

**Marketing, Sponsorship and  
International Engagement  
Committee**

**Notice of Meeting  
18 July 2017  
4:00pm**

**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  
Deputy Lord Mayor Cr Liminios (LOA)
- 3** Question Time for the Public
- 4** Confirmation of minutes – 20 June 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 – 2017 Perth Airport WA Tourism Awards
  - 8.2 - Business Event Sponsorship – Business News (40under40 and Success & Leadership Series)
  - 8.3 - Annual Event Sponsorship – Swan Festival of Lights 2017
  - 8.4 - Annual Arts Sponsorship – Opera in the Park
  - 8.5 - Annual Arts Sponsorship – Symphony in the City
  - 8.6 - Annual Arts Sponsorship – Perth International Arts Festival 2017
  - 8.7 - Annual Event Sponsorship – Perth Heritage Days
- 9** Motions of which Previous Notice has been given
- 10** General Business
  - 10.1 - Responses to General Business from a Previous Meeting
  - 10.2 - New General Business

**11** Items for consideration at a future meeting

Outstanding Reports:

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

**12** Closure

A handwritten signature in black ink, appearing to read 'Martin Mileham', written in a cursive style.

**MARTIN MILEHAM**  
**CHIEF EXECUTIVE OFFICER**

13 JULY 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. Approve or decline requests for donations, grants or sponsorships of up to \$15,000 [FM Reg.12(1)(b)].
2. Approve or decline requests to waive fees for the hire of the City's exhibition screens with a value in excess of \$5,000 [s.6.12].

# 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](mailto:governance@cityofperth.wa.gov.au).
- Question Sheets are also available on the City's web site: [www.perth.wa.gov.au](http://www.perth.wa.gov.au).

## 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](http://www.perth.wa.gov.au).

## Disclaimer

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



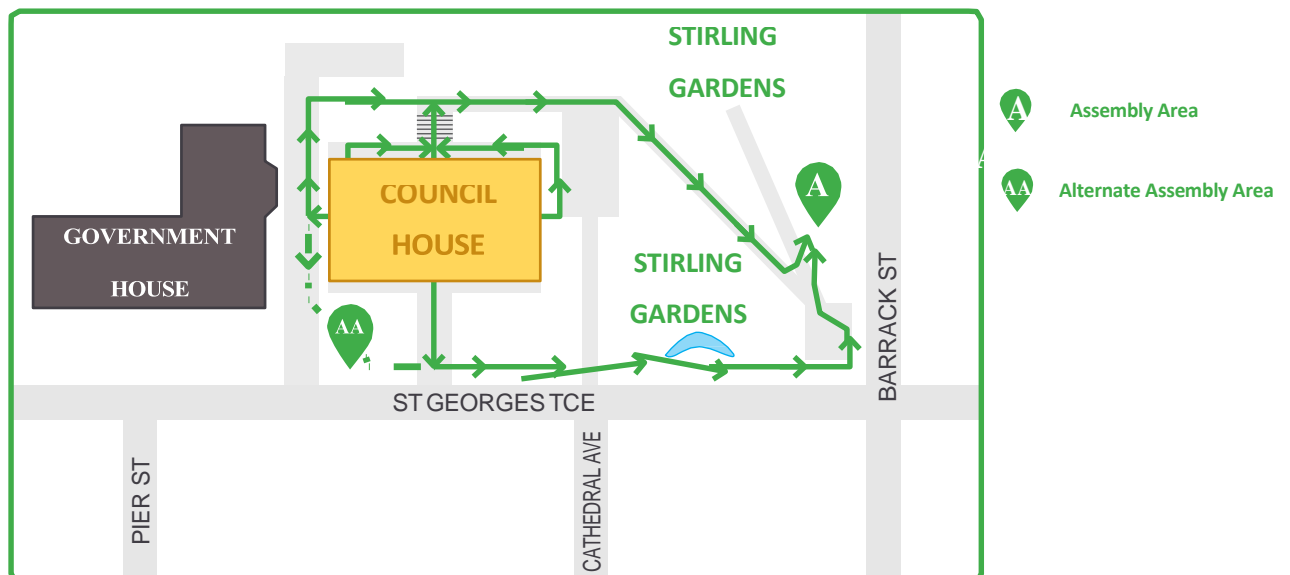
## EVACUATION ALARM / PROCEDURES

**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



**Agenda  
Item 8.1**

**Business Event Sponsorship – 2017 Perth Airport WA Tourism Awards**

---

**Recommendation:**

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

- 1. APPROVES cash sponsorship of \$8,000 (excluding GST) to Tourism Council WA to present the 2017 Perth Airport WA Tourism Awards;**
- 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 obtained by the City by February 2018.**

FILE REFERENCE:	P1034443
REPORTING UNIT:	Economic Development Unit
RESPONSIBLE DIRECTORATE:	Economic Development & Activation
DATE:	13 June 2017
ATTACHMENT/S:	Attachment 8.1A – Officer Assessment - Business Event Sponsorship – 2017 Perth Airport WA Tourism Awards

**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***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:**

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

**Details:**

Officer assessment of this corporate sponsorship application is detailed in Attachment 8.1A.

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

The Awards are a chance for operators to gain public recognition and exposure for their achievements to the industry. The 2017 Perth Airport WA Tourism Awards will be held on Saturday, 11 November 2017 at Crown Perth and is expected to attract more than 800 attendees, of which approximately 175 are expected from regional WA or interstate.

Prior to the 2017 Perth Airport WA Tourism Awards is an October function to announce award nominees known as the 'Finals Fever' function.

A copy of the acquittal has been made available to Elected Members.

**Financial Implications:**

ACCOUNT NO:	9397 1000 7901
BUDGET ITEM:	Economic Development Program – Donations and Sponsorships - Tourism
BUDGETED AMOUNT:	\$50,000
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 8,000
BALANCE REMAINING:	\$42,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

**Comments:**

It is recommended that the Committee approves \$8,000 (excluding GST) towards Business Event Sponsorship of the 2017 Perth Airport WA Tourism Awards.

With tourism injecting approximately \$9 billion into the West Australian economy every year and creating more than 97,000 jobs, it is a valuable industry to WA's economy and a key priority sector for the Economic Development Unit.

The event allows for industry to be connected, particularly at a time when Western Australia transitions away from being so reliant on the resource sector and focuses more on the service sector.

Lastly, by continuing to align with the Awards the City of Perth will continue to build its relationship with industry, cementing its commitment to the tourism industry and reflecting the important role that the City plays within the sector.

### Project Details

<b>Project Title</b>	2017 Perth Airport WA Tourism Awards
<b>Project Start Date</b>	11/11/2017
<b>Project End Date</b>	11/11/2017
<b>Start and finish times</b>	5.30pm - 11.00pm
<b>Venue</b>	Crown Perth
<b>Expected attendance numbers</b>	800
<b>Ticket Pricing - Standard</b>	\$240.00
<b>Total Project Cost</b>	\$220,000
<b>Total Amount Requested</b>	\$10,000.00 (4.5% of total project cost)
<b>Recommendation</b>	Approval
<b>Recommended amount</b>	\$8,000 (3.6% of the total project cost)
<b>Assessment Score</b>	28.5 out of 36

### Organisation Details

<b>ABN</b>	69095581776
<b>Entity Name</b>	Tourism Council Western Australia Ltd
<b>Entity Type</b>	Australian Public Company
<b>ABN Status</b>	Active
<b>Goods &amp; Services (GST)</b>	Yes
<b>Endorsed as DGR</b>	No
<b>Tax Concessions</b>	No tax concessions
<b>Main Business Location Postcode</b>	6100
<b>Main Business Location State</b>	WA

### Project Description

The 2017 Perth Airport WA Tourism Awards is an opportunity to celebrate the achievements of the tourism industry over the previous 12 months.

The WA Tourism Awards is the State's premier tourism awards program and has been recognising excellence within the industry for more than 40 years. The awards program is a chance for operators to gain public recognition and exposure for their achievements as well as fine-tune their businesses in the process.

Gold, silver and bronze medals are awarded to tourism businesses and individuals across more than 30 categories recognising excellence, business development and individual achievements by members of the tourism industry.

The Awards attract a great amount of interest from operators and the media from the opening of nominations in April through to the Awards Gala Dinner, which will be held on 11 November 2017; the Gala Dinner is expected to attract more than 800 attendees.

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

Past winners of the Sir David Brand Award have been Adams, Sandalford Winery, Challenger Institute of Technology, Perth Zoo, Burswood International Resort Casino, Perth Mint, Augusta Margaret River Tourism Association and Kings Park and Botanic Gardens. Although some of the past and future winners have/will not be located within the City of Perth, the calibre of the Sir David Brand Award for Tourism winner is such that they are influential in establishing Perth and WA as an international tourist destination.

#### **Previous City of Perth Support (last five years)**

Year	Amount
2012	\$10,000.00
2013	\$10,000.00
2014	\$10,000.00
2015	\$10,000.00
2016	\$6,000.00

Sponsorship amounts have been reduced in recent years noting the provision of tickets and hospitality can no longer be accepted.

#### **Sponsorship Assessment**

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

<b>General Criteria</b>	<b>Score (4)</b>
Level of benefits provided to the City	3.5
Level of attendance to the event	4
Calibre of speakers and participants in the event	3
Level of opportunity for business networking and links to existing WA industry sectors	3.5
Level of anticipated economic benefit to the City	2.5
Extent to which the event positions Perth as a capital city and lifts the status, awareness or profile of Perth	2.5

Evidence of a robust business plan including other funding sources to ensure sustainability of the event	3.5
<b>Strategic Plan and Economic Development Strategy</b>	<b>Score (4)</b>
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

### **Assessment Comments**

There will be approximately 800 guests at the 2017 Perth Airport WA Tourism Awards presentation, including approximately 175 regional and interstate visitors. It is anticipated by the proponent that the Awards will contribute to an anticipated 350 visitor night stays in Perth and the surrounding suburbs due to the local, regional and interstate guests that will stay close to Crown Perth after the event.

The lead event coordinator has been successfully managing the WA Tourism Awards since 2007 after years of working in the event industry and has a team of experienced personnel working to deliver the event. In the years that the City has been sponsoring the event, Tourism Council WA has delivered a well-organised event and a sound budget.

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

Networking opportunities are very good due to the calibre of guests from State and Local Government, and tourism operators, including hotels, tourism venues and businesses.

Sponsorship of the Awards cements the City's commitment to the West Australian tourism industry and reflects the important role the City plays in enhancing the appeal of Perth to regional, intrastate and international visitors. This sponsorship is particularly timely for the City due to the high amount of tourism related projects (such as Perth Stadium and Yagan Square ) and also high levels of Hotel developments coming on line within the City.

### **Proposed Sponsorship Benefits**

#### **Finals Fever Function**

- City crest and recognition as Support Sponsor on Finals Fever e-invitation;
- Verbal acknowledgement by host of Support Sponsor status at function; and
- City banner placement at the Finals Fever Functions.

## 2017 Perth Airport WA Tourism Awards

- City crest and profile/bio on the WA Tourism Awards Sponsors page with link to website;
- City flash banner on one of the WA Tourism Awards pages on TCWA website;
- City crest on all electronic and printed WA Tourism Awards Gala Dinner promotional items, including Gala Dinner invitation and Gala Dinner Program/Menu;
- City banner placement in foyer area at the WA Tourism Awards Gala Dinner;
- Verbal acknowledgement by host of Support Sponsor status at Awards Gala Dinner;
- City acknowledged as sponsor of the “Sir David Brand Award for Tourism” presented at the WA Tourism Awards Gala Dinner;
- City crest on the big screen at the WA Tourism Awards Gala Dinner, recognising status as Support Sponsor;
- City crest and recognition as Support Sponsor in The Sunday Times WA Tourism Awards medallists eight page spread, published the day after the Gala Dinner;
- City profile highlighting status as Support Sponsor in Tourism Council WA Newsletter, distributed to over 3,500 tourism industry contacts;
- City crest and recognition as Support Sponsor in The Sunday Times WA Tourism Award finalists two page spread, published the weekend following the announcement of finalists;
- opportunity for the Lord Mayor to make a short speech (3 min max) prior to the presentation of the Sir David Brand Award for Tourism at the WA Tourism Awards Gala Dinner; and
- the Lord Mayor, or her representative, to present the “Sir David Brand Award for Tourism” on stage with a member of the Brand family.

Final benefits will be confirmed with the organiser after the approved funding amount has been confirmed.



**Agenda**                      **Business Event Sponsorship – Business News (40under40 and**  
**Item 8.2**                      **Success & Leadership Series)**

---

**Recommendation:**

***That Council:***

1. ***APPROVES Business Event Sponsorship of \$20,000 (excluding GST) to Business News Pty Ltd for sponsorship of the ‘Success & Leadership Series’ event program;***
2. ***APPROVES Business Event Sponsorship of \$19,000 (excluding GST) to Business News Pty Ltd for sponsorship of the ‘40under40’ event program;***
3. ***NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachments 8.2A and 8.2B;***
4. ***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***
5. ***NOTES that a detailed annual acquittal report, including any supporting material, will be submitted to the City of Perth.***

FILE REFERENCE:	P1034443
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	30 June 2017
ATTACHMENT/S:	Attachment 8.2A – Detailed Officer Assessment: Success and Leadership Series Attachment 8.2B – Detailed Officer Assessment: 40under40 Awards

**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**

N/A

#### **Integrated Planning and Strategic Community Plan Reporting Framework Implications**

- Goal 4 A future focused and resilient city
- Goal 5 A prosperous city
- 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 Business Event Sponsorship of \$39,000 (excluding GST) from Business News Pty Ltd for the City to support sponsorship of two event initiatives: '40under40' and 'Success and Leadership Series'.

