOC Perth is governed by a well-qualified committee, the chairwoman Dr Glenda Kickett is a leading social work practice and policy advisor, she is the recipient of numerous awards and scholarships. Convenor, Leah Bonson, is Director Aboriginal Health, Child and Adolescent Health Services at Department of Health, and is dedicated to managing NAIDOC Perth activities.

**Applicants must demonstrate a financial contribution to the project derived from other sources**

NAIDOC Perth has advised that funding totalling \$68,000 for the event has been sought from corporate, State and Commonwealth Government sources which is as yet unconfirmed. Additionally the organisation has requested approximately \$8,000 in in-kind services from MRA. In 2015/16 NAIDOC Perth achieved \$66,000 in cash contributions from corporate, State and Commonwealth Government sources.

The event is also supported through a large volunteer base and the organisers aim to attract income of \$7,500 from community stall holders including local arts and crafts groups and community engagement programs.

**Acknowledgement of City of Perth support**

City of Perth funding would secure the benefits outlined in the recommendations.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA (2016/17 Budget)
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$1,470,000
AMOUNT SPENT TO DATE:	NIL
PROPOSED COST:	\$30,000
BALANCE:	\$1,440,000

All figures quoted in this report are exclusive of GST

**COMMENTS:**

The event is an important celebration of Indigenous culture and meets the City's strategic objective S17: *Recognition of Aboriginal culture and strong relationship with the Aboriginal community.*

*NAIDOC Perth Opening Ceremony* encourages participation in cultural activity by people of all ages and backgrounds and contributes to reconciliation.

The proposal to move the event to Elizabeth Quay will raise the profile of NAIDOC week and encourage greater attendance by the broader community.

In 2015, the City received \$3,789 (including \$1,000 refundable bond) from NAIDOC Perth for fees associated with the hire of Wellington Square, the recommended contribution of \$30,000 reflects the withdrawal of the fees associated with this hire, and responds to the adjusted budget as a result of a requested contribution from the Metropolitan Redevelopment Authority.

## ITEM NO: 3

### **CORPORATE SPONSORSHIP – 2016 WA TOURISM CONFERENCE AND 2016 PERTH AIRPORT WA TOURISM AWARDS**

**MARKETING, SPONSORSHIP (APPROVAL)  
AND INTERNATIONAL  
ENGAGEMENT COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. subject to the approval of the 2016/17 Budget, approves:***
  - 1.1 cash corporate sponsorship of \$4,650 (excluding GST) to Tourism Council WA towards Silver Sponsorship of the 2016 WA Tourism Conference from Monday, 8 August 2016 until Wednesday 10 August 2016;***
  - 1.2 cash corporate sponsorship of \$6,000 (excluding GST) to present the 2016 Perth Airport WA Tourism Awards on Saturday, 12 November 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***

#### **2016 WA TOURISM CONFERENCE**

- 2.1 two verbal acknowledgements of sponsorship by Master of Ceremonies during the Conference;***
- 2.2 a corporate 2x2 metres shell scheme display in the delegate refreshment area (including walling, lighting, power and fascia);***
- 2.3 inclusion of the City of Perth crest on conference media loop screen with other silver sponsors, in conference prospectus and program;***
- 2.4 an opportunity to supply one page of digital content to be uploaded to the delegate mobile application, including listing on the mobile application;***

***(Cont'd)***

- 2.5 inclusion of the City of Perth crest at the conference on sponsor pull-up banners (provided by Tourism Council WA);**

**FINALS FEVER FUNCTION**

- 2.6 inclusion of the City of Perth crest and recognition as support sponsor on the event e-invitation;**
- 2.7 City of Perth banner placement at the function;**
- 2.8 verbal acknowledgement by host of the City of Perth's support sponsor status;**

**2016 PERTH AIRPORT WA TOURISM AWARDS**

- 2.9 inclusion of the City of Perth flash banner on the Tourism Council WA Awards website page;**
- 2.10 inclusion of the City of Perth profile highlighting its status as a support sponsor in the Tourism Council WA Newsletter which is distributed to over 1000 tourism industry contacts;**
- 2.11 inclusion of the City of Perth crest and profile / biography on the Tourism Council WA Awards page with a hyperlink to the City of Perth website;**
- 2.12 inclusion of the City of Perth crest on all electronic and printed Gala Dinner promotional items, including the invitation and program / menu, and on the event projection screen;**
- 2.13 inclusion of the City of Perth crest and recognition as support sponsor in The Sunday Times WA Tourism Award finalists two page spread, which is published the weekend following the announcement of finalists and in the eight page spread announcing medallists, published the day after the Gala Dinner;**
- 2.14 City of Perth banner placement in foyer area of function;**
- 2.15 verbal acknowledgement by host of the City of Perth's support sponsor status;**

**(Cont'd)**

- 2.16 acknowledgement of the City of Perth as sponsor of the 'Sir David Brand Award for Tourism';**
- 2.17 invitation for the Lord Mayor, or City representative, to present a three minute (max) speech prior to the presentation of the 'Sir David Brand Award for Tourism' on stage with a member of the Brand family; and**
- 3. notes that a detailed acquittal report, including all media coverage, will be provided to the City by September 2016 for the 2016 WA Tourism Conference, and December 2016 for the 2016 Perth Airport WA Tourism Awards.**

**BACKGROUND:**

FILE REFERENCE:	P1027726
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	18 May 2016
MAP / SCHEDULE:	N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 24 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The Tourism Council WA (TCWA) is the peak body for Western Australian regional and industry tourism associations and directly represents more than 1,100 private and public sector members across tourism, including in aviation, accommodation, venues, hospitality, tours, attractions and the sector.

It is a not-for-profit organisation which represents members' interests and acts as the tourism industry's principal lobbying group. The TCWA also acts as an industry reference group by holding regular conferences, events and seminars which aim to keep members up-to-date with the latest tourism trends and initiatives.

The TCWA is governed by a board of nine directors that are elected by the membership.

The objective of TCWA is to drive meaningful change in public opinion, government policy and industry competitiveness which will create a sustainable future for individual members, the tourism industry and communities.

The TCWA supports:

- economic, social and environmental sustainability in tourism;
- protecting and promoting our natural and cultural heritage;
- the development of Indigenous, regional and eco-tourism;
- fostering innovation, investment and product development of members' businesses;
- a deregulated and competitive environment for tourism enterprises;
- partnerships between industry and government which promote economic development;
- supporting the critical role of small businesses in the tourism industry and community;
- supporting members with affordable training, marketing, research and product development; and
- creating exciting and enjoyable experiences, events and careers for members.

The City of Perth has been a Gold Member of TCWA since 2008.

### **Summary of Events:**

#### **2016 WA Tourism Conference**

The 2016 WA Tourism Conference will take place at the Perth Convention and Exhibition Centre from 8 – 10 August 2016. The Conference is hosted by four leading tourism organisations – Tourism Council WA, Caravan Industry Association WA, Visitor Centre Association WA and Forum Advocating Culture and Eco-Tourism (FACET). The 2015 WA Tourism Conference was attended more than 350 industry delegates.

With tourism emerging as a significant industry for the future of WA's economy, injecting approximately \$9 billion into the West Australian economy every year, the conference will be an opportunity for industry representatives to hear from leading industry and government speakers discussing the critical issues facing the broader tourism industry, particularly at a time when Western Australia transitions away from being so reliant on the resource sector and focuses more on the service sector.

Conference delegates will include:

- tourism operators;
- national, state and local government leaders;
- industry leaders in marketing, events, attractions, aviation and accommodation; and
- tourism researchers, academics and students.

Sponsorship has been sought from the following organisations: Tourism WA, Department of Regional Development, Department of Parks & Wildlife,



Commonwealth Bank, Christie Parksafe, K-Mac Powerheads, Newbook, RMS, Vanguard Press and Bookeasy.

The City has not previously sponsored this event.

Silver sponsorship is proposed at \$5,000 (excluding GST) however, it is recommended that the Council approves sponsorship of \$4,650 (excluding GST) noting that the provision of hospitality and/or tickets has been removed. Any attendance by City representatives will be facilitated by the purchase of tickets separate to this agreement.

### **Perth Airport WA Tourism Awards 2016**

The WA Tourism Awards is the State's premier annual tourism awards program and recognises excellence within the industry. The WA Tourism Awards are regarded as the industry's most prestigious event, with the Gala Dinner attracting wide media coverage and enthusiastic industry-wide support.

The Awards are a chance for operators to gain public recognition and exposure for their achievements to the industry. The Perth Airport WA Tourism Awards 2016 will be held on Saturday 12 November 2016 and is expected to attract more than 900 attendees, of which approximately 300 are expected from regional WA or interstate.

Prior to the Perth Airport WA Tourism Awards is the 'Finals Fever' function (October 2016 event) which is an evening to announce award nominees.

In 2006, the City of Perth was the inaugural sponsor of the 'Sir David Brand Award for Tourism' at the WA Tourism Awards. This particular award recognises an outstanding achievement by an organisation in promoting or servicing the West Australian tourism industry. The City has since continued to sponsor this award, providing the opportunity to recognise the value of these organisations and their contribution to the tourism industry within Perth.

Past winners of the Sir David Brand Award have been Sandalford Winery, Challenger Institute of Technology, Perth Zoo, Burswood International Resort Casino, Perth Mint, Augusta Margaret River Tourism Association, Kings Park and Botanic Gardens and Cable Beach Club Resort & Spa.

Although some of the past and future winners have/will not be located within the City of Perth boundaries, the calibre of the Sir David Brand Award for Tourism winner is such that they are influential in establishing Perth and WA as an international tourist destination.

Corporate sponsorship of the Perth Airport WA Tourism Awards includes a range of benefits throughout the awards process and recognises the commitment of sponsors through marketing and branding activities with a wide reach.

TCWA are actively seeking or has confirmed sponsorship with a number of other organisations. The principal sponsor of the Perth Airport WA Tourism Awards 2016 is Perth Airport.

Past sponsorship of the WA Tourism Awards is as follows:

Year	Amount
2009/10	\$7,500
2010/11	\$7,500
2011/12	\$8,000
2012/13	\$8,000
2013/14	\$8,000
2014/15	\$8,000
2015/16	\$8,000
2016/17	<i>Requested \$8000 (minus 10% discount) = \$7200 Recommended \$6,000</i>

It is recommended that Council approve the amount of \$6,000 (excluding GST), noting that the provision of hospitality and/or tickets has been removed. Any attendance by City representatives will be facilitated by the purchase of tickets separate to this agreement.

#### LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**

Council Four Year Priorities: Perth as a Capital City  
S6 Maintain a strong profile and reputation for Perth  
as a city that is attractive for investment.

**Policy**

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

#### DETAILS:

##### Eligibility for Sponsorship:

Criterion	Satisfied
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Support for activities which award endeavour in community service	Yes
Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

##### Markets / audiences who will be exposed to sponsorship information:

- Approximately 500 guests at the 2016 WA Tourism Conference, including approximately 200 regional and interstate guests;
- Up to 900 guests at the 2016 Perth Airport WA Tourism Awards presentation, including approximately 300 regional and interstate visitors; and
- The West Australian tourism industry through publications, promotions and media coverage.

- State Government, Tourism WA and tourism operators, including hotels, tourism venues and businesses.

### **Promotion of City of Perth to Markets / audiences:**

The markets exposed to the sponsorship will be primarily:

- The West Australian tourism industry through publications, promotions and media coverage;
- Approximately 500 guests at the 2016 WA Tourism Conference, including approximately 200 regional and interstate guests;
- Up to 900 guests at the 2016 Perth Airport WA Tourism Awards presentation, including approximately 300 regional and interstate visitors; and
- State Government, Tourism WA and tourism operators, including hotels, tourism venues and businesses.

The WA Tourism Awards are heavily promoted by the TCWA via the industry work groups, presentations and publications. Award winners will be publicised in the industry and mainstream media, including special awards lift-out in the Sunday Times following the event, circulated to approximately 184,000 readers.

### **Assessment of Application (Corporate):**

#### **1. The opportunity the sponsorship provides to enhance the image of the City of Perth.**

The City of Perth will benefit from being able to actively demonstrate its corporate commitment to the tourism industry by way of promotion of its support, and involvement with, the peak tourism stakeholders at a State level.

It will also allow for continued dialogue with major tourism stakeholders, particularly at a time when Western Australia transitions away from being so reliant on the resource sector and focuses more on the service sector.

#### **2. The value of the increased good will from markets / audiences exposed to the sponsorship by the City of Perth.**

The relationship will provide valuable good will within the tourism industry such as government agencies, members, industry bodies and partners.

#### **3. Contributes towards the achievement of one or more of the City's economic development 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; and
- to create a vibrant, energetic 24 hour city.

## **2016 WA TOURISM CONFERENCE**

The Conference will focus on the development of Perth as the State's gateway and as the central key to the State's tourism industry. The content of the Conference will focus on the development of the industry, encouraging businesses of all sizes to grow and attract more visitors, particularly at a time when tourism is emerging as a significant growth industry for the future of WA's economy.

The Conference will be held at the Perth Convention and Exhibition Centre (PCEC) and will bring more than 500 delegates to the city (including City of Perth Parking at PCEC), supporting local traders over the three day conference, with total estimated expenditure amounting to \$48,500 (approximately \$33 per person/per day).

It is anticipated that the Conference will contribute to an anticipated 340 visitor night stays in Perth and the surrounding suburbs due to the 200 regional and interstate guests that will come to Perth for three day conference. It is anticipated 340 regional and interstate delegates will stay in Perth or surrounding suburbs, amounting to total estimated expenditure of \$284,120.

## **Perth Airport WA Tourism Awards 2016**

It is anticipated that the Awards will contribute to an anticipated 500 visitor night stays in Perth and the surrounding suburbs due to the 500 local, regional and interstate guests that will stay close to Crown Perth after the event. The anticipated total estimated expenditure is \$115,500.

By sponsoring the 2016 WA Tourism Conference and the Perth Airport WA Tourism Awards 2016, the City of Perth will extend and build its relationship with the tourism industry, cementing its commitment and reflecting the important role the City plays in enhancing the appeal of Perth to regional, intrastate and international visitors.

### **4. Benefits to be provided to the City.**

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

### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 43 971 000	
BUDGET ITEM:	Economic Services – Other Economic Services – Economic Development	
BUDGET PAGE NUMBER:	66	
BUDGETED AMOUNT:	\$3,025,577	This component is: \$43,418 – Tourism
AMOUNT SPENT TO DATE:	\$1,886,010	
PROPOSED COST:	\$ 10,650	
BALANCE:	\$1,128,917	

All figures quoted in this report are exclusive of GST.

## **COMMENTS:**

It is recommended that the Council approves sponsorship of \$4,650 (excluding GST) towards Silver level sponsorship of the 2016 WA Tourism Conference and sponsorship of \$6,000 (excluding GST) towards corporate sponsorship of the Perth Airport WA Tourism Awards 2016.

With tourism injecting approximately \$9 billion into the West Australian economy every year and creating more than 94,000 jobs for Western Australians, it is a valuable industry to WA's economy.

The 2016 WA Tourism Conference allows for industry to be informed and connected, particularly at a time when Western Australia transitions away from being so reliant on the resource sector and focuses more on the service sector. In order to compete with other destinations within Australia, WA's tourism industry will be given the opportunity to hear from leading industry and government speakers discussing the critical issues facing the broader tourism industry.

It is anticipated that the return on investment from the recommended \$4,650 for the 2016 WA Tourism Conference sponsorship is 1:61, resulting in an economic impact to local businesses of approximately \$284,120

It is anticipated that the Awards will contribute to an anticipated 500 visitor night stays in Perth and the surrounding suburbs due to the 500 local, regional and interstate guests that will stay close to Crown Perth after the event. The anticipated total estimated expenditure related to this event is \$115,500 or a return of investment of 1:19.

## ITEM NO: 4

### EVENT SPONSORSHIP 2016/17 – ROUND ONE ASSESSMENT

**MARKETING, SPONSORSHIP  
AND INTERNATIONAL  
ENGAGEMENT COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. subject to the approval of the 2016/17 Budget, approves Round One funding of \$284,750 for Event Sponsorship for 2016/17 to the following applicants:***
  - 1.1 Targa West Pty Ltd for 'Quit Targa West', \$47,500;***
  - 1.2 Temple of Fine Arts Inc. for 'Swan Festival of Lights', \$25,000;***
  - 1.3 Open House Perth for 'Open House Perth', \$40,000;***
  - 1.4 The Color Run Pty Ltd for 'The Color Run Perth 2016', \$20,000;***
  - 1.5 Scitech for 'Perth Science Festival', \$25,000;***
  - 1.6 Pink Tank Events for 'Miss West Coast Miss Universe Registration Day', \$15,000;***
  - 1.7 Hellenic Community of WA Inc. for '2016 Greek Glendi Festival', \$25,000;***
  - 1.8 Trievents for 'Great Bike Ride for Homeless Youth', \$10,000;***
  - 1.9 Trievents for 'Perth 2016 World Masters Athletics Championships, Welcoming Ceremony', \$15,000;***

***(Cont'd)***

- 1.10 Italian Chamber of Commerce and Industry in Australia – Perth for ‘Festival Italia’, \$4,750;**
  - 1.11 Brookfield Property Partners for ‘Winter Light Festival’, \$20,000;**
  - 1.12 I14 Association of WA Inc. for the 2016/17 International 14ft Skiff Championships, \$5,000;**
  - 1.13 WA French Festival Inc. for ‘Bonjour Perth Festival’, \$5,000;**
  - 1.14 Corporate Sports Australia for ‘Chevron City to Surf for Activ’, \$20,000;**
  - 1.15 Perth Upmarket for ‘Perth Upmarket’, \$7,500.**
- 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 2;**
  - 3. declines Round One funding of Event Sponsorship for 2016/17 to the applicants as follows:**
    - 3.1 Aboriginal Health Council of WA for ‘Christmas in Whadjuk City: Carols by Candlelight’;**
    - 3.2 Bicycling Western Australia for ‘Perth Night Ride’; and**
    - 3.3 CIC Event Management for ‘UCI Gran Fondo World Championships Perth’.**

**BACKGROUND:**

FILE REFERENCE:	P1032438
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	2 May 2016
MAP/SCHEDULE:	Schedule 2 – Assessment Report

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 24 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

Council 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.

This report details the assessment of applications for the first round of event sponsorship funding for the 2016/17 financial year.

Each application was assessed by a three person assessment panel according to the criteria outlined in Policy 18.8 and within the program guidelines. The assessment panel comprised the Manager Business Support and Sponsorship, Assistant Manager – Events, and Economic Development Principal. The amount of funding requested was considered in relation to the benefits to be received in return for sponsorship.

Schedule 2 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**

**Strategic Community Plan**

Council Four Year Priorities: Healthy and Active in Perth  
S15 Reflect and celebrate diversity of Perth

#### **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**

<b>Event Sponsorship – Round One Financial Implications</b>				<b>2016/17 Budget \$553,707</b>
<b>Applicant</b>	<b>Event</b>	<b>Sponsorship</b>		
		<b>Requested</b>	<b>Provided 2015/16</b>	<b>Recommended</b>
Targa West Pty Ltd	Quit Targa West	\$54,500	<b>\$50,000</b>	<b>\$47,500</b>
Temple of Fine Arts Inc.	Swan Festival of Lights	\$75,000	<b>\$30,000</b>	<b>\$25,000</b>
Open House Perth	Open House Perth	\$52,500	<b>\$45,000</b>	<b>\$40,000</b>
The Color Run Pty Ltd	The Color Run Perth 2016	\$35,000	<b>\$25,000</b>	<b>\$20,000</b>
Scitech	Perth Science Festival	\$61,550	<b>\$30,000</b>	<b>\$25,000</b>



<b>Event Sponsorship – Round One Financial Implications</b>				<b>2016/17 Budget \$553,707</b>
<b>Applicant</b>	<b>Event</b>	<b>Sponsorship</b>		
		<b>Requested</b>	<b>Provided 2015/16</b>	<b>Recommended</b>
Pink Tank Events	Miss West Coast Miss Universe Registration Day	\$25,000	\$20,000	\$15,000
Hellenic Community of WA Inc.	2016 Greek Glendi Festival	\$40,000	\$25,000	\$25,000
Trievents	Great Bike Ride for Homeless Youth	\$23,000	\$21,000	\$10,000
Trievents	Perth 2016 World Masters Athletics Championships, Welcoming Ceremony	\$25,000	N/A	\$15,000
Italian Chamber of Commerce and Industry in Australia – Perth	Festival Italia	\$11,008	\$3,032	\$4,750
Brookfield Property Partners	Winter Light Festival	\$20,000	N/A	\$20,000
I14 Association of WA Inc.	2016/17 International 14ft Skiff Championships	\$5,000	N/A	\$5,000
WA French Festival Inc.	Bonjour Perth Festival	\$20,000	\$2,000	\$5,000
Corporate Sports Australia	Chevron City to Surf for Activ	\$35,000	\$35,000	\$20,000
Perth Upmarket	Perth Upmarket	\$10,000	N/A	\$7,500
<b>Proposed Event Sponsorship – Round One</b>				<b>\$ 284,750</b>
<b>Total Event Sponsorship Budget Remaining</b>				<b>\$ 268,957</b>

#### **APPLICATIONS RECOMMENDED FOR REFUSAL**

<b>Applicant</b>	<b>Event</b>	<b>Requested / Refused</b>
Aboriginal Health Council of WA	Christmas in Whadjuk City: Carols by Candlelight	\$20,000
Bicycling Western Australia	Perth Night Ride	\$20,000
CIC Event Management	UCI Gran Fondo World Championships Perth	\$25,000

Eighteen applications were received, seven of these for new events. The applications requested a total of \$557,558, which is greater than the event sponsorship budget for the entire 2016/17 financial year. All events have been assessed by an assessment

panel. Three applications are recommended for decline, and in several cases, the level of sponsorship recommended is a reduction on that received in 2015/16.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL9323 1000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	TBA (2016/17 Budget)
BUDGETED AMOUNT:	\$ 553,707 (requested budget allocation)
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$284,750
BALANCE:	\$268,957

All figures in this report are exclusive of GST.

**COMMENTS:**

The City received a strong response for the first round of event sponsorship 2016/17. All applications have been assessed by a three person assessment panel and recommendations for funding have been provided for the Council's consideration. Economic Modelling data has been calculated and provided for events held in the City where cash sponsorship of \$15,000 and above is recommended.

## ITEM NO: 5

### ARTS AND CULTURAL SPONSORSHIP 2016/17 – ROUND ONE ASSESSMENT

**MARKETING, SPONSORSHIP  
AND INTERNATIONAL  
ENGAGEMENT COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council, subject to the approval of the 2016/17 Budget, approves \$74,250 (excluding GST) for Round One Arts and Cultural Sponsorship 2016/17 as follows:***

- 1. Arts Projects – Round One:**
  - 1.1 Mandorla Centre for Inner Peace, \$5,000;**
- 2. Creative Community Projects – Round One:**
  - 2.1 Centre for Stories, \$6,000;**
  - 2.2 Nulsen Disability Services, \$8,250;**
  - 2.3 State Library of Western Australia Foundation, \$5,000;**
  - 2.4 St George’s Cathedral Foundation for the Arts, \$5,000;**
  - 2.5 Let’s Make Games, \$10,000;**
  - 2.6 Perth Symphony Orchestra, \$5,000;**
- 3. Arts and Cultural Sponsorship – Round One:**
  - 3.1 Revelation Perth International Film Festival, \$20,000;  
and**
  - 3.2 Ausdance, CO3, Performing Lines collective, \$10,000.**

## **BACKGROUND:**

FILE REFERENCE: P1032434-05  
REPORTING UNIT: Business Support and Sponsorship  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 21 April 2016  
MAP / SCHEDULE: Schedule 3 – 2016/17 Arts & Cultural Sponsorship  
Round One Assessment Report

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 24 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The Arts and Cultural Sponsorship Program supports the production and presentation of arts and cultural activities that engage city visitors and add vibrancy to city venues and public spaces.

Arts and culture contributes to the creation of an international and nationally recognisable identity for this State's capital city. Arts and cultural activities are an expression of our shared cultural identity, enhance quality of life, increase the vitality of the city and contribute to the economy.

A proposed budget allocation of \$1,440,000 (excluding GST) for the Arts and Cultural Sponsorship Program is included in the 2016/17 Council Budget. This amount includes a provision of \$145,000 to be administered within two six month project rounds to support activities that meet the objectives of one of three categories: Arts Projects, Creative Community and Sponsorship (Project/Program).

The City of Perth invites applications in February and September each year from applicants that propose innovative activities for which arts and culture is the primary purpose.

Arts and Creative Community project grants support the presentation and production of arts and cultural projects that facilitate the public's access to and participation in the city's cultural life.

Applications are assessed against the established eligibility criteria. Recommendations are based on assessment of the application against the category objectives and assessment criteria, and a comparative analysis against other applications within the same category.

Proposals are considered on the merit of each application. Applicants that have successfully received support in the past are advised that they should have no expectation that future projects will also be supported.

This Arts & Cultural Sponsorship Rounds consider:

### Arts Project Grants

- Are representative of a diverse range of local arts activity;
- Enhance social wellbeing and provoke engagement in cultural life;
- Encourage artists to explore, develop and strengthen their practice; and
- Enhance the community profile of City of Perth.

### Creative Communities Project Grants

- Reflect on the city of Perth as a community with a diverse living culture;
- Enhance social wellbeing and provoke engagement in cultural life;
- Encourage participation in the arts: and
- Enhance the community profile of the City of Perth.

### Arts and Cultural Sponsorship (Project/Program)

- Invest in the development and presentation of local arts and cultural activity;
- Enhance social wellbeing and provoke engagement in cultural life; and
- Enhance the profile of the City of Perth.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

### **Integrated Planning and Reporting Framework Implications**

### **Strategic Community Plan**

Council Four Year Priorities: Healthy and Active in Perth  
S15 Reflect and celebrate diversity in Perth.

### **Policy**

Policy No and Name: 18.8 – Provision of Sponsorship and Donations  
18.1 – Arts and Culture

## **DETAILS**

This report summarises the assessment of applications received in Round One 2016/17 and provides recommendations for support.

### **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 Assessment Criteria

The applicant must be:

- i. an Australian legally constituted association or small business; or
- ii. an individual that is an Australian citizen or permanent resident and under the auspice of an Australian legally constituted association or company.

The applicant must not be:

- i. a government authority, agency or department;
- ii. a City of Perth staff member;
- iii. an applicant that has previously presented unsatisfactory or incomplete reports;
- iv. an applicants that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year; and
- v. an applicant that has outstanding debts to the City of Perth.

### Project Eligibility Criteria

The project must:

- i. provide a public outcome within the City of Perth boundaries; and
- ii. occur within the specified timeframe.

The project must not be:

- i. for profit or commercial purposes;
- ii. for fundraising;
- iii. an award ceremony or industry specific presentation; and
- iv. training, workshops, research or professional development.

All applicants in this round were considered eligible for support. Four projects included ineligible components (awards). It was determined that three of those projects could be assessed on their merit as public visual art exhibitions. The fourth, a film competition was assessed on the program as a whole (Latino Film Festival).

### **Application Assessment**

A three person assessment panel comprised of officers within the Business Support & Sponsorship and Arts, Culture & Heritage Business Units, considered the applications independently prior to a joint panel assessment meeting on Monday, 14 March 2016. The panel's recommendations have been consolidated and the applications ranked by the degree to which they meet the program assessment criteria.

The proposed activities are presented to the Committee for consideration as per the attached assessment report and outlined in the following table.

<b>Arts Project Grants – Total Annual Proposed Budget \$50,000</b>			
<b>Applicant</b>	<b>Project</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
Mandorla Centre for Inner Peace	Mandorla Art Award	\$8,000	\$5,000
Mr Ronald Thomas	Twilight Chamber Music Concerts	\$10,000	\$0
<b>Total Proposed Arts Project Grants Round 1</b>		<b>\$18,000</b>	<b>\$5,000</b>

<b>Creative Community Project Grants – Total Annual Proposed Budget \$45,000</b>			
<b>Applicant</b>	<b>Project</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
Centre for Stories	Australian Short Story Festival	\$8,860	\$6,000
Nulsen Disability Services	As We Are Art Award	\$10,000	\$8,250
State Library of Western Australia Foundation	Disrupted: Festival of Ideas 2016	\$10,000	\$5,000
St George's Cathedral Foundation for the Arts	St George's Art Award 2016	\$5,000	\$5,000
Let's Make Games	Perth Games Festival	\$10,000	\$10,000
Perth Symphony Orchestra	Heritage Series featuring Perth Symphony Orchestra	\$9,000	\$5,000
WA Poets Inc.	Perth Poetry Festival	\$7,059	\$0
Cinema & Cultural Latino Americana	2016 Latino Film Festival	\$7,800	\$0
<b>Total Proposed Creative Community Project Grants Round 1</b>		<b>\$67,719</b>	<b>\$39,250</b>

<b>Sponsorship (Project/Program) – Total Annual Proposed Budget \$50,000</b>			
<b>Applicant</b>	<b>Project</b>	<b>Amount Requested</b>	<b>Amount Recommended</b>
Revelation Perth International Film Festival	Revelation Perth International Film Festival	\$20,000	\$20,000
Ausdance, CO3, Performing Lines collective	Moveme Festival	\$20,000	\$10,000
Mr Ivan Motherway	Beckett Fest – Happy Days & Endgame	\$20,000	\$0
<b>Total Proposed Sponsorship (Project/Program) Round 1</b>		<b>\$60,000</b>	<b>\$30,000</b>

## SUMMARY

The City of Perth received 13 applications in Round One, including four applications from new applicants. The total amount requested was \$145,719, with estimated total project costs of \$1,805,551. The average contribution requested by applicants was 17% of the total project cost. Based on the recommendation for each supported project the average City of Perth contribution is 5% of the total project budget.

Round One was advertised in the Guardian Express, The West Australian and Voice News newspapers and through the City's social media channels. The round was also advertised on the City's website and included an invitation for interested parties to attend one of three Arts & Cultural Sponsorship information sessions.

In addition, new applicants were invited to meet with the Sponsorship Officer to discuss their proposal. The Sponsorship Officer provided advice and support to the applicants, and as a result those applicants were considered to have provided above average responses, demonstrating the projects meet the assessment criteria. As a result, all four new applicants have been recommended for support.

The City of Perth consistently receives more sponsorship requests that it can accommodate. Nine applications are recommended for support and four applications are recommended for decline in this round representing a success rate of 69%. A total of \$74,250 is recommended for sponsorship in Round One.

## FINANCIAL IMPLICATIONS:

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA (2016/17 Budget)
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$1,440,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$74,250
BALANCE:	\$1,365,750

All figures quoted in this report are exclusive of GST

## COMMENTS:

The City of Perth's Arts and Cultural Sponsorship Program provides an effective means of engaging Western Australia's peak art bodies, community groups and individual artists to present high quality and diverse cultural activities that encourage people to visit and enjoy the city.

The Arts and Cultural Program Rounds ensure that small to medium size organisations and individual artists are encouraged to present activities across a diverse range of art forms, in particular for support of once-off projects that encourage creative exploration or community engagement.



The proposed projects are representative of a broad range of arts and cultural activity and appeal to diverse audiences many of which encourage non-artists to participate in cultural activity. These projects include visual art exhibitions, community festivals, and a film festival.

## **FINANCE AND ADMINISTRATION COMMITTEE REPORTS**

### **ITEM NO: 6**

#### **PAYMENTS FROM MUNICIPAL AND TRUST FUNDS – APRIL 2016**

**FINANCE AND ADMINISTRATION COMMITTEE** (APPROVAL)  
**RECOMMENDATION:**

*That in accordance with Regulation 13(1) of the Local Government (Financial Management) Regulations 1996, the list of payments made under delegated authority for the month ended 30 April 2016, be received and recorded in the Minutes of the Council, the summary of which is as follows:*

<b>FUND</b>	<b>PAID</b>
<b>Municipal Fund</b>	<b>\$ 16,236,650</b>
<b>Trust Fund</b>	<b>\$ 71,515</b>
<b>TOTAL:</b>	<b>\$16,308,165</b>

#### **BACKGROUND:**

FILE REFERENCE: P1032265-25  
REPORTING UNIT: Finance  
RESPONSIBLE DIRECTORATE: Corporate Services  
DATE: 6 May 2016  
MAP / SCHEDULE: TRIM ref. 70117/16

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 31 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation** Regulation 13(1) of the *Local Government (Financial Management) Regulations 1996*

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community 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 and effective community centred services.

**COMMENTS:**

Payments for the month of April 2016 included the following significant items:

- \$2,484,956.44 to Doric Contractors Pty Ltd in relation to the Perth City Library and Public Plaza project for the April 2016 claim and the resolution of outstanding claims and disputed matters.
- \$711,834.69 to the Western Australian Treasury Corporation for the loan payment for the City of Perth Library and Public Plaza Project.
- \$630,187.84 to City Toyota for the purchase of 26 new 2016 Toyota Corolla Sedans.

## ITEM NO: 7

### FINANCIAL STATEMENTS AND FINANCIAL ACTIVITY STATEMENT FOR THE PERIOD ENDED 30 APRIL 2016

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council approves the Financial Statements and the Financial Activity Statement for the period ended 30 April 2016 as detailed in Schedule 4.***

#### BACKGROUND:

FILE REFERENCE:	P1014149-25
REPORTING UNIT:	Finance
RESPONSIBLE DIRECTORATE:	Corporate Services
DATE:	19 May 2016
MAP / SCHEDULE:	Schedule 4 – Financial Statements and Financial Activity Statement for the period ended 30 April 2016

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 31 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

#### LEGISLATION / STRATEGIC PLAN / POLICY:

<b>Legislation</b>	Section 6.4(1) and (2) of the <i>Local Government Act 1995</i> Regulation 34(1) of the <i>Local Government (Financial Management) Regulations 1996</i>
--------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------

<b>Integrated Planning and Reporting Framework Implications</b>	<b>Strategic Community Plan</b> 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 and effective community centred services.
-----------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**DETAILS:**

The Financial Activity Statement is presented together with a commentary on variances from the revised budget.

**FINANCIAL IMPLICATIONS:**

There are no direct financial implications arising from this report.

**COMMENTS:**

The Financial Activity Statement commentary compares the actual results for the ten months to 30 April 2016 with the revised budget approved by Council on **15 March 2016**.

## ITEM NO: 8

### CENTRAL PARK – COLONNADE – 152-158 HAY STREET, PERTH - MARKET RENT REVIEW

**FINANCE AND ADMINISTRATION** (APPROVAL)  
**COMMITTEE**  
**RECOMMENDATION:**

***That Council accepts a new rental for the Central Park Colonnade Lease at 152-158 Hay Street, Perth of \$83,600 effective from 1 January 2016.***

#### BACKGROUND:

FILE REFERENCE: P1025510  
REPORTING UNIT: Properties  
RESPONSIBLE DIRECTORATE: Construction and Maintenance  
DATE: 19 May 2016  
MAP / SCHEDULE: Schedule 5 – Map Central Park Colonnade

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 31 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

In January 1988 the City of Perth entered into a lease over the City owned Colonnade at 152-158 Hay Street, Perth for the purpose of vehicle and pedestrian access to Central Park. The lease calls for a market rent review each two years and expires in 2037.

#### LEGISLATION / STRATEGIC PLAN / POLICY:

**Legislation** Section 3.58 of the *Local Government Act 1995*

#### **Policy**

Policy No and Name: 9.10 – Management of Leases

#### DETAILS:

The lease provides for a market rent review to be carried out every two years. In keeping with the rent review clause of the lease, the City has obtained a valuation

from a suitably qualified Valuer. The valuation received was \$102,000 per annum, an increase of 56.9% over the current rental of \$65,000.

A copy of the valuation was provided to the Lessee in accordance with the City's Policy No 9.10.

The Lessee objected to the valuation provided and has since made a counter offer of \$83,600 per annum. This represents a 26.8% increase.

**FINANCIAL IMPLICATIONS:**

The proposed rental is within the City's budgeted item for this property.

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

The counter offer of \$83,600 per annum for the period 1 January 2016 to 31 December 2017 is supported.

## ITEM NO: 9

### COLIN PLACE, WEST PERTH – AMALGAMATION OF LAND – LOT 100 ON DEPOSITED PLAN 54416

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council agrees to submit a request to the Minister for Lands to acquire Lot 100 on Deposited Plan 54416 as Crown Land for the purpose of amalgamation with adjoining Lots 101, 102, 103 on Deposited Plan 400636 and Lot 11 on Deposited Plan 511.***

#### **BACKGROUND:**

FILE REFERENCE:	P1030856
REPORTING UNIT:	Properties
RESPONSIBLE DIRECTORATE:	Construction and Maintenance
DATE:	18 May 2016
MAP / SCHEDULE:	Schedule 6 – The Subject Land Schedule 7 – Adjoining Land Schedule 8 – Aerial View Schedule 9 – Proposed Amalgamation

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 31 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The owners of Lots 101, 102 and 103 on Deposited Plan 500636 acquired this land from the Commissioner for Main Roads in 2014.

Lot 11 on Plan 511 was privately acquired in 1987.

Lot 100 on Deposited Plan 54416 is a Right of Way and is owned by a Deceased Estate.

The land owners of the adjoining properties wish to acquire part Lot 100 for the purpose of amalgamating Lot 100 with Lots 101, 102, 103 and Lot 11 (Proposed Amalgamation).



## LEGISLATION / STRATEGIC PLAN / POLICY:

<b>Legislation</b>	Section 52 of the <i>Land Administration Act 1997</i>
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b> Council Four Year Priorities: Major Strategic Investments S2 Optimise the commercial and community outcomes within the property portfolio 2.1 Develop a Strategy for the management of the City of Perth Property that addresses opportunities for growth, de-accession/accession and ownership needs.

## DETAILS:

### HISTORY OF LOT 100

Perth Town Lot V155 was acquired by a Mr Thomas Scott in 1882. The Lot was subdivided (Plan 511) and these were on sold to third parties in 1894. Private lanes were created between the lots to facilitate sanitary collections and these laneways remained in the ownership of Mr Scott.

In about 1998 the Commissioner for Main Roads acquired by taking order, the majority of the Lots on Plan 511 (including the Lots that now comprise Lots 101, 102 and 103) together with a large portion of the 511 Private Lane in order to widen Loftus Street. A smaller portion (actually comprising two portions) became Lot 100 and remained in the name of Thomas Scott. Given that Mr Scott purchased the land in 1892 he is no longer alive and Landgate have the proprietor of the land as the 'Estate' of Thomas Scott.

### CURRENT POSITION

An attempt to locate the copy of the grant of probate for Mr Scott's Will has proved futile as 16 gentlemen by the name of Thomas Scott passed away in Western Australia between 1902 and 1950.

While the legal title of Lot 100 is held by Mr Scott, Lot 100 (what remains of it) is a private road and the beneficial use is for the adjoining land owners.

Lot 100 is what remains of a disused private road or laneway that is not capable of being used for its original intended purpose. In its current form it is unsuitable for retention by the Crown and cannot be practically built on or used in any meaningful way. It is however, suitable for conveyance to the adjoining land owners.

Section 52 of the *Land Administration Act 1997* provides that a Local Government may request the Minister for Lands to acquire any private road or laneway within the District of the Local Government.

The geographical location and size of the two separate portions of land are unsuitable for retention by the City.

**FINANCIAL IMPLICATIONS:**

All costs associated with this proposal are to be borne by the owners of the adjoining properties.

The on selling of the land will be subject to negotiation and the subject of a further report to Council.

**COMMENTS:**

It must be considered that Lot 0 is the last remaining portion of all the land contained in the original Perth Town Lot V156. It is also in the hands of a deceased estate.

The owners of the adjoining lands have no interest in this Lot and this will be subject to a further report to Council.

There is merit in the proposal and this report seeks Council approval to progress the matter with the Department of Lands.

## ITEM NO: 10

### PUBLIC ART ADVISORY PANEL NOMINATIONS

**FINANCE AND ADMINISTRATION (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council approve the following nominees for the inaugural membership of the City of Perth Public Art Advisory Panel:***

- ***Philip Gamblen - Artist***
- ***Maggie Baxter – Art Consultant***
- ***Christopher Crouch – Art critic/historian***
- ***Peteris Ciemitis – Urban Designer***
- ***Philip Gresley - Architect***
- ***Warren Giddens – Town Planner***
- ***Patrick Ford – Urban Designer***

### BACKGROUND:

FILE REFERENCE:	P1019669-3
REPORTING UNIT:	Arts, Culture and Heritage
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	18 May 2016
MAP / SCHEDULE:	Schedule 10 – Terms of Reference - Public Art Advisory Panel

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 31 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

At its meeting on **15 December 2015**, Council adopted the new Policy 1.5 – Public Art to provide a policy framework to support the implementation of the Public Art Strategy (adopted **9 June 2015**). The Public Art Strategy identified that:

*The City of Perth's Public Art programs will be developed with input from, and in consultation with, experts in fields directly relevant to public art, and cultural advisors where appropriate.*

To this end, the Strategy (page 20) foreshadowed the establishment of the Public Art Advisory Panel to provide input on the City's implementation of its Public Art Strategy.

The Terms of Reference document for the Public Art Advisory Panel was approved by Council at its meeting on **23 February 2016** (Schedule 10). As outlined in the Terms of Reference 4.1, Panel Membership is to comprise up to seven highly regarded and experienced individuals with at least one professional representing each of the following fields:

- A practising artist with extensive experience in public art
- A public art consultant or curator
- An art critic or historian
- An urban designer
- An architect
- A town planner

The purpose of this report is to seek Council's approval for the nominees recommended by City Officers for the inaugural membership of the Public Art Advisory Panel (PAAP).

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

##### **Integrated Planning and Reporting Framework Implications**

##### **Corporate Business Plan**

Council Four Year Priorities: Healthy and Active in Perth  
S15 Reflect and Celebrate the Diversity of Perth  
15.3 Develop Public Art Strategy and Implementation Plan

##### **Policy**

Policy No and Name: 1.5 – Public Art Policy

#### **DETAILS:**

A call for nominations for the PAAP was advertised from 13 April 2016 via the City of Perth Website and Social Media, on Artshub and in the Artsource newsletter, as well as being circulated independently through relevant networks. The City also sought the assistance of the Planning Institute of Australia (WA), and the Australian Institute of Architects (WA) in obtaining nominations from their memberships.

Fifteen nominations were received for consideration by the City and these have now been reviewed by Officers in Arts, Culture and Heritage. All nominees are accomplished practitioners in their respective fields. The recommended nominees are considered to best meet the selection criteria. They are well-respected local professionals, who will provide the City with diverse and relevant expertise and experience, helping the City to achieve its goals in public art.

Each of the recommended nominees is briefly introduced below.

### **Philip Gamblen – Artist**

Phil Gamblen brings to the panel a wealth of experience in contemporary art practice, including numerous public art projects. His temporary sound installation, *Toast*, (commissioned through the Perth Public Art Foundation's perthFLUX program), delighted and intrigued visitors to Grand Lane from February 2016 until very recently. Mr Gamblen's creative practice creatively engages with science and technology, exploring possibilities that lead to innovative outcomes. As artists are increasingly looking to incorporate new technologies and approaches within public art Mr Gamblen is well placed to contribute invaluable high level artistic and technical expertise to the Panel's deliberations.

### **Maggie Baxter – Art Consultant**

Maggie Baxter is an artist and curator, and has been a public art coordinator for twenty five years, managing large and small projects for many public clients. Recent central Perth projects she has managed include Andrew Nicholls' piece *Delight and Hurt Not* for the City of Perth Library, and also *Spanda* by Christian De Vietri for Elizabeth Quay. Ms Baxter has written public art policies and strategies for local government and redevelopment authorities and is an Art Coordinator for the State Government's Percent for Art scheme. Ms Baxter is held in high regard for her professionalism and her exceptional knowledge and delivery of public art best practice, her skills and experience will be a great asset for the panel.

### **Dr Christopher Crouch – Art critic/historian**

Christopher Crouch is a respected artist, academic and author who has been active in the art and design culture of Perth for the past two decades. He is the author of an international standard art school text, *Modernism in Art Design and Architecture*, and many other publications, and he has taught at three of the City's universities, most recently as Professor of Design at Curtin University. His research has looked at the evolution of spaces and places in Perth from social as well as aesthetic perspectives. Dr Crouch will bring to the panel an intimate understanding of creative practice and a wealth of knowledge spanning local and international art, design and architecture, essential for steering the City in the direction of excellence in public art.

### **Peteris Ciemitis – Urban Designer**

Peter Ciemitis is a prominent and influential figure in the local planning and arts communities. He has thirty five years' experience as an urban designer and town planner, and is also an award winning artist. He currently sits on the City of Perth's Design Advisory Committee, and is convenor of the Planning Institute of Australia's Urban Design Forum. Mr Ciemitis' urban design practice has an emphasis on mixed-use activity centres, town centres and foreshore precincts. Mr Ciemitis' knowledge and experience in urban design and in the arts - as a practitioner and a panellist - will be a great resource for the panel and the City of Perth.

### **Philip Gresley - Architect**

Philip Gresley is an accomplished Western Australian architect whose practice is committed to the elevation of the cultural and environmental significance of architecture and the built realm. His projects have received numerous design awards, and he has worked with many of the state's most accomplished public artists and public art consultants to realise outstanding public art and design outcomes. Mr Gresley has been an advocate for art and design through his active contributions to multiple Design Review Panels and Committees, including the Metropolitan Redevelopment Authority and the City of Fremantle. Mr Gresley's extensive experience in the design and delivery of large and innovative projects and collaborating with public artists will be invaluable for the panel.

### **Warren Giddens – Town Planner**

Warren Giddens is a Town Planner and Project Manager with over 30 years' experience working in the public and private sector. His current consultancy work is focused on community engagement and consultation around planning, land development and infrastructure. In previous roles with the Department of Housing, LandCorp and Stockland, Mr Giddens oversaw the incorporation of public art into residential development projects. Mr Giddens' skills, experience and knowledge of working with and for community to deliver public art outcomes for those communities will make a key contribution to the panel's effectiveness.

### **Patrick Ford – Urban Designer**

Patrick Ford is an Urban Designer currently employed as Senior Architecture Officer for the Office of the Government Architect (OGA). He has played a leading role in State Government Public Art Policy and has been heavily involved in many aspects of major central city projects such as the Perth Stadium and the New Museum, including the procurement of public art. Mr Ford was instrumental in the development of the OGA's Design Standards, and assisted in the development of the State Government's Built Environment Policy, 'Better Places and Spaces'. He also initiated the successful 'Artists and Architects in Collaboration' project with a DCA grant in 2014, and has been Unit Coordinator and Tutor in Architectural Design at the University of Western Australia. Mr Ford's wide ranging and highly relevant experience and knowledge of the role of public art in the context of a capital city will be of great value to the panel and the City of Perth.

### **FINANCIAL IMPLICATIONS:**

Negligible, as the Public Art Advisory Panel will provide their professional expertise on a voluntary basis.

### **COMMENTS:**

As set out at 4.7 of the Terms of Reference, the Public Art Advisory Panel will not have any decision-making authority. The Panel will exist solely for the purpose of providing independent, expert advice to inform City Officers' recommendations to Committee and Council, or to inform other operational decisions made in accordance

with the City's Delegated Authority Register. Membership of the panel requires endorsement by Council, to ensure that Council has confidence in the professional expertise on the Panel.

## ITEM NO: 11

### ATTENDANCE AT THE MAKING CITIES LIVEABLE CONFERENCE

**FINANCE AND ADMINISTRATION                      (APPROVAL)  
COMMITTEE  
RECOMMENDATION:**

***That Council:***

- 1. approves the attendance of Councillor Adamos at the Making Cities Liveable Conference to be held on 27 to 28 June 2016 in Melbourne at an estimated cost of \$2,355;***
- 2. Councillor Adamos to provide a report of the trip approved in item 1 to the Chief Executive Officer within two months of the event.***

### **BACKGROUND:**

FILE REFERENCE:	P1001324-2
REPORTING UNIT:	Executive Support
RESPONSIBLE DIRECTORATE:	Chief Executive's Office
DATE:	23 May 2016
MAP / SCHEDULE:	Schedule 11 – Making Cities Liveable Conference brochure

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 31 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

The 9<sup>th</sup> Making Cities Liveable Conference will be held from 27 to 28 June 2016 in Melbourne. The Council meeting of **4 June 2013** approved the attendance of Councillor Adamos at the Making Cities Liveable Conference in conjunction with the Sustainable Transformation conference in June 2013 noting its relevance to his role on the Planning Committee of the Council.

Elected Members of the City requesting attendance at Interstate / Overseas Conferences are required to seek Council approval.



## **LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation** N/A

### **Policy**

Policy No and Name: 10.3 Elected Members – Intestate and Overseas Travel Expenses

### **DETAILS:**

The Making Cities Liveable Conference supports improving the quality of life in our capitals and major regional cities, focusing on healthy, sustainable, resilient and liveable cities and will provide a platform to discuss, collaborate and learn.

The conference brochure forms Schedule 11. There are a range of speakers across a number of related industries including government, private sector and academia. Plenary sessions include:

- Improving Liveability: Challenges and Solutions
- Community and Social Development
- Future Technology and Smart Cities
- City Resources: Food, Security, Energy, Water and Waste
- Cities for Everyone: Child and Age Friendly Cities
- Access vs Mobility in Transport
- City Resources: Water
- Bringing Nature Back into Cities
- Growth Transforming our Cities
- Planning for Health: Programs, Food, Lifestyle
- Urban Renewal and Carbon Positive Environments
- Creative Cities
- Effective Place Making

### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 42460000
BUDGET ITEM:	Governance - Members of Council - Councillors
BUDGET PAGE NUMBER:	6
BUDGETED AMOUNT:	\$1,066,667
AMOUNT SPENT TO DATE:	\$ 565,759
PROPOSED COST:	\$ 2,355
BALANCE:	\$ 498,553

All figures quoted in this report are exclusive of GST.

The estimated costs associated with attendance at this event include registration (\$955), economy flights (\$1,000) and accommodation (\$400).

**COMMENTS:**

The Making Cities Liveable Conference provides an opportunity to discuss, collaborate and learn from other key stakeholders across government, private sector and academia and is of relevance to the role of Councillor Adamos on the Planning Committee of the Council.

## **WORKS AND URBAN DEVELOPMENT COMMITTEE REPORTS**

### **ITEM NO: 12**

#### **JACOBS LADDER – PROPOSED CLOSURE TO THE PUBLIC BETWEEN THE HOURS OF 7:00PM AND 7:00AM DAILY**

**WORKS AND URBAN  
DEVELOPMENT COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. approves the advertising of its intention to close Jacobs Ladder on a daily basis from 7:00pm until 7:00am;***
- 2. agrees to seek Minister for Lands approval for the daily closure to the public of Jacobs Ladder between the hours of 7:00pm and 7:00am.***

#### **BACKGROUND:**

FILE REFERENCE:	P1025962
REPORTING UNIT:	Properties
RESPONSIBLE DIRECTORATE:	Construction and Maintenance
DATE:	17 May 2016
MAP / SCHEDULE:	Schedule 12 – Jacobs Ladder Remedial Works Access Gates

The Committee recommendation to the Council for this report was resolved by the Works and Urban Development Committee at its meeting held on 24 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

Jacobs Ladder was originally a wooden structure constructed in 1909. The City of Perth closed the site 50 years later due to its poor condition but several years later rebuilt the structure as it is today.

A recent engineering report determined that the ladder required some work to ensure public safety and it was closed to allow the work to be carried out. It is due to reopen on 30 May 2016.

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

<b>Legislation</b>	Section 58 of the <i>Land Administration Act 1997</i>
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b> Council Four Year Priorities: Living in Perth S9 Promote and Facilitate CBD Living 9.3 Develop Noise Management Strategy

#### **DETAILS:**

The public use of Jacobs Ladder for programmed exercise routines has resulted in many complaints to the City from surrounding residents and others regarding the early morning use and noise levels.

In an effort to address the concerns of the surrounding residents, it is proposed to seek Minister for Lands approval to close the ladder from 7:00pm until 7:00am each day. Ministerial approval is required as Jacobs Ladder is technically a 'road' (extension of Cliff Street).

As part of the current rectification works, gates will be installed at the top and bottom of the ladder. If approved, the gates will be closed and locked at 7:00pm and reopened at 7:00am each day. These hours are commensurate with the City guidelines regarding noise during construction works.

Section 58 of the *Lands Administration Act 1997* contains a requirement for public invitation to comment on the closure which must be sought by way of advertising for a period of not less than 35 days.

Subsequent to the required advertising period, the City may seek Minister for Lands consent to the closure. Any submissions received from the public are to be provided to the Minister.

It is proposed that signage will be installed at the top and bottom of Jacobs Ladder reminding users to be respectful in this residential area and that group exercise is not permitted. These signs will be installed before the reopening of the ladder in late May.

#### **FINANCIAL IMPLICATIONS:**

The previously approved cost of the current remedial works including the installation of the gates is \$119,366.

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

It is expected that, if the ladder is closed, there will be complaints from regular users and media coverage however there is merit in the closure in that it will minimise complaints from surrounding residents, prolong the life of the structure and reduce the likelihood of injury during low light times.

The proposal is supported.

## ITEM NO: 13

### APPROVAL FOR ADVERTISING – DRAFT CITY OF PERTH URBAN FOREST PLAN

**WORKS AND URBAN  
DEVELOPMENT COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. receives the draft City of Perth Urban Forest Plan as detailed in this report titled “Draft City of Perth Urban Forest Plan” and as detailed in Schedule 13;***
- 2. approves the advertising of the draft City of Perth Urban Forest Plan for consultation and feedback noting that a further report will be presented to Council detailing any comments received and any recommended changes to finalise the document.***

#### **BACKGROUND:**

FILE REFERENCE:	P1030783
REPORTING UNIT:	Co-ordination and Design
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	16 May 2016
MAP / SCHEDULE:	Schedule 13 – Draft City of Perth Urban Forest Plan

The Committee recommendation to the Council for this report was resolved by the Works and Urban Development Committee at its meeting held on 24 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

At its meeting held on **13 May 2008**, Council adopted the Street Tree Framework to guide the selection of new trees to be planted in the City.

At its meeting held on **14 September 2010**, Council adopted the Urban Design Framework (UDF) 2029. The UDF recognises the need for our city to be robust and resilient enough to adapt to changing circumstances.

At its meeting held on **14 May 2013**, Council approved Policy 20.9 – Recognising the Amenity Value of the City's Trees that placed a monetary value on the amenity and environmental values of trees in parks and streets.

At its meeting **28 October 2014**, the following Council resolution was adopted:

*“The Council recognises the need for a plan to ensure the City's trees and landscapes are resilient and responsive to a changing environment, and requests that:*

1. *an Urban Forest Plan be developed for the purposes of:*

- *guiding the future development of the City's green infrastructure;*
- *setting targets to increase canopy cover in the public realm;*
- *replacing ageing tree populations; and*
- *protecting the City's existing trees and landscapes.”*

At its meeting held on **15 March 2016**, Council adopted its Environment Strategy. The Environment Strategy articulates the City's aim to lead, inspire and work with our community to ensure Perth is one of the world's most environmentally sustainable cities.

A draft Urban Forest Plan for the City of Perth has subsequently been developed, informed by baseline research studies and various inputs from relevant technical and professional disciplines within the organisation.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

### **Integrated Planning and Reporting Framework Implications**

### **Corporate Business Plan**

Council Four Year Priorities: Healthy and active in Perth

S16 Increase accessibility to green networks in the city.

16.1 Finalise the development of the Urban Forest Plan

## **DETAILS:**

An urban forest is broadly defined as the collection of green spaces, trees and other vegetation that grows within an urban area, on both public and private land. The City's draft Urban Forest Plan covers street and parkland trees planted on land located within the City of Perth boundaries.

The guiding principles of the draft Urban Forest Plan for the City of Perth are to:

- Mitigate the urban heat island effect by cooling our public spaces.
- Create healthy, robust and attractive public spaces that are comfortable for outdoor activity all year round.
- Design for liveability and health and wellbeing.
- Ensure the City is climate responsive.

## **Evidence based planning**

The development of the City's draft Urban Forest Plan is underpinned by technical data collected and analysed by various specialists. These studies provided the data needed to enable the assessment of the City's existing urban forest against a range of commonly accepted performance indicators for urban forest management, including:

- existing levels of tree canopy cover.
- tree health.
- age diversity.
- useful life expectancy.
- species diversity

This data, collected over the summer of 2014 and 2015, included the following:

- Baseline measurements of existing tree canopy cover using high resolution airborne multispectral imaging.
- Audits to identify existing sites lacking adequate tree canopy cover.
- Street and parkland audit to ascertain information on the age, size, lifespan, species, health and structural condition and any historical and cultural significance of the City's trees.
- City-wide aerial mapping of heat island effect using airborne thermal imaging and satellite data.
- Thermal imagery at street level to ascertain the effect tree canopy size has on temperatures in the public realm.

While the satellite data used for the draft Plan was collected on 10 January 2014, this will be superseded in the final document by data from the heatwave experienced in February 2016 and will include areas such as Elizabeth Quay, Perth City Link and the new City of Perth boundary.

## **Findings**

Research findings indicate that the City's Urban Forest is generally performing well against the key performance indicators:

- Health - 92% of trees are in good or excellent health.
- Age Diversity - there is good spread of age classes.
- Useful Life Expectancy (ULE) - 88% of trees have a medium to long term ULE.
- Tree Diversity – 40 different tree families and over 260 different tree species.

The research findings also highlighted some important challenges including:

- Increasing tree canopy cover to mitigate the urban heat island effect.
- Securing a sustainable water supply.



- Addressing the aging tree population.
- Improving tree diversity.
- Maintaining and maximising levels of tree health.

### **Refinement of the Plan through Consultation**

The draft Urban Forest Plan is now at a stage where input from various relevant external stakeholders would add value to the document. It is proposed that the draft Plan be made available to the general public on the City of Perth and Engage Perth websites. In addition to this, the following stakeholders will be contacted directly for feedback:

- Relevant State Government agencies;
- Adjoining Local Government authorities;
- Relevant academics from WA Universities;
- Relevant industry groups and professional institutes;
- Arboriculture Australia and nursery associations;
- Specific community interest groups; and
- Relevant infrastructure and service providers.

### **FINANCIAL IMPLICATIONS:**

There are no direct financial implications associated with this Report.

There will be financial implications associated with the adoption of the final Urban Forest Plan and the associated implementation plan.

### **COMMENTS:**

The City's Strategic Community Plan – Vision 2029+ identifies 'Greening in the City' as one of the important influencers in the planning of our city.

The City's draft Urban Forest Plan covers street and parkland trees planted on land located within the City of Perth boundaries. It currently excludes those parts of the City of Subiaco that will be amalgamated with the City of Perth, under the provisions of the City of Perth Act 2016. These areas along with Elizabeth Quay and Perth City Link will be included in the finalisation of the Plan.

The City of Perth's draft Urban Forest Plan is an important strategic action plan for the protection, management and expansion of the urban forest. It recognises the urban forest as a critical element of infrastructure for its on-going contribution to city liveability, community health and well-being and climate resilience. The proposed stakeholder consultation will enable the draft document to be refined, finalised and presented back to Council for consideration during August 2016.

## ITEM NO: 14

### APPROVAL – CITY OF PERTH TAXI RANK DESIGN GUIDE

**WORKS AND URBAN  
DEVELOPMENT COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. approves the 'Taxi Rank Design Guide', detailed in Schedule 14, in line with the adopted CBD Taxi Rank Strategy and endorses the future implementation of taxi ranks in accordance with the Guide as detailed in this report; and***
- 2. notes that the 'Taxi Rank Design Guide' was developed together with the Department of Transport, the Taxi Council of Western Australia and will be used to guide the design of taxi ranks in other local government authorities.***

### **BACKGROUND:**

FILE REFERENCE:	P1021424
REPORTING UNIT:	Coordination and Design
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	2 May 2016
MAP / SCHEDULE:	Schedule 14 – Taxi Rank Design Guide Schedule 15 – Letter – Department of Transport

The Committee recommendation to the Council for this report was resolved by the Works and Urban Development Committee at its meeting held on 24 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

**Meeting Note:** At the Works and Urban Development meeting held on 24 May 2016 the Acting Director Planning and Development re-emphasised to the Committee that the Taxi Rank Design Guide may be used for reference by other local government authorities in the production of their own area relevant guides.

Perth's taxi service is a key component of the city's integrated transport network. A CBD Taxi Rank Strategy Working Group, formed in 2011 and consisting of the

Department of Transport, City of Perth, Taxi Council of Western Australia and the Taxi Industry Forum of Western Australia, determined that improving taxi ranks was fundamental to improving the availability of taxis in the City. Consequently, the CBD Taxi Rank Strategy (the Strategy) was devised with an objective to:

*“deliver an integrated approach to taxi ranks that aligns with the short, medium and long term vision for transport in the Perth CBD. The Strategy provides a framework for the provision of safe and secure ranks in the CBD that are easily identified and accessible for both taxi drivers and consumers.”*

At its meeting held on **13 March 2012** the following Council resolution was adopted:

*“That the Council:*

- 1. approves the draft Taxi Rank Strategy, as detailed in Schedule 17;*
- 2. notes that all future plans for modifying existing ranks or creating new ones as part of an implementation plan will be presented back to Council for consideration and approval;*
- 3. notes that any funding required to modify existing or creating new taxi ranks will be shared with the State Government on a 75% State and 25% City split.”*

The Taxi Rank Strategy was endorsed by the Minister of Transport in April 2012.

## **LEGISLATION / STRATEGIC PLAN / POLICY:**

### **Integrated Planning and Reporting Framework Implications**

### **Corporate Business Plan**

Council Four Year Priorities: Getting Around Perth  
S3 Proactive planning for an integrated transport system, including light rail, that meets community needs and makes the sustainable choice the easy choice

### **Policy**

Policy No and Name: 22.9 – On Street Parking Policy

## **DETAILS:**

One of the key deliverables of the Strategy was to develop a CBD Taxi Rank Design Guide (refer to Schedule 14). Over the past 18 months, representatives from the City of Perth have met regularly with the Department of Transport and the Taxi Council of Western Australia to develop this document.

The guide provides a framework for creating new taxi ranks within the City of Perth, in particular:

- where to locate the taxi rank;
- what site investigations are required prior to designing the rank;
- who to consult with when designing a rank;

- how to determine the capacity and dimensions of the rank;
- universal access requirements;
- safety and security requirements;
- what critical infrastructure is required at the rank;
- what additional infrastructure may be provided at the rank for patrons; and
- how to implement rank infrastructure in constrained City of Perth streets.

The Guide also establishes the standard to which existing ranks shall be upgraded over time when funding becomes available.

The Guide was adapted from the Australian Taxi Industry Association (ATIA) Taxi Rank Design Specification, and has also been informed by:

- Legislation, such as the *Road Traffic Code* and the *Disability Discrimination Act*;
- City of Perth Design and Construction Notes;
- Australian Standards, such as the Design for Access and Mobility, Manual of Uniform Traffic Control Device, Parking Facilities – On-street Parking;
- Designing Out Crime Planning Guidelines;
- Disability Standards for Accessible Public Transport 2002; and
- City of Perth On-Street Parking Policy 22.9.

In addition, accredited access consultants were engaged to provide advice on access and design for people with disabilities, which has been incorporated into the document. The Guide has been presented in a user-friendly format and shall be reviewed every four years to ensure its content remains current.

## **FINANCIAL IMPLICATIONS:**

There are no financial implications of this report.

## **COMMENTS:**

A consistent approach to taxi rank design across the City will lead to a safer, more accessible and legible taxi transport service. The design guidelines ensure that taxi rank infrastructure will be seamlessly integrated into the City's often constrained streetscapes.

In a letter dated 4 April 2016, the Department of Transport formally approved the Taxi Rank Design Guide (refer to Schedule 15). The Department intends for the Guide to be adapted by other local governments to standardise the design and implementation of taxi ranks throughout Western Australia.

## ITEM NO: 15

### FUNDING FOR AN ADDITIONAL PURPOSE – FORREST PLACE WATER LABYRINTH DIGITAL SIGNAGE

**WORKS AND URBAN  
DEVELOPMENT COMMITTEE  
RECOMMENDATION:**

**(APPROVAL)**

***That Council, in accordance with Part 6.8 (1a) of the Local Government Act 1995, approves by AN ABSOLUTE MAJORITY the amount of \$50,000 (excluding GST) for the additional purpose of manufacturing two digital signs in Forrest Place, for the Water Labyrinth.***

#### **BACKGROUND:**

FILE REFERENCE:	P1007164-2
REPORTING UNIT:	Marketing and Communications
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	21 April 2016
MAP / SCHEDULE:	Schedule 16 – Examples of Proposed Digital Signage (Requested by the Works and Urban Development Committee at the meeting held 24 May 2016)

The Committee recommendation to the Council for this report was resolved by the Works and Urban Development Committee at its meeting held on 24 May 2016.

**The Committee recommendation to the Council is the same as that recommended by the Officers.**

Department of Health classified the Water Labyrinth in Forrest Place as a Class 4 Aquatic Facility in November 2014. The City of Perth Parks Unit has been issued a Certificate of Compliance in accordance with *Regulation 15 (1) of the Health (Aquatic Facilities) Regulations 2007* and the Code of Practice for the Design, Construction, Operation, Management and Maintenance of Aquatic Facilities.

To ensure the City continues to operate in compliance with the code, certain conditions applicable to the public interacting with the Water Labyrinth need to be displayed at all times on signage. The signage must display advice as specified by the Department of Health including:

- Patrons not to drink the water;
- Directing patrons to the nearest drinking fountains;

- Directing patrons to the nearest public toilets; and
- Advising patrons that babies and young children who ordinarily wear a nappy should wear an aqua nappy while using the water feature.

In addition, a risk assessment of the Water Labyrinth has identified that certain warnings and precautions are required to be displayed to mitigate the risk of injury, complaints and possible litigation against the City as a result of the public interacting with the Water Labyrinth. These include:

- Cautioning patrons that the area is slippery when wet;
- Advising patrons that there are risks associated with young children using water features and that carers must evaluate these risks before allowing children to participate; and
- Children must be supervised by an adult at all times.

At present, temporary signage made of corflute displays the above guidelines to meet the Department of Health conditions. This signage needs replacing often and is not a sustainable option or visually attractive. Therefore permanent signage is required.

#### **LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**

Council Four Year Priorities: Capable and Responsive Organisation.

S18 Improve the customer focus of the organisation.

**Policy**

Policy No and Name: 9.1 – Budget Policies

#### **DETAILS:**

##### **Benefits of Digital Signage**

To improve the customer service standards the City provides, it is proposed the signage that is to display the required guidelines and conditions of use, is digital. This would provide the City with the opportunity to provide up to date and real-time information on the Water Labyrinth's operating times, planned outages (for events and/or maintenance) and can be used as a tool to communicate any unforeseen malfunctions in a timely manner directly to the users in Forrest Place.

Previously, the inability to target the users in Forrest Place on why the Water Labyrinth is not operating (whether it due to operating hours, scheduled events or unforeseen circumstances), has resulted in confusion, frustration and complaints. The digital signage would in turn reduce the number of complaints received by the City, particularly in summer, about the Water Labyrinth.

At present, this information is communicated to the public via the City of Perth website and on social media platforms and has minimal results in reaching those affected.

A secondary benefit of digital signage in Forrest Place is being able to promote and notify the public of upcoming events in the area. Using the signage as a marketing tool, in addition to its primary use will encourage visitors and city workers to return to the city for future planned events.

## **Design**

Consultation has occurred with the Coordination and Design Unit with an agreed design for the digital signage being developed and discussed with potential suppliers. Initial quotes have been sourced from four suppliers for two proposed signage units (one to be positioned at the north end and one at the south end of Forrest Place, to best meet the objectives of the sign). Final quotes will need to be sourced once the project is approved.

Each sign would stand at approximately 2,100mm high and 850mm wide with a 55" LCD screen fitted in an enclosure, or casing. The casing would have a brush aluminium or high quality stainless steel finish, to complement the existing handrails and power outlet access doors in Forrest Place. The LCD screens will have software that will enable the Marketing and Communications Unit to control and update the content of the screens from the office, in real time. The screens have a 3 year guarantee; however the expected lifecycle of the digital signage is for many years with an expected annual maintenance spend to be negligible, as per advice from the manufacturer.

The casing is waterproof, treated to minimise glare, includes internal thermostat controlled fans to ensure no heat or condensation build up, key locks for theft deterrent and has specialised anti reflective and toughened glass that is resistant to scratches and chemical attack.

Under the draft revised City Planning Scheme (no2) Signs Policy, this signage is considered to be a ground based, small, animated sign located within the Retail Core Area of Forrest Place. The Policy states that animated content *"may be permitted on signs in public spaces within the Retail Core Area designed for people to linger for an extended period of time, where the content will add to the use and vibrancy of the area"* and that *"sign content that provides community information in public spaces within these areas is generally encouraged"*.

## **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CW1957
BUDGET ITEM:	Cliff St / Mounts Bay Road
BUDGET PAGE NUMBER:	N/A
BUDGETED AMOUNT:	\$50,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$50,000
BALANCE:	\$0
ANNUAL MAINTENANCE:	Negligible
ESTIMATED WHOLE OF LIFE COST:	\$60,000

All figures quoted in this report are exclusive of GST.

Due to the changes experienced in the Economic Development and Activation Directorate as part of the organisational restructure, time constraints prevented the additional funds being requested in the budget review before the deadline. Upon a late request of this, the advice given was to identify existing funds due the insignificant amount required for the project.

The Co-ordination and Design Unit have identified capital budget that is no longer required for the 2015/16 financial year, due to the Cliff Street / Mount Street upgrade project not proceeding in this financial year but being included for consideration in the upcoming 2016/17 Budget. Co-ordination and Design have agreed to provide \$50,000 of this capital budget to the Water Labyrinth digital signage project.

No additional funds will be required for the electrical/fibre installation as this will be conducted by the City's network contractor and budgeted for by Information Services.

