

**Marketing, Sponsorship and
International Engagement
Committee**

**Notice of Meeting
12 September 2017
4pm**

**Committee Room 1
Ninth Floor
Council House
27 St Georges Terrace, Perth**



City of Perth

Agenda

ORDER OF BUSINESS AND INDEX

- 1** Declaration of Opening
- 2** Apologies and Members on Leave of Absence
- 3** Question Time for the Public
- 4** Confirmation of minutes – 15 August 2017
- 5** Correspondence
- 6** Disclosure of Members' interests
- 7** Matters for which the meeting may be closed
Nil
- 8** Reports
 - 8.1 - Business Event Sponsorship – 2018 National Planning Congress
 - 8.2 - Annual Arts Sponsorship – Perth Institute of Contemporary Arts
 - 8.3 - Annual Event Sponsorship – IGA Carols By Candlelight For Variety
 - 8.4 - Annual Event Sponsorship – 2017 RAC Christmas Pageant
 - 8.5 - Sponsorship – 2017 West Tech Fest
- 9** Motions of which Previous Notice has been given
- 10** General Business
 - 10.1 - Responses to General Business from a Previous Meeting
 - Invitation to the 2017 International Island Tourism Conference (raised at MKT 15/08/17)

Cr Yong requested that a response be provided to an invitation to the 2017 International Island Tourism Conference which is to occur in September.

The Director Economic Development and Activation reviewed the invitation, provided a response and provided an update to Cr Yong.
- 11** Items for consideration at a future meeting

Outstanding Reports:

- City of Lights Festival (raised at MKT 20/06/17)

Closure

A handwritten signature in black ink, appearing to read 'Martin Mileham', enclosed within a thin black rectangular border.

MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER

9 September 2017

This meeting is open to members of the public

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

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

Members:	1st Deputy:	2nd Deputy:
Cr Chen (Presiding Member)	Cr Davidson OAM JP	Cr Green
Cr Limnios		
Cr Yong		

Quorum: Two
Expiry: October 2017

TERMS OF REFERENCE [Adopted OCM 24/11/15] [Amended OCM 13/12/16]

1. To oversee and make recommendations to the Council on matters related to:
 - a. marketing of the city (including marketing of the City's car parks);
 - b. sponsorship of business, events and festivals (excluding City of Perth Parking partnerships);
 - c. the provision of any grants to individuals or organisations;
 - d. the provision of donations to eligible organisations;
 - e. initiatives to promote Perth as a tourist and investment destination;
 - f. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
 - g. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership and other city partnerships;
 - h. the implementation of the Christmas Decorations Strategy;
 - i. the management of the Australia Day Celebrations;
 - j. street busking in the City;
 - k. use of the City's banner and flag sites;
 - l. corporate communications and public relations;
 - m. to oversee the development and implementation of the International Engagement Strategy to position Perth as a global city.

NOTE:

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

1. Oversee all aspects of the management of the Australia Day Celebrations including:
 - Determine an appropriate name;
 - Determine location of selling points and negotiate exclusive selling rights for catering, amusements and merchandise;
 - Engage appropriate consultants;
 - Negotiate advertising and promotion campaign;
 - Negotiate rights to broadcast the event [s.3.57 and F&G Reg18(2) and (4)].
2. Approve or decline officer recommendations for donations, grants or sponsorships of up to \$15,000 [FM Reg.12(1)(b)].
3. Approve or decline requests to waive fees for the hire of the City's exhibition screens with a value in excess of \$5,000 [s.6.12].

INFORMATION FOR THE PUBLIC ATTENDING COMMITTEE MEETINGS

Question Time for the Public

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

Deputations

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

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

Disclaimer

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

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

EMERGENCY GUIDE

Council House, 27 St Georges Terrace, 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.



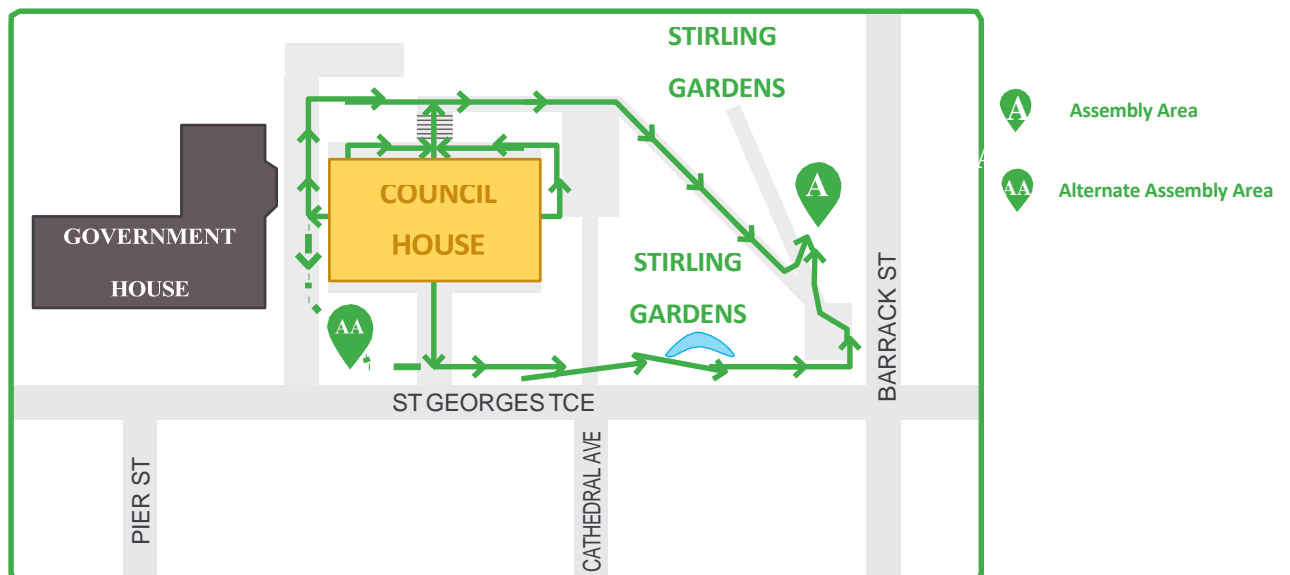
EVACUATION ALARM / PROCEDURES

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



Recommendation:*That the Marketing, Sponsorship and International Engagement Committee:*

1. **APPROVES** cash sponsorship of \$15,000 to the Planning Institute of Australia to present the 2018 National Planning Congress, to be held from 9 to 11 May 2018
2. **NOTES** the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.1A;
3. **AUTHORISES** the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council approved funding amount; and
4. **NOTES** that a detailed acquittal report, including all media coverage, will be submitted to the City by 11 August 2018.

FILE REFERENCE:	P1034443#02
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	29 August 2017
ATTACHMENT/S:	Attachment 8.1A – Detailed Officer Assessment

Council Role:

- | | | |
|-------------------------------------|-------------|--|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |

- ☐ Quasi-Judicial *When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.*
- ☐ Information *For the Council/Committee to note.*

Legislation / Strategic Plan / Policy:

Legislation

Section 8 of the *City of Perth Act 2016*

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

- Goal 1 A city for people
- Goal 2 An exceptionally well designed, functional and accessible city
- Goal 5 A prosperous city

Policy

Policy No and Name: 18.13 – Sponsorship

Purpose and Background:

The Planning Institute of Australia (PIA) is the peak national body representing the urban and regional planning profession.

Founded in 1951, PIA promotes excellence in local, regional, state and national planning within the public and private sectors. PIA represents approximately 5,300 professional members across Australia, and a further 400 professionals that regularly attend PIA events, with an additional 230 professionals internationally.

PIA's mission is to lead effective planning for people and places to ultimately deliver good planning outcomes for our communities. They do this by advocating for better planning, developing high quality planners, and supporting the profession.

PIA has requested cash sponsorship of \$15,000 to present the 2018 National Planning Congress in Perth in 2018.

Details:

The 2018 National Planning Congress will be held over three days from 9 to 11 May 2018 at the Perth Convention and Exhibition Centre.

The conference will include a range of activities including congress sessions, a social function, study tours and the National Awards for Planning Excellence. PIA estimate that 600 delegates will attend which is estimated to bring in over \$475,000 in economic benefits through accommodation, food and beverage.

PIA has chosen Perth as the destination for the 2018 annual Congress to showcase and highlight the growth and development of Perth on a national platform.

Financial Implications:

ACCOUNT NO:	93E080007901
BUDGET ITEM:	Business Event Sponsorship
BUDGETED AMOUNT:	\$90,000
AMOUNT SPENT TO DATE:	\$49,000
PROPOSED COST:	\$15,000
BALANCE REMAINING:	\$26,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The assessment panel commented that the event is a high calibre congress which will bring a large number of business delegates to the City. Many of these are likely to stay in the City for the duration of the Congress. Delegates will include leaders in their fields, and the event provides a unique opportunity to showcase the recent and ongoing developments in the City. As the event is still in the planning stages of the program, there is opportunity for the City to provide input into the Congress content.

Cash sponsorship of \$15,000 is recommended for the event.