### **Details:**

Business News Pty Ltd is a Western Australian publication that aims to deliver a high quality news and information services. Business News coordinates an event program to complement its printed and online news platforms.

#### *40under40 Awards*

The 40under40 Awards is a Business News initiative that seeks to find, recognise and commemorate 40 outstanding young business and community leaders under the age of 40 within Western Australia.

The awards attract entrants from a broad range of industries across the State, from business champions to community leaders and medical researchers. The program aims to not only recognise personal determination and commercial drive and success, but also to applaud the entrants' philanthropic pursuits.

The 2018 40under40 Awards will be presented at Crown Perth on 8 March 2018 and it is estimated the gala awards evening will be attended by 600 guests, consisting of Western Australia's corporate community and dignitaries.

### *'Success & Leadership Series'*

The Business News 'Success & Leadership Series' is an annual series of five breakfast events held at the Hyatt Regency Perth (TBC) that showcase successful Western Australian business leaders who have excelled in their fields of endeavour.

Past 'Success & Leadership Series' speakers have included Sir Bob Geldof, John Symond (Aussie Home Loans), Richard Goyder (Wesfarmers), Hon Christian Porter MLA (Attorney General), Hon Julie Bishop MP (Federal Minister for Foreign Affairs), and Professor Barry Marshall (Nobel Laureate), amongst many others.

The City has not previously supported this event.

### **Financial Implications:**

ACCOUNT NO:	93E080007901
BUDGET ITEM:	Business Sponsorships – Business Event Sponsorship
BUDGETED AMOUNT:	\$90,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$39,000
BALANCE REMAINING:	\$51,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

### **Comments:**

#### *40under40 Awards*

The Assessment Panel noted the 40under40 Awards are regarded as the State's premier business awards program and recognise excellence within the local business community. The panel noted the City's association and long-standing partnership with the Awards has been beneficial and provides the City with information about business activity within the city and invaluable networking opportunities.

Support of the 40under40 provides visible support of the business sector in a widely respected awards program.

#### *'Success & Leadership Series'*

The Assessment Panel noted the 'Success & Leadership Series' consistently secures high quality speakers.

Sponsorship of the event would showcase the City's support for business excellence and provide opportunities for knowledge exchange, networking and relationship building while ensuring the State's business leaders are exposed to the City of Perth. This is considered to be a strategic investment in a high profile business networking series, which the City can leverage to promote to City businesses and provide access to high calibre speakers.

## ATTACHMENT 8.2A

**Business Event Sponsorship – Success & Leadership Series, WA Business News**

<b>Project Title</b>	Success & Leadership Series (five breakfast events annually)		
<b>Project Start Date</b>	01/09/2017		
<b>Project End Date</b>	31/08/2018		
<b>Venues</b>	Hyatt Regency Perth (TBC)		
<b>Expected attendance numbers (ticketed)</b>	1,750 (over five events)		
<b>Ticket Price</b>	\$125 (full price); \$115 (subscribers)		
<b>Total Project Cost</b>	\$217,500		
<b>Total Amount Requested</b>	\$20,000 (9% of total event budget)		
<b>REMLAN Impact (Direct)</b>	N/A	<b>REMLAN Total</b>	N/A
<b>Recommendation</b>	Approval for Business Event Sponsorship		
<b>Recommended amount</b>	\$20,000	<b>Assessment Score</b>	27.5 out of 36 (76%)

**Program Summary**

The Business News ‘Success & Leadership Series’ is an annual series of five breakfast events that showcase successful Western Australian business leaders who have excelled in their fields of endeavour.

The series is aimed at acknowledging personal and business achievements within the Western Australian business community.

**Program Description**

The ‘Success & Leadership Series’ is a professional networking forum, attracting up to 400 guests at each event. Presented by Business News, the events are produced in a sit-down breakfast format, providing a unique forum for networking, allowing business representatives to strengthen existing relationships as well as making new contacts.

The program objectives of the Business News ‘Success and Leadership Series’ are to:

- Facilitate relationship building and networking in the business community;
- Champion strong leadership and highlight successful Western Australians;
- Value and encourage entrepreneurs and entrepreneurial spirit;
- Enable an informed, connected and collaborative business community; and
- Provide a forum for engaging with ideas and economic updates.

Past ‘Success & Leadership Series’ speakers have included Sir Bob Geldof, John Symond (Aussie Home Loans), Richard Goyder (Wesfarmers), Hon Christian Porter MLA (Attorney General); Hon Julie Bishop MP (Federal Minister for Foreign Affairs), Professor Barry Marshall (Nobel Laureate) amongst many others.

The event series is complemented by a year-round advertising, promotional and editorial program in Business News printed publication and on digital and social platforms.

**Previous City of Perth Support (last five years)**

The Success & Leadership Series has not previously been supported by the City of Perth.

The City has identified a gap in our current business events offering where there is an appetite for access to high quality speakers and presenters in a formal networking type environment. Rather than duplicate existing offerings, the City can partner with an existing provider and leverage this relationship for the benefit of city business.

**Proposed Sponsorship Benefits**

- The City of Perth to be recognised as a Supporting Sponsor of the event series;
- Logo recognition on all event promotional material including full colour advertisements in Business News, printed event program, e-newsletters and event AV;
- Logo recognition and sponsor profile on event website;
- City of Perth signage displayed at events; and
- Opportunity for the Lord Mayor, or nominated representative, to address the audience as part of the program.

### Business Event Sponsorship Assessment Score Card

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

<b>ECONOMIC OUTCOMES</b>	
<b>What is the level of anticipated economic impact to City?</b> <ul style="list-style-type: none"> <li>What is the level of ROI for the requested level of sponsorship?</li> <li>How many visitor nights is the event likely to attract?</li> <li>Will delegates stay for multiple days and nights?</li> </ul>	3
<b>How do you rate the number of attendees the event will attract?</b>	3.5
<b>What level of opportunity is there for business networking?</b> <ul style="list-style-type: none"> <li>Does the event offer opportunities for networking and new linkages with WA industry sectors?</li> <li>Does the event develop economic relationships in key industries?</li> </ul>	3.5
<b>How well does the application reflect and add value to the City's Economic Development Strategy outcomes?</b> <ul style="list-style-type: none"> <li>Be even more appealing to existing and prospective businesses, investors, workers, residents, students and visitors;</li> <li>Have a stronger sense of place, pride and a distinct identity;</li> <li>Have a diverse and vibrant after-hours culture and economy;</li> <li>Value and encourage entrepreneurs, new ideas and innovative businesses;</li> <li>Have a more resilient and adaptable economy; and</li> <li>Have an informed, connected and collaborative business community.</li> </ul>	3
<b>Subtotal   13 out of 16   (81%)</b>	
<b>CIVIC OUTCOMES</b>	
<b>Does the event position Perth as a Capital City and lift the status, awareness or profile of Perth?</b> <ul style="list-style-type: none"> <li>Will the event attract national and international attention?</li> <li>Are attendees from regional, interstate or overseas locations?</li> <li>Does the event initiate new relationships with overseas industry, academia or business?</li> <li>Does the event attract, promote or increase economic investment in Perth?</li> </ul>	2.5
<b>To what extent does the application reflect and add value to the City's strategic objectives?</b> <ul style="list-style-type: none"> <li>Increased place activation and use of under-utilised space</li> <li>Maintain a strong profile and reputation for Perth as a city that is attractive for investment.</li> <li>Collaborate with private sector to leverage city enhancements.</li> <li>Contribute to a strong service culture and an attitude of gratitude in the private sector.</li> <li>Promote and facilitate CBD living.</li> <li>Improve the diversity in housing stock.</li> <li>Provide facilities to cater for the growth of the residential community.</li> <li>Development of a healthy night time economy.</li> <li>Reflect and celebrate the diversity of Perth.</li> <li>Recognition of Aboriginal culture and strong relationships with the Indigenous community.</li> </ul>	2.5
<b>Subtotal   5 out of 8   (62.5%)</b>	
<b>ORGANISATIONAL COMPETENCY &amp; DELIVERY</b>	
<b>Has the applicant provided evidence of a robust business plan including other funding sources to ensure sustainability of the event?</b> <ul style="list-style-type: none"> <li>Has the applicant secured other funding for the event?</li> <li>Has the applicant provided detailed evidence of their proposed event?</li> <li>Has the applicant detailed the marketing and promotion that will be undertaken for the event?</li> </ul>	3
<b>How do you rate the level of sponsorship benefits offered to the City?</b> <ul style="list-style-type: none"> <li>Is the applicant offering innovative sponsorship benefits over the minimum requirements?</li> <li>Does the applicant help promote the City and our priorities to core target markets?</li> </ul>	3
<b>How do you rate the calibre speakers and participants in the event?</b> <ul style="list-style-type: none"> <li>Are speakers leaders in their field and drawcards for the event?</li> <li>Do the speakers have a national or international profile?</li> </ul>	3.5
<b>Subtotal   9.5 out of 12   (79%)</b>	
<b>TOTAL ASSESSMENT SCORE   27.5 out of 36   (76%)</b>	

## ATTACHMENT 8.2B

**Business Event Sponsorship – 40under40, WA Business News**

<b>Project Title</b>	40under40 Awards, WA Business News		
<b>Project Start Date</b>	01/09/2017		
<b>Project End Date</b>	08/03/2018		
<b>Venue</b>	Crown Perth		
<b>Expected attendance numbers (ticketed)</b>	600		
<b>Ticket Price</b>	\$320 (full price); \$295 (Business News subscribers).		
<b>Total Project Cost</b>	\$175,000		
<b>Total Amount Requested</b>	\$19,000 (11% of total event budget)		
<b>REMPAN Impact (Direct)</b>	N/A	<b>REMPAN Total</b>	N/A
<b>Recommendation</b>	Approval for Business Event Sponsorship		
<b>Recommended amount</b>	\$19,000	<b>Assessment Score</b>	<b>25.5 out of 36 (71%)</b>

**Applicant Details***Information from the Australian Business Register*

ABN	73 009 193 140
Entity Name	Business News Pty Ltd
Entity Type	Australian Private 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	6017
Main Business Location State	WA
ACNC Registration	No

### **Program Summary**

Established by Business News, the 40under40 Awards recognise and celebrate Western Australia's leading business entrepreneurs under the age of 40. The awards attract entrants from across WA, with the aim of showcasing the very best of the state's entrepreneurial talents.

The City of Perth has supported the 40under40 Awards since inception in 2002.

### **Program Description**

Business News is a Western Australian publication with a readership of 28,280. Business News publishes a fortnightly print edition with daily content delivered on [www.businessnews.com.au](http://www.businessnews.com.au). Business News aims to deliver a high quality news and information service that provides the insight, connections and opportunities to facilitate doing business in Western Australia.

The 40under40 Awards is a Business News initiative that seeks to find, recognise and commemorate 40 outstanding young business and community leaders under the age of 40, within Western Australia. The awards attract entrants from a broad range of industries across the state, from business champions to community leaders and medical researchers. The program aims to not only recognise personal determination and commercial drive and success, but also to applaud the entrants' philanthropic pursuits.

Many of the State's current business leaders have been awarded through the program during their career. The most outstanding candidate is crowned 'First Amongst Equals' and becomes the program ambassador for the following year. Previous winners have included David Flanagan (2009), Sue Daubney (2010), Michael Malone (2006) and Dr Angus Turner (2015).

City of Perth sponsorship includes the 'City of Perth Strategic Alliance Award'. This Award acknowledges an individual whose motivation, leadership and entrepreneurial spirit has turned a unique business concept into a successful and nationally recognised brand. The Lord Mayor, or a nominated representative, is invited to announce the winner at the Awards presentation.

The 2018 40under40 Awards will be presented at Crown Perth on 8<sup>th</sup> March 2018 and it is estimated the gala awards evening will be attended by 600 guests, consisting of WA's corporate community and dignitaries.

The event series is complemented by a year-round advertising, promotional and editorial program in Business News printed publication and on digital and social platforms.

The program timeline is as follows:

September – November 2017

- Public call out for nominations (in past years 90-100 nominations are received)

December 2017 – January 2018

- A panel of judges examine the submissions and select the 40 finalists; and
- Judges select a top group to interview face to face, after which the 'First Amongst Equals' is decided.

8 March 2018

- Gala Award Ceremony at Crown Perth where the winners are announced.