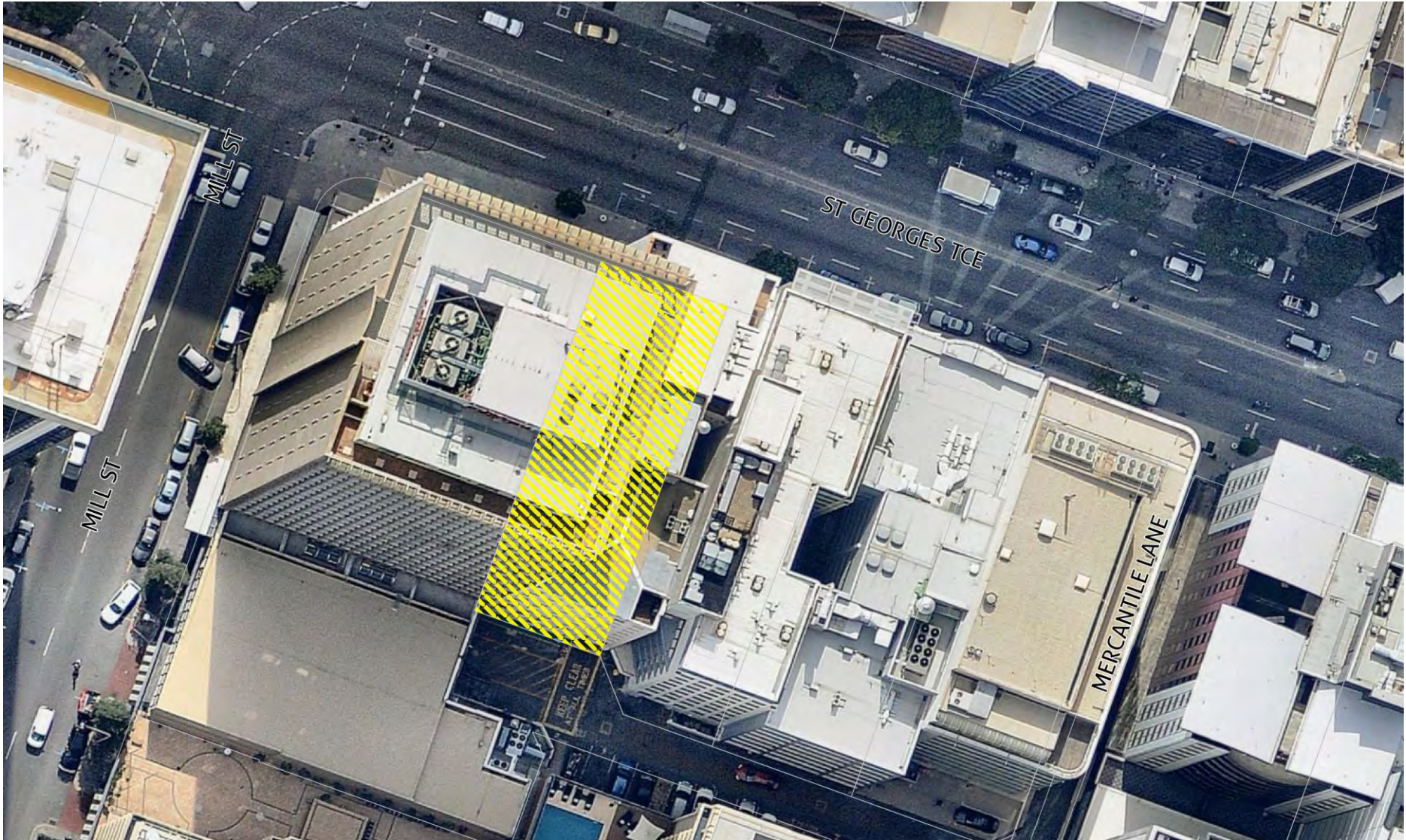
## **COMMENTS:**

Digital signage has many benefits over a static ordinary sign and provides the City with the opportunity to improve on the customer service levels currently being offered to users of the Water Labyrinth. This aligns with the City's strategy of improving the customer focus of the organisation. Funds identified within the 2015/16 budget from Co-ordination and Design will fund this project and ensure Department of Health conditions are complied with, to reduce the risk of a temporary shutdown of the Water Labyrinth. A Gateways Project Brief and Status Workbook have been started for this project.



SCHEDULES  
FOR THE COUNCIL  
MEETING  
TO BE HELD ON  
7 JUNE 2016

## SCHEDULE 1



**2016/5055 - 189 (LOT 4) ST GEORGES TERRACE, PERTH**



PERSPECTIVE VIEW

ST GEORGES TRC

MILL STREET

ENTRY

Exist: Glazed Foyer / Restaurant

Multi Storey Building

LOT 44

Multi Storey Building

LOT 4

PROPOSED LED PANEL

LED panel Fixed to building located on LOT 4



PLAN VIEW

Scale 1:200

Development Approvals Unit  
08 MAR 2016  
APPLICATION ACCEPTED



ph 93772312  
mob 0417930701

Revision details

Client:

**Skyline Digital** Pty Ltd

PO Box 749, Subiaco, WA, 6904

M: 0439909318

P: 08 93644955

Proposed:

**LED PANEL**

Revision: R3.1

DATE: 17/09/15

Location:

**189 ST GEORGES TERRACE  
PERTH**

SHEET SIZE: A3

**P2 of 5**

LOT 44  
Multi Storey Building

LOT 4  
Multi Storey Building

7900

Check measurement on Site

PROPOSED LED PANEL

300

7000

10000

5500

7000

Check measurement on Site

500 wide Border frame

LED Panel  
6x9m

500 wide Border frame

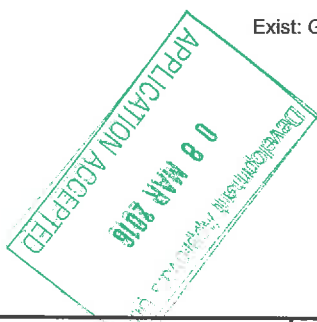
Exist: Glazed Foyer / Resteraunt structure

ST GEORGES TRC Street Level

MILL ST .... Street Level

ELEVATION 2  
Mill Street

Scale 1:200



ph 93772312  
mob 0417930701

Revision details

Client:

**Skyline Digital** Pty Ltd  
PO Box 749, Subiaco, WA, 6904  
M: 0439909318  
P: 08 93644955

Proposed:

**LED PANEL**

Revision: R3.1

DATE: 17/09/15

Location:

**189 ST GEORGES TERRACE  
PERTH**

SHEET SIZE: A3

**P4 of 5**

LOT 44  
Multi Storey Building

LOT 4  
Multi Storey Building

NOTE:  
LED panel Fixed to building located on LOT 4

PROPOSED LED PANEL

1000

10000

5500

7000

Check measurement on Site

Exist: Glazed Foyer / Restaurant structure

ENTRY

ST GEORGES TRC Street Level

ELEVATION 1  
ST Georges Terrace

Scale 1:200



ph 93772312  
mob 0417930701

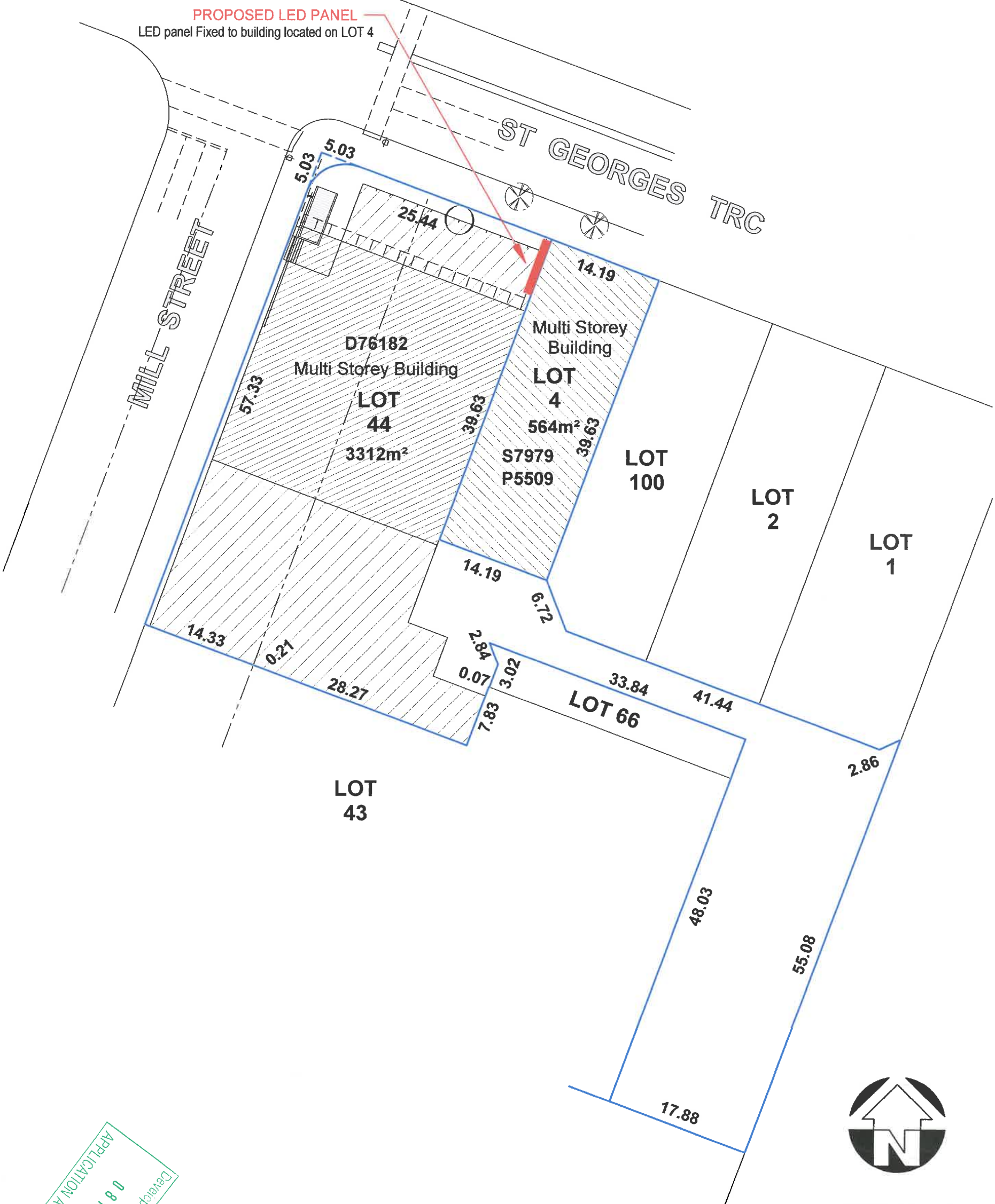
Revision details

Client:  
**Skyline Digital** Pty Ltd  
PO Box 749, Subiaco, WA, 6904  
M: 0439909318  
P: 08 93644955

Proposed:  
**LED PANEL**

Revision: R3.1	DATE: 17/09/15
Location: <b>189 ST GEORGES TERRACE PERTH</b>	
SHEET SIZE: A3	<b>P3 of 5</b>

08 MAR 2015  
APPLICATION ACCEPTED  
Development Approval



**SITE PLAN**  
Scale 1:500

Development Approvals Unit  
08 MAR 2016  
APPLICATION ACCEPTED

 ph 93772312 mob 0417930701	Revision details	Client: <b>Skyline Digital</b> Pty Ltd PO Box 749, Subiaco, WA, 6904 M: 0439909318 P: 08 93644955	Proposed:  <b>LED PANEL</b>	Revision: R3.1	DATE: 17/09/15
				Location: <b>189 ST GEORGES TERRACE PERTH</b>	
				SHEET SIZE: A3	<b>P1 of 5</b>

**Event Sponsorship**

**Assessment Schedule**  
**Round One 2016/17**

## SCHEDULE 2

### EVENTS

#### Event Sponsorship Evaluation Form

<b>Applicant:</b>	Targa West Pty Ltd
<b>Event:</b>	Quit Targa West
<b>Date and Time:</b>	11 – 14 August 2016
<b>Location:</b>	Perth and surrounds
<b>Total Cost of Event:</b>	\$669,500
<b>Sponsorship Requested:</b>	\$54,500
<b>Sponsorship Recommended:</b>	\$47,500

#### Background on Applicant:

Targa West Pty Ltd is a motoring event management company specialising in high profile motor sports events exclusively based in Western Australia. Quit Targa West has been held in Perth since 2005. The event is sanctioned and supported by the Confederation of Australian Motor Sport Inc. 2016 marks 12 years of the event and organisers have once again requested cash sponsorship for components of the event to be held in the City of Perth.

#### Summary of Event:

Quit Targa West is a four day tarmac rally with 100 classic and modern cars competing over 30 special rally stages in Perth and surrounds. The event will be held from Thursday 11 August to Sunday 14 August 2016. The course travels through Kalamunda, Toodyay, Malaga and Bullsbrook and finishes in a Super Stage in the city. Organisers have requested cash sponsorship of the following components which will take place in the City of Perth:-

#### **Pre-event Car Display, Murray Street Mall – Thursday 21 July 2016**

Quit Targa West displays a number of vehicles in the heart of the city a few weeks prior to the event to raise public awareness and the profile of the event.

#### **Ceremonial Start, Forrest Place and Murray Street Mall – Thursday 11 August 2016**

The official ceremonial start of the event takes place in the city. This component includes car displays and allows the public to see 100 rally cars drive out to start the rally event. Cars assemble from mid-morning with the first car departing at 1.00pm. This scheduling activates the city on a Thursday morning and has allowed a greater attendance over the past three years of the event.



## SCHEDULE 2

### **Northbridge Show'n'Shine, Lake and James Streets – Friday 12 August 2016**

The Northbridge Show'n'Shine will again be held on a Friday night on Lake and James Streets in Northbridge. The event is a display of rally cars from the event and attracts approximately 5,000 spectators. Surrounding restaurants advise that the event historically provides one of the biggest trading nights of the year for them.

### **Grand Finale City of Perth Super Stage – Sunday 14 August 2016**

The Super Stage in the city is the final stage of the rally and also includes exotic, classic and historical race car sprints and displays. The City of Perth Super Stage is set against the backdrop of Riverside Drive. This component attracted an estimated 6,000 spectators to the City in 2015. In 2015 the Super Stage was held in Supreme Court Gardens as Langley Park was unavailable. In 2016 the stage will return to Langley Park.

Organisers anticipate a total attendance of 31,500 over the whole event, with the City components attracting the highest attendance.

The official accommodation venue for the event is the Hyatt Regency Hotel where the official gala dinner for 500 people is held. In 2015 the official rally headquarters and overnight Parc Fermé moved to the Tattersalls Bowling and Recreation Club in the city. This was a strategy on behalf of the event organisers, to encourage more competitors, crew and families to utilise city accommodation for the event.

The event receives media coverage in local press and television news, as well as the nationally broadcast event documentary (proposed to run on OneHD, Ch7 or 7Mate). The documentary will also be broadcast internationally in the United States, France, New Zealand and the United Kingdom. Organisers estimate that media coverage for the 2016 event will exceed \$800,000 in value.

### **Funding**

The total cost of the event is \$669,500. Organisers have requested cash sponsorship of \$54,500 for the event (8% of the total event cost).

City of Perth Parking has supported the event through a contra agreement with event organisers since 2013. CPP provides the use of the Terrace Road carpark for the event, in return for advertising CPP carparks and promotion of the CPP app. In 2016 the value of this support is approximately \$25,000 and is subject to Targa West securing the relevant approvals.

Organisers receive in kind support from other Local Government Areas. This support is associated with the use of roads, car parking areas, parks and gardens, resident notifications, road repairs and street sweeping. Organisers advise that almost 70% of the event is held within the City of Perth.

## SCHEDULE 2

Targa West has been supported by the City since 2005. The City increased its level of sponsorship in 2010 when the City's Super Stage was introduced. The following table shows the City's support for the event since 2010.

<b>Year</b>	<b>Amount</b>
2010	\$50,000
2011	\$51,300
2012	\$53,000
2013	\$54,500
2014	\$54,500
2015	\$50,000

In 2015 the amount provided for the event was reduced to allow for support of other sponsorship applicants.

### Event Sponsorship Comparison

<b>Year / Event</b>	<b>Amount</b>	<b>Attendance</b>	<b>Subsidy</b>
Perth Chinese New Year Fair 2016	\$60,000	90,000	\$0.67
Open House Perth 2015	\$45,000	65,000	\$0.69
Quit Targa West (requested)	\$54,500	31,500	\$1.73
(recommended)	\$47,500		\$1.51

### Eligibility for Sponsorship:

<b>Criterion</b>	<b>Satisfied</b>
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.

Targa West has a strong national profile and receives national and international media coverage. The event will increase visitation to the city, encourages use of the city's public spaces and increases economic benefit in the city. The event will increase activity and tourism in the city over a number of days. Restaurants in the vicinity of the Northbridge Show'n'Shine event advise that the event historically provides them one

## SCHEDULE 2

of the biggest trading nights of the year, with an estimated 5,000 people attending this component in James and Lake Streets.

The Targa West Tarmac Rally is a four day event attracting 1,500 participants and 30,000 attendees. Participants stay in city accommodation for the duration of the event. The expected economic output for the event is \$7.3 million. This is a return on investment for the recommended level of sponsorship of 1:147.

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

The event will utilise key city public spaces including Langley Park, Forrest Place and Northbridge Streets.

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

All elements of the event are free for the public to attend.

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

The event will not be held exclusively in the city, however the sponsorship application is for elements of the event held in the City of Perth Local Government area only. Organisers advise that the city components attract the largest audience and that 70% of the event is held in the city.

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

Organisers will provide the following benefits for the recommended sponsorship of \$47,500:-

- the City of Perth to hold co-naming rights to the City of Perth Super Stage on the Swan River Foreshore;
- an opportunity for the City to display signage at pre-event functions and during the event;
- the City of Perth logo to appear on advertising, posters, roadbooks and on the Start and Finish arches and the event website;
- a City of Perth digital banner to appear on the event website;
- a City of Perth advertisement in the official roadbook provided to all competitors and crew;
- the Lord Mayor, or representative, to be invited to officiate at a number of high profile functions including the Ceremonial Start in Forrest Place;

### **6. Additional benefits to be provided:**

Organisers will provide the following benefits for the requested cash sponsorship of \$54,500:-

- the City of Perth to receive a 30 second TV commercial on the official event DVD.

## SCHEDULE 2

---

**Comments:**

Quit Targa West is a high profile rally event with key components held in the city. Organisers advise that the city components are the most highly attended over the whole event. The event increases activity and tourism in the city, and provides economic benefit for local businesses. The event activates key city spaces such as Langley Park, Forrest Place and Northbridge. The Rally Headquarters and Parc Ferme are located at Perth Tattersalls Bowling Club and the Official Accommodation and Gala Dinner are located at the Hyatt Regency. Northbridge businesses advise that the Show'n'Shine event is one of their biggest trading nights of the year.

The event receives national and international media coverage and helps to position Perth as a premier destination for entertainment and tourism. Cash sponsorship of \$47,500 is recommended.

---

## SCHEDULE 2

<b>Applicant:</b>	Aboriginal Health Council of WA
<b>Event:</b>	Christmas in Whadjuk City: Carols by Candlelight
<b>Date and Time:</b>	Saturday 3 December 2016, 4.00pm - 8.30pm
<b>Location:</b>	Wellington Square
<b>Total Cost of Event:</b>	\$49,975.50
<b>Sponsorship Requested:</b>	\$20,000
<b>Sponsorship Recommended:</b>	Decline

### **Background on Applicant:**

The Aboriginal Health Council of WA (AHCWA) has been operating for 10 years. The organisation aims to:-

- lead the development of Aboriginal Health policy;
- influence and monitor the performance across the health sector;
- advocate for and support community capacity building in Aboriginal Communities;
- support the continued development of Aboriginal community controlled health services; and
- build the workforce capacity to improve the health, social and emotional wellbeing of Aboriginal people of Western Australia.

The organisation delivered the Close the Gap Moorditj Moort Festival in Wellington Square in 2015 and 2016.

### **Summary of Event:**

Christmas in Whadjuk City: Carols by Candlelight is to be held on Saturday 3 December 2016 in Wellington Square. The event will run from 4.00pm to 8.30pm and aims to be an inaugural Christmas Celebration with a strong focus on local Aboriginal Health culture and promotion. The event will have the key theme of reconciliation and will be strictly drug, alcohol and smoke free.

The event will be broken into two parts:-

- 4.00pm to 6.00pm – Family friendly health expo with interactive stalls from relevant health organisations, interactive activities for children and a local Aboriginal art and craft market;
- 6.00pm to 8.30pm - Performance component including Welcome to Country, health promotion messages, dance performances, guest speakers, Christmas Carols by local Aboriginal musicians and an appearance by Santa.

## SCHEDULE 2

Christmas in Whadjuk City will encourage the positive sharing of local Aboriginals culture incorporating language, traditional dance, performances, art and ceremonies. The event encourages participation from the local Aboriginal community as well as the wider community. Total attendance at the event is estimated at 1,100.

The event has not previously been held.

### Funding

The total cost of the event is \$49,975.50. Organisers have requested cash sponsorship of \$20,000 for the event (40% of the total cost of the event). The event is seeking the remaining funding from other organisations including Healthway, Lotterywest, BHP and Commonwealth Bank.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Claisebrook Carnivale and Duck Derby 2016	\$20,000	10,000	\$2.00
Songkran Festival Perth 2015	\$11,760	6,000	\$1.96
<i>Christmas in Whadjuk City (requested)</i>	<i>\$20,000</i>	<i>1,100</i>	<i>\$18.18</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 has a relatively small estimated attendance of 1,100. The aim of the event is community building, and it is unlikely to increase economic investment in the city beyond potential contracting of local services. The event may create some vibrancy around Christmas time.

#### 2. Encourages use of public spaces.

The event will be held in Wellington Square.

## SCHEDULE 2

**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 will be held exclusively in the City of Perth.

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

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

- the City of Perth crest to appear on all promotional material;
- the Lord Mayor, or representative, to be invited to speak at the event.

---

**Comments:**

Christmas in Whadjuk City: Carols by Candlelight is a new event to the City, to be held in Wellington Square in the lead up to Christmas. The event has a community health and reconciliation theme and as such does not meet the objectives of Event Sponsorship of increasing economic benefit in the City and positioning the city as a city of regional and international significance. Organisers have requested a high percentage of sponsorship and are offering minimal benefits for the requested support. It is recommended that cash sponsorship is declined for this event.

---

## SCHEDULE 2

<b>Applicant:</b>	Temple of Fine Arts Inc.
<b>Event:</b>	Swan Festival of Lights
<b>Date and Time:</b>	Friday 28 – Sunday 30 October 2016, 5.00pm to 10.00pm.
<b>Location:</b>	Elizabeth Quay
<b>Total Cost of Event:</b>	\$838,000
<b>Sponsorship Requested:</b>	\$75,000
<b>Sponsorship Recommended:</b>	\$25,000

### **Background on Applicant:**

The Temple of Fine Arts Incorporated (TFA) has presented the Swan Festival of Lights since 2008. The Temple of Fine Arts is a not-for-profit association run by volunteers, which seeks to serve the community through the arts. TFA promotes performing and visual arts and encourages the exchange of ideas between different cultural groups.

### **Summary of Event:**

The Swan Festival of Lights will be held from Friday 28 to Sunday 30 October 2016, on Elizabeth Quay. The event is an alcohol-free family friendly multicultural festival running from 5.00pm to 10.00pm over three days. The festival includes:-

- performances by local and international artists;
- craft and activity stalls;
- food and beverage stalls;
- healthy living workshops;
- music, dance, art and craft workshops;
- cooking demonstrations;
- nightly cultural performances;
- afternoon workshops; and
- fireworks at the end of each night.

The festival is free to the public to attend. The event culminates on Deepavalli – an Indian cultural festival of lights. Deepavalli is traditionally a community wide celebration and the Swan Festival of Lights continues this theme by including a range of local performing artists from a range of WA ethnic communities. In addition, organisers plan for the 2016 Festival to feature a number of high calibre international artists including Ustad Usman Khan (Indian Sitar maestro) and a dance or music troupe from the Indian Council of Cultural Relations.



## SCHEDULE 2

Organisers work with the Bell Tower and Annalakshmi on Swan for the event, with Annalakshmi on Swan being the sole supplier of food.

Since 2010 the event has been raising funds for community and charitable organisations such as the David Wirrapanda Foundation, Starlight Foundation and Communicare through the sale of Candles for Charity.

The event has grown in attendance from 3,000 at its inception in 2008, to 30,000 in 2013, 2014 and 2015. Organisers anticipate an attendance of 35,000 at the event in 2016.

### Funding

The total cost of the event is \$838,000. Organisers have requested cash sponsorship of \$75,000 (9% of the total cost of the event). The City has supported the event since 2009 with cash sponsorship as follows:-

Year	Sponsorship
2009	\$15,000
2010	\$10,000
2011	\$9,990
2012	\$10,000
2013	\$30,000
2014	\$30,000
2015	\$30,000

Organisers are seeking funds from the Office of Multicultural Interests, Lotterywest, Healthway, MRA and the Department of Immigration and Citizenship, as well as corporate sponsors. MRA are providing support in the form of cash and in kind sponsorship.

Cash sponsorship of \$25,000 (3% of the total cost of the event) is recommended.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Buddha's Birthday and Multicultural Festival 2016	\$39,000	40,000	\$0.98
Japan Festival 2015	\$8,400	15,000	\$0.56
<i>Swan Festival of Lights</i> (requested)	\$75,000	35,000	\$2.14
(recommended)	\$25,000		\$0.71

### 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

## SCHEDULE 2

### **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 contributes to several of the City's marketing objectives. The event will increase visitation to the city with an estimated 35,000 people attending the event over three days. The Festival will create vibrancy in the city. The event may provide some economic benefit for businesses, within the city. Organisers work with the Bell Tower and Annalakshmi on Swan for the event, with Annalakshmi on Swan being the sole supplier of food.

The Swan Festival of Lights is a three day event attracting 400 participants and 35,000 attendees. The expected economic output for the event is \$6.088 million. For the recommended sponsorship level of \$28,000 this is a return on investment of 1:217.

#### **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.**

The event is free to the public to attend and attendance at the event is free, food and beverages are available 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:**

Event organisers will provide the following benefits for the recommended cash sponsorship of \$28,000:-

- the City of Perth crest to appear in all promotional material for the event, including;
  - print material;
  - billboard signs and banners;
  - the event website and social media;
  - the large screen at the event;
- the Lord Mayor, or representative, to be invited to officially open the Festival;

## SCHEDULE 2

- the support of the City of Perth to be acknowledged by the MC at the event;
- an opportunity for the City to display signage at the event;
- a hyperlink from the event website to the City of Perth website; and
- the support of the City of Perth to be acknowledged through radio advertising and interviews (where possible).

### **6. Additional benefits to be provided:**

Organisers will provide the following additional benefits for the requested cash sponsorship of \$75,000:-

- the City of Perth to receive naming rights to the event as the City of Perth Swan Festival of Lights.

---

### **Comments:**

The Swan Festival of Lights has been held in the City since 2008. In 2013 the event received an increase in the level of sponsorship provided to bring the sponsorship into line with that provided to other events of a similar scale. The event is estimated to attract more than 35,000 people to the city and is free to the public to attend. In 2016 event organisers are planning to move the event to Elizabeth Quay. Cash sponsorship of \$25,000 is recommended.

---

## SCHEDULE 2

<b>Applicant:</b>	Open House Perth
<b>Event:</b>	Open House Perth
<b>Date and Time:</b>	Saturday 11 to Sunday 12 November 2016, 10.00am to 5.00pm
<b>Location:</b>	Perth, East Perth, North Perth, Northbridge, Crawley, West Perth, Subiaco, Nedlands
<b>Total Cost of Event:</b>	\$170,000
<b>Sponsorship Requested:</b>	\$52,500
<b>Sponsorship Recommended:</b>	\$40,000

### **Background on Applicant:**

Open House was founded in London in 1992. It is now held in more than 35 cities including New York, Barcelona, Chicago, Melbourne and Rome. Open House is an international family of cities with a common goal to advocate good design to the public by unlocking the door to the City's best architecture and design.

Open House Perth opens great design projects in the city to the general public, free of charge. The annual weekend event includes events, tours, talks, competitions and exhibitions and includes a junior program and installation activities open for public participation. The event is committed to showcasing great design, and weekend is complemented with a series of pop up and speaker events throughout the year.

### **Summary of Event:**

Open House Perth will be held across various locations from Saturday 11 to Sunday 12 November 2016. The focus of Open House Perth is to provide a better understanding of architecture and design in the city. In 2016, Open House Perth destinations will include a range of residential, commercial, hospitality, civic and performance spaces showcasing world class design projects.

The event was first held in Perth in 2012 with 56 destinations and events open to the public. In 2016 organisers anticipate a programme of over 70 destinations open to the public as part of the event.

The 2016 event will include the following components:-

- official media launch;
- official event launch;
- Open House Perth junior program;
- Love Your City program;

## SCHEDULE 2

- a speakers series of events to be held in the lead up to the event, including presentations from architects;
- volunteer events.

Open House Perth is committed to maintaining a ratio of 80% of destinations located within the City of Perth. New destinations for 2016 will be centred around the UWA precinct which will be newly under the City of Perth local Government Area.

Since its inception in 2012, Open House Perth destinations have received over 170,000 visits. The event has received annual media coverage across TV, radio, newspaper, websites, blog editorials and magazines. The 2015 event saw a large growth in attendance with a 228% increase on that in 2014.

Organisers anticipate an attendance of 70,000 at the event with an additional 5,000 – 10,000 attending pop up events in the lead up to the Open House weekend.

The event has some strong cross-over with Heritage Perth's Heritage Perth Open Days and the two events could significantly assist each other with cross promotion and collaboration. It is recommended that cross promotion of Heritage Perth is a condition of sponsorship of Open House.

### Funding

The total cost of the event is \$170,000. Organisers have requested cash sponsorship of \$52,500 for the event (31% of the total cost of the event). This is an increase of \$7,500 on the amount provided in 2015. Organisers have requested the additional funding for the 2016 event in line with the growth of the event and the need for the event to continue to lift its profile, aid audience growth and attract suitable expertise to assist with managing the event. Cash sponsorship of \$40,000 (23.5% of the total cost of the event) is recommended.

Organisers advise that should they be unsuccessful in securing sponsorship from the city, the event would continue, however the scale of the event and its propensity to boost local industry, retailers and food and beverage providers would be impacted.

Open House Perth is seeking additional sponsorship from Lotterywest, MRA, the City of Vincent, architecture and design practices, building industry sponsors and building product suppliers. Organisers are also in negotiations with previous sponsors and partners.

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

<b>Year</b>	<b>Amount</b>	<b>Attendance</b>
2012	\$10,000	47,640
2013	\$40,000	27,500
2014	\$40,000	28,500

## SCHEDULE 2

2015	\$45,000	65,000
------	----------	--------

The 2012 attendance numbers were boosted by the inclusion of the large capacity Perth Arena opening.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Chinese New Year Fair 2016	\$60,000	90,000	\$0.67
<i>Open House Perth (requested )</i>	<i>\$52,500</i>	<i>70,000</i>	<i>\$0.75</i>
<i>(recommended)</i>	<i>\$40,000</i>		<i>\$0.57</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. As part of an international series of events, the event positions the city as a city of regional and international significance. The event increases economic investment in the city, with attendees likely to visit several locations over the course of the event.

Open House Perth is a two day event which is anticipated to attract over 70,000 attendees. The expected economic output for this level of attendance is \$11.87 million. For the recommended sponsorship level of \$40,000 this is a return on investment of 1:297.

#### 2. Encourages use of public spaces.

The event activates key public spaces in the city, including Forrest Place, the Cultural Centre, and city laneways. Whilst the event does not take place exclusively in public spaces, the core of the event is the opening of private spaces to the public.

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

## SCHEDULE 2

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 majority of the event will be held in the City of Perth. There are a small number of destinations which are outside the city. Organisers estimate that 80% of the event is held within the City of Perth and are committed to maintaining this ratio.

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

Organisers will provide the following benefits for the recommended cash sponsorship of \$40,000:-

Open House Perth

- an opportunity for the City to provide signage to be located at 30 event destinations
- an opportunity for the City to have a two page spread in the Open House Perth publication;
- the City of Perth logo to be displayed on the large screen at the Perth Cultural Centre;
- the City of Perth crest to appear on volunteer uniforms;
- the City of Perth logo to appear on signage for the event;
- City of Perth Marketing Collateral to be distributed at all Open House Perth locations;

Pre Event

- the support of the City to be recognised through social media in the lead up to the event;
- the City's support to be profiled on the monthly e-news in the lead up to the event;
- the City of Perth logo to appear on the event website;

Launch Event

- An opportunity for the Lord Mayor to speak at the official event launch;
- an opportunity for the City to provide promotional material for VIP bags for the event;
- the City of Perth logo to be displayed at the event; and
- the support of the City of Perth to be acknowledged at the event.

**6. Additional benefits to be provided:**

Organisers will provide the following additional benefits for the requested cash sponsorship of \$52,500:-

Open House Perth

## SCHEDULE 2

- an opportunity for the City to provide signage to be located at an additional 5 event destinations;
- the Lord Mayor to be invited to sit on the Open House Board;

### Pre Event

- additional social media posts on City events and projects

### Launch Event

- the official launch event to be held at a City of Perth location, with the City of Perth invited to provide comment and Feedback on the proposed location;

### Speaker Series

- a minimum of 3 speaker series events to be held in the City of Perth Library during 2016-17;
- Speaker Series events to be branded as “City of Perth Presents”;
- an opportunity for the City of Perth to approve proposed speakers for the event; and
- the Lord Mayor, or representative, to be invited to open each Speaker event.

---

### Comments:

Open House Perth attracts a large audience to public and privately owned spaces across Perth over the course of two days. The event ties in with a number of City of Perth strategies including the Affordable Housing Project, activation of under-utilised spaces and Sustainable City Design. The event will provide an emphasis on city developments with the Sunday promoted as the City day. Cash sponsorship of \$40,000 is recommended, with an additional recommendation that organisers work with Heritage Perth for cross promotion and collaborative opportunities.

---



## SCHEDULE 2

<b>Applicant:</b>	The Color Run Pty Ltd
<b>Event:</b>	The Color Run Perth 2016
<b>Date and Time:</b>	Sunday 6 November 2016, 7.00am to 1.00pm
<b>Location:</b>	Langley Park
<b>Total Cost of Event:</b>	\$1,047,386
<b>Sponsorship Requested:</b>	\$35,000
<b>Sponsorship Recommended:</b>	\$20,000

### **Background on Applicant:**

The Color Run Pty Ltd is a NSW-based event management organisation established to deliver the Color Run event in Australia. The organisation was established in 2012 and has delivered over 30 events since then. The organisation now manages Color Run events in over ten Australian cities including Brisbane, Melbourne, Canberra, Adelaide and Sydney, as well as Perth. The Color Run Pty Ltd is sanctioned by Athletics Australia.

### **Summary of Event:**

The Color Run Perth will be held on Langley Park on Sunday 6 November from 7.00am to 1.00pm. The event is a five kilometre community run for all ages and abilities. It is designed as a fun non-timed event and involves participants passing through “colour zones” along the run course where volunteers throw coloured corn starch powder. Participants start the event in white clothing and finish the event covered with colour.

The event takes a route from Langley Park along Riverside Drive around Ozone Reserve, back along Riverside Drive as far as Supreme Court Gardens, turning and finishing back on Langley Park.

At the completion of the run there is an event village with periodic “colour throws”. Additional entertainment at the event village includes:-

- sponsor activation;
- photo booths;
- a message wall;
- dance-offs; and
- giveaways.

Participants can run individually or register as part of a team and have an opportunity to raise funds for a range of local and national charity partners.

## SCHEDULE 2

The powder used for colour throws at the event is made from corn starch with natural food dye and is 100% natural and non-toxic. Attendees can dust off at the event village with an air-blown clean zone to assist with cleaning. Organisers work closely with the City to minimise the impact of the event on residents in the area.

Organisers advise that the Perth event has grown to be the third largest in Australia, with 2015 attendance numbers at over 23,000. Organisers anticipate a similar level of attendance at the 2016 event.

### Funding

The total cost of the event is \$1,047,386. Organisers have requested cash sponsorship of \$35,000 (3% of the total cost of the event). The City provided cash sponsorship of \$25,000 for the event in 2015. Cash sponsorship of \$20,000 (2% of the total cost of the event) is recommended.

Organisers have a range of national sponsors annually and also seek local partners for events in each city. No other local sponsors are confirmed for the Perth event to date. 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
HBF Run for a Reason 2015	\$26,500	28,000	\$0.95
City to Surf for Activ	\$35,000	40,500	\$0.86
<i>The Color Run Perth 2016</i>			
(requested)	\$35,000	23,000	\$1.52
(recommended)	\$20,000		\$0.87

### 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.

As part of a national event series, the event positions the city as city of regional significance. Then event increases visitation to the city and creates vibrancy in the city.

## SCHEDULE 2

Color Run Perth is expected to attract approximately 23,000 attendees. The expected economic output for the event is \$4.24 million. For the recommended sponsorship level of \$20,000 this is a return on investment of 1:212.

**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.**

There is an entry fee for participants, the event is free for spectators 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. Color Runs are held in several other interstate cities.

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

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

- The Color Run to develop branded campaign assets i.e. watermarked localized assets to be shared on City of Perth social media channels;
- The Color Run to develop 15 and 30 second video content tailored to the City of Perth to share on digital and social media channels;
- The Color Run to develop specific 'celebrate your city' creative content for the City of Perth;
- the support of the City of Perth to be acknowledged on all radio advertising for the event;
- City of Perth messaging to be included in all EDM's;
- the City of Perth logo to be included on the event website;
- the City of Perth logo to be included on all sale's communication for the event;
- a blog article to written by an influencer on what The Color Run brings to Perth, with strategic content to be provided by the City of Perth;
- the support of the City of Perth to be acknowledged in the media release for the event;
- the City to be invited to put forward a local charity partner for the event;
- the City of Perth to receive access to all video / photography assets pre/post event;
- The Color Run to provide 15 watermarked images of the event for use by the City of Perth;
- an opportunity for the City to provide signage for the event;
- an opportunity for a City of Perth booth/ activation at the event, with preferential location;

## SCHEDULE 2

- the Lord Mayor, or representative to be invited to be the “official starter” of the event, including associated media coverage; and
- the Lord Mayor, or representative, to be invited to take part in one “colour throw”.

**6. Additional benefits to be provided:**

Organisers advise that should they receive cash sponsorship at the requested level of \$35,000, the same benefits will apply.

---

**Comments:**

The Color Run has been held in Perth since 2012 and is now the third largest event in the series in Australia. The event is for profit but has a strong charity component associated with it. The event attracts an estimated 23,000 people into the City and will create vibrancy in the city. The calculated return on investment for this event is 1:212

Organisers are offering an opportunity for the city to work with them to identify a local charity partner for the event. Cash sponsorship of \$20,000 is recommended.

---

## SCHEDULE 2

<b>Applicant:</b>	Bicycling Western Australia
<b>Event:</b>	Perth Night Ride
<b>Date and Time:</b>	Saturday 5 November 2016, 10.00pm to Sunday 6 November 2016, 6.00am
<b>Location:</b>	Elizabeth Quay and Perth streets
<b>Total Cost of Event:</b>	\$110,000
<b>Sponsorship Requested:</b>	\$20,000
<b>Sponsorship Recommended:</b>	Decline

### **Background on Applicant:**

Bicycling Western Australia (BWA) is a community based not-for-profit membership organisation. The organisation has operated since 2005 and has a mission is to get "More People Cycling, More Often." BWA runs a range of community cycling events including the annual Ride to Work Breakfast which has previously been supported by the City of Perth.

### **Summary of Event:**

Perth Night Ride is a new mass participation cycling event to be presented by BWA. The event will run overnight from Saturday 5 November 10.00pm to Sunday 6 November 6.00am, starting and finishing at Elizabeth Quay.

The event concept is that riders will take to the Perth streets at night, touring the most iconic landmarks across a 70km route, with planned rest stops along the course. The event will culminate at 6.00am with a breakfast at the event village. The course route is not yet finalised but is planned to take in Graham Famer Freeway and UWA.

Organisers anticipate that the event will attract an estimated 1,200 participants, with an additional 200 spectators.

### **Funding**

The total cost of the event is \$110,000. Organisers have requested cash sponsorship of \$20,000 (18% of the total cost of the event). Organisers are also seeking sponsorship from Healthway and Lotterywest. BWA have also approached the MRA for funding for the event, however a decision on funding is pending.

Organisers advise that should they be unsuccessful in securing support from the City, they will seek funding from other sources.

The event has not previously been held in the City. The City has previously supported BWA with cash sponsorship of the Ride to Work Breakfast.

## SCHEDULE 2

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
ASICS Bridges Fun Run 2015	\$6,500	4,500	\$1.44
<i>Perth Night Ride (requested)</i>	<i>\$20,000</i>	<i>1,400</i>	<i>\$14.29</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 has a small estimated attendance and will be held at a time when City businesses are closed. As such it is unlikely to contribute to the City's marketing objectives or to provide any real economic benefit for the City.

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

The event will be held at Elizabeth Quay and on Perth streets. The complete route has not yet been finalised.

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

There is an entry fee for participants. The event is free for spectators to attend.

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

The event will start and finish in the City but will travel through other Local Government Authorities.

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

## SCHEDULE 2

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

- the City of Perth to be recognised as partner of the event;
- the City of Perth crest to be included on all promotional and marketing material;
- the City of Perth crest to appear on the event website with a hyperlink to the Perth City website;
- the support of the City of Perth to be acknowledged in Perth Night Ride e-communications/ e-newsletters;
- the support of the City of Perth to be acknowledged in social media for the event;
- the City of Perth to have signage displayed prominently at the event;
- the Lord Mayor, or representative, to be invited to officially start the event.

---

### **Comments:**

The Perth Night Ride is a new event to be held at Elizabeth Quay in November 2016. The event has a limited audience and as an overnight event, offers limited visitation benefits and economic investment to the City. It is recommended that sponsorship is declined for this event.

---

## SCHEDULE 2

<b>Applicant:</b>	Scitech
<b>Event:</b>	Perth Science Festival
<b>Date and Time:</b>	Saturday 13 to Sunday 14 August 2016, 8.00am to 7.00pm
<b>Location:</b>	Perth Cultural Centre
<b>Total Cost of Event:</b>	\$267,950
<b>Sponsorship Requested:</b>	\$61,550
<b>Sponsorship Recommended:</b>	\$25,000

### **Background on Applicant:**

Scitech is a not-for-profit organisation whose mission is to increase awareness, interest, capability and participation by all Western Australians in science, technology, engineering and mathematics (STEM). Scitech have requested cash sponsorship for the Perth Science Festival 2015 on behalf of the WA National Science Week Coordinating Committee (the Committee).

The Committee consists of representatives of the four public universities, Engineers Australia, the State Government of Western Australia (Office of Science and the Department of Parks and Wildlife), the WA Museum, the State Library of WA, the Central Institute of Technology and CSIRO. The Committee is chaired by Scitech and is responsible for the coordination of National Science Week in Western Australia. National Science Week attracts more than 1 million participants across the country each year.

### **Summary of Event:**

The Perth Science Festival is a free community science-focused event to be held on Saturday 13 and Sunday 14 August 2016 in Perth Cultural Centre. The event will run from 8.00 am to 7.00pm daily and will launch National Science Week in WA.

The Festival will be held across two stages and include add-on events from nearby venues such as the State Library of WA and WA Museum. The event will have approximately 60 stall holders and performers. The event will include live demonstrations, talks and science shows on the main stages, as well as roaming performers.

The day time components of the event are family friendly and will include 'celebrity' speakers to be confirmed.

The evening will feature an adults-only event - 'Gastronomical' - focusing on the science of food and drink. Organisers are pursuing a partnership with a



## SCHEDULE 2

surrounding bar in the area and will feature live music, science shows and city-based food businesses.

The 2015 event attracted an attendance of approximately 26,000 over the two days of the event. Organisers anticipate an attendance of 28,000 at the 2016 event.

The event is run with the help of a large community of volunteers including students.

In 2016 organisers will work with Skillswest expo which is taking place in the Perth Convention and Exhibition Centre on the same weekend. The partnership between the two events is designed to encourage participants at each event to attend the other, increasing traffic across the city and potentially increasing visitation to the event.

### Funding

The total cost of the event is \$267,950. Organisers have requested cash sponsorship of \$61,550 (23% of the total cost of the event). Cash sponsorship of \$25,000 (9% of the total event cost) is recommended.

The City provided cash sponsorship of \$30,00 for the event in 2014, and again in 2015.

Organisers also receive funding from the Commonwealth Department of Industry, and from the Coordinating Committee for the Festival. Organisers are seeking additional funding from MRA and other corporate sponsors.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Perth Chinese New Year Fair 2016	\$60,000	90,000	\$0.67
Buddha's Birthday and Multicultural Festival 2016	\$39,000	\$40,000	\$0.98
<i>Perth Science Festival</i> <i>(requested)</i>	<i>\$61,550</i>	<i>28,000</i>	<i>\$2.20</i>
<i>(recommended)</i>	<i>\$25,000</i>		<i>\$0.89</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:**

## SCHEDULE 2

- 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, encourage use of the City's public spaces and provide economic benefit to businesses within the area. The festival will provide entertainment to the local community and promote Perth as a key destination for National Science Week in WA. The event will increase visitation to the city with an estimated 28,000 people attending the event.

Perth Science Festival is a two day event which is expected to attract 28,000 attendees. The expected economic output for the event is \$4.78 million. For the recommended sponsorship level of \$25,000 this is a return on investment of 1:191.

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

The event will be held in Perth Cultural Centre.

### **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 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 \$25,000

- the City of Perth logo to appear on promotional material including:-
  - posters, flyers and postcards;
  - advertisements in the West Australian and Community Newspaper Group;
  - event signage and banners;
  - sponsor boards;
  - bus back advertising
- the support of the City of Perth to be acknowledged by the MC at the event;
- the support of the City of Perth to be acknowledged in media interviews in the lead up to and during the event;
- the support of the City of Perth to be acknowledged on social media;
- naming rights to a Festival Zone or stage at the event.

### **6. Additional benefits to be provided:**

## SCHEDULE 2

Organisers advise that should they receive cash sponsorship at the requested level of \$61,550, the same benefits will apply.

---

**Comments:**

2016 will be the third year of The Perth Science Festival. It is free to the public to attend and attracts a large number of people to the city. In 2015 the event was extended held over two days, increasing the audience for the event. Organisers have partnered with surrounding businesses and the event is likely to provide economic impact for businesses in the area. Cash sponsorship of \$25,000 is recommended for the event. This level of funding is projected to give a return on investment of 1:191.

---

## SCHEDULE 2

<b>Applicant:</b>	Pink Tank Events
<b>Event:</b>	Miss West Coast Miss Universe Registration Day
<b>Date and Time:</b>	Saturday October 29 2016, 12.00 noon to 4.00pm
<b>Location:</b>	Forrest Place
<b>Total Cost of Event:</b>	\$68,932
<b>Sponsorship Requested:</b>	\$25,000
<b>Sponsorship Recommended:</b>	\$15,000

### **Background on Applicant:**

Pink Tank Events is a corporate events company which owns the Miss Universe Western Australian Preliminary, Miss West Coast and The Royal Queensbury Corporate Championship. Pink Tank Events has partnered with numerous luxury brands including Sunseeker Australia, Tiffany & Co, U-Boat Italia, Ferrari and Maserati to present a range of events. The organisation has delivered Miss Universe WA since 2009. The event is sanctioned and supported by Miss Universe International Pty Ltd.

In 2016 organisers introduced the Miss West Coast pageant which was previously held in WA until 1968.

### **Summary of Event:**

The Miss West Coast – Miss Universe Registration Day is to be held on Saturday 29 October from 12.00 noon to 4.00pm. The event is the official launch of the Miss West Coast program in which the top 70 contestants are chosen from over 400 entrants across Western Australia.

The event is the registration for, and the first in the series of lead up events to, Miss Universe 2017. The event will take place on the Forrest Place stage with females aged between 17 and 27 parading before a panel of judges, hoping to secure a place in the top 70. The ultimate winner of Miss West Coast goes on to compete in Miss Universe Australia.

As well as the parade component, a DJ will provide live entertainment and organisers will hand out gift bags to event attendees. On stage workshops will also be held over the course of the afternoon.

Organisers advise that over the past five years the event has attracted more than 400 entrants annually, as well as between 3,000 and 5,000 spectators. Previous winners of the Miss Universe WA competition have gone on to be crowned Miss Universe Australia at the national finals.

## SCHEDULE 2

In 2015 the global Miss Universe property was purchased by IMG. This international change in management caused a delay to local contracting of the event. As a result the Miss Universe 2016 Registration Day experienced a delay of several months. Organisers used this opportunity to revive the Miss West Coast brand and to combine it with Miss Universe Australia as the WA State competition name.

### Funding

The total cost of the event is \$68,932. Organisers have requested cash sponsorship of \$25,000 (36% of the total cost of the event). Organisers are also seeking support from corporate sponsors and media partners. Cash sponsorship of \$15,000 (22% of the total event cost) is recommended.

The City has supported the event since 2009. The following table shows the City's previous support for the event:-

Year	Amount
2009	\$10,000
2010	\$10,000
2011	\$25,000
2012	\$20,000
2013	\$25,000
2014	\$18,750
2015	\$20,000

The event received a substantial increase in sponsorship in 2011 as it was held on the Queen's Birthday public holiday for the first time and formed part of the City's retail activation strategy for that day. Sponsorship at that level was conditional on the event being held on a public holiday to attract shoppers into the city. Funding was provided at a lower level in 2014 as the sponsorship round was highly competitive.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Songkran Festival Perth 2015	\$11,760	6,000	\$1.96
<i>Miss Universe Miss West Coast 2017 Registration Day (requested)</i>	<i>\$25,000</i>	<i>5,000</i>	<i>\$5.00</i>
<i>(recommended)</i>	<i>\$15,000</i>		<i>\$3.00</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

## SCHEDULE 2

### **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 creates vibrancy in the city and adds to entertainment options in the city. The event is unlikely to provide significant economic benefit in the city. As the WA component of a national and international competition it may assist with positioning the city as a city of regional and international significance.

Miss West Coast – Miss Universe Registration Day is expected to attract 400 participants and up to 5,000 attendees. The expected economic output for the event is \$0.76 million. For the recommended sponsorship level of \$15,000 this is a return on investment of 1:51.

**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. Participants can register for the event free of charge.

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

The Registration Day will, be held exclusively in the city. Heats will be held in regional centres and select suburban areas throughout Western Australia.

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

Organisers will negotiate the sponsorship benefits for the recommended cash sponsorship of \$15,000.

**6. Additional benefits to be provided:**

Organisers will provide the following additional benefits for the recommended cash sponsorship of \$25,000:-

- City of Perth signage to be displayed prominently at the event;
- The City of Perth logo to appear on the event website with a hyperlink to the City of Perth website;

## SCHEDULE 2

- the support of the City of Perth to be acknowledged verbally at the event;
- the Lord Mayor to be invited to speak at the event;
- the Lord Mayor to be invited to participate in the event as a judge;
- the City of Perth logo to be displayed at all events throughout the Miss Universe WA campaign;
- City of Perth retailers to have an opportunity to provide promotional flyers for the event gift bags handed out to spectators at the event;
- the support of the City of Perth to be acknowledged in social media in the lead up to and during the Miss Universe WA campaign.

---

### **Comments:**

Miss Universe is an international competition. The Registration Day has been held in the city since its inception in 2009. The event attracts between 3,000 and 5,000 people. The City's support is recognised across the range of Miss West Coast – Miss Universe events held from October 2016 to April 2017. Cash sponsorship of \$15,000 is recommended.

---

## SCHEDULE 2

<b>Applicant:</b>	Hellenic Community of WA Inc.
<b>Event:</b>	2016 Greek Glendi Festival
<b>Date and Time:</b>	Sunday 25 September 2016, 11.00am to 9.00pm
<b>Location:</b>	Russell Square
<b>Total Cost of Event:</b>	\$161,000
<b>Sponsorship Requested:</b>	\$40,000
<b>Sponsorship Recommended:</b>	\$25,000

### **Background on Applicant:**

The Hellenic Community of WA Inc. was founded in 1923 and incorporated in 1924. The objective of the organisation is:-

- to promote for and on behalf of its members religious, moral, and intellectual education and learning;
- to give support and participate in welfare, benevolent and charitable causes;
- to foster and enhance relations within the wider community.

### **Summary of Event:**

The 2016 Greek Glendi Festival (Glendi) will be held on Sunday 25 April 2016, from 11.00am to 9.00pm. The event will take place on Russell Square and on Parker Street between Aberdeen and Francis Street.

The Glendi is a free family event focused on providing activities and entertainment for the wider Western Australian community. The event will showcase Greek culture and Hellenic traditions including dancing, food, arts and music from all regions of Greece.

Organiser's state that the aims of the event are:-

- To showcase Hellenic culture and the richness of its traditions;
- To position the Glendi as a 'must do' event on the Perth calendar;
- To be recognised as the most successful festival of its type in Australia;
- To be recognised world-wide for the most participants in the Zorba dance;
- To raise funds for charity.

The event will feature local Greek food and produce available for sale, performances and children's activities. The Glendi will also include a large scale Zorba dance with participants registering online to take part and paying an entry fee, with all proceeds donated to a local charity. Organisers anticipate an attendance of 30,000 to the event.



## SCHEDULE 2

Organisers plan for the Perth event to grow in scale and to become an annual cultural fixture on the event calendar for Perth. The Hellenic Community of WA believes that the event provides an opportunity for the Greek community to showcase local industries which afford a point of difference to Western Australia, whilst having a strong affiliation with Greek lifestyle, such as seafood, wine and the arts.

The event has the support of several other Greek associations in Perth, including the Cypriot Community of WA Inc., the Castellorizian Association of WA Inc. and the Mytilinian Brotherhood of WA Inc.

The inaugural Greek Glendi was held in 2015 and attracted an estimated 20,000 people to the city.

### Funding

The total cost of the event is \$161,000. Organisers have requested cash sponsorship of \$40,000 (25% of the total cost of the event). Cash sponsorship of \$25,000 (15% of the total event cost) is recommended.

Organisers have approached Lotterywest and the Office of Multicultural Interests for funding the event, and will also be approaching corporate sponsors.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Songkran Festival Perth 2015	\$11,760	6,000	\$1.96
Japan Festival 2015	\$8,400	15,000	\$0.56
2016 Greek Glendi Festival (requested)	\$40,000	10,000	\$4.00
(recommended)	\$25,000		\$2.50

### 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.

## SCHEDULE 2

The event will increase visitation to the city with an estimated 30,000 people attending the event. The event will create vibrancy in the city. The event will assist in positioning the city as a city of regional significance, with Greek Glendi Festivals held in Brisbane, Melbourne and Sydney.

The Greek Glendi Festival is expected to attract 10,000 attendees. The expected economic output for the event is \$1.54 million. For the recommended sponsorship level of \$25,000 this is a return on investment of 1:61.

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

The event will be held at Russell Square

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

The event is free to the public to attend. There will be a fee for participants in the Zorba dance, with proceeds 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.

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

Organisers will provide the following benefits for the recommended cash sponsorship of \$25,000:-

- the event to be listed on the Perth City website;
- the City of Perth logo to appear on all promotional material;
- an opportunity for the City to provide signage at the event;
- the support of the City of Perth to be promoted on the event website and on Facebook;
- the Lord Mayor to be invited to speak at the event.

### **6. Additional benefits to be provided:**

Organisers advise that should they receive cash sponsorship at the requested level of \$40,000, the same benefits will apply.

---

### **Comments:**

The Perth Greek Glendi Festival will increase visitation to the city and increase vibrancy to the city, and is likely to increase economic investment in the city. Cash sponsorship of \$25,000 is recommended for the Perth Greek Glendi Festival based on previous sponsorship levels for events of a similar scale.

## SCHEDULE 2

---

## SCHEDULE 2

<b>Applicant:</b>	Trievents
<b>Event:</b>	Great Bike Ride for Homeless Youth
<b>Date and Time:</b>	Sunday 9 October 2016, 5.30am to 12.00pm
<b>Location:</b>	Elizabeth Quay
<b>Total Cost of Event:</b>	\$407,100
<b>Sponsorship Requested:</b>	\$23,000
<b>Sponsorship Recommended:</b>	\$10,000

### **Background on Applicant:**

The Great Bike Ride for Homeless Youth is owned by the Rotary Club of Perth and run by Trievents on behalf of St John of God Horizon House and Hope for Children.

Trievents has delivered a number of sporting events within the city including the HBF Run for a Reason, The City of Perth Triathlon and the City of Perth Festival of Sport (2011).

### **Summary of Event:**

The Great Bike Ride will be held on Sunday 9 October from 5.30am to 12.00 noon. The event is a family community cycle tour which includes a 10km family ride, a 53km ride and a 98km ride. The ride will start and finish at Elizabeth Quay, and includes a corporate challenge, which aims to encourage city-based businesses to enter teams and drive staff participation.

The ride is a fundraiser generating funds for Hope for Children, Heart Foundation and Horizon House. Participants have the chance to fundraise on behalf of any of the three charities.

The Great Bike Ride was established in 2004 and is modelled on events such as the Sydney to Wollongong (Sydney), Around the Bay (Melbourne) and the London to Brighton (UK).

The event village at Elizabeth Quay will include corporate marquees, a café, bouncy castle, face painters, and live entertainment.

Organisers anticipate that the 2016 event will attract approximately 3,000 riders and 2,000 spectators.

### **Funding**

## SCHEDULE 2

The total cost of the event is \$407,100. Organisers have requested cash sponsorship of \$23,000 (6% of the total cost of the event). Organisers are also seeking sponsorship from Santos, and additional sponsorship from Corporate organisations for the event. Cash sponsorship of \$10,000 (2.5% of the total cost of the event) is recommended. The following table shows the City's previous support for the event.

Year	Amount
2009	\$20,000
2010	\$20,400
2011	\$20,930
2012	\$21,000
2013	\$21,500
2014	\$16,875
2015	\$21,000

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
City of Perth Triathlon 2016	\$5,000	3,800	\$1.32
Great Bike Ride for Homeless Youth (requested)	\$21,000	5,000	\$4.20
(recommended)	\$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 provide a small increase in visitation to the city and create activity in the city. Do to the nature of the event it is unlikely that the event will significantly increase economic investment in the city.

#### 2. Encourages use of public spaces.

The event will start and finish in Elizabeth Quay.

## SCHEDULE 2

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

There is a registration fee for participants. The event is free for spectators to attend.

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

The event starts and finishes in the City of Perth with the event village and core activities located in the city. Due to the event distances, the ride cannot be held exclusively in the City of Perth.

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

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

- the City of Perth logo to appear on the event village gantry;
- an opportunity for the City to display signage at the event;
- the City of Perth logo to appear on posters and flyers advertising the event;
- the City of Perth logo to appear on the Sponsors page of the event website with a hyperlink to the City of Perth website;
- the City of Perth logo to appear on the event e-newsletters with a hyperlink to the City of Perth website;
- the support of the City of Perth to be promoted once on social media accounts for the event
- an opportunity for the City of Perth to have a stall at the event village;
- the support of the City of Perth to be verbally acknowledged by the MC at the event;
- a City of Perth 30 second TVC to be displayed on the big screen at the event;
- two free event entries for any of the three event distances, to be offered as promotion on the Visit Perth City website;
- the Lord Mayor, or representative, to be invited to officially start or conclude the event.

### **6. Additional benefits to be provided:**

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

- Rights to the event village as “the City of Perth Event Village”;
- the City of Perth crest to appear on all additional event marketing materials;
- an opportunity for the City of Perth to advertise in two event e-newsletters;
- an opportunity for the City to provide content for two event e-newsletter;

## SCHEDULE 2

- the support of the City of Perth to be promoted with additional posts on social media accounts for the event;
  - three additional free event entries for any of the three event distances, to be offered as promotion on the Visit Perth City website;
  - the City of Perth to have an opportunity to host the annual post-event sponsors function;
  - an opportunity for the City to provide promotional information for participant packs for the event;
  - an opportunity for the City to distribute promotional information at the event;
  - the City of Perth crest to appear on all television commercials produced for the event.
- 

### **Comments:**

The Great Bike Ride for Homeless Youth is a mass participation cycling event. The event is unlikely to provide significant economic benefit to the City, but will create vibrancy in the city and offers a high level of sponsorship benefits for the requested sponsorship. Cash sponsorship of \$10,000 is recommended.

---

## SCHEDULE 2

<b>Applicant:</b>	Trievents
<b>Event:</b>	Perth 2016 World Masters Athletics Championships, Welcoming Ceremony
<b>Date and Time:</b>	Tuesday 25 October 2016, 6.00pm to 9.00pm
<b>Location:</b>	Elizabeth Quay
<b>Total Cost of Event:</b>	\$122,650
<b>Sponsorship Requested:</b>	\$25,000
<b>Sponsorship Recommended:</b>	\$15,000

### **Background on Applicant:**

Trievents was established in 2001 and since that time has delivered a number of sporting events within the city including the HBF Run for a Reason, The City of Perth Triathlon and the City of Perth Festival of Sport (2011). TriEvents has been contracted by the Local Organising Committee (LOC) to deliver the Perth 2016 World Masters Athletics Championships on behalf of World Masters Athletics and Tourism WA.

### **Summary of Event:**

The Perth 2016 World Masters Athletics Championships (Perth 2016) will be held in Perth from Wednesday 26 October to Sunday 6 November 2016. Organisers have requested cash sponsorship from the City for the Welcoming Ceremony component of the event to be held at Elizabeth Quay on Tuesday 25 October 2016, from 6.00pm to 9.00pm.

Perth 2016 comprises over 60 events including track, jumps, combined and throws events, marathon and half marathon, road race walking and cross-country. The WA Athletics Stadium in Mt Claremont and the Ern Clarke Athletic Centre in Cannington will host the track and field events. Perry Lakes Drive, and the Alderbury and Perry Lakes Reserves will host the road race walking and cross-country, and the marathon and half marathon will be held on the banks of the Swan River.

The night before competition starts, a Welcoming Ceremony will be held at Elizabeth Quay. Approximately 2,000 participants plus spectators will attend, with formalities including an Athletes Parade, Welcome to Country and official speeches followed by a celebration featuring a concert and fireworks. This Welcoming Ceremony will officially open the event and will provide event organisers an opportunity to showcase Perth, WA and Australian culture.

The first World Masters Athletics Championships were held in 1975 and has been held every two years since this date. The event has been held in Australia on only two previous occasions – in Melbourne in 1987 and in Brisbane in 2001, with both events attracting around 5,000 participants.



## SCHEDULE 2

In 2013 Australian Masters Athletics, in partnership with the Western Australian Government, won the bid to host the 2016 World Masters Athletics Championships in Perth. The delivery of this event is being undertaken by the WMAC Perth 2016 Ltd Local Organising Committee (LOC). The LOC has also partnered with a range of stakeholders to ensure the success of the event. Motive Travel are the official travel partner for the event, and have confirmed bookings for event attendees in at least ten city hotels.

Perth 2016 is expected to attract more than 4,000 athletes and 3,000 supporters from over 80 countries. The Welcoming Ceremony is expected to attract 2,000 participants, 800 of these from interstate, and 2,500 international attendees. Attendees are being encouraged to book accommodation in the City of Perth for ease of transport and the variety of accommodation options. This message is being communicated to participants via the event website and e-newsletters.

### Funding

The total cost of the event is \$122,650. Organisers have requested cash sponsorship of \$25,000 (20% of the total cost of the event). Organisers have secured cash sponsorship from Tourism WA. Cash sponsorship of \$15,000 (12% of the total cost of the event) is recommended.

The LOC has partnered with the below stakeholders:

- State Government of WA, including Tourism WA
- Local governments (including the City of Canning)
- TriEvents
- Athletics Australia
- Australian Masters Athletics
- Western Australian Athletics
- Masters Athletics Western Australia
- VenuesWest
- Perth Integrated Health

Organisers are also seeking cash sponsorship from the MRA for the event.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
ASICS Bridges Fun Run 2015	\$6,750	4,500	\$1.50
AustralianSuper Corporate Series Triathlon (recommended)	\$5,000	2,700	\$1.85
<i>Perth 2016 World Masters Athletics Championships, Welcoming Ceremony (requested)</i>	<i>\$25,000</i>	<i>5,000</i>	<i>\$5.00</i>
<i>(recommended)</i>	<i>\$15,000</i>		<i>\$3.00</i>

## SCHEDULE 2

### 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 an international event and will attract an international visitation to the City. Based the projected attendance the expected economic output for the entire 13 day event is \$25.95M. Based on the recommended sponsorship level of \$15,000, the Return on Investment for the City entire event would be 1:1730.

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

The event will be held in Elizabeth Quay.

**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.**

Elements of the Perth 2016 World Masters Athletics Championships will be held in various locations including the Athletics Stadium in Claremont, Cannington, and UWA. The Opening Ceremony of 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 \$15,000:-

Organisers are offering Presentation Rights to the Welcoming Ceremony, to be known as 'Perth 2016 Welcoming Ceremony, presented by the City of Perth'. It should be noted that the event name is subject to change, pending a sponsorship proposal with the MRA, and this may become co-presentation rights.

## SCHEDULE 2

- the City of Perth will be provided with Presentation Rights to the Welcoming Ceremony, to be known as the 'Perth 2016 Welcoming Ceremony, Presented by the City of Perth'.
- Presentation rights will be acknowledged at all times, both verbally and in print.
- as Presentation Sponsor, the City of Perth will receive the following benefits in recognition of their support both at the Welcoming Ceremony as well as during the World Masters Athletics Championships themselves:
  - significant signage opportunities will be provided at the Welcoming Ceremony, including on or surrounding the stage used for official speeches;
  - advertising space in the competitor handbook received in all participant welcome packs;
  - Television advertising on the big screen at the WA Athletics Stadium;
  - Branding on the event website homepage with hyperlink to the City of Perth website (or other, as agreed);
  - Branding on the Sponsors page of the event website with hyperlinks;
  - Opportunity to provide content, news or promotions for the event website;
  - Opportunity to access the event's social media accounts for City of Perth promotions on a minimum of one occasion in the lead-up to the event;
  - City of Perth crest and imagery from the Welcoming Ceremony to appear on the event YouTube clip produced following the event and watched by a global audience
  - Branding on the event e-newsletters with a hyperlink to the Sponsors page of the event website
  - One opportunity to advertise the City of Perth in the event e-newsletter
  - A minimum of one further opportunity to provide promotional content for the event e-newsletter.
- the City of Perth will be invited to provide video content for the one minute segment on 'the city' which will be viewed by all attendees at the start of formalities;
- the City of Perth will be provided the opportunity or to conduct roving promotions (subject to approval)
- the City of Perth will be acknowledged as a sponsor in official speeches
- the Lord Mayor or representative will be invited to speak at the event.
- an invitation will be extended for the City of Perth to participate in medal ceremony presentations during the World Masters Athletics Championships;
- the City of Perth will have the opportunity to provide coupons, promotional information or gifts to all participants and/or officials and volunteers through information pack;

## SCHEDULE 2

- the City of Perth will have the right to use the event logo for promotion, advertising or other marketing purposes (subject to approval).
- the City of Perth will be given the opportunity to share media and to participate in sponsor-related and media activities
- the City of Perth will be provided with exhibition space at the WA Athletics Stadium for the duration of the World Masters Athletics Championships (26 Oct – 6 Nov 2016).
- Perth 2016 will work with the City of Perth to promote participation in the event by City of Perth staff as competitors, volunteers or spectators.
- the City of Perth will have the opportunity to provide prizes for media or event promotions.
- the City of Perth will be provided with access to event photos for use in promotional materials.

### **6. Additional benefits to be provided:**

Organisers will provide the following additional benefits for the requested cash sponsorship of \$25,000:-

- the City of Perth will be provided the opportunity to have a promotional or retail marquee at the event; and
- the City of Perth will receive verbal acknowledgement as a sponsor of the World Masters Athletics Championships by way of MC announcements broadcast at each venue.

---

### **Comments:**

The Perth 2016 World Masters Athletics Championships have an international profile and will attract international visitation to the city. 2016 will be the third time that the event will be held in Australia. Attendees to the event have been confirmed for at least ten city hotels. The 13 day event is expected to generate an economic output of \$25.95M. Based on the recommended sponsorship level of \$15,000, the ROI for the City on the Welcoming Ceremony would be 1:78, and for the entire event would be 1:1730. Cash sponsorship of \$15,000 is recommended for the Welcoming Ceremony for the event.

---

## SCHEDULE 2

<b>Applicant:</b>	Italian Chamber of Commerce and Industry in Australia - Perth
<b>Event:</b>	Festival Italia
<b>Date and Time:</b>	Saturday 10 September to Sunday 11 September, 10.00am to 9.00pm
<b>Location:</b>	Perth Town Hall
<b>Total Cost of Event:</b>	\$89,758
<b>Sponsorship Requested:</b>	\$11,008
<b>Sponsorship Recommended:</b>	\$4,750

### **Background on Applicant:**

The Italian Chamber of Commerce and Industry in Australia – Perth (ICCI) has been operating for 26 years. The organisation aims to promote trade links between Italy and Western Australia, and to cater for the interests of business people within and outside the local Italian community.

The Chamber promotes understanding, communication and joint ventures between businesses in Italy and Australia, particularly in Western Australia, and provides services that facilitate business transactions i.e. feasibility studies, contacts, trade fairs, etc. It encourages trade delegations to visit Western Australia and vice-versa, collating information concerning all business interests and matters to be equally distributed among all members.

### **Summary of Event:**

The ICCI will present the Perth Italian Wine and Food Festival to be held on Saturday 10 and Sunday 11 September 2016, from 11.00am to 9.00pm at the Perth Town Hall. The event is a two day festival celebrating Italian wine, food and culture.

The Festival is targeted at both a trade audience and to the general public. The event is split into four sessions:-

- Trade and Media;
- Saturday Lunch;
- Saturday Dinner;
- Sunday all Day;

The event will include a Festival Tasting Hall and a Food Market, Food Talks by journalists and industry experts, Wine Classes, Cooking Demonstrations and A Festival Alfresco lounge area with entertainment.

Organisers advise that side events will be held during the Festival weekend and in the week leading up to it.

## SCHEDULE 2

The event is ticketed with prices as follows:-

Session	Early Bird	Pre-purchase	Door Price
Saturday Lunch	\$30.00	\$35.00	\$40.00
Saturday Dinner	\$30.00	\$35.00	\$40.00
Sunday All Day	\$40.00	\$45.00	\$50.00

Tickets include access to the Festival Tasting Hall (with a Tasting glass and 5 tastings), the Food Market (with free sampling), cooking demonstrations, Food Talks and the Festival Alfresco area.