ATTACHMENT 8.1A

Business Event Sponsorship – National Planning Congress

Project Title	National Planning Congress		
Project Start Date	09/05/2018		
Project End Date	11/05/2018		
Venue	PCEC		
Expected attendance numbers (ticketed)	600		
Ticket Price	\$1,425 (full congress)		
Total Project Cost	\$1,099,000		
Total Amount Requested	\$15,000 (1% of total event budget)		
REMPAN Impact (Direct)	\$0.475M	REMPAN Total	\$0.768M
Recommendation	Approval		
Recommended amount	\$15,000 (1% of the total event budget)	Assessment Score	29 out of 36 (81%)

Applicant Details*Information from the Australian Business Register*

ABN	34 151 601 937
Entity Name	Planning Institute of Australia Limited
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	No
Goods & Services (GST)	Yes
Endorsed as DGR	No
DGR Item Number	N/A
DGR Funds	N/A
Tax Concessions	No tax concessions
Main Business Location Postcode	2600
Main Business Location State	ACT
ACNC Registration	No

Associate Details*Information from the Australian Business Register*

Name	Relationship Type
Mr Brett Andrew Skyring	Director
Mr Christopher Alan O'connor	Director
Mr David John Caddy	Director
Mr Gary Robert Mavrinac	Director
Mr Gary Stuart white	Director
Mr Hamish Sinclair	Director
Mr Ian Victor Stanley	Director
Mr Jason Robert black	Director
Mr Mathew David Selby	Director
Mr Paul Mitchell	Director
Mr Peter George Jensen	Director
Mr Peter O'Dwyer	Director
Mr Richard Waldron Johnston	Director
Mr Stephen Farrell Dunn	Director
Mr Stephen O'Connor	Director
Mrs Deborah Lee Curry	Director
Mrs Dyan Elizabeth Currie	Director
Mrs Heather Stephanie Louise Mcqueen	Director
Mrs Irene Teresa Duckett	Director
Ms June D'Rozario	Director
Ms Kirsty Michelle Kelly	Public Officer
Ms Sonia Kirby	Director

Board of Directors

Brendan Nelson RPIA	President
Marion Thomson MPIA	Vice-President and WA Board Director
Steve O'Connor RPIA	Vice-President and NSW Board Director
Brooke Yates MPIA	ACT Board Director
Cindy Robson MPIA	NT Board Director
Darren Crombie MPIA CPP	QLD Board Director
Ian Stanley RPIA (Fellow)	TAS Board Director
Cate Hart MPIA	SA Board Director
Steve Dunn RPIA	VIC Board Director
Phoebe Harrison MPIA	Young Planner Director

Program Summary

The 2018 National Planning Congress (2018 Congress) will be held in Perth from 9 to 11 May 2018 at the Perth Convention and Exhibition Centre. The 2018 Congress is likely to attract in excess of 600 planning professionals to the City of Perth, including interstate and international attendees. The 2018 Congress will showcase the growth and development of Perth with key developments being highlighted through study tours, conference content and offsite social events.

Program Description

The Planning Institute of Australia (PIA) is the peak national body representing the urban and regional planning profession. PIA has chosen Perth as the destination for the 2018 Congress to showcase and highlight the growth and development of Perth on a national platform.

The 2018 Congress will be held over three days with the proposed program as follows:

- Wednesday, 9 May 2018:
 - Five to six study tours in and around Perth and surrounds;
 - Welcome Function; and
 - National Awards for Planning Excellence to be held at the Perth Stadium.
- Thursday, 10 May 2018:
 - Full day Congress sessions at the Perth Convention and Exhibition Centre; and
 - Social function at a city venue TBC (PIA is working with City of Perth staff to determine this venue).
- Friday, 11 May 2018:
 - Full day Congress sessions at the Perth Convention and Exhibition Centre; and
 - A Gala Dinner is to be held at Perth Convention and Exhibition Centre.

Different ticketing options are offered dependent on the congress components chosen, with the full 2018 Congress package ticket valued at \$1,425 per head.

The program is currently being refined, with keynote speakers invited from the United States and United Kingdom. Calls for abstracts for concurrent sessions were released in mid-August.

The 2018 Congress includes a 'YPConnect', or Young Planner, program. This program is for planners with five years or less of experience and will allow opportunities for young planners to connect with older members of the profession.

Organisers will be marketing the event across all industry sectors to encourage registrations. Industry sectors include mining, agriculture, retail trade, tourism, transport, healthcare, education and universities, federal, state and local government.

Organisers advise that the National Planning Congress rotates between capital Cities annually, however, due to the high cost of travel to Western Australia it has not been held in Western Australia for ten years. The last Congress to be held in Perth saw a record number of registrations, with 715 delegates attending. Organisers are working closely with the Perth Convention Bureau to maximise attendance for the 2018 event.

Previous City of Perth Support (last five years)

The City has not previously supported this event. The event has not been held in Perth in the last ten years.

Proposed Sponsorship Benefits

- Logo recognition on all program promotional material;
- Logo recognition on event/program website;
- Sponsor profile on event/program website;
- Opportunity to display City of Perth signage at the event/program;
- Opportunity for the Lord Mayor, Deputy Lord Mayor, Elected Members or key staff (CEO) to participate, speak or present at the program/event;
- The City to be recognised as a Gold Sponsor for the event with the following benefits:
 - One exhibition booth in trade area (including two Sponsor/Exhibitor registrations. Excludes social functions);
 - One keynote session sponsor;
 - 'Spotlight on ...' – published 500- word (approx.) article on sponsor selected topic to highlight to be distributed via PIA Congress marketing, PIA website, social media channels (Twitter, Facebook, LinkedIn) and monthly national E-news publication;
 - Gold placement of logo on animated sponsor video to be played at the beginning of each session;
 - Logo inclusion in every electronic direct mail piece;
 - Logo placement and company profile with web link on Congress website Logo on Congress Sponsor board; and
 - Delegate list (in accordance to Australian privacy laws) prior to Congress.

Business Event Sponsorship Assessment Score Card

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

ECONOMIC OUTCOMES	
What is the level of anticipated economic impact to City? <ul style="list-style-type: none"> • What is the level of ROI for the requested level of sponsorship? • How many visitor nights is the event likely to attract? • Will delegates stay for multiple days and nights? 	3.25
How do you rate the number of attendees the event will attract?	4
What level of opportunity is there for business networking? <ul style="list-style-type: none"> • Does the event offer opportunities for networking and new linkages with WA industry sectors? • Does the event develop economic relationships in key industries? 	3
How well does the application reflect and add value to the City's Economic Development Strategy outcomes? <ul style="list-style-type: none"> • Be even more appealing to existing and prospective businesses, investors, workers, residents, students and visitors; • Have a stronger sense of place, pride and a distinct identity; • Have a diverse and vibrant after-hours culture and economy; • Value and encourage entrepreneurs, new ideas and innovative businesses; • Have a more resilient and adaptable economy; and • Have an informed, connected and collaborative business community. 	2.75

Subtotal 13 out of 16 (81%)	
CIVIC OUTCOMES	
Does the event position Perth as a Capital City and lift the status, awareness or profile of Perth? <ul style="list-style-type: none"> Will the event attract national and international attention? Are attendees from regional, interstate or overseas locations? Does the event initiate new relationships with overseas industry, academia or business? Does the event attract, promote or increase economic investment in Perth? 	3.25
To what extent does the application reflect and add value to the City's strategic objectives? <ul style="list-style-type: none"> Increased place activation and use of under-utilised space. Maintain a strong profile and reputation for Perth as a city that is attractive for investment. Collaborate with private sector to leverage city enhancements. Contribute to a strong service culture and an attitude of gratitude in the private sector. Promote and facilitate CBD living. Improve the diversity in housing stock. Provide facilities to cater for the growth of the residential community. Development of a healthy night time economy. Reflect and celebrate the diversity of Perth. Recognition of Aboriginal culture and strong relationships with the Indigenous community. 	3
Subtotal 6.25 out of 8 (78%)	
ORGANISATIONAL COMPETENCY	
Has the applicant provided evidence of a robust business plan including other funding sources to ensure sustainability of the event? <ul style="list-style-type: none"> Has the applicant secured other funding for the event? Has the applicant provided detailed evidence of their proposed event? Has the applicant detailed the marketing and promotion that will be undertaken for the event? 	3.25
How do you rate the level of sponsorship benefits offered to the City? <ul style="list-style-type: none"> Is the applicant offering innovative sponsorship benefits over the minimum requirements? Does the applicant help promote the City and our priorities to core target markets? 	3.25
How do you rate the calibre of speakers and participants in the event? <ul style="list-style-type: none"> Are speakers leaders in their field and drawcards for the event? Do the speakers have a national or international profile? 	3.25
Subtotal 9.75 out of 12 (81%)	
TOTAL ASSESSMENT SCORE 29 out of 36 (81%)	

**Agenda
Item 8.2**

Annual Arts Sponsorship – Perth Institute of Contemporary Arts

Recommendation:

That Council:

1. ***APPROVES cash sponsorship of \$20,000 (excluding GST) to Perth Institute of Contemporary Arts Ltd (PICA) for sponsorship of two exhibitions in the 2017 PICA program;***
2. ***NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.2A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits and key performance indicators for inclusion in the agreement according to the Council approved funding amount; and***
4. ***NOTES that a detailed annual acquittal report, including any supporting material, will be submitted to the City of Perth by 31 March 2018.***

FILE REFERENCE:	P1034140#05#04#02
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	29 August 2017
ATTACHMENT/S:	Attachment 8.2A - Detailed Officer Assessment

Council Role:

- | | | |
|-------------------------------------|-------------|--|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |

- ☐ Quasi-Judicial *When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.*
- ☐ Information *For the Council/Committee to note.*

Legislation / Strategic Plan / Policy:

Legislation Section 8 of the *City of Perth Act 2016*

Integrated Planning and Reporting Framework Implications **Strategic Community Plan**
Goal 6 A city that celebrates its diverse cultural identity

Policy
Policy No and Name: 18.13 - Sponsorship

Purpose and Background:

The City of Perth has received a request for Annual Arts Sponsorship of \$45,000 (excluding GST) from the Perth Institute of Contemporary Arts Ltd to support two exhibitions between 10 November and 24 December 2017.