**Previous City of Perth Support (last five years)**

<b>Year</b>	<b>Amount</b>
2013	\$20,000.00
2014	\$20,000.00
2015	\$20,000.00
2016	\$20,000.00
2017	\$20,000.00
<b>TOTAL</b>	<b>\$100,000.00</b>

**Proposed Sponsorship Benefits**

- City of Perth to be represented as a Supporting Sponsor of the event;
- One pre-event quarter page print advertisement;
- One quarter page print advertisement (in post event editorial feature in Business News's print publication);
- Half page congratulatory/sponsor thank you ad, post event in Business News print publication;
- Editorial feature, post event in Business News's print publication;
- The City of Perth logo to appear on advertising and promotional material, including:
  - all program related material and print advertising published in the Business News print publication, over a seven month period;
  - event website
  - e-newsletters promoting the event;
  - related social media posts;
  - Award night invitation;
  - Awards night menu and program;
  - Award night AV presentation slides;
  - Award Certificates;
  - Award night sponsor wall;
- Sponsor profile on event website (<http://www.40under40.com.au>);
- Opportunity to display City of Perth signage at the Awards night; and
- Opportunity for the Lord Mayor, or elected representative, to address attendees at the event.

### Business Event Sponsorship Assessment Score Card

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

<b>ECONOMIC OUTCOMES</b>	
<b>What is the level of anticipated economic impact to City?</b> <ul style="list-style-type: none"> <li>What is the level of ROI for the requested level of sponsorship?</li> <li>How many visitor nights is the event likely to attract?</li> <li>Will delegates stay for multiple days and nights?</li> </ul>	2
<b>How do you rate the number of attendees the event will attract?</b>	3.5
<b>What level of opportunity is there for business networking?</b> <ul style="list-style-type: none"> <li>Does the event offer opportunities for networking and new linkages with WA industry sectors?</li> <li>Does the event develop economic relationships in key industries?</li> </ul>	3.5
<b>How well does the application reflect and add value to the City's Economic Development Strategy outcomes?</b> <ul style="list-style-type: none"> <li>Be even more appealing to existing and prospective businesses, investors, workers, residents, students and visitors;</li> <li>Have a stronger sense of place, pride and a distinct identity;</li> <li>Have a diverse and vibrant after-hours culture and economy;</li> <li>Value and encourage entrepreneurs, new ideas and innovative businesses;</li> <li>Have a more resilient and adaptable economy; and</li> <li>Have an informed, connected and collaborative business community.</li> </ul>	3
<b>Subtotal   12 out of 16   (75%)</b>	
<b>CIVIC OUTCOMES</b>	
<b>Does the event position Perth as a Capital City and lift the status, awareness or profile of Perth?</b> <ul style="list-style-type: none"> <li>Will the event attract national and international attention?</li> <li>Are attendees from regional, interstate or overseas locations?</li> <li>Does the event initiate new relationships with overseas industry, academia or business?</li> <li>Does the event attract, promote or increase economic investment in Perth?</li> </ul>	2
<b>To what extent does the application reflect and add value to the City's strategic objectives?</b> <ul style="list-style-type: none"> <li>Increased place activation and use of under-utilised space</li> <li>Maintain a strong profile and reputation for Perth as a city that is attractive for investment.</li> <li>Collaborate with private sector to leverage city enhancements.</li> <li>Contribute to a strong service culture and an attitude of gratitude in the private sector.</li> <li>Promote and facilitate CBD living.</li> <li>Improve the diversity in housing stock.</li> <li>Provide facilities to cater for the growth of the residential community.</li> <li>Development of a healthy night time economy.</li> <li>Reflect and celebrate the diversity of Perth.</li> <li>Recognition of Aboriginal culture and strong relationships with the Indigenous community.</li> </ul>	3
<b>Subtotal   5 out of 8   (62.5%)</b>	
<b>ORGANISATIONAL COMPETENCY</b>	
<b>Has the applicant provided evidence of a robust business plan including other funding sources to ensure sustainability of the event?</b> <ul style="list-style-type: none"> <li>Has the applicant secured other funding for the event?</li> <li>Has the applicant provided detailed evidence of their proposed event?</li> <li>Has the applicant detailed the marketing and promotion that will be undertaken for the event?</li> </ul>	3
<b>How do you rate the level of sponsorship benefits offered to the City?</b> <ul style="list-style-type: none"> <li>Is the applicant offering innovative sponsorship benefits over the minimum requirements?</li> <li>Does the applicant help promote the City and our priorities to core target markets?</li> </ul>	3
<b>How do you rate the calibre of speakers and participants in the event?</b> <ul style="list-style-type: none"> <li>Are speakers leaders in their field and drawcards for the event?</li> <li>Do the speakers have a national or international profile?</li> </ul>	2.5
<b>Subtotal   8.5 out of 12   (71%)</b>	
<b>TOTAL ASSESSMENT SCORE   25.5 out of 36   (71%)</b>	

**Agenda  
Item 8.3**

**Annual Event Sponsorship – Swan Festival of Lights 2017**

**Recommendation:**

***That Council:***

1. ***APPROVES cash sponsorship of \$20,000 (excluding GST) to Saraswati Mahavidyalaya Institute Incorporated to present the 2017 Swan Festival of Lights from Friday, 13 to Sunday, 15 October 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 supporting material, will be submitted to the City of Perth by 31 January 2018.***

FILE REFERENCE:	P1034187#04
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	30 June 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 2 An exceptionally well designed, functional and accessible city
- Goal 3 A city connected to its natural beauty
- Goal 5 A prosperous city
- 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 \$75,000 from Saraswati Mahavidyalaya Institute Incorporated for sponsorship of the Swan Festival of Lights 2017.

The event was first held in the City in 2008 and the City has supported the event since 2009 at Supreme Court Gardens. The event attendance has grown from 3,000 in 2008 to an estimated 33,000 in 2016. In 2016, the event was held at Elizabeth Quay. In 2017, it will return to its original home of Supreme Court Gardens.

**Details:**

The Swan Festival of Lights 2017 will be held at Supreme Court Gardens from Friday, 13 to Sunday, 15 October 2017, from 4.30pm to 10.00pm.

The event is a family-friendly alcohol-free and smoke-free festival, celebrating the Indian Festival of Lights known as Deepavalli or Diwali. The festival is free to attend and will include multicultural music and dance performances, craft stalls, children's activities, healthy living workshops and food available for sale. Along with a range of cultural performances, organisers host high calibre international artists who perform as part of the event. The event concludes with fireworks each night.

**Financial Implications:**

ACCOUNT NO:	93E1 8000 7901
BUDGET ITEM:	Event Annual Sponsorship (17 – 18)
BUDGETED AMOUNT:	\$725,000
AMOUNT SPENT TO DATE:	\$355,000
PROPOSED COST:	\$ 20,000
BALANCE REMAINING:	\$350,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

**Assessment:**

<b>Outcome</b>	<b>Assessment Score (%)</b>
Cultural Outcomes	66.7%
Economic Outcomes	65%
Community and Social Outcomes	81.3%
Environmental and Place Outcomes	56.3%
Civic Outcomes	87.5%
Organisational Competency	71.4%
<b>TOTAL ASSESSMENT SCORE</b>	<b>76%</b>

**Comments:**

The assessment panel commented on the benefit to the City of the event moving back to Supreme Court Gardens, rather than Elizabeth Quay where the event was held in 2016. The event will assist with activation of that space and support businesses at Barrack Street Jetty.

The event scores high on organisational competency, social and community outcomes.

The assessment panel commented that the event has never undertaken independent impact reporting and would like to see this following the 2017 event. Independent impact reporting and measurement would also assist the applicants' case for funding in future years.

Organisers requested cash sponsorship of \$75,000, however sponsorship of \$20,000 is recommended. This is commensurate with previous funding and the City's current sponsorship budget.

## ATTACHMENT 8.3A

**Event Details**

<b>Event Title</b>	Swan Festival of Lights 2017		
<b>Event Start Date</b>	13/10/2017	<b>Start time</b>	4.30 PM
<b>Event End Date</b>	15/10/2017	<b>End time</b>	10.00 PM
<b>Venue</b>	Supreme Court Gardens, Perth		
<b>Expected attendance numbers</b>	35,000		
<b>Ticket Pricing - Standard</b>	Free to attend		
<b>Total Project Cost</b>	\$887,500		
<b>Total Amount Requested</b>	\$75,000 (8% of the total project budget)		
<b>REMPPLAN Impact (Direct)</b>	\$3.423M	<b>REMPPLAN Total</b>	\$5.536M
<b>Category (Community or Commercial)</b>	Community		
<b>Recommendation</b>	Approve		
<b>Recommended amount</b>	\$20,000 (2.3 % of the total project budget)	<b>Assessment Score</b>	66.5 out of 88

**Applicant details***Information from the Australian Business Register*

ABN	21198910577
Entity Name	Saraswati Mahavidyalaya Institute Incorporated
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	No
DGR Item Number	N/A
DGR Funds	N/A
Tax Concessions	Income Tax Exemption
Main Business Location Postcode	6009
Main Business Location State	WA
ACNC Registration	Registered

### **Event Synopsis**

The Swan Festival of Lights (SFOL) is a dance, music and food festival which celebrates the Indian festival of lights known as Deepavali (Diwali). SFOL has been successfully held in the City since 2008 and has been supported by the City of Perth since 2009. Organisers advise that the festival has attracted between 25,000 and 33,000 people annually from 2013 to 2016.

### **Event Description**

Swan Festival of Lights (SFOL) is a dance, music and food festival featuring a number of healthy living workshops. SFOL celebrates the theme of light - a theme common to Deepavali, and ends with fireworks each night. It is a free family-friendly event which is alcohol and smoke-free.

Deepavali is traditionally a community-wide celebration. Organisers include a number of local performing artists from a variety of Western Australia's cultural groups. In addition to this, organisers host a number of high calibre international artists such as Ustad Usman Khan (a sitar maestro from India). In 2017 organisers are also planning a special collaborative performance involving musicians and dancers from various cultures.

Organisers support charities with fundraising through the Candles for Charity/ Light a Lamp initiative run through the Festival.

Organisers launched an event app in 2016 with relevant event information and plan to continue this in 2017.

### **Previous City of Perth Support (last five years)**

<b>Year</b>	<b>Amount</b>
2012	\$10,000
2013	\$30,000
2014	\$30,000
2015	\$30,000
2016	\$25,000

### **Sponsorship Benefits**

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

- Logo recognition on all event promotional material;
- Logo recognition on event website with a link to the City of Perth website;
- Sponsor profile on event website;
- Opportunity to display City of Perth signage at the event;
- the City to receive naming rights to the event as "The City of Perth Swan Festival of Lights;
- the City to be acknowledged as a Major Sponsor of the event;
- the support of the City to be acknowledged in social media for the event, with the possibility of relevant City messaging;
- an opportunity for the City to provide relevant content/ messaging through the official event app;
- the City's support to be verbally acknowledged by an MC at the event;
- the City's support to be acknowledged on the large screen at the event;
- the City's support to be acknowledged in radio advertising and interviews for the event;

- the Lord Mayor, or representative, to be invited to officially open the Festival; and
- an opportunity for event performers to activate with performances across the City in the lead up to the event.



### **Annual Event Sponsorship Assessment Score Card**

The application was assessed by a two 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**

<b>CULTURAL OUTCOMES</b>	
Event is a large scale community or cultural event of state or national significance	2.5
Event is a well-known event on the City of Perth's calendar, or has the potential to develop into one	2.5
Event is predominantly free due to the inherent nature of the event and subsequent programming	3
<b>Subtotal   8 out of 12   (66.7%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• The Swan Festival of Lights has become a fixture in the cultural calendar of the City over the last decade;</li> <li>• The event is free to the public to attend; and</li> <li>• Organisers estimate that the event will attract approximately 35,000 people over the three days.</li> </ul>	
<b>ECONOMIC OUTCOMES</b>	
Local businesses and traders are given opportunity to actively engage in the event	1.5
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	3.5
Contributes to a strong reputation for Perth as a city that is attractive for investment	2
Provides attendees with opportunities to engage with City businesses pre and/or post event	3
Encourages new visitors, specifically those identified as key target markets for the City <ul style="list-style-type: none"> <li>• Families</li> <li>• Baby Boomers</li> <li>• City workers/ young professionals</li> </ul>	3
<b>Subtotal   13 out of 20   (65%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• In previous years organisers have worked with City of Perth Parking to open up additional parking at the Terrace Road car park as that is adjacent to the festival grounds. They plan to continue this in 2017;</li> <li>• Food at the festival is provided by Annalakshmi (located at Barrack Square);</li> <li>• Organisers anticipate that there would be flow on effect to other local businesses in the area;</li> </ul>	

- The City is keen to undertake measurement and evaluation on this event to determine attendance numbers and demographics of attendees.