The event was first held in 2015 as a one day festival. It attracted an attendance of 1,000 at the event. In addition, the City facilitated attendance at the event by a delegation of producers and officials from the City's Sister City of Vasto, Italy.

Through the event the ICCI aims to make Italian wine more accessible and to showcase Italian modern food and traditional cooking methods to Western Australia. Organisers anticipate an attendance of 750 at the event.

### Funding

The total cost of the event is \$89,578. Organisers have requested cash sponsorship of \$11,008 (12% of the total event cost). Costs have been requested to cover the hire of Perth Town Hall for the event (\$4,750) and for security/cleaning for the Perth Town Hall (\$6,258). Organisers are also seeking support from private sponsors. Cash sponsorship of \$4,750 to cover the hire of Perth Town Hall is recommended. This is 5% of the total event cost.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Japan Festival 2015	\$8,400	15,000	\$0.56
Songkran Festival Perth 2015	\$11,760	6,000	\$1.96
<i>Perth Italian Wine and Food Festival (requested) (recommended)</i>	<i>\$11,008 \$4,750</i>	<i>1,800</i>	<i>\$10.92 \$2.64</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):

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

## SCHEDULE 2

- 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 provide a small increase in visitation to the city and may increase economic investment in the city. Several city businesses and food and beverage suppliers will be showcased at the event.

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

The Perth Town Hall does not meet the City's criteria of a public outdoor space, however it is a space owned by the City which is open to the public to enter.

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

The event is ticketed with prices ranging from \$30.00 to \$50.00. Food and beverages will be available for purchase.

### **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 \$4,750:-

### **6. Additional benefits to be provided:**

Organisers will provide the following additional benefits for the requested cash sponsorship of \$11,008:-

- the City of Perth logo to appear on all promotional material;
- the support of the City of Perth to be acknowledged on the event website;
- the support of the City of Perth to be acknowledged on the event social media;
- The Lord Mayor, or representative, to be invited to speak at the event.

---

### **Comments:**

The event does not meet the objective of the Event Sponsorship Policy as it is not free or low cost to the public to attend. However the event may provide some economic benefit for some business and food and beverage providers

## SCHEDULE 2

located in the city. Cash sponsorship of \$4,750 is recommended for the event to cover the cost of the hire of Perth Town Hall.

---



## SCHEDULE 2

<b>Applicant:</b>	Brookfield Property Partners
<b>Event:</b>	Winter Light Festival
<b>Date and Time:</b>	Thursday 7 July to Sunday 7 August, 6.00pm to Midnight
<b>Location:</b>	Brookfield Place
<b>Total Cost of Event:</b>	\$270,000
<b>Sponsorship Requested:</b>	\$20,000
<b>Sponsorship Recommended:</b>	\$20,000

### **Background on Applicant:**

Brookfield Office Properties (Brookfield) is a commercial real estate corporation that owns, manages and develops assets around the world. They are the largest commercial landlord in Perth and own Brookfield Place - a commercial development located at 125 St Georges Terrace.

Brookfield Place includes a 45 level office tower and a food and fashion precinct, with some businesses located in heritage buildings within the precinct. The total precinct comprises an area of 86,000 square metres. BHP Billiton is the anchor tenant of the precinct, leasing an area of over 75,000 square metres.

Brookfield has presented the Winter Light Festival since 2012 with projections onto the heritage buildings along St Georges Terrace.

### **Summary of Event:**

Brookfield has requested cash sponsorship of \$20,000 for the Winter Light Festival to be held from Thursday 7 July to Sunday 7 August 2016, from 6.00pm to 12 midnight.

The Winter Light Festival is a four week festival of light projections and activations aiming to enhance the public space surrounding Brookfield Place. Brookfield will seek five local and national artists to create work for the Festival. Previous festivals have featured the work of Lux events, Electric Canvas and Tom Muller.

In 2016 the Winter Light Festival event will feature over 2,300 square metres of light projections lighting up Newspaper House, Royal Insurance Building, WA Trustees, Perth Technical College and Old Perth Boys School. Throughout Brookfield Place, light installations by artists will activate the public spaces including interactive digital displays. For the first time Main Square, between tower 1 and 2 will feature as a significant part of the festival.

## SCHEDULE 2

Brookfield considers the event to be a smaller version of Sydney's Vivid Festival and Melbourne's White Night, and have plans to grow the event to a similar scale.

The Winter Light Festival was held for the first time in July 2013 after two previous Light Festivals held in September and December 2012. Organisers advise that since its inception, the event has drawn crowds to the City, increasing trade in local bars and restaurants on non-traditional days (Monday – Wednesday). Previous festivals have seen over 15,000 people engaging with the installations. Similar attendance is expected for 2016.

In July 2016 the City of Perth will commission an artist to design the Council House lighting program for three weeks. It is proposed to tie this initiative into the Brookfield Winter Lights Festival with the organisers committed to promoting it across all collateral for their event, should they be successful in securing sponsorship from the City.

### Funding

The total cost of the event is \$270,000. Organisers have requested cash sponsorship of \$20,000 (7% of the total cost of the event). This is the recommended level of sponsorship. Organisers are seeking other partners to assist with the cost of presenting the event. Organisers advise that should they be unsuccessful in securing sponsorship from the City, the event would proceed with a limited scope. Brookfield advise that they are contributing significant funding to the project and this funding will support the core artistic product to ensure that the event proceeds. .

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Japan Festival 2015	\$8,400	15,000	\$0.56
<i>Winter Light Festival 2016 (recommended)</i>	<i>\$20,000</i>	<i>15,000</i>	<i>\$1.33</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.

## SCHEDULE 2

The event will create vibrancy in the city. Organisers believe that the event will increase visitation to the city and increase economic investment in the city.

Based the projected attendance the expected economic output for the entire 32 day event is \$2.31M. Based on the recommended sponsorship level of \$20,000, the Return on Investment for the City would be 1:115

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

The event is held in Brookfield Place which is a privately owned space. However, the light projections will be visible from St Georges Terrace and other public spaces. Organisers advise that the event is best viewed from St Georges Terrace. There will also be projections on Council House.

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

The event is free to the public.

### **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 \$20,000:-

- the City of Perth logo to be included on promotional material for the event including posters, the event program, media releases;
- the support of the City of Perth to be acknowledged in media coverage of the event where possible;
- the support of the City of Perth to be acknowledged in social media for the event;
- the support of the City of Perth to be acknowledged in Brookfield Tower lifts;
- the City of Perth to be verbally acknowledged at the VIP launch event;
- the City of Perth logo to be projected onto the wall at the event;
- the City of Perth Council House commissioned lighting to be promoted on all collateral for the event;
- the Lord Mayor, or representative, to be invited to speak at the launch event.

---

**Comments:**

## SCHEDULE 2

Brookfield's Winter Lights Festival focuses on enhancing Brookfield Place through light focussed activations on the St Georges Terrace side of the heritage buildings in the area. In 2016 the event will extend this activation into Brookfield Place and will work with the City to tie artist commissioned Council House lighting into the event, promoting this as part of the Winter Lights Festival. Cash sponsorship of \$20,000 is recommended.

---

## SCHEDULE 2

<b>Applicant:</b>	I14 Association of WA Inc.
<b>Event:</b>	2016/17 International 14ft Skiff Championships
<b>Date and Time:</b>	28 December to 6 January 2017
<b>Location:</b>	Perth Dinghy Sailing Club, Crawley
<b>Total Cost of Event:</b>	\$29,500
<b>Sponsorship Requested:</b>	\$5,000
<b>Sponsorship Recommended:</b>	\$5,000

### **Background on Applicant:**

The I14 Association of WA is a yacht racing association. International 14ft skiff racing is a sailing class for 14ft two-person skiffs. 14ft skiffs have been sailing on the Swan River for over 100 years competing mainly from Perth Dinghy Sailing Club (PDSC).

The WA I14 fleet includes national champions and top ten world rated sailors.

### **Summary of Event:**

The I14 Association of WA Inc. will host the annual National Championships Club from 28 December 2016 to 6 January 2017. The event will be held at the Perth Dinghy Sailing Club in Crawley. This is the only sailing club within the City of Perth Local Government area.

The event will attract approximately 40 boats from around Australia with competitors staying in city hotels. The event will follow on from the world championships which are to be held in France in August 2016, with three WA skiffs attending. The Australian National Championships will be made up of a series of 7 races on points scored to determine an overall national champion.

The regatta will include a program of social activities, including a New Year's Eve Party, presentation night and other events to showcase the City to participating teams and their families. Organisers advise that the Perth leg of the competition is the family highlight in the national circuit.

Sponsor, spectator and media boats will be provided for the event for those wishing to view the action on the water.

Organisers expect 80 participants, including 40 interstate, and 4 international, and approximately 1,000 spectators to attend the event.

## SCHEDULE 2

Organisers advise that social media is a major factor of the event, and International crews and other skiff classes follow the event through social media.

### Funding

The total cost of the event is \$29,500. Organisers have requested cash sponsorship of \$5,000 for the event (17% of the total cost of the event). Organisers have not previously received sponsorship from the City. Organisers advise that should they be unsuccessful in securing sponsorship from the City, the event would continue and they would need to coordinate fundraising to assist with the costs of the event. Cash sponsorship of \$5,000 is recommended for the event.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
2013/14 Sabre Sailing	\$2,000	300	\$6.67
2016/17 International 14ft Skiff Championships (recommended)	\$5,000	1,100	\$4.55

### 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 national competition and as such will attract national media. In addition the event will be followed on social media by international 14ft skiff competitors. The event is likely to attract up to 5 international participants

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

The event will be held on Perth Water and at the Perth Dinghy Sailing Club.

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

The event is free to the public to attend.

## SCHEDULE 2

**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 \$5,000:-

- the City of Perth logo to appear on all publications;
- the support of the City of Perth to be acknowledged on social media for the event;
- an opportunity for the City of Perth to provide content for the four page nationals information publication including:-
  - local retail destinations;
  - city dining options;
  - city accommodation options;
  - family-friendly destination options;
- the Lord Mayor, or representative, to be invited to speak at the Opening Ceremony.

---

**Comments:**

The 2016/17 International 14ft Skiff Australian Championships is an event with a national profile which attracts attendance from interstate as well as a small number of international attendees. Cash sponsorship of \$5,000 is recommended on the basis that the City has an opportunity to provide tailored content for the Nationals Information publication with a focus on city accommodation, food and beverage and retail destinations.

---

## SCHEDULE 2

<b>Applicant:</b>	WA French Festival Inc.
<b>Event:</b>	Bonjour Perth Festival
<b>Date and Time:</b>	Saturday 22 October 2016, 10.00am to 9.00pm
<b>Location:</b>	Ozone Reserve
<b>Total Cost of Event:</b>	\$105,225
<b>Sponsorship Requested:</b>	\$20,000
<b>Sponsorship Recommended:</b>	\$5,000

### **Background on Applicant:**

WA French Festival Inc. was formed for the purpose of delivering the Bonjour Perth French Festival. The organisation aims to deliver the first French Festival in WA, and to celebrate multiculturalism in Perth by representing the French-speaking community.

### **Summary of Event:**

The Bonjour Perth French Festival is to be held at Ozone Reserve on Saturday 22 October 2016, from 10.00am to 9.00pm. Based around the promotion of French culture to the broader community the event will include:-

- music and artistic performances;
- art exhibitions;
- children's entertainment;
- themed food and beverage stalls;
- a French market place featuring hand made crafts;
- exhibitions space for related businesses;
- cooking demonstrations;
- a French car exhibition.

Organisers anticipate that the event will have about 100 stalls and approximately 15,000 attendees.

The event will be free to the public, however gold coin donations will be encouraged as a charity donation to Path of Hope through the Rotary Club of Perth. Organisers will produce a passport for the event which will be for sale to attendees and will include vouchers offering discounts at festival stalls. \$1 from each passport sold will also be donated to the chosen charity.

The event was first run in 2015 with a larger than anticipated attendance of approximately 12,000 people. The event received strong media coverage and raised more than \$10,000 for charity.



## SCHEDULE 2

Organisers work closely with the French Embassy and French Consulate to deliver the event.

### Funding

The total cost of the event is \$105,225. Organisers have requested cash sponsorship of \$20,000 from the City (19% of the total cost of the event). French Festival in WA Inc. are seeking additional funding from other bodies including Lotterywest, Perth Airport and the Office of Multicultural Interests. Cash sponsorship of \$5,000 (5% of the total cost of the event) is recommended.

The City supported the event in 2015 through CEO delegated authority with cash sponsorship of \$2,000.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Japan Festival 2015	\$8,400	15,000	\$0.56
Songkran Festival 2015	\$10,988	6,000	\$1.83
Bonjour Perth Festival (requested)	\$20,000	15,000	\$1.33
(recommended)	\$5,000		\$0.33

### 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 unlikely to increase economic investment significantly.

#### 2. Encourages use of public spaces.

The event will be held on Ozone Reserve.

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

## SCHEDULE 2

The event is free to the public to attend. Attendees are encouraged to make a gold coin donation for charity.

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

Organisers are committed to maintaining the event within a City of Perth public space should the City choose to support it.

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

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

- the City of Perth logo to appear on the sponsors page on the event website;
- the Support of the City of Perth to be acknowledged in media releases for the event;
- the support of the City of Perth to be acknowledged on social media for the event;
- an opportunity for the City to provide signage to be displayed at the event;
- the City of Perth logo to appear on all promotional material for the event, including flyers, posters and banners;
- an opportunity for the City to have a stall at the event.

**6. Additional benefits to be provided:**

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

- naming rights to the event;
- preferential logo placement on all publicity material, and the event website;
- additional acknowledgements of the support of the City of Perth on social media for the event;
- the Lord Mayor, or representative, to be invited to officially open the event.

---

**Comments:**

Bonjour Perth was first held in 2015 with a larger than anticipated attendance. In 2016 organisers anticipate the event will attract approximately 15,000 people to the City. Whilst the event has a strong attendance, it is unlikely to provide any increase in economic investment in the city. In addition, France is not identified as a key priority area for the City's International Engagement Strategy. Cash sponsorship of \$5,000 is recommended.

---

## SCHEDULE 2

<b>Applicant:</b>	Corporate Sports Australia
<b>Event:</b>	Chevron City to Surf for Activ
<b>Date and Time:</b>	Sunday 28 August 2016, 5.00am to 1.00pm
<b>Location:</b>	St Georges Terrace
<b>Total Cost of Event:</b>	\$5,049,212
<b>Sponsorship Requested:</b>	\$35,000
<b>Sponsorship Recommended:</b>	\$20,000

### **Background on Applicant:**

Corporate Sports are an event management organisation for charity and community based mass participation events. Corporate Sports have previously delivered the Freeway Bike Hike and have delivered the City to Surf event for ten years.

### **Summary of Event:**

The 2016 Chevron City to Surf for Activ will be held on Sunday 28 August 2016, from 5.00am to 1.00pm. The City to Surf is a community fun run event which takes participants on a route from the City of Perth to City Beach foreshore.

The event features a number of different categories which participants can enter into:-

- A marathon;
- A half marathon;
- A 12km run;
- A 12km walk;
- A 4km wheelchair race; and
- A 4km walk/run.

The start precinct for the event is located on the intersection of Saint Georges Terrace and William Street. The course travels up St Georges Terrace, past the Barracks Arch, up Kings Park Drive and alongside Kings Park. The course continues through Subiaco, Nedlands (marathon distance) and Cambridge, and finishes at City Beach

Race packs will be available for participants to collect in the week prior to the event at the Perth Convention and Exhibition Centre.

Event proceeds are directed by the Activ Foundation to support people with disabilities within the WA community.

## SCHEDULE 2

The estimated participation in the event is 40,000. The event attracts interstate and overseas participation. In 2015, the event registered approximately 1,000 interstate and international participants. The official race hotel is the Pan Pacific Hotel in Perth.

The Chevron City to Surf is the second largest official timed race in the Southern Hemisphere, the richest marathon in the Southern hemisphere, the only closed road marathon in the state and the largest mass participation sporting event in the state.

### Funding

The City has previously provided the following sponsorship for the event since 2009:-

Year	Amount
2009	\$20,000
2010	\$38,386
2011	\$25,000
2012	\$25,000
2013	\$35,000
2014	\$35,000
2015	\$35,000

The City's sponsorship of the event was increased to \$35,000 in 2013 to assist with increased event costs due to development in the city.

In consideration of potential sponsorship clutter of any major event, Corporate Sports Australia aims to reduce the number of smaller partners and increase the relationship with key partners of the event, including the City of Perth.

The total cost of the event is \$5,049,212. Organisers are requesting cash sponsorship of \$35,000 (1% of the total cost of the event). Cash sponsorship of \$20,000 (less than 1%) is recommended.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
HBF Run for a Reason 2015	\$26,500	28,000	\$0.95
The Color Run Perth 2015	\$25,000	21,000	\$1.19
<i>City to Surf for Activ (requested)</i>	<i>\$35,000</i>	<i>40,000</i>	<i>\$0.88</i>
<i>(recommended)</i>	<i>\$20,000</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

## SCHEDULE 2

### **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 encourage use of the city's public spaces. Organisers believe that the event increases economic investment in the city through participants visiting local businesses post event, however there are no statistics to support this. The event is a high profile event held in capital cities across the nation and is collectively the largest timed foot race in Australia. The event attracts interstate and international visitation of approximately 1,000 people to Perth. The Pan Pacific Hotel on Adelaide Terrace is the official race hotel of the event.

Organisers have not provided projected economic output for the event. The City's tool for calculating Economic Impact for events (REMPPLAN) is unsuitable to calculate the economic return for this event due to the nature of this event as a half-day event which is not held exclusively in the city.

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

The event will commence on the corner of William Street and St Georges Terrace.

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

The event is free to spectators to attend. There is a registration fee for participants.

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

The event begins in the city, and travels through several local government areas. Race pack collection will be held exclusively in the city. Participants are returned to the city by free shuttle bus after the event.

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

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

## SCHEDULE 2

- City of Perth to be recognised as a Supporting Sponsor of the City to Surf.
- the Lord Mayor or City representative will be invited to speak at the start of the event and to participate in starting the 12km event;
- City of Perth Lord Mayor or representative will be invited to participate in live and pre-recorded interview opportunities with tailored interview questions (questions to be provided by City of Perth).
- City of Perth logo to feature in the TV broadcast of the event in targeted signage shots
- first right of refusal for advertising packages attached to TV broadcast is provided to major partners; Chevron, Medibank Private, Rebel, Asics, Channel Nine, Sunday Times/Perth Now, Mix 94.5 and City of Perth;
- the City of Perth logo to appear on media releases, race bibs, print and television advertising;
- an opportunity for the City to provide signage to be displayed prominently at the event, including on the finish chute;
- an opportunity for the City to provide one question for the post-event survey;
- an opportunity for the City to provide content for two eDM's for the event;
- 10% discount provided for all City of Perth residential residents (communication to be disseminated by City of Perth).

### **6. Additional benefits to be provided:**

Organisers advise that should the City choose to support the event with cash sponsorship at the requested level of \$35,000, the benefits will remain the same.

---

### **Comments:**

The Chevron City to Surf is a high profile event with City to Surf events held across Australian capital cities. Organisers believe the event provides a large economic benefit to the City, however as the event only commences in the City, it is unclear what percentage of event participants return to the City after the event, and if the event provides any significant economic return in this way. Cash sponsorship of \$20,000 is recommended.

---

## SCHEDULE 2

<b>Applicant:</b>	CIC Event Management
<b>Event:</b>	UCI Gran Fondo World Championships Perth
<b>Date and Time:</b>	Thursday 1 September – Sunday 4 September, 10.00am to 2.00pm
<b>Location:</b>	Elizabeth Quay start
<b>Total Cost of Event:</b>	\$454,000
<b>Sponsorship Requested:</b>	\$25,000
<b>Sponsorship Recommended:</b>	Decline

### **Background on Applicant:**

CIC Events Management (CIC) was established in 2010 with an initial strategic goal of bringing the Union Cycliste Internationale (UCI) World Final to Perth. CIC is a sporting event management company with a history of managing and presenting a wide range of events, including many high profile cycling events.

Since 2011, CIC has successfully managed UCI World Cycling Tour (UWCT) qualifier events as well as other cycling events such as Velofest, the Woodside Tour de Perth, Race around Rottnest, the Freeway Bike Hike for Asthma and the Avon Descent.

### **Summary of Event:**

CIC has approached the City for Perth for cash sponsorship of the UWCT Gran Fondo World Championships to be held from Thursday 1 to Sunday 4 September 2016.

The event will start at Elizabeth Quay and travel to Perth Hills before returning to Elizabeth Quay to finish.

The UCI World Cycling Tour is a series of cycling races held globally. These events are sanctioned by the Union Cycliste Internationale. A series of thirteen qualifier events are held all over the world, including the Perth qualifier event which was presented in March 2016. Within the qualifying event there are eight age categories which cyclists are separated into; 19 – 34, 35 – 39, 40 – 44, 45 – 49, 50 – 54, 55-59, 60-64 and 65+.

The top 25% from each of these age categories are eligible for the Amateur Road World Championships or the UCI Gran Fondo World Championships which in 2016 will be held in Perth.

Organisers anticipate that between 1200 and 1500 riders will participate in the event. 400 riders plus support teams are expected to come from

## SCHEDULE 2

interstate, and 300 riders and their teams attend internationally. Between 5,000 and 8,000 spectators are expected to attend. The total projected attendance is 9,500.

### Perth Qualifier

The qualifying event was held in Perth in March 2016 and caused traffic management problems, resulting in complaints from participants and visitors. City of Perth Approvals Services advise that the majority of event information was not supplied to the City or the major stakeholders in a timely manner, and therefore put undue pressure on the officers dealing with this event. This led to the City not being able to process plans correctly which caused significant problems for road users, the WA Police and transport organisations. In addition several important documents lacked vital information.

Additional equipment was placed on the City assets, contrary to site plans and information supplied, and event information supplied to local businesses was insufficient, especially with the entry / exit times for the traders at Barrack Square. The number of variable message boards (VMB) shown on the traffic management plans did not tally with the number actually used on the roads, this resulted in mass confusion as vital information could not be passed onto road users. The "City Bus Port" became grid locked after the event as the City roads struggled to cope with the peak hour traffic, not helped with lack of VMB's.

In effect the Organisers failed to plan properly and as result impacted negatively on all the key stakeholders involved in the event requiring a complete review of the course for the September component of the event.

### Funding

The total cost of the event is \$454,000. Organisers have requested cash sponsorship of \$25,000 (6% of the total cost of the event). In 2012 the City provided cash sponsorship of \$20,000 for the 2013 Qualifier event. Organisers have secured sponsorship from Tourism WA, MRA and the Shire of Kalamunda for the event. Organisers advise that should they be unsuccessful in securing funding from the City, the event will still proceed. It is recommended that cash sponsorship is declined for this event.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Santos Great Bike Ride for Homeless Youth 2015	\$21,000	5,000	\$4.20
UCI Gran Fondo World Championships Perth (requested)	\$25,000	9,000	\$2.77

### Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes



## SCHEDULE 2

The event takes place within a public space in the City.	Yes / No
----------------------------------------------------------	----------

### **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.

As part of a world series, the event has a significant profile in the Cycling Community. The event will increase visitation to the City and with international competitors attending the event, will increase economic benefit in the city.

Based the projected attendance the expected economic output for the 4 day event is \$0.93M.

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

The event will start and finish in Elizabeth Quay.

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

The event is free for spectators to attend.

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

The event will start and finish in the city. Due to the distance of the event, it will travel through the outer suburbs and Perth Hills before returning to the city.

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

Organisers will provide the following benefits for the requested cash sponsorship of \$25,000:-

- the City of Perth to receive naming rights to the Team Relay as the "City of Perth Teams Relay World Championship"
- an opportunity for the City to provide an item for inclusion in the participants race pack;
- the support of the City of Perth to be acknowledged in website articles and three e-news posts;
- the support of the city of Perth to be acknowledged prominently through event social media;

## SCHEDULE 2

- the City of Perth logo to appear on event collateral including the race guide and other promotional items;
  - an opportunity for the City to provide CCB signage throughout the event course including the Start Chute;
  - an opportunity for the City to have naming rights to a component of the race course (ie City of Perth Bridge”) with exclusive branding;
  - the Lord Mayor, or representative, to be invited to speak at the event launch;
  - the Lord Mayor, or representative, to be invited to start the Teams Relay on Friday 2 September;
  - the Lord Mayor, or representative, to be invited to officially welcome all visitors to the City of Perth;
  - the Lord Mayor, or representative, to be invited to participate in the Time Trial and Road Race medal ceremony.
- 

### **Comments:**

The UWCT Gran Fondo is an International Cycle Race. The Qualifier event was held in March 2016 and received complaints both from participants and from the general public who were stuck in traffic due to road closures. The event commences and finishes at Elizabeth Quay. It is recommended that cash sponsorship is declined for this event due to the poor organisation of the qualifier event and concerns over supporting an event in the same series.

---

## SCHEDULE 2

<b>Applicant:</b>	Perth Upmarket
<b>Event:</b>	Perth Upmarket
<b>Date and Time:</b>	Sunday 18 September 2016 and Sunday 27 November 2016, 10.00am to 4.00pm
<b>Location:</b>	UWA
<b>Total Cost of Event:</b>	\$97,500
<b>Sponsorship Requested:</b>	\$10,000
<b>Sponsorship Recommended:</b>	\$5,000

### **Background on Applicant:**

Perth Upmarket was founded by Justine Barsley in 2008. The organisation aims to present a quarterly market for original and hand crafted wares. The market brings together over 200 artists, designers, craftsman and gourmets in one space. All products found at Perth Upmarket are designed or made in Western Australia. In addition to the quarterly events, the Perth Upmarket team also runs two Wedding Upmarkets each year and pop-up events across Western Australia.

### **Summary of Event:**

Perth Upmarket will be held on Sunday 18 September and Sunday 27 November 2016, from 10.00am to 4.00pm.

The event is a large market which operates in Winthrop Hall, in the undercroft and out on the grounds around Winthrop Hall at the University of Western Australia (UWA). The market sells locally designed and/or made craft, clothing, jewellery, home and giftwares. This offering is complemented by locally produced gourmet food.

Each market has between 150 and 200 designers/ producers who operate within the creative industries.

Perth Upmarket has been operating since 2008. It was held at the Perth Town Hall from 2008 to 2010. In 2010 the event moved to UWA due to the size of the event. Justine Barsley, founder, was awarded the 40 under 40 award in 2012.

Perth Upmarket has a creative community of over 1,000 small businesses, over 50,000 shoppers annually, and a social media following of over 40,000. The organisation has a positive impact on many small businesses and many of them rely on this event to sell their wares.

## SCHEDULE 2

Perth Upmarket has partnered with the Starlight Children's Foundation since its inception in 2008. Since 2008, the organisation has raised over \$32,000 in donations for the charity.

### Funding

The total cost of the event is \$97,500. Organisers have requested cash sponsorship of \$10,000 (10% of the total cost of the event) for the event (\$5,000 per market for two markets). Upmarket has previously partnered with the City of Subiaco, this arrangement expired in December 2015. The University of WA is currently a partner of the event (until June 2016). Organisers will seek other sponsors of the event pending the outcome of this request for sponsorship. Cash sponsorship of \$7,500 (8% of the total cost of the event) is recommended.

### Event Sponsorship Comparison

Year / Event	Amount	Attendance	Subsidy
Young Butchers Picnic 2015	\$20,000	10,000	\$2.00
Perth Upmarket (requested)	\$10,000	12,000	\$0.83
(recommended)	\$7,500		\$0.63

### 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 / No

### 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.

Perth Upmarket is the largest and highest profile handmade market in Western Australia. Each market attracts an attendance of between 10,000 and 15,000 visitors. The event creates vibrancy in the City and will show the City's support for events in a precinct new to the City of Perth.

#### 2. Encourages use of public spaces.

Whilst the University of WA is a privately owned space, it is open to the public to attend at any time.

## SCHEDULE 2

**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 at UWA which falls under the City of Perth under the City of Perth Act.

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

Organisers will provide the following benefits for the recommended sponsorship of \$7,500:-

- the City of Perth logo to be included on promotional material including:-
  - the event website;
  - the roadside banner outside the University of Western Australia prior to each event;
  - all print materials including promotional postcards, posters, print media ads and maps;
  - all press releases;
  - all email marketing for the event.

**6. Additional benefits to be provided:**

Organisers advise that no additional benefits will be provided for cash sponsorship at the recommended level of \$10,000.

---

**Comments:**

Perth Upmarket will be held at the University of Western Australia. As a space which is due to come under the City of Peth Local Government Area, support of this event extends the geographical reach of the City's portfolio of events. In addition the event itself assists many creative industries practitioners to present and grow their businesses. Total cash sponsorship of \$7,500 is recommended for the two events.

---

# SCHEDULE 3



CITY *of* PERTH

**2016/17**

**Arts & Cultural Sponsorship Program**

**Round One**

**Assessment Report**

## SCHEDULE 3

### OVERVIEW

The applicants contained within this report have applied for Arts & Cultural Sponsorship in Round One 2016/17, for projects with a public outcome occurring between 1 July 2016 and 31 December 2016.

The applications were considered by a three member assessment panel from the Arts, Culture & Heritage and Business Support & Sponsorship Units. The assessment process included analysis of the application responses against the established objectives, eligibility and assessment criteria. Applicants were also invited to submit support materials.

The applications were ranked by the extent to which the stated responses meet the program objectives and assessment criteria of one of three categories. Within each category, the applications are listed according to assessment results from highest to lowest ranking.

A total of thirteen applications were received with nine applications having been recommended for support representing 42 days of programming over four months. Based on the City's tool for calculating economic impact of events (REMPLAN) the total economic benefit the recommended projects deliver to the local economy is estimated to be \$3,267,000.

Four proposals did not adequately meet the objectives and/or assessment criteria and are therefore not recommended for sponsorship.

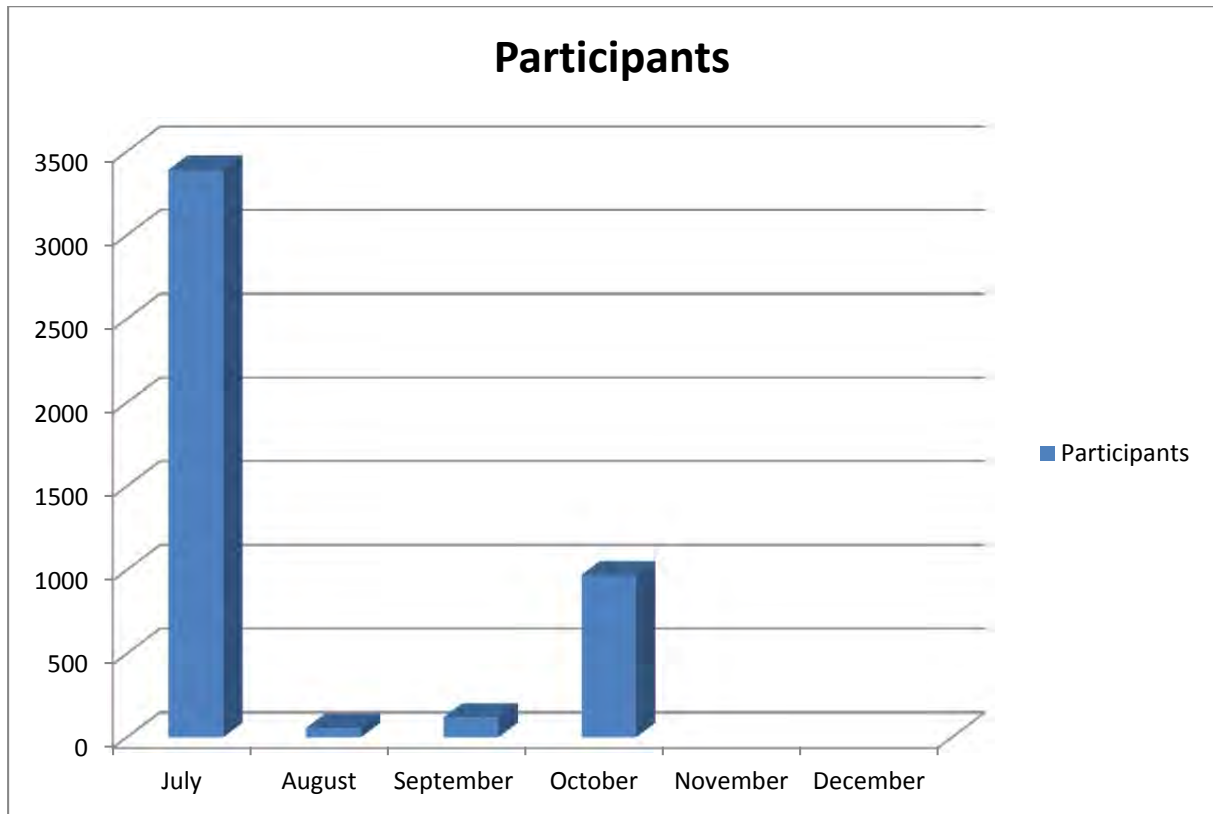
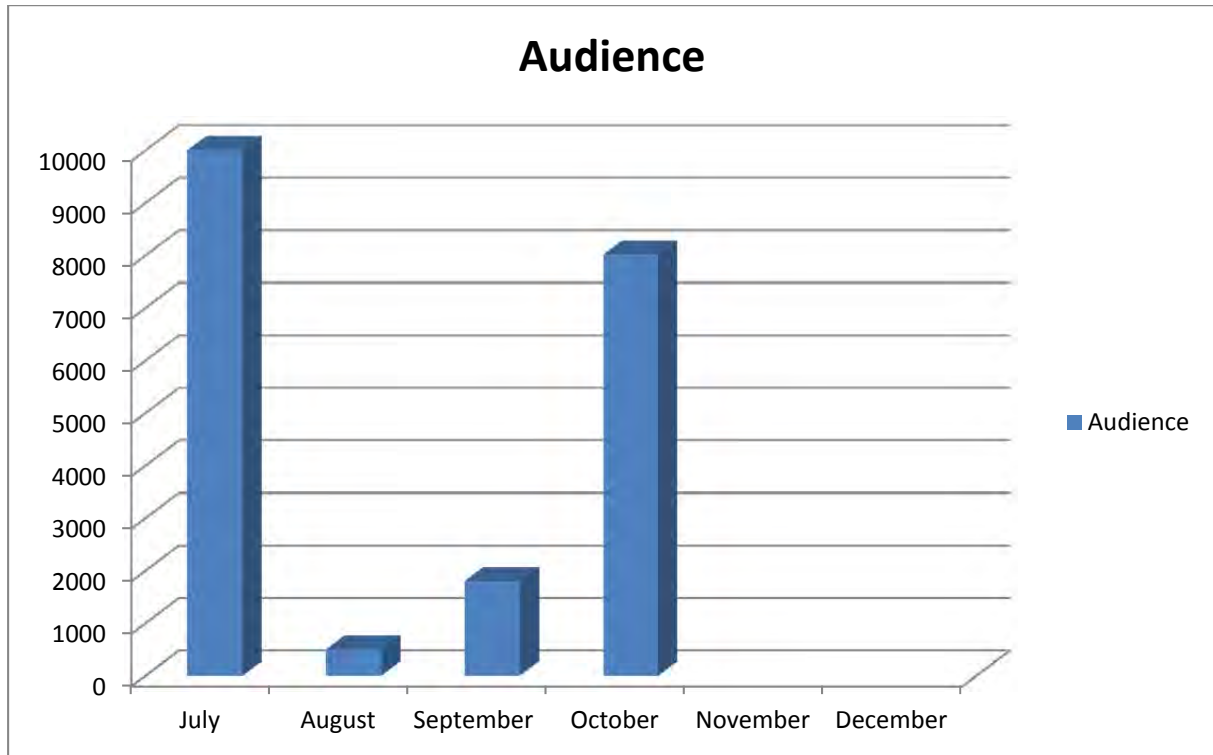
### ACTIVATION PERIODS



 Represents days recommended activities are presented within the City of Perth

## SCHEDULE 3

Through this round of arts and cultural sponsorship, approximately 20,310 visitors are expected to attend arts and cultural activities in the city and 4,535 people will participate in arts and cultural activities in city spaces. The months of July and October have been identified as peak months of arts and cultural activity.





## SCHEDULE 3

### ARTS PROJECTS

ITEM	APPLICANT	ACTIVITY	PAGE
1	Mandorla Centre for Inner Peace	Mandorla Art Award	6
2	Mr Ronald Thomas	Twilight Chamber Music Concerts	10

### CREATIVE COMMUNITY

3	Centre for Stories	Australian Short Story Festival	15
4	Nulsen Disability Services	As We Are Art Award	20
5	State Library of WA Foundation	Disrupted: Festival of Ideas 2016	24
6	St George's Cathedral Foundation for the Arts	St George's Art Award	28
7	Let's Make Games Inc.	Perth Games Festival	32
8	Perth Symphony Orchestra	Heritage Series featuring PCO	36
9	WA Poets Inc.	Perth Poetry Festival	40
10	Cinema Cultural Latino Americana Inc.	2016 Latino Film Festival	45

### SPONSORSHIP

11	Revelation Perth International Film Festival	Revelation Perth International Film Festival	50
12	Ausdance, CO3, Performing Lines "Moveme Festival Collective"	Moveme Festival	56
13	Mr Ivan Motherway	Beckettfest – Happy Days & Endgame	61

## SCHEDULE 3

### **ARTS PROJECTS ROUND 1 2016/17**

The identified objectives of this category of sponsorship are to support arts and cultural activities that:

- Are representative of a diverse range of local arts activity.
- Enhance social wellbeing and provoke engagement in cultural life.
- Encourage artists to explore, develop and strengthen their practice.
- Enhance the community profile of the City of Perth.

#### Assessment Criteria

- High quality local arts project.
- Demonstrated capacity to manage and deliver the project as described.
- Provide evidence of support from other sources (cash and in-kind)

## SCHEDULE 3

### ITEM 1

Applicant	<b>Mandorla Centre for Inner Peace</b>
Project	Mandorla Art Award
Artform	Visual Arts
Location	Linton & Kay Gallery
Dates	15 July – 24 July
Attendance	1,000
Participants	50
Total Budget	\$124,050
Amount Requested	\$8,000
Recommended	\$5,000

#### BACKGROUND:

Mandorla Centre for Inner Peace Inc. is a not-for-profit incorporated association. Registered in 1991, the organisation was created to present the biennial *Mandorla Art Award*, an exhibition of artwork that responds to a Christian theme. The committee comprises of representatives from various Christian denominations and the exhibition curator.

The *Mandorla Art Award* for contemporary religious art is Australia's most significant thematic Christian art prize, attracting some of the country's finest artists since its 1985 inception.

#### 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.

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

#### DETAILS:

##### Project Summary

Mandorla Centre for Inner Peace will present the *Mandorla Art Award*, a prestigious biennial exhibition and award program presented in a nine day exhibition open to the general public.

## SCHEDULE 3

The award offers a \$25,000 major prize, the applicant has demonstrated that the prize is sponsored in its entirety by St John of God Health Care. Two High Commendation awards are sponsored by the Catholic Archdiocese in Perth and the Uniting Church in the City.

Artists are asked to respond to a prescribed criteria that includes response to the theme, Impact – visual and aesthetic, or including anti-aesthetic, Creativity; readings; within a contextual/conceptual/technical/interpretive framework; Technical Skills – selection and application of media and Compliance with terms and conditions of entry.

Up to 40 artworks are selected by a highly qualified panel comprised of Jenepher Duncan, Curator Contemporary Australian Art at The Art Gallery of WA, Helen Carrol-Fairhall, Curator Wesfarmers Collection of Australian Art and Rev Ryan Green, Priest of the Anglican Archdiocese, for the exhibition at Linton & Kay Galleries.

A final judging panel comprised of Ted Snell, Director UWA Cultural Precinct, Petra Kayser, Curator Department of Prints and Drawings National Gallery of Victoria and Rev Dr Tom Elich, Director Liturgy Brisbane and Parish Priest in Bulimba selects the award finalists.

The *Mandorla Art Award* is an acquisitive art prize, the winning art works become part of the Mandorla permanent collection, kept in trust at the New Norcia Museum and Art Gallery of WA. In addition, following the exhibition, a selection of artworks will be exhibited at St John of God Health Campuses throughout WA.

The exhibition is complemented by a schools program, currently in development.

### Times and Dates

Day	Date	Time	Activity
Friday	15 July	10:00am – 4:00pm	<i>Exhibition Opening and Awards announced</i>
Saturday	16 July	11:00am – 5:00pm	<i>Exhibition</i>
Sunday	17 July	11:00am – 5:00pm	<i>Exhibition</i>
Monday	18 July	10:00am – 4:00pm	<i>Exhibition</i>
Tuesday	19 July	10:00am – 4:00pm	<i>Exhibition</i>
Wednesday	20 July	10:00am – 4:00pm	<i>Exhibition</i>
Thursday	21 July	10:00am – 4:00pm	<i>Exhibition</i>
Friday	22 July	10:00am – 4:00pm	<i>Exhibition</i>
Saturday	23 July	11:00am – 5:00pm	<i>Exhibition</i>
Sunday	24 July	11:00am – 5:00pm	<i>Exhibition</i>

### Venue

Linton & Kay Galleries, St Georges Terrace, Perth

### Ticket Prices

## SCHEDULE 3

The exhibition is free for the public to attend. Participating artists are charged an entry fee of \$50 per artwork.

### **Past support**

The applicant has not previously applied for Arts & Cultural Sponsorship.

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as an Arts Project**

This project offers a high quality art experience and provides opportunities for Australian artists to explore, develop and strengthen their arts practice. The project provides opportunities for artists to exhibit and sell their work.

The Curator is an experienced professional and has a successful history in delivering art exhibitions such as the Minnawarra Art Awards.

This project will engage a broad audience, and is likely to attract those interested in contemporary arts and religious art. As a significant national art award that enjoys a national profile, the project will enhance the community profile of the City.

### **The project must be of high artistic quality**

*Mandorla Art Award* attracts high calibre artists from across Australia, past winners include Nigel Hewitt (1991, 1992); Brian McKay (1986, 2002); and Julie Dowling (2000) who was named the most collectible artist in Australia shortly after her win.

Curator Kristy Gough has over 15 years curatorial experience, successfully delivering large exhibitions throughout the Perth metropolitan area for City of Armadale, Town of Bassendean and City of Bayswater.

The applicant has submitted supporting documentation including key personnel biographies, the organisation's constitution and venue hire confirmation in support of the application. These resources indicate that the project is likely to be of high quality.

### **The applicant must have demonstrated capacity to deliver the project as described**

The applicant has provided a letter confirming venue hire from Linton & Kay Galleries. Substantial income (\$75,000) from other sources is confirmed.

The Project has been delivered successfully since 1985, the award has a positive profile in the visual arts sector nationally and key personnel are experienced.

## SCHEDULE 3

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and demonstrated substantial support from many contributors, including St John of God Health Care, Catholic Archdiocese of Perth, Uniting Church in the City, Anglican Church and Bible Society.

All award prizes are sponsored by other supporters, additional income is derived from commission from artwork sales and entry fees (\$50 per artwork).

The recommended level of support represents approximately 4% of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project (including electronic media);
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth's support on applicant's website;
- verbal announcement at exhibition opening event;
- display of City of Perth signage for the duration of the exhibition (provided by the City of Perth).

### **COMMENTS:**

The recommended level of support is \$5,000 based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives. This recommendation is on par with the average contribution provided by other sponsors.

*Mandorla Art Award* is a high quality art exhibition with a significant national profile; it provides opportunities for artists to promote their work and raise their profile; and encourages artists to extend their arts practice. The exhibition is free for the public to attend. The project explores a Christian theme that resonates with a broad audience.

It is estimated that a total of 1,000 people will attend the exhibition over a 9 day period. The total economic benefit to the local economy is estimated to be \$170,000.

## SCHEDULE 3

### ITEM 2

Applicant	<b>Ronald Thomas t/a Soloists of Australia</b>
Project	Twilight Chamber Music Concerts
Artform	Chamber Music
Location	Perth Town Hall
Dates	21 July, 18 Aug, 15 Sep, 13 Oct, 3 Nov, 8 Dec
Attendance	800
Participants	4 – 12 each performance
Total Budget	\$22,000
Amount Requested	\$10,000
Recommended	\$0

#### **BACKGROUND:**

Ronald Thomas is a Perth-based professional violinist and former Artistic Director of the Australian Opera and Ballet Orchestra. At age 16 Thomas made his national performing debut with the Melbourne Symphony Orchestra, performing the Beethoven Violin Concerto, shortly after he won a scholarship to undertake studies with Max Rostal in London and Switzerland.

Since winning the Carl Fleisch International Violin Competition at 21, Thomas has performed with major orchestras throughout Europe including Royal Philharmonic, Birmingham and Bournemouth Symphony and was concert soloist for the opening night of BBC Promenade Concerts. Later, as concertmaster and concert soloist with Sir Neville Marriner and the Academy of Saint Martin-in-the-fields he performed in concert, recordings and world tours. His ensemble The New London Soloists toured across the US and he eventually returned to Australia as the Artistic Director of the Australian Opera and Ballet Orchestra, whilst continuing to perform in Europe until 1990.

Thomas formed the original *Soloists of Australia* in Perth in 1986. *Soloists of Australia* performed at Perth Festival and recorded a number of records between 1986 and 1988. Thomas is re-establishing the ensemble for performances at the Perth Town Hall. Thomas has applied for sponsorship as a sole trader trading as Soloists of Australia.

#### **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.

## SCHEDULE 3

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

### DETAILS:

#### Project Summary

Ronald Thomas will present *Twilight Chamber Music Concerts*, a series of 6 one hour chamber music recitals at the Perth Town Hall.

The applicant is re-establishing the ensemble Soloists of Australia. The original Soloists of Australia was established by the applicant in the 1980's and was an active musical ensemble at that time. Acclaimed musicians Haylie Ecker (Bond String Quartet), Michael Goldschlager (Australian World Orchestra), Doree Dixon (WASO) and David Wickham (WAAPA Lecturer and WAO coach) have confirmed interest in participating in the *Twilight Chamber Music Concerts*.

The application indicates there is a possibility that school workshops will be developed to accompany the concert series. No further information has been provided. Thomas anticipates between 4 and 12 musicians will perform at each concert. A total audience of 800 is anticipated to attend performances.

#### Times and Dates

Day	Date	Activity
Thursday	21 July 2016	<i>Performance</i>
Thursday	18 August 2016	<i>Performance</i>
Thursday	15 September 2016	<i>Performance</i>
Thursday	13 October 2016	<i>Performance</i>
Wednesday	3 November 2016	<i>Performance</i>
Thursday	8 December 2016	<i>Performance</i>

#### Venue

Perth Town Hall

#### Ticket Prices

Audiences will be charged a standard ticket price of \$30 and concession ticket price of \$25.

#### Past support

Year	Amount	Description of supported project
2015/16	\$6,000	Beethoven Sonatas
<b>2016/17 requested</b>	<b>\$10,000</b>	<b><i>Twilight Chamber Music Concerts</i></b>
<b>2016/17 proposed</b>	<b>\$0</b>	<b><i>Twilight Chamber Music Concerts</i></b>



## SCHEDULE 3

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

#### **The project must demonstrate shared objectives as an Arts Project**

Whilst the applicant is an acclaimed musician, the application does not sufficiently demonstrate that the project meets the objectives of the Arts Project category to a satisfactory level.

The application responses did not provide adequate detail to determine the project shares objectives consistent with the category of sponsorship.

In the previous financial year, the applicant received Arts & Cultural Sponsorship for a concert series at Perth Town Hall commencing in April 2016, it is estimated that approximately 35 people attended the first performance, approximately 2/3 less than the expected number.

The panel cites relatively low audience numbers, both anticipated and evidenced, and concerns about the applicants ability to deliver the project as rationale behind the recommendation not to support the project.

#### **The project must be of high artistic quality**

An ensemble of high calibre musicians has registered their interest in performing in the concert series. However, at the time of submitting the application, very few have committed to participating.

The applicant has provided a performance schedule that includes Mendelsohn's Octet, Mozart Clarinet Quintet, String trios and Harpsichord and Vivaldi Violin Concerto, and has indicated that only West Australian musicians of an international standard will be invited to play.

#### **The applicant must have demonstrated capacity to deliver the project as described**

The panel considers the application to be of low quality. Responses to the application questions are considered inadequate and may indicate the applicant does not demonstrate capacity to deliver the project as described.

The applicant was awarded arts and cultural sponsorship in 2015/16 to present a Beethoven concert series at Perth Town Hall. The first concert of the series on Sunday 10 April was attended by only 35 people. The total anticipated audience of 800 for *Twilight Chamber Music Concerts* (133 per performance) is therefore considered to be unrealistic.

#### **Applicants must demonstrate a contribution to the project derived from other sources**

## SCHEDULE 3

The applicant has indicated other income is to be derived from ticket sales (\$12,000). No other cash income sources have been identified. The applicant states that without City of Perth sponsorship the cost of venue hire and marketing cannot be met.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the performance season;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- acknowledgement of the City of Perth's support on applicant's website;
- Display of City of Perth signage for the duration of the performance season (provided by the City of Perth).
- Verbal announcement prior to each performance.

### **COMMENTS:**

Based on analysis of the submission and a comparative analysis, including assessment of the project's potential to meet the identified program objectives, the project is not recommended for sponsorship.

Insufficient application responses, an unrealistic budget, evidence of low attendance and an ill-considered marketing plan support the panel's position that the applicant has not demonstrated capacity to deliver the project.

## SCHEDULE 3

### **CREATIVE COMMUNITY PROJECTS 2016/17**

The identified objectives of this category of sponsorship are to support arts and cultural activities that:

- Reflect on the city as Perth community with a diverse living culture.
- Enhance social well-being and provoke engagement in cultural life.
- Encourage participation in the arts.
- Enhance the community profile of the City of Perth.

#### Assessment Criteria (Creative Community Projects)

- Program Relevance. The project relates to and provides benefits to the intended audience.
- Demonstrated capacity to manage and deliver the project as described.
- Must meet all or some of the identified creative community projects objectives.
- Provide evidence of support from other sources (cash and in-kind)

## SCHEDULE 3

### ITEM 3

Applicant	<b>Helm Wood Publishing t/a Centre for Stories</b>
Project	Australian Short Story Festival
Artform	Literature and Performance
Location	Centre for Stories, Northbridge Piazza, State Library of WA, Northside Books, Paper Mountain, Fauna & Flora
Dates	21 October – 23 October
Attendance	760
Participants	1,810
Total Budget	\$118,509
Amount Requested	\$8,860
Recommended	\$6,000

#### **BACKGROUND:**

Centre for Stories is a new initiative by John and Caroline Wood of Margaret River Press to foster Western Australian stories in the heart of Perth. Centre for Stories develops programs to encourage the sharing of stories in Australia and beyond.

Centre for Stories launched in December 2015 and collaborated with the Empathy Museum for A Mile in my Shoes, a Perth International Arts Festival 2016 commission. Centre for Stories is a registered business name of Helm Wood Publishers Pty Ltd, an Australian Private Company.

#### **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.

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

Section 3.2.3c of Policy 18.8 identifies specific items of expenditure that cannot be supported through arts and cultural sponsorship.

The project budget provided includes specific items that are ineligible for support:

*iii. travel costs.*

The applicant has adequately demonstrated that this aspect of the project is supported through other funding sources.

## SCHEDULE 3

### DETAILS:

#### Project Summary

The *Australian Short Story Festival* is a three day weekend festival celebrating the short story form. The festival will bring together culturally diverse writers and storytellers to deliver a weekend of events including masterclasses, talks, readings, discussions, street side readings and free family outdoor events.

Traditional storytelling will be met with live podcasting and literary speed-dating, Northbridge Piazza will serve as an urban writing garden, where the general public will be invited to respond with quick fire stories to prompts on the large screen.

The applicant seeks sponsorship of the speaking fees for the opening address, free public readings and the indigenous storytelling session to be held at Northbridge Piazza.

The opening address will be delivered by Cate Kennedy, one of Australia's most awarded short story writers, at the State Library of Western Australia.

Authors David Whish-Wilson, Bindy Pritchard, Mark Smith, Clarrie Cameron, Alf Taylor and Josie Wowolla Boyle have been engaged to deliver free public readings throughout the weekend at Paper Mountain, Northside Books and Little Bird Café.

Prominent Aboriginal storytellers Daisy Tjuparntarri Ward, Nancy Nganana Jackson and Clarie Cameron will travel from Warakurna to lead storytelling sessions at Northbridge Piazza on Saturday 22 October 2016.

The Australian Short Story Festival is the first of its kind in Australia, it represents a unique opportunity for the city of Perth to demonstrate leadership in the literary sector and make a lasting contribution to Australian cultural life.

#### Times and Dates

Day	Date	Time	Activity	Venue
Friday	21 October 2016	6 pm	Opening Address delivered by Cate Kennedy	State Library of WA
Saturday	22 October 2016	11am-12pm 12pm-2pm 5pm-6pm	Free Public Readings Aboriginal Yarning Session Free Public Readings	Paper Mountain Northbridge Piazza Northside Books
Sunday	23 October 2016	11am-12pm	Free Public Readings	Little Bird Cafe

#### Venue

The Festival will be held in various locations throughout the City of Perth. The sponsorship request relates to activities occurring at Northbridge Piazza; State Library of Western Australia; Northside Books, 192 William Street Northbridge; Paper Mountain, 267 William Street Northbridge; Fauna & Flora, 4/70 Aberdeen Street Northbridge and Centre for Stories, 100 Aberdeen Street, Northbridge.

#### Ticket Prices

## SCHEDULE 3

The festival will offer both free and paid activities; standard ticket prices for paid activities are \$8 and concession tickets are \$6. Day passes may be purchased at a discounted rate.

### Past support

Year	Amount	Description of supported project
2015/16	\$1,940	World Poetry Day
<b>2016/17 requested</b>	<b>\$8,860</b>	<b><i>Australian Short Story Festival</i></b>
<b>2016/17 proposed</b>	<b>\$6,000</b>	<b><i>Australian Short Story Festival</i></b>

### ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

#### **The project must demonstrate shared objectives as a Creative Community Project**

This project unites individuals with a common interest in literature and in particular the short story form. Activities are accessible to the public and encourage varying levels of participation. The festival is comprised of both free and paid activities, tickets to paid events are offered at an affordable price.

The project has the capacity to encourage engagement in cultural pursuits, and as a highly visible and participatory project it meets the objectives of this category to a high extent.

Centre for Stories have successfully delivered a number of high profile events and this project is likely to enhance the City of Perth's profile in the community.

#### **The project must be relevant to the intended audience**

The applicant has demonstrated that the project relates to the intended audience. Centre for Stories are working with Central Institute of Technology, students of Literature at schools and universities in an effort to attract a diverse audience and increase participation in the Festival.

The Festival will provide a platform to promote local writers, and broaden the appeal of the short story genre.

#### **The applicant must have demonstrated capacity to deliver the project as described**

As a relatively new organisation, Centre for Stories has successfully delivered a number of high profile storytelling projects with established cultural organisations such as Perth International Arts Festival and the Empathy Museum and has

## SCHEDULE 3

established itself as a reputable organisation, well positioned to deliver a successful festival.

The applicant has demonstrated that the project is well planned through its considered responses to the application questions. The inclusion of a thorough Audience Development and Marketing Plan amongst other supporting documents demonstrates capacity to deliver the project as described.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and demonstrated financial support from other sources including grants from Australia Council (\$14,000) Department of Culture and the Arts (\$17,936) and Copyright Agency (\$10,000) which are yet to be confirmed.

In-kind support estimated at \$58,713 cash value for volunteers, PR, venue hire, speaker fees and promotion has been confirmed.

The recommended level of support represents approximately 5% of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal announcement prior to the Festival;
- acknowledgement of the City of Perth's support on organisation's website;
- display of City of Perth signage at the events (provided by the City);
- ad space in Festival Program;
- Provision of official photography and video for use at the City's discretion;
- Recognition of support and mention of City of Perth in social media feeds;
- Hashtag Perth City Arts;
- Activation of Northbridge Piazza art space.

## SCHEDULE 3

### **COMMENTS:**

The recommended level of support is \$6,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

This recommendation is lower than the requested amount in consideration of ineligible budget items allocated to the sponsorship request, and the average contribution for a project of comparable scale.

It is estimated that a total of 760 people will attend the festival over a 3 day period. The total economic benefit to the local economy is estimated to be \$129,000.



## SCHEDULE 3

### ITEM 4

Applicant	<b>Nulsen Disability Services</b>
Project	2016 As We Are Art Award & Exhibition
Artform	Visual Arts
Location	Central Park Building Foyer
Dates	10 October – 21 October
Attendance	3,000
Participants	175
Total Budget	\$56,048
Amount Requested	\$10,000
Recommended	\$8,250

#### **BACKGROUND:**

The Nulsen Disability Services (Nulsen Association) is an incorporated public benevolent institution, established in 1956. The Association provides support to people with a range of disabilities including intellectual, physical and acquired brain injuries. The Nulsen Connect program supports initiatives and programs which enhance the quality of life for people with disabilities. This is achieved through a range of inclusive communicative leisure and health promotional activities that are appropriate and meaningful.

*As We Are: Artists with Intellectual Disabilities* was established in 2001 as a one-off State Art Award by Citizen Advocacy Perth West, and in 2008 was taken over by Nulsen. Now in its 14<sup>th</sup> year the award received entries from 150+ Western Australian artists who have intellectual disability/s.

#### **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.

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

#### **DETAILS:**

##### **Project Summary**

The *As We Are* exhibition is a twelve day visual art exhibition presented by Nulsen Disability Services.

## SCHEDULE 3

As We Are invites WA artists with an intellectual disability to create, exhibit and sell their artwork in a professional exhibition. In recognition of artistic excellence seven art awards and 10 certificates of High Commendation are awarded.

Nulsen Association anticipates approximately 175 works to be featured in the exhibition consisting of a variety of media including two and three dimensional works.

The event will award cash prizes in recognition of artistic excellence across five categories. The work will be judged by respected independent arts representatives. Works will be available for sale by the artists with a commission of 15% retained by Nulsen to assist with administration and display costs.

### Times and Dates

Day	Date	Time	Activity
Saturday	8 October	6:00pm – 8:00pm	<i>Opening Event and Awards</i>
Monday	10 October	10:00am – 4:00pm	<i>Exhibition</i>
Tuesday	11 October	10:00am – 4:00pm	<i>Exhibition</i>
Wednesday	12 October	10:00am – 4:00pm	<i>Exhibition</i>
Thursday	13 October	10:00am – 4:00pm	<i>Exhibition</i>
Friday	14 October	10:00am – 4:00pm	<i>Exhibition</i>
Saturday	15 October	10:00am – 4:00pm	<i>Exhibition</i>
Sunday	16 October	11:00am – 3:00pm	<i>Exhibition</i>
Monday	17 October	10:00am – 4:00pm	<i>Exhibition</i>
Tuesday	18 October	10:00am – 4:00pm	<i>Exhibition</i>
Wednesday	19 October	10:00am – 4:00pm	<i>Exhibition</i>
Thursday	20 October	10:00am – 4:00pm	<i>Exhibition</i>
Friday	21 October	10:00am – 4:00pm	<i>Exhibition</i>

### Venue

Central Park Foyer 152 – 158 St Georges Terrace.

Central Park management have offered the venue free of charge and will be acknowledged as a sponsor of the exhibition.

### Ticket Prices

The exhibition is free for the public to attend.

### Past support

Year	Amount	Description of supported project
2011/12	\$2,000	2011 As We Are
2012/13	\$5,000	2012 As We Are
2013/14	\$8,000	2013 As We Are
2014/15	\$8,000	2014 As We Are
2015/16	\$8,000	2015 As We Are

## SCHEDULE 3

<i>2016/17 requested</i>	<i>\$10,000</i>	<i>2015 As We Are</i>
<i>2016/17 proposed</i>	<i>\$8,250</i>	<i>2015 As We Are</i>

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

#### **The project must demonstrate shared objectives as a Creative Community Project**

This project supports Nulsen Association's endeavours to reward the achievements and improve the well-being of people living with an intellectual disability. Support of such events promotes the City of Perth as diverse and inclusive community.

The project encourages participation in cultural activity. For the artists, having the opportunity to display their work provides encouragement and confidence to exhibit their work in mainstream art awards and exhibitions.

#### **The project must be relevant to the intended audience**

The exhibition will be situated in a high-pedestrian corporate environment, and experiences high visibility and visitation throughout the week.

The exhibition attracts a broad audience and is of significant importance for artists with disabilities, their families, friends and supporters.

Nulsen anticipates that approximately 3,000 people will attend the exhibition over its 12 day duration. As the exhibition is highly accessible to the public, this estimate is considered realistic.

#### **The applicant must have demonstrated capacity to deliver the project as described**

The presentation and management of previous *As We Are* exhibitions has been of a high standard. The project will be managed by a professional team of paid staff members with experience in management of this project. Nulsen has provided a summary of the project and marketing plan which is considered consistent with the budget provided and the organisation's capacity.

The applicant has provided a schedule of key dates which demonstrates a sound understanding of preparatory stages the project.

As in previous years Nulsen will distribute information to key industry networks for inclusion on their websites and newsletters, including Community Arts Network, Department of Culture and the Arts, Victoria Park Centre for the Arts and Disability in the Arts Disadvantage in the Arts WA (DADAA).

## SCHEDULE 3

The 2015 *As We Are* acquittal report demonstrates successful delivery of the 2015 project.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a project budget and demonstrated financial support from other sources including self-contribution (\$10,473), entry fees (\$1,591), commission on sales (\$1,400), government and corporate sponsorship and donations (\$19,084). The applicant has been offered in-kind support for venue hire and has estimated the value of in kind services and volunteer labour at \$13,500.

The recommended level of support represents approximately 15% of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- verbal announcement acknowledging the sponsorship at the presentation evening;
- acknowledgement of the City of Perth's support on organisation's website;
- display of City of Perth signage at the event;
- provision of images for use at the City's discretion;
- Ad space in Nulsen Association's quarterly newsletter.

### **COMMENTS:**

The recommended level of support is \$8,250 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

It is estimated that a total of 3,000 people will attend the exhibition over an 11 day period. The total economic benefit to the local economy is estimated to be \$509,000.

## SCHEDULE 3

### ITEM 5

Applicant	<b>State Library of Western Australia Foundation</b>
Project	Disrupted: Festival of Ideas
Artform	Culture
Location	State Library of Western Australia
Dates	30 July – 31 July
Attendance	3,000
Participants	2,500
Total Budget	\$265,040
Amount Requested	\$10,000
Recommended	\$5,000

#### **BACKGROUND:**

The State Library of Western Australia Foundation (the Foundation) was established in 2009. It is a public Ancillary Fund and holds deductible Gift Recipient status. The foundation works collaboratively with the State Library of WA to facilitate special initiatives that support its contribution to the WA community.

Recent achievements include:

- Raised more than \$1,500,000 for State Library of WA projects
- Gifted collections valued at more than \$2,000,000 to the Library
- Secured Lotterywest funding of \$400,000 for National Year of Reading (2012) and 125<sup>th</sup> Anniversary celebrations (2014)
- Won MAGNA Award for the Freyicinet Online Exhibition
- Finalist in several State Awards.

#### **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.

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

Section 3.2.3c of Policy 18.8 identifies specific items of expenditure that cannot be support through arts and cultural sponsorship.

The project budget provided includes specific items that are ineligible for support:

## SCHEDULE 3

### *iii. travel costs.*

The applicant has adequately demonstrated that this aspect of the project is supported through other funding sources.

## **DETAILS:**

### **Project Summary**

*2016 Disrupted: Festival of Ideas* is a two day festival which will bring together speakers, facilitators, artists and performers to contribute to a national debate on innovation and creativity.

In its third year, the Festival will be held at State Library of WA with a satellite event at City of Perth Library. The foundation has undertaken to support the activation of the Northbridge Piazza art space and is determining suitable activities for this location.

The Discovery Lounge and ground floor of the State Library of WA will transform into two performance venues and an interactive space to host creative thinkers, controversial speakers and performers who will explore the festival theme dangerous and disruptive ideas.

A creative programmer will be employed to work alongside the steering group to deliver the festival. Writer, lawyer and media personality Waleed Ali has been engaged to headline the program.

### **Times and Dates**

<b>Day</b>	<b>Date</b>	<b>Activity</b>
Saturday	30 July 2016	<i>Festival opens</i>
Sunday	31 July 2016	<i>Festival closes</i>

### **Venue**

State Library of WA, City of Perth library, Northbridge Piazza art space

### **Ticket Prices**

Festival events are free for the public to attend.

### **Past support**

The applicant has not previously applied for Arts & Cultural Sponsorship

## **ASSESSMENT:**

## SCHEDULE 3

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as a Creative Community Project**

The festival aims to provoke engagement in cultural life through a weekend engagement program. The project has the capacity to attract participants from diverse cultural groups. The festival is accessible to the public and encourages varying levels of participation.

The Foundation has identified the Festival's objectives as:

- Make the State Library a hub for the development, discussion and dissemination of ideas
- Bring social, political, environmental and cultural issues and ideas to the forefront and engage the public in international, national and local conversations to inspire creativity and innovation.

City of Perth library involvement in the project further enhances the City of Perth's profile in the community.

### **The project must be relevant to the intended audience**

The project aims to encourage new and diverse audiences to attend the festival whilst the inclusion of varied speakers from wide-ranging areas of interest ensures the project will be appealing to a broad audience.

### **The applicant must have demonstrated capacity to deliver the project as described**

Whilst the festival program has not yet been developed, the Foundation has a successful record of delivering high quality cultural events and has submitted the 2015 Festival program in support of its capabilities.

City of Perth Library Manager has provided a letter of support for the festival which states:

*"....This will give us an opportunity to showcase our new building, demonstrate our ongoing relationship with the State Library, and provide a platform for future opportunities for the partnership going forward.*

*The Festival is a dynamic and engaging event that brings a diverse audience into libraries, and helps demonstrate that libraries are spaces of innovation and challenging ideas."*

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and demonstrated financial support from other sources. State Library of WA has contributed \$229,540 to the

## SCHEDULE 3

festival, comprising of \$160,000 cash and \$69,540 in-kind. In a letter of support, the McCusker Centre University of Western Australia has confirmed it will contribute \$5,000 cash. Additional support from Curtin University of Technology is yet to be confirmed (\$20,000).

The recommended level of support represents approximately 2% of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- verbal announcement acknowledging the sponsorship prior to the event;
- acknowledgement of the City of Perth's support on Foundation's website
- inclusion of the City of Perth signage at the festival;
- satellite event at City of Perth library;
- use of Northbridge Piazza screen;
- activation of Northbridge Piazza art space;
- display of City of Perth promotional material in State Library of WA.

### **COMMENTS:**

The recommended level of support is \$5,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

Working in conjunction with the City of Perth library to present a satellite event, represents the start of future joint programming between both libraries for the benefit of residents and visitors.

It is estimated that a total of 3,000 people will attend the festival over a 2 day period. The total economic benefit to the local economy is estimated to be \$509,000.



## SCHEDULE 3

### ITEM 6

Applicant	<b>St George's Cathedral Foundation for the Arts Inc.</b>
Project	St George's Art 2016
Artform	Visual Arts
Location	St George's Cathedral
Dates	16 July – 24 July
Attendance	2,000
Participants	220
Total Budget	\$43,250
Amount Requested	\$5,000
Recommended	\$5,000

#### **BACKGROUND:**

St George's Cathedral established the St George's Foundation for the Arts (the Foundation) in 1997 to support the arts at St George's Cathedral.

The Foundation has supported numerous art forms in recent years, including the Cathedral Choirs and choir tours, concerts, student art exhibitions, drama productions and special events held as part of Perth International Arts Festival.

The City of Perth has supported the exhibition since 2010.

#### **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.

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

#### **DETAILS:**

##### **Project Summary**

*St George's Art* is an annual highlight event in the State's arts education calendar. The event is a curated exhibition of artworks selected by the heads of art in participating secondary schools. 2016 will be the fourteenth year of the exhibition and it is anticipated that around 120 students from 40 schools will be involved as in

## SCHEDULE 3

previous years. The exhibition is free to visitors and exhibitors and the event adds interest to the cathedral precinct during the day mid-week. The exhibition will attract approximately 2,000 visitors.

### Times and Dates

The daily exhibition will take place from Saturday 16 July until Sunday 24 July and will be open from 10.00am to 4.00pm on Monday- Saturday and noon to 4.00pm on Sunday.

An Awards Night will take place from 6.30pm to 8.30pm on Thursday 21 July 2016.

Day	Date	Time	Activity
Saturday	16 July	10:00pm – 4:00pm	<i>Exhibition</i>
Sunday	17 July	12:00pm – 4:00pm	<i>Exhibition</i>
Monday	18 July	10:00am – 4:00pm	<i>Exhibition</i>
Tuesday	19 July	10:00am – 4:00pm	<i>Exhibition</i>
Wednesday	20 July	10:00am – 4:00pm	<i>Exhibition</i>
Thursday	21 July	10:00am – 4:00pm 6:30pm – 8:30pm	<i>Exhibition</i> <i>Gala Awards Night</i>
Friday	22 July	10:00am – 4:00pm	<i>Exhibition</i>
Saturday	23 July	10:00am – 4:00pm	<i>Exhibition</i>
Sunday	24 July	12:00am – 3:00pm	<i>Exhibition</i>

### Venue

St George's Cathedral

### Ticket Prices

The exhibition is free to the public. The Gala Awards night is ticketed at \$20 (standard) \$10 (concession) to offset the cost of catering.

### Past support

Year	Amount	Description of supported project
2007/08	\$3,000	Choir Tour- France
2009/10	\$1,500	St George's Art 2010
2011/12	\$2,500	St George's Art 2011
2012/13	\$2,500	St George's Art 2012
2013/14	\$2,000*	St George's Art 2013
2014/15	\$5,000	St George's Art 2014
2015/16	\$5,000	St George's Art 2015
<b>2016/17 requested</b>	<b>\$5,000</b>	<b>St George's Art 2016</b>
<b>2016/17 proposed</b>	<b>\$5,000</b>	<b>St George's Art 2016</b>

### ASSESSMENT:

## SCHEDULE 3

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as a Creative Community Project**

This project attracts and encourages young artists from across metropolitan Perth to participate in the arts and explore and develop their work. The exhibition has been well attended in the past and is an important project for school groups and their families and reflects the City as a diverse living culture.