Details:

The Perth Institute of Contemporary Arts (PICA) was established in 1989 and is located in an iconic building in the Perth Cultural Centre precinct. PICA is one of Australia's leading centres for the development and presentation of contemporary art and provides a platform for Australian and international visual, performance and interdisciplinary art.

PICA will close its 2017 program with two exhibitions of contemporary art, presented at its home in the Perth Cultural Centre in November and December 2017. The exhibitions will include '*I don't want to be there when it happens*,' featuring artists from Pakistan and India, and '*Remedial Works*,' curated by emerging WA curator Andrew Varano.

The exhibitions will be complemented by a range of education, audience development and public programs. Further activities are planned for City of Perth public spaces and on the Perth Cultural Centre screen to increase the reach and engagement of the exhibitions.

Financial Implications:

ACCOUNT NO:	93E190007901
BUDGET ITEM:	Donation and Sponsorships – Arts Annual Sponsorship
BUDGETED AMOUNT:	\$1,145,000
AMOUNT SPENT TO DATE:	\$1,125,000
PROPOSED COST:	\$ 20,000
BALANCE REMAINING:	\$ 0
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The application was assessed by a three person assessment panel against the criteria outlined in the City of Perth Arts Sponsorship Guidelines.

The panel noted that PICA is a significant institution and integral to multi-disciplinary contemporary arts practice and engagement in Western Australia. The themes explored in the exhibition are deemed important and relevant to the community, requiring space for critical discourse and public interfacing.

The panel has revised the overall attendance to 19,310, which excludes the 90,000 Perth Cultural Centre screen viewers who are considered to be incidental passers-by.

The panel noted the inclusion of a wide range of audience development initiatives and public programs is positive and that PICA had made time to consider the outcomes detailed in the City of Perth Arts Sponsorship Guidelines.

An Annual Arts Sponsorship of \$20,000 excl. GST is recommended. This is a reduction of \$10,000 from 2016 approved funding and the recommendation is consistent with the reduced funding awarded to other applicants across the overall Arts Sponsorship program.

ATTACHMENT 8.2A

Annual Arts Sponsorship – Perth Institute of Contemporary Arts (PICA)

Project Title	Two exhibitions in the 2017 PICA Annual Exhibition Program: <ul style="list-style-type: none"> • <i>I don't want to be there when it happens</i> • <i>Remedial Works</i> 		
Project Start Date	10/11/2017		
Project End Date	24/12/2017		
Venues	PICA Galleries and Performance Space Perth Cultural Centre Screen Under-utilised spaces within the City of Perth selected in collaboration with the City.		
Expected attendance numbers	Total expected attendance: 109,310 (PICA estimated) <ul style="list-style-type: none"> • 18,000: attendance at PICA Gallery space • 1,310: attendance at the Public Programs • 90,000: visitation through the Cultural Centre screen and activations in City of Perth public spaces 		
Total Project Cost	\$178,146		
Total Amount Requested	\$45,000 (25% of the total project budget)		
REMPPLAN Impact (Direct)	\$0.898M	REMPPLAN Total	\$3.029M
Recommendation	Approval for Annual Arts Sponsorship		
Recommended amount	\$20,000 (11% of the total project budget)		
Assessment Score	58 out of 84 (69%)		

Applicant Details*Information from the Australian Business Register*

ABN	49 009 372 927
Entity Name	Perth Institute of Contemporary Arts Ltd
Entity Type	Australian Public Company
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, GST Concession, Income Tax
Main Business Location Postcode	6003 WA
Main Business Location State	WA
ACNC Registration	Registered

Associate details

<u>Perth Institute of Contemporary Arts Ltd</u>	
<i>Information from the Australian Business Register</i>	
Name	Relationship Type
MR TIMOTHY DAVID CARTER	Public Officer
MS AMY BARRETT-LENNARD	Director

<u>PICA Board</u>	
<i>Information from http://pica.org.au/about/pica-board</i>	
Name	Relationship Type
MS ROBYN GLINDEMANN	Chair
Mr MARCO D'ORSOGNA	Deputy Chairperson
MR BEN OPIE	Treasurer
MS JOANNE FARRELL	Board Member
MS JOSEPHINE WILSON	Board Member
MR NEIL FERNANDES	Board Member
MS SUSANNA CASTLEDEN	Board Member
MS AMY BARRETT-LENNARD	Ex-Officio

Program Summary

The Perth Institute of Contemporary Arts (PICA) was established in 1989 and is located in an iconic building in the Perth Cultural Centre precinct. PICA is one of Australia's leading centres for the development and presentation of contemporary art and provides a platform for Australian and international visual, performance and interdisciplinary art.

PICA's mission, as stated in the their 2016 Annual Report, is to "create career defining moments for artists, life changing experiences for audiences of all ages and critical turning points in the advancement of all artforms".

Program Description

PICA will close its 2017 program with two exhibitions of contemporary art, presented at its home in the Perth Cultural Centre in November and December 2017.

The exhibitions will be complemented by a range of education, audience development and public programs. Further activities in City of Perth's public spaces and on the Perth Cultural Centre screen will further increase the reach and engagement of the exhibitions.

Exhibition Program

Date:	10 November – 24 December 2017
Venue:	PICA, Perth Cultural Centre
Anticipated attendance:	18,000 attendees
Ticket price:	Free-to-the-public

The program will include two exhibitions:

Exhibition One: 'I don't want to be there when it happens'

Showcasing artists from Pakistan and India, *'I don't want to be there when it happens'* will feature a range of mediums including sculpture, video, printmaking, poetry and photography. The exhibition will examine the fragile and complex socio-political relationship between these two countries in the era of contemporary warfare. The exhibition will explore the relationship between art and trauma, loss and grief, and how art can offer healing, produce meaning and open up discussion in the aftermath of traumatic experiences.

Exhibition Two: 'Remedial Works'

Curated by emerging WA curator Andrew Varano, *'Remedial Works'* will feature artists from Melbourne, Sydney, New York, Lithuania and Perth, and looks at how contemporary human bodies exist within a unique environment of surfaces and substances, the material make up of which have the capacity to both repair and pollute both bodies and land. *'Remedial Works'* asks 'what role can art play in remediation and healing?'

Public and Education Programs

Date:	10 November – 24 December 2017
Venue:	PICA, Perth Cultural Centre
Anticipated attendance:	1,090 attendees
Ticket price:	Free to the public and ticketed (Adult \$15; Concession \$10)

PICA has programmed a range of public and education programs to complement and enhance the exhibitions, with aim of increasing audience engagement.

PICA will work with the local Indian and Pakistani community in the development of the exhibition's public and education programs for *'I don't want to be there when it happens'*.

Associated activities for both exhibitions will include:

- a public opening with guest speakers and Indian and Pakistani food and music;
- an afternoon of talks by the exhibitions' curators Eugenio Viola and Andrew Varano and artists;
- workshops by acclaimed local Pakistani paper cutting artist Tusif Ahmad;
- poetry readings by local Indian and Pakistani writers;
- a forum for young and emerging Culturally and Linguistically Diverse (CALD) artists; and
- a one-day Symposium examining the causes and effects of trauma, with invited speakers (artists, psychologists, sociologists, historians, philosophers) discussing a diverse range of relevant topics.

Proposed free education activities will include:

- guided exhibition tours for secondary school students;
- Education Notes for teachers provided to all schools;
- EDfutures Design Workshop for Teachers, where PICA will partner with the Fogarty Foundation's EDfutures program to present a free workshop for science, art and technology teachers or teaching teams from WA high schools; and
- all ages activities, including free "hands on" family activities in PICA's Reading Room, inspired by the themes and art works within the exhibitions.

The PICA exhibition art works will also be presented on the Perth Cultural Centre Screen for 60 hours from 11 November to 24 December 2017. PICA will also explore opportunities for the presentation of artworks within other City of Perth public spaces, ensuring that PICA engages even more with the broader community and increases opportunities to access cultural experiences.

Previous City of Perth Support

Sponsorship for the last five years is as follows:

Year	Amount
2012	\$35,000
2013	\$40,000
2014	\$50,000
2015	\$30,000
2016	\$30,000
TOTAL	\$185,000

Sponsorship Benefits

Organisers will provide the below benefits for the requested sponsorship.

Sponsorship Category

- City of Perth acknowledged as a Major Exhibition Partner of the two exhibitions.

Verbal recognition

- The City of Perth will receive verbal recognition at all associated public events.