COMMUNITY AND SOCIAL OUTCOMES	
Affordable or free to the public	4
Accessible to a broad demographic	3
Safe for participants and the public	3
Event attracts at least 10,000 attendees into the central city and surrounds	3
Subtotal   13 out of 16   (81.3%)	
<b>Comments</b> <ul style="list-style-type: none"> <li>• The event is free to the public and family friendly, with children's entertainment included as part of the event;</li> <li>• The festival has a risk management plan in place and has had no significant safety incidents since its inception.</li> <li>• Organisers anticipate an attendance of around 35,000 people at the event;</li> <li>• Organisers have anecdotal evidence of attendees from a wide range of backgrounds; however the City is keen to work with them to develop the measurement and impact reporting for the event.</li> </ul>	
ENVIRONMENTAL AND PLACE OUTCOMES	
Environmentally sustainable practices for the event have been adequately addressed	1.5
Increased place activation and use of under-utilised space	3
Subtotal   4.5 out of 8   (56.3%)	
<b>Comments</b> <ul style="list-style-type: none"> <li>• The event will activate Supreme Court Gardens over three evenings.</li> </ul>	
CIVIC OUTCOMES	
Event compliments and diversifies the existing offering within the City	3
Event does not clash or conflict with other events on the events calendar	4
Subtotal   7 of 8   (87.5%)	
<b>Comments</b> <ul style="list-style-type: none"> <li>• The event is one of a series of large multicultural events held in the City annually;</li> <li>• The Festival does not conflict with any other similar events at this time.</li> </ul>	
ORGANISATIONAL COMPETENCY	
A realistic, achievable budget	3
Applicants proven ability to deliver the project within the timeline	3.5
A demonstrated variety in funding sources to ensure sustainability of the project	2.5
Level of benefits and recognition offered to the City	2
Applicant is able to deliver on standard commercial sponsorship benefits	3

Applicant is able to maintain a standard level of programming during the partnership	2.5
Overall application quality	3.5
<b>Subtotal   20 out of 28   (71.4%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>Organisers have confirmed funding from the Office of Multicultural Interests and are seeking additional funding from other previous partners including Lotterywest and Healthway.</li> </ul>	
<b>TOTAL ASSESSMENT SCORE   66.5 out of 88   (76%)</b>	

**Agenda**  
**Item 8.4**

**Annual Arts Sponsorship – Opera in the Park**

**Recommendation:**

***That Council:***

1. ***APPROVES cash sponsorship of \$120,000 (excluding GST) to the West Australian Opera for sponsorship of the 2018 Opera in the Park;***
2. ***NOTES the provisional list of sponsorship benefits contained in 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 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 May 2018.***

FILE REFERENCE:	P1034140
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	30 June 2017
ATTACHMENT/S:	Attachment 8.4A - Detailed Officer Assessment: Opera in the Park

**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**

*City of Perth Act 2016*

#### **Integrated Planning and Strategic Community Plan Reporting Framework Implications**

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 \$170,000 (excluding GST) from the West Australian Opera (WAO) to support the 2018 Opera in the Park.

### **Details:**

WAO is an incorporated not-for-profit association and Western Australia's only full-time, professional opera company.

Each year, WAO produces 'Opera in the Park', an outdoor, free-to-the-public event held in the Supreme Court Gardens. The event has been presented annually since 1991 and the City of Perth has supported Opera in the Park since inception.

WAO will present a full length opera, Puccini's La Boheme, at Supreme Court Gardens on 3 February 2018. Organisers expect to attract a capacity crowd of 15,000 attendees. The event features the West Australian Opera Chorus, West Australian Symphony Orchestra, renowned principal singers, conductors and directors.

### **Financial Implications:**

ACCOUNT NO:	93E190007901
BUDGET ITEM:	Donation and Sponsorships – Arts Annual Sponsorship
BUDGETED AMOUNT:	\$1,070,000
AMOUNT SPENT TO DATE:	\$ 360,000
PROPOSED COST:	\$ 120,000
BALANCE REMAINING:	\$ 590,000
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 four person Assessment Panel against the criteria outlined in the City of Perth Arts Sponsorship Guidelines.

The Assessment Panel noted that Opera in the Park is a highlight on Perth's annual arts calendar and the City of Perth is a longstanding supporter of the event. The Panel felt the objective of making opera accessible to a wide audience is commendable however further supporting data is required to validate this impact. The event consistently reaches a capacity audience which suggests it is valued by the Western Australian public.

Overall, the application received a score of 49.25 out of a total of 84 (58%). The event was assessed as having limited economic impact on city businesses due to its nature of being 'picnic style' with limited pre or post event interaction with businesses which is considered important in a sponsorship of this size. The total event costs to WAO of \$762,000 for 15,000 people means the event costs \$50.80 per attendee in actual costs, which is considered high.

In summary, the panel noted the strong social and cultural outcomes the event delivered and the unique status of the free, open air opera event, however believe that an investment of \$120,000 is commensurate with the overall outcomes the event delivers in comparison with the wider arts sponsorship portfolio and is a responsible amount based on the City's tight budgetary position for FY2017/18.

Due to the reduced funding recommendation, it would be advantageous to WAO if the naming rights to the event were offered back to them if additional corporate sponsorship can be found to help subsidise the costs of the event to ensure its ongoing sustainability.

## ATTACHMENT 8.4A

**Annual Arts Sponsorship – West Australian Opera**

<b>Project Title</b>	2018 Opera in the Park		
<b>Project Start Date</b>	03/02/2018		
<b>Project End Date</b>	03/02/2018		
<b>Venues</b>	Supreme Court Gardens		
<b>Expected attendance numbers (free event)</b>	15,000		
<b>Total Project Cost</b>	\$762,040.00		
<b>Total Amount Requested</b>	\$170,000.00 (22% of the total project budget)		
<b>REMPAN Impact (Direct)</b>	\$1.455M	<b>REMPAN Total</b>	\$2.353M
<b>Recommendation</b>	Approval for Annual Arts Sponsorship		
<b>Recommended amount</b>	<b>\$120,000.00</b> (16% of the total project budget)		
<b>Assessment Score</b>	<b>49.25 out of 84 (58%)</b>		

**Applicant Details***Information from the Australian Business Register*

ABN	45 432 889 655
Entity Name	The Western Australian Opera Co Inc
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main Business Location Postcode	6000
Main Business Location State	WA
ACNC Registration	Registered

**Program Summary**

‘Opera in the Park’ is an annual, outdoor, free-to-the-public event produced by West Australian Opera. Held in the Supreme Court Gardens, the event has been presented annually since 1991.

In 2017, approximately 20,000 people experienced Opera in the Park either in person or via a regional telecast.

The City of Perth has supported Opera in the Park for over 18 years. In 2005, the City became the naming rights sponsor, and the event was renamed ‘City of Perth Opera in the Park’.

### **Program Description**

West Australian Opera (WAO) is an incorporated not-for-profit association and Western Australia's only full-time, professional opera company. Established in 1967, WAO celebrated its 50<sup>th</sup> anniversary in 2017.

WAO produces an annual season of main stage productions at His Majesty's Theatre, a regional program, an education program and auxiliary activities including concerts and community events. WAO's offices, and a significant proportion of the company's annual program, are located within the City of Perth local government boundaries.

Held annually since 1991, Opera in the Park is a free-to-the-public outdoor opera, staged in the Supreme Court Gardens. The event features the West Australian Opera Chorus, West Australian Symphony Orchestra, renowned principal singers, conductors and directors.

WAO's vision for the event is to enrich the cultural landscape by presenting world class opera that is vibrant, new, exciting, surprising, relevant and accessible to the widest possible audiences. The Organisers aim to attract a diverse audience of all ages and backgrounds to the event. WAO encourage patrons to arrive early and bring a picnic or access on-site catering. Supplementary activities are offered to attract families to the event.

WAO will present a full length opera, Puccini's La Boheme, at Supreme Court Gardens on the 3 February 2018.

In 2018, organisers expect to attract a capacity crowd of 15,000 attendees. An additional 3,000 people are also expected to view the performance via live simulcast to regional venues throughout the State.

WAO view the event as an audience development opportunity, with the aim of introducing audiences to opera and increasing the accessibility of the art form. As a free event, out of the confines of a traditional opera venue, and wide promotion through traditional and digital media, the invitation to Opera in the Park is extended to everyone and barriers to attendance are lowered.

### **Previous City of Perth Support**

The City of Perth has provided sponsorship for Opera in the Park for over 18 years.

Recent sponsorship is as follows:

<b>Year</b>	<b>Amount</b>
2013	\$153,930.00
2014	\$157,778.00
2015	\$161,722.00
2016	\$155,000.00
2017	\$160,000.00
<b>TOTAL (18 years)</b>	<b>\$1,643,476.00</b>



## **Sponsorship Benefits**

Organisers will provide the below benefits for the requested sponsorship.

- Civic Partner and Event Naming Rights Partner (“*City of Perth Opera in the Park*”)

*City of Perth acknowledgement as “Civic Partner” on all WA Opera marketing materials:*

- WA Opera season brochure;
- WA Opera website;
- Annual report;
- Mirror Decals; and
- In theatre surtitle screens.

*At ‘City of Perth Opera in the Park’:*

- Naming rights to event: ‘City of Perth Opera in the Park’ on all associated materials;
- Opportunity to display City of Perth banners at event;
- Logo-loop on 4x large screens at Opera in the Park, simulcast to Northbridge Piazza and regional locations across WA; pre-performance and during interval;
- Acknowledgement in MC announcements and official speeches at the event;
- Display of a City of Perth TVC on the screens prior to and post event;
- Dedicated full page acknowledgement of sponsorship in the concert program;
- Opportunity for the Lord Mayor to contribute a foreword for the concert program;
- The Lord Mayor, or nominated representative, will be invited to officially welcome the audience at the event.

*Additional West Australian Opera “Civic Partnership” benefits:*

- Dedicated full page advertisement in WAO’s annual season brochure;
- Opportunity to utilise WAO’s monthly e-Newsletter (10,000+ subscribers) for promotions;
- Opportunity to cross promote via WAO Facebook page.

*Logo acknowledgement:*

- On Supporters Page of WAO’s annual season brochure (15,000 distributed) and all main stage opera programs (1,000 distributed per opera)
- His Majesty’s Theatre stairwell mirror decal during main stage productions;
- In-theatre logo-loop on surtitle screens for main stage productions; pre-performance and during interval;
- Supporters page on WAO website, with hyperlink to City of Perth’s website; and
- On Billboard advertisements (when available).

*Other Benefits:*

- Access to artists to perform at civic functions or events. WA Opera can offer 2 x performances per year (with our Young Artist and accompanist) at no charge; additional performances can be arranged, but artist fees would need to be covered by City of Perth; and
- Opportunity to use West Australian Opera’s Puccini Room (Level 3, His Majesty’s Theatre) for private functions during each season (catering costs to be covered by City of Perth).

### **Annual Arts Sponsorship Assessment Score Card**

The application was assessed by a four (4) 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>

<b>CULTURAL OUTCOMES</b>	<b>SCORE</b>
Is the arts activity of international calibre, with suitably experienced personnel?	2.25
Does the project contribute to building and sustaining a local arts economy?	1.75
Does the project provide professional development opportunities for local artists and/or cultural workers?	2.25
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	1.25
Does the project utilise innovative technologies to widen audience engagement?	2.75
<b>Subtotal   10.25 out of 20   (51%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• WAO employs the only professional paid chorus in Western Australia and Opera in the Park offers emerging and established professionals a unique performance opportunity;</li> <li>• The event employs around one hundred professional performers, including the WAO Chorus, WASO musicians, principal singers and around forty professional production personnel, creating greater sustainability for professional opera performers and production personnel in WA;</li> <li>• Through the use of simulcast technology, Opera in the Park is able to be broadcast live to over 14 regional locations across the state with quality sound and visuals, increasing access to and engagement with this major cultural event;</li> <li>• WAO is committed to professional development and runs a Young Artist Program each year, awards Bendat Scholarships to young artists and offers a variety of educational initiatives for students. WAO also has a Tertiary Partnership with The University of Western Australia and students are offered the opportunity to get real world experience within a professional opera house;</li> <li>• The Assessment Panel noted that the pre-event entertainment is limited and that the proposed activities for children (<i>"Fat Cat appearance, free balls for children"</i>) are generic; the panel would prefer to see initiatives to engage younger audiences with the art of opera itself.</li> </ul>	