The success of *St George's Art* over a thirteen year period and its reputation as a high quality and much anticipated education activity enhances the community profile of the City of Perth.

The exhibitions proximity to the City of Perth Library is likely to encourage visitation from a youth demographic.

### **The project must be relevant to the intended audience**

The event is well attended with continued interest from schools participating each year. The event encourages students to visit the city with family and friends.

The free exhibition may provide a point of interest for people visiting the area for other purposes. The promotional materials are broadly targeted to the general public of all ages with an interest in the visual arts.

### **The applicant must have demonstrated capacity to deliver the project as described**

This project has been successfully delivered for many years at a similar budget and scale. The applicant has provided a summarised project planning schedule and detailed marketing plan.

The applicant has provided all the required acquittal documents for past grants received through this program.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a project budget consistent with a project of this scale. The budget includes in-kind support valued at \$16,000 and an estimated contribution from the Anglican Community Fund (\$10,000). The exhibition and audiences are invited to purchase a catalogue or make a small donation towards the exhibition (estimated income \$6,250). The Foundation receives some private donations to award prizes to artists whose artworks have been given a merit award by a panel of judges.

The recommended level of support represents 12% of total budget and is equivalent to the contribution made in previous years.

## SCHEDULE 3

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage at exhibition;
- acknowledgement of the City of Perth's support on the applicant's website;

### **COMMENTS:**

The recommended level of support is \$5,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

It is estimated that a total of 2,000 people will attend the exhibition over an 8 day period. The total economic benefit to the local economy is estimated to be \$339,000.

## SCHEDULE 3

### ITEM 7

Applicant	<b>Lets Make Games Inc.</b>
Project	Perth Games Festival
Artform	Community Festival
Location	Perth Town Hall
Dates	1 October
Attendance	3,200
Participants	34
Total Budget	\$61,609
Amount Requested	\$10,000
Recommended	\$10,000

#### **BACKGROUND:**

Let's Make Games Inc. is a WA based not-for-profit incorporated organisation established to encourage community awareness of, and engagement with, locally made games and digital experiences.

Let's Make Games functions by supporting and promoting the games development community of Western Australia. The organisation is run by a team of volunteers, dedicated to coordinating educational and networking events for local games developers.

Let's Make Games is an incorporated body, registered in 2011. The organisation is not registered for GST.

#### **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.

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

#### **DETAILS:**

##### **Project Summary**

Let's Make Games will present the *Perth Games Festival* at the Perth Town Hall over a four hour period on Saturday 1 October 2016.

## SCHEDULE 3

*Perth Games Festival* is a family-friendly event that will engage the community by presenting locally made independent games and play experiences in an open-floor space exhibition format.

The event will feature playable experiences including board games; card games; computer games; console games; arcade games and virtual reality experiences as well as featuring game development talks and workshops facilitated by professional developers.

For six years Let's Make Games have presented an annual WA Developer Showcase which supports games developers, students and hobbyists to share their creative works. *Perth Games Festival* is an extension of this showcase, and in 2014 the first *Perth Games Festival* was held at the Perth Town Hall, and was supported through the Fast Response category of Arts & Cultural Sponsorship.

In 2015, the Festival exceeded audience expectations, achieving attendances of 2,600. The Games Festival also received a notable increase in games developers seeking to participate in the Festival. Approximately 3,200 people are expected to attend the 2016 *Perth Games Festival*. The event will increase awareness of game making and gaming culture in Western Australia.

Similar events are held in Melbourne, Brisbane and Sydney.

### Times and Dates

The festival will take place on Saturday 1 October 2016

### Venue

Perth Town Hall

### Ticket Prices

The festival is free to attend.

### Past support

Year	Amount	Description of supported project
2014/15	\$2,000	Perth Games Festival
2015/16	\$7,500	Perth Games Festival
<b>2016/17 requested</b>	<b>\$10,000</b>	<b>Perth Games Festival</b>
<b>2016/17 proposed</b>	<b>\$10,000</b>	<b>Perth Games Festival</b>

### ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

## SCHEDULE 3

### **The project must demonstrate shared objectives as a Creative Community Project**

This festival encourages people to experience and engage with the local game industry. Local developers, students and educational institutions will showcase their work and engage with the gaming community through this event.

The organisers anticipate that an audience of 3,200 will attend the festival; this number is consistent with the growth the event has experienced since its inception in 2014. The festival will contribute to the cultural richness of the city and increase participation in its cultural life. The festival reflects on the City of Perth as a community with a diverse living culture and promotes community use of the Perth Town Hall.

### **The project must be relevant to the intended audience**

Video games are a popular pursuit for entertainment, artistic or cultural purposes. The project engages with a broad audience and will attract people of all ages and backgrounds as they find cultural relevance in the festival.

The applicant has indicated that the festival particularly aims to engage with families seeking an exciting and inexpensive school holiday experience, people interested in games, digital content and gaming culture and game developers and digital creative interested in sharing their work with a wider audience.

Inescapably part of our contemporary cultural landscape, a festival celebrating local gaming culture and creative industries will attract a wide and diverse audience, who do not often have the opportunity to engage as a community in a shared cultural event.

### **The applicant must have demonstrated capacity to deliver the project as described**

In 2015 Let's Make Games Inc. successfully presented the *Perth Games Festival* at the Perth Town Hall to an audience of 2,600, achieving an 80% increase from the previous year.

In 2015, the organisation conducted exhibitor surveys and achieved positive results against all measurements. The project is considered to be well planned and the organisation has demonstrated capacity to deliver the project again.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a project budget with costs estimated at \$61,608. The budget includes substantial in-kind support (\$35,050) income from exhibitor fees (\$5,858) and other yet to be confirmed sponsorship income (\$10,700). The request is inclusive of an estimated \$3,092 in Perth Town Hall venue charges including equipment hire and security guard fees charged by the City.

## SCHEDULE 3

The recommended level of support represents approximately 16% of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- inclusion of City of Perth signage at the festival;
- verbal announcement at the festival;
- undertake to support the activation of the City of Perth Library through a satellite activity;
- provision of ½ page ad space in festival program;
- activation of City of Perth library through satellite activities;
- provision of digital content for promotional use at the City's discretion.

### **COMMENTS:**

The recommended level of support is \$10,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

The recommended level of sponsorship is in consideration of the increased reach of the event. The promotional costs are largely invested in highly visible wrap-around signage at the Perth Town Hall, this provides recognition of the City's support.

It is estimated that a total of 3,200 people will attend the festival. The total economic benefit to the local economy is estimated to be \$543,000.



## SCHEDULE 3

### ITEM 8

Applicant	<b>Perth Symphony Orchestra Limited</b>
Project	Heritage Series featuring Perth Chamber Orchestra
Artform	Classical Music
Location	St George's Cathedral
Dates	31 August
Attendance	500
Participants	50
Total Budget	\$88,389
Amount Requested	\$5,000
Recommended	\$5,000

#### BACKGROUND:

Perth Symphony Orchestra is a not-for-profit organisation established in 2014. Its objectives are to provide a nationally recognised symphony orchestra and to offer a pathway for young WA musicians to play alongside world-class artists and bring symphony music to new audiences.

#### 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.

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

#### DETAILS:

##### **Project Summary**

*Heritage Series featuring Perth Symphony Orchestra* is a series of four orchestral concerts played in iconic heritage buildings, including one evening performance at St George's Cathedral.

The original application for \$9,000 included an additional performance at the Perth General Post Office. The applicant has since advised that this second concert is not possible due to extensive renovations occurring at the venue. The applicant has revised the application and requests \$5,000 to support the project.

## SCHEDULE 3

The sponsorship request relates to the St George's Cathedral performance, Bach by Candlelight. In a strategy to engage wider audiences, the performance will consist of three 20 minute performances and two 30 minute intervals. Fine food and beverages will be offered during the intervals in a strategy to engage wider audiences to classical music events.

500 people are expected to attend the performance. 30 crew and volunteers will be involved in the project in addition to 20 musicians.

### **Times and Dates**

The performance will take place on Wednesday 31 August. Doors will open at 6.00pm, performance will commence at 6:30pm and conclude at 8:30pm.

### **Venue**

St George's Cathedral

### **Ticket Prices**

A Standard ticket price of \$85 and concession ticket price of \$45/\$35. A VIP package will cost \$120. The ticket price includes a food and beverage package, which will be offered during the intervals.

### **Past support**

The applicant has not previously applied for Arts & Cultural Sponsorship.

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### **The project must demonstrate shared objectives as a Creative Community Project**

This project attracts new audiences to engage in classical music in a unique format. School groups are invited to attend the final rehearsal free of charge, providing a platform to inspire young musicians and provoke engagement in cultural life.

The venue promotes the Cathedral precinct, and encourages exploration of the City of Perth library.

### **The project must be relevant to the intended audience**

Perth Symphony Orchestra events are generally well attended with community interest in the classical music genre. The inclusion of a food and beverage package encourages a broad audience to attend and engage in cultural activities.

## SCHEDULE 3

The event series will receive media coverage via PSO's media partner The West Australian, and is likely to attract a diverse audience.

### **The applicant must have demonstrated capacity to deliver the project as described**

PSO has a successful history of delivering events of a similar scale. PSO presented a concert series at St George's Cathedral in 2015. The applicant has provided letters of support from Heritage Perth, Australia Council, and St Georges Cathedral, all of whom attest to the successful delivery of the 2015 St Georges Cathedral concert.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a project budget consistent with a project of this scale. The budget includes income generated from ticket sales (\$61,109) and merchandise (\$980) an estimated contribution from the Australia Council (\$4,500) and other sponsorship and donations of \$5,700. The budget estimates the total value of in-kind services (\$7,100) and includes advertising provided in-kind by The West Australian as media partner (\$5,000).

The recommended level of support represents 6% of total budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage at the performance;
- acknowledgement of the City of Perth's support on the applicant's website;
- verbal acknowledgement prior to the performance;
- creation of presentation for promotional use at the City's discretion;
- provision of concert photography for use at the City's discretion (photo credit required).

### **COMMENTS:**

The recommended level of support is \$5,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.

## SCHEDULE 3

It is estimated that a total of 500 people will attend the performance. The total economic benefit to the local economy is estimated to be \$85,000.

## SCHEDULE 3

### ITEM 9

<b>Applicant</b>	<b>WA Poets Inc.</b>
<b>Project</b>	Perth Poetry Festival
<b>Artform</b>	Poetry
<b>Location</b>	Northbridge Piazza Community Room
<b>Dates</b>	5 August – 14 August
<b>Attendance</b>	600
<b>Participants</b>	54+
<b>Total Budget</b>	\$30,256
<b>Amount Requested</b>	\$7,059
<b>Recommended</b>	\$0

#### BACKGROUND:

WA Poets Inc. is a membership-based incorporated association established in 2006. The annual poetry festival is acknowledged as the primary aim of the group. The volunteer-based group also acts in association with other writers groups to achieve their stated vision:

*To develop and promote poets and poetry*

WA Poets Inc. stated aims and objectives of the *Perth Poetry Festival* are:

- Introduce audiences to established and innovative artists of varying poetic traditions.
- Develop a diverse, inclusive program that will provide opportunities for local poets to engage with and challenge their own craft.
- Promote a poetry culture in WA that will promote local poets to improve their opportunities for professional development and their engagement with a broader public readership.

#### 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.

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

## SCHEDULE 3

### DETAILS:

#### Project Summary

The *WA Poetry Festival* will be an eight day festival of poetry readings, workshops and featured events occurring in various locations within the City of Perth, Leederville and Victoria Park. Approximately 2/3 of the festival program will occur within the City of Perth. The program will include seminars, interactive poetry panels and open mic events. Three national poets alongside 15 local poets and musicians will participate in the festival. Daytime poetry readings and events are free for the general public to attend.

#### Times and Dates

Day	Date	Event	Venue	Time
Saturday	6 August	National Poetry Day Collaborations	Various locations	10am–11.30am
Sunday	7 August	Seminar Horst Kornberger	Northbridge Piazza Community Room	10am-12pm
Wednesday	10 August	Seminar Peter Jeffrey	State Library of WA	2pm– 3.30pm
		Feature Event Maddie Godfrey and Jakob Boyd	State Theatre Centre	7pm–9pm
Thursday	11 August	Speculative Poetry Sci-Fi Poetry FREE EVENT	White Dwarf Books	4pm– 5.30pm
		Festival Gala	Northbridge Piazza Community Room	7pm–9pm
Friday	12 August	Songsters & Poetry FREE EVENT	Northbridge Piazza Community Room	2pm– 3.30pm
		Panel Steven Finch's Flowers and Poets FREE EVENT	Northbridge Piazza Community Room	4pm-5.30pm
		Guest Feature Jakob Boyd, Maddie Godfrey, Dora Smith	Northbridge Piazza Community Room	7pm-9pm
Saturday	13 August	Seminar Matt Hetherington	Northbridge Piazza Community Room	10am-11.30pm
		Asian Connections Local and guest poets	Moon Café	12pm-1.30pm
		Perth Poetry Club	Moon Café	2pm-3.30pm
Sunday	14 August	Seminar Kevin Brophy	Northbridge Piazza Community Room	10am-11.30am
		Seminar Robbie Coburn	Northbridge Piazza Community Room	12pm-1.30pm
		Poetry Panel FREE EVENT	Northbridge Piazza Community Room	4-5.30pm
		Festival Close All guests and open mic	Northbridge Piazza Community Room	7pm-9pm

## SCHEDULE 3

### Venue

Venues include the Northbridge Piazza Community Room, State Library of WA, State Theatre Centre of WA, White Dwarf Books and Moon Café. Other events will occur in City of Vincent and Town of Victoria Park.

### Ticket Prices

Daytime poetry readings and events are free to attend. Entry fees of \$15 standard and \$10 concession are charged for ticketed evening events.

### Past support

Year	Amount	Project
2008/09	\$2,000	WA Poetry Festival
2009/10	\$3,000	WA Poetry Festival
2010/11	\$4,500	WA Poetry Festival
2011/12	\$4,414	WA Poetry Festival
2012/13	\$2,000*	WA Poetry Festival
2014/15	\$5,857	WA Poetry Festival
2015/16	\$5,128	WA Poetry Festival
<b><i>2016/17 requested</i></b>	<b><i>\$7,059</i></b>	<b><i>WA Poetry Festival</i></b>
<b><i>2016/17 proposed</i></b>	<b><i>\$0</i></b>	<b><i>WA Poetry Festival</i></b>

### ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

#### **The project must demonstrate shared objectives as a Creative Community Project**

The Festival encourages various levels of engagement through seminars and panels and brings together local poets and musicians and national poets from a variety of genres. Festival activities encourage skills development, networking and exposure. Open mic sessions provide an opportunity for poets to share their work in a supportive environment.

#### **The project must be relevant to the intended audience**

WA Poets Inc. has presented the *Perth Poetry Festival* for the past eleven years. The *Perth Poetry Festival* appeals to both professional and hobby poets and is well attended by the poetry community. The 2015/16 acquittal report notes that the organisation has not been successful in increasing audience numbers.

#### **The applicant must have demonstrated capacity to deliver the project as described**

## SCHEDULE 3

WA Poets Inc. has delivered the event for many years with much of the project management achieved through the contribution of volunteers. In the past the group has been successful in obtaining editorial coverage in the press, a detailed marketing plan has been provided.

The applicant has provided all acquittal and reporting documentation associated with past funded projects. It is noted that the 2015/16 acquittal report states that a total of 572 attendances including 290 paid attendances were achieved in 2015. In 2014 an estimated 678 people attended the festival and in 2013 it is estimated that 919 people attended festival events. In the 2015 Acquittal Report it is noted that the organisation has acknowledged it has not been successful in increasing audience numbers, indeed, it can be determined that the organisation has experienced a considerable decline in audience numbers since 2013.

### **Applicants must demonstrate a contribution to the project derived from other sources**

WA Poets Inc. has provided a total project budget \$30,256 inclusive of in-kind support from a variety of sources estimated at \$16,180. The budget reflects a heavy reliance on volunteer support. The estimated value of in-kind support from a variety of sources is more than half of the budget. The organisation has requested \$7,059 in arts and cultural sponsorship as a creative community project, this request equates to approximately 50% of the total cash budget.

Included in the budget is an estimated value of earned income from entry fees and entrant fees (\$3,300), sponsorship (\$800) and a self-contribution (\$2,917).

Venue costs and security have been estimated at \$2,259 of which \$1,475 has been confirmed as payment to the City of Perth for hire of the Northbridge Piazza Community Room.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- inclusion of the City of Perth crest in all promotional material and publications relating to the project;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage displayed at events as appropriate;
- acknowledgement of the City of Perth's support on organisation's website;
- verbal announcement prior to the event.

### **COMMENTS:**



## SCHEDULE 3

Based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives, the application is not recommended for support.

The organisation has acknowledged difficulty in sustaining audience levels, and in the past three years audience numbers have fallen by 347. The applicant anticipates a reduced audience of 530 - 600 will attend the 2016 festival.

It is noted that in 2014, three confirmed poets including one international poet, failed to appear at the festival, these poets were replaced with local poets at short notice.

In the past, this project has been sponsored at a level that is inconsistent with the outcomes produced by the project. The applicant has struggled to demonstrate successful delivery of the project according to their stated objectives; in particular, the project has failed to attract new audiences to the festival. In this instance, the quality of other applications in this category has resulted in a highly competitive round, and as a result, this application ranked at the lower end.

## SCHEDULE 3

### ITEM 10

Applicant	<b>Cinema &amp; Cultura Latino Americana Inc.</b>
Project	2016 Latino Film Festival
Artform	Film
Location	Queens Building, 97 William Street
Dates	9 July – 3 September
Attendance	1,200
Participants	100
Total Budget	\$38,800
Amount Requested	\$7,800
Recommended	\$0

#### BACKGROUND:

Cinema & Cultura Latino Americana Inc. (Cine Vivo) is a WA based, not-for-profit organisation established to facilitate cross-cultural arts events, with particular emphasis on supporting Latin American – Australian connections and communities.

Although Cine Vivo's inception was inspired by Latin American cinema, Cine Vivo is primarily a community arts organisation and uses its presentation of Latin American films as a foundation for bringing people together for food, dance and discussions.

#### 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.

The applicant has been determined to meet the eligibility requirements for this category of sponsorship.

Section 3.2.3b of Policy 18.8 identifies specific project types that cannot be supported through arts and cultural sponsorship.

#### *iii. an award ceremony or industry specific presentation*

The request for sponsorship is specifically aligned to a film competition and as such the project is **not considered eligible** for support through this category of sponsorship.

## SCHEDULE 3

### DETAILS:

#### Project Summary

The *Latino Film Festival* comprises of over ten screenings of multi-award winning films from a variety of genres, and a short film competition. Occurring between July and September, each screening will feature cuisine, music and dance from the film's country or region. A number of screenings will feature live skype Q&A sessions with the film director or producer.

The Festival Program is in development, a copy of the 2015 festival program has been provided as an example of what might be expected.

The applicant requests sponsorship to support *the 2016 Latino Short Film Competition*. The competition gives aspiring and established Latin and Australian film makers an avenue to be seen by a wider audience. The competition will include various categories and a Peoples' Choice Award. The venue for the competition is yet to be confirmed.

#### Times and Dates

Day	Date	Activity
Saturday	9 July 2016	<i>General Screening &amp; post-screening entertainment</i>
Saturday	16 July 2016	<i>General Screening &amp; post-screening entertainment</i>
Saturday	23 Jul 2016	<i>General Screening &amp; post-screening entertainment</i>
Saturday	30 July 2016	<i>General Screening &amp; post-screening entertainment</i>
Saturday	6 August	<i>General Screening &amp; post-screening entertainment</i>
Saturday	13 August	<i>General Screening &amp; post-screening entertainment</i>
Saturday	20 August	<i>Children's matinee screening (free)</i> <i>General Screening &amp; post-screening entertainment</i>
Saturday	27 August	<i>2016 Latino Short Film Competition and post screening entertainment</i>
Saturday	3 September	<i>Closing Party</i>

#### Venue

Film screenings will occur at Queens Building, First Floor, 97 William Street. The film competition venue is yet to be confirmed.

#### Ticket Prices

A Standard ticket price of \$20 and concession ticket price of \$15 to attend film screenings

#### Past support

Year	Amount	Project
2014/15	\$1,630	Latin American Film Festival
2015/16	\$1,500	Latin American Film Festival

## SCHEDULE 3

<b><i>2016/17 requested</i></b>	<b><i>\$7,800</i></b>	<b><i>2016 Latino Film Festival</i></b>
<b><i>2016/17 proposed</i></b>	<b><i>\$0</i></b>	<b><i>2016 Latino Film Festival</i></b>

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

#### **The project must demonstrate shared objectives as a Creative Community Project**

The Festival is a celebration of Latin American culture, it encourages cross-cultural exchange and provides an opportunity to promote Latino culture. The application does not specify how the competition, for which the request relates to, responds to the objectives of this category.

#### **The project must be relevant to the intended audience**

In 2015 the festival achieved an audience of approximately 1,000 people over 11 screenings. It provides an opportunity for people from Latin American backgrounds to celebrate and share their culture and is well-attended by independent film enthusiasts. It is expected that the estimated audience of 1,200 relates to the festival in its entirety and not the competition, for which the sponsorship relates to.

#### **The applicant must have demonstrated capacity to deliver the project as described**

Cine Vivo has successfully presented the festival in the City of Perth since 2014. It is noted that the applicant has not yet confirmed any 2016 festival film program details, or identified the participating musicians and dance groups. Past Arts & Cultural Sponsorship Program applications in the Fast Response category have provided more detailed information which demonstrates shared objectives with the category of sponsorship.

The applicant requests sponsorship specifically to support the *Latino Short Film Competition* component of the festival, for which no venue has been confirmed. Policy 18.8 outlines the eligibility criteria for projects applying for Arts & Cultural Sponsorship and Grants:

The project must not be

*iii. an award ceremony or industry specific presentation*

In 2015/16, the organisation did not meet all sponsorship obligations in a timely manner, namely provision of the 2015/16 acquittal report, which was provided at the time of submitting the 2016/17 application.

#### **Applicants must demonstrate a contribution to the project derived from other sources**

## SCHEDULE 3

The organisation anticipates income will be generated through ticket sales and goods and services (\$27,000) and an Office of Multicultural Interests grant (\$4,000) in addition to the sponsorship request (\$7,800).

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits:

- Latino Short Film Competition naming rights;
- inclusion of the City of Perth crest in all promotional material and publications relating to the festival;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage displayed at events as appropriate;
- acknowledgement of the City of Perth's support on organisation's website;
- verbal announcement prior to the festival.

### **COMMENTS:**

Based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives, the application is not recommended for support.

Whilst the organisation has successfully delivered the festival in the past, each application is considered on its merit and in this instance limited detail has been provided to support sponsorship of the project at this level. The request relates to an activity which is ineligible for arts and cultural sponsorship.

The application was considered in a highly competitive round, where requests for sponsorship exceeded the funds available.

## SCHEDULE 3

### **ARTS & CULTURAL SPONSORSHIP 2015/16**

The identified objectives of this category of sponsorship are to support arts and cultural activities that:

- Invest in the development and presentation of local arts and cultural activity.
- Enhance social well-being and provoke engagement in cultural life.
- Enhance to profile of City of Perth.

#### Assessment Criteria (Arts & Cultural Sponsorship- Program)

- Artistic Excellence/Cultural Relevance.
- Ability to satisfy all or some of the objectives of the relevant category of sponsorship.
- Performance Excellence. The organisation must have an established relationship with the City of Perth and have demonstrated excellence in service and program delivery.
- Evidence of a financial contribution to the project from other sources.

## SCHEDULE 3

### ITEM 11

<b>Applicant</b>	<b>Revelation Perth International Film Festival Inc.</b>
<b>Project</b>	Revelation Perth International Film Festival 2016
<b>Artform</b>	Film
<b>Location</b>	Cinema Paradiso, PICA, State Library of WA (Luna Leederville, Luna SX)
<b>Dates</b>	15 July – 24 July
<b>Attendance</b>	4,000 (COP component only)
<b>Participants</b>	30 international guests, 140 filmmakers
<b>Total Budget</b>	\$335,600
<b>Amount Requested</b>	\$20,000
<b>Recommended</b>	\$20,000

### BACKGROUND

Over its 19 years, *Revelation Perth International Film Festival* (Rev) has developed a reputation as Australia's leading independent film event and continues to actively advocate for Australian screen culture practice. Revelation's focus is on signature driven works and embraces audiences of all ages, tastes and backgrounds. Revelation contains feature films, documentaries, shorts, animations, experimental work and cross-disciplinary hybrids. Revelation has been incorporated since 2002.

### 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.

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

Section 3.2.3c of Policy 18.8 identifies specific items of expenditure that cannot be support through arts and cultural sponsorship.

The project budget provided includes specific items that are ineligible for support:

*iii. travel costs.*

The applicant has adequately demonstrated that this aspect of the project is supported through other funding sources.

## SCHEDULE 3

### DETAILS:

#### Project Summary

*Revelation Perth International Film Festival* (Rev) is an annual film festival, considered Perth's premier international film festival. It presents a diverse range of films from over 30 countries including France, Germany, Greenland, Norway, USA and UK. Through visual art exhibitions, film screening, discussions and social events Rev provides a platform for cultural engagement.

Revelation provides mentoring and exposure to local film makers, features WA film makers through *Get Your Shorts On*, hosts a short film competition, student film showcase, WA Screen Awards and the Revelation Academic Conference. Rev collaborates with many international institutions and cultural organisations including The Goethe Institut, Japan Foundation, Asia Society, Art Angel, Hong Kong Economic & Trade Conference, Canadian Embassy, The British Council and Alliance Françoise.

The request for arts and cultural sponsorship is specifically aligned to activities occurring within the City of Perth boundaries. This component of the festival program has significantly increased in 2016. A new initiative between Revelation & Perth Institute of Contemporary Arts (Working title *Location and Memory*) will curate and present two internationally acclaimed video works in collaboration with Artangel, UK. The works, from two artist film makers will explore geography, space and cultural history, micro/macro documentary and biography. This initiative will include two public talks.

In 2015, Rev presented one international animation screening for children and families in the State Library of WA theatre. In 2016 Rev will expand this free family program, *Mini Rev*, with a showcase of Jim Henson's work. *Mini Rev* will coincide with the Winter school holiday and will feature as part of the City of Perth Playground series. At a minimum the *Mini Rev* program will feature 6 Jim Henson screenings, however, the organisation hopes to expand Mini Rev into a one week screen culture program.

Rev will continue to present the Cinema Paradiso Film Program featuring the Iranian and Polish Film Festivals, the Iranian Film Festival program features 5 Iranian films screened 10 times over a ten day period, the program features introductions and discussions from the curator. This festival sold out in 2013, 2014 and 2015. The Polish Film Festival features five film screened once each over the ten day festival.

In addition to the comprehensive festival program, Rev will screen films, documentaries and short films on public screens throughout the festival.

#### Times and Dates

##### *Location and Memory*

Day	Date	Time	Activity
Thursday	7 July	10am – 5pm	Location and Memory
Friday	8 July		Public Talk



## SCHEDULE 3

		10am – 5pm	Location and Memory
Saturday	9 July	10am – 5pm	Location and Memory
Sunday	10 July	10am – 5pm	Location and Memory
Tuesday	12 July	10am – 5pm	Location and Memory
Wednesday	13 July	10am – 5pm	Location and Memory
Thursday	14 July	10am – 5pm	Location and Memory
Friday	15 July		Public Talk
		10am – 5pm	Location and Memory
Saturday	16 July	10am – 5pm	Location and Memory
Sunday	17 July	10am – 5pm	Location and Memory

### *Mini Rev*

Day	Date	Time	Activity
Tuesday	13 July	1pm 2:45pm	<i>Tales from Muppet Land</i> <i>Muppets Musical Moments</i>
Wednesday	14 July	10:30am 12:45pm	Tales from Muppet Land Muppets Musical Moments
Thursday	15 July	10:30am 12:45pm	Tales from Muppet Land Muppets Musical Moments

### *Cinema Paradiso Film Program 7 July – 17 July 2016*

Weekday screenings 5:30pm, 7pm, 9pm plus 11pm on Friday and Saturdays.  
Weekend screenings 1pm, 3pm, 5pm, 7pm, 9pm

Talks and seminars Saturdays and Sundays 11am

### **Venue**

*Location and Memory* will be presented at Perth Institute of Contemporary Arts. *Mini Rev* will be presented at the State Library of WA Theatrette. Iranian and Polish films will be screened at Cinema Paradiso.

### **Ticket Prices**

*Location and Memory* and *Mini Rev* are free to attend. A Standard ticket price of \$18.50 and concession ticket price of \$14 is charged for film screenings.

### **Past support**

Year	Amount	Description of supported project
2015/16	\$11,000	Revelation Perth International Film Festival 2015
<b><i>Requested 2016/17</i></b>	<b><i>\$20,000</i></b>	Revelation Perth International Film Festival 2016
<b><i>Proposed 2016/17</i></b>	<b><i>\$20,000</i></b>	Revelation Perth International Film Festival 2016

## SCHEDULE 3

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

#### **The project must demonstrate shared objectives of Arts & Cultural Sponsorship**

Rev invests in the development and presentation of local arts and cultural activity through a program aimed to support local film makers. This program includes inclusion of West Australian film makers in Get Your Shorts On, Rev 8 short film festival, Fav@Rev student film showcase, the WA Screen Awards and the Revelation Academic Conference RevCon.

This festival will attract a wide audience and gain national exposure which will in turn enhance the profile of the City of Perth as a pre-eminent cultural destination.

Rev has consistently presented a high quality international film festival since 1997 and has received key support from film industry funding bodies. Rev delivers additional education and community engagement programs to support the festival including academic conferences, discussions and film competitions.

#### **The project must demonstrate shared objectives of Arts & Cultural Sponsorship**

By presenting high calibre national and international films and providing development opportunities for local filmmakers the organisation invests in the development and recognition of the local film industry.

Revelation's national and international profile enhances the image of the City of Perth. The festival's expanded public program and free activities encourage engagement in cultural life.

#### **The project must be of high artistic quality /cultural significance**

As the primary international film festival in Perth, Revelation is a highly visible and professional organisation of great significance to local film makers and enthusiasts and receives significant exposure through its innovative programming.

In 2015, Revelation received 384 film submissions from over 25 countries, the diversity of programming and the inclusion of considerable Australian content is considered to be extremely culturally significant.

Audience surveys indicate that Rev audiences are from diverse age and socio-economic groups, 56% of Rev audiences are female, and 40% of audiences are in the 26-35 age bracket.

#### **The applicant must have demonstrated excellence in service and program delivery and have an established relationship with the City of Perth**

## SCHEDULE 3

Rev received Arts & Cultural Sponsorship in 2015 as a first time applicant. Rev has an established relationship with the City of Perth through its participation in the Winter Arts Season and its history of screening films within the City of Perth boundaries since its inception at Greenwich Jazz Club in 1997.

The festival program is considered to be the most significant international film festival in Western Australia. In 2015 Rev recorded a box office figure of 11,000 and received local, national and international press coverage. The festival garners significant exposure and delivers award winning international films whilst supporting Western Australian film makers.

### **Applicants must demonstrate a contribution to the project derived from other sources**

Revelation has demonstrated a considerable contribution to the project from other sources. Confirmed income includes \$55,000 from ScreenWest and \$40,000 from Screen Australia. Other income of \$45,000 is yet to be confirmed and comprises of sponsorship: City of Vincent (\$20,000), City of Fremantle (\$5,000), Edith Cowan University (\$10,000) and crowd funding (\$10,000).

The recommended level of support represents approximately 6% of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits provided across the two supported projects:

- supporting Rights to *Mini Rev* (5 day free family film screenings at State Library of WA);
- acknowledgment of the City of Perth in any promotions or advertising (not electronic media);
- opportunity for Revelation films to be screened at the Northbridge Piazza screen;
- acknowledgement of the City of Perth's support on the company's website with a link to City of Perth website;
- City of Perth promotional full page advert in printed program (25,000 print);
- high profile City of Perth logo and acknowledgement in PICA/*Mini Rev* marketing collateral;
- opportunity for Lord Mayor or representative to launch *Mini Rev*;
- verbal announcement prior to the project or event (Cinema Paradiso & *Mini Rev* & all special events);
- inclusion of City of Perth signage at the project or event;
- broadcast of City of Perth TVC prior to over 40 screenings at Cinema Paradiso and State Library of WA;

## SCHEDULE 3

- Provision of professional images and video of City based activities for future promotional use at the City's discretion;
- Opportunity to distribute City of Perth marketing material at *Mini Rev* - State Library of WA and Cinema Paradiso;
- Opportunity for Lord Mayor or City representative to participate in cross promotional activities at *Mini Rev*. Presently under negotiation a collaboration with ABC Radio/Awesome Festival/State Library of WA to present themed puppet making workshops to accompany free movie screenings from Jim Henson's Muppet movie collection. This may include puppets made by children to represent key City and radio personalities and the activity broadcast/filmed for social media & radio purposes;
- Verbal acknowledgement of City of Perth support at opening night function at Perth Institute of Contemporary Art (PICA).

### COMMENTS:

The project meets the objectives of the Sponsorship category and the request responds to increased programming within the City of Perth. This program offers a highly accessible, high quality, free public program that invests in the development and presentation of local film activity. The recommended level of sponsorship is consistent with a program of this scale, which enhances the City's profile and contributes to the economy of the City.

Based on assessment of the application against the established criteria and objectives of the category the recommended level of support is \$20,000.

Rev estimates that approximately 4,000 people will attend film screenings within the City of Perth. The total economic benefit to the local economy is estimated to be \$678,000.

## SCHEDULE 3

### ITEM 12

Applicant	<b>Ausdance WA, CO3, Strut Dance, Performing Lines</b>
Project	Moveme Festival 2016
Artform	Contemporary Dance
Location	State Theatre Centre of WA
Dates	12 – 18 September
Attendance	1,800
Participants	120
Total Budget	\$577,001
Amount Requested	\$20,000
Recommended	\$10,000

### BACKGROUND

Four key West Australian arts organisations have applied as a cooperative to present the Moveme Festival. *Ausdance* established in 1977, is a membership organisation providing support and advocacy for all forms of dance. CO3, the State's flagship contemporary dance company established in 2015, *Performing Lines* supporting independent WA theatre and dance artists, established 1986, and *Strut Dance*, centre for choreographic development.

### 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.

The applicant and project have been determined to meet the eligibility requirements for this category of sponsorship.

### DETAILS:

#### Project Summary

*Moveme Festival* is a biennial showcase for contemporary dance in Western Australia. Eleven performances (three seasons) of professional contemporary dance work with international, national and local content will be presented in a 6 day festival program.

## SCHEDULE 3

In addition, the program will include two in-studio showings of two works in development, two industry professional development events, up to ten meet the artists/Q&A talks and The Australian Dance Awards.

The festival is a major audience development initiative for local contemporary dance, and provides professional development opportunities for local artists. More than 60 dancers and 20 creative artists will participate in the festival.

### Times and Dates

#### *Main events*

<b>Program</b>	<b>Dates</b>	<b>Venue</b>
Dark Matter <i>World Premiere</i>	15 – 18 September	Studio Underground
Gaga Work <i>Australian Premiere</i>	15 – 17 September	Heath Ledger Theatre
The Cry West <i>Australian Premiere</i>	15 – 17 September	Heath Ledger Theatre
Prime Cuts <i>Two new works</i>	17 – 18 September	Rehearsal Room 2
Australian Dance Awards	18 September	Heath Ledger Theatre
Teach Me <i>Education Symposium for secondary school dance teachers</i>	13 September	Rehearsal Room 2
Show Me <i>Producers and Presenters Forum</i>	15 September	Rehearsal Room 2

### Venue

State Theatre Centre of WA

### Ticket Prices

*Moveme Festival* offers a number of ticket packages as follows:

First Release - Festival Pass (entry to three productions) - Standard ticket price of \$80 and concession ticket price of \$65.

Second Release - Festival Pass (entry to three productions) - Standard ticket price of \$100 and concession ticket price of \$70.

Tickets to additional productions may be purchased as add-ons for \$10. The Festival pass holders are entitled to exclusive bar discounts and/or complimentary drink, invitations to additional festival events, and “artist pass” access to performances spaces to view production for free, space permitting.

Individual tickets will also be sold at Standard ticket price of \$45 and concession ticket price of \$35.

## SCHEDULE 3

### Past support

Year	Amount	Description of supported project
2009/10	\$12,000	Ausdance – Dance Live
2010/11	\$15,000	Ausdance – Dance Live
2011/12	\$12,000	Ausdance – Dance Live
2012/13	\$6,000	Ausdance – Dance Live
2013/14	\$9,350	Ausdance – Dance Live
2014/15	\$9,350	Ausdance – Dance Live
2014/15	\$10,000	Strut Dance – Mi Case es Su Casa 2015
2015/16	\$9,500	Ausdance - Australian Dance Week 2015
2015/16	\$10,000	CO3 Re:Loaded
<b>Requested 2016/17</b>	<b>\$20,000</b>	<b>Moveme Festival</b>
<b>Proposed 2016/17</b>	<b>\$10,000</b>	<b>Moveme Festival</b>

In 2011/12 Strut Dance received arts and cultural sponsorship of \$11,362 to support its programming in the inaugural 2012 *Moveme Festival*.

In 2012/13 and 2013/14 Performing Lines WA were the auspicing body for three arts and cultural sponsorship grants, supporting contemporary dance seasons presented by independent dancers.

All Arts & Cultural Sponsorship funding received by the applying organisations in previous years has been fully acquitted.

### ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

#### **The project must demonstrate shared objectives of Arts & Cultural Sponsorship**

The festival invests in the development and presentation of local contemporary dance activity, with particular emphasis on encouraging new audiences to contemporary dance performances. *Moveme Festival* will encourage creative development amongst West Australian dancers and artists, by providing performance opportunities. An international component provides an opportunity for local artists to develop relationships with international companies and raise their profile nationally.

This project represents a diverse local arts sector and encourages engagement with a new cultural experience. The project provides an opportunity to celebrate the achievements of the local contemporary dance sector and enhances the community profile of the City.

#### **The project must be of high artistic quality /cultural significance**

## SCHEDULE 3

*Moveme Festival* is presented by four key contemporary dance organisations. The organisers are recognised as professional, high calibre arts organisations producing and promoting innovative contemporary dance works for local audiences. The *Moveme Festival* provides a platform to support local dancers and artists and encourage cultural expression through its performance and engagement program.

### **The applicant must have demonstrated excellence in service and program delivery and have an established relationship with the City of Perth**

All participating organisations have an established relationship with the City, and all past funded activities have been successfully acquitted.

The organisations represent professional bodies with demonstrated excellence in service and program delivery, the organisations have a reputation for providing support and advocacy and generating recognition to the contemporary dance sector.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a detailed project budget and demonstrated financial support from other sources including un-confirmed sponsorship from the Department of Education, Department of Culture and the Arts and Australia Council (\$525,000) and a Perth Theatre Trust contribution of \$10,000 has been confirmed.

The recommended level of support represents fewer than 2% of the total project budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits provided across the two supported projects:

- inclusion of the City of Perth crest in all promotional material and publications relating to the performance season;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage during the performance season (to be provided by the City of Perth);
- verbal announcement acknowledging the sponsorship prior to performance;
- acknowledgement of the City of Perth's support on organisation's website.

### **COMMENTS**

The recommended level of support is \$10,000 based on analysis of the submission, and a comparative analysis, including assessment of the project's potential to meet the identified program objectives.



### SCHEDULE 3

The organisations have an established relationship with the City. This program provides a platform to encourage audiences to engage in diverse cultural activities.

It is estimated that a total of 1,800 people will attend festival performances over a 6 day period. The total economic benefit to the local economy is estimated to be \$305,000.

## SCHEDULE 3

### ITEM 13

Applicant	<b>Ivan Motherway t/a Abandon Theatre Players</b>
Project	Beckett Fest – Happy Days & Endgame
Artform	Theatre
Location	Studio Underground
Dates	1 November – 7 November
Attendance	1,800
Participants	10
Total Budget	\$130,340
Amount Requested	\$20,000
Recommended	\$0

### BACKGROUND

Ivan Motherway is a Perth-based Director and Producer, having directed and performed extensively in Ireland since 1987, and with the Irish Theatre Players in Perth.

Motherway is the former President and Artistic Director of Irish Theatre Players, and is the founder and Artistic Director of Abandoned Theatre Players. In 2015/16 Motherway received arts & cultural sponsorship to present *The Patriot Game*, 27 April to 1 May 2016 at the State Theatre Centre.

Motherway is applying as a sole trader trading as Abandon Theatre Players.

### 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.

### DETAILS:

#### Project Summary

This project will present Act 1 of Samuel Beckett's play *Happy Days* and Act 2 of Beckett's *Endgame* in a format that has been accepted by the Beckett Estate.

The lead cast members will perform in both plays in a reinterpretation of Beckett's work.

## SCHEDULE 3

### Times and Dates

Day	Date	Activity
Tuesday	1 November	Opening Night
Wednesday	2 November	Performance 7:00pm
Thursday	3 November	Performances 2:00pm, 7:00pm
Friday	4 November	Performance 7:00pm
Saturday	5 November	Performances 2:00pm, 7:00pm
Sunday	6 November	Performance 7:00pm
Monday	7 November	Closing Night 7:00pm

### Venue

Studio Underground, State Theatre Centre

### Ticket Prices

Audiences will be charged a standard ticket price of \$60 and concession ticket price of \$50.

### Past support

Year	Amount	Description of supported project
2015/16	\$10,000	The Patriot Game
<b><i>Requested 2016/17</i></b>	<b><i>\$20,000</i></b>	<b><i>Beckett Fest – Happy Days &amp; Endgame</i></b>
<b><i>Proposed 2016/17</i></b>	<b><i>\$0</i></b>	<b><i>Beckett Fest – Happy Days &amp; Endgame</i></b>

### ASSESSMENT:

The application was measured against the objectives and criteria outlined in Policy 18.1 and Policy 18.8.

### The project must demonstrate shared objectives of Arts & Cultural Sponsorship

This project encourages people with an interest in theatre to experience a reinterpretation of Beckett's work. It is a project that reflects on Perth as a community with a diverse living culture.

This project represents a diverse local arts sector, however, the application responses are not considered sufficient to determine whether the project will actively encourage engagement with this project.

## SCHEDULE 3

### **The project must be of high artistic quality /cultural significance**

The application responses were considered to be poor, and did not provide sufficient detail to assess either the artistic quality of cultural significance of the project.

### **The applicant must have demonstrated excellence in service and program delivery and have an established relationship with the City of Perth**

The applicant was funded in 2015/16 as a first time applicant. The supported performance season commences 27 April 2016. As City of Perth Officers are no longer in a position to accept invitations to attend sponsored activities, the panel is unable to determine the level of program delivery.

### **Applicants must demonstrate a contribution to the project derived from other sources**

The applicant has provided a project budget with unconfirmed financial support from other sources (\$45,000) and a self-contribution yet to be determined. Ticket sales account for \$85,340 of the total budget.

The sponsorship request represents approximately 15% of the total budget.

### **Acknowledgement of City of Perth support**

The applicant will recognise the City's support by providing the following sponsorship benefits provided across the two supported projects:

- inclusion of the City of Perth crest in all promotional material and publications relating to the performance season;
- acknowledgement of the City of Perth in promotions or advertising (includes electronic media);
- display of City of Perth signage during the performance season (to be provided by the City of Perth);
- verbal announcement acknowledging the sponsorship prior to performance;
- acknowledgement of the City of Perth's support on applicant's website.

### **COMMENTS**

The project is not recommended for support. Whilst the organisation has been successful in receiving sponsorship in the past, each application is considered on its merit and in this instance limited detail has been provided to support sponsorship of the project.

The request relates to an activity that provides limited demonstrated outcomes for the level of sponsorship requested.

The application was considered in a highly competitive round, where requests for sponsorship exceeded the funds available.

**SCHEDULE 4  
FINANCIAL ACTIVITY STATEMENT FOR THE TEN MONTHS TO  
30 APRIL 2016**

**REPORT OF VARIANCES TO BUDGET**

**This report compares the actual performance for the ten months to 30 April 2016 compared to the revised budget approved by Council on 15 March 2016.**

**Operating Revenue**

- Parking revenue was \$(1,025,000) below the revised budget. The year to date variance consisted of \$(1,123,000) for Undercover Car Parks, \$150,000 for Open Air Car Parks and \$(52,000) for Kerbside Parking.
- The main variances for Undercover Car Parks were State Library \$(267,000), His Majesty's \$(160,000) and Elder Street \$(161,000) below the revised budget. This is mainly due to less patronage due to the current high office vacancy rates in the City. Furthermore the International Conference and Exhibition on Liquefied Natural Gas reduced the number of available parking bays by 233 during March and April.
- Fines and Costs were lower than the revised budget by \$(156,000) predominantly due to parking fines.
- Investment income was above the revised budget by \$249,000. This was mainly due to a positive performance of the Colonial Share Index fund during April.
- Rubbish collection yielded \$(79,000) or 1% less than expected compared to the revised budget.
- Recurrent Grants were below the revised budget by \$(80,000) due to Local Government Assistance and Local Road Grants being less than anticipated.
- Other Income was \$293,000 above the revised budget. During April Building Licence Fees generated \$145,000 more than anticipated in addition to higher than expected revenue for Planning Fees of \$51,000.

**Operating Expenditure**

- Employee costs ended the month marginally above the revised budget with a \$(21,000) variance.
- Materials and Contracts were \$4,590,000 below the revised budget. The variance included infrastructure maintenance which was lower than the revised budget by \$1,129,000 mainly consisting of Murray Street Mall general maintenance \$702,000 and the River Wall

**SCHEDULE 4**  
**FINANCIAL ACTIVITY STATEMENT FOR THE TEN MONTHS TO**  
**30 APRIL 2016**

**REPORT OF VARIANCES TO BUDGET**

\$194,000. Property maintenance was also lower than budget by \$515,000 mostly due to Council House \$244,000, the Town Hall \$42,000 and the new Perth Library \$58,000.

- Furthermore the following accounts were also lower than the revised budget: Consultancy \$361,000, Other Professional Fees \$548,000, System Software maintenance \$321,000 and various smaller variances spread throughout the City.
- Utilities ended the month on \$(106,000) over the revised budget with the new Perth Library accounting for \$(35,000) of this variance.
- Depreciation was \$(260,000) or 1% over the revised budget with Computers \$(120,000), Buildings \$(56,000) and Infrastructure \$(54,000) being the major causes to this variance.
- Interest expense was over the revised budget by \$(121,000) on a year to date basis. This is predominantly due to the actual interest on the Perth City Library loan \$(72,000), Elder Street Undercover Car Park \$(28,000) and the Convention Centre Car Park \$(18,000) being higher than originally anticipated.
- Loss on disposal of assets was \$759,000 below the revised budget, due to the slower than anticipated close out of capital projects. It is expected that this will align to the revised budget by the end of the financial year.
- Other Expenditure was \$389,000 below the revised budget at the end of April. Non capitalised work in progress was \$(297,000) above the revised budget, with Donations and Sponsorship having expensed \$500,000 less than anticipated.

**Investing Activities**

- Capital expenditure was \$7.3 million less than the revised budget. Expenditure for the month was \$3.4 million with significant spend on the following projects: Museum Street Streetscape \$0.5 million, Supreme Court Gardens \$0.5 million and the New Perth City Library \$0.3 million.
- Transfers to Reserves are running lower than the revised budget.

**Financing Activities**

**SCHEDULE 4**  
**FINANCIAL ACTIVITY STATEMENT FOR THE TEN MONTHS TO**  
**30 APRIL 2016**

**REPORT OF VARIANCES TO BUDGET**

- Transfers from Reserves are below the revised budget by \$(6.5 million). This is due to slower than anticipated progress on capital expenditure.
- Funding from carry forwards expected in the revised budget is dependent on the progress of the capital works program and as a result was \$(1.2 million) below the revised budget.
- Proceeds from the disposal of assets or investments realised were \$1,044,000 more than expected compared to the revised budget.
- Capital Grants was \$(2.5 million) less than the revised budget mainly due to slower than anticipated receipts of grants for Supreme Court Gardens \$1.7 million and Roe Street footpath project \$1.1 million.

**Amounts sourced from Rates**

- Rates revenue raised was \$648,000 above the revised budget. During the month \$516,000 interim rates were issued for 556 Wellington Street (new King Square development).

# CITY OF PERTH SCHEDULE 4

## FINANCIAL ACTIVITY STATEMENT - for the period ended 30 April 2016

	Revised Budget 2015/16 \$	Budget YTD 30-Apr-16 \$	Actual YTD 30-Apr-16 \$	Variance YTD 30-Apr-16 \$
<b>Proceeds from Operating Activities</b>				
<b>Operating Revenue</b>				
<i>Nature of Income</i>				
Parking Fees	75,497,882	62,441,586	61,416,588	(1,024,998)
Fines and Costs	9,375,930	7,757,820	7,601,526	(156,294)
Investment Income and Interest	4,554,961	3,858,800	4,107,705	248,904
Community Service Fees	1,593,139	1,310,497	1,257,412	(53,084)
Rubbish Collection	7,574,971	7,533,049	7,454,050	(78,999)
Rentals and Hire Charges	5,082,241	4,214,787	4,263,908	49,121
Recurrent Grants	1,313,946	1,098,910	1,019,255	(79,656)
Contributions, Donations and Reimbursements	590,288	499,790	517,287	17,497
Other Income	4,470,302	3,916,807	4,209,789	292,982
	<b>110,053,661</b>	<b>92,632,047</b>	<b>91,847,519</b>	<b>(784,528)</b>
<b>Less: Operating Expenditure</b>				
<i>Nature of Expenditure</i>				
Employee Costs	69,255,188	55,939,992	55,960,756	(20,764)
Materials and Contracts	52,758,422	41,972,733	37,382,512	4,590,221
Utilities	3,239,008	2,623,529	2,729,500	(105,971)
Insurance Expenditure	1,133,992	951,308	983,222	(31,913)
Depreciation and Amortisation	30,186,643	25,202,599	25,462,782	(260,183)
Interest Expenses	1,359,057	1,148,427	1,269,734	(121,307)
Expense Provisions	962,345	799,541	787,828	11,713
Loss on Disposal of Assets	1,766,210	1,506,501	747,996	758,505
Other Expenditure	24,650,812	20,467,864	20,079,277	388,587
	<b>185,311,677</b>	<b>150,612,494</b>	<b>145,403,606</b>	<b>5,208,888</b>
Add back Depreciation	(30,186,643)	(25,202,599)	(25,462,782)	260,183
(Loss) / Profit on Disposals	(1,766,210)	(1,506,501)	(747,996)	(758,505)
	<b>153,358,824</b>	<b>123,903,394</b>	<b>119,192,827</b>	<b>4,710,566</b>
<b>Net Surplus/(Deficit) from Operations</b>	<b>(43,305,163)</b>	<b>(31,271,347)</b>	<b>(27,345,308)</b>	<b>3,926,039</b>
<b>Investing Activities</b>				
Capital Expenditure	(68,552,612)	(43,566,003)	(36,302,845)	7,263,157
Repayment of Borrowings	(6,441,707)	(5,816,566)	(5,816,566)	-
Transfers to Reserves	(28,251,928)	(3,541,166)	(3,749,201)	(208,035)
	<b>(103,246,247)</b>	<b>(52,923,735)</b>	<b>(45,868,612)</b>	<b>7,055,123</b>
<b>Financing Activities</b>				
Transfer from Reserves	30,575,818	29,659,587	23,205,564	(6,454,023)
Carry Forwards	21,681,358	10,778,762	9,581,619	(1,197,142)
Proceeds from Disposal of Assets/Investments	1,729,345	1,523,000	2,566,971	1,043,971
Distribution from TPRC	1,833,333	-	-	-
Capital Grants	6,489,865	5,120,865	2,669,477	(2,451,388)
	<b>62,309,719</b>	<b>47,082,214</b>	<b>38,023,631</b>	<b>(9,058,583)</b>
<b>Add: Opening Funds</b>	<b>636,302</b>	<b>636,302</b>	<b>636,302</b>	<b>-</b>
<b>Net Surplus/(Deficit) before Rates</b>	<b>(83,605,389)</b>	<b>(36,476,566)</b>	<b>(34,553,987)</b>	<b>1,922,579</b>
<b>Amount Sourced from Rates</b>	<b>82,953,186</b>	<b>82,456,376</b>	<b>83,104,700</b>	<b>648,324</b>
<b>Closing Funds</b>	<b>(652,203)</b>	<b>45,979,810</b>	<b>48,550,713</b>	<b>2,570,903</b>

<b>Net Cash on Hand</b>				
Cash On Hand	5,235,228	8,266,149	7,890,894	(375,255)
Money Market Investments	105,808,536	112,060,000	113,706,878	1,646,878
<b>Funds on Hand</b>	<b>111,043,764</b>	<b>120,326,149</b>	<b>121,597,772</b>	<b>1,271,623</b>
<b>Analysis of Funds on Hand</b>				
Reserves	86,889,850	62,573,896	63,493,507	919,611
Provisions	11,608,196	13,260,094	10,993,055	(2,267,039)
Carry forwards	-	7,277,712	6,586,165	(691,547)
Restricted Grants not yet utilised	-	56,417	202,122	145,705
General Funds	12,545,718	37,158,031	40,322,923	3,164,893
<b>Funds on Hand</b>	<b>111,043,764</b>	<b>120,326,149</b>	<b>121,597,772</b>	<b>1,271,623</b>



# CITY OF PERTH SCHEDULE 4

## CURRENT POSITION AS AT THE END OF THE PERIOD 30-April-2016

	2015/16 Revised Budget	2015/16 Budget YTD	2015/16 Actual YTD	2015/16 Variance
<b>Current Assets</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Cash and Cash Equivalents	5,235,228	8,266,149	7,890,894	(375,255)
Deposits and Prepayments	1,655,094	2,835,116	4,593,080	1,757,964
Money Market Investments - Municipal Funds	18,918,686	49,486,104	50,213,371	727,267
Money Market Investments - Restricted Funds	86,889,850	62,573,896	63,493,507	919,611
Trade and Other Receivables	10,378,437	11,325,873	12,987,267	1,661,394
Inventories	2,721,425	1,735,886	992,382	(743,504)
<b>Total Current Assets</b>	<b>125,798,720</b>	<b>136,223,025</b>	<b>140,170,501</b>	<b>3,947,476</b>
<b>Current Liabilities</b>				
Trade and Other Payables	27,658,796	14,352,808	16,349,896	1,997,088
Employee Entitlements	11,608,196	11,668,402	10,993,055	(675,347)
Provisions	169,783	1,591,692	581,208	(1,010,484)
Borrowings	6,895,373	6,895,373	6,153,506	(741,867)
<b>Total Current Liabilities</b>	<b>46,332,148</b>	<b>34,508,275</b>	<b>34,077,665</b>	<b>(430,610)</b>
<b>Working Capital Position Brought Forward</b>	<b>\$ 79,466,572</b>	<b>\$ 101,714,750</b>	<b>\$ 106,092,836</b>	<b>\$ 4,378,086</b>
Deduct Restricted Cash Holdings	(86,889,850)	(62,573,896)	(63,493,507)	(919,611)
Deduct Unspent Borrowings	-	(56,417)	-	-
Deduct Restricted Capital Grants	-	(56,417)	(202,122)	(145,705)
Add Current Borrowings	6,771,075	6,895,373	6,153,506	(741,867)
<b>Current Funds Position Brought Forward</b>	<b>(652,202)</b>	<b>\$ 45,979,810</b>	<b>\$ 48,550,713</b>	<b>\$ 2,570,903</b>

# SCHEDULE 4

## EXPLANATORY NOTES – FINANCIAL ACTIVITY STATEMENT

### BACKGROUND

- Regulation 34 of the Local Government (Financial Management) Regulations 1996 was amended effective from 1 July 2005.
- The amendment prescribes a monthly Financial Activity Statement (FAS) reporting the sources and application of funds, as set out in the Rate Setting Statement which is included in the Annual Budget.

### PURPOSE

- The FAS reports the actual financial performance of the City in relation to its adopted budget, which has been structured on financial viability and sustainability principles.
- The FAS is intended to act as a guide to Council of the impact of financial activities and the reasons for major variances to the annual budget estimates.

### PRESENTATION

- Regulation 34 prescribes the minimum detail to be included in the FAS. These are listed below.
  - Annual Budget estimates, and approved revisions to these, are to be included for comparison purposes.
  - Actual amounts of income and expenditure to the end of the month of the FAS.
  - Material variances between the comparable amounts and commentary on reasons for these.
  - The net current assets at the end of the month to which the FAS relates.
- An explanation of the composition of the net current assets at the end of the month to which the FAS relates; less committed and restricted assets.
- Councils are given the option of adopting a format which is considered most appropriate to their needs. These options are listed below.
  - According to nature and type classification,
  - by program, or
  - by business unit.
- It is recommended that while the information presented by cost objects (programs and activities) or by cost centres (business units) are useful for expense allocation and cost centre accountability purposes, they are less informative and difficult to comprehend in matters of disclosure and less effective in cost management and control.
- The FAS has therefore been presented in the format using nature and type classification as the most meaningful disclosure to the Council and public.

### FORMAT

- The FAS is formatted to align with the Rate Setting Statement.
- The first part deals with operating income and expenditure, excluding rate revenue.
- The next classification is the amount spent on capital expenditure and debt repayments.
- The classification 'Financing Activities' provides a statement of sources of funds other than from operating or rates revenue, which are usually associated with capital expenditure.
- Attached to the FAS is a statement of 'Net Current Assets' for the budget and actual expenditure to the end of the month to which the FAS relates.
- Opening and closing funds represent the balance of 'Net Current Assets', not including any funds which are committed or restricted.
- "Committed assets" means revenue unspent but set aside under the annual budget for a specific purpose.
- "Restricted assets" means those assets the uses of which are restricted, wholly or partially, by regulations or other externally imposed requirements", e.g. reserves set aside for specific purposes.
- To avoid duplication in calculating 'Closing Funds on hand', certain balances, such as provisions and borrowings, are also deducted.
- The total Closing Funds on hand are to be taken into account when calculating the amount to be raised by rates each year.
- The classification "Net Cash on Hand" represents the balances of funds held in cash or invested and the analysis into those funds reserved, carried forward or remaining unspent at the end of the month to which the FAS relates.



CITY of PERTH

# **CITY of PERTH**

## **Financial Statements**

**For the 10 months ended 30 April 2016**

# SCHEDULE 4

## CITY OF PERTH MUNICIPAL

### Statement of Comprehensive Income for the 10 months ended 30 April 2016

#### (By Program)

	Note	Budget 2015/2016	Revised Budget YTD	Actual YTD 30/04/2016	YTD Variance	
<b>OPERATING REVENUE</b>		\$	\$	\$	\$	%
General Purpose Funding Rates		83,567,338	83,342,419	83,990,309	647,890	0.8%
General Purpose Funding Other		5,735,976	3,860,106	4,024,776	164,670	4.3%
Law, Order, Public Safety		46,225	14,895	25,026	10,131	68.0%
Health		864,920	814,346	872,647	58,301	7.2%
Education and Welfare		2,153,539	1,780,121	1,703,138	(76,983)	-4.3%
Housing		656,190	650,215	696,757	46,542	7.2%
Community Amenities		10,294,628	9,724,557	9,704,636	(19,921)	-0.2%
Recreation and Culture		1,859,860	1,506,716	1,558,599	51,883	3.4%
Transport		90,764,129	71,985,945	70,797,650	(1,188,295)	-1.7%
Economic Services		1,093,247	718,485	864,635	146,150	20.3%
Other Property and Services		717,071	690,346	713,641	23,295	3.4%
Total Operating Income		197,753,123	175,088,422	174,952,219	(136,203)	-0.1%
<b>OPERATING EXPENDITURE</b>						
Governance		11,262,129	10,055,184	9,655,635	399,549	4.0%
General Purpose Funding		3,089,672	3,038,160	3,138,740	(100,580)	-3.3%
Law, Order, Public Safety		3,868,851	2,964,865	3,057,880	(93,015)	-3.1%
Health		1,884,897	2,340,554	2,206,127	134,427	5.7%
Education and Welfare		3,870,122	2,952,619	2,916,741	35,878	1.2%
Housing		563,144	474,676	459,667	15,009	3.2%
Community Amenities		28,558,870	24,411,443	22,642,589	1,768,854	7.2%
Recreation and Culture		32,248,092	25,806,407	24,629,851	1,176,556	4.6%
Transport		85,571,552	67,324,858	65,032,102	2,292,756	3.4%
Economic Services		9,744,103	7,690,058	7,414,745	275,313	3.6%
Other Property and Services		7,266,137	1,913,947	3,320,424	(1,406,477)	-73.5%
Total Operating Expenditure		187,927,571	148,972,771	144,474,501	4,498,270	3.0%
<b>NET FROM OPERATIONS</b>		9,825,552	26,115,651	30,477,718	4,362,067	16.7%
<b>GRANTS/CONTRIBUTIONS</b>						
For the Development of Assets						
- General Purpose Funding		80,200	75,600	75,600	-	0.0%
- Recreation and Culture		3,207,250	2,790,000	1,078,974	-	0.0%
- Transport		3,555,000	2,255,265	1,514,903	(740,362)	-32.8%
Total Grants/Contributions		6,842,450	5,120,865	2,669,477	(2,451,388)	-47.9%
<b>DISPOSAL/WRITE OFF OF ASSETS</b>						
Gain/(Loss) on Disposal of Assets	2	(1,558,253)	(1,506,501)	(747,995)	758,506	-50.3%
<b>Change in net assets resulting from operations before significant items</b>		15,109,749	29,730,015	32,399,200	2,669,185	9.0%
<b>SIGNIFICANT ITEMS</b>						
Distribution from TPRC		1,833,333	-	-	-	0.0%
(Loss) on Disposal of Investments		-	(3,655)	(3,655)	-	0.0%
<b>Change in net assets resulting from operations after significant items</b>		16,943,082	29,726,360	32,395,545	2,669,185	9.0%

# SCHEDULE 4

## CITY OF PERTH MUNICIPAL

### Statement of Comprehensive Income for the 10 months ended 30 April 2016

(By Nature)

	Note	Budget 2015/2016	Revised Budget YTD	Actual YTD 30/04/2016	YTD Variance	
		\$	\$	\$	\$	%
<b>OPERATING REVENUE</b>						
Rates		82,692,367	82,456,376	83,104,700	648,324	0.8%
Grants and Contributions for Non Capital Purposes		1,508,499	1,098,910	1,019,255	(79,655)	-7.2%
Donations and Reimbursements		452,347	499,790	517,287	17,497	3.5%
Fees and Charges		105,979,915	85,848,053	84,871,090	(976,963)	-1.1%
Interest and Investment Income		5,157,319	3,858,800	4,107,705	248,905	6.5%
Other Revenue		1,962,676	1,326,492	1,332,183	5,691	0.4%
Total Revenue from Operating Activities		197,753,123	175,088,422	174,952,219	(136,203)	-0.1%
<b>OPERATING EXPENDITURE</b>						
Employee Costs		69,135,566	55,939,992	55,960,756	(20,764)	0.0%
Materials and Contracts		52,838,709	41,972,733	37,382,512	4,590,221	10.9%
Utilities		3,069,080	2,623,529	2,729,500	(105,971)	-4.0%
Depreciation and Amortisation		34,211,101	25,202,599	25,462,781	(260,182)	-1.0%
Interest		1,836,750	1,148,427	1,269,734	(121,307)	-10.6%
Insurance		1,166,259	951,308	983,222	(31,914)	-3.4%
Expenses Provision		962,345	799,541	787,825	11,716	1.5%
Other Expenses from Ordinary Activities		24,707,761	20,334,643	19,898,171	436,472	2.1%
Total Expenses from Ordinary Activities		187,927,571	148,972,771	144,474,501	4,498,270	3.0%
Change in Net Assets from Ordinary Activities before Capital Amounts		9,825,552	26,115,651	30,477,718	4,362,067	16.7%
<b>GRANTS/CONTRIBUTIONS</b>						
Grants and Contributions- Capital		6,842,450	5,120,865	2,669,477	(2,451,388)	-47.9%
<b>NET OPERATING SURPLUS</b>		16,668,002	31,236,516	33,147,195	1,910,679	6.1%
<b>DISPOSAL/WRITE OFF OF ASSETS</b>	2	(1,558,253)	(1,506,501)	(747,995)	758,506	-50.3%
<b>SIGNIFICANT ITEMS</b>						
Distribution from TPRC		1,833,333	-	-	-	0.0%
(Loss) on Disposal of Investments		-	(3,655)	(3,655)	-	0.0%
<b>Change in net assets resulting from operations after capital amounts and significant items</b>		16,943,082	29,726,360	32,395,545	2,669,185	9.0%

# SCHEDULE 4

## CITY OF PERTH MUNICIPAL

### *Statement of Financial Position as at 30 April 2016*

	Note	30/04/2016	30/06/2015
<b>CURRENT ASSETS</b>		\$	\$
Cash and Cash Equivalents	11	7,890,894	21,164,777
Deposits/Prepayments	4	4,593,080	1,339,244
Investments	3, 11	113,706,878	91,045,389
Trade and Other Receivables	5	12,035,326	8,355,249
Rates Receivable	1	951,941	64,096
Inventories		992,382	1,394,201
<b>TOTAL CURRENT ASSETS</b>		<b>140,170,501</b>	<b>123,362,956</b>
<b>NON CURRENT ASSETS</b>			
Investments	3	5,086,246	7,110,313
Trade and Other Receivables	5	32,434	39,567
Property, Plant and Equipment	8	651,727,011	659,937,053
Infrastructure	8	471,999,404	480,607,504
Capital Work in Progress	8	94,820,727	69,215,093
<b>TOTAL NON CURRENT ASSETS</b>		<b>1,223,665,822</b>	<b>1,216,909,530</b>
<b>TOTAL ASSETS</b>		<b>1,363,836,323</b>	<b>1,340,272,486</b>
<b>CURRENT LIABILITIES</b>			
Trade and Other Payables	6	16,349,896	19,155,304
Employee Benefits	7	10,993,055	11,405,126
Provisions	7	581,208	703,725
Loan Liability	9	6,153,506	6,441,709
<b>TOTAL CURRENT LIABILITIES</b>		<b>34,077,665</b>	<b>37,705,864</b>
<b>NON CURRENT LIABILITIES</b>			
Employee Benefits	7	1,891,737	1,891,737
Provisions	7	4,194,517	3,869,667
Loan Liability	9	30,798,639	36,327,002
<b>TOTAL NON CURRENT LIABILITIES</b>		<b>36,884,893</b>	<b>42,088,406</b>
<b>TOTAL LIABILITIES</b>		<b>70,962,558</b>	<b>79,794,270</b>
<b>NET ASSETS</b>		<b>\$1,292,873,765</b>	<b>\$1,260,478,216</b>
<b>EQUITY</b>			
Accumulated Surplus		666,145,187	612,108,619
Asset Revaluation Reserve	10	560,560,439	560,795,095
Reserves	10	66,168,139	87,574,502
<b>TOTAL EQUITY</b>		<b>\$1,292,873,765</b>	<b>\$1,260,478,216</b>

**CITY OF PERTH  
MUNICIPAL**

*Statement of Changes in Equity for the 10 months ended 30 April 2016*

	Accumulated Surplus	Asset Revaluation Reserve	Cash Backed Reserves	Total Equity
	\$	\$	\$	\$
<b>Balance at 1 July 2014</b>	587,289,902	372,942,447	85,605,577	1,045,837,926
Change in net assets resulting from operations	214,640,290	-	-	214,640,290
Transfer to Cash Backed Reserves	(25,386,259)	-	25,386,259	-
Transfers to Asset Revaluation Reserve	(189,027,761)	189,027,761	-	-
Transfers from Asset Revaluation Reserve	1,175,113	(1,175,113)	-	-
Transfer from Cash Backed Reserves	23,417,344	-	(23,417,344)	-
Balance at 30 June 2015	\$612,108,629	\$560,795,095	\$87,574,492	\$1,260,478,216
	\$	\$	\$	\$
Balance at 1 July 2015	612,108,629	560,795,095	87,574,492	1,260,478,216
Change in net assets resulting from operations	32,395,545	-	-	32,395,545
Transfer to Cash Backed Reserves	(3,749,201)	-	3,749,201	-
Transfers to Asset Revaluation Reserve	(12,368)	12,368	-	-
Transfers from Asset Revaluation Reserve	247,023	(247,023)	-	-
Transfer from Cash Backed Reserves	25,155,564	-	(25,155,564)	-
<b>Balance at the end of the reporting period</b>	<b>\$666,145,191</b>	<b>\$560,560,440</b>	<b>\$66,168,130</b>	<b>\$1,292,873,761</b>

# SCHEDULE 4

## CITY OF PERTH MUNICIPAL

### *Statement of Cash Flows for the 10 months ended 30 April 2016*

	Note	Budget 2015/2016	YTD Actual 30/04/2016	YTD Variation
		\$	\$	\$ %
<b>Cash Flows from Operating Activities</b>				
<b>Receipts</b>				
Rates		82,681,333	82,201,255	(480,078) -0.6%
Fees and Charges		104,237,072	81,443,546	(22,793,526) -21.9%
Interest		5,009,468	3,749,557	(1,259,911) -25.2%
Other		5,485,536	1,653,722	(3,831,814) -69.9%
		197,413,411	169,048,080	(28,365,331) -14.4%
<b>Payments</b>				
Employee Costs		(68,531,216)	(55,873,160)	12,658,056 18.5%
Materials and Contracts		(50,557,095)	(43,259,129)	7,297,966 14.4%
Interest		(1,686,749)	(1,400,678)	286,071 17.0%
Other		(24,363,418)	(23,776,945)	586,473 2.4%
		(145,138,478)	(124,309,912)	20,828,566 14.4%
Net Cash Flows from Operating Activities	12	52,274,932	44,738,168	(7,536,764) 14.4%
<b>Cash Flows from Investing Activities</b>				
<b>Receipts</b>				
Distribution from TPRC		1,833,333		(1,833,333) -100.0%
Proceeds from Disposal of Assets		1,523,000	546,559	(976,441) -64.1%
Proceeds from Disposal of Investments(Non Current)		-	2,020,412	2,020,412 0.0%
<b>Payments</b>				
Purchase Land and Buildings		(13,036,542)	-	13,036,542 -100.0%
Purchase Infrastructure Assets		(37,840,203)	(438,642)	37,401,561 -98.8%
Purchase Plant and Mobile Equipment		(3,347,436)	(2,086,065)	1,261,371 37.7%
Purchase Office Furniture and Equipment		(561,648)	(34,476)	527,172 -93.9%
Work in Progress		-	(33,426,265)	(33,426,265) 0.0%
		(54,785,829)	(35,985,448)	18,800,381 34.3%
Net Cash Flows from Investing Activities		(51,429,496)	(33,418,477)	18,011,019 35.0%
<b>Cash Flows from Financing Activities</b>				
Repayment of Borrowings		(6,441,707)	(5,816,566)	625,141 9.7%
		(6,441,707)	(5,816,566)	625,141 9.7%
<b>Cash Flows from Government and Other Parties</b>				
<b>Receipts from Appropriations/Grants</b>				
Recurrent		1,760,075	1,215,003	(545,072) -31.0%
Capital		6,842,450	2,669,477	(4,172,973) -61.0%
		8,602,525	3,884,480	(4,718,045) -54.8%
Net Increase (Decrease) in Cash Held		3,006,254	9,387,605	6,381,351 212.3%
<b>Cash at 1 July 2015</b>		107,033,620	112,210,166	5,176,546 4.8%
<b>Cash at 30 April 2016</b>	11	110,039,874	121,597,772	11,557,898 10.5%



# SCHEDULE 4

## MUNICIPAL

Notes to the Balance Sheet for the 10 months ended 30 April 2016

### 1 Rates Receivable

	Actual YTD 30/04/2016	2014/15 YTD 30/04/2015
	\$	\$
Outstanding Amount at 30 June 2015	64,096	52,088
Rates Levied for the Year	83,151,100	75,958,121
Late Payment Penalties	107,484	82,662
Ex Gratia Rates	17,464	10,283
Rates Administration Fee	292,302	292,462
Rates Instalment Interest	341,842	317,560
Back Rates	(63,863)	(142,029)
Bins Levy	38,898	14,452
	83,949,323	76,585,599
Amount Received during the Period	82,997,382	76,313,944
Outstanding Amount at 30 April 2016	<b>\$951,941</b>	<b>\$271,655</b>

### 2 Gain/(Loss) on Disposal/Write off of Assets

	Annual Budget	Actual YTD 30/04/2016
	\$	\$
<b>Land and Buildings</b>		
Proceeds on Disposal	-	-
Less: Carrying amount of assets sold/written off	-	29,092
(Loss) on Disposal/Write Off	-	(29,092)
<b>Infrastructure</b>		
Proceeds on Disposal	-	-
Less: Carrying amount of assets written off	1,721,201	719,974
(Loss) on Write Off	(1,721,201)	(719,974)
<b>Plant and Mobile Equipment</b>		
Proceeds on Disposal	1,523,000	545,869
Less: Carrying amount of assets sold/written off	1,360,052	532,290
Profit on Disposal/Write Off	162,948	13,579
<b>Furniture and Equipment</b>		
Proceeds on Disposal	-	690
Less: Carrying amount of assets sold /written off	-	13,198
(Loss) on Disposal/Write Off	-	(12,508)
<b>Gain/(Loss) on Disposal/Write off of Assets</b>	<b>(\$1,558,253)</b>	<b>(\$747,995)</b>

### 3 Investments

Current	30/04/2016	30/06/2015
<b>Short Term Cash Investments *</b>	\$	\$
Call Funds	5,089,195	23,629
Bank/Term Deposits	104,500,000	83,900,000
Managed Funds	4,117,683	4,118,105
Floating Rate Notes (FRN)	-	3,003,655
Total Current Investments	<b>\$113,706,878</b>	<b>\$91,045,389</b>

\* Short Term Cash Investments as stated in Note 11.