Logo inclusion

- The City of Perth will receive logo inclusion on associated collateral including:
 - All exhibition related print advertising;
 - PICA Entrance Foyer Screen: Includes opportunities for Lord Mayor's Welcome Message and advertising to be screened;
 - Perth Cultural Centre screen;
 - 6-metre high Building Banners from 30 October – 27 December on the front of the PICA building (viewed by 22,000 people daily);
 - Light box posters (A0 size) for each exhibition, displayed outside the PICA entrance for the duration of the exhibitions;

- PICA Exhibitions Guide: 3,500 published and distributed throughout the city;
- Exhibition Room Sheets (500 printed for each exhibition);
- Electronic collateral including e-invitations, PICA website, PICA e-newsletter, Spark_Lab Schools Learning e-newsletter; and
- Exhibition Education Notes, distributed to schools, teachers and education professionals.

Marketing and Public Relations

- PICA will collaborate with City of Perth on a Partnership Plan, including a Social Media Content Plan across shared social media platforms;
- The City of Perth will be acknowledged on all media releases and in all interviews relating to the two exhibitions and their associated programs;
- Four posts on PICA's social media accounts (including LinkedIn), celebrating the City's involvement in PICA's artistic and public programs;
- City of Perth spaces and places highlighted via PICA Instagram takeovers by the exhibition's artists and curators;
- Access to venue, curator and artists (where possible) as well as photos, videos and Q&As for new, exclusive content for City of Perth's digital marketing channels;
- Display City of Perth and City of Perth Parking publications in the PICA foyer (materials to be supplied by City of Perth); and
- Display City of Perth pull-up banner in the PICA foyer during selected public events. Signage to be supplied by City of Perth.

Additional Benefits

- Acknowledgement on wall text inside the PICA building during the exhibition period;
- Recognition in the PICA Annual Report;
- City of Perth naming rights or presenting sponsorship for one or more of the public programs and public art presentations associated with the program;
- Opportunity for City of Perth to include one question in PICA's audience surveys for the duration of the exhibition period;
- City of Perth will be given access to research data on PICA's audience for insights into arts and culture audiences living in and visiting Perth; and
- Opportunity for the Lord Mayor, or nominated Representative, to officiate at the exhibition opening

Additional Leveraging Opportunities

- Encourage visitors to PICA to use City of Perth Parking facilities;
- Ability to use PICA logo and agreed images for City of Perth promotion or advertising;
- City of Perth can take advantage of opt-in database marketing opportunities to leverage PICA's engaged audience; and
- PICA will engage in meaningful collaboration with City of Perth to identify and amplify suitable opportunities for joint promotion.

Annual Arts Sponsorship Assessment Score Card

The application was assessed by a three person assessment panel and the scoring has been averaged for each outcome, with a maximum possible score of four.

The following outcomes are based on the schema of measurable outcomes for cultural engagement, developed by the Cultural Development Network:
<http://www.culturaldevelopment.net.au>

CULTURAL OUTCOMES		SCORE
Is the arts activity of international calibre, with suitably experienced personnel?		3.34
Does the project contribute to building and sustaining a local arts economy?		2.67
Does the project provide professional development opportunities for local artists and/or cultural workers?		2.34
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?		2.67
Does the project utilise innovative technologies to widen audience engagement?		2.34
Subtotal 13.36 out of 20 (67%)		
Comments <ul style="list-style-type: none"> Through this program PICA will provide significant professional development opportunities for local artists and arts workers. PICA is recognised as an incubator: providing resources, mentoring and support for both emerging and mature artists whilst promoting new and emerging ideas, forms and practices to the broader community. These include exhibition exposure, access to national and international visiting artists through talks and forums and opportunities to reveal their practice and culture by giving workshops, participating in poetry readings and other events. 		
ECONOMIC OUTCOMES		
Does the project attract a broad audience and stimulate the local economy?		3
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?		3
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?		2
Subtotal 8 out of 12 (67%)		
Comments <ul style="list-style-type: none"> PICA anticipates approximately 18,000 visitors will attend the free exhibitions, using the City's parking facilities and visiting nearby businesses and cultural facilities; and PICA aims to foster a culture of economic support for local businesses in its partners and visitors, encouraging members to eat, drink, stay or shop in the city. Through Art Addicts, PICA's Annual Membership Program, PICA promotes local businesses such as The Alex Hotel, The Blue Room Theatre, Chicho Gelato, William Topp and Northside Books. <p>According to PICA's 2016 Audience Survey Results:</p> <ul style="list-style-type: none"> 81% of PICA's survey respondents said that PICA was their main reason for visiting the city. In addition, surveyed visitors said that whilst visiting PICA, they spent between \$25 and \$50 in the city per visit. Using this data PICA expects that this program will generate over \$700,000 in spend in the city over the duration of the presentation; 		

- 8% of PICA's visitors come from regional WA, 13% from interstate and 14% from overseas, indicating PICA is a significant tourism offering; and
- PICA has a 96% satisfaction rate, with an audience of over 280,000 in 2016.

COMMUNITY AND SOCIAL OUTCOMES

What is the level of anticipated community benefits for the project?	2.67
Does the project increase access to and opportunities to participate in cultural life?	3.34
Does the project drive social engagement and participation of the broader community?	2.34
Does the project challenge established understanding through exploration and exchanging ideas?	3.34
Subtotal 11.69 out of 16 (73%)	

Comments

- PICA's exhibitions are free for the public to attend. The supporting ticketed programs provide an opportunity for people who are interested in accessing more specific educational or professional development opportunities to engage with the work at a deeper level;
- Visitors have several different ways to access the program of activities including free attendance to the exhibitions, or participation in the free tours and reading room activity. Visitors can deepen their engagement with the program by attending free artist and curatorial discussions, or purchasing tickets to events such as the symposium;
- The exhibitions will be complemented by a range of education, audience development and public programs; and
- PICA is equipped to provide inclusive experiences for visitors with disabilities and ensure that exhibition room sheets are available in large print for those with low vision, facilities are clearly marked with braille signage, and the elevator offers access to all areas of the building, including the performance space.

ENVIRONMENTAL AND PLACE OUTCOMES

Does the project activate public spaces with dynamic cultural programming?	2.67
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	2
Subtotal 4.67 out of 8 (58%)	

Comments

- Activities in City of Perth's public spaces and on the Perth Cultural Centre screen will further increase the reach and engagement of the exhibitions.

CIVIC OUTCOMES

Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	2.34
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3
Subtotal 5.34 out of 8 (66%)	

Comments

- The opportunity for contemporary Indian and Pakistani artists to be exhibited in

Australia is important and highlights Perth's position as a Capital City and a cultural leader on the Indian Ocean Rim.	
ORGANISATIONAL COMPETENCY	
Overall quality of the application for accuracy, content, detail, attachments and response to the questions	3
Are the project plan and budget realistic and value for money?	3
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	3.34
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	2.67
Is the project concept and planning well developed and articulated?	3.34
Subtotal 15.35 out of 20 (77%)	
Comments <ul style="list-style-type: none"> • PICA has consistently met all City requirements and submitted an acquittal for previous support; • The organisation is committed to a high standard of presentation. The director and PICA professional staff have a high level of expertise and strong industry networks; • PICA has supplied a budget for the exhibitions, which will also receive funding from the Australia Council (\$35,342) and Department of Local Government, Sport & Cultural Industries (\$83,644) and the organisation's income is further supplemented by private donations, ticket and catalogue sales and services provided in-kind; and • The recommended sponsorship (\$20,000) represents 11% of the total program cost. 	
<u>TOTAL ASSESSMENT SCORE 58 out of 84 (69%)</u>	

**Agenda
Item 8.3**

Annual Event Sponsorship – IGA Carols by Candlelight for Variety

Recommendation:

That Council:

1. ***APPROVES cash sponsorship of \$60,000 (excluding GST) to Variety WA to present the 2017 IGA Carols by Candlelight, to be held on 17 December 2017;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.3A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council approved funding amount; and***
4. ***NOTES that a detailed acquittal report, including all media coverage, will be submitted to the City by 17 March 2018.***

FILE REFERENCE:	P1034187#04
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	29 August 2017
ATTACHMENT/S:	Attachment 8.3A – Detailed Officer Assessment

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |

**Legislation / Strategic Plan / Policy:****Legislation**Section 8 of the *City of Perth Act 2016***Integrated Planning and****Reporting Framework****Implications****Strategic Community Plan**

Goal 1 A city for people

Goal 6 A city that celebrates its diverse cultural identity

Goal 8 A city that delivers for its community

Policy

Policy No and Name:

18.13 – Sponsorship

Purpose and Background:

Variety WA is a children's charity which aims to empower Western Australian children who are sick, disadvantaged or have special needs. Variety WA gives practical equipment, programs and experiences to these children with an aim to help them live, laugh and learn.

Variety WA has requested cash sponsorship of \$68,000 (excluding GST) to present the IGA Carols by Candlelight for Variety 2017. This year will be the third year in which Variety WA has delivered the event, and the second year in which the event is free to the public.

The City significantly increased its sponsorship in 2016 to allow the event to be free to the public to attend, with the aim of creating an inclusive and fully accessible Carols event.

As a result, the event experienced an estimated 150% increase in attendance with approximately 22,000 attendees.

Details:

The IGA Carols by Candlelight for Variety will be held on Sunday 17 December 2017, from 3.00pm to 9.30pm on Langley Park. The event is a free-to-the-public Carols by Candlelight event raising funds for Variety WA. Now in its 73rd year, the event is a key part of the City's Christmas events calendar.

The event space will open at 3.00pm for families to picnic prior to the event. The event will commence at 4.30pm with pre-carols entertainment, with the main show starting at 7.15pm. The event will conclude with fireworks over the Swan River.