<b>ECONOMIC OUTCOMES</b>	
Does the project attract a broad audience and stimulate the local economy?	1.75
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	2
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	2
<b>Subtotal   5.75 out of 12   (48%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>The event consistently reaches a capacity audience and organisers estimate an attendance of 15,000 for the 2018 event;</li> <li>Economic modelling on the projected attendance with the REMPLAN tool indicates a total estimated direct economic impact of \$2.35M including value add multipliers to the local economy, which is considered to be a low return when compared to other City sponsorships of this size;</li> <li>Many attendees are likely to drive to the event and it is expected CPP will benefit from increased patronage;</li> <li>WAO have stated their intention to work closely with the City's business support team to maximise leveraging opportunities for local businesses, such as encouraging city businesses to undertake mobile trading at the event. WAO is also exploring ideas such as creating a "reserved seating area" for patrons who wish to book dinner at a nearby restaurant (rather than have to come early and picnic);</li> <li>Organisers anticipate local businesses including restaurants, bars and accommodation will benefit from increased visitation however there is no research or impact reporting to support this claim, however the City and organisers will explore impact reporting for this event in the future;</li> <li>The picnic nature of the event, in addition to multiple food and beverage trucks on-site, limits the flow on benefits to bricks and mortar traders.</li> </ul>	
<b>COMMUNITY AND SOCIAL OUTCOMES</b>	
What is the level of anticipated community benefits for the project?	2.75
Does the project increase access to and opportunities to participate in cultural life?	3.5
Does the project drive social engagement and participation of the broader community?	2.75
Does the project challenge established understanding through exploration and exchanging ideas?	1.5
<b>Subtotal   10.5 out 16   (66%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>WAO have stated their commitment to taking the art form to as many people as possible. By offering a free-to-the-public event, out of the confines of a traditional opera venue, WAO strives to develop new audiences and increases accessibility;</li> <li>The event is well received by the community and has consistently reached capacity attendance in its long history;</li> <li>Audience survey from 2017 event had 90% rate the event as "excellent" and 98% as "excellent" or "good";</li> <li>WAO aims to use Opera in the Park as an audience development activity however the Assessment Panel noted there is no data to support the success of this strategy. 95%</li> </ul>	

of the audience are repeat attendees and, if the event attracts the same people who already pay to see WAO events, there appear to be limited development outcomes.	
<b>ENVIRONMENTAL AND PLACE OUTCOMES</b>	
Does the project activate public spaces with dynamic cultural programming?	4
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	3
<b>Subtotal   7 out of 8   (87.5%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>The event takes place within City of Perth boundaries and in City of Perth managed public open space;</li> <li>The Assessment Panel noted that the application missed opportunities for cross leveraging with smaller opera "teaser" performances around the City, Forrest Place, Northbridge Piazza and laneways in the lead up to the event, and for partnering with other arts organisations to expand on this annual offering and audience engagement. The City is open to continuing dialogue with WAO on these types of opportunities into the future.</li> </ul>	
<b>CIVIC OUTCOMES</b>	
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	1
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	1.25
<b>Subtotal   2.25 out of 8   (28%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>The Assessment Panel noted that links to the City's Strategic Community Plan are not clearly articulated in the application; and</li> <li>The event has followed a trusted formula since inception and did not demonstrate any significant innovative activity within the application.</li> </ul>	
<b>ORGANISATIONAL COMPETENCY</b>	
Overall quality of the application for accuracy, content, detail, attachments and response to the questions	2.75
Are the project plan and budget realistic and value for money?	2.25
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	3.25
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	2
Is the project concept and planning well developed and articulated?	3.25
<b>Subtotal   13.5 out of 20   (67.5%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>WAO has successfully managed this event for 26 years and has consistently met all City requirements and submitted an acquittal for previous support;</li> <li>WAO is a not-for-profit association with a professional management &amp; creative team;</li> <li>Key project staff each have extensive experience and expertise in the delivery of opera and large outdoor arts events;</li> </ul>	

- The amount recommended (\$120,000) for the City of Perth to support the Festival represents 16% of the total program cost;
- The Assessment Panel noted that the costs appear high for a one-night-only activation, and City of Perth and Lotterywest are the only external funders listed in the application to be approached to support this event;
- The event expenses of \$762,000 represent a cost to WAO of \$50.80 per attendee which is considered extremely high compared to other major events in the city;
- The Assessment Panel noted that stronger impact reporting, including detailed audience demographics, spend habits, impacts on artists and cultural workers, and cultural and social outcome measures would be beneficial in demonstrating the value of the event and will work with the organisers to improve on this in the future.

**TOTAL ASSESSMENT SCORE | 49.25 out of 84 | (58%)**

**Agenda  
Item 8.5**

**Annual Arts Sponsorship – Symphony in the City**

**Recommendation:**

***That Council:***

1. ***APPROVES cash sponsorship of \$150,000 (excluding GST) to the West Australian Symphony Orchestra for sponsorship of the 2017 Symphony in the City;***
2. ***NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.5A;***
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
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	30 June 2017
ATTACHMENT/S:	Attachment 8.5A – Detailed Officer Assessment: Symphony in the City

**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:**

<b>Legislation</b>	<i>City of Perth Act 2016</i>
<b>Integrated Planning and Reporting Framework Implications</b>	<b>Strategic Community Plan</b>  Goal 6 A city that celebrates its diverse cultural identity
<b>Policy</b>	
Policy No and Name:	18.13 - Sponsorship

### **Purpose and Background:**

The City of Perth has received a request for Annual Arts Sponsorship of \$195,000 (excluding GST) from the West Australian Symphony Orchestra (WASO) to support the 2017 Symphony in the City.

### **Details:**

WASO is a not-for-profit organisation and the state's largest performing arts company.

Each year, WASO produces 'Symphony in the City, an outdoor, free-to-the-public event. The event has been presented annually since 2007 and the City of Perth has supported Symphony in the City since inception.

The 2017 event is planned for 16 December and WASO anticipates an audience of over 20,000 people at the Langley Park concert site. Acclaimed Australian conductor Guy Noble will return to conduct the orchestra, to perform over 90 minutes of symphonic music including well-known classics, blockbuster film-scores and highlights from the upcoming WASO 2018 season.

### **Financial Implications:**

ACCOUNT NO:	93E190007901
BUDGET ITEM:	Donation and Sponsorships – Arts Annual Sponsorship
BUDGETED AMOUNT:	\$1,070,000
AMOUNT SPENT TO DATE:	\$ 360,000
PROPOSED COST:	\$ 120,000
BALANCE REMAINING:	\$ 590,000
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 Assessment Panel noted that Symphony in the City is a highlight on Perth's annual arts calendar and the City of Perth is a longstanding supporter of the event. The Panel felt the objective of making orchestral music accessible to a wide audience is commendable. The event consistently reaches a large audience which suggests it is valued by the Western Australian public.

Overall, the application received an assessment score of 46.75 out of a total of 84 (55%). In 2016, data collected by the City indicated that event attendees spent an average of \$17.91 per person within the City, which the Panel noted was low compared to other benchmarked sponsorships and represents a small economic impact to city businesses, which is considered important for a sponsorship of this size. The event costs of \$728,002 for 21,000 attendees represent a cost to WASO of \$34.67 per attendee in actual costs, which the Panel considered high.

In summary, the Panel noted the strong social and cultural outcomes the event delivered and the unique status of the free, open air orchestral event, however believe that an investment of \$150,000 is more commensurate with the overall outcomes the event delivers in comparison with the wider arts sponsorship portfolio and is a fair and reasonable amount based on the City's tight budgetary position for FY2017/18.

The City's sponsorship team will continue to work with Culture Counts and WASO to enhance the impact reporting of the outcomes of the event so as to inform the future strategy and assist in WASO fundraising activities.

Due to the reduced funding recommendation, it would be advantageous to WASO if the naming rights to the event were offered back to them if additional corporate sponsorship can be found to help subsidise the costs of the event to ensure its ongoing sustainability.



## ATTACHMENT 8.5A

**Annual Arts Sponsorship – West Australian Symphony Orchestra**

<b>Project Title</b>	2017 City of Perth Symphony in the City		
<b>Project Start Date</b>	16/12/2017		
<b>Project End Date</b>	16/12/2017		
<b>Venues</b>	Langley Park		
<b>Expected attendance numbers (free event)</b>	21,000		
<b>Total Project Cost</b>	\$728,003		
<b>Total Amount Requested</b>	\$195,000 (27% of the total project budget)		
<b>REMLAN Impact (Direct)</b>	\$2.037M	<b>REMLAN Total (with multipliers)</b>	\$3.294M
<b>Recommendation</b>	Approval for Annual Arts Sponsorship		
<b>Recommended amount</b>	<b>\$150,000</b> (21% of total project budget)		
<b>Assessment Score</b>	<b>46.75 out of 84   (55%)</b>		

**Applicant Details***Information from the Australian Business Register*

ABN	26 081 230 284
Entity Name	West Australian Symphony Orchestra Pty Ltd
Entity Type	Australian Private 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 Exemption
Main Business Location Postcode	6000
Main Business Location State	WA
ACNC Registration	Registered

**Program Summary**

Symphony in the City is an annual, outdoor, free-to-the-public orchestral classical musical concert and community event produced by the West Australian Symphony Orchestra and held in Langley Park.

Since it was established with support from the City of Perth in 2007, more than 200,000 people have enjoyed free performances of symphonic music by WASO and the WASO Chorus in the City.

### **Program Description**

The West Australian Symphony Orchestra (WASO) is a not-for-profit organisation and the state's largest performing arts company. Established in 1928, WASO is based at the Perth Concert Hall.

WASO delivers an annual calendar of concerts, events, and programs for the Western Australian community. The organisation receives funding from a variety of sources including federal government, state government, ticket revenues, over 38 corporate partnerships and a number of philanthropic supporters and donors. In 2016, WASO reached over 206,000 people through 544 performances and programs, the majority of which took place within the boundaries of the City of Perth.

Symphony in the City (SITC) is held annually in December and is traditionally the final WASO performance of the year. A free, outdoor community orchestral concert, the 2017 event is planned for 16 December and WASO anticipates an audience of over 20,000 people at the Langley Park concert site. WASO will also stream the event live to the Northbridge Piazza and Perth Cultural Centre, three Regional Arts Centres, and up to 143 Community Resource Centres across the state, significantly expanding audience reach.

Acclaimed Australian conductor Guy Noble will return to conduct the orchestra, to perform over 90 minutes of symphonic music including well-known classics, blockbuster film-scores and highlights from the upcoming WASO 2018 season. The performance will culminate in a finale of Tchaikovsky's 1812 Overture that will feature a pyrotechnics display. The orchestra will be supported by soloists, guest artists and volunteers that make up the WASO Chorus.

The event is promoted as an inclusive, family-friendly cultural event, with many people arriving early to picnic in the park prior to the concert. In addition to the concert, audiences at Langley Park enjoy family-friendly pre-concert entertainment and activities such as children's face painting, balloon artistry and a jazz ensemble.

The concert aims to increase accessibility of the Orchestra to a broad community audience. SITC is presented free-to-the-public, and out of the confines of a traditional venue, to maximise engagement. Organisers note a key aim of the event is audience development, introducing WASO to new audiences and inspiring them to attend other WASO concerts.

### **Previous City of Perth Support**

The City of Perth has provided sponsorship for Symphony in the City since 2007.

Recent sponsorship is as follows:

<b>Year</b>	<b>Amount</b>
2012	\$193,930
2013	\$198,778
2014	\$203,747
2015	\$195,000
2016	\$195,000
<b>TOTAL</b>	<b>\$986,455</b>
<b>TOTAL (10 years)</b>	<b>\$1,665,801</b>

## **Sponsorship Benefits**

Organisers will provide the below benefits for the requested \$195,000 sponsorship.

- City of Perth to be recognised as a Naming Rights Partner for the event (“City of Perth Symphony in the City” and a Platinum Partner of WASO;

### *WASO Platinum Partner acknowledgments:*

- Recognition of the City of Perth as a WASO “Platinum Partner” by logo, written or verbal acknowledgment in the Corporate Partners page of all WASO-produced season collateral, signage and digital media, including:
  - 2018 Season Brochure and concert diary;
  - 2018 Corporate Partners signage in the Corporate;
- Lounge and Foyer of Perth Concert Hall (and corporate signage produced for off-site events);
  - 2018 Masters and Classics printed concert programs;
  - 2018 WASO website, with URL link to City of Perth website;
- A dedicated WASO team member will work closely with City of Perth to develop further leveraging and activation opportunities throughout the entire 2018 Season.

### *Event Activation opportunities:*

- An invitation to include a Welcome Message from the Lord Mayor in the concert program;
- One half-page advertisement in the Symphony in the City concert program;
- Opportunity to supply City of Perth-branded merchandise such as apparel for volunteers, or promotional packs for distribution at event;
- Opportunity to provide a 30 second TVC for broadcast at the event;
- Opportunity for City of Perth to engage its Business Support Officers in commercial opportunities to support the event; and
- Social media joint planning with WASO Digital team for collaborative posts and tags on WASO social media channels.

### *Partnership Activation and Content Creation opportunities:*

- Access to WASO audio, still photography and/or footage for City of Perth marketing purposes;
- Access to WASO during rehearsal or performance to record audio, still photography and/or footage for City of Perth marketing purposes;
- Inclusion in media and other PR opportunities sought by WASO, where possible;
- Opportunity to engage an ensemble comprising up to four WASO musicians at cost for a City of Perth function or promotional event in 2018; and
- Four half-page advertisements in Masters or Classics concert programs during the WASO 2018 season.