Non Current Investments	30/04/2016	30/06/2015
	\$	\$
Mortgage Backed Securities (MBS)	2,674,623	2,766,406
	2,674,623	2,766,406
Equity in Local Government House	10,000	10,000
Equity in Mindarie Regional Council	409,065	398,074
Equity in Tamala Park Regional Council	1,992,558	3,935,833
	<b>\$5,086,246</b>	<b>\$7,110,313</b>

# SCHEDULE 4

## MUNICIPAL

Notes to the Balance Sheet for the 10 months ended 30 April 2016

### 4 Deposits/Prepayments

	30/04/2016	30/06/2015
	\$	\$
Prepaid Insurance	397,663	-
Prepaid Parking Bay Licence Fees	2,858,094	91,560
Other	1,337,323	1,247,684
	<b>\$4,593,080</b>	<b>\$1,339,244</b>

### 5 Trade And Other Receivables

	30/04/2016	30/06/2015
<b>Current</b>	\$	\$
Emergency Services Levy (ESL)	143,754	63,463
Accrued Interest and Investment Income	958,445	600,296
Accrued Income	1,989,170	1,251,900
Modified Penalties/Fines and Costs	7,590,242	7,156,124
Debtors - General		
Australian Taxation Office - GST Refundable	511,643	479,963
Works and Services	42,325	156,225
Other Debtors	3,982,289	1,701,472
	15,217,868	11,409,443
Less: Provision for Doubtful Debts	(3,182,542)	(3,054,194)
	<b>\$12,035,326</b>	<b>\$8,355,249</b>
<b>Non Current</b>		
Pensioners' Rates Deferred	32,434	39,567
	<b>\$32,434</b>	<b>\$39,567</b>

### 6 Trade And Other Payables

	30/04/2016	30/06/2015
<b>Current</b>	\$	\$
Trade Creditors	5,841,917	13,260,443
Emergency Services Levy	2,786,159	-
Interest Payable on Loans	110,071	241,015
Accrued Expenses - Operating	4,000,856	2,617,565
Accrued Expenses - Capital	216,628	360,328
Advances Received for Recoverable Works	57,759	77,424
Income Received / Raised in Advance	762,499	871,600
Other Creditors	2,574,007	1,726,929
	<b>\$16,349,896</b>	<b>\$19,155,304</b>

# SCHEDULE 4

## MUNICIPAL

Notes to the Balance Sheet for the 10 months ended 30 April 2016

### 7 Employee Benefits

	30/04/2016	30/06/2015
<b>Current</b>	\$	\$
<b>Leave Entitlements</b>		
Annual Leave	4,447,984	4,795,260
Self Funded Leave	236,318	270,891
Long Service Leave	6,181,579	6,189,337
Recognition of Employees- Presentations	127,174	149,638
	<b>\$10,993,055</b>	<b>\$11,405,126</b>
<b>Non Current</b>		
Annual Leave	838,090	838,090
Long Service Leave	1,053,647	1,053,647
	<b>\$1,891,737</b>	<b>\$1,891,737</b>

### Provisions

	30/04/2016	30/06/2015
<b>Current</b>	\$	\$
Workers Compensation	581,208	703,725
	<b>\$581,208</b>	<b>\$703,725</b>
<b>Non Current</b>		
Provision for Equipment Replacement PCEC	4,194,517	3,869,667
	<b>\$4,194,517</b>	<b>\$3,869,667</b>

### 8 Property, Plant and Equipment and Work in Progress

	30/04/2016	30/06/2015
	\$	\$
Land and Air Rights - at cost/fair value	380,359,193	380,366,194
Less: Accumulated Depreciation	(3,040,916)	(2,570,139)
	<b>377,318,277</b>	<b>377,796,055</b>
Buildings - at fair value	380,632,803	379,893,679
Less: Accumulated Depreciation	(152,758,061)	(146,015,858)
	<b>227,874,742</b>	<b>233,877,821</b>
Improvements - at fair value	8,010,840	8,010,841
Less: Accumulated Depreciation	(4,796,326)	(4,564,395)
	<b>3,214,514</b>	<b>3,446,446</b>
Infrastructure Assets - at cost/fair value	743,309,838	741,999,706
Less: Accumulated Depreciation	(271,310,434)	(261,392,201)
	<b>471,999,404</b>	<b>480,607,505</b>
Plant and Mobile Equipment - at cost/fair value	47,908,475	45,505,811
Less: Accumulated Depreciation	(28,461,896)	(25,351,476)
	<b>19,446,579</b>	<b>20,154,335</b>
Office Furniture and Equipment - at cost/fair value	37,645,072	36,740,437
Less: Accumulated Depreciation	(14,567,444)	(12,873,309)
	<b>23,077,628</b>	<b>23,867,128</b>
Agricultural - at cost	795,271	795,271
Less: Accumulated Depreciation	-	-
	<b>795,271</b>	<b>795,271</b>
Property, Plant and Equipment	<b>1,123,726,415</b>	<b>1,140,544,561</b>
Work in Progress - at cost	94,820,727	69,215,093
	<b>94,820,727</b>	<b>69,215,093</b>
Total Property, Plant and Equipment and Work in Progress	<b>\$1,218,547,142</b>	<b>\$1,209,759,650</b>

# SCHEDULE 4

## MUNICIPAL

Notes to the Balance Sheet for the 10 months ended 30 April 2016

### 8 Property, Plant and Equipment and Work in Progress - Movement at Cost

	Balance 30/06/2015	Acquisitions Actual YTD 30/04/2016	Transfers Actual YTD 30/04/2016	Disposals/ Write off/ Actual YTD 30/04/2016	Revaluation Actual YTD 30/04/2016	Balance 30/04/2016
	\$	\$	\$	\$		\$
Land and Air Rights	380,366,194	-	-	(7,000)	-	380,359,194
Buildings	379,893,679	-	821,425	(82,300)	-	380,632,804
Improvements	8,010,841	-	-	-	-	8,010,841
Infrastructure Assets	741,999,706	438,642	3,848,734	(2,977,243)	-	743,309,839
Plant and Mobile Equipment	45,505,811	2,086,065	1,561,974	(1,245,375)	-	47,908,475
Office Furniture and Equipment	36,740,437	34,476	1,147,877	(277,718)	-	37,645,072
Agricultural	795,271	-	-	-	-	795,271
Work in Progress	69,215,093	33,282,565	(7,676,931)	-	-	94,820,727
	<b>\$1,662,527,032</b>	<b>\$35,841,748</b>	<b>(296,921)</b>	<b>(\$4,589,636)</b>	<b>-</b>	<b>\$1,693,482,223</b>

### 9 Loan Liability

	30/04/2016	30/06/2015
<b>Current</b>	\$	\$
Loans - Western Australian Treasury Corporation	6,153,506	6,441,709
<b>Non Current</b>		
Loans - Western Australian Treasury Corporation	30,798,639	36,327,002

### 10 Reserve Funds

Purpose of Reserve Fund	Balance 30/06/2015	Transfer from Accumulated Surplus	Transfer to Accumulated Surplus	Balance 30/04/2016
	\$	\$	\$	\$
Refuse Disposal and Treatment	2,843,524	235,345	-	3,078,869
Concert Hall - Refurbishment and Maint.	4,826,518	120,452	(131,934)	4,815,036
Asset Enhancement	29,008,935	615,777	(7,032,058)	22,592,654
Street Furniture Replacement	540,334	13,652	-	553,986
Parking Levy	17,132,501	3,030	(17,012,592)	122,939
Art Acquisition	315,397	7,582	(5,900)	317,079
Heritage Incentive	587,371	18,073	-	605,444
Parking Facilities Development	23,952,738	593,398	(973,080)	23,573,056
Employee Entitlements	1,053,647	882,432	-	1,936,079
David Jones Bridge	277,223	7,011	-	284,234
Bonus Plot Ratio	595,996	15,060	-	611,056
PCEC Fixed Plant Replacement	3,869,667	324,850	-	4,194,517
Enterprise and Initiative	2,570,651	912,539	-	3,483,190
	87,574,502	3,749,201	(25,155,564)	66,168,139
* Asset Revaluation	560,795,095	12,368	(247,023)	560,560,440
	<b>\$648,369,597</b>	<b>\$3,761,569</b>	<b>(\$25,402,587)</b>	<b>\$626,728,579</b>

\* The Asset Revaluation Reserve is a non cash backed reserve and cannot be used ,except for adjustments to fixed assets on their revaluation, disposal or write off

# SCHEDULE 4

## MUNICIPAL

Notes to the Balance Sheet for the 10 months ended 30 April 2016

### 11 Cash Reconciliation

	30/04/2016	30/06/2015
	\$	\$
Cash and Cash Equivalents	7,890,894	21,164,777
Short Term Cash Investments	113,706,878	91,045,389
	<b>\$121,597,772</b>	<b>\$112,210,166</b>

### 12 Reconciliation of Net Cash Provided By Operating Activities to Operating Surplus

	30/04/2016	30/06/2015
	\$	\$
Change in Net Assets Resulting from Operations	32,399,200	18,136,854
Adjustment for items not involving the movement of Funds:		
Depreciation	25,462,781	29,115,795
Doubtful Debts	128,348	267,593
(Gain)/Loss on Disposal/Write off/Contribution of Assets	747,995	2,584,345
	59,035,245	50,104,587
Revenues Provided By :		
Government Grants	(3,834,590)	(4,039,166)
Contribution from Other Parties	(49,890)	(15,000)
	(3,884,480)	(4,054,166)
Change in Operating Assets and Liabilities		
<b>Add Back</b>		
Decrease in Inventories	401,819	713,171
Decrease in Deposits and Prepayments	-	81,566
Decrease in Accrued Interest and Dividend Income	-	749,725
Decrease in Debtors	-	1,650,216
Decrease in Deferred Debtors	7,133	4,638
Increase in Income Received /Raised in Advance	-	21,429
Increase in Accrued Expenses	1,383,291	-
Increase in Provisions	-	1,084,280
<b>Deduct</b>		
Decrease in Trade and Other Payables	(3,785,289)	(836,489)
Decrease in Income Received /Raised in Advance	(128,766)	-
Decrease in Accrued Interest Payable	(130,944)	(43,792)
Decrease in Provisions	(209,738)	-
Decrease in Accrued Expenses	-	(201,269)
Increase in Trade and Other Receivables	(3,600,852)	-
Increase in Prepayments	(3,253,836)	-
Increase in Accrued Income	(737,270)	(420,854)
Increase in Accrued Interest and Investment Income	(358,148)	-
	(10,412,600)	2,802,621
Net Cash Provided by Operating Activities	<b>\$44,738,168</b>	<b>\$48,853,042</b>

# SCHEDULE 4

## MUNICIPAL

Notes to the Balance Sheet for the 10 months ended 30 April 2016

### 13 Ratios

	30/04/2016	30/06/2015
<b>1 Current Ratio</b>		
<u>Current Assets minus Restricted Assets</u>		
Current Liabilities minus Liabilities associated with Restricted Assets	2.25	1.02
<b>2 Debt Ratio</b>		
<u>Total Liabilities</u>		
Total Assets	5.20%	5.95%
<b>3 Debt Service Ratio</b>		
<u>Debt Service Cost</u>		
Available Operating Revenue	4.32%	4.48%
<b>4 Rate Coverage Ratio</b>		
<u>Net Rate Revenue</u>		
Operating Revenue	48.01%	40.92%
<b>5 Outstanding Rates Ratio</b>		
<u>Rates Outstanding</u>		
Rates Collectable	1.13%	0.08%
<b>6 Untied Cash to Unpaid Creditors Ratio</b>		
<u>Untied Cash</u>		
Unpaid Trade Creditors	9.95	2.07
<b>7 Gross Debt to Revenue Ratio</b>		
<u>Gross Debt</u>		
Total Revenue	21.12%	22.93%
<b>8 Gross Debt to Economically Realisable Assets Ratio</b>		
<u>Gross Debt</u>		
Economically Realisable Assets	4.14%	4.98%

Restricted Assets includes reserve funds and tied contributions not utilised at 30.04.2016

# **CITY OF PERTH**

**FAS GRAPHS**

**Apr-16**

## SCHEDULE 4

### CONTENTS

<u>Section</u>	<u>Description</u>	<u>Page</u>
	Contents	2
1	Financial Activity Statement	3
2	Cash	4
3	Summary Operating Statement	5
4	Summary Statement of Financial Position	6
5	Ratio Analysis	7

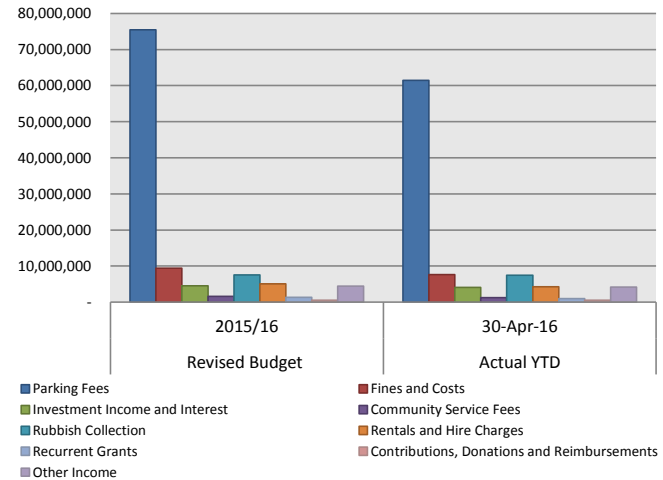


# SCHEDULE 4

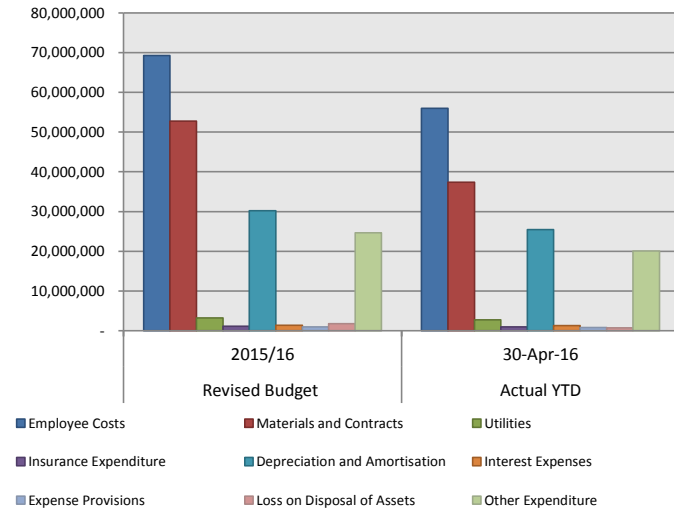
## Financial Activity Statement

	Annual	Year To Date Apr-16		
Proceeds from Operating Activities	Revised Budget 2015/16 \$000s	Budget YTD \$000s	Actual \$000s	Variance \$000s
Operating Revenue	110,054	92,632	91,848	-784
Less: Operating Expenditure	185,312	150,612	145,404	5,208
Add back Depreciation	-30,187	-25,203	-25,463	260
(Loss)/Profit on Disposals	-1,766	-1,507	-748	-759
<b>Net Surplus/(Deficit) from Operations</b>	<b>-43,305</b>	<b>-31,271</b>	<b>-27,345</b>	<b>3,926</b>
<b>Investing Activities</b>				
Capital Expenditure	-68,553	-43,566	-36,303	7,263
Repayment of Borrowings	-6,442	-5,817	-5,817	0
Transfers to Reserves	-28,252	-3,541	-3,749	-208
<b>Financing Activities</b>				
Transfers from Reserves	30,576	29,660	23,206	-6,454
Carry Forwards	21,681	10,779	9,582	-1,197
Proceeds from Disposal of Assets	1,729	1,523	2,567	1,044
Distribution from TPRC	1,833	0	0	0
Capital Grants	6,490	5,121	2,669	-2,452
<b>Net Surplus/(Deficit) before Rates</b>	<b>-83,605</b>	<b>-36,477</b>	<b>-34,554</b>	<b>1,923</b>
Add: Opening Funds	636	636	636	0
Less: Closing Funds	-652	45,980	48,551	2,571
<b>Amount Sourced from Rates</b>	<b>82,953</b>	<b>82,456</b>	<b>83,105</b>	<b>648</b>

Apr-16 Budget to Actual YTD Operating Revenue



Apr-16 Budget to Actual YTD Operating Expenditure



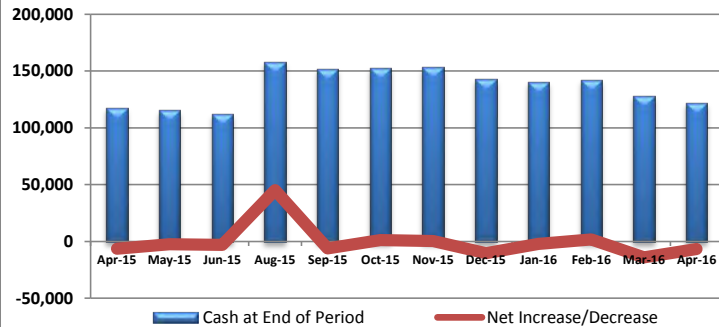
# SCHEDULE 4

## Cash

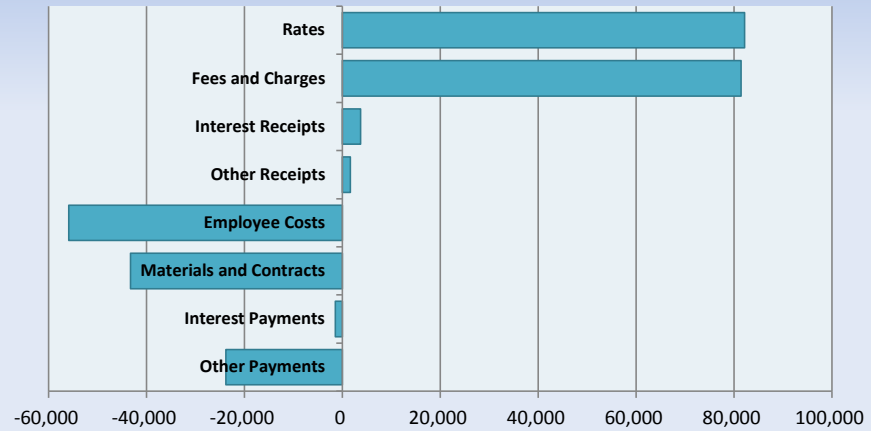
### SUMMARY CASH FLOW STATEMENT

	Budget \$'000s 2015/2016	YTD Actual \$'000s Apr-16
Receipts from Customers	197,413	169,048
Payments to Suppliers and Creditors	-145,138	-124,310
Net Cash Inflow/Outflow from Operating Activities	52,275	44,738
Net Cash Inflow/Outflow from Investing Activities	-51,429	-33,418
Net Cash Inflow/Outflow from Financing Activities	-6,442	-5,817
Cash Flows from Government and Other Parties	8,603	3,884
Cash at 1 July 2015	107,034	112,210
Net Increase (Decrease) in Cash Held	3,006	9,388
Cash at 30 April 2016	110,040	121,598

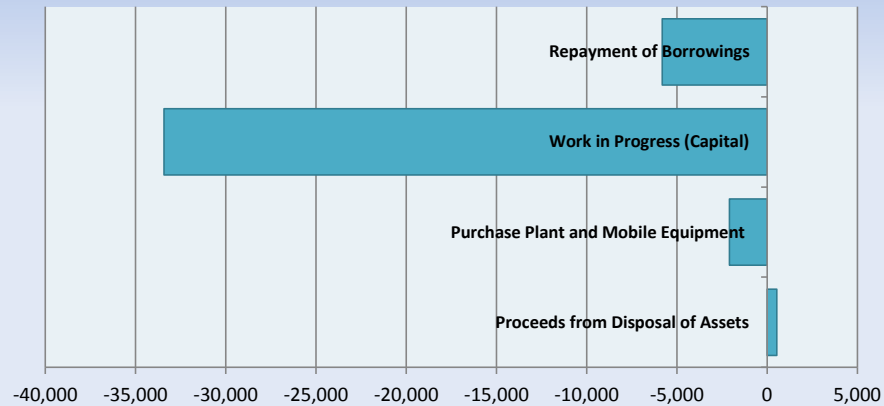
### Monthly Cash Movements to Apr-16 \$'000s



### Cash Flows from Operating Activities \$'000s



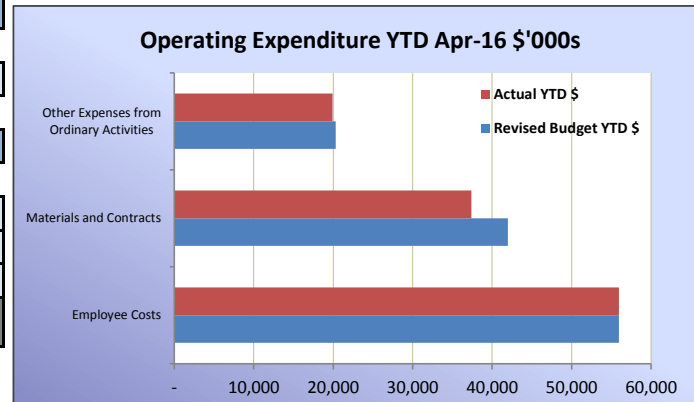
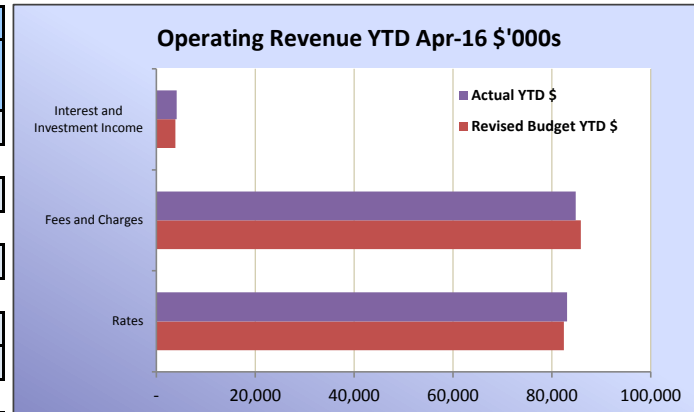
### Cash Flows from Investing Activities \$'000s



# SCHEDULE 4

## Summary Operating Statement

	2015/2016	Year To Date		
	Original Budget \$000	Revised Budget \$000s	Actual \$000s	Variance \$000s
Operating Revenue	197,753	175,088	174,952	-136
less Operating Expenses	-151,880	-122,623	-117,743	4,880
Earnings before Interest and Depreciation (EBID)	45,873	52,465	57,209	4,744
less Interest Expense	-1,837	-1,148	-1,270	-121
less Depreciation	-34,211	-25,203	-25,463	-260
Operating Surplus/(Deficit)	9,825	26,114	30,476	4,362
Grants and Contributions- Capital	6,842	5,121	2,669	-2,451
NET OPERATING SURPLUS	16,667	31,235	33,145	1,910
DISPOSAL/WRITE OFF OF ASSETS	-1,558	-1,507	-748	759
Distribution from TPRC	1,833	0	0	0
(Loss) on Disposal of Investments	0	-4	-4	0
Change in net assets resulting from operations after capital amounts and significant items	16,943	29,726	32,396	2,670

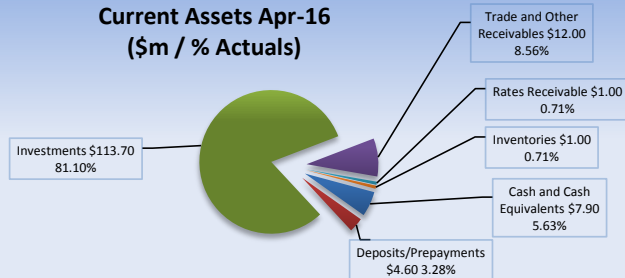


# SCHEDULE 4

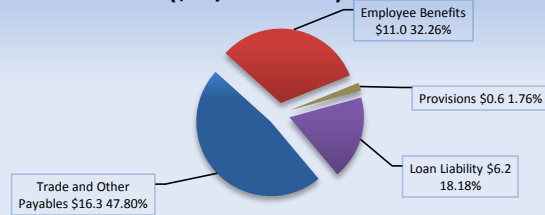
## Summary Statement of Financial Position

	30-Apr-16	30-Jun-15
	Actual \$000s	Actual \$000s
Total Current Assets	140,171	123,363
Total Non Current Assets	1,223,666	1,216,910
<b>TOTAL ASSETS</b>	<b>1,363,837</b>	<b>1,340,273</b>
Total Current Liabilities	34,078	37,706
Total Non Current Liabilities	36,885	42,088
<b>TOTAL LIABILITIES</b>	<b>70,963</b>	<b>79,794</b>
<b>NET ASSETS</b>	<b>1,292,874</b>	<b>1,260,478</b>
<b>COMMUNITY EQUITY</b>		
Accumulated Surplus	666,145	612,109
Asset Revaluation Reserve	560,560	560,795
Reserves (Cash Backed)	66,168	87,575
<b>TOTAL EQUITY</b>	<b>1,292,874</b>	<b>1,260,478</b>

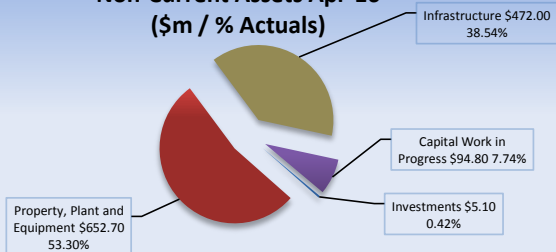
**Current Assets Apr-16**  
(\$m / % Actuals)



**Current Liabilities Apr-16**  
(\$m / % Actuals)



**Non-Current Assets Apr-16**  
(\$m / % Actuals)



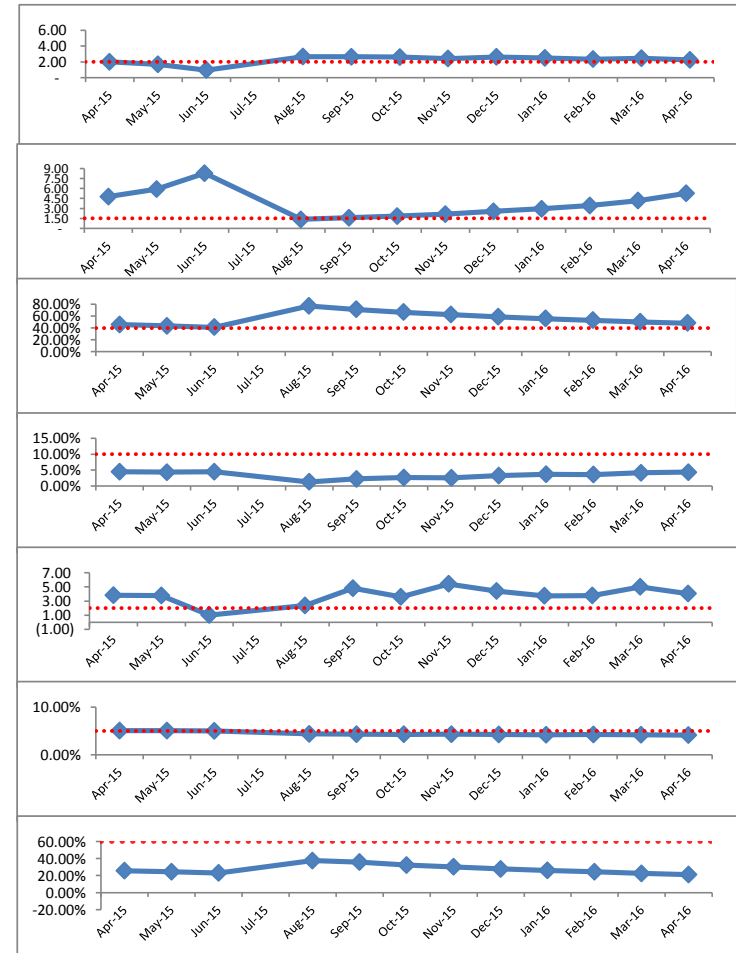
**Non-Current Liabilities Apr-16**  
(\$m / % Actuals)



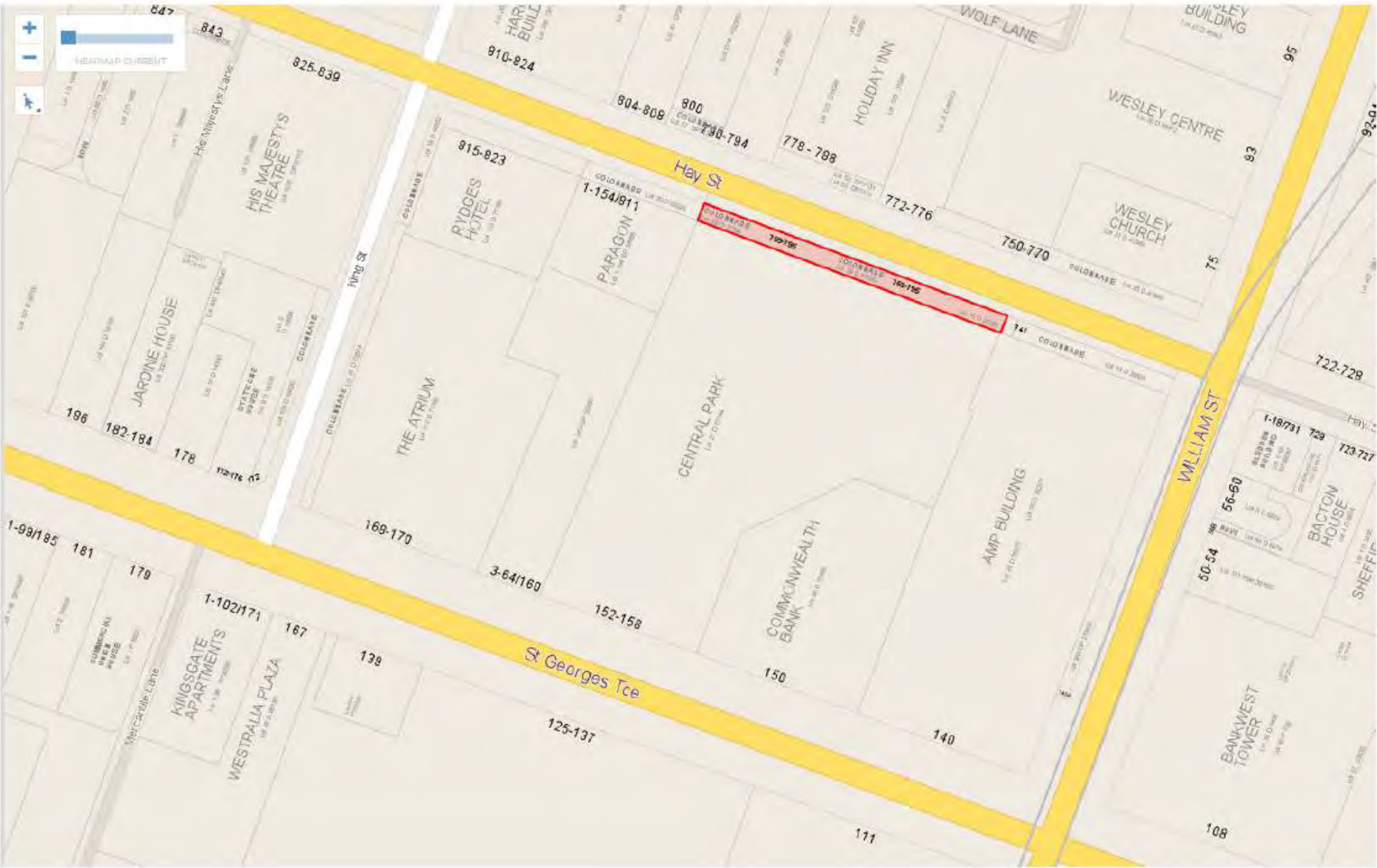
# SCHEDULE 4

## Ratio Analysis

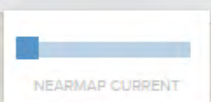
	Apr-16
Current Ratio (Current Assets minus Restricted Assets/Current Liabilities minus Liabilities associated with Restricted Assets)	2.25
Ability to generate working capital to meet our commitments	
Target is greater than 2.00	
Operating Surplus Ratio (Revenue YTD/Operating Surplus YTD)	5.28
Ability to fund capital and exceptional expenditure	
Target is greater than 1.5	
Rate Coverage Ratio (Net Rate Revenue/Operating Revenue)	48.01%
Ability to reduce rates to ratepayers	
Target is less than 40.00% - The percentage will diminish as the bulk of the rates are raised in July	
Debt Service Ratio (Interest and principal repayments/Available Operating Revenue)	4.32%
Ability to service loans including principal and interest	
Target is less than 10.0%	
Cash Capacity in Months (Cash < 90 days invest / (Cash Operating Costs divided by 10 months)	4.06
Ability to manage cashflow	
Target is greater than 2.0 months	
Gross Debt to Economically Realisable Assets Ratio (Gross Debt / Economically Realisable Assets)	4.14%
Ability to retire debt from readily realisable assets	
Target is greater than 5.0%	
Gross Debt to Revenue Ratio (Gross Debt / Total Revenue)	21.12%
Ability to service debt out of total revenue	
Target is less than 60.0%	



SCHEDULE 5







CAMBRIDGE, TOWN OF

### Subject Land

## SCHEDULE 6

Lot 100 DP 54416

CENTA 118  
Lot 1-14 SP 4/18/20

## SCHEDULE 7



SCHEDULE 7



## SCHEDULE 8



SCHEDULE 8

# SCHEDULE 9

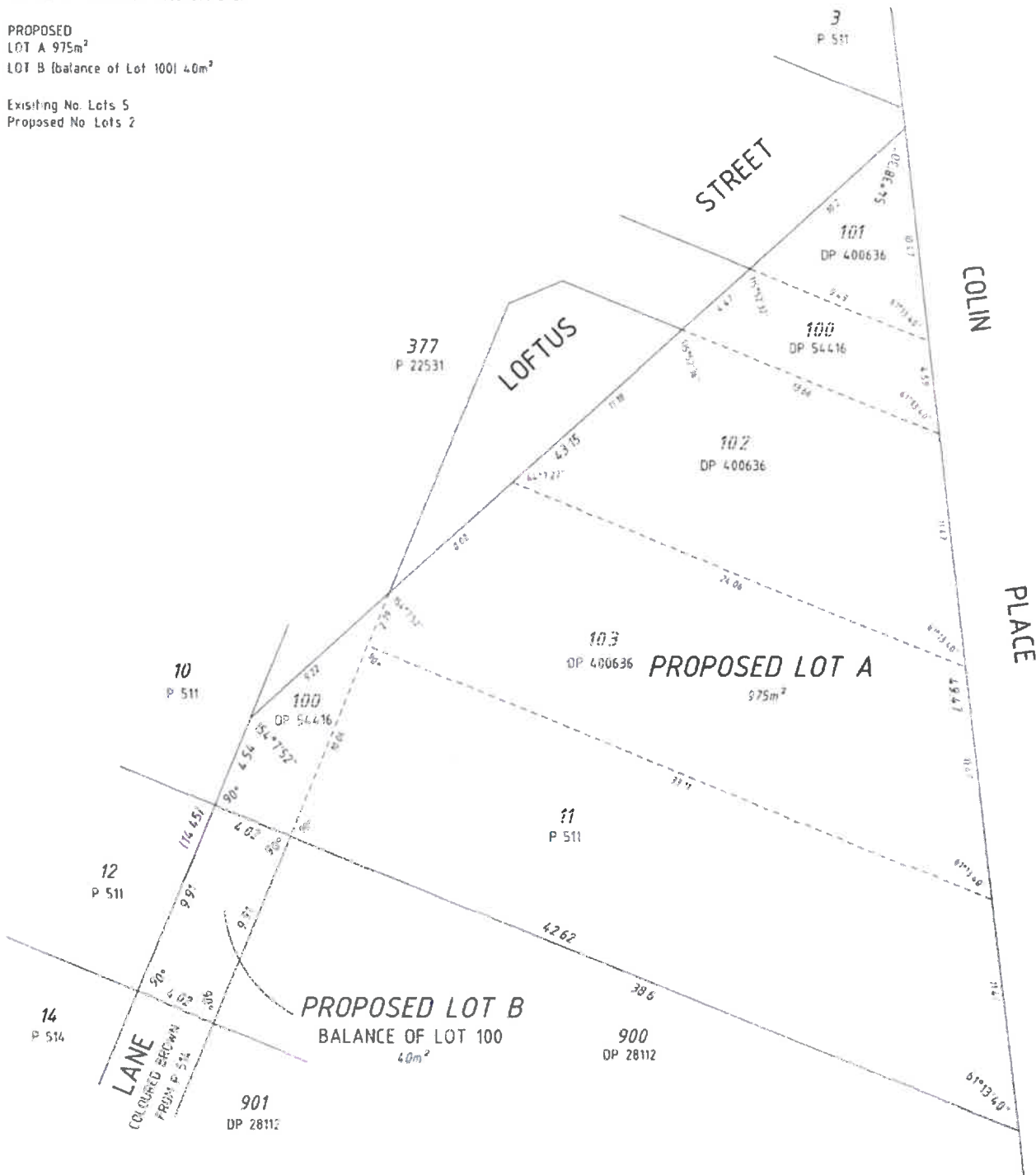
## EXISTING

Lot 11 P 511 C/T1777/994 362m<sup>2</sup>  
 Lot 100 DP 54416 C/T2650/691 127m<sup>2</sup>  
 Lot 101 DP 400636 C/T2832/594 44m<sup>2</sup>  
 Lot 102 DP 400636 C/T2832/595 190m<sup>2</sup>  
 Lot 103 DP 400636 C/T2832/596 292m<sup>2</sup>

## PROPOSED

LOT A 975m<sup>2</sup>  
 LOT B (balance of Lot 100) 40m<sup>2</sup>

Existing No. Lots 5  
 Proposed No. Lots 2



SCALE	1:200
DRAWN BY	RM DECEBY LG/RGB
SURVEYOR	N/A
JOB No.	20742
DATA FILE	120405 ah Repeg.acs
CAD FILE	proposed subdivision colin.plt.dgn
PATH	S:\Projects\20\20742\04-Spatial\RS



133 Scarborough Beach Road, Mount Hawthorn WA 6016  
 PO Box 99, MOUNT HAWTHORN WA 6018  
 T: 08 9443 1811 F: 08 9444 3901  
 E: whelans@whelans.com.au W: www.whelans.com.au

**PROPOSED AMALGAMATION**  
 LOTS 11 ON P 511, PART OF 100 ON DP 54416  
 & 101-103 ON DP 400636  
 COLIN PLACE, WEST PERTH

CLIENT: V KIZON

REV 0  
 PLAN  
 20742-001

ORIGINAL SIZE A3 SHEET 1 OF 1



## TERMS OF REFERENCE –Public Art Advisory Panel

### 1 Introduction

As a part of the implementation of the City of Perth Public Art Strategy a Public Art Advisory Panel has been established to provide advice to Council to help ensure that the City's public art projects, programs and services:

- comply with relevant legislation, Council policies and endorsed strategic plans;
- support the City of Perth in building on its capital city leadership role in the arts; and,
- promote and advocate for public art that seeks out the best contributions from the arts and cultural community and stimulates community dialogue and debate around contemporary issues.

### 2 Policy Framework

The Public Art Advisory Panel is established and operates in the context of the following strategic and policy documents:

- Strategic Community Plan: Vision 2029+
- Public Art Strategy
- Policy 1.5 - Public Art
- Policy 18.1 Arts and Culture
- Policy 1.6 Commemorative Works

### 3 Function of Public Art Advisory Panel

#### 3.1 Role and Responsibility of Public Art Advisory Panel

The role of the Public Art Advisory Panel (the Panel) is to provide expert and independent advice to Council in relation to the following:

1. The ongoing review of Council's strategic plans, policies and operational guidelines in relation to public art being delivered by, or within, the City of Perth.
2. The ongoing development of effective assessment and evaluation criteria for public art proposals and service delivery.
3. Acquisition of high quality public art assets, being through commission, purchase or as contributed assets.
4. Evaluation and development of the City of Perth's Temporary and Ephemeral Public Art programs to ensure quality outcomes.
5. Review of applications for new memorials and monuments in alignment with the Policy 1.6 Commemorative Works, as required.
6. Deaccessioning, disposal and relocation of the City's public art.
7. Partnership and collaboration with external agencies and organisations involved in delivering public art within the City, including, but not limited to the Metropolitan Redevelopment

## SCHEDULE 10

Authority, Perth Public Art Foundation, Heirisson Island Sculpture Park Inc., and private developers.

### 3.2 Role and Responsibility of Individual Panel Members

The role of the individual members of the Group includes:

1. Understanding the strategic implications and outcomes of initiatives being pursued through the Public Art Strategy and in relation to public art being delivered within the City of Perth by external agencies and organisations.
2. Appreciating the significance of the City of Perth Public Art Strategy and Community Strategic Plan for some or all major stakeholders and perhaps representing their interests.
3. Possessing genuine interest in the City of Perth's Public Art Strategy and in public art within the City of Perth.
4. Bringing to bear relevant knowledge, expertise and professional experience in a field of specific relevance to public art, to guide the City of Perth in terms of quality assurance.
5. Advocacy for the Public Art Strategy's initiatives and outcomes.
6. Possessing a broad understanding of project management issues and the broader legislative, operational and political context within which the Public Art Strategy is being implemented.
7. Commitment to and active involvement in pursuing the Public Art Strategy's outcomes.

In practice, this means they:

1. ensure the requirements of stakeholders are met by the Public Art Strategy's outputs;
2. help balance conflicting priorities and resources;
3. provide guidance to City units involved in implementing the Public Art Strategy and users of the Strategy's outputs;
4. consider ideas and issues raised;
5. review the progress of the Public Art Strategy; and
6. check adherence of Public Art activities to standards of best practice.

## 4 Protocols

### 4.1 Membership

Panel membership is to comprise up to seven highly regarded and experienced individuals with at least one professional representing each of the following fields:

- A practising artist with extensive experience in public art
- A public art consultant or curator
- An art critic or historian
- An urban designer
- An architect
- A Town Planner

Nominations for all panel members may be sought as required, by the Public Art Program Coordinator (PAPC) as appropriate. Nominees recommended for panel membership by the PAPC will be reviewed and members will be appointed by Council if acceptable.

## SCHEDULE 10

Membership of the panel is for a term of two calendar years, and will be reviewed on a bi-annual basis.

Panel members at the end of their term may be nominated for a second two year term, if endorsed by Council.

All members of the Public Art Advisory Panel have equal voting rights.

Where a Panel member retires through written notice to the CEO, or a position becomes vacant for any other reason, prior to the end of their term, the PAPC will seek nominations for new members with appropriate professional expertise to restore the full capacity of the panel, as required.

Where a panel member does not attend scheduled panel meetings on three consecutive occasions without advising the Public Art Program Coordinator or Chair, they are deemed to have retired from the panel.

The Council may terminate any Panel Membership at any time, in writing.

The Public Art Program Coordinator will resource and attend the meetings of the Public Art Advisory Panel in a non-voting capacity to observe and facilitate proceedings as required. Other City Officers may attend on the invitation of the PAPC, or as proxy for the PAPC if required.

The Manager Arts, Culture and Heritage, members of the City's Executive, Elected Members and invitees of the Public Art Advisory Panel may attend and observe Panel meetings in a non-voting capacity.

Panel members are invited to offer their expertise to the City of Perth in a voluntary capacity as highly esteemed professionals in their field.

Details of the membership of the Panel are contained in Section 4.

### 4.2 Chair

The Panel will elect a Chair and Acting Chair on an annual basis.

The Chair of the Public Art Advisory Panel shall convene the Panel meetings. The nominated Chair for the Public Art Advisory Panel is **Enter Name**.

If the designated Chair is not available, then the Acting Chair will be responsible for convening and conducting that meeting. If the Chair or Acting Chair is unavailable then the Group may elect an Acting Chair for that meeting.

The Chair will represent the Panel at Council and external forums, committee meetings and events as required and where appropriate.

In the absence of the Chair, the Acting Chair will represent the Panel.

### 4.3 Declarations of Interest

All members of the panel must act lawfully and with honour, integrity and professionalism.

Members who have a pecuniary or non-pecuniary interest in any matter with which the Panel is concerned must disclose the nature of interest as soon as is practicable.

## SCHEDULE 10

Members with a pecuniary interest or a significant non-pecuniary interest in any matter with which the Panel is concerned must excuse themselves from the meeting whilst that matter is being discussed or considered.

All disclosures of interest must be recorded in the minutes of the meeting.

### 4.4 Agenda Items

The Panel agenda, with attached meeting papers will be distributed by the Chair at least 3 working days prior to the next scheduled meeting.

Panel Members may raise an item under 'Other Business' if necessary and as time permits.

### 4.5 Minutes & Meeting Papers

Meetings will be minuted by the PAPC or other City Officers in attendance.

Copies of the minutes, including attachments, shall be provided to all Group members no later than 10 working days following each meeting.

Where requested by the Chief Executive Officer or Council, the Public Art Advisory Panel will provide a written report in relation to any relevant public art business.

The Public Art Program Coordinator, in consultation with the Panel, will provide the Director Economic Development and Activation with an annual report on Public art business considered by the Public Art Advisory Panel.

### 4.6 Frequency of Meetings

The Group shall meet every two months at Council House, 27 St Georges Terrace, Perth in accordance with an annual schedule determined at the final Panel meeting of each calendar year for the subsequent calendar year.

If there is insufficient business to warrant a meeting, and other agenda items can be postponed to a subsequent scheduled meeting, the Panel may agree to cancel a scheduled meeting.

The Panel, in consultation with the PAPC, and Manager Arts, Culture and Heritage may at any time review the frequency of panel meetings and negotiate a new schedule, so long as the panel is able to perform its role effectively for the City of Perth.

### 4.7 Decisions of the Group

The Group does not have any decision-making authority. The Public Art Advisory Panel is solely created for the purpose of providing independent, expert advice to inform City Officers' recommendations for presentation in reports to Committee and Council, or to inform other decisions made in accordance with the City's Delegated Authority Register.

### 4.8 Proxies to Meetings

Members of the Panel cannot nominate a proxy to attend a meeting if the member is unable to attend.

## SCHEDULE 10

## 4.9 Quorum Requirements

At least half of the appointed Panel members must be in attendance for the meeting to be recognised as an authorised meeting for the recommendations or resolutions to be valid.

## 4.10 Out of Session

Where possible, all public art business requiring input and review by the Public Art Advisory Panel should be presented at least 7 days prior to a scheduled meeting to allow for this review to take place within scheduled meetings of the Panel.

By agreement of the Panel, Special Meetings of the Public Art Advisory Panel may be convened as required.

Where appropriate the Panel may create sub-panels, special working parties or send delegates to participate on assessment panels to facilitate the provision of relevant expertise on an ad hoc basis between sessions where required.

## 4.11 Termination of the Group

Termination of the Group shall be as directed by Council in consultation with the Public Art Program Coordinator and Manager Arts, Culture and Heritage.

#### 4.12 Amendment to the Terms of Reference

This document may be altered at any time by the Council on the recommendation of the Public Art Advisory Panel, or after giving notice to the Public Art Advisory Panel by the Council.

## 5 Membership

[illegible]

## SCHEDULE 10

### 6 Record Information

#### Proof of Approval

Requesting Officer	<First Name, Surname>   <Job Title>
Approving Unit Manager	<First Name, Surname>   <Job Title>
Approving Unit Director	<First Name, Surname>   <Job Title>
Project Sponsor	<First Name, Surname>   <Job Title>
Approval Evidence	<TRIM Reference, Signature>
Business Unit	

#### Version Information

Version	Author	Date	Status	Comments



# PROGRAM

2016

SCHEDULE 11



9th Making Cities  
Liveable Conference



SCHEDULE 11

Pullman Melbourne on the Park  
27 - 28 June 2016

[healthycities.com.au](http://healthycities.com.au)

8.00am 9.00am	<b>Registration with arrival tea and coffee</b>	SCHEDULE 11
	<b>Plenary Session</b>	
9.00am 9.05am	Room: Ballroom Chair: Paula Drayton  <b>Welcome Address</b> Ms Paula Drayton, Conference Chair	
9.05am 9.25am	<b>Place Making for a Healthy Australia: Opportunities and Challenges for Policy and Practice</b>  <b>Professor Susan Thompson</b> Professor of Planning and Director City Wellbeing, City Futures Research Centre, The University of New South Wales, Australia	
9.25am 9.50am	<b>Architect Led Multi-Residential Housing Which Considers at its Core; Social Health, Economic Resilience, and Environmental Sustainability</b>  <b>Mr Jeremy McLeod</b> Director, Breathe Architects	
9.50am 10.15am	<b>Generating a Mood for Change - Tamaki Regeneration – Putting People at the Heart of What We Do</b>  <b>Mr Martin Udale</b> Director & Chair, Director of Tamaki Regeneration, Director of Panuku Development Auckland and Chair of Wairaka Land company	
10.15am 10.30am	<b>Keynote Speaker Q &amp; A Session</b>	
10.30am 11.00am	<b>Morning tea with exhibitors</b>	
11.00am 11.25am	<b>Creating the Urban Cool – Living Infrastructure and Scientifically Literate Communities</b>  <b>Dr Sheryn Pitman</b> Programme Manager Inspiring South Australia, South Australian Museum	
11.25am 11.50am	<b>The Value of Community – Understanding our Social Return on Investment</b>  <b>Mrs Sarah Breavington</b> Sustainability Manager, Mirvac	
11.50am 12.15pm	<b>Disruptive Transport Technology and the Role of Government</b>  <b>Dr Elliot Fishman</b> Director, Institute for Sensible Transport	
12.15pm 12.30pm	<b>Keynote Speaker Q &amp; A Session</b>	

12.30pm 1.30pm	<b>Lunch with exhibitors</b>				
1:00pm 1:30pm	<b>Poster Sessions – See Poster Presentation for more details.</b>				
	<b>Improving Liveability: Challenges and Solutions</b> Room: Ballroom 2 Session Chair: Associate Prof Bhishna Bajracharya	<b>Community and Social Development</b> Room: Ballroom 3 Session Chair:	<b>Future Technology and Smart Cities</b> Room: Stradbroke Session Chair: Anthony Aisenberg	<b>City Resources: Food, Security, Energy, Water and Waste</b> Room: Huntingfield Session Chair: Ms Kerryn Wilmot	<b>Cities for Everyone: Child and Age Friendly Cities</b> Room: Delacombe Session Chair: Associate Prof Caroline Miller
1.30pm 2.00pm	<b>Cities in Asia: Are They Adapting to Climate Change?</b>  <b>Dr Hari Dulal,</b> Senior Climate Change Specialist, Abt Associates	<b>Community Infrastructure; Arena for Social Interaction and Connectedness</b>  <b>Dr Marjan Hajjari,</b> Senior Community Infrastructure and Service Planner, City of Port Philip	<b>Citizens of the Smarter City: Engagement in the Digital Age</b>  <b>Prof Rasmus Frisk,</b> CEO, Arki_lab	<b>Why the Social Construction of Energy is the Missing Link in Effective Solutions to Energy Issues in our Urban Environment</b>  <b>Dr Rory Eames,</b> NSW State Manager, Viridis	<b>Creating a Dementia Friendly Community: Challenging Stigma and Social Isolation Through Community Action</b>  <b>Miss Daniela Gagliardi,</b> Programs & Policy Manager, Alzheimer's Australia
2.02pm 2.32pm	<b>How Important is Climate Resilience to Liveable Cities?</b>  <b>Ms Stella Whittaker,</b> Principal Sustainability & Climate Change, Ramboll Environ	<b>Making Best of the Old, to Revolutionise the New: Humanising Complexity in Shared Spaces</b>  <b>Mrs Lissa Barnum,</b> CEO/Founder, Peopleness: Social Design Action	<b>Behavioural Urbanism: The Speculative Modelling of Emergent Urban Scenarios</b>  <b>Mr Iain Maxwell,</b> Senior Lecturer, University of Technology, Sydney School of Architecture	<b>Innovations and Reforms in Urban Waste and Recycling</b>  <b>Mr Mike Ritchie,</b> Director, MRA Consulting Group	<b>The Future of Age Friendly Cities</b>  <b>Mr Kieran McKernan,</b> Architect, ThomsonAdsett Architects
2.34pm 3.04pm	<b>City Scan - A Diagnostic Tool to Measure Urban Liveability</b>  <b>Mrs Sandra Moye Holz,</b> Research Officer, UN Global Compact - Cities Programme / RMIT	<b>Increasing City Populations Without Decreasing Liveability - Managing Social and Urban Data to Prove the Case</b>  <b>Mr Andrew Dingjan,</b> Director, Australian Urban Research Infrastructure Network	<b>Improving Walkability Through Street Graph Design</b>  <b>Dr Gideon Aschwanden,</b> Lecturer, The University of Melbourne	<b>The Forgotten Player in the Green City Game: The Role of Industry &amp; Manufacturing in the Sustainable City of the Future</b>  <b>Mr Jack Noonan,</b> Project Lead, Sustainability Victoria	<b>SLEEK High-Rise Apartment Towers May Not Be the Traditional Retirement Village Model but They are a Quiet Revolution in Australia</b>  <b>Mr Stuart Telha,</b> Head of Retirement Living, Plus Architecture

3.04pm 3.30pm	Afternoon tea with exhibitors				
	<b>Improving Liveability: Challenges and Solutions</b> Room: Ballroom 2 Session Chair:	<b>Community and Social Development</b> Room: Ballroom 3 Session Chair: Associate Prof Bhishna Bajracharya	<b>Future Technology and Smart Cities</b> Room: Stradbroke Session Chair: Anthony Aisenberg	<b>City Resources: Food, Security, Energy, Water and Waste</b> Room: Huntingfield Chair: Ms Suzette Jackson	<b>Cities for Everyone: Child and Age Friendly Cities</b> Room: Delacombe Session Chair: Associate Prof Caroline Miller
3.30pm 4.00pm	<b>Enhancing Life and Liveability - Growing the Social Fabric of Melbourne</b>  <b>Ms Virginia Harris,</b> Team Leader, Liveability and Environmental Stewardship, Melbourne Water	<b>Social Housing - Pathway to Productive Social Engagement</b>  <b>Dr Judy Kraatz,</b> Senior Research Fellow, Griffith University	<b>One Hundred Years From Now, Vehicles Will Not be the Problem</b>  <b>Prof Susan Krumdieck,</b> Professor in Mechanical Engineering, University of Canterbury	<b>Urban Agricultural Practices and Initiatives in Built Environments: Case Studies of Detroit and Singapore Explored</b>  <b>Dr Sumita Ghosh,</b> Senior Lecturer, University of Technology, Sydney	<b>City Education Innovation Abstract</b>  <b>Ms Princess Ventura,</b> Director, Urbis Pty Ltd
4.02pm 4.32pm	<b>Making Perth Liveable: Translating Environmental Challenges to Planning Solutions</b>  <b>Ms Catherine Garlick,</b> Principal Environmental Officer, Office of the Environmental Protection Authority <b>Ms Naomi O'Hara,</b> Senior Environmental Officer, Office of the Environmental Protection Authority	<b>Density Has an Image Problem: Shifting the Paradigm</b>  <b>Ms Susan Rudland,</b> Director, Urbis Pty Ltd <b>Ms Sidonie Roberts,</b> Consultant, Urbis Pty Ltd	<b>The Impacts of the Changing DNA of Autonomous Vehicles on Future Cities</b>  <b>Mr David Wilson,</b> Principal Transport Planner, Transport for NSW	<b>Turf - Making Cites More Liveable</b>  <b>Mr Richard Stephens,</b> Business & Industry Development Manager, Turf Australia	<b>Reimagining Play from Young Children to Adults and Importantly Everyone in beTWEEN..?</b>  <b>Mr Aaron Wallis,</b> Director, Playce Pty Ltd
4.34pm 5.04pm	<b>Light Rail to Randwick – Public Transport Infrastructure and Local Liveability</b>  <b>Ms Joanna Hole,</b> Coordinator strategic Planning, Randwick City Council	<b>Contemporary Urban Residential Development and Community Building in South Asian Cities: A Case of Kathmandu Valley</b>  <b>Dr Rajjan Chitrakar,</b> Visiting Fellow, Queensland University of Technology	<b>Smart Parking for Smart Cities</b>  <b>Dr Jega Balakrishnan,</b> Chief Executive Officer, eSMART 21	<b>Community Support For Water Sensitive Urban Design</b>  <b>Dr Angela Dean,</b> Research Fellow, CRC for Water Sensitive Cities & The University of Queensland	<b>Designing Age-Integrated Cities</b>  <b>Mrs Jeanette Frisk,</b> Architect MAA, Urban Designer and Founding Partner, Arki_lab
5.04pm 6:30pm	Welcome Reception – Level 1 Foyer				

8.00am 9.00am	Registration with arrival tea and coffee				
	<b>Improving Liveability: Challenges and Solutions</b> Room: Ballroom 2 Session Chair: Ms Suzette Jackson	<b>Community and Social Development</b> Room: Ballroom 3 Session Chair:	<b>Access vs. Mobility in Transport</b> Room: Stradbroke Session Chair: Dr Elliot Fishman	<b>City Resources: Water</b> Room: Huntingfield Session Chair:	<b>Bringing Nature Back into Cities</b> Room: Delacombe Session Chair: Mr Lennert Veerman
9.00am 9.30am	<b>Liveable Yarra - Planning for the City's Future Using a Deliberative Process</b>  <b>Ms Amanda Stone</b> , Councillor, Yarra City Council <b>Dr Fiona Andrews</b> , Lecturer, Deakin University, School of Health & Social Development	<b>Henderson Town Centre Project: The Reduction of Vandalism and Graffiti Through Arts Based Place Making and Youth Engagement</b>  <b>Mr Paul Woodruffe</b> , Academic Leader Undergraduate, Unitec Institute of Technology	<b>BikeSpot: Exploring Differences in the Perceived Risk and Real Risk of Riding a Bike in Melbourne</b>  <b>Mr Anthony Aisenberg</b> , Director, CrowdSpot	<b>The Water Industry's Liveability Journey</b>  <b>Mr Jon Anstey</b> , General Manager Insight and Innovation, Coliban Water	<b>Living Pods and Natural Water-harvested Landscapes: A New Paradigm for Transforming Residential Areas</b>  <b>Mr Paul Barnett</b> , Director, Paul Barnett Design Group
9.32am 10.02am	<b>More Than Cleansing: A New Business Model for Local Government - Driving Cultural and Behavioural Change</b>  <b>Mr Bruce Mills</b> , Manager, Place Management, Parramatta City Council	<b>Delivering Timely, Adaptable and Evolving Places for People in Large-Scale Urban Renewal Projects</b>  <b>Mr Ronan Mellan</b> , Development Director, Places Victoria	<b>Is it all about the helmet? BikeShare systems as part of an integrated Public Transport solution</b>  <b>Mr Armando Mazzei</b> , Senior Consultant, SGS Economics & Planning Pty Ltd	<b>Sharing the Lesson of the Bendigo Airport Whole Water Cycle Management (WWCM) Showcase Project</b>  <b>Mr Tim Dunlop</b> , Principal Consultant, Regional Management Group	<b>Buildings that Breathe Design Guide: Subtropical architecture in Brisbane's CBD</b>  <b>Mr David Cowan</b> , Senior Urban Planner, Brisbane City Council
10.04am 10.34am	<b>Marrickville Public Domain Strategy - Urban Renewal for Liveability</b>  <b>Mr James Grant</b> , Principal Urban Designer, JMDdesign	<b>'Wyong Alive' - An Innovative Approach in Building Community Capacity</b>  <b>Ms Belinda McRobie</b> , Social Planner, Wyong Shire Council <b>Ms Danielle Hargreaves</b> , Team Leader Community Education, Wyong Shire Council	<b>Would You Like to Commit to That? How We Got People to Get Out of Their Cars to Get to Work</b>  <b>Mr James Young</b> , Sustainability Adviser, Canterbury District Health Board	<b>Ways to Save Water: Prioritising Behaviours by Impact and Likelihood</b>  <b>Ms Sarah Kneebone</b> , PhD Candidate, BehaviourWorks Australia	<b>The Connection Between People, Nature and Health</b>  <b>Dr Danielle Shanahan</b> , Post-doctoral Research Fellow, University of Queensland



10.34am 11.00am	<b>Morning tea with exhibitors</b>				
	<b>Improving Liveability: Challenges and Solutions</b> Room: Ballroom 2 Session Chair:	<b>Community and Social Development</b> Room: Ballroom 3 Session Chair:	<b>Growth Transforming our Cities</b> Room: Stradbroke Session Chair:	<b>Planning for Health: Programs, Food, Lifestyle</b> Room: Huntingfield Session Chair:	<b>Urban Renewal and Carbon Positive Enviroments</b> Room: Delacombe Session Chair: Ms Kerry Wilmot
11.00am 11.30am	<b>Improving the Economy One Vanilla Slice at a Time</b>  <b>Mr Glenn Lawless,</b> Principal Advisor Strategy, Annecto	<b>Together Alone'. Lived Experiences of Community in a New Suburb on the Outer Fringe of Melbourne, Australia</b>  <b>Dr Fiona Andrews,</b> Lecturer, Deakin University, School of Health & Social Development	<b>Testing New Approaches to Urban Renewal- Evidence Based Sustainability Opportunities in Fishermans Bend</b>  <b>Ms Sarah Reid,</b> Senior Sustainability Officer- Sustainable Infrastructure, City of Melbourne <b>Mr Nick Alsop,</b> Coordinator, Sustainable Policy, City of Port Phillip	<b>How to Include Health in Urban Planning? A Quantification of Physical Activity Related Benefits of Liveable Neighbourhoods in Australia</b>  <b>Dr Lennert Veerman,</b> Senior Lecturer, The University of Queensland, School of Public Health	<b>Reimagining Christchurch City's Post-Quake Public Realm: The Influence of 21st Century Landscape Architecture on the Rebuild</b>  <b>Mr Mike Thomas,</b> Principal, Jasmax
11.32am 12.02pm	<b>Shaping a Walking World</b>  <b>Mr Joey Schaasberg,</b> Urban Planner, Arup	<b>Reinforcing Intrinsic Values to Build Public Support for a Zero Net Emission Future</b>  <b>Mr Adam Majcher,</b> Engagement Manager, ClimateWorks Australia	<b>Lincoln Town Centre Plan - Small Town Big Dreams- Developing a Vision After the 2010/11 Earthquakes</b>  <b>Ms Gabi Wolfer,</b> Urban Designer, Selwyn District Council	<b>An Australasian First Health Precinct Partnership</b>  <b>Mr Brent McAlister,</b> Executive Director Sustainable Development, Lismore City Council	<b>Central Geelong Revitalisation - The Transformation of Victoria's Second City</b>  <b>Ms Hilary Rutledge,</b> Manager Central Geelong Action Plan, City of Greater Geelong
12.04pm 12.34pm	<b>Making Liveability Pay for Itself</b>  <b>Mr Warwick Savvas,</b> Senior Associate, ASPECT Studios <b>Mr Chris Hayton,</b> Principal, Rothelowman Architects	<b>Opportunities for Professional Practitioners to Impact on Citizen Wellbeing</b>  <b>Mr Geoff Barker,</b> Principal, PM+D Architects P/L	<b>Parramatta's 'Open Heart Surgery' of Accelerated CDB Development and the Role of Place-Making in Ensuring that the Patient Survives!</b>  <b>Ms Imogen Schoots,</b> CBD Place Manager, Parramatta City Council <b>Mr Steven Ellis,</b> CBD Place Manager, Parramatta City Council	<b>Place in Hospital Design</b>  <b>Mr Peter Skinner,</b> Head of Research and Development, Architectus Brisbane	<b>Navigating Carbon Uncertainty: Learnings from a Queensland Water Utility</b>  <b>Ms Ilan Ivory,</b> Master of Environment Candidate, Office for Environmental Programs, University of Melbourne, Former Senior Strategic Planner and Analyst, Seqwater

12.34pm 1.30pm	<b>Lunch with exhibitors</b>				
1:00pm 1:30pm	<b>Poster Sessions</b> – <i>See Poster Presentation for more details.</i>				
	<b>Creative Cities</b> Room: Ballroom 2 Session Chair:	<b>Effective Place Making</b> Room: Ballroom 3 Session Chair:	<b>Growth Transforming our Cities</b> Room: Stradbroke Session Chair:	<b>Planning for Health: Programs, Food, Lifestyle</b> Room: Huntingfield Session Chair:	<b>Open Topic</b> Room: Delacombe Session Chair:
1.30pm 2.00pm	<b>Culture and Compliance: Building and Planning Law, and the Regulation of Creative Cities</b>  <b>Dr Ianto Ware,</b> Strategy Advisor - Culture, City of Sydney	<b>Nambour - From Where to Wow - Finding your Direction</b>  <b>Mr Paul McKinlay,</b> Social Planner, Sunshine Coast Regional Council	<b>"Concentrated / Networked / Collaborative" - Living, Commuting &amp; Working in the Future Mega-Cities of China</b>  <b>Mr Richard Mullane,</b> Principal, HASSELL	<b>Incorporating Healthy Eating and Active Living within the NSW Integrated Planning &amp; Reporting process</b>  <b>Mr Peter McCue,</b> Executive Officer, NSW Premier's Council for Active Living (PCAL)	<b>The "AURIN Workbench" Enabling Collaborative Planning Across Industry, Local and State Government</b>  <b>Dr Serryn Eagleson,</b> Manager Data, Business and Analytics, AURIN
2.02pm 2.32pm	<b>Public Art &amp; the Liveable City: Planning for Existing and Evolving Urban Environments</b>  <b>Mr Richard Brecknock,</b> Director, Brecknock Consulting P/L	<b>Can You Measure Place? Turning the Qualitative into the Quantitative - Trends in Community Value</b>  <b>Ms Kylie Legge,</b> Director, Place Partners	<b>Housing Affordability: A Problem with a Solution?</b>  <b>A/Prof Caroline Miller,</b> Associate Professor, School of People, Environment & Planning, Massey University	<b>Moving Beyond the Warm Fuzzies: Practical Examples of Embedding Healthy Policy in Canterbury</b>  <b>Ms Jane Murray,</b> Health in All Policies Advisor, Canterbury District Health Board	<b>Our Space, Your Place: Opening Water Utility La60 for Liveability</b>  <b>Mrs Kathryn Naylor,</b> Senior Liveability Planner, Melbourne Water
2.34pm 3.04pm	<b>Geelong Recreated: A Future in People and Place</b>  <b>Dr Fiona Gray,</b> Postdoctoral Research Fellow, Deakin University	<b>Beyond Traditional Engagement</b>  <b>Ms Amanda Newbery,</b> Founder and Director, Articulous	<b>Space: is it the Most Useful Tool in Planning and Creating Liveable Cities? The Case of Western Sydney</b>  <b>Mr Matt Coetzee,</b> Manager Australian and New Zealand Offices, Aurecon	<b>Winning the Liveability Trifecta</b>  <b>Mr Greg Hunt,</b> Executive Officer, South East Councils Climate Change Alliance	<b>A year in the Life of a Housing Strategy</b>  <b>Mrs Joy Chen,</b> Senior Strategic Planner, City of Casey
3.00pm 3.30pm	<b>Afternoon tea with exhibitors</b>				

## Plenary Session

3.30pm  
3.55pm

Room: Ballroom  
Chair: Paula Drayton

### Radical Change to Deliver Genuine Liveability

**Mr Mark Healy**  
Director, Six Degrees Architecture

### You Can't Change my Behaviour (and it's rude to try)

3.55pm  
4.20pm

**Mr Ben Peacock**  
Founder and Partner, Republic of Everyone

### Keynote Speaker Q & A Session

4.20pm  
4.30pm

### Conference Highlights. What have we learnt?

4.30pm  
4.55pm

Delegates are invited on stage to summarise what take home messages they are leaving with. What new developments have inspired them?