Organisers estimate the event will bring approximately 25,000 people into the City on the last Sunday before Christmas.

Event organisers are seeking a high profile act for the event. Previous artists have included Dami Im, Anthony Callea and Kate Ceberano. Variety WA are also currently in discussions around sharing event infrastructure with the Symphony in the City event, to be held on Saturday 16 December. They advise that this arrangement would assist with costs for both events. It is anticipated that this would also increase the quality of the Carols event.

Financial Implications:

ACCOUNT NO:	93E1 8000 7901
BUDGET ITEM:	Event Annual Sponsorship (17 – 18)
BUDGETED AMOUNT:	\$725,000
AMOUNT SPENT TO DATE:	\$562,100
PROPOSED COST:	\$ 60,000
BALANCE REMAINING:	\$102,900
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The City of Perth has been a long standing supporter of IGA Carols by Candlelight for Variety under its Event Sponsorship program. The City was instrumental in making the event free to the public for the first time on 2016 through substantially increased sponsorship funding, resulting in a 150% increase in attendance. The assessment panel commented that the event is an important element of the City's Christmas event calendar, and in positioning the City as the "heart" of Christmas activity. With the City's planned Christmas Lights trail, families will have an incentive to stay in the City longer, and go on to the Carols event.

In 2017, City officers judge that it is vital that measurement and impact reporting is undertaken around this event's attendance, community significance and economic impact. Discussions have commenced with organisers to ensure this is undertaken by the City's contracted providers.

Cash sponsorship of \$60,000 is recommended for the event.

ATTACHMENT 8.3A

Annual Event Sponsorship – IGA Carols by Candlelight for Variety

Event Title	IGA Carols by Candlelight for Variety		
Event Start Date	17/12/2017	Start time	3.00 PM
Event End Date	17/12/2017	End time	9.30 PM
Venue	Langley Park		
Expected attendance numbers	25,000		
Ticket Price	Free to attend		
Total Project Cost	\$286,330		
Total Amount Requested	\$68,000 (24% of the total project budget)		
REMPPLAN Impact (Direct)	\$0.605M	REMPPLAN Total	\$0.980M
Category (Community or Commercial)	Community		
Recommendation	Approval		
Recommended amount	\$60,000 (21% of the total project budget)	Assessment Score	65.7 out of 88 (75%)

Applicant details*Information from the Australian Business Register*

ABN	14 020 124 537
Entity Name	Variety WA Incorporated
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Public Benevolent Institution
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Exemption, GST Concession, Income Tax Exemption
Main Business Location Postcode	6100
Main Business Location State	WA

Associate details*Information from the Australian Business Register*

Name	Relationship Type
Mr Michael Pailthorpe	Office bearer of a club/association & public officer

Variety WA Board*Information from the Variety WA Corporate Website*

Name	Relationship Type
James Komninos	Chief Barker
Michelle d'Almeida	Vice Chair
Rod O'Dea	Treasurer
Anthony Begley	Director
Justine Campbell	Director
John Hanlon	Director
Cheryl Lockwood	Director
Jay Walter	Director
Denise Cheir	Director
Hayley Hinchliffe	Director

Event Synopsis

The IGA Carols by Candlelight for Variety is an annual, free-to-the-public event presented by Variety WA. The event has been held in the City of Perth for 72 years.

The event is the only large-scale Carols by Candlelight event to be held in the City annually.

Event Description

The IGA Carols by Candlelight for Variety WA will be held on Sunday 17 December 2017 at Langley Park. 2017 will be the 73rd year of the event.

Gates will open at 3.00pm for families to picnic prior to the event. The event will commence pre-event entertainment at 4.30pm, with the main show starting at 7.15pm. The event will conclude with fireworks over the Swan River.

Event organisers are seeking a high profile act for the event. Previous artists have included Dami Im, Anthony Callea and Kate Ceberano. Variety WA are also currently in discussions around sharing event infrastructure with the Symphony in the City event, to be held on Saturday 16 December. It is anticipated that this would increase efficiencies and the quality of the Carols event due to the scale of infrastructure utilised by the WA Symphony Orchestra for their event.

2017 will be the third year in which Variety WA has delivered the event themselves. The event was previously delivered by APEX Perth on behalf of Variety WA, and was a ticketed event with funds raised going towards Variety WA. The event was held at Supreme Court Gardens and the attendance was static at around 9,000 people annually.

The event was first free to the public to attend in 2016; as a result the event experienced a 150% increase in attendance with an estimated 22,000 attendees.

Organisers estimate the event will bring approximately 25,000 people into the City on the Sunday before Christmas.

Previous City of Perth Support (last five years)

Year	Amount
2012	\$33,000
2013	\$35,000
2014	\$36,015
2015	\$36,015
2016	\$60,000
TOTAL	\$200,030

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship of \$60,000:

- Logo recognition on all event promotional material;
- Logo recognition on event website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- The City to be recognised as a Major sponsor of the event;
- The City's support to be recognised on \$200,000+ worth of advertising, including:
 - Logo in event TV commercials broadcast on Channel Nine;
 - Name in the radio commercials broadcast on Nova;
 - Logo in advertising in The Sunday Times & PerthNow;
- Opportunity for the Lord Mayor to speak at the event;
- Opportunity to play a City of Perth TVC to event audience on the big screens, pre-event;
- One Lord Mayor's message in the official Carols songbook;
- One full page City of Perth advertisement in the official Carols songbook;
- Logo on sponsor page in songbook;
- Opportunity for City of Perth to run an activation zone at event – eg competition, interactive activities, give-aways;
- Logo on screen pre/during Carols;
- Opportunity for the City to display two banners / flags near the stage;
- Logo on event volunteer T Shirts;
- Verbal acknowledgement by MC in Carols opening/closing;
- Logo on Carols website & Variety WA event webpage, with hyperlinks;
- Acknowledged in related event communication to Variety e-newsletters to a database of 40,000+;
- Acknowledgement in Carols social media; and
- Acknowledgement in all media releases relating to the event.

Annual Event Sponsorship Assessment Score Card

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

The following outcomes are based on the schema of measurable outcomes for cultural engagement, developed by the Cultural Development Network: <http://www.culturaldevelopment.net.au>

Sponsorship Assessment

CULTURAL OUTCOMES	
Event is a large scale community or cultural event of state or national significance	2.7
Event is a well-known event on the City of Perth's calendar, or has the potential to develop into one	3.7
Event is predominantly free due to the inherent nature of the event and subsequent programming	4
Subtotal 10.4 out of 12 (87%)	
Comments <ul style="list-style-type: none"> • The IGA Carols by Candlelight has a history within the City, and is now in its 73rd year. • The event is now completely free to the public to attend thanks to increased City of Perth sponsorship in 2016; and • The event is positioned as the signature carols event for the wider metropolitan area and has potential to grow significantly. 	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	1.3
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	3.3
Contributes to a strong reputation for Perth as a city that is attractive for investment	1.7
Provides attendees with opportunities to engage with City businesses pre and/or post event	2
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	3.3
Subtotal 11.6 out of 20 (58.3%)	
Comments <ul style="list-style-type: none"> • Organisers actively promote City of Perth Parking to attendees on the event website; • The event commence in the afternoon on a Sunday, which may encourage attendees to visit retailers or traders in the City prior to the event however it is unlikely to have a significant impact on the local economy due to the nature of the event; • Variety WA is exploring options for City-based food and drink traders to have a physical presence on-site at the event; • The event will bring a significant attendance to the City, including families and baby boomers who are the key target markets for the event; and • The event will be well positioned to attract families who are attending other City Christmas activations. 	

COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public	4
Accessible to a broad demographic	3.3
Safe for participants and the public	3
Event attracts at least 10,000 attendees into the central City and surrounds	3.3
Subtotal 13.6 out of 16 (85%)	
Comments <ul style="list-style-type: none"> The event is free to the public and family friendly, with children's entertainment included as part of the event; Organisers anticipate an attendance of around 25,000 people at the event. 	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	2
Increased place activation and use of under-utilised space	3
Subtotal 5 out of 8 (62.5%)	
Comments <ul style="list-style-type: none"> The event will activate Langley Park on the Sunday before Christmas and will complement other Christmas activities held in the City; and Organisers have a waste management plan including recycling initiatives. 	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	3
Event does not clash or conflict with other events on the events calendar	3
Subtotal 6 out of 8 (75%)	
Comments <ul style="list-style-type: none"> The event is one of a series of large events held in the City annually, and a fixture on the City's Christmas calendar; and The event is the only large-scale carols event held in the City. 	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	2.7
Applicants proven ability to deliver the project within the timeline	3
A demonstrated variety in funding sources to ensure sustainability of the project	3.3
Level of benefits and recognition offered to the City	2
Applicant is able to deliver on standard commercial sponsorship benefits	2.3
Applicant is able to maintain a standard level of programming during the partnership	2.7
Overall application quality	3
Subtotal 19 out of 28 (68%)	
Comments <ul style="list-style-type: none"> The event has other supporters including Naming Rights sponsor IGA and Channel 9 (sponsorship fee is confidential); Organisers are seeking additional sponsors to assist with the rising costs of the event; and Organisers have delivered the event for the past two years and have contracted an event management company to assist with delivering the 2017 event. 	
TOTAL ASSESSMENT SCORE 65.7 out of 88 (75%)	

Recommendation:***That Council:***

1. ***APPROVES cash sponsorship of \$120,000 (excluding GST) to Channel Seven Perth Pty Ltd to present the 2017 RAC Christmas Pageant on Saturday, 2 December 2017;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.4A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council-approved funding amount; and***
4. ***NOTES that a detailed acquittal report, including all supporting material, will be submitted to the City of Perth by 31 March 2018.***

FILE REFERENCE:	P1034187#04
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	29 August 2017
ATTACHMENT/S:	Attachment 8.4A – Detailed Officer Assessment

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |

**Legislation / Strategic Plan / Policy:****Legislation**Section 8 of the *City of Perth Act 2016***Integrated Planning and
Reporting Framework
Implications****Strategic Community Plan**

Goal 1 A city for people

Goal 6 A city that celebrates its diverse cultural identity

Policy

Policy No and Name:

18.13 - Sponsorship

Purpose and Background:

The City of Perth received a request for Annual Event Sponsorship of \$150,000 from Channel Seven Perth Pty Ltd for sponsorship of the 2017 RAC Christmas Pageant to be held on the streets of Perth on 2 December 2017.