### **Annual Arts Sponsorship Assessment Score Card**

The application was assessed by a three (3) 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>

<b>CULTURAL OUTCOMES</b>	<b>SCORE</b>
Is the arts activity of international calibre, with suitably experienced personnel?	1.67
Does the project contribute to building and sustaining a local arts economy?	1.67
Does the project provide professional development opportunities for local artists and/or cultural workers?	1.33
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	1.67
Does the project utilise innovative technologies to widen audience engagement?	2.33
<b>Subtotal   8.67 out of 20   (43%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• The event offers WASO a platform to highlight individual talent in the Orchestra, the volunteer WASO Chorus, local musicians, conductors and composers, developing skills and experience;</li> <li>• From live webcast and broadcast technology to the use of social media applications such as Snapchat, WASO aims to continually evolve its use of technology to improve communication, participation, engagement, and relevance;</li> <li>• The event presents artist professional development opportunities including: <ul style="list-style-type: none"> <li>○ engaging local artists to perform diverse and challenging repertoire.</li> <li>○ a platform to profile local artists and to showcase WASO musicians as soloists (solo opportunities are limited in a typical classical concert program and season);</li> <li>○ opportunities to trial new artistic collaborations with contemporary local musicians, youth orchestras and other art forms;</li> <li>○ featuring the volunteer WASO Chorus with specific artistic programming that challenges their development while highlighting this component of the Orchestra;</li> <li>○ performing works by young local composers who have been developed and mentored through WASO's Young &amp; Emerging artist programs.</li> <li>○ engaging the WA Youth Jazz Orchestra to provide preconcert entertainment, offering them exposure and experience at a large scale event.</li> </ul> </li> </ul>	

<b>ECONOMIC OUTCOMES</b>	
Does the project attract a broad audience and stimulate the local economy?	1.75
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	1.33
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	2.33
<b>Subtotal   5.41 out of 12   (45%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>Organisers estimate a capacity attendance of 21,000 for the 2017 event;</li> <li>Economic modelling on the projected attendance with the REMPLAN tool indicates a total estimated direct economic impact of \$2.037M to the local economy, which the Assessment Panel considered to be a low return compared to other City sponsorships and the estimated attendance;</li> <li>In 2016, event attendees spent an average of \$17.91 per person within the City, which the Panel noted was low and represents a small return on investment for business and ratepayers;</li> <li>WASO recognises opportunity for development and is committed to working with the City of Perth to maximise commercial opportunities for local business such as providing on-site picnic hamper options and/or food trucks;</li> <li>Many attendees are likely to drive to the event and it is expected CPP will benefit from increased patronage;</li> <li>In 2017 WASO's event infrastructure and suppliers will be leveraged by Variety Club for their annual Carols by Candlelight event (held the following night) with both events sharing costs to use resources more efficiently.</li> </ul>	
<b>COMMUNITY AND SOCIAL OUTCOMES</b>	
What is the level of anticipated community benefits for the project?	2
Does the project increase access to and opportunities to participate in cultural life?	2.67
Does the project drive social engagement and participation of the broader community?	2.33
Does the project challenge established understanding through exploration and exchanging ideas?	2.33
<b>Subtotal   9.33 out 16   (58%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>By offering a free-to-the-public event, out of the confines of a traditional venue, WASO aims for the event to make classical music an accessible and relevant art form for all Western Australians;</li> <li>SITC is simulcast live to regional locations across the state to increase access to and engagement with the event;</li> <li>WASO aim to use the event as an audience development activity, however preliminary research conducted by the City suggests only 27% of attendees are new, and there is no data available as to the increase in ticket sales linked to these new attendees; and</li> <li>Results from the City of Perth commissioned Culture Counts Survey completed at the 2016 event showed that audiences valued the event with: <ul style="list-style-type: none"> <li>91% indicating "it's important that the event is happening here".</li> <li>86% agreed it "gave them the opportunity to access cultural activities";</li> </ul> </li> </ul>	

<ul style="list-style-type: none"> <li>○ 93% indicated they would come to something like this again;</li> <li>○ 82% find the event meaningful in terms of its ability to “move” and “inspire.”</li> </ul>	
<b>ENVIRONMENTAL AND PLACE OUTCOMES</b>	
Does the project activate public spaces with dynamic cultural programming?	4
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	3
<b>Subtotal   7 out of 8   (87.5%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• The event takes place within City of Perth boundaries and in City of Perth managed public open space at Langley Park.</li> </ul>	
<b>CIVIC OUTCOMES</b>	
Does the project increase visibility and understanding of the City’s cultural heritage and its precincts through immersive projects and interventions?	1
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	1.67
<b>Subtotal   2.67 out of 8   (33%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• The event has followed a trusted formula since inception and the application did not demonstrate any further innovative arts activity within the application.</li> </ul>	
<b>ORGANISATIONAL COMPETENCY</b>	
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?	2.33
Does the applicant have a demonstrated capacity to undertake all aspects of the project including evaluating and documenting the results?	3.67
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	2
Is the project concept and planning well developed and articulated?	2.67
<b>Subtotal   13.67 out of 20   (68%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• WASO has successfully managed this event for the past ten years and has consistently met all City requirements;</li> <li>• As a long term partner of the City, WASO have delivered all acquittal and reporting documentation to a satisfactory standard;</li> <li>• Key project staff each have extensive experience in the delivery of large outdoor arts events;</li> <li>• The Assessment Panel noted that the costs appear high for a one-night-only activation, and City of Perth and Lotterywest are the only external funders listed in the application to be approached to support this event. Lotterywest funding is currently unconfirmed;</li> <li>• The event costs of \$728,002 represent a cost to WASO of \$34.67 per attendee which is considered extremely high compared to other major events in the city;</li> <li>• The amount recommended (\$150,000) for the City of Perth to support the Festival represents 21% of the total program cost;</li> </ul>	

- It is noted that the sponsorship request includes approximately \$23,300 in fees and charges that will be returned to the City;
- WASO noted in the application the need to further establish the event's impact across a range of components. As such WASO is committed to collaborating with the City of Perth to expand and enhance the Culture Counts measurement methodology for the 2017 event in order to better assess and understand its community, economic, audience and artistic outcomes. Expansion of the Culture Counts methodology will augment the City of Perth's own economic and pedestrian modelling framework.

**TOTAL ASSESSMENT SCORE | 46.75 out of 84 | (55%)**

**Agenda  
Item 8.6**

**Annual Arts Sponsorship – Perth International Arts Festival  
2017**

---

**Recommendation:**

***That Council:***

1. ***APPROVES cash sponsorship totalling \$900,000 (\$300,000 p.a.) for a three year agreement covering the period July 2017 – June 2020;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.6A;***
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 acquittal report, including all supporting material, will be submitted annually to the City of Perth for each year of the agreement.***

FILE REFERENCE:	P1034140#05#02#02
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	4 July 2017
ATTACHMENT/S:	Attachment 8.6A – 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**

*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 3 A city connected to its natural beauty
- Goal 5 A prosperous city
- Goal 6 A prosperous city
- Goal 7 An open and engaged city

### **Policy**

Policy No and Name: 18.13 - Sponsorship

## **Purpose and Background:**

The City of Perth introduced a new Triennial Arts Partnership program in December 2016, which allowed the City's arts partners to apply for three year funding for the first time. The Triennial Arts Partnership is conducted as a competitive funding round every three years, with successful applicants receiving a three-year agreement for the period July 2017 until June 2020.

The City received eight eligible funding requests totalling \$1,718,295 for each year of the Triennial Arts Partnership (a total of \$5,154,885 over three years). These applications were considered at the Council meeting of **6 June 2017** with two applicants receiving triennial funding, being Fringe Festival, and the Black Swan Prize for Portraiture. PIAF applied within this round, however their assessment was deferred due to ongoing discussions around the application.

## **Details:**

The Triennial Arts Partnership is the premier sponsorship program within the arts sponsorship framework. The City sets a high standard of outcomes based on standard national cultural indicators for applicants to meet in the areas of activation, economic development, social development, cultural development, professional development and artistic quality. These requirements are higher than for the Annual Arts Sponsorship program.

A four member assessment panel consisting of cross-Directorate members individually assessed each application according to the assessment matrix. The panel then convened to discuss and recommend suitable applicants for funding. The panel set a mark of 70 out of 92 in the scoring assessment system for an applicant to be eligible to receive a Triennial Arts Partnership. PIAF exceeded this mark and is recommended for a Triennial Arts Partnership.

### **Financial Implications:**

ACCOUNT NO:	93E190007901
BUDGET ITEM:	Arts Sponsorship
BUDGETED AMOUNT:	\$1,070,000
AMOUNT SPENT TO DATE:	\$ 360,000
PROPOSED COST:	\$ 300,000
BALANCE REMAINING:	\$ 410,000
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

### **Comments:**

The Triennial Arts Partnership program is the City's premier arts sponsorship program. The assessment panel set a high benchmark for applicants to reach in order to ensure the highest quality applications received three year triennial funding.

PIAF is a significant contributor to the Perth cultural scene and the Festival is an iconic event that is eagerly anticipated by thousands of people within the community each year. The assessment panel recommends PIAF for three year funding of \$300,000 per annum which will be the City's equal biggest sponsorship in the overall portfolio and is considered fair and reasonable in broader consideration of the City's budgetary position and the overall outcomes generated by the event.

## ATTACHMENT 8.6A

**Event Details**

<b>Event Title</b>	Perth International Arts Festival 2018		
<b>Event Start Date</b>	09/02/2018		
<b>Event End Date</b>	04/03/2018		
<b>Venues</b>	Elizabeth Quay Perth Concert Hall State Theatre Centre of WA The University of Western Australia His Majesty's Theatre PICA The Art Gallery of Western Australia Government House		
<b>Applicant</b>	University Of Western Australia		
<b>Expected attendance numbers</b>	360,000		
<b>Ticket Pricing - Standard</b>	\$30.00		
<b>Projected overall attendance at free components</b>	210,000	<b>Projected overall attendance at ticketed component</b>	150,000
<b>Total Project Cost</b>	\$16,750,000		
<b>Total Amount Requested per annum</b>	\$365,000 (2.18% of the total project budget)	<b>Total Amount requested over three years</b>	\$1,095,000
<b>REMPPLAN Impact (Direct)</b>	\$34.467M	<b>REMPPLAN Total (with multipliers)</b>	\$60.591M
<b>Recommendation</b>	<b>Approve for Triennial Funding</b>		
<b>Recommended amount</b>	<b>\$300,000 (1.79% of the total project budget)</b>	<b>Recommended total over three years</b>	<b>\$900,000</b>
<b>Assessment Score</b>	<b>76 out of 92 (82.6%)</b>		

**Program Synopsis**

Founded in 1953, the Perth International Arts Festival (PIAF) is the longest running international arts festival in the southern hemisphere. The Festival aims to be Western Australia's premier cultural event and present an annual arts festival of the highest international quality.

PIAF aims to be distinctively Western Australian. Since its foundation 64 years ago, it has been a Festival for the people and has resonated with place and people's aspirations for excellence in arts and cultural experiences. Organisers believe that this distinctiveness is critical to the Festival's long run success.

Building on the historic success of the partnership between the City of Perth and PIAF, organisers seek a multi-year partnership that supports the commitment to a curatorial strategy underpinned by sustained and secured investment; improved data sets for reporting and audience statistics; and investment in the Chamber Music Weekend to optimise this successful program as a signature event for the City of Perth.

### **Program Description**

In 2018 Perth International Arts Festival (PIAF) aims to once again deliver a world-class multi-arts program. PIAF Artistic Director Wendy Martin will continue to deliver her 2016-2019 artistic vision, curating an international program of free and ticketed events, across all art forms, in venues, outdoors, online and in unexpected places.

Wendy's artistic vision is committed to:

- presenting and commissioning work;
- raising the profile of Western Australian artists;
- creating opportunities for dynamic exchanges between Australian and international artists; and
- building a diverse and engaged audience.

The following themes will be central to the 2018 PIAF program:

- Our stories;
- Our rich Indigenous culture;
- Our splendid isolation;
- Our central position on the Indian Ocean Rim;
- Our climate and natural environment; and
- Our diverse cultural community.

The 2018 Festival will have a focus on China, the Indian Ocean Rim, inclusive free community events across four weekends and further exploration of Western Australian's stories of identity and sense of place.

### **Free and Ticketed Components**

PIAF will include a range of free and ticketed components including the following:-

- **PIAF Connect** – a free program of professional development for members of the general community, including workshops, masterclasses, a 3 day residency program, and other components.
- **PIAF Lab, PIAF Young Creatives and Curated by Kids** – Free development programs run by PIAF to develop the skills, learning, interaction, engagement and production of work for members of the community. This includes professional development opportunities for early career art professionals (PIAF Lab), activities and access opportunities for high school students and school leavers (PIAF Young Creatives), and the involvement of primary school students in curating parts of the Perth Writers Festival Family Day (Curated by Kids).

- **PIAF Conversations and Post-Show Discussions** – an opportunity for the community and PIAF audience to engage with artists and companies through interactive discussions and question and answer sessions.
- **Chamber Music Weekend** – a program of internationally renowned musicians in concerts across the City throughout the Festival.
- **PIAF Visual Arts Program** - a curated program of exhibitions and installations at venues and locations through Perth and Albany.
- **Perth Writers Festival** – a comprehensive program of ticketed and free events for schools, families and the general public.
- **Museum of Water** – a program of activity around a collection of unique samples of water from the public, with the stories that accompany them. This program is building a story of Western Australians through the lens of water, and will ultimately be gifted to the WA Museum in 2019.
- **Lotterywest Festival Opening** – PIAF will again commission a piece of work that will celebrate Perth's unique culture, heritage and history. The opening will be a free-to-the-public large scale event. The event date and times are yet to be confirmed, however it is planned to be held in a central City location.

### Organisation details

ABN	37882817280
Entity Name	University Of Western Australia
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	Yes
DGR Item Number	Item 1
DGR Funds	LAWRENCE WILSON ART GALLERY Items 1 & 4 BERNDT MUSEUM OF ANTHROPOLOGY Items 1 & 4 UNIVERSITY OF WESTERN AUSTRALIA LIBRARY Items 1 & 4 CRUTHERS COLLECTION OF WOMEN'S ART Items 1 & 4
Tax Concessions	GST Concession, Income Tax Exemption
Main Business Location Postcode	6009
Main Business Location State	WA

ACNC Registration	Registered
-------------------	------------

### **Previous City of Perth Support (last five years)**

<b>Year</b>	<b>Amount</b>
2012	\$350,788
2013	\$359,558
2014	\$368,578
2015	\$365,000
2016	\$360,000

Since 2000, the City of Perth has contributed \$5,776,181.00 in sponsorship towards the staging of PIAF.