### Closing Ceremony

4.55pm  
5.00pm

**WIN an Ipad Mini**  
Collect a ticket on your way into the final session. Delegate must be in the room to win.

## Poster Presentations

Poster presentations will be on display for the duration of the conference in the Foyer. During the dedicated lunch time poster session, presenters will be at their poster to discuss their work and answer any questions.

### 3D modelling for Communicating Urban Revitalisation - A Local Government Experience

Mr Alex Crothers, Spatial Sciences Manager, City of Launceston

### Are Promises Kept?- Verification and Validation

Mr Richard Lau, Technical Director, Arcadis Australia Pacific Pty Ltd

### Creatives in the City

Ms Marla Guppy, Director, Guppy Associates Art Management

### Designing Cities for Human Flourishing

Mr Andre Van, Student, Centre Design Innovation, Swinburne University

### Engaging Communities to Become Advocates in Regional Towns

Ms Claire Bower, Healthy Communities Planner, Bellarine Community Health



**Futures for Melbourne: Using Strategic Foresight to Design Responses to Climate Change**

Ms Bridgette Engeler, Lecturer, Swinburne University

**Invertebrate Biodiversity on Green Roofs: Applications of the Living Lab Concept**

Miss Katherine Berthon, Student, Macquarie University

**'Knowing Your Place' 3214 Connecting to Your Neighbourhood in an Active Way**

Mrs Amanda Stirrat, Community Development Officer, City of Greater Geelong

**Managing Melbourne’s Stormwater Through Green Roofs**

Mr Joseph Glesta, Student, University of Melbourne

**Public Space, The Rights to the City and the Case Study of the Melbourne 'Park Party'**

Amelyn Ng

**Rising Wireless + Electrical Smog In Urban Cities: Outlining the Challenges And Solutions to an Expanding Telecommunications Network and how its Electromagnetic Frequency Impacts on Cities' Livability and Human Health + Well Being**

Mr Henry Keene, Designer and Builder\_Director, Spacecraft Design Build

**Social Justice in Rural Land Use Planning in Hong Kong: A Case Study of Small House Policy in Hong Kong**

Dr Milton Chi Hong Lau, Lecturer, The Hong Kong Polytechnic University

**Strategic Business Sustainability and Risk Management for Liveable Cities**

Dr Ian Kirkwood, Associate Dean, Senior Lecturer, James Cook University Brisbane

Miss Eszter Kiss, Lecturer, Coordinator - Leading to work, James Cook University Brisbane

**The New Neighbourhood Character in Suburbs of Melbourne**

Mrs Shilpi Tewari, PhD Student, Deakin University

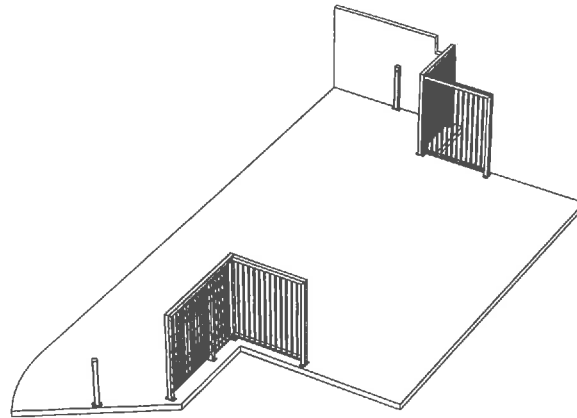
**The Regional Food System Alliance’s Role in Creating a Food Secure Region**

Ms Claire Bower, Healthy Communities Planner, Bellarine Community Health

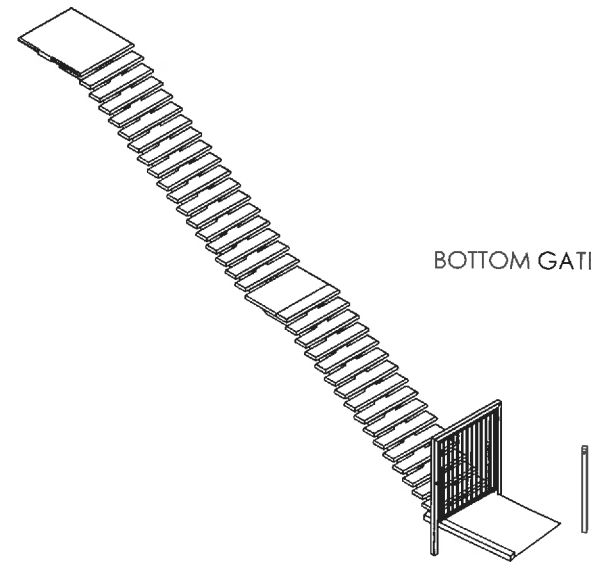
**Use Cases in Smart Cities**

Mr Giro Villano, Chief Technologist, HPE

# SCHEDULE 12



TOP PLATFORM  
REMOVE TWO  
PANELS OF  
EXISTING  
BALUSTRADE FOR  
GATE RETURN  
FRAMES



BOTTOM GATE

FINISH: FINISH

REV	DATE	DESCRIPTION

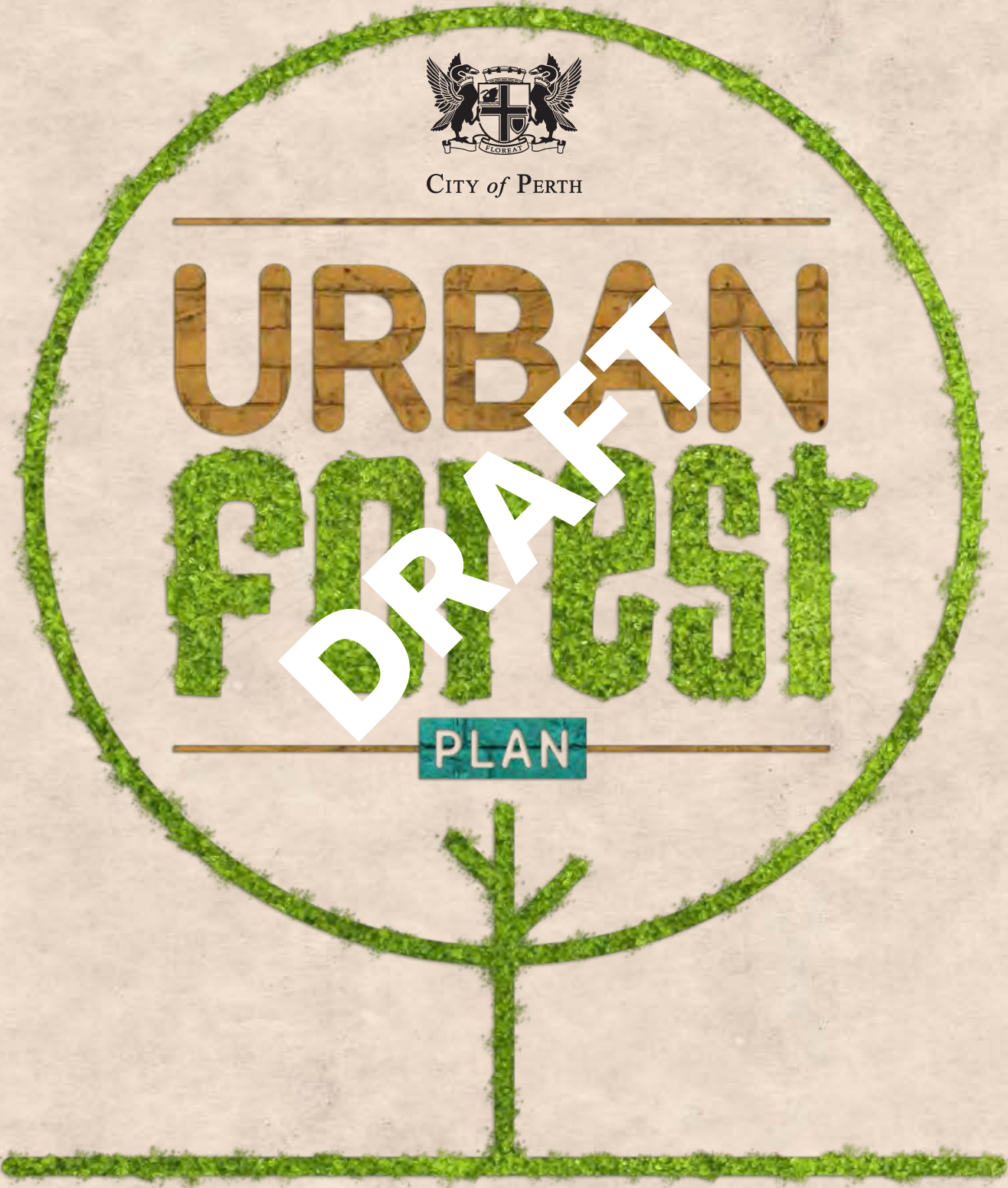


**LIVING IRON**  
UNIT 2 / 17 ZETA CRESCENT,  
O'CONNOR  
Ph 9314 5033 Fax 9314 5863  
Email: livingiron@livingiron.com.au

**TITLE:** JACOBS LADDER REMEDIAL WORKS  
ACCESS GATES  
GENERAL ISOMETRIC VIEWS

DRG No: 3565-0"	DATE: 05.05.11	SHEET No: 1/15
JOB No: 3565	REV: A	A3

SCHEDULE 12



# Table of Contents

Introduction

Part A – The City of Perth Urban Forest Plan

1.1 What is an urban forest?

1.2 What benefits can urban forests provide?

1.3 Urban forests and the Urban Heat Island effect

1.4 Urban forests and climate change

1.5 Why do we need an urban forest plan?

1.6 Strategic context

Part B – Street and Parkland Trees

2.1 Planning for the City’s Urban Forest

2.3 What we have – the City’s Urban Forest today

2.4 Where we want to go – vision, goals and objectives

2.5 How we will get there – Implementation Plan

2.6 Have we arrived – Monitoring Framework

Glossary of Terms

Selected Bibliography

4

8

8

9

11

13

14

15

16

17

20

33

40

41

42

44









## Introduction

Traditionally urban trees have been valued for their beauty and aesthetic quality. They soften and add human scale to city streets. Avenues of trees and distinctive parklands help create an attractive city with a unique sense of place.

More recently, urban forests are also being valued for the range of ecosystem services they provide. They help to cool our cities and public spaces, improve air and water quality, reduce greenhouse gases, provide food and shelter for wildlife and improve levels of community health and well-being.







With more people choosing to live in cities, many are struggling to maintain a healthy environment and a high quality of life for their citizens. Australia is an increasingly urbanised country with approximately 70 percent of its population living in capital or other major cities (Australian Bureau of Statistics, 2013). The residential population of Perth increased by nearly 50 percent between 2006 – 2011. This trend is expected to continue, with a population of 28,500 predicted by 2030. (City of Perth, 2013)

As cities become more built up and lifestyles are more sedentary, access to green space is all the more important in promoting community physical and mental health and well-being.

Climate change brings another set of challenges. Our cities are heating up. Over the past 100 years heat waves have been the cause of more deaths than any other natural hazard in Australia (Steffan, et al., 2014). Predicted increases in temperatures and heat waves pose a potential risk to city liveability and the health of urban populations in future decades (Brown, et al., 2013) . More frequent and intense storm events also threaten to damage city infrastructure and buildings.

Perth is predicted to experience an increase in the number of hot days over 35 degrees Celsius from 28 to 67 days by 2070, along with increased disruption from climate related events including storms and heatwaves. Despite predictions for increased intensity of stormwater run-off, the City is also experiencing reduced levels of overall rainfall.

The range of environmental, social and economic benefits provided by healthy, resilient and sustainable urban forests means that they are uniquely placed to help cities meet future challenges.

Consequently, urban forests are increasingly recognised as an important part of a city's infrastructure and are emerging as indispensable assets in the creation of liveable cities. Many of the world's major cities are currently developing, funding and implementing plans to protect and grow their urban forests.



## The City of Perth Urban Forest Plan A staged approach

The City of Perth Urban Forest Plan is a strategic action plan for the protection, management and expansion of the urban forest. It recognises the urban forest as a critical element of City infrastructure. It aims to promote its long-term health and resilience and maximise its on-going contribution to City liveability, community health and well-being and an effective response to climate change.

The Plan is an evidence based document, bringing together the latest thinking and research from across the world and within Australia, with a particular focus on cities in hot, dry climates. It draws on the experience of these cities in the face of increasing urban challenges, while taking account of the uniqueness of Perth's locale and its particular set of issues.

The Plan is being developed in three stages, with this document representing Stage One.

**Stage One** is concerned with the overall urban forest, with a primary focus on publically owned and managed street and parkland trees

**Stage Two** will focus on trees planted on private property throughout the City

**Stage Three** will address the City's wider network of green infrastructure



## Stage One: Street and Parkland Trees

### **Part A provides a definition of the urban forest and provides information on:**

- the range of community benefits delivered
- its role in helping to cool cities
- the impact of climate change
- why the Urban Forest Plan is needed
- key drivers behind its development

### **Part B focuses on street and parkland trees and addresses the following:**

- the historical development of the City's Urban Forest
- its existing character and condition
- key issues and challenges
- vision, goals and objectives
- implementation and monitoring

## Plan area

Stage One covers street and parkland trees planted on land located within the City of Perth boundaries. It excludes those parts of the City of Subiaco that will be amalgamated with the City of Perth, under the provisions of the City of Perth Act 2016. Elizabeth Quay and Perth City Link are also excluded, as these were under the control of the Metropolitan Redevelopment Authority when Stage One was prepared. These exclusions will be addressed in a separate supporting document to be issued later in 2016.





## Part A – The City of Perth Urban Forest Plan

### 1.1 What is an urban forest?

An urban forest is broadly defined as the collection of green spaces, trees and other vegetation that grows within an urban area, on both public and private land. Together, these green elements provide a range of benefits that enrich the quality of life and promote human well-being in the urban environment.

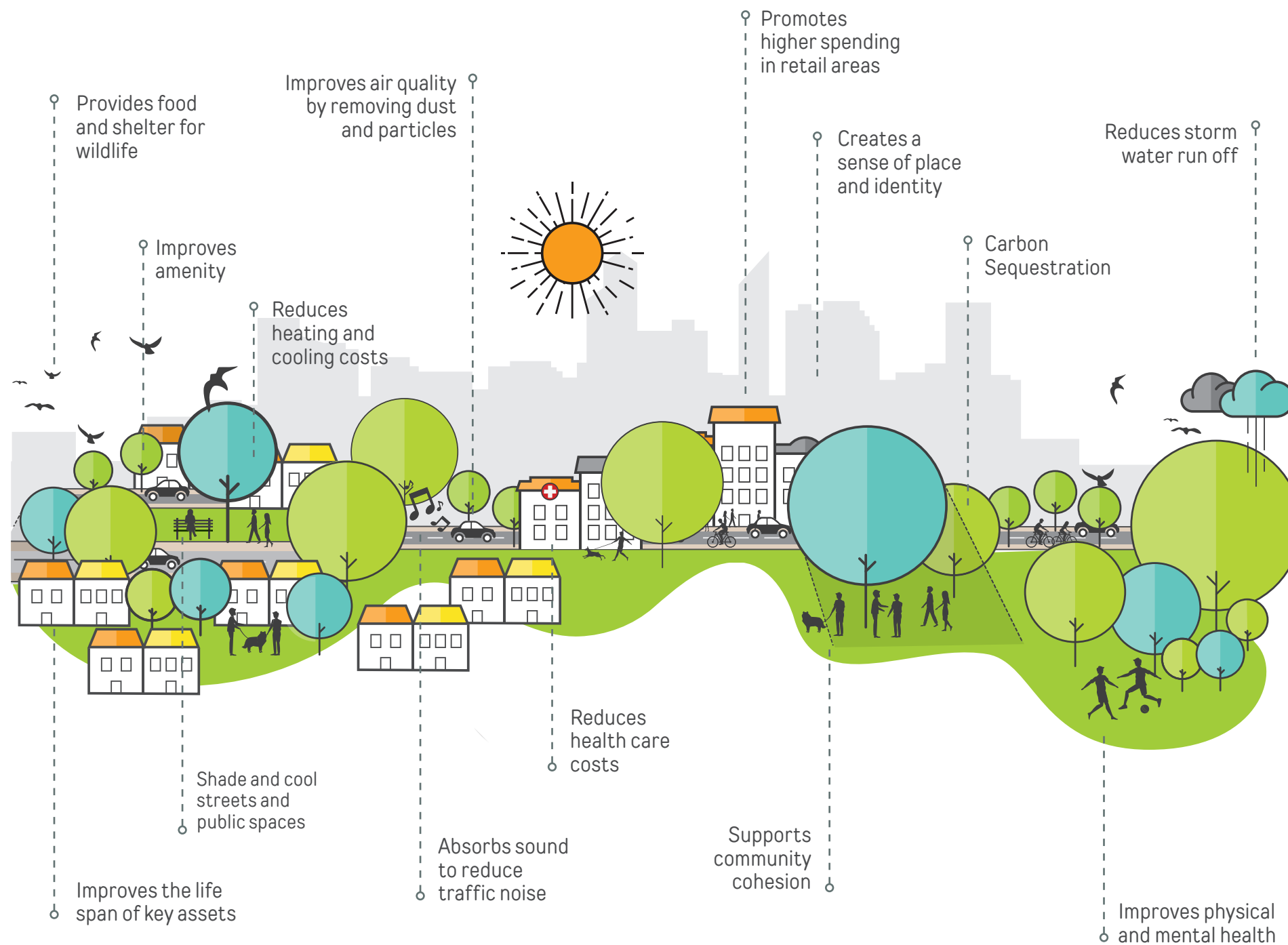
A primary distinguishing element of an urban forest, as compared to a 'natural' forest, is that it exists within a man-made environment, characterised by hard surfaces, a range of building types and concentrated human activity. This poses many challenges for its planning and management compared to more naturally vegetated areas.

The emerging discipline of Urban Forestry is concerned with the art and science of managing trees in urban environments to maximise the range of benefits provided to the community. Its focus is the health, resilience and sustainability of the urban forest as a whole.

*"The aim of urban forestry is to improve the welfare of urban residents, the planting and care of trees is a means to that end, not an end in itself." (Johnston, 1985)*







## 1.2 What benefits can urban forests provide?

Urban forests can deliver a range of environmental, social and economic benefits to urban communities (See Figure 1).

### Social benefits

#### Creates a sense of place and identity

Attractive street trees and well-designed green spaces enhance the quality of the urban environment, create a strong city image and foster a sense of connection to place.

#### Improves physical and mental health

Giving people the ability to access and interact with green space within cities has a range of positive health effects that improve individual and social well-being.

#### Supports community cohesion

Urban trees and greenery contribute to the creation of inviting public spaces that facilitate gathering and interaction, helping to promote community cohesion.

#### Reduces sun and heat related illnesses

Trees provide shade and protection from the potentially harmful effects of prolonged exposure to the sun and high temperatures. Research indicates that increasing the levels of vegetation in cities can reduce excess mortality rates.

#### Social Behaviour

Access to nature can have a positive effect on the social behaviour of communities, including a reduction in the level of some crimes.

Figure 1. Benefits provided by the urban forest



# Economic benefits

## Improves amenity

Trees in streets enhance aesthetics and help increase property values.

## Promotes higher spending in retail areas

City streets with large, well-tended trees help create attractive shopping environments where people are prepared to spend up to 9–12 percent more for goods and services.

## Reduces heating and cooling costs

Trees planted to provide shade from the sun can cool buildings by up to 8 degrees Celsius, helping to reduce air conditioning costs.

## Improves the life span of key assets

The shade provided by trees can increase the life span of road surfaces, reducing maintenance and replacement costs.

## Reduces health care costs

People living in greener neighbourhoods are likely to exercise more. Increased levels of physical activity and improved mental health can all help to reduce community health care costs.

# Environmental benefits and ecosystem services

## Carbon sequestration

Trees capture and store carbon, removing it from the atmosphere and helping to mitigate the impact of global warming.

## Shade and cool streets and public spaces

Trees provide shade and cool the surrounding air through the process of evapotranspiration helping to reduce urban temperatures and improve levels of pedestrian thermal comfort.

## Improves air quality by removing dust and particles

Trees trap and absorb pollutants from the air, helping to improve air quality and levels of community health.

## Absorbs sound to reduce traffic noise

Tree canopies help to muffle traffic noise from city streets and freeways.

## Reduces stormwater runoff

Trees capture and filter stormwater through their canopies and root systems, helping to slow flow rates, reduce levels of stormwater run-off and improve water quality.

## Provides food and shelter for wildlife:

Tree canopies and other vegetation provide shelter for birds, bees and other wildlife and their fruit and flowers can be an important food source.

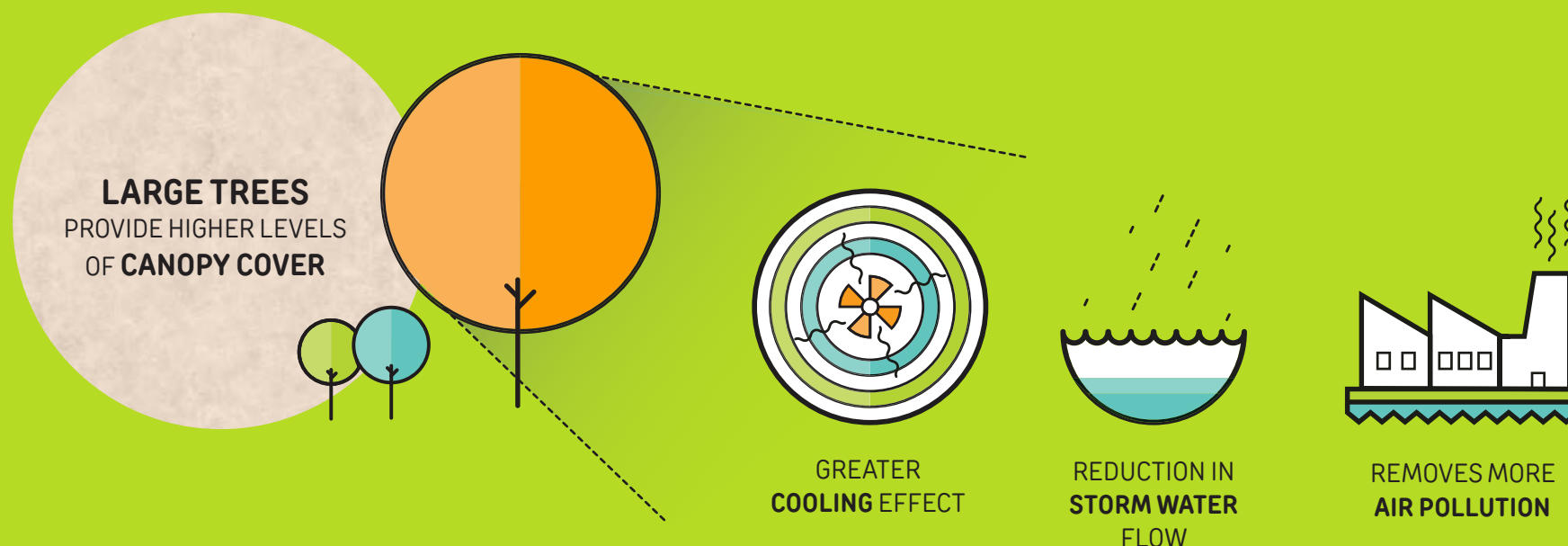


## Larger trees, greater benefits

Large, healthy trees provide significantly greater benefits compared to smaller trees.

Larger trees tend to have greater leaf areas and provide higher levels of canopy cover, although this can be species dependant. Research shows that there is a direct co-relation between the amount of canopy cover and healthy leaf area provided by an urban forest and the level of community benefits delivered (Rogers, et al., 2015). Larger trees have been found to remove more air pollution, provide greater reduction in stormwater flows, have a greater cooling effect and provide greater economic benefits than smaller trees (Beecham & Lucke, 2015).

Tree size and the level and quality of canopy cover requires careful consideration in the management of the urban forest. When it comes to planning its future growth the emphasis should be on the size of the tree rather than the number of trees planted. Effort should be taken to maximise tree size in new tree planting plans taking cost and space constraints in to account.



## 1.3 Urban forests and the Urban Heat Island effect

One of the most significant benefits that urban forests offer is their ability to cool their immediate environment. This is particularly important in cities which are generally hotter than surrounding, less built up areas, sometimes by as much as 1–3 degrees Celsius or more (U.S Environmental Protection Agency (EPA), 2008). Urban surfaces can be highly effective at absorbing and storing heat during the day, creating higher daytime temperatures in cities. This heat is released at night leading to higher temperatures after dark. This phenomenon is known as the Urban Heat Island (UHI) effect.

As a result of the UHI effect city dwellers are exposed to higher temperatures for longer periods each day. Elevated night-time temperatures mean that people are not given the chance to recover from heat stress experienced during the day. During heat waves prolonged exposure to high temperatures can lead to increased levels of heat related illnesses and morbidity. Vulnerable groups such as children, the elderly and those whose health is already compromised can be particularly affected (Block, et al., 2012).

As temperatures rise with climate change, the UHI effect is likely to intensify. Unless this is addressed, it poses significant risks to the overall liveability of cities and levels of community health and well-being.

While many factors contribute to the UHI effect, the reduced level of vegetation in cities is a key issue. This is partly because vegetated land surfaces, with good moisture levels, remain cooler during the day compared to the hard impervious surfaces that characterise urban areas.

*“Globally, extreme heat events (EHE) have led to particularly high rates of mortality and morbidity in cities as urban populations are pushed beyond their adaptive capacities... many cities expect catastrophic EHEs more often, as the frequency, intensity and duration of EHE’s are projected to increase with climate change.” (Norton, et al., 2015)*





## The cooling effect of urban forests

Urban trees have a key role to play in helping to mitigate the UHI effect. Trees provide shade, which prevents urban surfaces from heating up during the day. This also helps lower night-time temperatures as less heat is trapped for release after dark.

Up to 95 percent of incoming solar radiation can be blocked by a tree's canopy (Brown, et al., 2013). The quality of shading provided depends on a range of factors such as leaf size, angle and structure. Canopy architecture, canopy clumping and continuity along with the depth and density of canopy layers, is also important (Sanusi & Livesley, 2014).

While shade can be created through the introduction of man-made elements, such as shade cloth and awnings, these fail to provide the added cooling benefit created by urban trees through evaporative cooling (Cooperative Research Centre Water Sensitive Citie, 2014). In this process, trees use the heat from the surrounding air to convert water to gas, producing a cooling effect similar to two air conditioners running for 20 hours (Brown, et al., 2013).

*“Trees reduce surface temperatures by reflecting and absorbing solar radiation, thereby providing shade. Trees also cool the surrounding area at the micro-scale through canopy transpiration. Increasing canopy coverage is one of the most cost effective strategies for cooling buildings and local neighbourhoods.” (Norton, et al., 2013)*

Shade and evaporative cooling provided by trees combine to help reduce city temperatures and the levels of heat stress experienced by urban populations. The City of Perth is already pursuing a range of strategies to help cool the City, including facilitating climate responsive built form and increasing green infrastructure as a whole. It is evident that the urban forest also has a key role to play and this is a key driver for the development of this Plan.





## 1.4 Urban forests and climate change

The exacerbation of the UHI effect in cities will create more challenging growing environments for urban trees and place them under increasing levels of heat stress. Along with reduced levels of rainfall, this may have a negative effect on the health and survival of urban trees.

### The importance of irrigation

The ability of trees to contribute to urban cooling is also affected by rising temperatures and a lack of water. In periods of extreme heat, the evaporative cooling effect can be lost, just when it is needed most. Trees effectively shut down to prevent water loss and avoid water stress. High temperatures can also cause leaf scorch, and in some cases cause trees to drop their leaves altogether.

If trees are to continue to contribute to urban cooling by providing healthy canopies for shade and transpirational cooling, they will require supplementary watering through irrigation during hotter periods.

*“Supplementary irrigation of UGI (Urban Green Infrastructure) in cities that experience hot, dry summers is a wise investment to ensure long term temperature mitigation, as well as other ecosystem services.” (Norton, et al., 2015)*

### Species composition

As climate change progresses some tree species will respond and adapt successfully to changing environmental conditions, while others will struggle to survive and thrive. This may affect overall composition of the urban forest, with implications for future resilience.

### Pests and Diseases

Pests and diseases pose a significant threat to urban forests. Climate change can exacerbate this by creating conditions in which the lifespan and distribution of existing pests and diseases can be extended and new ones introduced.

Climate change is likely to have a potentially negative effect on the overall health and resilience of the urban forest. Measures are needed to ensure that it is able to adapt and remain robust in the face of these challenges.





## 1.5 Why do we need an urban forest plan?

Growing and managing a thriving urban forest in the face of increasing challenges (See Figure 2) requires that a highly systematic and co-ordinated approach be taken. It is essential that:

- there is a clear and shared understanding across all disciplines of the importance of the urban forest and the measures required to ensure its health and vigour
- these measures are based on the latest scientific research and are relevant to the Perth context
- the effectiveness of these measures is monitored and assessed systematically

The City of Perth Urban Forest Plan sets out such an approach. It is intended for all those who have a stake, either directly or indirectly in the urban forest – its protection, management, expansion and promotion.

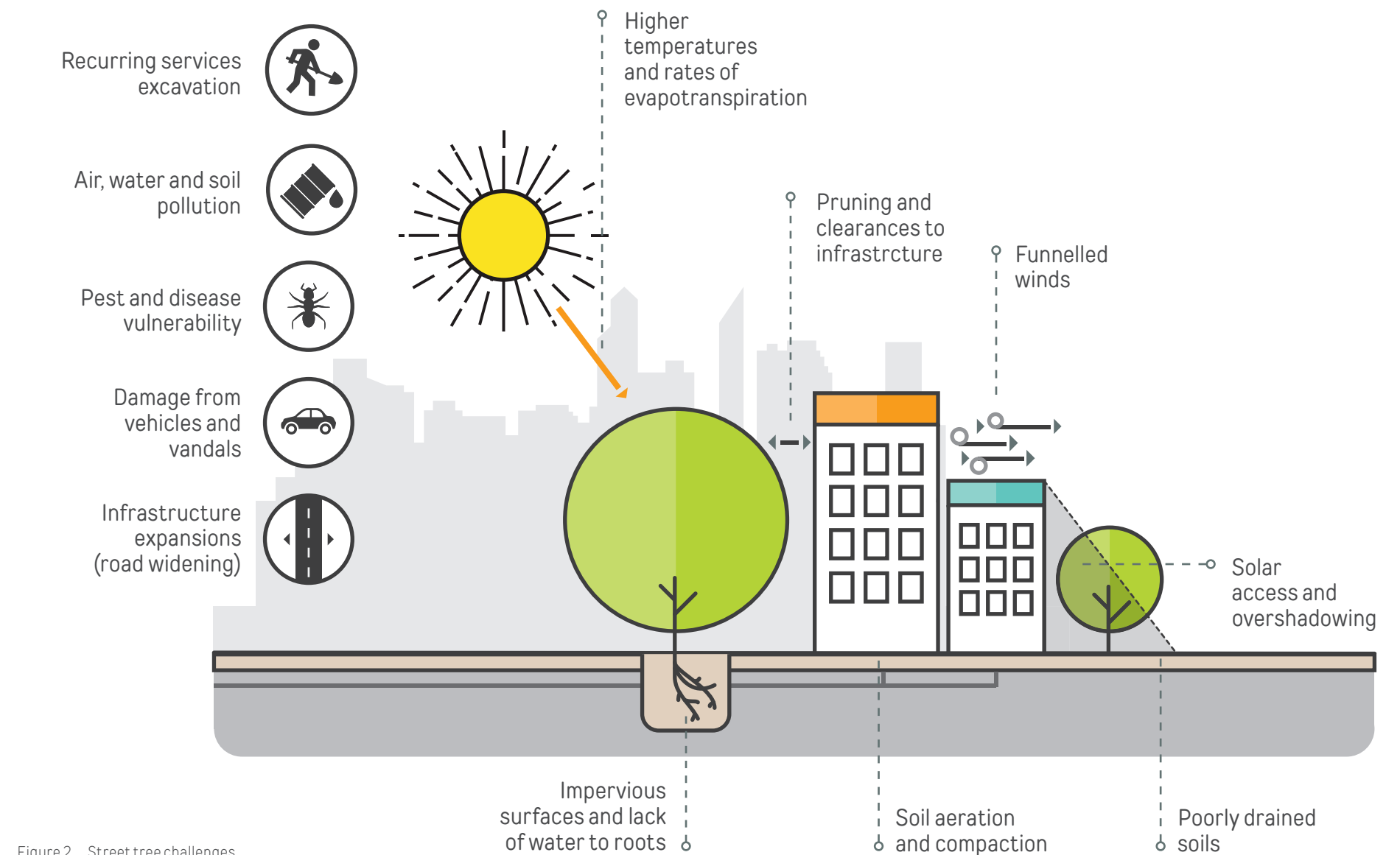


Figure 2. Street tree challenges





## 1.6 Strategic context

The City of Perth has set a clear direction for development in its Integrated Planning and Reporting Framework (IPRF). This Framework and the interaction between key City plans and the influence of informing strategies is outlined in Figure 3. The intent of the IPRF is to ensure the priorities and services provided by the City of Perth are aligned with community's needs and aspirations.

The City of Perth Urban Forest Plan is an Informing Strategy within the IPRF and works in conjunction with its suite of strategic and operational documents. It integrates the relevant challenges, aspirations and strategic directions outlined in these key documents:

- Vision 2029+: Strategic Community Plan
- Corporate Business Plan 2015-2019
- Environment Strategy
- Transport Strategy
- Urban Design Framework
- Public Spaces Public Life Study – Perth 2009

## Key strategic drivers

Three organisational strategic drivers underpin the development of the City of Perth Urban Forest Plan (See Figure 4).

**Designing for liveability** – expanding the urban forest will help create a greener, more beautiful, comfortable and inviting city.

**Promoting community health and activity** – the urban forest will create a diverse and accessible green network that facilitates a healthy and active urban lifestyle.

**Managing climate change** – a healthy, resilient and sustainable urban forest will help make our city climate responsive.

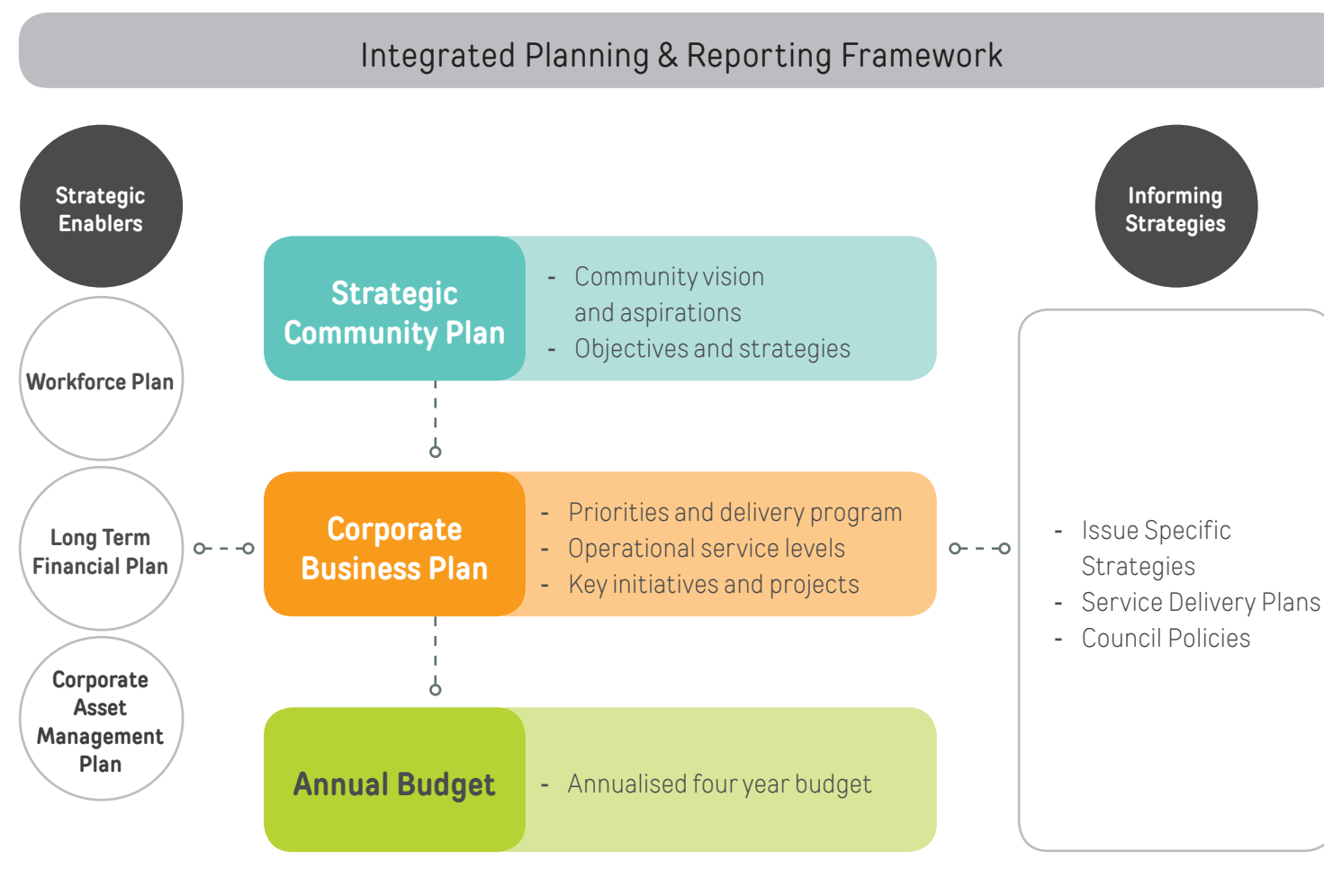


Figure 3. City of Perth Integrated Planning and Reporting Framework

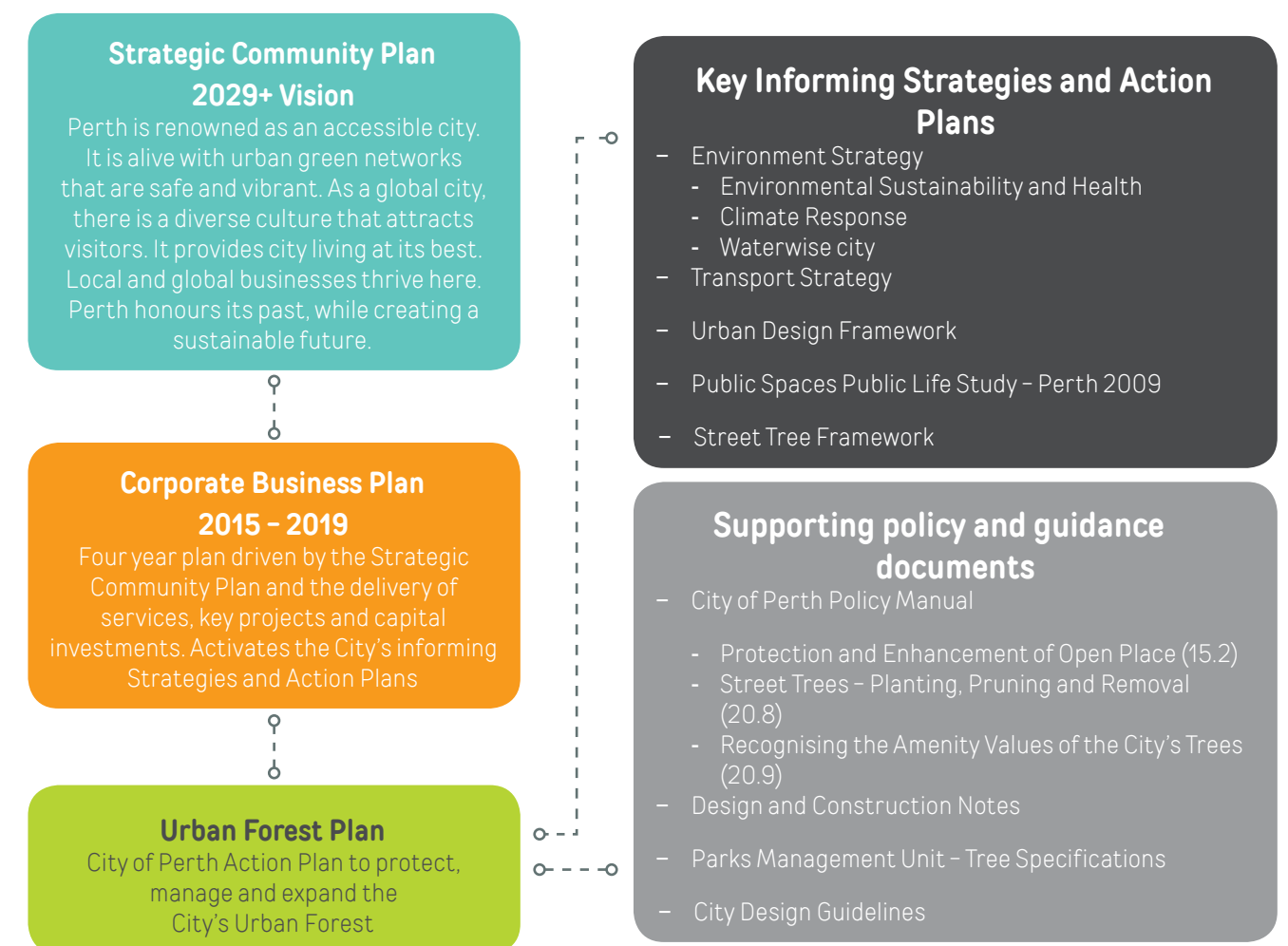


Figure 4. Organisational Strategic Context





## Part B – Street and Parkland Trees

There are over 14,000 trees planted in the City's streets and parklands. In this context parklands include formal parks such as Wellington Square, Supreme Court Gardens and Russell Square in addition to more informal public open spaces including the Narrows Interchange. Trees in the City's surface car parks are also included. Collectively, these trees form the City's Urban Forest.





# 2.1 Planning for the City’s Urban Forest

The process used to plan for the City’s Urban Forest is based on a best practice approach structured around four key steps<sup>1</sup>(See Figure 5).

## Step 1: What we have

Research undertaken to develop a detailed and comprehensive understanding of the existing character and condition of the City’s Urban Forest (See information box on page 20). Findings used to identify issues and challenges.

## Step 2: Where we want to go

Research findings combined with input from a process of community engagement to develop a vision, goals and objectives for the City’s Urban Forest.

## Step 3: How we will get there

Urban Forest Implementation Plan developed to identify actions to be undertaken to meet the objectives of the Plan. Indicative budgets, priority projects, timeframe and key roles and responsibilities clearly identified.

## Step 4: Have we arrived

Monitoring framework developed to measure progress in implementing objectives.

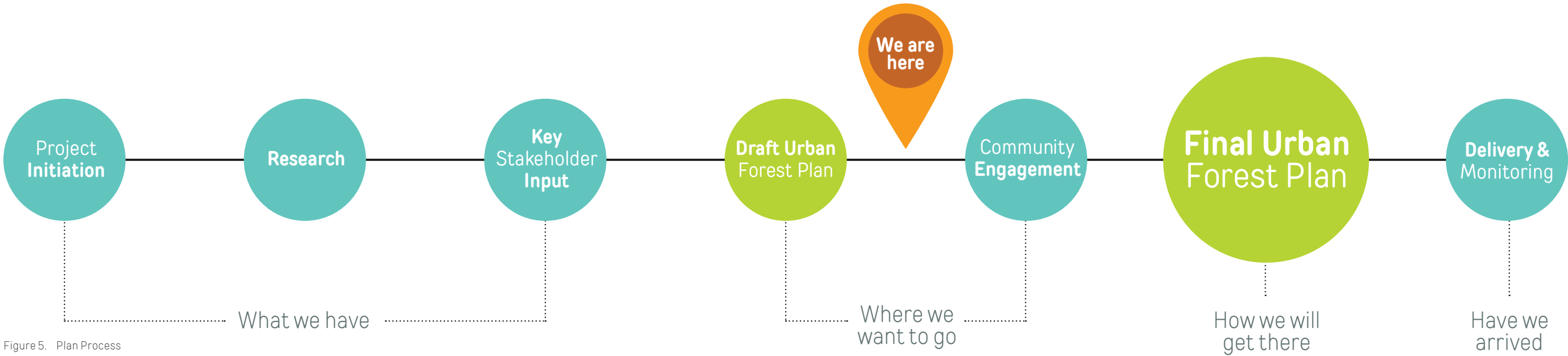


Figure 5. Plan Process

<sup>1</sup> While there is no one, universally recognised ‘best practice’ approach to the preparation of an urban forest plan there are a number of key guidance documents that have informed the development of the City of Perth Urban Forest Plan. These include How to Grow an Urban Forest, 2020 Vision; the Urban Forest Management Plan Toolkit, California Urban Forest Council; Trees in the Townscape: A guide for decision makers, Trees Design Action Group; and Planning the Urban Forest, Schwab.

## Evidence based planning

The City of Perth Urban Forest Plan is underpinned by the findings of a number of baseline research studies. These provide the technical data needed to assess the City's Urban Forest against a range of commonly accepted performance indicators for urban forest management, including:

- existing levels of canopy cover
- age diversity
- useful life expectancy
- tree diversity
- tree health (Kenney, et al., 2011)

### Canopy Cover Baseline Study

High-resolution airborne multispectral imaging was acquired to measure the baseline canopy cover (i.e. vegetation greater than 3.0 metres in height) for all land, both publically and privately owned, within the City of Perth boundaries. This data was captured on 23 February 2015 and provides information on the percentage of overall canopy cover.

### Street and Parkland Tree Audit

A comprehensive audit of all street and parkland trees was carried out over a four-month period in mid-2015. It gathered a range of information including:

- tree numbers and location
- species mix
- tree size
- tree age
- useful life expectancy
- health
- canopy quality and size
- structural condition
- historic/cultural significance

Canopy size data was used to calculate the level of canopy cover provided by the City's Urban Forest. All of the audit data has been captured in the City of Perth GIS database.

### Thermal Imaging Baseline Study

Research was also commissioned on Perth's UHI effect. The Thermal Imaging Baseline Study acquired satellite, airborne and terrestrial thermal data to provide a visual representation of temperatures in the City during the day and after dark. The findings also provided an initial and broad assessment of the role of the existing urban forest in promoting urban cooling.

- Satellite data was collected mid-morning on the 10 January 2014, prior to the hottest night of 2014. The daytime temperature was 34.2 degrees Celsius, followed by 43.3 degrees Celsius the next day. The data collected provided information on daytime land-surface temperatures within the City, identifying a series of 'hot-spots'.
- Airborne thermal imaging was captured after 10.30pm on 3 March 2015, following a daytime maximum temperature of 30.6 degrees. The previous 16 days were all in excess of 26 degrees Celsius. The data collected provided information on residual night-time heat within the City.
- Terrestrial thermal imaging provided an indication of the average daytime temperatures in three City streets with different types and level of canopy cover. This data was collected between the hours of 13.30 and 14.00 during two afternoons in March 2015, when the ambient daytime temperature was 31 degrees Celsius. It provides an indication of how urban trees contribute to urban cooling.

Research findings from these three studies have been used to:

- Provide baseline data to help formulate goals and objectives for the City's Urban Forest.
- Establish benchmarks to measure and monitor change and progress in implementing the Plan



## 2.2 Historical development

### Pre European settlement

Before European settlement, the land now covered by the City consisted of an ancient wetland, based on a series of lakes located between an area north of the existing railway line and the Swan River. Historically, these wetlands provided seasonal camping sites for the Aboriginal people and the lakes were essential for gathering food, including freshwater crayfish, turtles and frogs. The wetlands and the ancient campsites have significant cultural and spiritual value for the Wadjuk Noongar people, the traditional owners of this area. (Godfrey, 1988).

Pre European settlement, Perth's landscape was characterised by a mixture of open forest, fringing woodlands and closed scrub, mainly comprised of Eucalypts, Banksia and Melaleuca. The canopy cover provided would have been relatively open and sporadic in character, as indicated in Figure 6.



Figure 6. Re-imagining Perth's Lost Wetlands 2014. Collaboration project with ECU, Landgate, City of Perth and City of Vincent

### Early European settlement

While the wetlands are the reason for Perth's long, narrow shape, this landscape has been significantly modified since the early 19th century due to of the arrival of European settlers and their aspirations to develop the area. This appetite to develop has come at a cost to the environment.

The original settlement of Perth was established on a ridge near Mt Eliza overlooking the Swan River. The wetlands provided early settlers with water and fertile soils. However, they also saw the wetland system as an impediment to development, which resulted in the majority of it being drained to provide alternative uses, including market gardening, municipal gardens and a town rubbish dump (Singleton, 1988).

In the late 19th century as urban development grew the need for designated parklands became a public debate. The "city beautiful" idea became popular with planners during this time and street trees along with small parks were promoted (Bold, 1911). During the early 20th century, the "garden city" movement pioneered by Ebenezer Howard influenced the Perth town clerk William Bold. Bold envisioned the development of a linked system of parklands, with the wetlands forming an integral part (Blackwell & Associates Pty Ltd, 1995).

### The Post-War period

During mid to late 20th century, Perth experienced a mining boom resulting from the discovery of iron ore and natural gas throughout the state. This led to a surge in economic and property development in Western Australia. This had a significant effect on the state of Perth's urban forest as canopy coverage was reduced due to the influx of new buildings.

During this period, prominent Australian landscape architect John Oldham had a vision for Perth based on the idea of a unified landscape structured around Perth's wetland system. This vision was only partially realised and can be seen today in the Narrows Interchange parkland area (Blackwell & Associates Pty Ltd, 1995).

### Recent times

In the last few decades, the City has continued to plant trees, with significant achievements made in increasing the level of street tree planting, particularly along east-west streets.

A major new tree planting programme was last carried out in the mid to late 2000's, with over 700 new trees planted in various locations throughout the City. The most recent Public Spaces Public Life Study by Gehl Architects (2009) acknowledges the valuable contribution this has made in improving the quality of public space and public life. The increased number of street trees has created a greener and more beautiful city, provided shade and made a city that is better to walk in.

In the last decade, new tree planting has been more sporadic in nature, mainly carried out as part of various streetscape upgrades and other capital works projects.



## 2.3 What we have – the City’s Urban Forest today

Data collected by the Street and Parkland Tree Audit (2015) gives a total tree population of 14,811 for the City’s Urban Forest. This includes:

- 6,833 street trees
- 7,725 parkland trees (including approximately 3,207 trees on Heirisson Island)
- 253 trees in City surface car parks

Collectively these trees have an estimated amenity value of \$98 million. This figure does not include the value of the ecosystem services provided.

Over 40 different tree families exist within the City’s Urban Forest, including over 260 different tree species. While the majority of these are common species, 47 are rarely planted in the Perth metropolitan area. These include:

- African Tulip Tree
- Durmast Oak
- Judas Tree
- White Fig

The City’s parklands, including Harold Boas, Supreme Court, Stirling and Queens Gardens contain particularly diverse and varied collections of trees. Some of the oldest trees (100–150 years old) are also found in parkland areas, including:

- Camphor Laurel in Harold Boas Gardens
- Moreton Bay Figs in Russell Square
- Luscombe Oak and Sugar Gums in Supreme Court Garden
- Port Jackson Figs and Flooded Gums in Wellington Square
- Norfolk Island Pine in Stirling Gardens
- London Planes in Queen’s Gardens and Victoria Avenue

### The City of Perth Street Tree Framework

The selection of tree species for planting within the City’s Urban Forest is currently guided by the City of Perth Street Tree Framework. This document sets out a list of existing and proposed tree species, including native and non-native trees. At present over 50 percent of the recommended tree species for planting are from the Myrtaceae family.

The Framework’s approach to tree selection is based upon choosing a species that is most appropriate to its context and environmental factors. It is broadly reflective of ‘the right tree for the right place’ philosophy (Schwab, 2009).

Contemporary urban forestry increasingly promotes this philosophy as the primary guiding factor in tree selection processes. Trees are primarily chosen on their ability to grow and thrive given the specific environmental qualities and challenges of the planting site and its surroundings. This maximises its potential to grow into a large, mature tree with a healthy canopy.

Other factors considered in the tree selection process can include the species’ ability to:

- promote recommended standards for tree diversity within the urban forest
- deliver required environmental, social or economic benefits
- support cultural and heritage values

The ‘right tree for the right place’ helps to promote a more balanced, sustainable and evidence based approach to the tree selection process. It is a valuable tool in urban forest management.

*“We need much more specific knowledge to adequately select trees for urban areas to deliver a wide range of economic, social and environmental benefits. This will contribute to improving the welfare of urban residents in what is essentially a human habitat not a natural one.” (Johnston, et al., 2012)*

### Issues and challenges

Research findings indicate that the City’s Urban Forest is generally performing well against key performance indicators. However, it does face some important issues and associated challenges.

### Existing levels of canopy cover

Canopy cover describes the percentage of urban land covered by tree canopy when viewed from above. It is commonly used as an indicator of the success of an urban forest and a measure of the level of community benefits delivered. The higher the level of canopy cover the greater the benefits provided. (Nowak, et al., 2010)

A number of cities have adopted the standard of between 30–40 percent canopy cover set by American Forests for cities in the United States. Other approaches suggest that canopy targets should be based on an assessment of the quality and quantity of available planting spaces and local environmental and climatic conditions, rather than the application of generic standards. (Kenney, et al., 2011)

Setting a canopy cover target is important as it provides a benchmark for measuring progress in increasing canopy cover.

At present, Perth has a relatively low level of overall canopy cover. Approximately ten percent of all of the land within the City’s boundaries is covered by tree canopy (10.7 percent) and approximately 19 percent of street and parklands are covered (See Figure 7).

**Challenge:** Setting an achievable target and increasing the level of canopy cover provided.











Figure 7. Overall Canopy Cover





# Overall canopy cover in City precincts

At the precinct level, Crawley is performing the best with a level of overall canopy cover of 21.2 percent across both its public and private realms. Perth and Northbridge have the lowest levels – 8.1 percent and 7.2 percent respectively. This is perhaps unsurprising given the built up and dense urban character of these areas. The outer precincts of East and West Perth have levels of 10.3 percent and 13 percent respectively, these higher levels perhaps reflecting their less dense and mixed commercial/residential character.

City precincts recording the highest daytime surface temperatures also have some of the lowest levels of overall canopy cover, as shown in the table below.

Hottest Precinct	Temperature (degrees Celsius)	Overall Canopy Cover %
East Perth	33.5	10.3
Northbridge	33.4	7.2
West Perth	32.8	13.0
Perth	32.3	8.1
Heirisson	31.8	18.9
Crawley	31.3	21.2

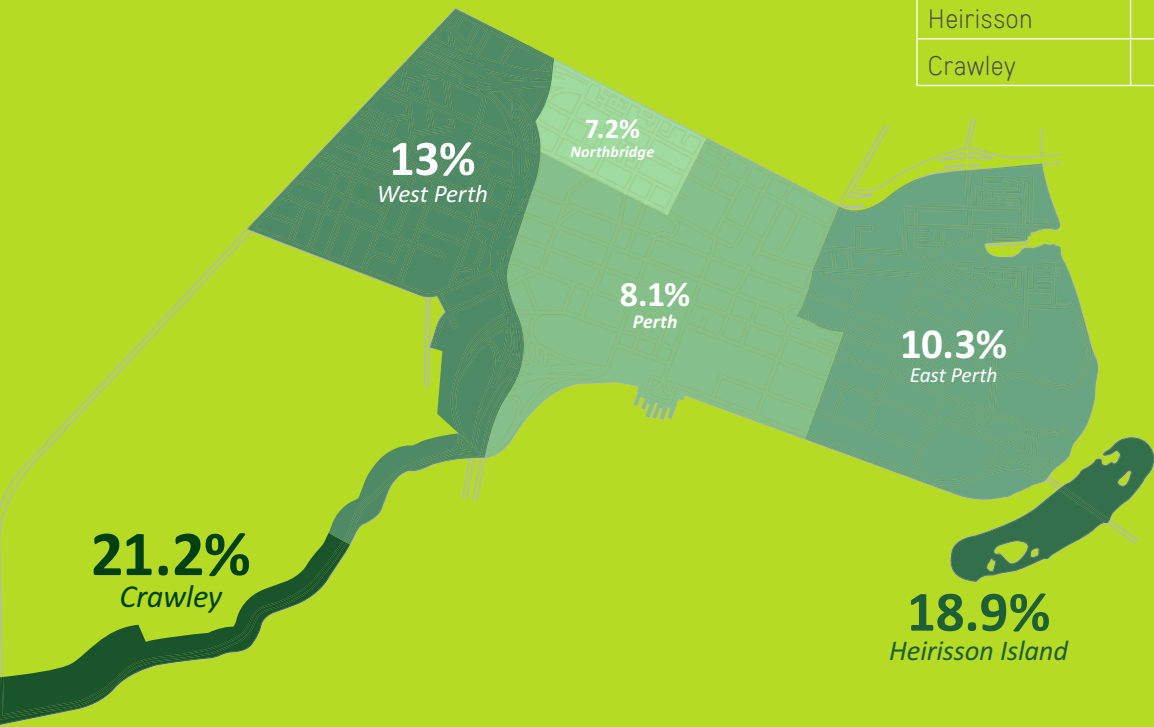


Figure 8. Levels of overall canopy cover by precincts

## Ameliorating Perth's UHI Effect

Increasing tree canopy cover and green space in a city is a cost effective strategy for cooling cities. Research indicates that a 10 percent increase in urban green cover could reduce the daytime surface temperatures in cities by around one degree Celsius. (Harris & Coutts, 2013)

Satellite imagery has identified a number of 'hot-spots' throughout the City. These 'hot spots' highlight areas with high land surface temperatures during the day (See Figure 9). These tend to be located where there is a high concentration of hard surfaces such as the freeway, railway lands, and large areas of unirrigated natural surfaces like the East Perth Cemetery. Some 'hot spots' are located in residential areas and around major gathering places. They also appear to correlate to those parts of the City with lower levels of canopy cover (See adjoining information box).

Airborne thermal imaging indicates the degree to which residual heat is trapped in streets and roads after dark (See Figure 10). These areas are hotter than the more natural surfaces of parklands and public open spaces.

Perth's UHI effect is contributing to higher City temperatures, with potentially negative impacts on City liveability and community health and well-being. With City temperatures predicted to rise there is potential for this situation to worsen over time. Planting more trees and increasing the level and quality of canopy cover in City 'hot-spots' and along streets and roads will help cool the City.

**Challenge:** Harnessing the potential of the City's Urban Forest to promote urban cooling, especially in 'hot-spot' areas.

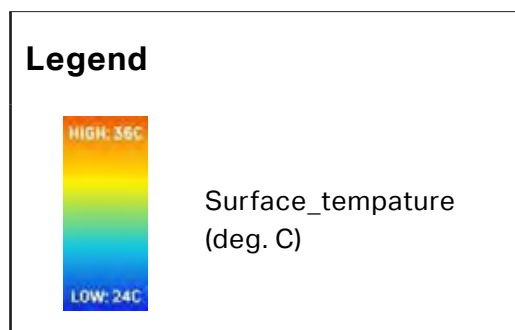
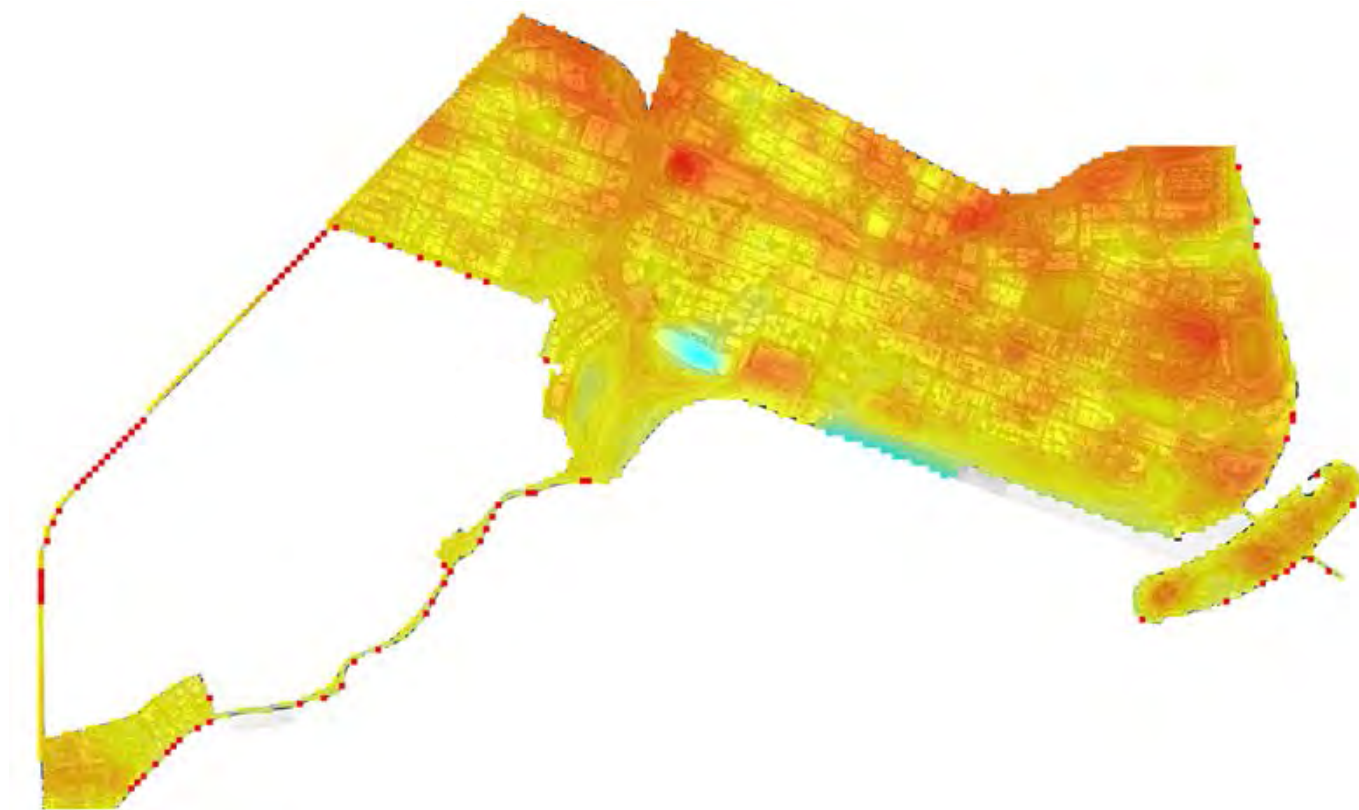


Figure 9. Satellite Imagery - 'hot-spots'

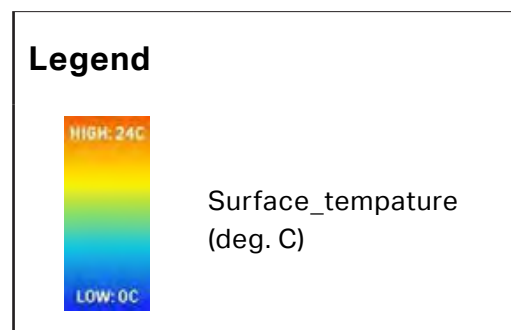
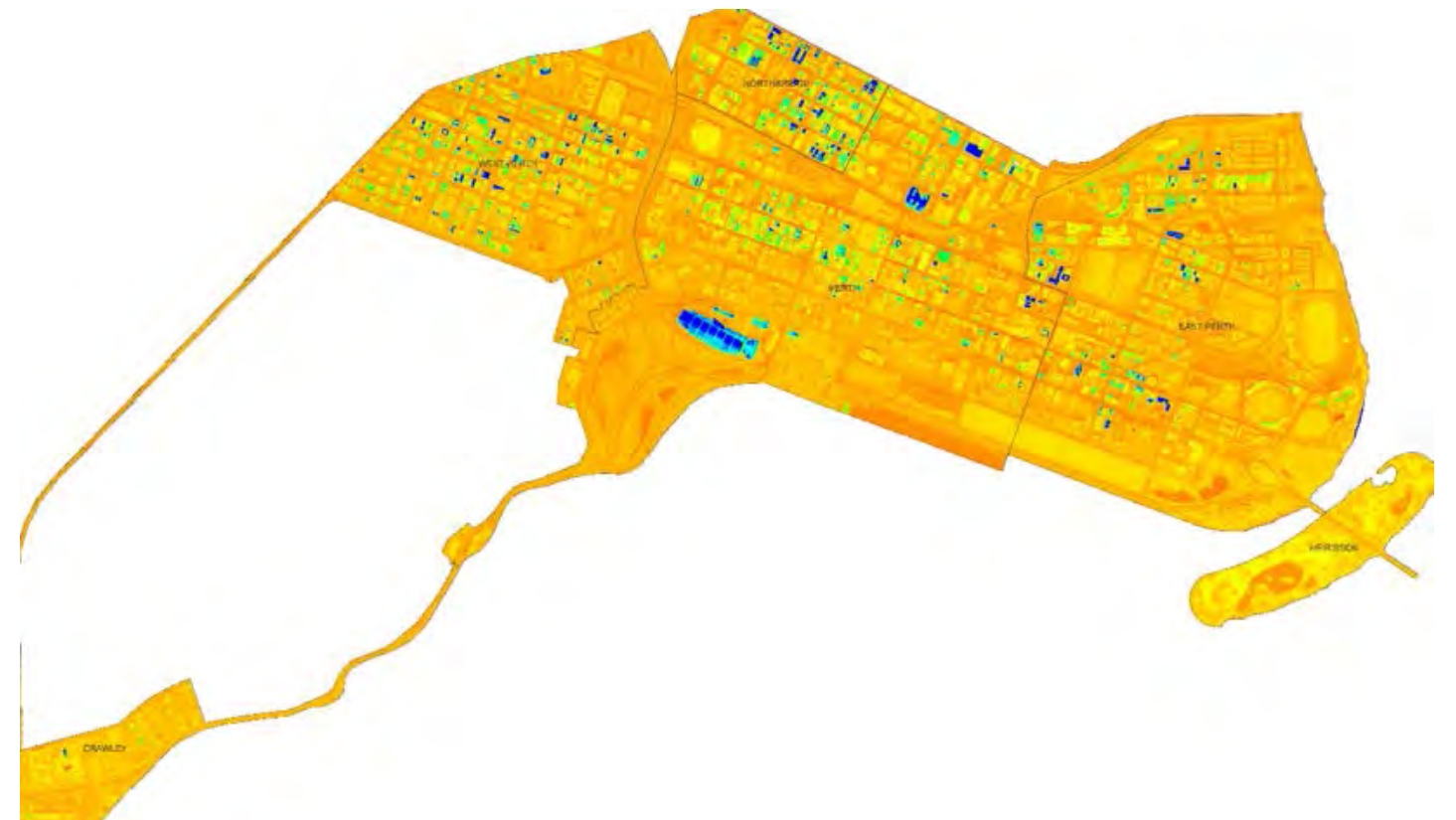


Figure 10. Airborne Thermal Imaging - residual heat



## Cooling the City – the potential of street trees

Terrestrial thermal imagery of three of Perth's streets gives an indication of the role that trees can play in helping to cool the City. The images were captured during the early afternoon when the ambient daytime temperature was slightly over 30 degrees Celsius.

The three streets selected were:

**Hay Street** – between Barrack and Pier Street.

At the time of image capture, this section had no tree canopy cover.

**Francis Street** – between Lake and William Street.

This street section is characterised by sporadic tree planting of Spotted Gums, offering a moderate level of canopy cover.

**Victoria Avenue** – between Terrace Road and St Georges Terrace.

This street is characterised by regular planting of mature London Planes with a high and wide canopy that effectively encloses the street and shades nearly its entire land surface.

Hay Street recorded an average temperature of 35 degrees Celsius, 4 degrees hotter than the ambient daytime temperature and over 10 degrees hotter than Victoria Avenue. The average temperature of Francis

Street was 28 degrees Celsius. While this was 3 degrees cooler than the ambient daytime temperature, it was 3.9 degrees hotter than Victoria Avenue. Victoria Avenue was the coolest of the three streets with an average temperature of 24 degrees Celsius, 6 degrees cooler than the ambient daytime temperature.

Warmer



Cooler

**Hay Street**  
*Between Barrack St & Pier St*  
No canopy cover  
4 degrees hotter



**Francis Street**  
*Between Lake St & William St*  
Limited canopy cover  
3 degrees cooler



**Victoria Avenue**  
*Between St Georges Tce & Terrace Rd*  
Wide canopy cover  
6 degrees cooler









## Water supply and management

In order to ensure the development of a robust, healthy urban forest capable of contributing effectively to urban cooling, it is imperative that steps are taken to ensure an adequate supply of water for supplementary irrigation. This is especially important during periods of extreme heat and during the establishment period for juvenile trees.

At present trees in the City's Urban Forest are irrigated for the first two years after planting. Trees up to four years old are also irrigated during periods of extreme heat. Water for irrigation is currently sourced from a mix of scheme water, ground water and water captured in surface water bodies including the Claisebrook Inlet and Lake Vasto in Ozone Reserve.