The Christmas Pageant has been held in the City of Perth for the past 45 years and is one of the largest free community events in Western Australia.

Details:

The 46th annual RAC Christmas Pageant will be held on Saturday, 2 December 2017. The Parade will follow a route down St Georges Terrace, from the William Street intersection to Ozone Reserve.

Organisers anticipate the 2017 Christmas Pageant will feature over 2,000 local performers and participants, more than twenty floats, marching bands, dance groups, multicultural and community groups, and Channel 7 personalities.

Financial Implications:

ACCOUNT NO:	93E1 8000 7901
BUDGET ITEM:	Event Annual Sponsorship (17 – 18)
BUDGETED AMOUNT:	\$725,000
AMOUNT SPENT TO DATE:	\$562,100
PROPOSED COST:	\$120,000
BALANCE REMAINING:	\$ 42,900
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Comments:

The event is a key element of the City of Perth's overall Christmas campaign and assists in the positioning of the City of Perth as Western Australia's premier Christmas destination.

Organisers anticipate the event will attract 250,000 attendees into the City, making it one of the largest free community events in Western Australia. The direct economic impact of the event is estimated as \$6.481M.

City of Perth parking is also expected to benefit significantly from the event and analysis of the 2016 revenue is included in Attachment 8.4A.

Organisers requested cash sponsorship of \$150,000, however sponsorship of \$120,000 is recommended. This is a reduction of \$30,000 from 2016 funding and reflects the City's current financial operating environment.

ATTACHMENT 8.4A

Annual Event Sponsorship – RAC Christmas Pageant

Event Title	RAC Christmas Pageant		
Event Start Date	02/12/2017	Start time	3.00 PM
Event End Date	02/12/2017	End time	8.30 PM
Venue	Along St Georges Terrace, from William Street intersection until Ozone Reserve		
Expected attendance numbers	250,000		
Ticket Price	Free to attend		
Total Project Cost	\$1,500,000		
Total Amount Requested	\$150,000 (10% of the total project budget)		
REMPAN Impact (Direct)	\$6.481M	REMPAN Total	\$10.95M
Category (Community or Commercial)	Community		
Recommendation	Approve		
Recommended amount	\$120,000 (8% of the total project budget)	Assessment Score	64 out of 88 (73%)

Applicant details*Information from the Australian Business Register*

ABN	70 008 679 294
Entity Name	Channel Seven Perth Pty. Limited
Entity Type	Australian Private Company
ABN Status	Active
ATO Endorsed Charity Type	Not endorsed
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6017
Main Business Location State	WA

Associate details*Information from the Australian Business Register*

<u>Channel Seven Perth Pty. Limited</u>	
Name	Relationship Type
MR DAVID ROY ASPINALL	Director
MR PETER JOSEPH LEWIS	Director
MR WARWICK OWEN LYNCH	Public Officer
MRS JUDITH ANNE HOWARD	Director
MS JUDITH OLGA STACK	Director

Event Synopsis

The RAC Christmas Pageant is annual, free-to-the-public event produced by Channel Seven Perth. The Pageant has been held in the City of Perth for 45 years.

Event Description

The 46th annual RAC Christmas Pageant will be held on Saturday, 2 December 2017. The Parade will follow a traditional route down St Georges Terrace, from the William Street intersection to Ozone Reserve.

One of the largest, annual, free community events held in Western Australia, organisers are expecting approximately 250,000 attendees at the 2017 event, with a primary target market of families and children.

Organisers anticipate the 2017 Christmas Pageant will feature over 2,000 local performers and participants, more than twenty floats, marching bands, dance groups, multicultural and community groups, Channel Seven personalities including Fat Cat, and Santa Claus.

The Channel Seven Christmas Pageant is the largest Christmas event in Western Australia and attracts attendees from across the State. The event is a key element of the City of Perth's Christmas campaign and assists in the positioning of the City of Perth as Western Australia's premier Christmas destination.

Organisers anticipate that the event will increase economic investment in the City through car parking revenue, food and beverage spend, retail spend and accommodation. Organisers aim to work with the City's Business Support Officers to engage traders and maximise on the additional crowds in the City for the evening.

The marketing plan for the event will include sponsorship advertising, editorial support and a social media campaign across The West Australian, The Sunday Times, Channel Seven and other Channel Seven Perth assets. The event will be supported with promotional airtime across Channel Seven Perth and GWN, including one hour television special of the Pageant to be broadcast on two occasions.

The event forms an important part of the City's Christmas activities and the City is investigating broadcast on large City screens throughout the Christmas period.

City of Perth Parking Commercial Benefits

City of Perth Parking analysed the impact of the 2016 event on key car parks and the results detail a significant increase in both revenue and patronage, as detailed below.

2016 Christmas Pageant, CPP Revenue and Patronage

	<i>Revenue</i>	<i>Patronage</i>
Terrace Road Car Park	42% increase	40% increase
His Majesty's Car Park	6% increase	4% increase
Convention Centre Car Park	45% increase	50% increase
Concert Hall Car Park	32% increase	22% increase

Previous City of Perth Support (last five years)

Year	Amount
2012	\$140,000
2013	\$140,000
2014	\$140,000
2015	\$140,000
2016	\$150,000
TOTAL	\$710,000

Sponsorship Benefits

Organisers will provide the following benefits for the requested sponsorship of \$150,000:

- the City of Perth to be recognised as a Supporting Sponsor of the event;
- the support of the City of Perth to be recognised in all media releases for the event;
- the City of Perth logo to appear on all print and outdoor advertising for the event;
- the City of Perth logo to feature on all event signage;
- the City of Perth to be acknowledged in all television, press and radio promotions as a supporting sponsor of the event;
- the City of Perth logo and profile to appear on the official event website with a hyperlink to the City of Perth website;
- the support of the City of Perth to be acknowledged in social media for the event;
- an opportunity for the City to provide content for official event newsletters;
- an opportunity for the City to carry out leveraging activities at the event;
- the City to have use of Channel Seven's Father Christmas Sleigh for the City of Perth turning on the Christmas Lights (date TBC); and
- an opportunity for the Lord Mayor, or representative, to speak at official events.

Annual Event Sponsorship Assessment Score Card

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

The following outcomes are based on the schema of measurable outcomes for cultural engagement, developed by the Cultural Development Network: <http://www.culturaldevelopment.net.au>

Sponsorship Assessment

CULTURAL OUTCOMES	
Event is a large scale community or cultural event of state or national significance	2.67
Event is a well-known event on the City of Perth's calendar, or has the potential to develop into one	4
Event is predominantly free due to the inherent nature of the event and subsequent programming	4
Subtotal 10.67 out of 12 (89%)	
Comments <ul style="list-style-type: none"> • The RAC Christmas Pageant has become a fixture on the calendar of the City of Perth over the past forty five years; • The event is free to the public to attend; and • Organisers estimate that the event will attract approximately 250,000 visitors into the City. 	
ECONOMIC OUTCOMES	
Local businesses and traders are given opportunity to actively engage in the event	0.67
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	4
Contributes to a strong reputation for Perth as a city that is attractive for investment	3
Provides attendees with opportunities to engage with City businesses pre and/or post event	3.34
Encourages new visitors, specifically those identified as key target markets for the City including Families, Baby Boomers and City workers/ young professionals	3.67
Subtotal 14.68 out of 20 (73.4%)	
Comments <ul style="list-style-type: none"> • The direct economic impact of the event is estimated as \$6.481M; • City of Perth Parking have been promoted as part of the event in previous years and the City will aim to include CPP in promotional activities in 2017; • Business engagement has received a low score due to many businesses being closed on the Saturday evening. Organisers aim to work with the City's Business Support Officers to engage traders and maximise on the additional crowds in the City for the evening; and • The primary target market of the event is families. 	

COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public	4
Accessible to a broad demographic	3.67
Safe for participants and the public	2
Event attracts at least 10,000 attendees into the central city and surrounds	4
Subtotal 13.67 out of 16 (85%)	
Comments <ul style="list-style-type: none"> The event is free to the public and family friendly, with children's entertainment included as part of the event; and Organisers anticipate an attendance of around 250,000 people at the event. 	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	0.67
Increased place activation and use of under-utilised space	3
Subtotal 3.67 out of 8 (46%)	
Comments <ul style="list-style-type: none"> The event will activate City of Perth streets and will complement other planned Christmas activities in the City of Perth Christmas Campaign. 	
CIVIC OUTCOMES	
Event complements and diversifies the existing offering within the City	3.34
Event does not clash or conflict with other events on the events calendar	3
Subtotal 6.34 of 8 (79%)	
Comments <ul style="list-style-type: none"> The event is one of a series of large events held in the City annually; and The Festival does not conflict with any other similar events at this time. 	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	1
Applicants proven ability to deliver the project within the timeline	3
A demonstrated variety in funding sources to ensure sustainability of the project	2
Level of benefits and recognition offered to the City	1.34
Applicant is able to deliver on standard commercial sponsorship benefits	2.67
Applicant is able to maintain a standard level of programming during the partnership	2.67
Overall application quality	2.34
Subtotal 15.02 out of 28 (54%)	
Comments <ul style="list-style-type: none"> The event budget provided as part of the application was limited and the event scored low in this area in assessment, however organisers have successfully operated the event for 45 years and supported by Channel Seven Perth; Organisers have successfully managed the event for the past forty five years; and The event has other sponsors included Naming Rights sponsor RAC (sponsorship fee is confidential). Channel Seven, The West Australian and Synergy are also confirmed as sponsors of the 2017 event. 	
TOTAL ASSESSMENT SCORE 64 out of 88 (73%)	

Agenda
Item 8.5

Sponsorship – 2017 West Tech Fest

Recommendation:

That Council:

1. ***APPROVES cash sponsorship of \$35,000 (excluding GST) plus in-kind support of \$15,000, to 32 Degrees South Group to present West Tech Fest 2017, including the 2017 OzApp Awards and associated events, from 4 December to 8 December 2017;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.5A; and***
3. ***NOTES that a detailed acquittal report, including all media coverage, will be submitted to the City by March 2018.***

FILE REFERENCE:	P1027729
REPORTING UNIT:	Economic Development
RESPONSIBLE DIRECTORATE:	Economic Development & Activation
DATE:	29/08/17
ATTACHMENT/S:	Attachment 8.5A - Detailed Officer Assessment

Council Role:

- | | | |
|-------------------------------------|----------------|---|
| <input type="checkbox"/> | Advocacy | <i>When the Council advocates on its own behalf or on behalf of its community to another level of government/body/agency.</i> |
| <input checked="" type="checkbox"/> | Executive | <i>The substantial direction setting and oversight role of the Council e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.</i> |
| <input type="checkbox"/> | Legislative | <i>Includes adopting local laws, town planning schemes and policies</i> |
| <input type="checkbox"/> | Quasi-Judicial | <i>When the Council determines an application/matter that directly affects a person's right and interests. The judicial character arises from the obligation to abide by the principles of natural justice. Examples of Quasi-Judicial authority include town planning applications, building licences, applications for other permits/licences (eg under Health Act, Dog Act or Local Laws) and other decisions that may be appealable to the State Administrative Tribunal.</i> |
| <input type="checkbox"/> | Information | <i>For the Council/Committee to note.</i> |

Legislation / Strategic Plan / Policy:

Legislation Section 8 of the *City of Perth Act 2016*

Integrated Planning and Reporting Framework Implications **Strategic Community Plan**
Goal 5 A prosperous city

Policy

Policy No and Name: 18.13 - Sponsorships

Purpose and Background:

Created in 2011, the West Tech Fest is the premiere annual innovation and technology conference for Western Australia, attracting founders, tech leaders and investors from around Australia, the US, UK and Asia.

Now in its sixth year, the West Tech Fest has successfully grown from a one day conference to a genuine multi-day festival that is a hallmark event for the local innovation ecosystem. The festival program combines content on entrepreneurship, investment and technology with high level networking events bringing together business, education and community. Importantly, the event organisers place significant effort in attracting interstate and international investors to come to Perth to see the talent, expertise and potential investment opportunities first hand.

The 2017 West Tech Fest will be held in numerous venues in Perth, including the Pan Pacific Hotel and the Perth Town Hall from 4 to 10 December 2017.

Details:

The West Tech Fest is both the name of the umbrella week-long festival and the namesake, flagship day of the festival program. The day features a number of key note speeches and panel discussions with national and international leaders from the innovation sector and the final pitches for the finalists of the West Tech Fest Start-up Challenge (previously known as the OzAPP Awards).

Through the involvement of Bill Tai, a Silicon Valley-based global venture capitalist and Innovator in Residence with Curtin University, the event has created strong linkages and relationships with leading entrepreneurs and investors from Silicon Valley. More recently, the organisers have seized on the opportunity presented by Perth's location within the Indian Ocean region and the +8 time zone and will increase promotion of the event and efforts to attract delegates and participants from key target markets such as Singapore, Malaysia, Hong Kong, China and Japan.

The competition is open to companies within the Asia Pacific region, with companies competing for prizes including cash, credit with other technology companies such as Amazon Web Services and the chance to pitch at the Consumer Electronic Show (CES) in Las Vegas, the world's largest technology conference and trade show.

The winners will be announced at an evening event hosted by the City at Council House on Thursday, 7 December 2017.

The West Tech Fest also acts as an overarching brand for all of the themed events that are organised by local innovation stakeholders and held throughout the course of the week. In 2016, there were 18 scheduled events but anecdotal feedback after the event was that there were more than 40 events held over the course of the week. This helps create a “buzz” and critical mass around the event and helps in drawing people to Perth to attend the event.

There are significant leveraging opportunities the event provides to the City with regards to social media and communications content and potential activations that will continue to be explored in the lead up to the event.

Financial Implications:

ACCOUNT NO:	CL 93 793000 7901
BUDGET ITEM:	Innovation and Technology
BUDGETED AMOUNT:	\$180,000
AMOUNT SPENT TO DATE:	\$ 5,000
PROPOSED COST:	\$ 35,000
BALANCE REMAINING:	\$140,000

ACCOUNT NO:	CL 43 793000 7227
BUDGET ITEM:	Innovation and Technology
BUDGETED AMOUNT:	\$58,300
AMOUNT SPENT TO DATE:	\$ 909
PROPOSED COST:	\$15,000
BALANCE REMAINING:	\$42,391

Total proposed funding of \$50,000 comprises a cash contribution of \$35,000 and costs of approximately \$15,000 to host the West Tech Fest networking event and Startup Challenge Awards function.

All figures quoted in this report are exclusive of GST.

Comments:

It is recommended that the City continue to support the West Tech Fest for their 2017 event.

The West Tech Fest is now regarded as a key feature on the local innovation ecosystem and is a unique event to showcase Perth’s burgeoning technology and innovation companies and expertise. The calibre of the speakers and presenters that the event attracts, as well as its success in drawing international and interstate investors to Perth has helped raise the profile of the event and in attracting interstate and international visitors to Perth.

The fact that the event continues to grow, with the event having now outgrown the Perth Town Hall, is to be celebrated, as is the unique position of the West Tech Startup Challenge as a competition for the Asia Pacific region using Perth as its base city and the site of the final pitches and Awards.

This event is strongly aligned with the City's economic development objectives in terms of promoting Perth as a business and investment destination and as a centre of regional significance, with strong links with our major international trading partners. The event is also strongly aligned with the City's support for the growth and development of the local innovation ecosystem, which is tied to diversifying the City's economic base and in helping to create future employment opportunities.

ATTACHMENT 8.5A

Project Details

Project Title	West Tech Fest 2017		
Project Start Date	04/12/2017		
Project End Date	10/12/2017		
Venues	Pan Pacific Hotel, Perth Concert Hall		
Applicant	32 Degrees South Group		
Expected attendance numbers	500		
Ticket Pricing - Standard	\$125		
Total Project Cost	\$150,000		
Total Amount Requested	33.3%		
Amount requested	\$50,000 (cash and in-kind)		
REMPLAN Impact (Direct)	\$202,000	Total impact	\$326,000
Recommendation	Approval		
Recommended amount	\$35,000 cash \$15,000 in-kind \$50,000 total	Assessment Score (36)	26.66 out of 36 (74%)

Applicant Details

ABN	83 157 945 796
Entity Name	32 Degrees South Group Pty Ltd
Entity Type	Australian Private Company
ABN Status	Active
Goods & Services (GST)	Yes
Endorsed as DGR	No
Tax Concessions	No tax concessions
Main Business Location Postcode	6008
Main Business Location State	WA

Associate Details*Information from the Australian Business Register*

32 Degrees South Group Pty Ltd	
Name	Relationship Type
Paula Taylor	Director
Paula Taylor	Public Officer
Sharon Taylor	Director

West Tech Fest Advisory Committee	
Name	Title
Amanda Price	Head of High Growth Ventures, KPMG
Bill Tai	Co-Founder, MaiTai Global, West Tech Fest, Extreme Tech Challenge & Global Venture Capitalist
David Tasker	Co-Founder at Metrix Publishing
Larry Lopez	Director of Accelerating Commercialisation, Department of Industry, Innovation and Science

Marc Van Hoof	Director of Philanthropy Mai Tai Global, Technologist, Activist, Entrepreneur
Paula Taylor	Regional Director D&AD APAC, Exec Director West Tech Fest, Director 32 Degrees South
Rick Baker	Investment Director, Blackbird Ventures
Rohan McDougall	Director IP Commercialisation, Curtin University
Stuart Richardson	Founder & Managing Partner, Adventure Capital

Project Summary

The West Tech Fest is the premiere annual innovation and technology conference for Western Australia, attracting founders, tech leaders and investors from around Australia, the US, UK and Asia.