### **Sponsorship Assessment**

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

<b>Essential Program Outcomes</b>	<b>Score (4)</b>
Does the project activate public spaces with dynamic cultural programming?	2.25
Does the project deliver innovative arts activity that represents Perth's unique cultural identity?	3.75
Does the project challenge established understanding through exploration and exchanging ideas?	3.25
Does the project contribute to building and sustaining a local arts economy?	3.75
Does the project provide professional development opportunities for local artists and/or cultural workers?	3.75
Does the project increase access to and opportunities to participate in cultural life?	3.75

PIAF creates large scale commissions that are unique to Western Australia, gain national and international profile and are well supported by local, national and international media through a collaborative partnership with Tourism WA.

In 2017 a total of 234 local artists were employed or contracted by PIAF and a further 273 staff were employed or contracted to deliver the Festival. Collaborations included Performing Lines, Last Great Hunt, WASO, WAYJO, WA Writers Guild, Perth Centre for Stories, DADAA, Perth Swing Dancers, STRUT Dance and WA Ballet.

With the exception of Chevron Festival Gardens, PIAF utilises existing venues and does not create its own infrastructure. This approach benefits a number of venues throughout Perth and the wider metropolitan area.

PIAF has a stated commitment to achieve a minimum 30% of free-to-the-public events in the total program each year. There is a forecast visitation of 30,522 from outside of Perth metropolitan area consisting of 6,585 interstate, 1,873 international and 22,064 intrastate visitors.

In 2018 and 2019 PIAF will commission works for the Opening Event that explore heritage, sense of place and community connections. In 2018 the theme will be the Indian Ocean Rim.

PIAF Lab is an immersive development program which provides the opportunity for emerging arts practitioners to engage with some of the world's most exciting creative minds and provide a space for participants to reflect on their work in the context of an international arts festival.

<b>Essential Sponsorship Outcomes</b>	<b>Score (4)</b>
Does the project drive social engagement and participation of the broader community?	3.25
Does the project contribute to a unique cultural tourism offering for local, national and international audiences?	4
Does the project reflect new practices through engagement of new forms of technology and/or multidisciplinary art forms?	3.5
Does the project activate underutilised locations or locations prioritised for activation by the City in interesting and engaging ways?	1.75
Does the project increase visibility and understanding of the City's cultural heritage and its precincts through immersive projects and interventions?	3.25
Does the project utilise innovative technologies to widen audience engagement?	3
Does the project demonstrate intrinsic economic impact and have ongoing social and cultural influence?	3.75

PIAF aims to support the development of local artists and practitioners as an investment in the future cultural landscape of Western Australia.

PIAF seeks to inspire new artists, create professional opportunities, facilitate creative networks, fund collaborations, and ultimately commission new works. Through programs offered via the support of predominantly private funders, PIAF is investing significant resource in to the skills, relationships, networks and works of artists and producers - some of who have gone on to work on the world's greatest theatres and stages.

Significantly, PIAF also invests in a viable creative industry infrastructure through the development of producers and practitioners, and the employment and contracting of local suppliers to deliver and facilitate the many large scale and complex productions that are delivered year on year. Due to the high volume and high calibre of productions that have travelled to WA for the Festival over such a long period of time local suppliers have had the opportunity to work on some of the world's most exclusive and challenging productions (The Giants, Place des Anges, HOME) and as a result the industries that support these productions are world class.

<b>Triennial Assessment Criteria</b>	<b>Score (4)</b>
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?	3.75

What is the level of anticipated community benefits for the project?	3.5
Is the proposed activity of international calibre, with suitably experienced personnel?	4
Does the applicant have evidence of partnerships with other government agencies, businesses or community organisations?	2.75
Is the project concept and planning well developed and articulated?	3
Does the project attract a broad audience and stimulate the local economy?	3
Does the project positively contribute to the City of Perth Capital City status?	4
Does the project provide opportunity for global engagement and collaboration?	3.25

PIAF will build a strong foundation for artistic risk and exploration which will be delivered by a sustainable organisation with key professionals. Making, curating and presenting work of the highest international quality is critical to PIAF's success each year, but the deep personal connections between the program and the people of Western Australia through a distinct artistic vision will provide a lasting legacy.

Wendy Martin has just delivered her second program as part of a four year tenure lasting until 2019. A new Artistic Director will be recruited in 2018 and will commence development of a new four year Artistic Vision which will take effect from 2020- 2023. The current Strategic Plan (2016-2020) is a five year plan that will underpin the transition from one Artistic Director to the next, providing a sound organisational platform for the period of transition and development of a new vision.

During the next two years of Wendy Martin's tenure there will be an ongoing commitment to the core principles of her programming: inclusion, accessibility, celebration of Western Australia and a sense of place, and a commitment to broad community engagement and interaction. Sitting alongside these principles will be a continued focus on free events, whole of Festival curated experiences to include the visual, scent, sound, taste and touch, an exploration of arts and sport and a continued focus on engaging our community to examine what it means to be Western Australian and what that means when we tell and gather our stories.

<b>Application Quality</b>	<b>Score (4)</b>
Overall quality of the application	3.25

### **Sponsorship Benefits**

Organisers will provide the following benefits for the requested \$365,000 sponsorship:-

Sponsorship benefits include, but are not limited to, the following:

1. Partnership Designation: Civic Partner;
2. Logo or line acknowledgement (space-contingent) on onscreen cross-promotions pertaining to aligned event;
3. Logo or line acknowledgement (space-contingent) on print materials acknowledging all Festival partners, including:
  - a. Main brochure;
  - b. The West Guide to the Festival;
  - c. Event programs;



- d. Annual report;
- 4. Logo or line acknowledgement (space-contingent) on print materials pertaining to aligned event, including:
  - a. Main brochure;
  - b. Great Southern Festival, Lotterywest Festival Films, Perth Writers Festival, Visual Arts brochure (if aligned);
  - c. Event poster (if produced);
  - d. Event program (if produced);
  - e. Press ads (if produced);
  - f. Outdoor ads (if produced);
- 5. Logo acknowledgement and hyperlink on webpage acknowledging all Festival partners;
- 6. Logo acknowledgement and hyperlink on webpage pertaining to aligned event of Festival website;
- 7. Line acknowledgement on performance reminders pertaining to aligned event(s)
- 8. In speeches by Festival representative at:
  - a. Development Launch
  - b. Program Launch
  - c. Opening Party
  - d. Aligned event launch (if relevant)
- 9. Logo acknowledgement in publicity kit distributed to local, national and international media;
- 10. Logo acknowledgement in aligned event press releases;
- 11. Full-page print ad in main brochure;
- 12. Print ad in aligned event program (if produced and minimum of eight pages, ad size space-contingent);
- 13. If aligned, alternating 30-sec TVCs at every Lotterywest Festival Films screening. TVC subject to Festival approval;
- 14. Logo acknowledgement on Festival-produced venue signage acknowledging all Festival partners;
- 15. Opportunity for partner-supplied signage for display at aligned event(s). No cost to the partner. Signage subject to approval;
- 16. Opportunity for co-branded, Festival-produced signage for display at aligned event(s). Cost to the partner;
- 17. Invitation for Lord Mayor to speak at Festival Eve - official launch of Festival conducted by Premier;
- 18. Program presentation to City of Perth staff and Councillors prior to program launch;
- 19. Planning meeting(s) to discuss delivery of benefits, including:
  - a. Acknowledgement;
  - b. Advertising;
  - c. Signage;
  - d. Leveraging;
- 20. Detailed post-Festival report outlining artistic and operational outcomes, delivered benefits and leveraging activities, or equivalent contracted reporting requirements; and
- 21. Opportunity to engage in free and on-charged leveraging opportunities. The Festival works with Partners to understand their objectives and develop unique leveraging activities to meet them.

**Agenda  
Item 8.7**

**Annual Event Sponsorship – Perth Heritage Days**

**Recommendation:**

***That Council:***

1. ***APPROVES cash sponsorship of \$62,100 (excluding GST) to Heritage Perth Inc. to support the 2017 Perth Heritage Days from Saturday 14 October to Sunday 15 October 2017;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.7A;***
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 January 2018.***

FILE REFERENCE:	P1024313
REPORTING UNIT:	Business Support and Sponsorship
RESPONSIBLE DIRECTORATE:	Economic Development and Activation
DATE:	28 June 2017
ATTACHMENT/S:	Attachment 8.7A – Detailed Officer Assessment Attachment 8.7B – 2016 Event Impact Report

**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**

N/A

#### **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
- 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 Event Sponsorship of \$90,000 (excluding GST) for the 2017 Perth Heritage Days event.

Heritage Perth Inc. was established in 2005 with a purpose to present the heritage of the city in a positive way. The organisation is partially funded by the City of Perth through a three year Partnership arrangement managed by the City's Arts, Culture and Heritage unit. Heritage Perth Inc. has been presenting Perth Heritage Days since 2009, with the City of Perth supporting it since its inception.

### **Details:**

Perth Heritage Days (PHD) offers a distinctly different approach to promoting heritage in the City. The event celebrates Perth's history, culture and architecture, both Indigenous and colonial, by allowing visitors free access to walks, tours, activities, properties and places that are not usually open to the public, or would usually charge an entrance fee.

The event will be held across significant spaces including parks, buildings, outdoor and historic locations within the city. It focuses on engaging as many people as possible from across the community to learn, share and discover more about the rich heritage of Perth.

PHD will be held over two days on Saturday, 14 October and Sunday, 15 October 2017. All activities are free and open to the whole community – this includes venues which usually charge an entrance fee.

Organisers expect an attendance of 43,000 over the event weekend. REMPLAN Modelling indicates a direct economic impact of the event of \$4,208,000 suggesting a strong return on investment for the City.

### **Financial Implications:**

ACCOUNT NO:	93E1 8000 7901
BUDGET ITEM:	Donations and Sponsorships - Event Annual Sponsorship
BUDGETED AMOUNT:	\$725,000
AMOUNT SPENT TO DATE:	\$355,000
PROPOSED COST:	\$ 62,100
BALANCE REMAINING:	\$307,900
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

### **Assessment**

<b>Outcome</b>	<b>Assessment Score (%)</b>
Cultural Outcomes	68%
Economic Outcomes	72%
Community and Social Outcomes	89%
Environmental and Place Outcomes	54%
Civic Outcomes	58%
Organisational Competency	61%
<b><u>TOTAL ASSESSMENT SCORE</u></b>	<b><u>67%</u></b>

### **Comments:**

The assessment panel recognised that PHD is a valuable part of the cultural heritage of the City. They stated that it highlights the City's cultural heritage and plays an important part in unlocking venues which are often closed to the public. The panel noted the strong educational aspect of the event for the general public.

The panel felt that it was difficult to judge the engagement with bricks and mortar businesses as little detail was provided. Similarly, no detail was available at the time of application on the participating venues, which made it difficult to assess what impact would occur in the different precincts of the City.

There are some concerns that PHD is scheduled to take place four weeks before 'Open House Perth' - an event which replicates PHD but also focuses on other modern architecturally designed commercial and residential buildings. The organisers of both events conducted a facilitated joint workshop early in 2017 to investigate merging their respective events; however the City has been advised by both parties that it was deemed not possible to conduct a detailed feasibility study and confirm a merger by the respective boards in time for this year's events. The City has not received any further advice as to if and when this feasibility study will commence. The administration is of the view that due to the duplication of these two events only weeks apart, that a merger in 2018 will provide the most sustainable outcomes for both events and ensure great community participation.

An investment of \$90,000 has been requested (43% of the total event budget). However, cash sponsorship of \$62,100 is recommended as this is the maximum permissible recommendation (30% of the total event budget) under the City's Sponsorship policy. The panel believes that any amount lower than this would severely limit the scope of the event and the extensive marketing campaign which would in turn reduce the attendance, the benefits and the overall outcomes to the City.

**Annual Event Sponsorship – Perth Heritage Days****Event Details**

<b>Event Title</b>	Perth Heritage Days		
<b>Event Start Date</b>	14/10/2017	<b>Start time</b>	10.00 am
<b>Event End Date</b>	15/10/2017	<b>End time</b>	4.00 pm
<b>Venue</b>	Various venues throughout the city (34 venues in 2016)		
<b>Applicant</b>	Heritage Perth Inc.		
<b>Expected attendance numbers</b>	43,000		
<b>Ticket Pricing - Standard</b>	Free to public		
<b>Total Project Cost</b>	\$207,000		
<b>Total Amount Requested</b>	\$90,000 (43% of the total project budget)		
<b>REMPPLAN Impact (Direct)</b>	\$4.208M	<b>REMPPLAN Total</b>	\$6.804M
<b>Category (Community or Commercial)</b>	Community		
<b>Recommendation</b>	Approval		
<b>Recommended amount</b>	<b>\$62,100 (30% of the total project budget)</b>	<b>Assessment Score</b>	<b>62.9 out of 92 (68%)</b>

**Applicant details***Information from the Australian Business Register*

ABN	34755413117
Entity Name	Heritage Perth Inc.
Entity Type	Other Incorporated Entity
ABN Status	Active
ATO Endorsed Charity Type	Charity
Goods & Services (GST)	Yes
Endorsed as DGR	No
DGR Item Number	N/A
DGR Funds	N/A
Tax Concessions	FBT Rebate, Income Tax Exemption
Main Business Location Postcode	6000

Main Business Location State	WA
ACNC Registration	Registered

### **Event Synopsis**

Perth Heritage Days (PHD) provides a unique opportunity for people to explore, discover and enjoy Perth's heritage through a program of 70 free events and activities.