Perth faces a particular set of challenges when it comes to ensuring water supply for the City's Urban Forest. In addition to the drying trend associated with on-going climate change, summer rain is irregular and infrequent. Consequently, water is often least available when it is needed most to support tree health and maximise the cooling effect. In addition, the City is also committed to reducing its level of water use. Water restrictions can apply during periods of prolonged heat.

Water supply and management will increase in significance as more trees are planted to help with urban cooling. More trees will require more water. This issue will be partly addressed through the development of the Water Sensitive City Study proposed in the City's Environment Strategy. This Study will be undertaken to develop an integrated water management approach. This approach is underpinned by the premise that all water resources are supply sources and that water infrastructure and the urban landscape should have an integrated design for function and aesthetics.

*"Water restrictions reduce the ecosystem service function of green space and vegetation, diminishing the cooling benefits locally and city wide, reducing human thermal comfort levels and increasing urban energy demands for building space cooling. The need to maintain water supply to urban trees and green spaces is evident...it is not a "waste" – it has quantifiable benefit that must be included in any policy about water use in urban areas." (Block, et al., 2012)*

**Challenge:** Securing a sustainable water supply for the irrigation needed to support tree health and maximise urban cooling.

## Age diversity within the City's Urban Forest

In urban forestry it is good management practice to have an even spread of trees across a range of different age classes. This promotes resilience and long-term sustainability, helping to ensure consistency in the level of canopy cover provided and the delivery of community benefits.

While the City's Urban Forest is generally performing well in terms of age class distribution the majority of trees are in the mature age class, reflecting a lack of significant levels of new tree planting programmes in recent times (See Figure 11).

Measures are also needed to protect 'veteran' trees (over 100 years old) and improve the aftercare and maintenance of juvenile trees to increase their levels of representation within the overall tree population.

**Challenge:** Developing and implementing measures to improve the balance of age classes over time.

*"At a very basic level a tree population ideally needs enough large and mature trees, to deliver the widest possible range of environmental benefits in urban areas (and) enough trees in a number of younger age classes to replace these mature trees as they eventually die." (Rogers, et al., 2015)*

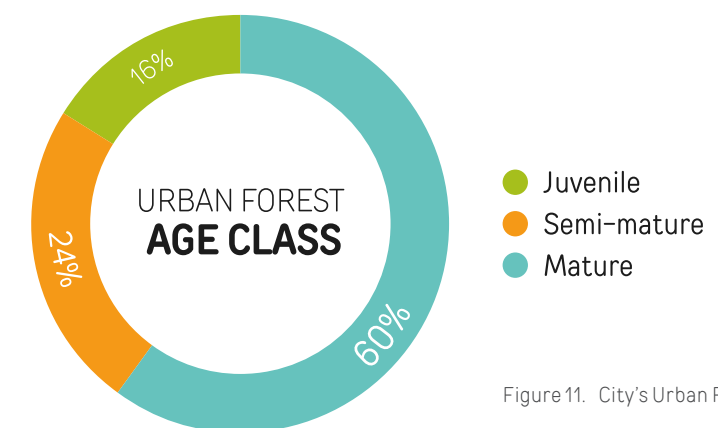


Figure 11. City's Urban Forest: Age Class



# Replacement of aging trees

Useful Life Expectancy (ULE) is a measure of the potential time span remaining for a given tree in its existing location. A range of factors is taken into account including a particular tree’s typical life span, environment, climate change impacts, land uses, pest and disease and soil quality and volumes.

ULE is an important management tool for urban forestry (City of Melbourne, 2012). It facilitates long term planning for the staged replacement of trees that are reaching the end of their ULE at the same time. This will prevent significant ‘gaps’ emerging in canopy cover, with a corresponding reduction in the level of benefits delivered.

While it is important to consider the ULE of an urban forest as a whole, it should also be assessed at precinct level to ensure that there will be no significant negative impact on local landscapes or the overall amenity of particular parts of a city.

Assessment of ULE at the species level is also useful as it can help to identify species that are performing poorly within an urban forest. Plans can be made to either improve the level of maintenance to increase the tree’s health, or to replace affected the species with one that is more suited to the urban environment.

The City’s Urban Forest is performing well in terms of the ULE of its total tree population. Nearly 70 percent of trees have a long term (ULE) and are expected to remain in place in the landscape for more than 40 years (See Figure 12 and 13).

Around 2 percent of trees (approx. 350 trees) will require replacement in the next 5 years and a further 10 percent (approx. 1,400 trees) in the next 5 –15 years.

At the precinct level, East Perth has the largest number of trees reaching their ULE in the next 15 years with 13 percent (approx. 550 trees) requiring replacement within this period. West Perth has the highest percentage of trees requiring replacement within 15 years at 18 percent (approx. 400 trees).

Of the top ten tree species, only the Queensland Box has a significant issue in terms of ULE, with nearly half these trees requiring replacement within the next 15 years. This species currently makes up 1.7 percent (approx. 600 trees) of the City’s Urban Forest. The continued use of tree species with a high percentage of limited to short term ULE requires careful consideration.

**Challenge:** Replacing trees with a limited to short term ULE to avoid significant gaps in canopy cover.

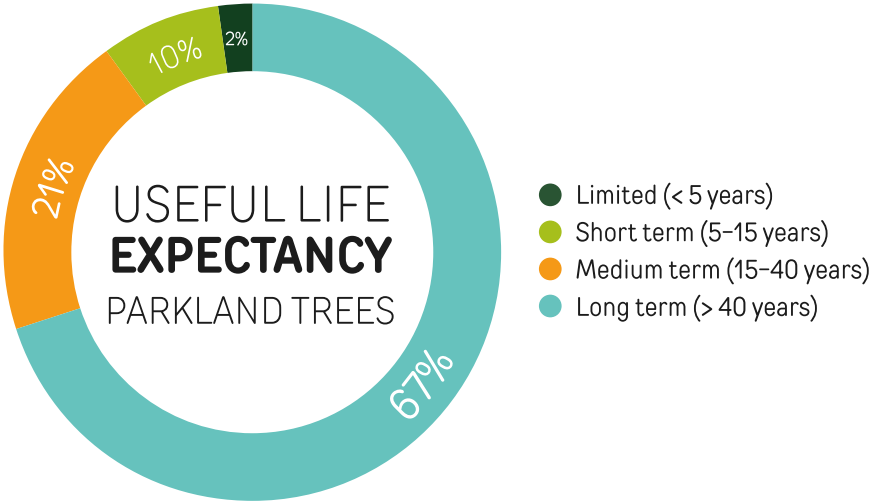


Figure 12. City’s Urban Forest: Useful Life Expectancy





Figure 13. Location of trees with short to limited ULE



# Imbalance in tree diversity

One of the most important considerations in urban forestry is the level of diversity of tree species present within an urban forest’s overall tree population.

A high level of species diversity is highly desirable as it reduces the chance of a catastrophic loss of trees should one particular tree family or species be affected by an outbreak of a specific pest or disease, or be particularly susceptible to climate change or other environmental impacts. This is an important factor in promoting the long-term resilience of the urban forest.

In order to reduce this risk recommended standards for tree diversity promote the following:

- No more than 30 percent of an urban forest should be comprised of trees from the same tree family
- No more than 20 percent of an urban forest should be comprised of trees from the same tree genus
- No more than 10 percent of an urban forest should be comprised of trees from the same tree species.

The City’s Urban Forest is currently over reliant on trees from one particular family (Myrtaceae). It is generally performing well in terms of species diversity with potential to increase the representation of tree species other than the London Plane.

Trees from the Myrtaceae family make up more than 40 percent of the total tree population, making it the largest family. This exceeds the recommended standard for tree diversity at the family level, by ten percent (See Figure 14).

The prevalence of Myrtaceae is partly due to it being native to Australia. It also includes more than 70 different species present in the City’s Urban Forest, including the West Australian Peppermint, Queensland Box, Tuart, Swamp Paperbark, Spotted Gum, Marri, Jarrah, Flooded Gum and bottlebrushes.

The next most common family is the Casuarinaceae, which at 13.4 percent is well below recommended standards. This family is largely comprised of different species of sheoaks.

The London Plane makes up 11.3 percent of the City’s Urban Forest, which is slightly over the recommended standard for tree diversity at the species level (1.3 percent). This is followed by the River Sheoak (8.8 percent) and the Flooded Gum (5.8 percent), both of which are below recommended standards (See Figure 15).

**Challenge:** Meeting or exceeding the recommended standards in terms of tree diversity within the overall tree population.

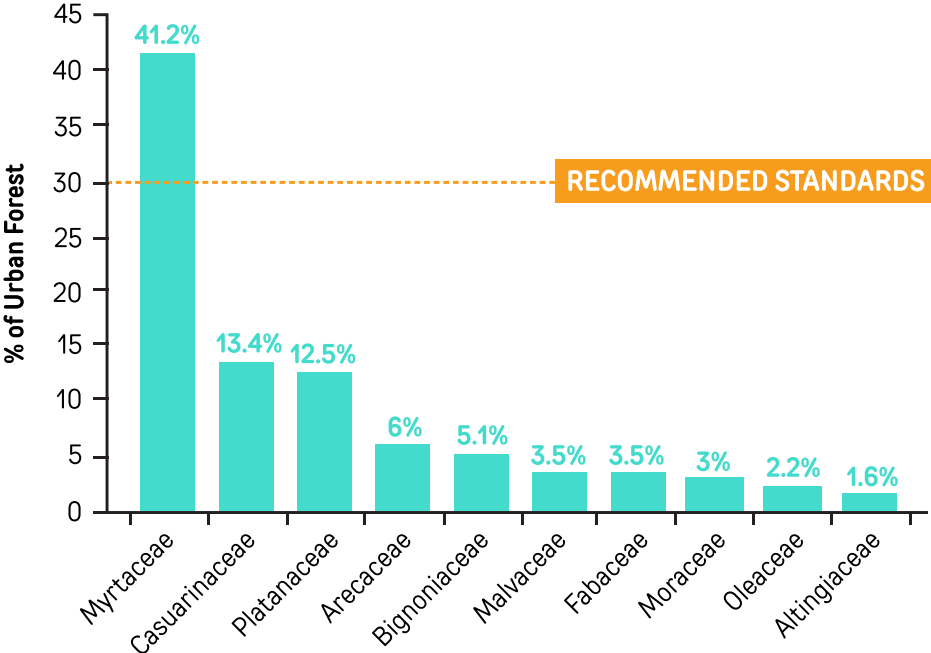


Figure 14. City’s Urban Forest: Family Diversity

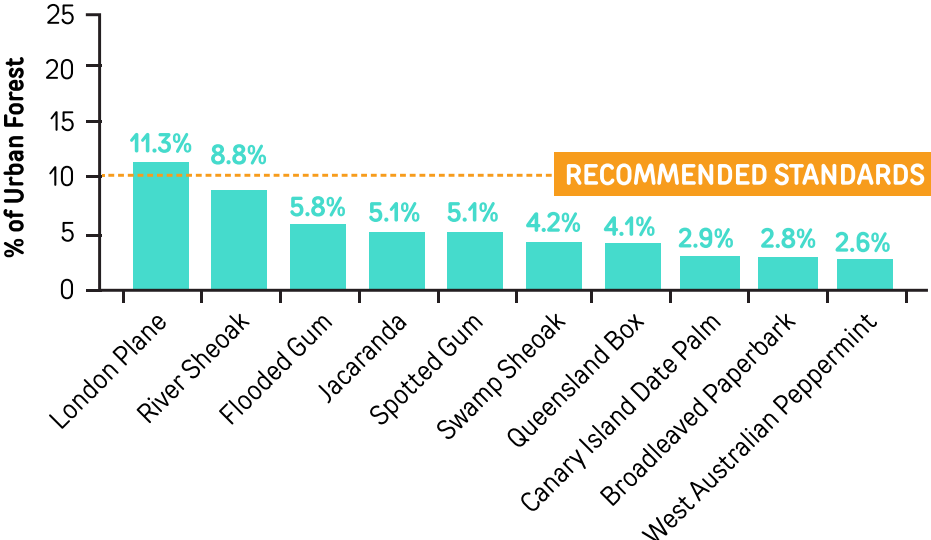


Figure 15. City’s Urban Forest: Species Diversity





## Native and non-native trees in the City's Urban Forest

Tree species vary in their ability to deliver benefits. Both native and non-native trees are capable of providing a range of economic, social and environmental benefits and the issue of whether to plant native or non-native species is a significant debate in urban forestry.

### Native trees

A preference for planting native trees has been broadly evident in recent times, with over 60 percent of the trees in the City's Urban Forest being native species. These trees are often planted for reasons of nature conservation and the provision of habitat for native fauna. Native trees are often also selected for patriotic and wider landscape management reasons (Johnston, et al., 2012).

An automatic preference for planting native trees can influence the overall resilience of the urban forest and result in unmitigated risks. Increasing heterogeneity and complexity of species composition can allow for adaptive management in the face of climate change. Similarly, a wide diversity of native and non-native trees can mitigate disease spread and lessen the distribution of environmental pests.

Although they are currently over-represented, native trees within the Myrtaceae family will remain a significant component in the City's Urban Forest with a valuable role to play. They will continue to be considered for planting as part of new tree planting programmes, guided by the right tree for the right place philosophy and other provisions of the City of Perth Street Tree Framework.

Native trees will continue to be planted where they are considered to be most effective, for instance, along streets that are identified as wildlife corridors/eco zones and in parkland settings. Gateway plantings will also use native species where possible as a way of promoting local flora. Native tree planting will also be guided by the findings of the Biodiversity Study proposed in the City's Environment Strategy.

### Non-native trees

A number of non-native species occurring within the greater Perth metropolitan region can provide ecological functions to native fauna. One example is the relationship of Carnaby's Black Cockatoo and non-native pines (*Pinus radiata* and *P. pinaster*) and Eucalypts (*E. globulus*).

In some instances, non-native trees can provide greater benefits than native species in the urban environment.

Research suggests that large-canopied, broadleaf trees, with thick or denser foliage can be more effective in urban cooling. A recent study comparing the different cooling effects of three common street tree species in Australia (London Plane, European Elm and River Gum) indicates that the higher the canopy quality, the cooler the midday microclimatic conditions under that canopy in summer. Conditions were significantly hotter under the River Gum, due to its thin, open canopy architecture and more pendulous leaf structure, in comparison to the denser, rounder canopy architecture of the European Elm and London Plane trees. (Sanusi & Livesley, 2014)

Non-native trees may also be better adapted to thrive in the increasingly challenging and harsh growing environments particularly associated with streets, whereas native tree are often better suited to more natural areas.

Including non-native trees within the urban forest also contributes to greater species diversity and improves its long-term resilience.

For these reasons, non-native trees will often be chosen for planting over native trees in particular parts of the City, especially in more built up areas, public spaces with high levels of pedestrian activity and residential areas.

The London Plane for example, is a popular and widely used urban tree species. It is frequently selected for planting within streets and public spaces in both Australian and other cities throughout the world. This is due to its ability to thrive in harsh urban conditions and provide a high level of ecosystem services.

*"Important ecological considerations for species selection are often narrowed down to a debate on whether or not native trees should be systematically preferred. Such framing diverts attention away from a balanced approach considering both ecological value and resilience." (Trees & Design Action Group, 2012)*



# Maximising tree health

A high level of tree health within an urban forest is an important factor for a range of reasons. Healthier trees promote higher levels of amenity. They are also more likely to reach their expected life span and attain maximum levels of growth. Larger trees, with dense healthy canopies provide significantly more benefits than smaller trees. Good levels of tree health also promote an appropriate age class mix and help reduce maintenance costs.

The City's Urban Forest is performing very well in terms of overall health with 92 percent of its trees in good or excellent health. This is partly attributed to the fact that the most commonly used street trees, the London Plane, Jacaranda and the Spotted Gum are well adapted to the urban environment, and have proven to be very good urban tree species in the Perth context.

However, the findings of the Street and Parkland Tree Audit uncovered some specific health issues that must be addressed if the current high level of health is to be maintained and maximised in future.

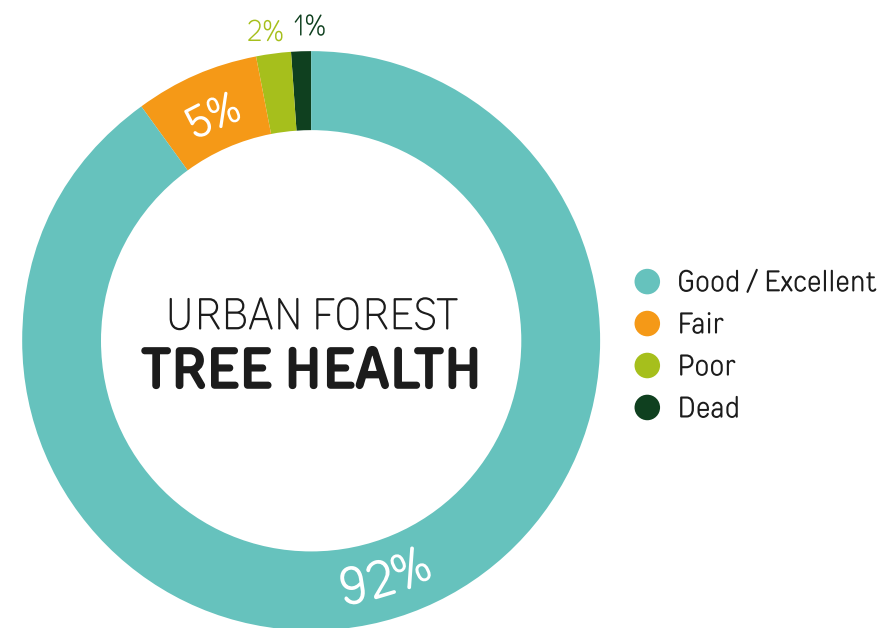


Figure 16. City's Urban Forest: Health

## Pest and disease

A number of pests and diseases are present including:

- Olive Lace Bug in Olive trees
- Leaf-blister Sawfly in some Eucalypts
- Borer in the West Australian Peppermint
- Fusarium Wilt in the Canary Island Date Palm
- Powdery Mildew in the London Plane
- Canker in some Marri and Red Flowering Gums

Sunscauld is affecting some trees, particularly those from the Acer, Brachychiton, Erythrina, Ficus, Fraxinus, Sapium and Zelkova genus. The use of these trees as street trees is not considered appropriate in Perth's climate and urban environment, consequently they often struggle to thrive and have poor levels of health.

While these pests and diseases do not appear to be having a significantly detrimental effect on tree health at present, they have the potential to significantly affect the City's Urban Forest if they escalate.

## Environmental Issues

Reduced rainfall is suspected of having an impact on the health of a few species including a large number of mature Queensland Box and some fig trees including the Moreton Bay Fig and Small Leaved Fig. While other species seem to be adapting to the effects of climate change, this may change over time.

## Car park trees

Only 79 percent of trees planted in the City's surface car parks are in good or excellent health, primarily because of the particularly harsh environments in which they grow. Over 20 percent of these trees will reach the end of their ULE in 15 years.

## Deteriorating structural condition

Some tree species are exhibiting a deteriorating structural condition including the Western Australian Peppermint and Flame Trees in West Perth and the mature London Plane trees on Victoria Avenue and Mounts Bay Road. With future management options being limited, these will require replacement over the next 20 years.

## Tree risk

Tree risk is largely addressed through appropriate pruning practices, however, there are a small number of tree species that have a higher potential for branch failure. These species are primarily native trees and include the Northern River, Sugar, Rose and Lemon Scented Gums, the Tuart and Bangalay. Together, these trees form less than 3 percent of the City's Urban Forest.

## Management and maintenance

In some cases, the City's current management policies and practices relating to the procurement, planting and after care of juvenile and transplanted trees are contributing to lower levels of health and tree establishment. Mowing practices and the ineffective use of tree grates is causing damage to tree stems and bark, which is also affecting tree health.

**Challenge:** Developing and implementing appropriate management practices, policies and procedures to maintain and maximise levels of tree health.



## Urban forest management

Contemporary urban forestry advocates a long-term, pro-active and strategic approach to the management of the urban forest. This approach focuses on the urban forest as a whole, and considers its overall health, resilience and on-going sustainability as a single entity over the longer term. (van Wassenauer, et al., 2012)

At present, there is no overall plan or strategy for the City's Urban Forest. Urban trees are managed and maintained on a short term, day-to-day basis that primarily addresses the needs of individual trees. This makes it difficult to assess how it is performing as a whole and how capable it is of delivering community benefits over the longer term.

**Challenge:** Developing and implementing a strategic and pro-active approach to managing the City's Urban Forest as a whole.

## Community awareness of the urban forest

Community support plays a vital role in successful urban forestry (Schwab, 2009). However, there is often a lack of community awareness of the benefits provided by the urban forest. As a result, community concerns about urban trees can often outweigh appreciation of their importance in ensuring on-going liveability and climate resilience.

People interact with urban trees on a range of different levels, and opinions on the role and value of urban trees can vary widely. Some are concerned about leaf and fruit litter, allergies and the potential of trees to block views and cause damage from invasive roots and limb drop. This, coupled with a lack of awareness of the range of benefits trees provide, can mean that the larger community often undervalues them.

The City of Perth Urban Forest Plan will result in changes to where, when and how trees are planted within the City. This will affect the design of streets, squares and parklands and impact on how the community interacts with urban trees in the future.

The development of the Plan should therefore foster community support for the City's Urban Forest by raising awareness on the range of benefits it provides. It should also understand and respond to community values regarding urban trees, within the context of promoting the health and resilience of the City's Urban Forest.

**Challenge:** Developing community support for the protection, management and expansion of the City's Urban Forest.

## 2.4 Where we want to go – vision, goals and objectives

### Draft Vision

The City's Urban Forest will be recognised and valued as an important asset and a key element of infrastructure, one that continues to deliver a range of benefits for our community's physical and mental well-being and the overall liveability, landscape character and climate resilience of our City.

The City's Urban Forest will be planned and managed in an integrated manner that above all optimises canopy cover and protects and promotes its sustainable growth, health and resilience in the face of continued urbanisation and climate change challenges.





## Goals

The vision for the City's Urban Forest sets out the future direction and desired outcomes to 2036. The vision will be realised through the following goals.

### Goal 1:

Protect existing trees

### Goal 2:

Replace aging trees

### Goal 3:

Promote sustainable water management

### Goal 4:

Increase canopy cover within the City's Urban Forest

### Goal 5:

Prioritise tree planting to help cool public spaces and City 'hot-spots'

### Goal 6:

Promote balance and resilience in species composition

### Goal 7:

Maintain tree health

### Goal 8:

Implement a 'whole-of-forest' management approach

### Goal 9:

Promote community engagement



## Goal 1: Protect existing trees

Urban trees can take many years to establish and develop mature canopies. One of the most effective strategies to address the challenge of low canopy cover within the City’s Urban Forest is to protect existing trees. The following objectives will help protect existing trees and maximise the level of canopy cover provided.

### Priority objectives

- 1.1 Review all City practices and procedures, planning policies and design and construction notes to align with the objectives of the City of Perth Urban Forest Plan.
- 1.2 Develop and implement new policy to protect existing street and parkland trees from damage caused by construction and other works in the City.
- 1.3 Review and update City of Perth Policy 20.9 “Recognising the Amenity Value of the City’s Trees” to include the ecosystem services provided by urban trees.

### Other objectives

- 1.4 Include information on new tree valuations on the City of Perth website to help raise community awareness and appreciation of the level of benefits delivered by the City’s Urban Forest.
- 1.5 Develop and implement a strategy to retain and value ‘veteran’ trees.

## Goal 2: Replace aging trees

The City will plan for the gradual and timely replacement of trees that are reaching the end of their Useful Life Expectancy in the next 15 years. Trees may be replaced by a more suitable species guided by the Street Tree Framework.

### Priority objectives

2.1 Implement the following replacement planting plan:

Timeframe	Number of trees to be replaced
2016	73 existing dead trees
2017-2020	71 trees replaced annually (limited ULE)
2021-2035	95 trees replaced per annually (short ULE)

### Other objectives

- 2.2 Prioritise replacement planting in City precincts where significant gaps in canopy cover may emerge due to a significant proportion of trees reaching their ULE concurrently.

## Goal 3: Promote sustainable water management

In order to maximise the cooling benefits of urban trees and ensure the on-going health and resilience of the City’s Urban Forest, the City will plan proactively for an adequate and sustainable water supply for tree irrigation.

The City will also promote the use of water sensitive urban design to help retain water in the landscape. Soils with higher water content contribute to better tree health and lower daytime surface temperatures.

### Priority objectives

- 3.1 Implement a pilot project to trial new methods and technologies for the effective capture and long-term storage of water for tree irrigation.
- 3.2 Prioritise the use of water sensitive urban design strategies and stormwater harvesting in all new tree plantings.

### Other objectives

- 3.3 Complete a Water Sensitive Transition Study, as proposed in the City’s Environment Strategy.
- 3.4 Ensure all new tree pits incorporate water retention features, where possible.
- 3.5 Promote the installation of permeable paving, where appropriate.
- 3.6 Monitor soil moisture levels.

## Goal 4: Increase canopy cover within the City's Urban Forest

The level of canopy cover provided by the City's Urban Forest will be increased by 34 percent. This will be achieved through the implementation of a new programme of infill tree planting in selected City streets. (See Figure 17).

It is anticipated that up to 450 new trees will be planted within the City every year for the next four years. Species selection and the location will be guided by the Street Tree Framework and the development of community based urban forest precinct plans.

These new trees are expected to contribute approximately 20 ha of additional canopy cover to the City's Urban Forest by the time they reach maturity in 2056. The area of canopy that will be added is roughly equivalent to three times the size of Wellington Square.

The 34 percent increase is an initial target only and is likely be a conservative estimate. It does not take account of new trees that will also be planted as part of streetscape upgrades and other public realm projects within the City over the next four years.

Additional new tree-planting plans will also be developed in subsequent four year Implementation Plans.

### Priority objectives

- 4.1 Develop and implement new street tree-planting plans (See Fig).
- 4.2 Prepare community based urban forest precinct plans.
- 4.3 Update tree procurement processes to ensure the timely availability of new trees.

### Other objectives

- 4.4 Ensure opportunities for increased tree planting are factored into City capital works projects from the earliest stages of project planning.

## Goal 5: Prioritise tree planting to help cool public spaces and City 'hot-spots'

The City will maximise the potential of street and parkland trees to help reduce City temperatures and ameliorate existing 'hot-spots', as part of its goal of increasing the level of canopy cover in the City's Urban Forest.

### Priority objectives

- 5.1 Prioritise new tree planting in 'hot spot' areas and public spaces with high levels of pedestrian activity.
- 5.2 Select and plant tree species that have the ability to maximise the urban cooling effect in these areas.
- 5.3 Ensure an adequate level of irrigation is available to maintain the health and maximise the cooling potential of trees in these areas.



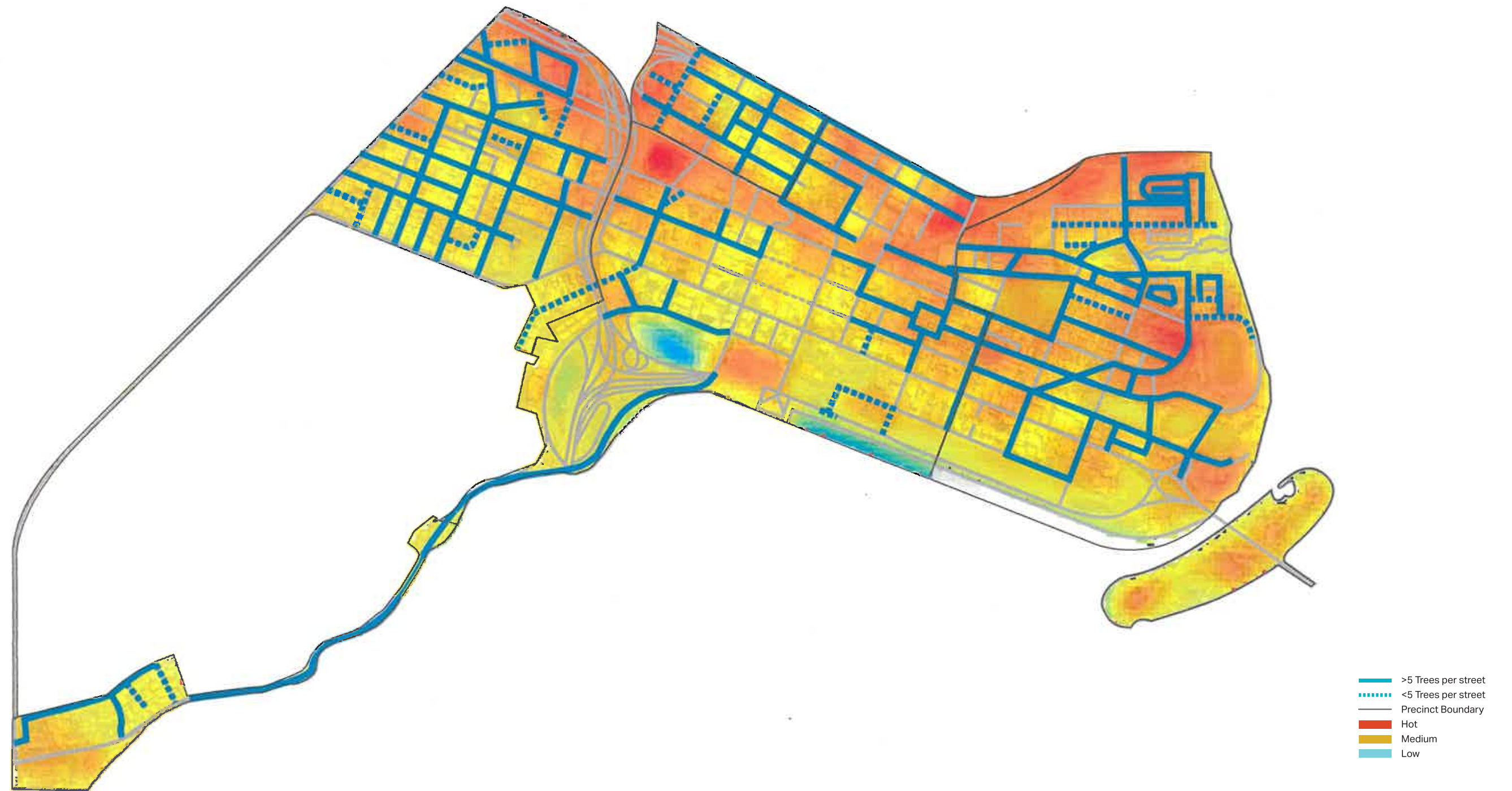


Figure 17. Proposed infill tree planting



## Goal 6: Promote balance and resilience in species composition

Management of the City's Urban Forest will seek to establish a tree population that meets or exceeds recommended standards in terms of tree diversity. In the future, no more than 10 percent of the City's Urban Forest will be from the same tree species, 20 percent from the same tree genus and 30 percent from the same tree family.

### Priority objectives

- 6.1 Review the City of Perth Street Tree Framework reinforcing the 'right tree for the right place' philosophy.
- 6.2 Identify and trial new tree species for future planting in the City's Urban Forest.

### Other objectives

- 6.3 Biodiversity Study, as proposed in the City's Environment Strategy.
- 6.4 Update the Street Tree Framework every four years to take account of the outcomes of tree trials and findings from contemporary research.

## Goal 7: Maintain tree health

Appropriate management tools will be developed and implemented to deal with the potential effects of climate change and the specific health challenges currently identified for the City's Urban Forest.

### Priority objectives

- 7.1 Introduce measures for the early detection and treatment of either an escalation in existing pests and diseases, or the emergence of new ones.
- 7.2 Monitor, report and act on any other health impacts of climate change.
- 7.3 Select and plant tree species that are well adapted to existing and emerging environmental challenges, as part of the review of the Street Tree Framework.
- 7.4 Develop and implement practices and procedures for the strategic management of tree risk.
- 7.5 Bring existing tree management and maintenance practices and procedures in line with best practice, particularly with regard to the issues of:
  - the procurement of good quality stock
  - tree planting standards
  - the aftercare and maintenance of juvenile and transplanted trees.

### Other objectives

- 7.6 Prioritise the use of purpose built below ground structural cells where project goals and budgets allow, to help improve the growing environment for new trees.
- 7.7 Develop and implement a strategy to improve the health of trees in the City's surface car parks.
- 7.8 Introduce measures to ensure that staff and contractors are appropriately resourced, trained and supervised in the implementation of updated management and maintenance practices and procedures.
- 7.9 Develop management options and replacement strategies for significant tree stands with deteriorating structural condition.





## Goal 8: Implement a ‘whole-of-forest’ management approach

The City of Perth Urban Forest Plan represents a first and significant step in promoting a more proactive, strategic ‘whole-of-forest’ management approach. It sets out a high-level, 20-year vision and associated goals for its protection, management and expansion.

The ‘whole-of-forest’ management approach is supported by the development of a four-year Implementation Plan and Monitoring Framework for the City’s Urban Forest.

### Priority objectives

- 8.1 Finalise the Urban Forest Implementation Plan and Monitoring Framework 2016–2020.
- 8.2 Regularly report progress in implementing objectives.

### Other objectives

- 8.3 Update the City’s GIS database to record the findings of the Street and Parkland Tree Audit (2015).
- 8.4 Maintain the City’s GIS database to record on going changes and support monitoring of the City’s Urban Forest.
- 8.5 Develop tree management and maintenance plans for parks and public open spaces.
- 8.6 Implement an appropriate management structure to support the effective planning and management of the City’s Urban Forest.
- 8.7 Build effective working relationships with other city agencies that have a stake in the protection, management and expansion of the City’s Urban Forest.
- 8.8 Complete regular, four yearly audits of street and parkland trees.
- 8.9 Complete regular, four yearly canopy cover and thermal imaging surveys.

## Goal 9: Raise community awareness

The following measures will be undertaken to help raise community awareness on the benefits of the City’s Urban Forest and promote support for the City of Perth Urban Forest Plan:

### Priority objectives

- 9.1 Develop and implement a programme of community engagement to raise awareness of this Plan and facilitate input into its development.
- 9.2 Update the City of Perth website regularly to enable community access to information on the City’s Urban Forest and community engagement initiatives.
- 9.3 Promote meaningful community involvement in the development of the urban forest precinct plans.

### Other objectives

- 9.4 Develop policies and procedures to help address community concerns and provide guidance on the management and maintenance of urban trees.
- 9.5 Continue to work with the community to increase awareness of environmentally sustainable living and deliver positive environmental outcomes through the delivery of an external engagement programme.





## 2.5 How we will get there – Implementation Plan

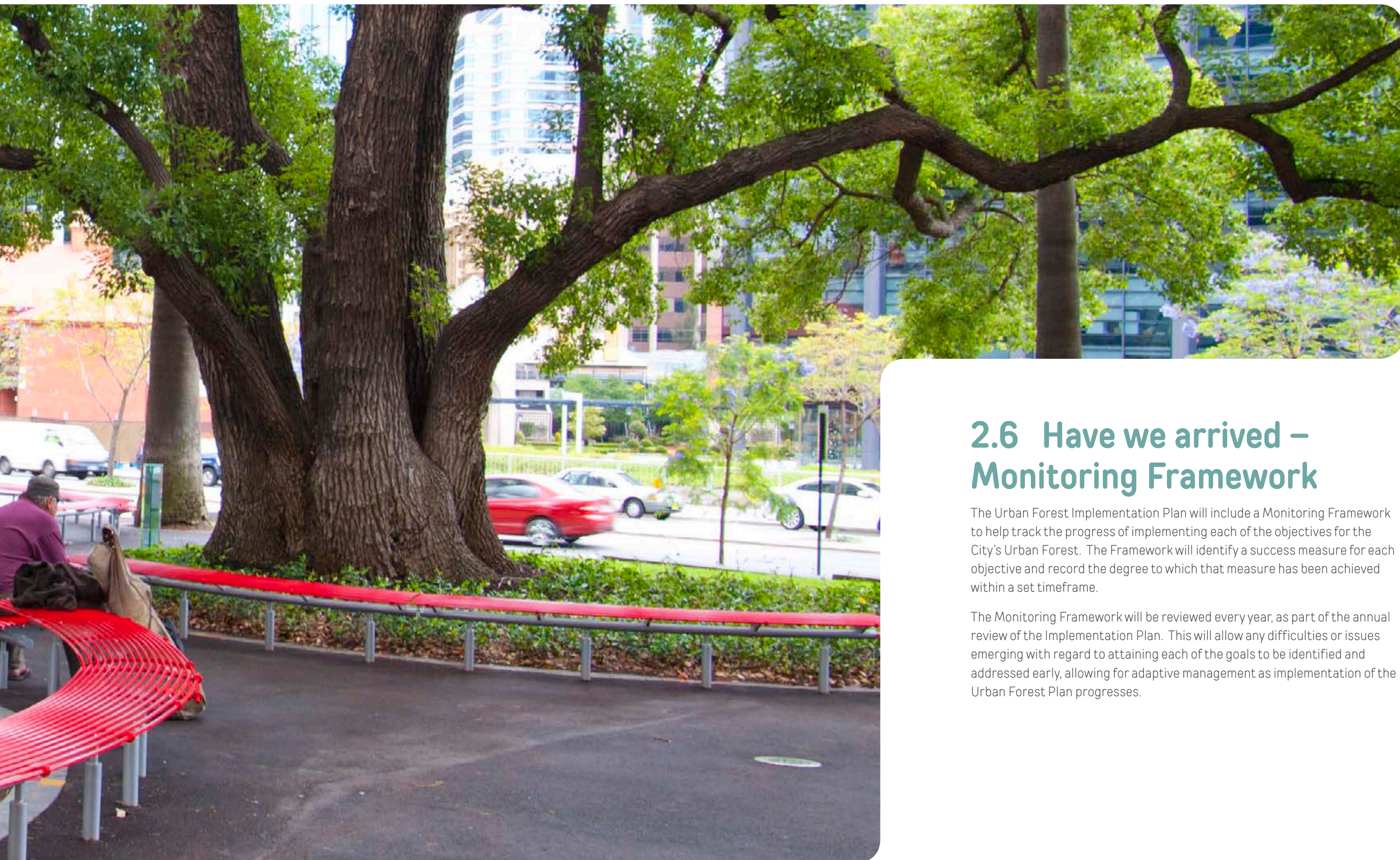
The Urban Forest Implementation Plan will drive the delivery of the vision and goals for the City's Urban Forest.

The Implementation Plan will set out the detailed actions required to achieve each of the objectives. It will also identify the responsible lead unit, along with a timeframe and the projected cost of delivering each objective.

The Implementation Plan will operate on a four yearly timeframe, to align with the City's corporate business planning cycle. It will be reviewed on an annual basis and the findings will inform the annual work programmes for each of the units involved in the delivery of the City of Perth Urban Forest Plan.







## 2.6 Have we arrived – Monitoring Framework

The Urban Forest Implementation Plan will include a Monitoring Framework to help track the progress of implementing each of the objectives for the City's Urban Forest. The Framework will identify a success measure for each objective and record the degree to which that measure has been achieved within a set timeframe.

The Monitoring Framework will be reviewed every year, as part of the annual review of the Implementation Plan. This will allow any difficulties or issues emerging with regard to attaining each of the goals to be identified and addressed early, allowing for adaptive management as implementation of the Urban Forest Plan progresses.





# Glossary of Terms

## Adaptive management

A systematic process for continually improving management by learning from the outcomes of previously employed policies and practices.

## Canopy cover

The percentage of urban land covered by tree canopy when viewed from above.

## Carbon sequestration

The process by which trees absorb and assimilate carbon dioxide from the atmosphere.

## City’s Urban Forest

For the purposes of Stage One of the City of Perth Urban Forest Plan the term ‘City’s Urban Forest’ refers to all street and parkland trees planted on land owned or managed by the City of Perth. Parklands include formal parks and more informal open spaces. Trees in the City’s surface car parks are also included.

## Ecosystem services

Benefits provided to humans by goods and services delivered by ecosystems. (Source: Millennium Ecosystem Assessment 2005)

## Rare trees

A tree species that is considered to be a rare species for the Perth metropolitan area. Consideration is given to the frequency of finding the trees’ given species in other areas of metropolitan Perth as well as within the City itself.

## Tree amenity

A quality, feature, or attribute of the tree that makes ti pleasant, attractive, and agreeable which is conducive to the comfort, convenience, and enjoyment of people. It is a physical feature within increases attractiveness and value of a site through contributions to the physical, psychological, or material comfort of people and which facilitates happiness, pleasure, enjoyment and contentment.

## Urban forest

An urban forest is broadly defined as the collection of green spaces, trees and other vegetation that grows within an urban area, on both public and private land.

## Urban Heat Island (UHI)

Many urban areas experience elevated temperatures compared to their outlying surroundings, this difference in temperature is what constitutes an urban heat island. (US EPA, 2008)

## Useful Life Expectancy (ULE)

An estimation of the useful life remaining for a given tree taking account of its current health condition and known typical lifespan expected for the given species in its given location and situation.

## Veteran trees:

Trees which are considered to be in excess of 100 years old.

## Water sensitive urban design

Integrating water cycle management into urban design processes and outcomes.









# Selected Bibliography

202020 Vision, 2015. How to Grow an Urban Forest, Melbourne: 202020 Vision.

Arbor Logic, 2015. Summary of Findings from City wide audit of Street, POS and Car Park trees, Perth: Arbor Logic.

ArborCarbon Pty Ltd, 2015. Baseline Canopy Cover and Thermal Imaging 2015, Perth: ArborCarbon Pty Ltd.

Australian Bureau of Statistics, 2013. Australian Social Trends. [Online] Available at: <http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4102.0Main+Features30April+2013#bac7> [Accessed 7 May 2016].

Beecham, S. & Lucke, T., 2015. Street Trees in Paved Urban Environments – The Benefits and Challenges. Adelaide, University of Adelaide.

Blackwell & Associates Pty Ltd, 1995. City of Perth Landscape Strategy, Perth: City of Perth.

Block, A., Livesley, S. & Williams, N., 2012. Responding to the urban heat island: Literature review of the potential of green infrastructure, Melbourne: Victorian Centre for Climate Change Adaptation Research.

Bold, W., 1911. 1911 Planning Report, Perth: City of Perth.

Brown, H., Katscherian, D., Carter, M. & Spickett, J., 2013. Cool communities: Urban Trees, climate and health, Perth: Curtin University.

California Urban Forests Council, n.d. Urban Forest Management Plan Tool Kit. [Online] Available at: <http://ufmptoolkit.com/index.htm> [Accessed 10 December 2015].

Campbell, P., James, S. & Edwards, C., 2011. London's Urban Forest: A guide for Designers, Planners and Developers – The Canopy, London: Trees & Action Group, Mayor of London.

City of Melbourne, 2012. Urban Forest Strategy: Making a Great City Greener 2012–2032, Melbourne: City of Melbourne.

City of Melbourne, 2015. How to Grow and Urban Forest, Melbourne: City of Melbourne.

City of Perth, 2013. Strategic Community Plan 2029+ Vision. [Online] Available at: <http://www.perth.wa.gov.au/sites/default/files/documents/STRATEGIC%20COMMUNITY%20PLAN%20VISION%202029.pdf> [Accessed 7 May 2016].

City of Perth, 2014. This is Wadjuk Country. [Online] [Accessed 18 09 2015].

City of Sydney, 2013. Urban Forest Strategy, Sydney: City of Sydney.

Cooperative Research Centre Water Sensitive Cities, 2014. Impacts of water sensitive urban design solutions on human thermal comfort. [Online] Available at: <http://watersensitivecities.org.au/wp-content/uploads/2015/01/GreenCitiesandMicroclimate-no2.pdf> [Accessed 14 May 2015].

Cooperative Research Centre Water Sensitive Cities, 2013. Determine the microclimate influence of harvesting solutions and Water Sensitive Urban Design at the micro-scale. [Online] Available at: <http://watersensitivecities.org.au/wp-content/uploads/2015/01/GreenCitiesandMicroclimate-no1.pdf> [Accessed 14 May 2015].

Godfrey, N., 1988. The Value of Wetlands. Perth, Environmental Protection Authority, p. 8.

Hàbitat Urbà. Ajuntament de Barcelona, 2011. Street Tree Management in Barcelona, Barcelona: Hàbitat Urbà. Ajuntament de Barcelona (Barcelona City Council).

Harris, R. & Coutts, A., 2013. Urban Heat Island Report: A multi-scale assessment of urban heating in Melbourne during an extreme heat event: policy approaches for adaptation, Melbourne: Victorian Centre for Climate Change Adaptation Research.

Johnston, D. M., 1985. Community Forestry: a sociological approach to urban forestry. Arboricultural Journal, Volume 9, pp. 121–126.

Johnston, M., Nail, S. & James, S., 2012. 'Natives versus Aliens': the relevance of the debate to urban forest management in Britain, s.l.: Forestry Commission.

Kendal, D. & McDonnell, M. J., 2014. Potential Consequences for Management, Urban Ecosystems, and the Urban Public: Adapting Urban Forests to Climate Change, Melbourne: Centre for Urban Greenery and Ecology Publication.

Kenney, A. W., van Wassenae, P. & Satel, A., 2011. Criteria and Indicators for Strategic Urban Forest Planning and Management. s.l., Arboriculture and Urban Forestry.



Norton, B. A. et al., 2015. Planning for cooler cities: A framework to prioritise green infrastructure to mitigate high temperatures in urban landscapes. Landscape and Urban Planning, Volume 134, pp. 127-138.

Norton, B. et al., 2013. Planning for a cooler future: Green infrastructure to reduce urban heat, Victorian Centre for Climate Change Adaptation Research, Melbourne: Victorian Centre for Climate Change Adaptation Research.

Nowak, D. J. et al., 2010. Sustaining America's Urban trees and Forests. [Online]  
Available at: [http://www.fs.fed.us/openspace/fote/reports/nrs-62\\_sustaining\\_americas\\_urban.pdf](http://www.fs.fed.us/openspace/fote/reports/nrs-62_sustaining_americas_urban.pdf)  
[Accessed 22 December 2015].

Rogers, K., Sacre, K., Goodenough, J. & Doick, K., 2015. Valuing London's Urban Forest: Results of the London i-Tree Eco Project, London: Treeconomics.

San Francisco Planning Department, 2014. San Francisco Urban Forest Plan, San Francisco: San Francisco Planning Department.

Sanusi, R. & Livesley, S., 2014. Street tree diversity and canopy quality influences urban microclimate and pedestrian thermal comfort. Nursery Papers, Volume 10.

Schwab, J. E., 2009. Planning the Urban Forest: Ecology, Economy and Community Development, s.l.: American Planning Association Planning Advisory Service.

Segur, F. et al., 2015. La Charte De L'Arbre (The Tree Charter), Lyon: Grand Lyon La Metropole.

Singleton, J., 1988. The History and Tenure of Wetlands. Perth, Environmental Protection Authority, p. 33.

Steffen, W., Hughes, L. & Perkins, S., 2014. Heat Waves: Hotter, Longer, More Often, Australia: Climate Council of Australia.

Trees & Design Action Group, 2012. Trees in the Townscape: A Guide for Decision Makers, London: Trees & Design Action Group.

U.S Environmental Protection Agency (EPA), 2008 b. Reducing Urban Heat Islands: Compendium of Strategies, Chapter 2: Trees and Vegetation.. [Online]  
Available at: <http://www.epa.gov/heatisland/resources/pdf/TreesandVegCompendium.pdf>  
[Accessed 7 May 2015].

U.S Environmental Protection Agency (EPA), 2008. Reducing Urban Heat Islands: Compendium of Strategies, Chapter 1: Urban Heat Island Basics. [Online]  
Available at: <http://www.epa.gov/heatisland/resources/pdf/BasicsCompendium.pdf>  
[Accessed 7 May 2015].

van Wassenae, P. J., Satel, A. L., Kenney, A. W. & Ursic, M., 2012. A framework for strategic urban forest management planning and monitoring. Birmingham, Forestry Commission, UK.





CITY OF PERTH

TAXI

RANK

*Design Guide*



CITY of PERTH



Government of Western Australia  
Department of Transport

## SCHEDULE 14

Produced by the City of Perth in consultation with the  
Department of Transport, Western Australia.  
Adopted by City of Perth Council: x  
To be reviewed every 4 years

1

## INTRODUCTION

- 1.1 Responsibility for Ranks
- 1.2 Supporting Documents
- 1.3 Definitions and Abbreviations

2

## IDENTIFYING A TAXI RANK LOCATION

- 2.1 Consultation
- 2.2 Locating the Rank
- 2.3 Other Things to Consider

3

## TAXI RANK DESIGN

- 3.1 Site Analysis and Data Collection
- 3.2 Identifying the Capacity and Dimensions of a Taxi Rank
- 3.3 Universal Access
- 3.4 Crime Prevention Through Environmental Design (CPTED)

4

## TAXI RANK INFRASTRUCTURE

- 4.1 Permanent Dedicated Ranks
- 4.2 Dual Use Ranks
- 4.3 Temporary Ranks
- 4.4 Super Ranks
- 4.5 Rank Infrastructure Typical Layouts

## APPENDIX

## 1

## INTRODUCTION

The demand for taxis in the Perth metropolitan area over the last ten years has risen rapidly in line with dramatic population growth.

Between 2004 and 2010 there was a 65% increase in the number of taxis operating in the region. However within the City of Perth local government area where 22% of the Perth metropolitan ranks are located, there has not been a commensurate growth in rank capacity nor upgrade of infrastructure.

In light of this, the Minister for Transport established the CBD Taxi Rank Strategy Working Group in 2011, consisting of the Department of Transport, City of Perth, Taxi Council of Western Australia and the Taxi Industry Forum of Western Australia. The purpose of the Working Group was to address the role taxis play in the City's public transport network. The Group found that improving taxi ranks was fundamental to improving the availability of taxis in the City. Consequently, in April 2012, the CBD Taxi Rank Strategy was endorsed with an objective to:

*'deliver an integrated approach to taxi ranks that aligns with the short, medium and long term vision for transport in the Perth CBD. The Strategy provides a framework for the provision of safe and secure ranks in the CBD that are easily identified and accessible for both taxi drivers and consumers.'*

One of the key deliverables of the Strategy was to develop a CBD Taxi Rank Design Guide. This document provides guidance on how to locate and design new taxi ranks within the City of Perth and establishes the standard to which existing ranks shall be upgraded over time when funding becomes available. A consistent approach to taxi rank design across the City will lead to a safer, more accessible and legible taxi transport service.



## 1.1 | Responsibility for Ranks

The responsibility for planning, constructing and maintaining taxi ranks lies with the owner or custodian of the land where the rank is to be located. Ranks located on private land, such as shopping centres or hotels, are the responsibility of the private land owner. On-street taxi ranks within the City of Perth local government area are generally the responsibility of the City of Perth whereas ranks located on railway reserve are the responsibility of the State Government. This Guide applies to all ranks located on City of Perth or State Government land.

## 1.2 | Supporting Documents

*The following documents have informed the development of this Guide:*

### ATIA TAXI RANK DESIGN SPECIFICATION

The Australian Taxi Industry Association (ATIA) is the national peak representative body for the taxi industry. The ATIA Taxi Rank Design Specification (April 2012) provides guidelines for the design of taxi ranks across Australia.

### LEGISLATION

All new and upgraded taxi ranks shall comply with the following Commonwealth and State Legislation:

- Road Traffic Code (2000); and
- Disability Discrimination Act (1992);

### CITY OF PERTH DESIGN AND CONSTRUCTION NOTES

Available online through the City of Perth website, the Design and Construction Notes specify how to locate, design and construct the streetscape components of taxi ranks, such as street furniture and lighting.

[www.perth.wa.gov.au/dcnotes](http://www.perth.wa.gov.au/dcnotes)

### AUSTRALIAN STANDARDS

The following Australian Standards are applicable to this Guide:

- AS 1428.1-2009: Design for access and mobility - General requirements for access – New building work (Including Amendment 1, 2010);
- AS 1428.2-1992: Design for access and mobility - Enhanced and additional requirements - Buildings and facilities
- AS 1428.4-2002: Design for access and mobility - Tactile Indicators
- AS 1428.4.1-2009: Design for access and mobility – Part 4.1: Means to assist the orientation of people with vision impairment – Tactile ground surface indicators
- AS 1742.2-2009: Manual of uniform traffic control devices – Traffic control devices for general use (Including Amendment 1, 2010)
- AS 1742.11-1999: Manual of uniform traffic control devices -

Parking controls

- AS 2890.5-1993: Parking facilities - On-street parking
- AS 1158.3.1-2005: Lighting for roads and public spaces - Pedestrian area (Category P) lighting - Performance and design requirements
- AS 2009-2006: Glass beads for pavement-marking materials
- AS 2700-2011: Colour standards for general purposes
- AS 4049.3-2005: Paints and related materials – Pavement marking materials – Waterborne paint – For use with surface applied glass beads

### METROPOLITAN PERTH TAXI RANK AUDIT (2010)

Prepared for the Department of Transport, Estill & Associates audited all existing taxi ranks in the Perth metropolitan area, discussed issues relating to taxi operation in the City and identified opportunities for improvement in the immediate and mid-term future.

## DESIGNING OUT CRIME PLANNING GUIDELINES

Published by the Western Australian Planning Commission in 2006, this policy document provides principles for the planning and design of the built environment to minimise the potential for criminal behaviour and to improve the perception of personal safety.

[www.planning.wa.gov.au/publications/789.asp](http://www.planning.wa.gov.au/publications/789.asp)

## DISABILITY STANDARDS FOR ACCESSIBLE PUBLIC TRANSPORT 2002

This document sets out the minimum accessibility requirements for premises associated with trams, trains, buses and coaches, taxis, ferries and aeroplanes. Since October 2002 all new public transport conveyances, premises and infrastructure shall comply, and facilities already in operation at that time have between five and thirty years to comply.

[www.ag.gov.au](http://www.ag.gov.au)

## CITY OF PERTH ON-STREET PARKING POLICY 22.9

The provision of taxi ranks is broadly addressed under this policy which guides the allocation of often constrained kerbside space in the City. According to the Policy, space for Transperth buses, parking for people with disabilities and in some parts of the city, service vehicles are to be prioritised ahead of taxi ranks.

[www.perth.wa.gov.au/street-parking-policy-229](http://www.perth.wa.gov.au/street-parking-policy-229)

## 1.3 | Definitions and Abbreviations

For the purpose of this Guide, the definitions below apply:

**Shall:** *Indicates that a statement is mandatory*

**Should:** *Indicates a recommendation*

**MPVs:** *Multi-Purpose Vehicles, taxis for people who travel in wheeled mobility devices.*

**MFP:** *Multi-function Pole*

**CoP:** *City of Perth*



## 2

# IDENTIFYING A TAXI RANK LOCATION

The need for new taxi rank facilities or the relocation of existing taxi ranks within Perth CBD generally arises as a result of new development or changes to passenger demand.

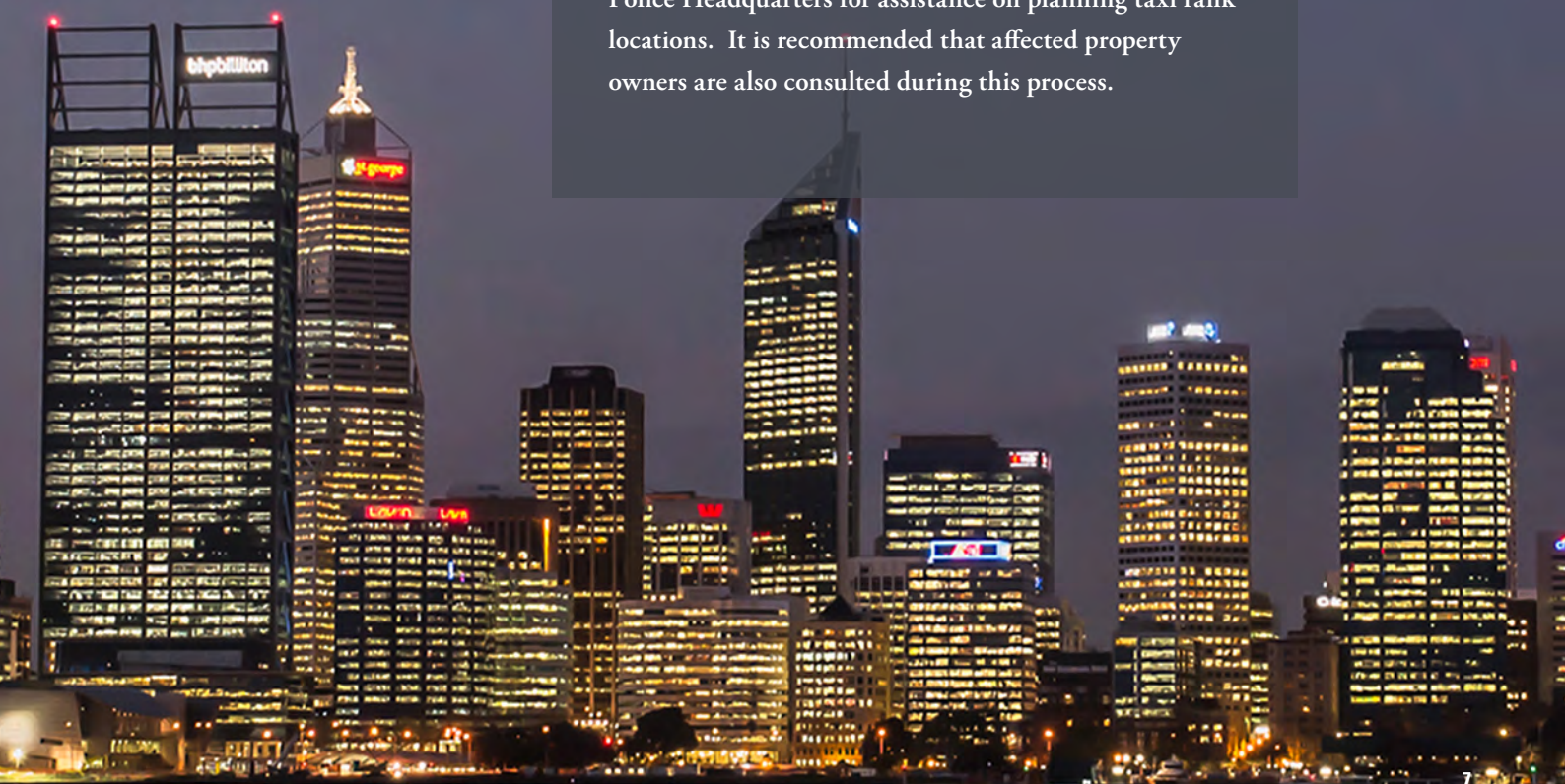
Existing taxi ranks may also require relocation in order to meet general accessibility or safety requirements. For new developments it is essential that taxi access and rank facilities are considered in the planning stages of the development. It may be difficult to retro-fit taxi rank facilities at a later stage.

## 2.1 | Consultation

As part of the taxi rank location process, discussions shall be held with:

- Taxi Council of Western Australia (TCWA),
- Taxi Industry Forum (TIFWA);
- Department of Transport; and
- City of Perth

In some cases it may be appropriate to consult the WA Police Headquarters for assistance on planning taxi rank locations. It is recommended that affected property owners are also consulted during this process.



## 2.2 | Locating the Rank

*For new taxi ranks, choose a site that is:*



### CLOSE TO KEY CITY LOCATIONS

- Key city locations are major trip generators, including:
  - » Railway stations and other transport interchanges
  - » Major shopping destinations
  - » Hospitals
  - » Community facilities (eg. halls, libraries)
  - » Sporting venues
  - » Major parks
  - » Entertainment precincts (eg. stadiums, late-night venues)
  - » Major hotels
  - » Major office centres
  - » Educational centres
- Locate the rank within 400 metres (or a five-minute walking journey) of the entrance and/or exit of the facility. Note that areas with high potential population growth are likely to generate new passenger demands.



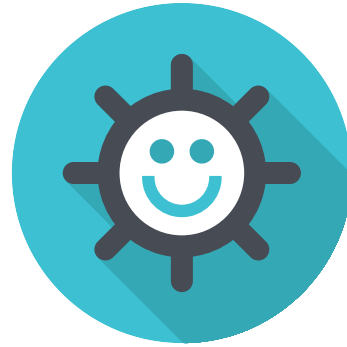
### ACCESSIBLE

- A continuous accessible path of travel shall be provided to the taxi rank and taxi boarding point in accordance with AS1428.1-2009 and AS1428.2-1992. The route to the rank shall be as direct as possible and clearly signed for the convenience of all, but particularly to reduce fatigue experienced by people with disabilities. Identify barriers such as railways, freeways, rivers or busy roads which may increase access times and distances.
- Avoid locating taxi ranks on streets with a significant slope (ie. steeper than 1:14). Such sites are difficult, unsafe, and sometimes even impossible to access for people with a mobility impairment.
- Taxi ranks shall only be sited on footpaths that are sufficiently wide to avoid obstruction to pedestrians by waiting taxi passengers, especially when located near retail activity and licensed venues. If there is insufficient room, consideration should be given to the possibility of widening the footpath.
- Taxi ranks should be located within proximity of an intersection to maximise visibility of the rank and decrease the distance that passengers have to walk when crossing from the opposite side of the road.
- Taxi ranks should also be in accessible locations for drivers, providing easy access to and from Perth CBD.
- Ranks with capacity for only one vehicle should be located at the head or end of a road section.



## CLEARLY VISIBLE

- Locate the taxi rank where there are clear sightlines for oncoming vehicles, taxi drivers and pedestrians. Avoid locations that are close to features which may block sight lines, such as a corner, curve, trough or crest of a hill. Refer to AS 2890.5 – 1993, Clause 3.5 for further guidance.



## SAFE

- The rank shall be located:
  - » nearby other activities so that passive surveillance can occur and avoid isolated, derelict or underused locations including vacant land, car parks, alleyways and possible entrapment spots;
  - » at the same level as the main activity zone to promote surveillance;
  - » in a well-lit area, e.g. near street lighting or other existing sources of illumination
  - » within short, safe distances to and from stations, interchanges and stops, especially near night time venues;
  - » at the end of road section wherever possible; and
  - » nearby an intersection so that taxi passengers are able to cross the road easily and safely using the features generally provided at intersections, such as dropped kerbs, pedestrian refuge islands or signals

## TAXI RANKS SHALL NOT BE LOCATED:

- within the restricted area of an intersection, level crossing, pedestrian crossing, fire hydrant, Australia Post box or crossover as specified in AS1742.11

## 2.3 | Other Things to Consider



### DRIVEWAYS

- Taxi rank shelters, especially those with non-transparent advertising panels on the ends can obstruct driveway sightlines of on-coming traffic. When locating a taxi rank near a driveway crossover, the rank shall comply with 'No Stopping' areas nominated in AS1742.11 and shall take into consideration pedestrian and vehicle visibility splays.



### POTENTIAL IMPACT ON SURROUNDING LAND USE

- Some businesses are more compatible with taxi ranks than other types. The types of businesses in the adjacent area should be considered when locating a taxi rank.
- Taxi layovers/feeders can negatively impact on adjacent landowners due to extended noise, fumes etc., and on the operation of intersections. Where possible, taxi ranks used for taxi layovers should be located away from residential areas, alfresco dining areas, and other sensitive frontages where ongoing noise and disturbance are undesirable.
- Some sites may be undesirable for taxi rank locations due to potential use by other conflicting users, e.g. adjacent to areas that generate large amounts of short-term high-turnover parking.
- Super Ranks (refer Section 4.4) shall be located where they will have minimal impact on adjacent land-use and street activity, eg. alfresco dining.

## 3

## TAXI RANK DESIGN

*The following process shall be undertaken when designing a taxi rank or upgrading a taxi rank within the City of Perth.*



### 3.1 | Site Analysis and Data Collection

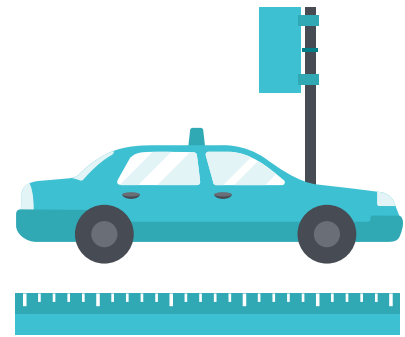
- Once a potential site has been identified, temporary rank signage shall be implemented for a trial period of 24 months. During the trial, passenger and driver numbers shall be collected and behaviours observed to determine demand, transport mode conflicts, passenger requirements and the overall suitability of the rank location.
- Data shall be collected at times, days and intervals as appropriate to provide a comprehensive overview of rank operations, and should include samples from:
  - » weekdays and weekends; and
  - » the morning, mid-day, evening and late night
- During the study, the following should also be identified and analysed:
  - » site constraints, eg. footpath widths, underground services, etc.;
  - » access for taxis and passengers;
  - » existing infrastructure which may be used to service the rank, eg. shade, building awnings, CCTV, lighting;
  - » new critical and additional infrastructure required to service the rank (refer Section 3.4 and 3.5); and
  - » the level of security required (consult with WA Police and the City of Perth)
- At the end of the trial period, an application may be made to the City to establish a permanent rank. The application shall summarise the findings of the trial and provide solutions to any issues identified.
- Following City approval of the rank location, the site shall be surveyed by an engineering surveyor to accurately map the location of existing utilities, topography, property boundaries and features including furniture and signage.



## 3.2 | Identifying the Capacity and Dimensions of a Taxi Rank

The Passenger Transport Regulations prohibit taxi drivers from allowing a taxi to stand anywhere other than a taxi rank whilst they are 'for hire'. Taxi ranks are therefore the only place where vacant taxis may stand. If no taxi rank space is available, vacant taxis have no option but to leave. Poor rank capacity may also result in taxis queuing on the road, causing traffic congestion. Ensuring adequate taxi rank capacity in areas of high passenger demand is therefore essential.

THE FOLLOWING STEPS WILL ASSIST IN DETERMINING THE CAPACITY AND LENGTH OF THE TAXI RANK:



Using the data collected via the site analysis process (refer 3.1) **calculate the frequency of taxis** using the rank during a one hour peak period. Consider surrounding future developments which may impact on demand and adjust accordingly.

**Estimate average dwell time.** A maximum 10-minute dwell time can generally be assumed for each taxi during the peak. After 10 minutes, taxis will often move to an alternative rank if there are no customers. Therefore the capacity of the rank will be determined by the maximum number of taxis that will be dwelling in the rank over a 10-minute period.

**Determine the minimum length of the rank** using the following formula (as specified by AS 2890.5:1993):

$$(5.4n) + 1m$$

*n = the number of taxis to be accommodated*

### FOR EXAMPLE

If it is expected there will be 12 taxis servicing the rank over the peak hour, the rank will be serviced by a taxi every 5 minutes (60 minutes divide 12 = 5 minutes).



Therefore this rank will need to accommodate 2 taxis (10 minutes divide 5 minutes = 2 taxis). More accurate dwell times shall be obtained in locations where it is expected that taxis will dwell for longer during quiet periods, and the above calculation adjusted accordingly. For example, if you wish to allow for a maximum dwell time of 20 minutes, you should accommodate 4 taxis at the rank. (20 minutes divide 5 minutes = 4 taxis)



A taxi rank required to accommodate 2 dwelling taxis would be calculated as:  $(5.4 \times 2) + 1m = 11.8m$  long.



### 3.3 | Universal Access

#### ACCESS FOR WHEELED MOBILITY DEVICES

Any kerb-side area where a wheelchair user may manoeuvre a wheelchair to gain access to a taxi shall be free of obstruction such as queuing rails and seating. Circulation space and passing space shall comply with 1428.2-1992.

Access to the road surface from the footpath shall be provided as specified in Section 4.0 of this guide. Grates located on the footpath or road surface where a mobility device user may be required to traverse are required to be of a type that does not allow the entrapment of mobility devices (eg. 'Heel Guard' grates).

#### MULTI-PURPOSE VEHICLES (MPVs)

All new taxi ranks in the vicinity of major transport interchanges and hospitals shall be designed to accommodate at least one MPV. The taxi zone shall be at least 8m long to ensure rear loading hoists can be deployed within the taxi rank defined area. Existing taxi ranks in these locations should be upgraded to disability access requirements to accommodate MPVs where possible.

While Australian Standards recommend a minimum width of 3.1m for accessible parking bays, space constraints and minimum footpath width requirements will prohibit this in most cases within the City. Therefore a minimum bay width of 2.4m shall be acceptable where 3.1m cannot reasonably be achieved.

### 3.4 | Crime Prevention Through Environmental Design (CPTED)

One of the primary considerations for taxi rank design is the safety of the taxi user, taxi driver and the general public.



Crime Prevention Through Environmental Design requires an integrated approach encompassing community, social and environmental strategies. The Office of Crime Prevention can provide advice on how to minimise the potential for criminal behaviour at taxi ranks. In addition to locating the rank in a safe area with good surveillance, the following criteria should be considered:

- design to reduce the risk of entrapment and to improve sightlines;
- provide adequate, identifiable, vandal proof signage for all user groups to assist orientation (refer to Appendix A: City of Perth Taxi Rank Sign Guide);
- design with graffiti resistant, vandal resistant materials wherever possible; and
- ensure areas adjacent are appropriately illuminated (limit shadow and contrast) and protected from weather.

## 4

## TAXI RANK INFRASTRUCTURE

Taxi ranks fall in to one of three categories:

PERMANENT DEDICATED RANKS

DUAL USE RANKS

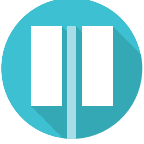
TEMPORARY RANKS

All new taxi ranks shall be permanent dedicated ranks, except for circumstances which demand shared use of kerb-side space (refer Section 4.2) or when the rank is required only on a short-term basis (refer Section 4.3).

## 4.1 Permanent Dedicated Ranks

### CRITICAL INFRASTRUCTURE

Infrastructure mandatory for all permanent dedicated ranks are listed in the table below, and shall be implemented in accordance with 4:5 Figure 1. Existing taxi ranks should be upgraded to meet these basic requirements.