Now in its sixth year, the West Tech Fest has successfully grown from a one day conference to a genuine multi-day festival that is a cornerstone event for the local innovation ecosystem.

The 2017 West Tech Fest will be held in numerous venues in Perth, including the Pan Pacific Hotel and the Perth Town Hall from 4 to 10 December 2017.

Project Description

The West Tech Fest is both the name of the umbrella week-long festival and the namesake, flagship day of the festival program. The day features a number of key note speeches and panel discussions with national and international leaders from the innovation sector and the final pitches for the finalists of the West Tech Fest Start-up Challenge (previously known as the OzAPP Awards).

The competition is open to companies within the Asia Pacific region, with companies competing for prizes including cash, credit with other technology companies such as Amazon Web Services and the chance to pitch at the Consumer Electronic Show (CES) in Las Vegas, the world's largest technology conference and trade show.

The festival program combines content on entrepreneurship, investment and technology with high level networking events bringing together business, education and community.

The event is targeted towards bringing US and interstate investors to Perth for the event and has been particularly successful in this aim in recent years. This year, the event organisers are specifically looking to create relationships with Asian VCs and to build stronger ties with the SE Asia investment ecosystem.

The festival program builds long term relationships with global and Australian industry thought-leaders and investors. Interstate and international attendees continue returning to Perth to attend the event for many years and have built solid relationships with Perth based

entrepreneurs. This provides local business and community members the opportunity to network, to learn best practice and to also pitch their businesses and products.

There is a growing awareness in Silicon Valley that the Asia Pacific region is a great source of innovation in the digital space and the West tech Fest and Awards provide a focal point for people to come and take a look for themselves.

The West Tech Fest boasts an international partnership group that actively networks in a desire to seek out and promote new technologies. Partners hail from Silicon Valley, all over Australia and throughout the Asia Pacific region.

The Festival's program is still in development, but events confirmed for the program so far include:

Tuesday 5th December

- Evening event organised by Startup WA, Morning Startups, Tech Board - and sponsored by east coast venture fund Aintree Ventures.
- Evening - Just Start It Student Pitching Gala.

Wednesday 6th December

- Morning - Innovation Roundtable at Curtin University, hosted by the VC with industry thought leaders and international guests.
- Afternoon - Blockchain Summit at the Pan Pacific Hotel (organised by WTF core team so possible to have full City of Perth participation and branding at this event).
- All Day - Just Startit Student Event at Perth Town Hall.

Thursday 7th December

- West Tech Fest Conference and Startup Challenge.
This is the key event in the week, comprising of the West Tech Fest conference, and start-up competition. This will be held at the Pan Pacific Hotel in Perth. This event has been held at the Perth Town Hall for the last three years. It has been opened in the past by Lord Mayor Lisa Scaffidi, US Ambassador to Australia John Berry and WA Senators Dean Smith and Linda Reynolds.

West Tech Fest Startup Challenge (Formerly Ozapp Awards)

Now in its sixth year, the West Tech Fest Start-up competition (previously OzAPP Awards) are APAC's leading awards seeking the region's best early stage startups with mobile, web and cloud app concepts. Initiated by Curtin University and global venture capitalist Bill Tai, the competition aims to foster dialogue and collaboration between innovators, researchers, investors and industry, and to further stimulate innovative business culture around Australia.

The West Tech Fest Start-up Challenge is open to all residents of the Asia Pacific region, both individuals and companies. The final judging is held in Perth, Western Australia each year as part of an intensive program featuring inspiring keynote speakers, interactive workshops, networking events, mentoring sessions, educational workshops and community events. The finalists will pitch their app concept to the audience and an international judging panel. Winners are awarded cash, in-kind resources and mentoring.

The Top 5 finalists are invited each year to pitch to leading VC's, tech judges and industry heavyweights from across the globe in Perth, Western Australia as part of the West Tech Fest.

Confirmed speakers for the events during the West Tech Fest include:

- Amanda Price - Head Of High Growth Ventures, KPMG;
- Andrea Gardiner – Founder, Jelix Ventures;
- Bill Tai - Co-Founder Mai Tai Global, West Tech Fest, Extreme Tech Challenge & Global VC;
- Chris Farquar – Founder, Plus 8 Technology Venture Capital; CEO, Icetana;
- Elisa McDonald - Investment Associate, Air Tree Ventures;
- Erick Miller - Founder & CEO, Coincircle; Founder, Hyperseed Ventures;
- Jack Quigley - Founder and Managing Director, Crowdfundup;
- Larry Lopez – Chairman, WTF Advisory Committee; Director Accelerating Commercialisation, Department of Industry, Innovation and Science;
- Michael Casey - Blockchain Pathfinder, Speaker, Author, Journalist, MIT Media Lab Advisor, Entrepreneur;
- Marcus Tan - CEO & Medical Director at Healthengine; Angel Investor; Professional Company Director;
- Paul Herz - Director at Facebook; and
- Rohan McDougall - Director IP Commercialisation, Curtin University.

The winners will be announced at the networking and Awards function to be held on the rear veranda at Council House at the conclusion of the event on Thursday 7 December.

Organisation Capacity

The applicants have demonstrated capacity to deliver this project, having successfully delivered the event since 2011. It has continued to grow in scale and reach over the years and has developed from a one-day event into a genuine multi-day festival.

The key staff are accomplished professionals with significant event and marketing experience.

The delivery team are supported by an Advisory Committee including representatives from the local, national and international innovation ecosystem.

Previous City of Perth Support (last five years)

Year	Amount	Type
2014	\$10,000	Cash
2015	\$36,000	Cash/in-kind
2016	\$50,000	Cash/in-kind
2017	\$50,000 (<i>requested</i>)	Cash/in-kind

Proposed sponsorship benefits

Sponsorship benefits for the City include:

- The Lord Mayor, or City representative, to present the introduction speech at an event (including provision of speech notes);
- Verbal recognition of the City of Perth's support and of Elected Members in attendance at events;
- Naming rights to a networking lunch or social event in the West Tech Fest program 2017 calendar;
- Recognition as host of the West Tech Fest networking function and Startup Challenge Awards ceremony to be held at Council House on Thursday 7 December;
- Naming rights to a Panel Discussion at the West Tech Fest;
- Premier Level branding on all event signage at events and venues for the West Tech Fest;
- Sponsor logo featured on display screens at the West Tech Fest event;
- Sponsor logo and link featured on the West Tech Fest Sponsors web page as Premier Sponsor;
- Sponsor logo featured on footer of every page on West Tech Fest website;
- Sponsor logo featured on all event print materials including posters, flyers, banners, event programs;
- One full page advertisement featured in the West Tech Fest program;
- Partnership is promoted throughout key networks;
- Five pull-up banners placed in prominent position at event site;
- Sponsor logo included throughout key presentation at the West Tech Fest;
- Sponsor logo included in post-event footage and presentations;
- Opportunity for sponsor to distribute promotional material and product samples at event;
- Access to key competition statistics such as location of all entrants, type of entrants and relevant experience of each startup;
- Dedicated media release and email newsletter announcing partnership; and
- Sponsor is profiled throughout the West Tech Fest event.

Event Participation

- Opportunity for one member to sit on the judging panel for the West Tech Fest Start-up Challenge;
- Opportunity for the City to access a key West Tech Fest speaker (of the City's choice) for a separate meeting or event; and
- Opportunity for one City representative to participate as a speaker in the West Tech Fest.

Additional Opportunities

- Exhibition Space provided to the City at the West Tech Fest;
- Opportunity to offer a branded prize to a Top 5 finalist of the West Tech Fest Awards program; and
- Networking opportunities throughout the week of activities and events.

Additionally, all partners will be required to adhere to partner agreement in regards to branding/sponsor acknowledgement and opportunity for City of Perth representative to give Welcome speech at key West Tech Fest events.

Sponsorship Assessment

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

General Criteria	Score (4)
Level of benefits provided to the City	3.33
Level of attendance to the event	3.33
Calibre of speakers and participants in the event	4
Level of opportunity for business networking and links to existing WA industry sectors	3.66
Level of anticipated economic benefit to the City	2.66
Extent to which the event positions Perth as a capital city and lifts the status, awareness or profile of Perth	3
Evidence of a robust business plan including other funding sources to ensure sustainability of the event	3.66

Strategic Plan and Economic Development Strategy	Score (4)
Extent to which the initiative reflects and adds value to the City's Economic Development Strategy outcomes	3
Extent to which the initiative reflects and adds value to the City's Strategic objectives and revenue	3

The assessment panel were very positive in their assessment of the event and its sponsorship application, believing that the event met a range of the City's economic development objectives, particularly as related to support for innovation, entrepreneurship and encouraging investment into Perth.

The panel recognised the unique position for the event as being held exclusively in Perth, promoting the city's burgeoning technology and innovation companies, creating ongoing relationships between international sector leaders and local founders and in strengthening linkages with tech investors and founders in South East Asia.

The event is clearly aligned with the City's economic development objectives in terms of investment attraction, showcasing local expertise, supporting the local innovation and technology ecosystem, building international connections and relationships, facilitating knowledge exchange and professional development opportunities and promoting Perth as a centre of regional significance within the Indian Ocean Rim.