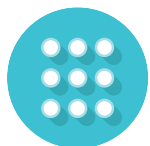
INFRASTRUCTURE	IMPLEMENTATION
 <p>Taxi rank sign</p>	<ul style="list-style-type: none"> <li>• Shall be located at the head of the taxi zone</li> <li>• Signage poles shall be in 30% luminance contrast to the surrounding paving</li> <li>• Signage shall comply with Appendix A: City of Perth Taxi Sign Design Guide</li> <li>• A sign at the end of the rank is also desirable</li> <li>• The sign can be placed on a standalone pole or preferably attached to an existing pole to reduce street clutter</li> <li>• Taxi rank signs should not be positioned directly adjacent to the front door of a property, if possible, to maintain privacy</li> <li>• Taxi ranks designed to accommodate MPVs shall be identified with the international symbol of access in accordance with AS 1428.1- 2009, Clause 8.2</li> </ul>

## SCHEDULE 14



### Taxi zone line markings

- Shall be provided in accordance with AS 1742.11-1999, Clause 7.1.2
- Paint colour: Golden Yellow, Colour Y14 as defined in AS 2700-2011
- Paint type: premium water-borne road marking paint suitable for use with drop-on beads in compliance with AS 2009-2006. The paint shall comply with the requirements of AS 4049.3-2005
- Paint application: 400 to 500 microns wet thickness
- Dual-use taxi zones shall be marked as on-street parking




### Tactile indicators

- Shall comply with:
- AS 1428.4.1-2009;
  - AS 1428.4-2002; and
  - CoP Design and Construction Notes

## ADDITIONAL INFRASTRUCTURE

Additional infrastructure provided at a rank shall be determined by its context. The rank's location, popularity/demand (existing or expected), site constraints and proximity to existing infrastructure are all factors to be considered and shall be identified during the site analysis phase (refer Section 3.2).




Existing infrastructure, such as street furniture and building awnings, within close proximity may be used to service the rank. For example, shelter provided by an awning of a building may fulfil the requirement for shelter. The level of infrastructure provided at ranks associated with hospitals, medical facilities and hotels shall be assessed in context with the assistance provided by staff and existing infrastructure at these venues. The table below provides guidance on what items of additional infrastructure are required at new or relocated permanent dedicated ranks. This infrastructure shall be implemented in accordance with 4.5: Figures 2-4.

INFRASTRUCTURE	REQUIRED IF THE RANK...	IMPLEMENTATION
 CCTV	<ul style="list-style-type: none"> <li>• is located in an area where there is a risk to the safety of taxi drivers or passengers</li> <li>• is deemed necessary following consultation with the City of Perth, Police and Main Roads WA; and</li> <li>• is not already covered by existing CCTV cameras</li> </ul>	<ul style="list-style-type: none"> <li>• May be implemented for general street coverage or specific cameras to pick up taxi licence plates, depending on the security issues particular to the rank site</li> <li>• Shall be mounted on the Multi-Function Pole or other appropriately positioned existing pole. Additional poles for CCTV are to be avoided.</li> <li>• Refer to 4.5: Figure 2</li> </ul>

## SCHEDULE 14

INFRASTRUCTURE	REQUIRED IF THE RANK...	IMPLEMENTATION
 <p><b>Lighting</b></p>	<ul style="list-style-type: none"> <li>illumination level is below that specified for the relevant P subcategory by AS 1158.3.1; or</li> <li>has a shelter which requires lighting; and</li> <li>there is access to power supply</li> </ul>	<ul style="list-style-type: none"> <li>Illumination levels shall be uniform and comply with:               <ul style="list-style-type: none"> <li>The City of Perth Lighting Strategy – 3.4 Lighting Hierarchy and 6.2 Lighting Master Plan<sup>1</sup></li> <li>CoP Design and Construction Notes 6.0 Lighting; and</li> <li>AS 1158.3.1</li> </ul> </li> <li>Should be energy-efficient</li> <li>Shall be mounted either on an existing street light pole, Taxi Rank MFP or shelter. Additional poles for lighting are to be avoided.</li> <li>Refer to 4.5: Figure 2</li> </ul>
 <p><b>‘Hail Taxi’ push button assembly</b> (can be engaged by patrons waiting at a rank to hail passing taxi drivers)</p>	<ul style="list-style-type: none"> <li>is in a location which requires enhanced visibility for taxi drivers; and</li> <li>there is access to power supply</li> </ul>	<ul style="list-style-type: none"> <li>Shall comply with CoP Design and Construction Note: Multi-Function Pole – Taxi Pole</li> <li>Graphics shall comply with Appendix A: City of Perth Taxi Sign Design Guide</li> <li>Refer to 4.5: Figure 2</li> </ul>
 <p><b>Multi-Function Pole</b> with illuminated sign box and way-finding map</p>	<ul style="list-style-type: none"> <li>is in a location which requires enhanced visibility for taxi patrons; and</li> <li>accommodates at least four taxis; and</li> <li>the location proposed for the pole does not conflict with underground services</li> </ul>	<ul style="list-style-type: none"> <li>Shall comply with COP Design and Construction Note: Multi-Function Pole – Taxi Pole</li> <li>Pole shall be in 30% luminance contrast to the surrounding paving</li> <li>Signage and graphics shall comply with Appendix A: City of Perth Taxi Sign Design Guide</li> <li>Refer to 4.5: Figure 2</li> </ul>
 <p><b>Queuing rail</b></p>	<ul style="list-style-type: none"> <li>is a Super Rank (refer Section 4.4); and</li> <li>the footpaths are sufficiently wide to maintain a minimum 2m wide path free of obstruction behind/beside the queue (3m wide in densely populated areas)</li> </ul>	<ul style="list-style-type: none"> <li>Shall be grade 316 stainless steel with a height of 930mm</li> <li>Handrail shall be 50mm diameter, 3mm stainless steel, brushed finish</li> <li>Shall be located so as to not intrude where a person may board a taxi using a side or rear mounted ramp or hoist</li> <li>Shall comply with AS1428.1-2009</li> <li>Design shall require approval from the City of Perth Coordination and Design Unit</li> <li>Refer to 4.5 Figure 4</li> </ul>

## SCHEDULE 14

INFRASTRUCTURE	REQUIRED IF THE RANK...	IMPLEMENTATION
 <p><b>Rubbish bin</b></p>	<ul style="list-style-type: none"> <li>• provides seating; or</li> <li>• is nearby a food or beverage outlet; and</li> <li>• there are no other rubbish bins within 10m of the rank</li> </ul>	<ul style="list-style-type: none"> <li>• Shall comply with CoP Design and Construction Note: Standard Litter Bin</li> <li>• To be located within 5m of the rank</li> <li>• Refer to 4.5: Figure 2</li> </ul>
 <p><b>Shelter</b></p>	<ul style="list-style-type: none"> <li>• is within proximity of a venue frequented by seniors; or</li> <li>• is within proximity of a medical facility; and</li> <li>• there is no other existing shelter (eg. building awnings) that allow a clear view of oncoming taxi's within the vicinity of the rank; and</li> <li>• location does not conflict with existing kerb-side uses such as alfresco; and</li> <li>• does not block views to heritage buildings; and</li> <li>• the footpaths are sufficiently wide to maintain a minimum 2m wide path free of obstruction behind the shelter (3m wide in densely populated areas); and</li> <li>• circulation space to kerb ramps and boarding access points for mobility device users will not be impeded</li> </ul>	<ul style="list-style-type: none"> <li>• Shall comply with City of Perth Design and Construction Note: Standard Taxi Shelter</li> <li>• The siting of taxi rank shelters either side of driveways shall take into consideration pedestrian and vehicle visibility splays. A minimum clearance of 1.2m is required</li> <li>• A 800 x 1300mm wheelchair seating space shall be provided within the shelter adjacent any provided seating</li> <li>• Circulation space around the shelter shall comply with AS1428.1-2009</li> <li>• Refer to 4.5: Figure 2</li> </ul>
 <p><b>Mountable kerb</b> for wheeled mobility device access</p>	<ul style="list-style-type: none"> <li>• is accessible for Multi-Purpose Vehicles; and</li> <li>• there are no existing pedestrian ramps or vehicle cross-over ramps which would reasonably provide convenient and safe access to the taxi rank</li> </ul>	<ul style="list-style-type: none"> <li>• Shall be a 1.6m length of mountable kerb with 0.6m of transition kerb either side</li> <li>• Kerbing material shall match that used in the street</li> <li>• Shall comply with CoP Design and Construction Notes</li> <li>• Minimum circulation spaces shall comply with AS 1428.1-2009</li> <li>• Shall be located at the rear of the taxi zone</li> <li>• Refer to 4.5: Figure 3</li> </ul>

<sup>1</sup> Available from: <http://www.perth.wa.gov.au/planning-development/city-initiatives/lighting-strategy>

## SCHEDULE 14

INFRASTRUCTURE	REQUIRED IF THE RANK...	IMPLEMENTATION
 <p>Seating</p>	<ul style="list-style-type: none"> <li>• is within proximity of a venue frequented by seniors or people with ambulatory disabilities; or</li> <li>• is within proximity of a hospital or other medical facility; or</li> <li>• is serviced infrequently by taxis (on average more than 10 minutes waiting time) during core<sup>2</sup> hours; and</li> <li>• there are no other public seats within 5m of the rank; and</li> <li>• the footpaths are sufficiently wide to maintain a minimum 2-metre wide circulation path behind/beside the seat (3-metre wide in densely populated areas); and</li> <li>• circulation space to kerb ramps and boarding access points for mobility device users will not be impeded</li> </ul>	<ul style="list-style-type: none"> <li>• Shall comply with City of Perth Design and Construction Note: Standard Seat</li> <li>• Should be orientated to allow a clear view of oncoming taxis and shall not obstruct vehicle sightlines</li> <li>• Placement of seating shall not obstruct wheelchair turning and circulation space (refer Section 3.4)</li> <li>• The amount of seating provided should relate to the number of patrons expected to use the rank</li> <li>• Refer to 4.5: Figure 3</li> </ul>
 <p>Accessible for Multi-Purpose Vehicles</p>	<ul style="list-style-type: none"> <li>• is within 50m of a major transport interchange or hospital</li> </ul>	<ul style="list-style-type: none"> <li>• Bay shall be minimum 8m long and 2.4m wide</li> <li>• Kerb shall be minimum 150mm high and maximum 190mm high and comply with CoP Design &amp; Construction Notes</li> <li>• A section of mountable kerb shall provide access between the road surface and footpath</li> <li>• Refer to 4.5: Figure 3</li> </ul>
 <p>Rank Supervision</p>	<ul style="list-style-type: none"> <li>• is located in an active area where there is a high risk of crime to passengers waiting for taxis and for taxi drivers waiting for passengers</li> </ul>	<ul style="list-style-type: none"> <li>• Ranks shall be supervised by suitably qualified personnel</li> </ul>

<sup>2</sup> Core times will vary depending on the surrounding land-use of the location, but are generally assumed to be 7am - 10pm.



## 4.2 | Dual Use Ranks

As there are different demands for kerb-side space in the City during the day and at night, dual use ranks may be considered in certain circumstances. For example, a loading zone may become a taxi rank at night outside a night-club. However, unauthorised use of dual use zones can be difficult to manage and they can cause confusion for people with vision impairments who are unable to visually determine if the rank is in operation. Therefore whenever possible, the rank should be located or relocated where it can be in operation at all times. When this is not possible, an application for a Dual Use Rank can be made to the City of Perth for consideration and approval.

The following infrastructure is mandatory at all Dual Use Ranks:

- Taxi Rank Flag Sign
- Signage for dual restrictions (shall comply with AS1742.11)
- Taxi zone line markings

Refer to 4.1 Critical Infrastructure and 4.5: Figure 1 for implementation guidance. Directional TGSI's to the taxi ranks sign shall not be implemented so as to avoid confusion during hours when the rank is not in operation.

The following additional infrastructure should be considered for implementation at Dual Use Ranks in accordance with 4.1 Additional Infrastructure and 4.5 Figures 2 and 3.

- CCTV
- Lighting
- Seating
- Rubbish bin

## 4.3 | Temporary Ranks

From time to time temporary ranks may be required to service large events. No permanent infrastructure shall be implemented at these ranks, however refer to Figure 4.5 Critical Infrastructure and Additional Infrastructure for guidance on what temporary infrastructure may be beneficial to provide in a temporary format.

## 4.4 | Super Ranks

Super Ranks shall only be implemented in circumstances where there is a high risk of crime to passengers waiting for a taxi and for taxi drivers waiting for passengers. Due to the high level of permanent infrastructure required at a Super Rank, they should otherwise be avoided as they prevent other kerb-side uses taking place in the street and obstruct pedestrian movement. WA Police and the City of Perth shall be consulted as to whether a Super Rank is required and where it should be located.

The following infrastructure is mandatory at all Super Ranks:

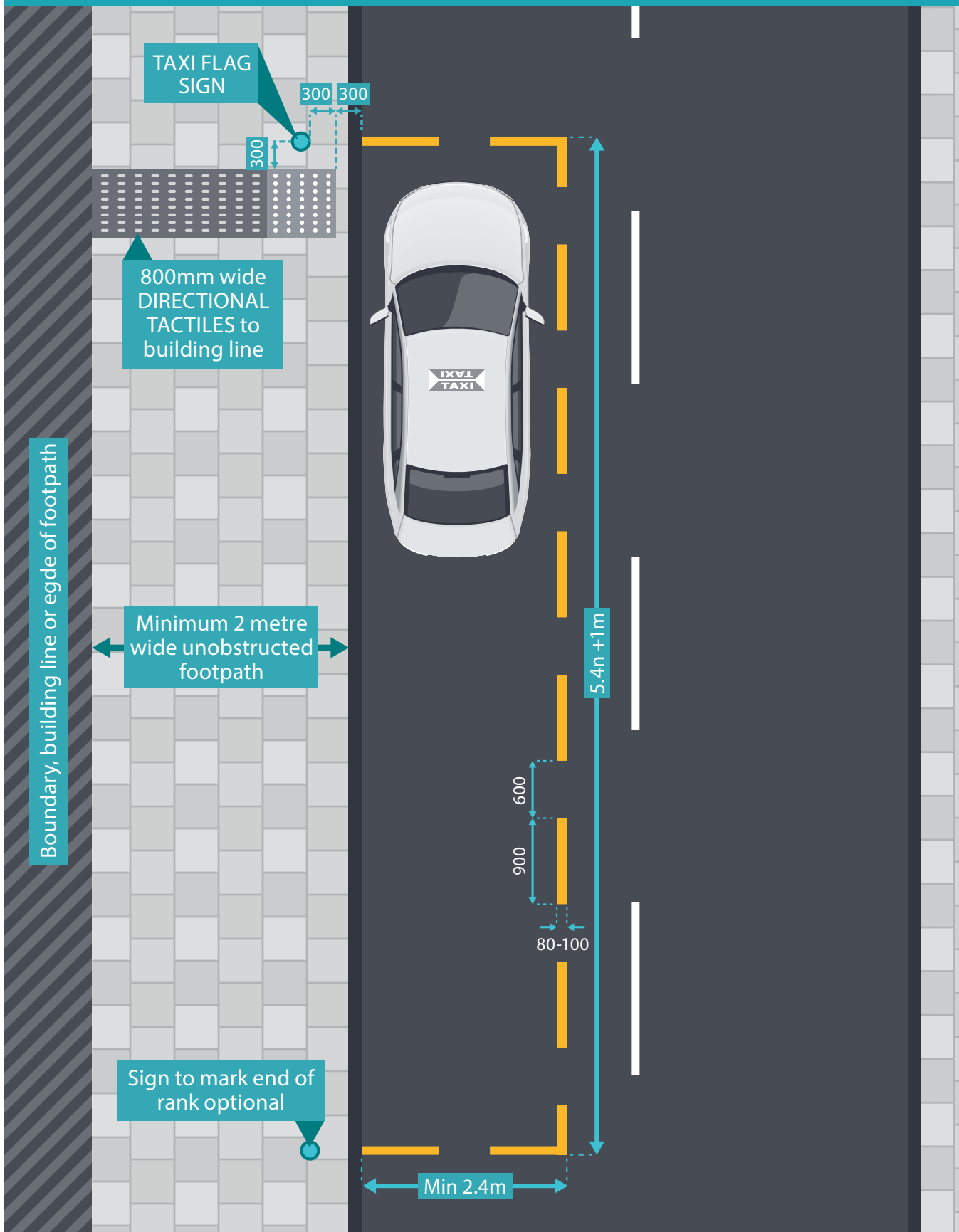
- Taxi rank flag sign
- Taxi zone line markings
- Tactile Ground Surface Indicators
- Security officer supervision
- CCTV
- Enhanced lighting (AS 1158.3.1-2005: Subcategory P1)
- Queuing rail
- Refer to 4.1 and 4.5: Figure 1 and 4 for implementation and guidance

The following additional infrastructure should be considered for implementation at Super Ranks in accordance with 4.5: Figures 2-4:

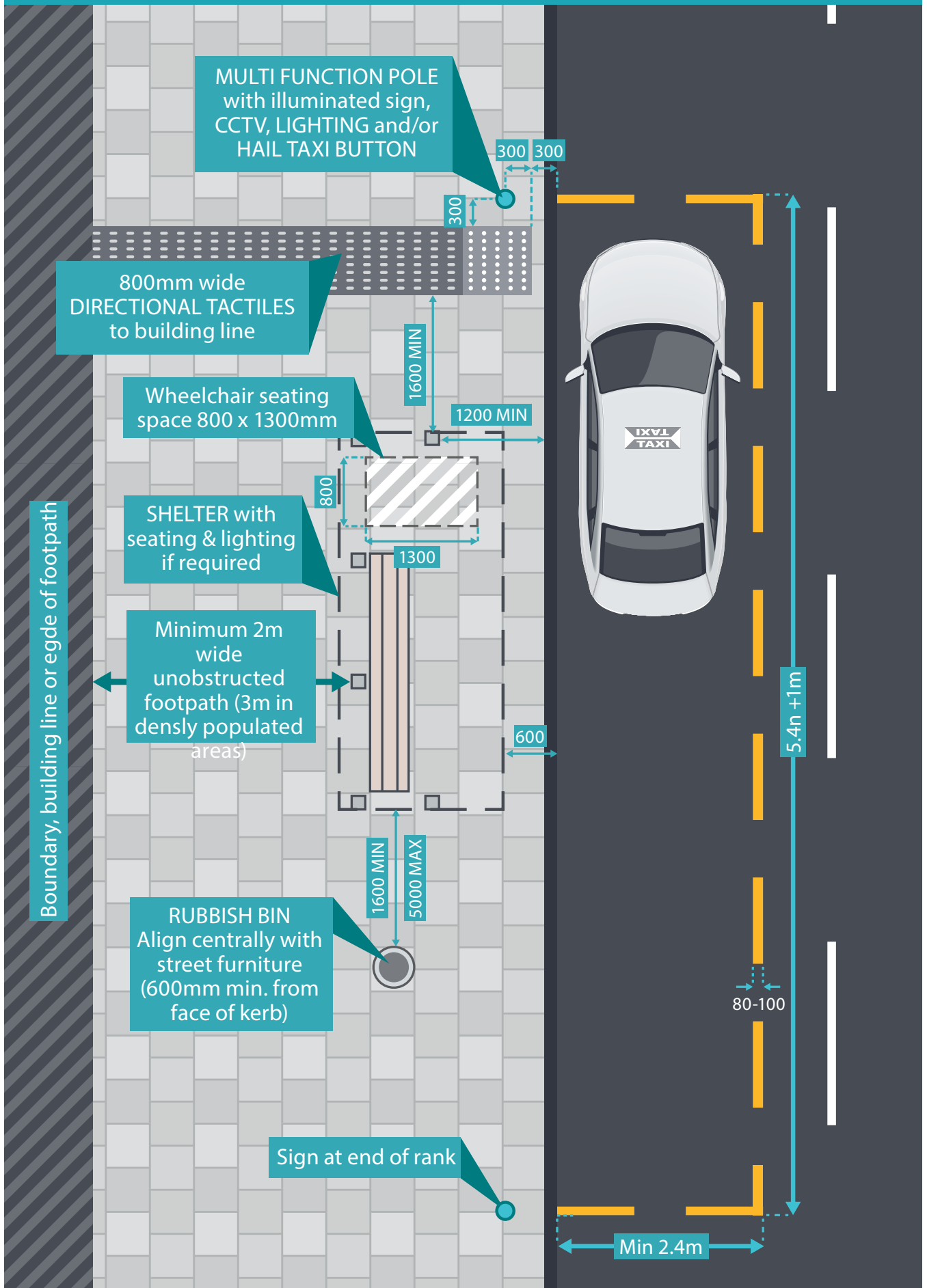
- Multi-function pole with illuminated sign box and way-finding map
- Accessible for Multi-Purpose Vehicles
- Mountable kerb for wheeled mobility device access
- Shelter

## 4.5 | Rank Infrastructure Typical Layout

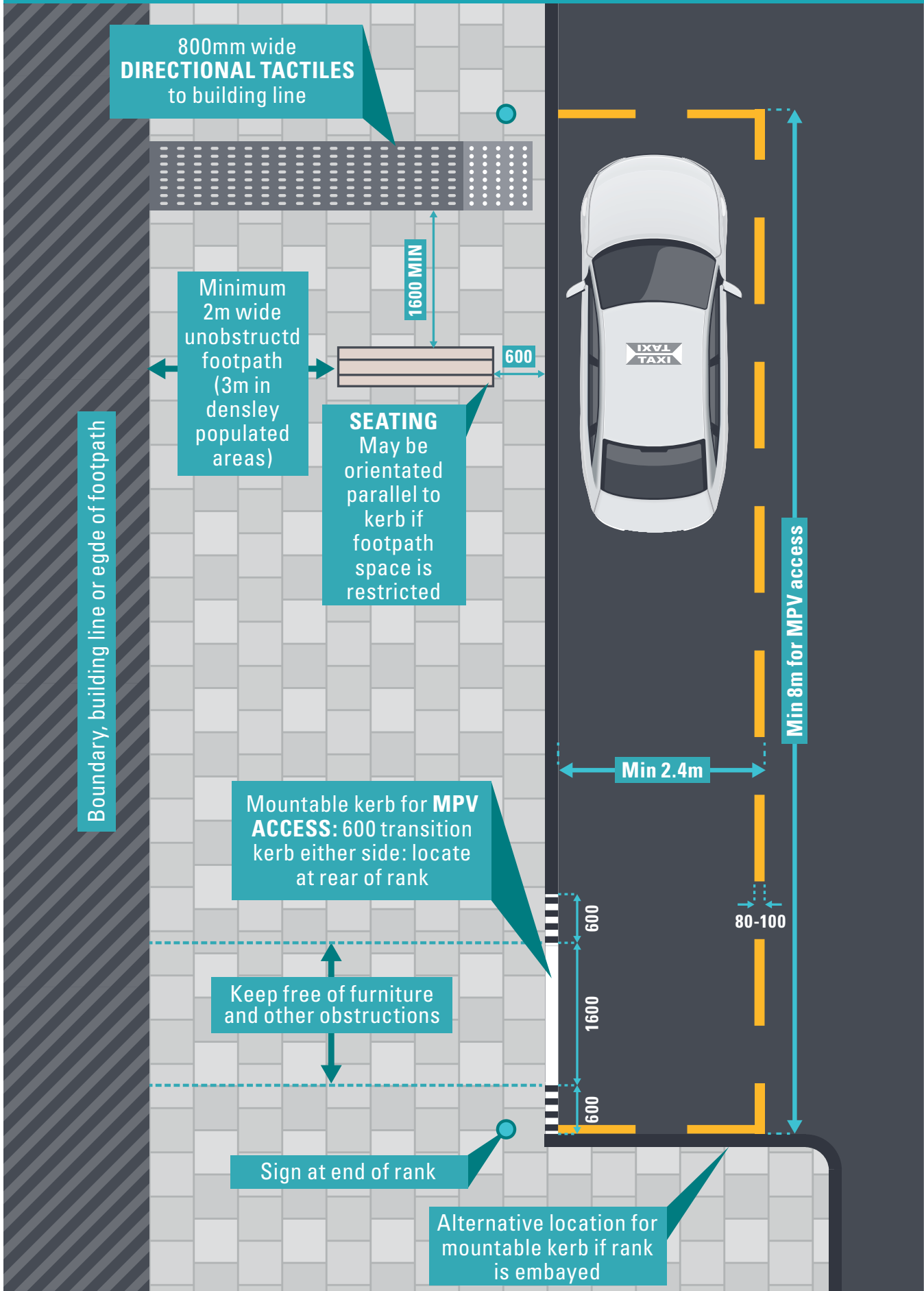
**FIGURE 1: CRITICAL INFRASTRUCTURE**



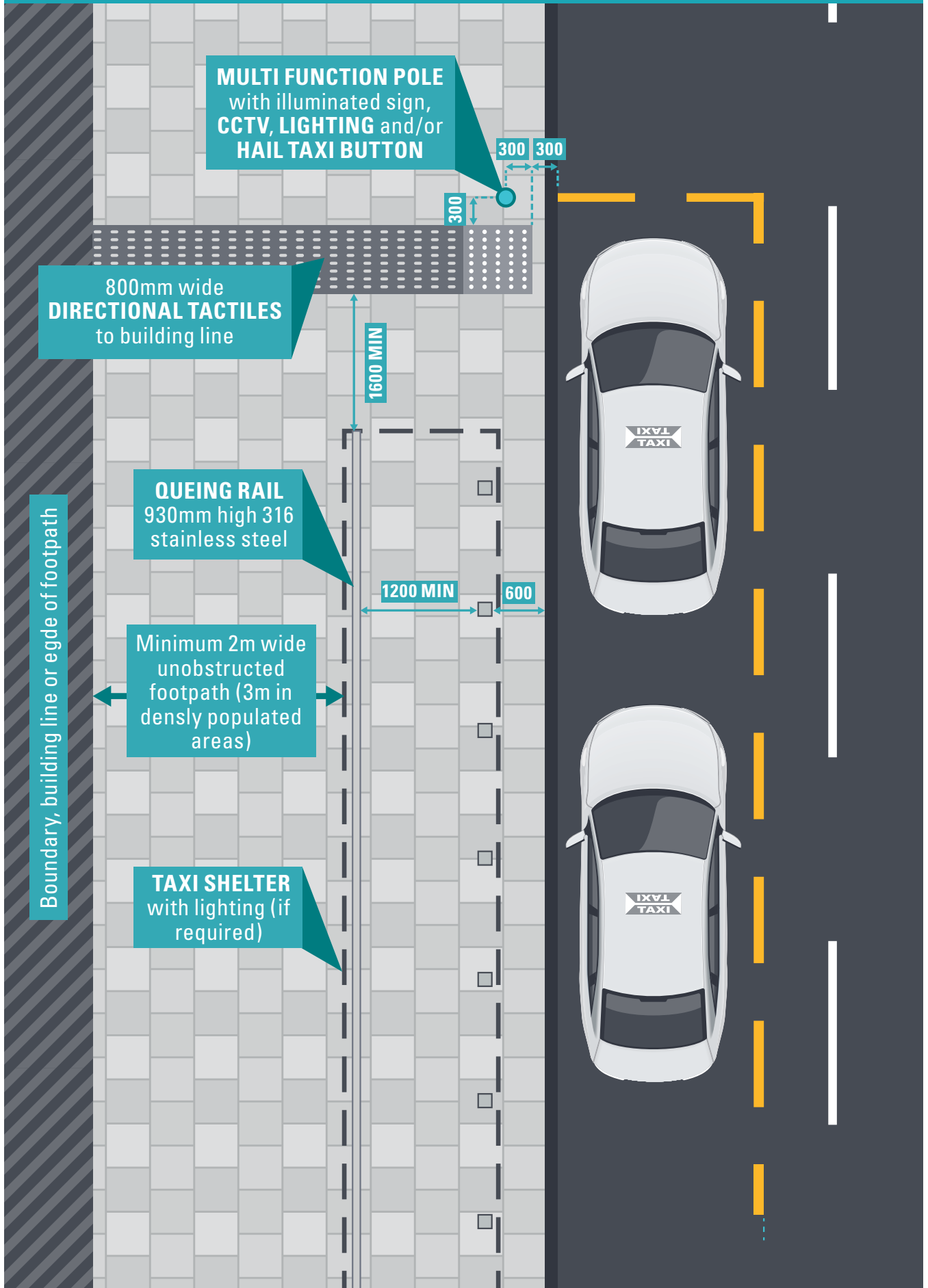
**FIGURE 2: ADDITIONAL INFRASTRUCTURE**



**FIGURE 3: ADDITIONAL INFRASTRUCTURE**



**FIGURE 4: ADDITIONAL INFRASTRUCTURE**



A dark gray rectangular box with the word "APPENDIX" in bold yellow capital letters. A small teal triangle points to the left from the left side of the box.

# APPENDIX





PERTH CBD  
**TAXI**

**S I G N**

*Design Guide*

## SCHEDULE 14



A dark gray square with a yellow number 1 inside. A light gray triangle points from the left side of the square.

1

## FLAG SIGN

- 1.1 Pedestrian Sign
- 1.2 Parking Sign

A dark gray square with a yellow number 2 inside. A light gray triangle points from the left side of the square.

2

## MULTIFUNCTIONAL POLE SIGN

- 2.1 Illuminated Top Box Sign
- 2.2 Parking Plates
- 2.3 Map and Symbols
- 2.4 Push Button

A dark gray square with a yellow number 3 inside. A light gray triangle points from the left side of the square.

3

## TEMPORARY SIGN BAG

- 3.1 Taxi Sign Bag

A dark gray square with a yellow number 4 inside. A light gray triangle points from the left side of the square.

4

## SYMBOLS

- 4.1 Symbols used for Taxi signs

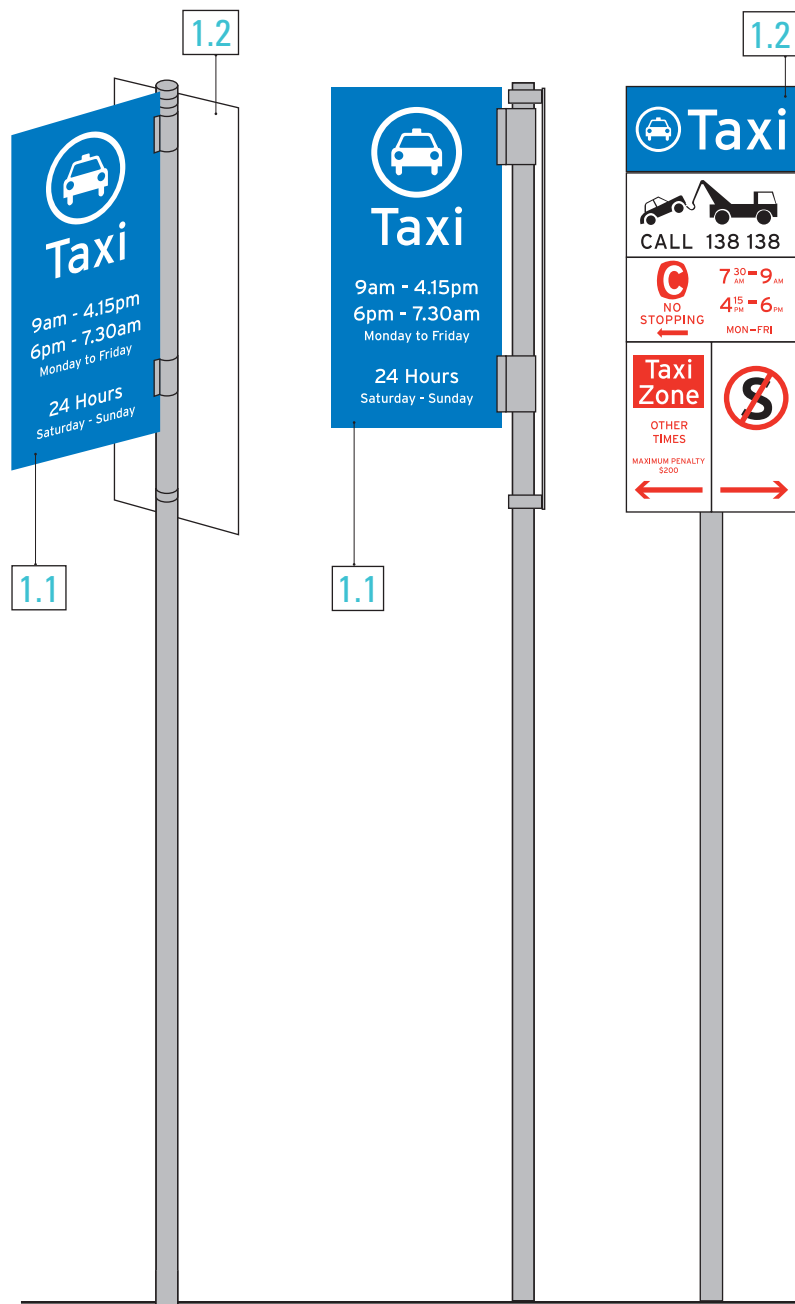
1

# FLAG SIGN

## 1.1 PEDESTRIAN SIGN

## 1.2 PARKING TAXI SIGN

For sign installation and placement, refer to Taxi Rank Design Guide.



For Parking Plate, please refer to the Australian Standards AS 1742.11 (Parking Controls).

## 1.1 | Pedestrian Sign

### BASE SPECIFICATION

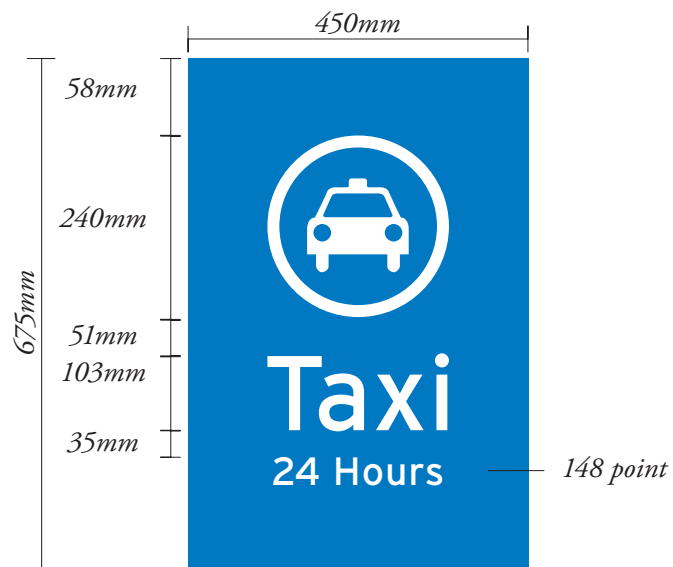
**Graphic:** White vinyl cut out on blue vinyl (Avery 709 Ocean Blue ref.2923891) adhered to sign plate

**Sign plate:** 3mm aluminum

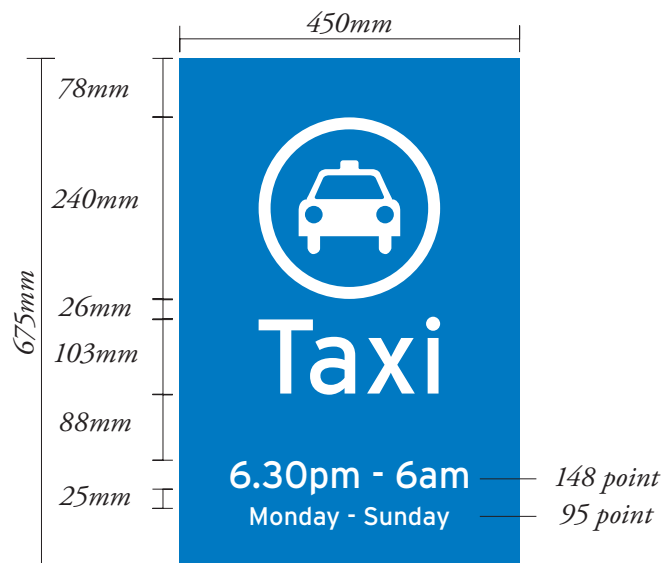
**Font:** Interstate Regular. Centre alignment.

#### 675MM (H) X 450MM (W)

##### Option 1

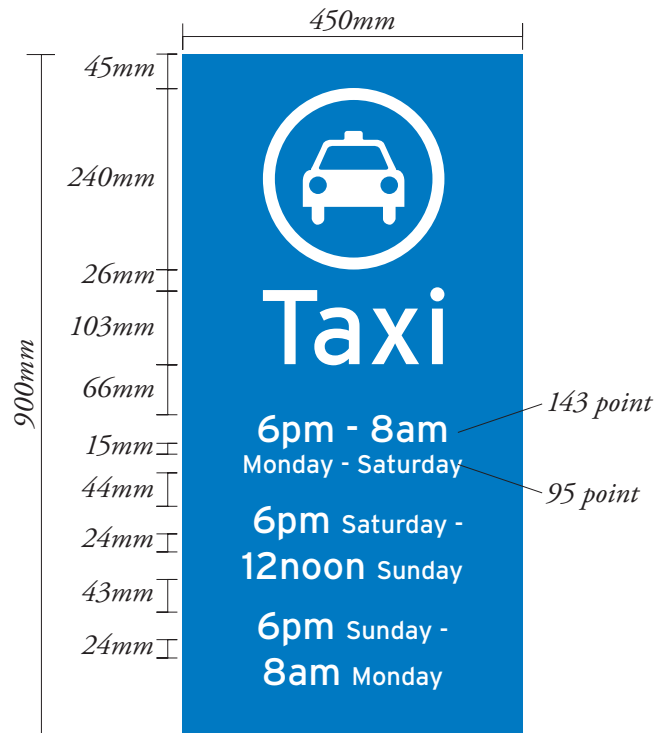


##### Option 2

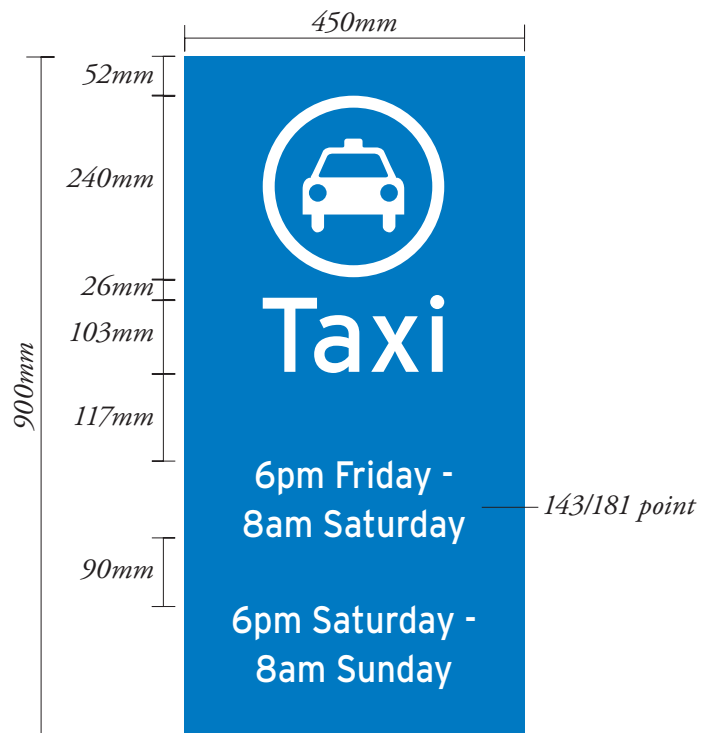


## 900MM (H) X 450MM (W)

### Option 1



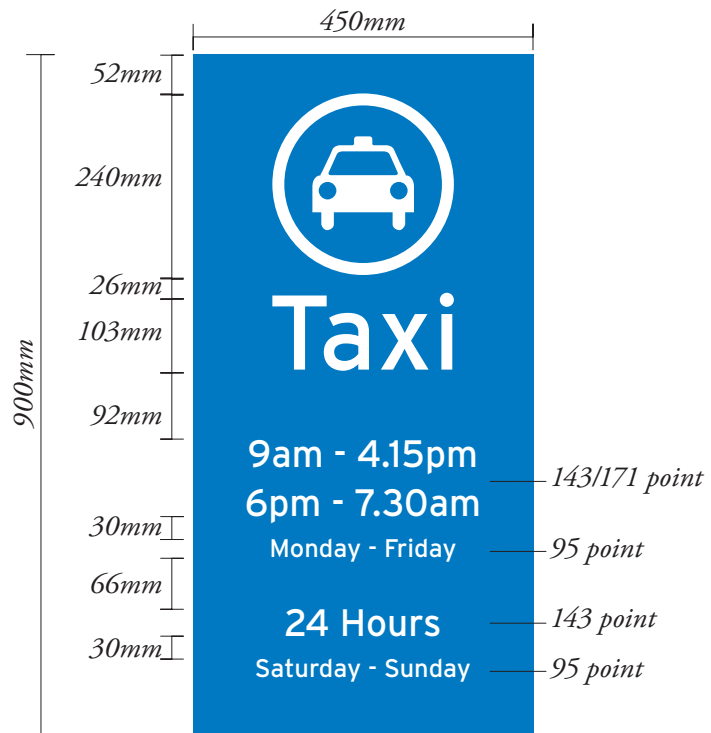
### Option 2



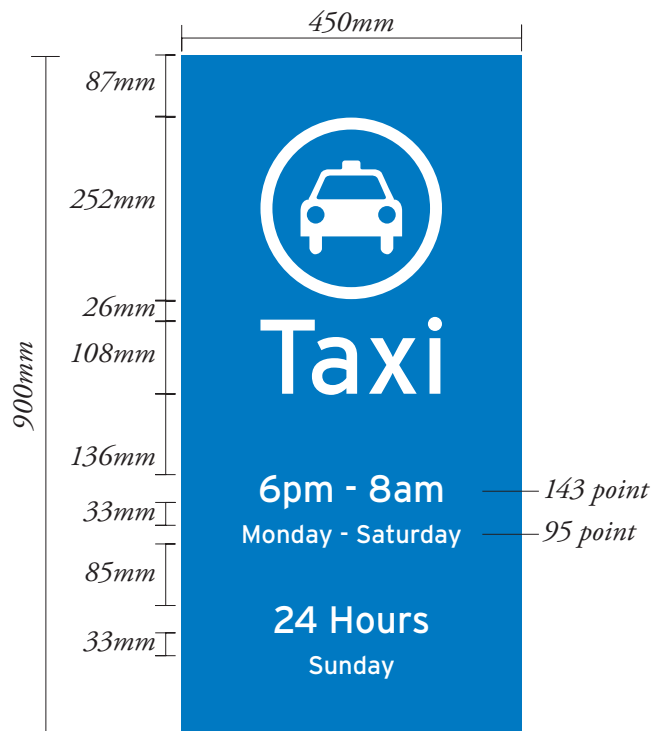


900MM (H) X 450MM (W)

Option 3

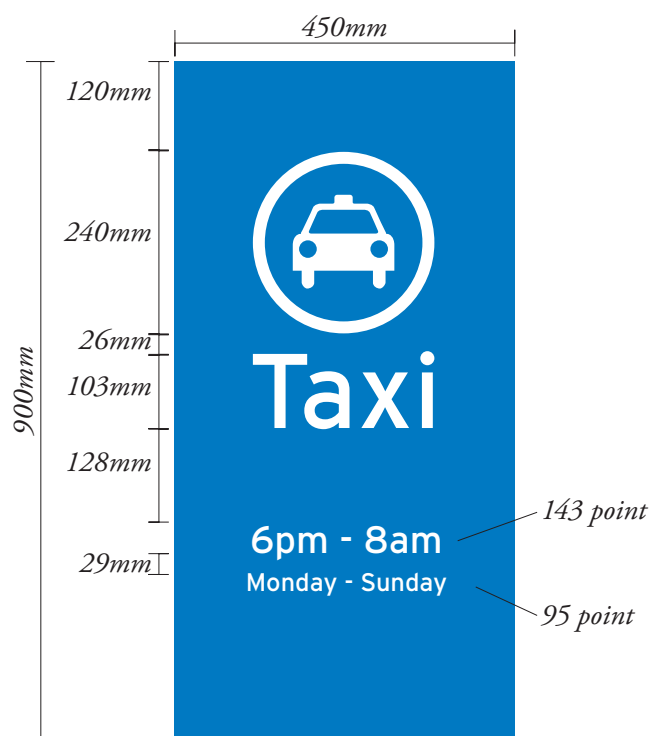


Option 4



## 900MM (H) X 450MM (W)

### Option 5



## 1.2 | Parking Sign

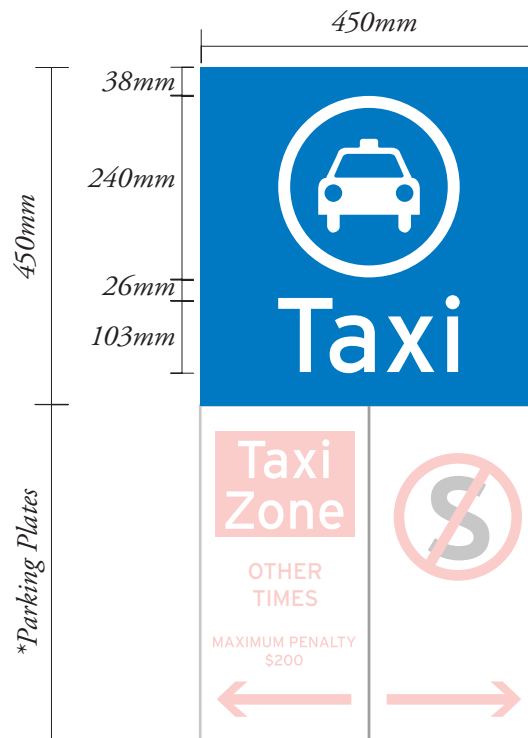
### BASE SPECIFICATION

**Graphic:** White vinyl cut out on blue vinyl (Avery 709 Ocean Blue ref.2923891) adhered to sign plate

**Sign plate:** 3mm aluminum

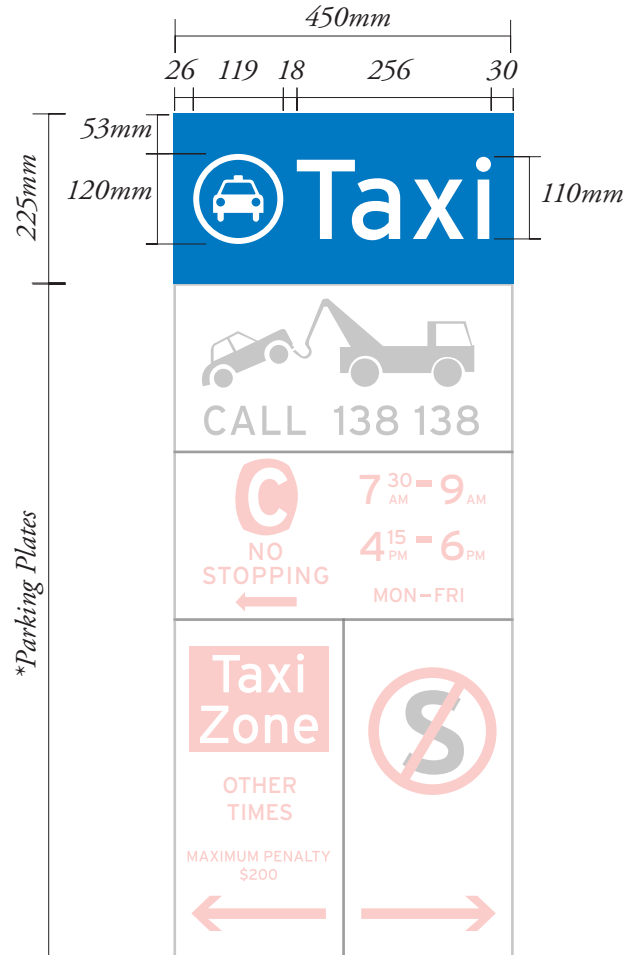
**Font:** Interstate Regular. Centre alignment.

#### 450MM (H) X 450MM (W)



*\*For Parking Plate, please refer to the Australian Standards AS 1742.11 (Parking Controls).*

## 225MM (H) X 450MM (W)



*\*For Parking Plate, please refer to the Australian Standards AS 1742.11 (Parking Controls).*

# 2

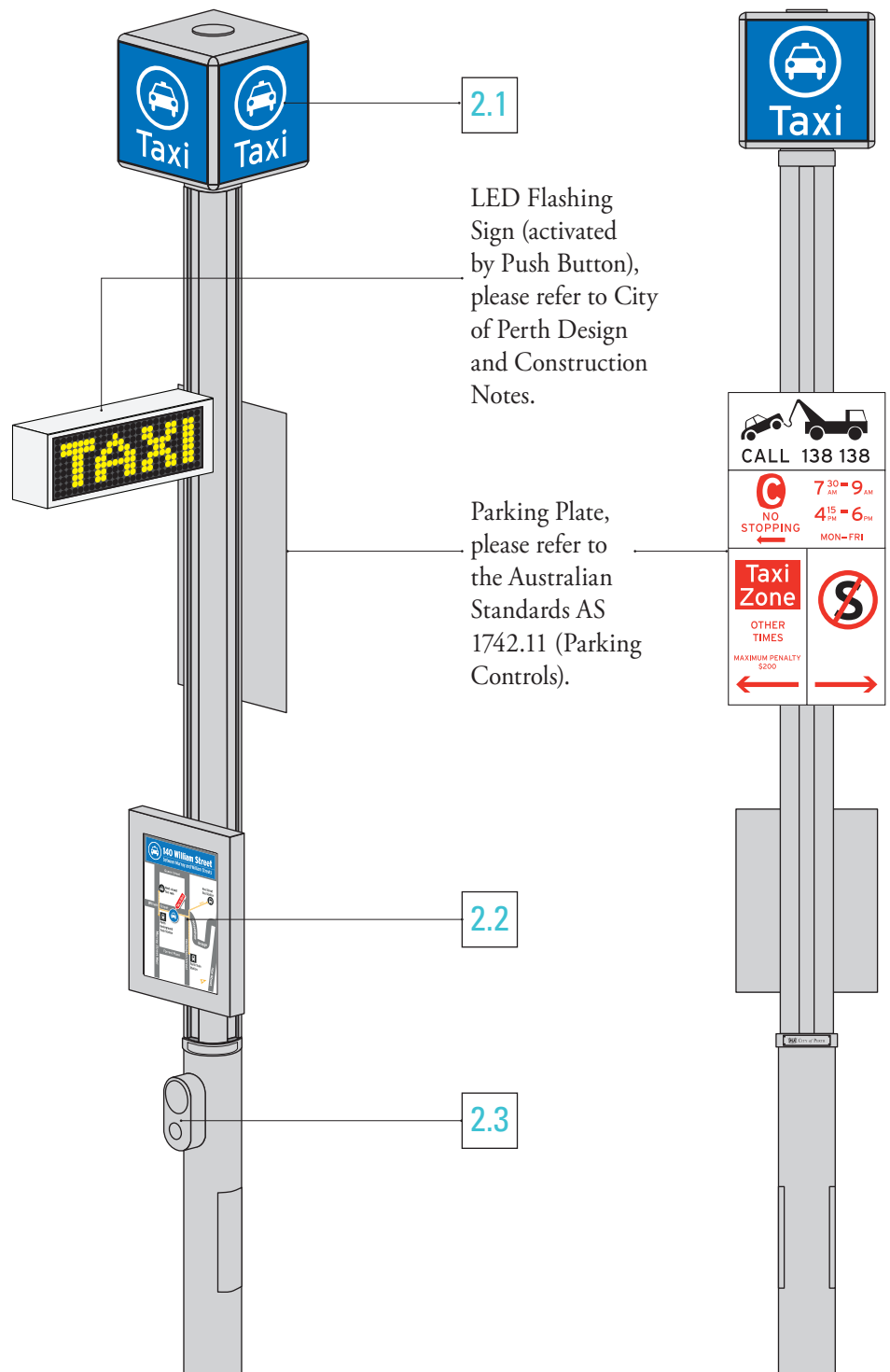
# MULTIFUNCTIONAL POLE SIGN

## 2.1 ILLUMINATED TOP BOX SIGN

## 2.2. MAP

## 2.3. PUSH BOTTON

For sign installation and placement, refer to Taxi Rank Design Guide.





## Paint

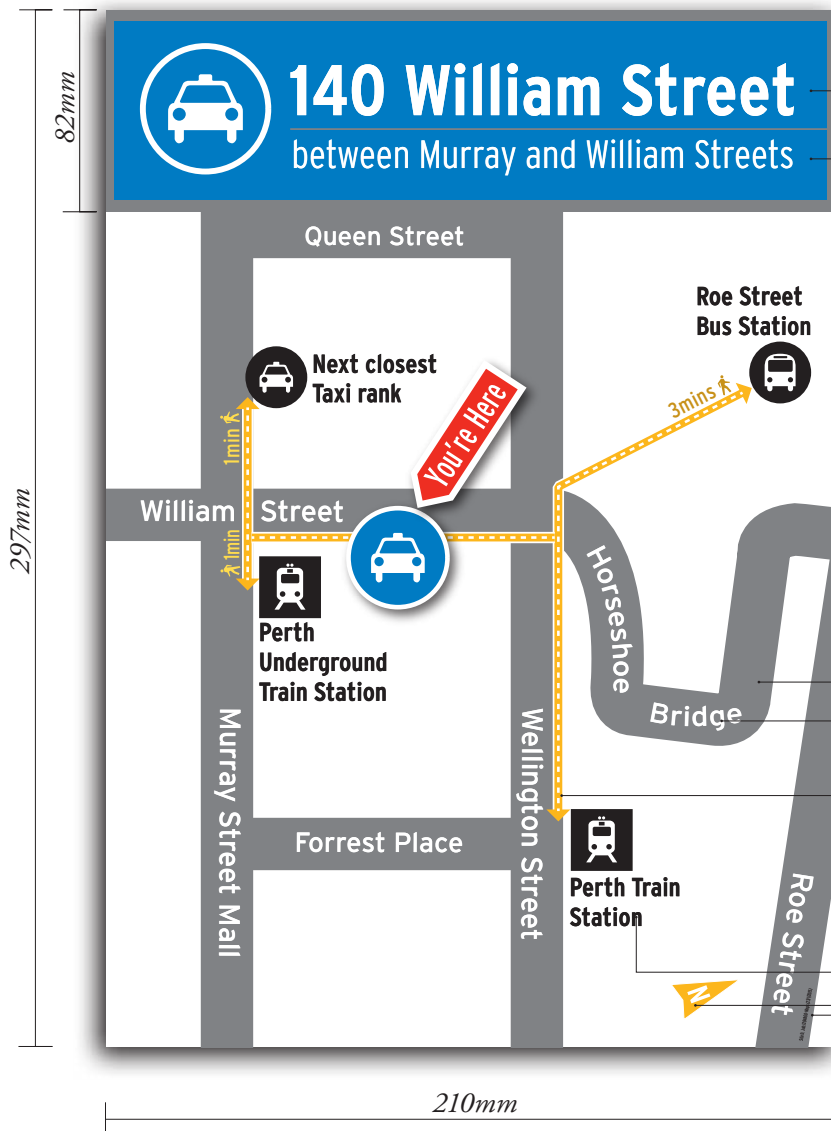
## Graphic

## Main consultant

MFP Systems Pty Ltd, phone: 0429 814 471



## 2.2 | Map



**Graphic:** Digital print on vinyl

**Size:** A3. The content is limited to showing the location to the next nearest taxi stand and public transport landmark.

**Name of map:** Generally base on the street/road name the sign is located and the nearest building number.

Font: Interstate Bold Condensed

Size: 82 pt

Background fill: Pantone 300

Background stroke: 60% black, 12pt

**Location:** Generally the nearest corner roads.

Font: Interstate Light Condensed

Size: 45.2 pt

**Street/road:**

Colour: 60% black

Stroke: 60pt

Font: Interstate Regular 30pt

**Street/road name:**

Font: Interstate Regular 30pt

**Dotted arrow line:** An indication the length of time taken to walk from the taxi stand to the closest public transport landmarks or next nearest taxi stand.

Stroke solid: 9pt Pantone 1235

Stroke dash: 3pt White

**Transport landmark:**

Colour: Black

Font: Interstate Bold Condensed

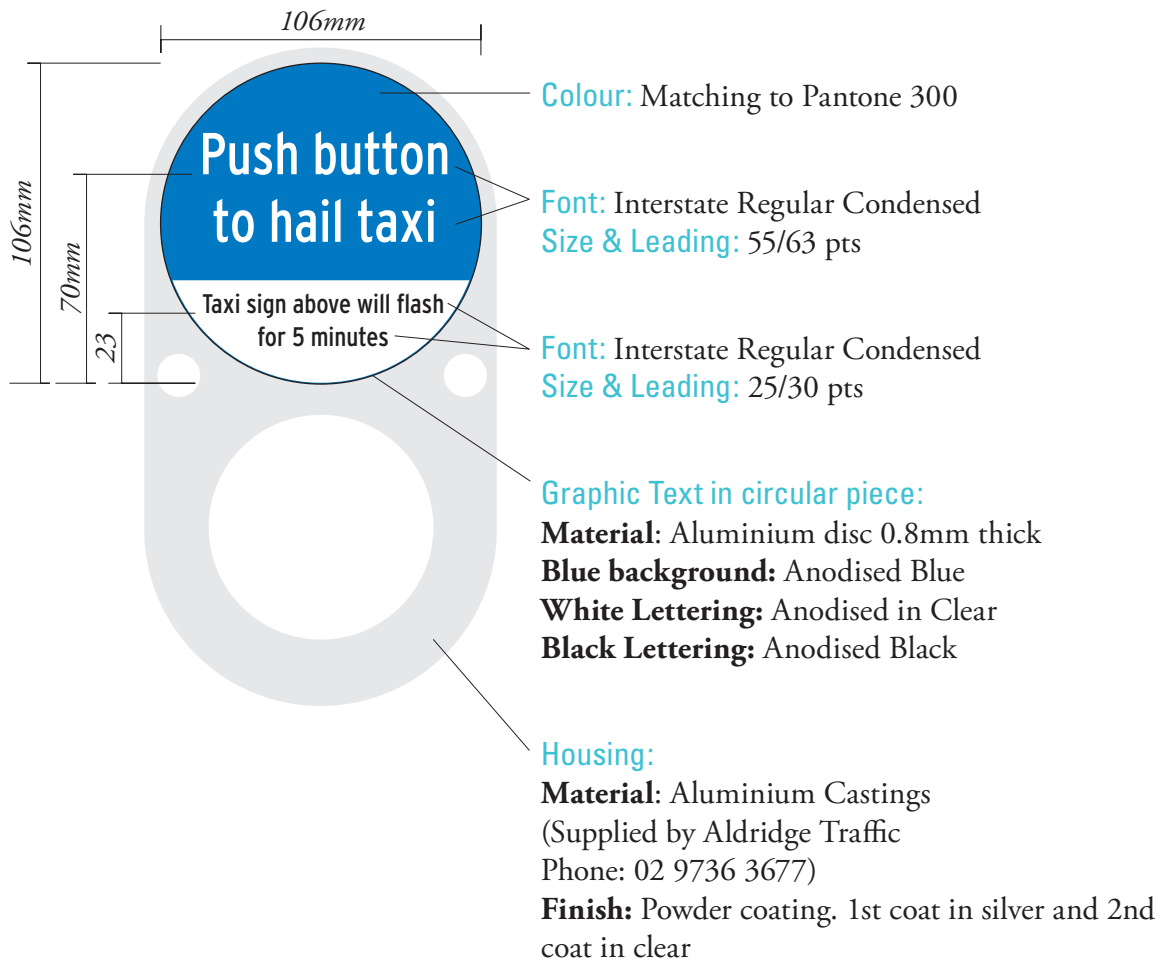
Size: 30/34 pt

**Map orientation:** The top of the map is always what is in front of the viewer looking at the map. Therefore north is not always straight up.

**Map ID:** This shows the map name, job number and date the map was created/modified.

**Map symbols:** Refer to section 4.1 of this document.

## 2.3 | Push Button



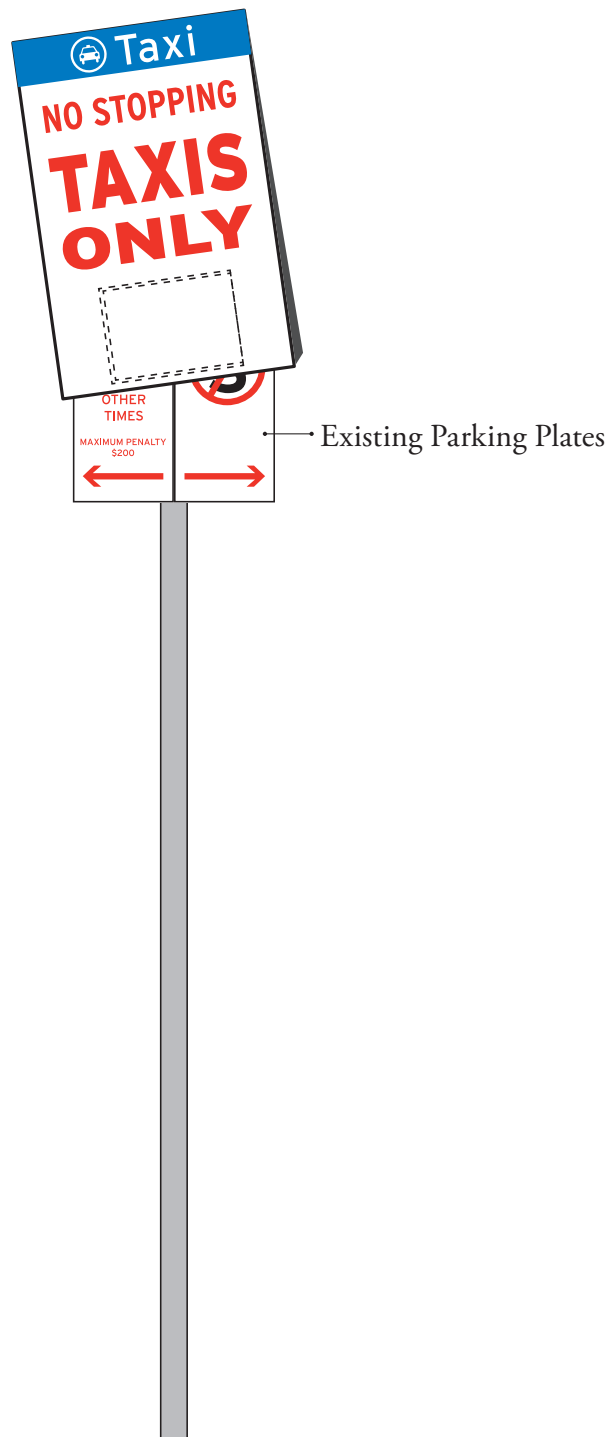
### Main consultant

MFP Systems Pty Ltd, phone: 0429 814 471

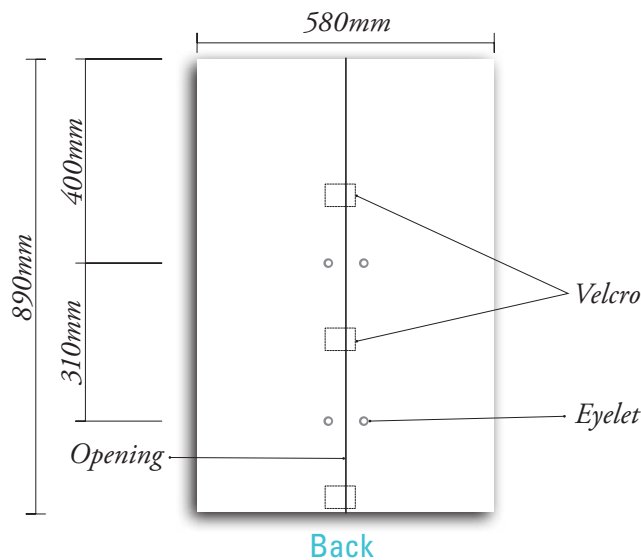
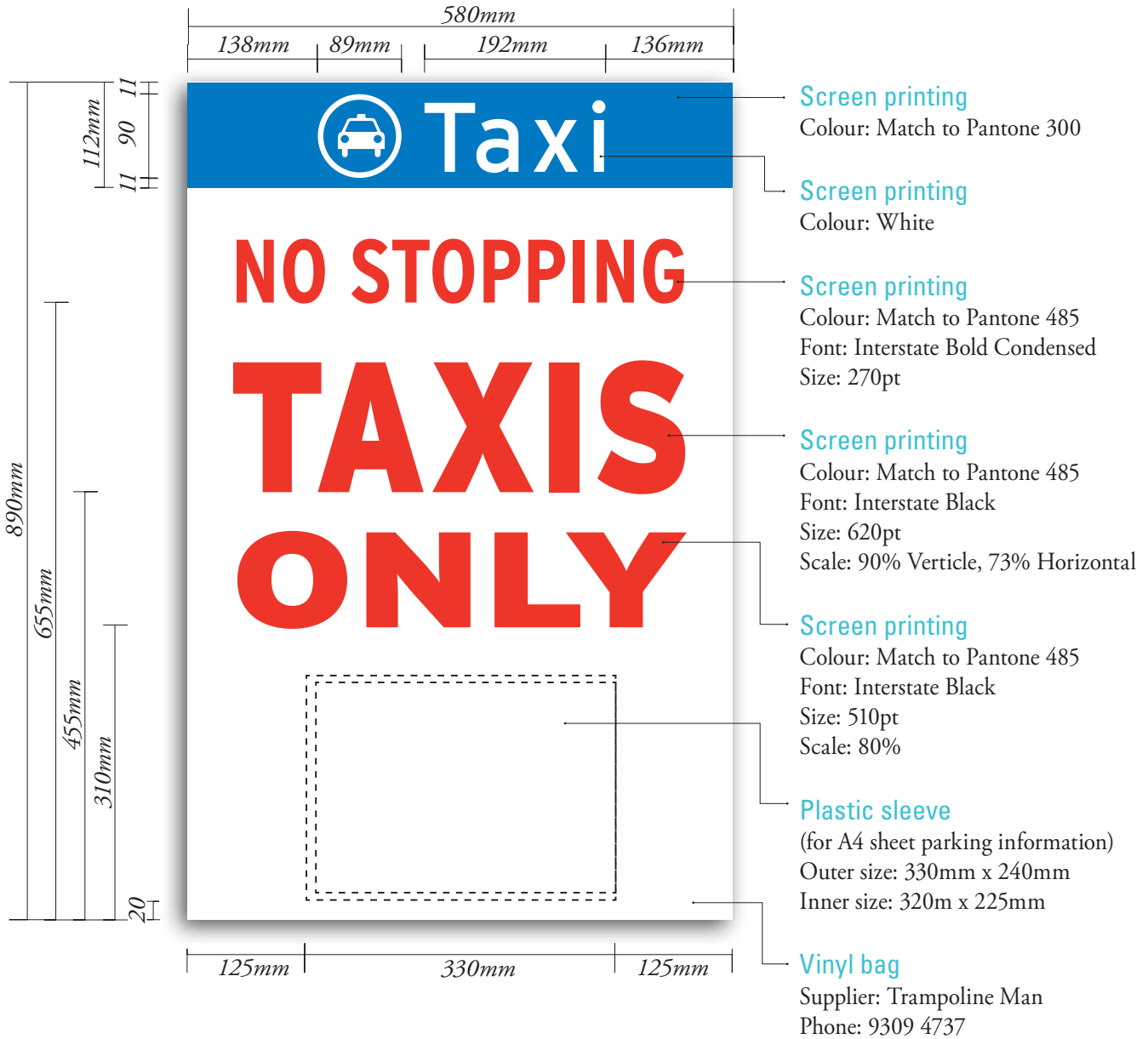
3

# TEMPORARY SIGN BAG

## 3.1 TAXI SIGN BAG



### 3.1 | Temporary Sign Bag



4

## SYMBOLS

4.1 **SYMBOLS:** The following symbols can be extracted from this page.

**Sign Symbols****Taxi****Map Symbols**

Taxi stand



Nearest taxi stand



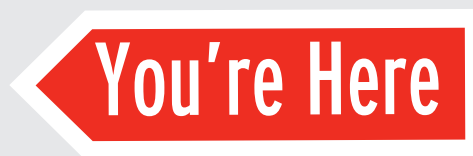
Nearest train station



Nearest bus station



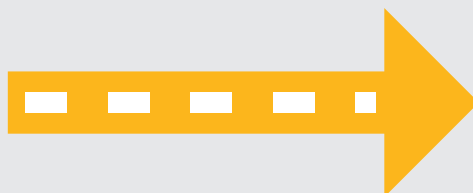
Location marker



Location marker



Walking



Walking Direction



North



Government of **Western Australia**  
Department of **Transport**  
**On-demand Transport**

Enquiries: Rick Roberts 92183648

Ms Caitlin Bell  
Senior Urban Designer  
Co-ordination and Design  
City of Perth  
[Caitlin.Bell@cityofperth.wa.gov.au](mailto:Caitlin.Bell@cityofperth.wa.gov.au)

Dear Ms Bell

### **TAXI RANK GUIDELINES**

Thank you for your email dated 24 March 2016 regarding Taxi Rank Guidelines (Guide). I apologise for the delay in this response.

The Department of Transport (DoT) is supportive of the guidelines, which were formulated after extensive consultation with key stakeholders. DoT intends for the Guide to be adapted by other local governments to standardise the design and implementation of taxi ranks throughout Western Australia.

DoT welcomes consultation from the City of Perth on any review of the guidelines to maintain its currency. Although unable to commit to any ongoing funding, this can be reviewed on a project by project basis.

Thank you for the opportunity to comment.

Yours sincerely

**Richard Roberts**  
**A/Manager Industry Development**  
**On-demand Transport**

4/4/2016





**SNOW SLIDE**

2 - 17 July, Forrest Place, 10.00am - 4.30pm  
 Bring the kids to enjoy the novelty of sliding down an icy slope in the heart of Perth city. Smaller kids can ride the 4m slide, while kids over 110cm tall can enjoy the 12m slide. Suitable for ages 3 - 12 years. Find details on how to book your free 25 minute session via [visitperthcity.com](http://visitperthcity.com) (Ozlix login details required).  
 Week One ticket release: 10am Monday 27 June.  
 Week Two ticket release: 10am Monday 4 July.  
 FREE | [visitperthcity.com](http://visitperthcity.com) | 08 9461 3368





## SNOW SLIDE

2 - 17 July, Forrest Place, 10.00am - 4.30pm

Bring the kids to enjoy the novelty of sliding down an icy slope in the heart of Perth city. Smaller kids can ride the 4m slide, while kids over 110cm tall can enjoy the 12m slide. Suitable for ages 3-12 years. Find details on how to book your free 25 minute session via [visitperthcity.com](http://visitperthcity.com) (Ozlix login details required).

Week One ticket release: 10am Monday 27 June.  
Week Two ticket release: 10am Monday 4 July.  
FREE | [visitperthcity.com](http://visitperthcity.com) | 08 9461 3368