The program includes guided walks, educational talks, "behind the scenes" tours of buildings, children's activities, displays, exhibitions and a celebration of our Indigenous culture. The Event Organisers believe that PHD is the first heritage event in the city to show both Indigenous and post-colonisation heritage as one continuum rather than two separate entities.

PHD aims to increase awareness and understanding of the importance of heritage places and enhance public view of heritage assets.

### **Event Description**

PHD offers a distinctly different approach to promoting heritage in the City. The wide range of activities on offer is not restricted to viewing 'old buildings'. It focuses on engaging as many people as possible from across the community to learn, share and discover more about the rich heritage of Perth.

Visitors come from all demographics to celebrate our ancient indigenous beginnings and discover how the community has evolved through exploration, colonisation and immigration into a rich cultural tapestry.

Now in its ninth year, PHD helps to engender a sense of community pride in the City's heritage. The event is intended to not only educate people but also demonstrate that exploring our history is an enjoyable and fun pastime. In 2016, the event recorded 43,000 visitations as reported in the *Perth Heritage Days 2016 Impact Assessment by Pracys*.

All activities are free and open to the whole community – this includes venues usually charging an entrance fee.

### **Previous City of Perth Support (last five years)**

Year	Amount	Attendance
2012	\$100,000	51,000
2013	\$100,000	43,000
2014	\$100,000	23,000
2015	\$100,000	30,000
2016	\$100,000	35,000

### **Sponsorship Benefits**

Organisers will provide the following benefits for the recommended sponsorship:

1. Principal Sponsor Event naming rights - “Perth” Heritage Days 2017;
2. Message from the Lord Mayor (with a colour photograph) in the Event Program;
3. Half page full colour advertisement in the Event Program;
4. City of Perth logo recognition and placement on:
  - a. Front and back pages of the Event Program (205,000 copies distributed via The West Australian Newspaper);
  - b. All printed materials for Perth Heritage Days 2017;
  - c. All paid press advertisements;
  - d. Heritage Perth website [www.heritageperth.com](http://www.heritageperth.com);
5. Acknowledgment of City of Perth support:
  - a. In the quarterly Heritage Perth Newsletter;
  - b. On social media posts; and
6. Signage opportunities for City of Perth at Perth Heritage Days activities.



### **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**

<b>CULTURAL OUTCOMES</b>	
Event is a large scale community or cultural event of state or national significance	1.6
Event is a well-known event on the City of Perth's calendar, or has the potential to develop into one	2.6
Event is predominantly free due to the inherent nature of the event and subsequent programming	4
<b>Subtotal   8.2 out of 12   (68%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• PHD is a community and cultural event attracting an estimated 43,000 visitations to the City and surrounds and is considered to have local significance;</li> <li>• The organisers believe that the event promotes the City's heritage in a unique, interactive, educational and fun way; and</li> <li>• The organisers aim to turn the public's perception of heritage by capturing the essence of what heritage is all about.</li> </ul>	
<b>ECONOMIC OUTCOMES</b>	
Local businesses and traders are given opportunity to actively engage in the event	3.3
Opportunities for City of Perth Parking to benefit from increased visitation and revenue	2.6
Contributes to a strong reputation for Perth as a city that is attractive for investment	2.6
Provides attendees with opportunities to engage with City businesses pre and/or post event	3.3
Encourages new visitors, specifically those identified as key target markets for the City <ul style="list-style-type: none"> <li>• Families</li> <li>• Baby Boomers</li> </ul> City workers/ young professionals	2.6
<b>Subtotal   14.4 out of 20   (72%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>• Primary data collected by Culture Counts on visitor and organisational spending determined that the direct economic impact of the 2016 event was \$1.8 million. After</li> </ul>	

application of relevant gross value add multipliers, the broader impact of Perth Heritage Days on the Perth economy can be estimated to be in the order of \$4.3 million;

- Economic modelling on the projected attendance with the City's economic modelling tool REMPLAN indicates a total estimated direct economic impact of \$4,208,000 to the local City of Perth economy;
- From the audience surveyed in the Culture Counts impact assessment, 58% of event attendees would have stayed at home or work in the absence of the event; and
- From the audience surveyed in the Culture Counts impact assessment; almost 90% suggested they would undertake spending in Perth before or after the event.

## COMMUNITY AND SOCIAL OUTCOMES

Affordable or free to the public	4
Accessible to a broad demographic	3
Safe for participants and the public	3.3
Event attracts at least 10,000 attendees into the central city and surrounds	4

**Subtotal | 14.3 out of 16 | (89%)**

### Comments

- The event is free (including venues who usually charge an entrance fee) and open to the whole community;
- The program is designed to be equally enjoyable for adults and children and aims to foster exploration, learning and fun, providing Western Australian families with opportunities to connect with the City and the local community;
- In 2016, PHD attracted approximately 43,000 attendees into the City to participate in more than 70 activities across 34 venues; and
- The 2016 Culture Counts impact report showed a cross section of people came from over 100 postcodes demonstrating that people are prepared to visit the City for high profile cultural events.

## ENVIRONMENTAL AND PLACE OUTCOMES

Environmentally sustainable practices for the event have been adequately addressed	1.3
Increased place activation and use of under-utilised space	3

**Subtotal | 4.3 out of 8 | (54%)**

### Comments

- The full event takes place within City of Perth boundaries which enables members of the public to engage with Perth's city centre heritage sites and stories. Heritage buildings around the Perth Central Business District are opened to the public, encouraging increased awareness and appreciation of local heritage sites; and
- The application did not address any initiatives for environmentally sustainable practices, however the event is not considered to have a large impact in this area.

<b>CIVIC OUTCOMES</b>	
Event compliments and diversifies the existing offering within the City	2.3
Event does not clash or conflict with other events on the events calendar	2.3
<b>Subtotal   4.6 of 8   (58%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>Organisers believe that the event is critical to the cultural heritage of the city and that it plays a role in connecting audiences to a shared history and culture;</li> <li>The event has key similarities to Open House Perth, which also presents an open day for heritage buildings alongside architecturally designed modern private and public buildings; and</li> <li>PHD and Open House Perth are held only four weeks apart, which dilutes their effectiveness, reach and uniqueness.</li> </ul>	
<b>ORGANISATIONAL COMPETENCY</b>	
A realistic, achievable budget	2
Applicants proven ability to deliver the project within the timeline	3.6
A demonstrated variety in funding sources to ensure sustainability of the project	1.6
Level of benefits and recognition offered to the City	2.3
Applicant is able to deliver on standard commercial sponsorship benefits	1.6
Applicant is able to maintain a standard level of programming during the partnership	3
Overall application quality	3
<b>Subtotal   17.1 out of 28   (61%)</b>	
<b>Comments</b> <ul style="list-style-type: none"> <li>The City has a long history of support of the event and Heritage Perth has regularly met all City requirements;</li> <li>The amount recommended (\$62,100) for the City of Perth to support the event represents 30% of the total program cost and is the maximum amount permissible under the policy;</li> <li>The event has a range of government funding sources including Lotterywest, State Heritage Council, Perth Airport and Healthway, however the City is the major funder and organisers believe that the event would not be possible without this substantial support;</li> <li>The financial support provided by the State Heritage Council is considered to be extremely low compared to the City's investment;</li> <li>Culture Counts will be engaged again in 2017 to accurately measure the impact and outcomes of the 2017 event; and</li> <li>The Organisers have expertise in the field of Heritage.</li> </ul>	
<b>TOTAL ASSESSMENT SCORE   62.9 out of 92   (68%)</b>	

# HERITAGE PERTH

## Perth Heritage Days 2016

### IMPACT ASSESSMENT

PRODUCTION DATE  
FEBRUARY 2017

**CultureCounts**



IN CONSULTATION WITH



## DISCLAIMER

This report has been prepared for **Heritage Perth**. The information contained in this report has been prepared with care by the authors and includes information from apparently reliable secondary data sources which the authors have relied on for completeness and accuracy. However, the authors do not guarantee the information, nor is it intended to form part of any contract. Accordingly all interested parties should make their own inquiries to verify the information and it is the responsibility of interested parties to satisfy themselves in all respects.

This report is only for the use of the party to whom it is addressed and the authors disclaim any responsibility to any third party acting upon or using the whole or part of its contents.

Document Control				
Document Version	Description	Prepared By	Approved By	Date Approved
v 1.0	Heritage Days 2016 Impact Assessment	Callum Taylor Francesca Catalano Dawson Demassiet-Huning	Michael Chappell	2 March 2017

# Contents

1.0	Executive Summary	2
2.0	Introduction	4
2.1	Valuing Heritage	4
2.2	About Heritage Perth	4
2.3	About Perth Heritage Days 2016 – The Way We Worked	4
2.4	About This Study	5
3.0	Attendee Profile	6
4.0	Social, Cultural and Place Impact	8
5.0	Self, Peer and Public Experience	10
6.0	The Influence of Age and Gender	11
7.0	Economic Impact	14
7.1	Visitor Types	14
7.2	Visitor Expenditure Impact	15
7.3	Organiser Expenditure	16
7.4	Total Economic Impact	16
7.5	Return on Investment	17
8.0	Marketing and Brand Awareness	18
9.0	Conclusion	19
10.0	Appendix 1: Was the survey sample representative of the audience population?	20

## 1.0

## Executive Summary

43,000

ATTENDEES

600+

RESPONDENTS

This report provides insights on the impact generated by the 2016 Perth Heritage Days weekend from extensive surveying and data analysis across free events. The assessment considers economic, social, cultural and place impacts in order to provide a holistic account of the impact of the event. It integrates the perspectives of attendees and peers with attendance figures and an assessment of the economic impact of organisational and visitor expenditure.

The Perth Heritage Days weekend is an annual event presented by Heritage Perth Inc. The event enables members of the public to engage with the City of Perth's heritage sites and stories including a programme of guided tours, talks, exhibitions, workshops and performances. Heritage buildings around the Perth Central Business District are opened to the public, encouraging increased awareness and appreciation of local heritage sites.

The findings of the Study demonstrate that the event is critical to the cultural heritage of the City, playing a role in connecting audiences to a shared history and culture, reflecting the unique character of the area and its people and encouraging civic and cultural pride.

According to primary data collected on visitor spending and financial reports on organisational spending, the direct economic impact of the event was \$1.8 million.

After application of relevant gross value add multipliers, the broader impact of Perth Heritage Days on the Perth economy can be estimated to be in the order of \$4.3 million.

## FACTS AND FIGURES



16

Guided Tours



9

Family  
Activities

13

Talks



8

Workshops



12

Exhibits



5

Entertainment  
Events

10

Open Buildings

## OPEN HERITAGE SITES AND GUIDED TOURS



- DFES Education & Heritage Centre
- St Georges Cathedral
- Bell Tower
- Government Printing Office
- ANZAC House
- Trinity Church
- Ross Memorial Church
- Old Perth Boys School
- Mercy Heritage Centre
- Trades Hall
- Palace Hotel
- His Majesty's Theatre
- St John's Pro and St Mary's Cathedral
- Mercedes College
- Wittenoom Way
- Royal Perth Hospital Heritage Precinct
- Cathedral Square
- East Perth Cemeteries
- 57 Murray St
- Bishop's House
- Perth Town Hall
- Terrace Hotel
- Mercy Heritage Centre
- WACA

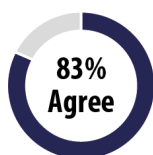
## SOCIAL IMPACT



*It meant something to me personally*



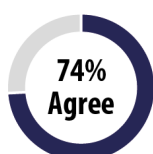
*Its insights into the past gave me a perspective on today's world*



*It helped me to feel connected to people in the community*



*It made me reflect on the world we live in today*



*It was different from things I've experienced before*

## CULTURAL IMPACT



78% Agree

*It strengthened my cultural pride*

95% Agree

*It made me feel connected to a shared history/culture*

66% Agree

*It celebrated my own cultural heritage*

## PLACE IMPACT



98% Agree

*It's important that the event is happening here*

94% Agree

*I think that the event reflects the unique character of the area and its people*

90% Agree

*It made me feel proud of my local area*

## ECONOMIC IMPACT



**\$1.8 million**

*Direct visitor and organisational expenditure*

(including expenditure at the event and before and after at restaurants, bars and retail)

**\$4.3 million**

*The total economic impact of Perth Heritage Days 2016*

**6.06x**

*Direct return on investment*



# 2.0

## Introduction

### 2.1 Valuing Heritage

Heritage is central to the culture and identity of communities. The identification and recognition of heritage sites and stories can be linked to strengthened cultural identity, sense of belonging and connection to place. A recent national survey showed that 92% of Australians value heritage as a core part of our national identity<sup>1</sup>.

The economic value of heritage and cultural tourism is well recognised and increasingly regional and city councils are actively taking advantage of their heritage portfolio for community, economic and tourism outcomes.

The contribution that cultural heritage makes to communities should be considered in the broader context, considering its role in supporting visitation, local character and distinctiveness, urban regeneration through adaptive reuse, civic participation and enhanced social capital. Ensuring that heritage sites are recognised, protected and made accessible to the public is critical to realising the benefits.

### 2.2 About Heritage Perth

Heritage Perth Inc. is an incorporated association, the members of which form a voluntary independent board representing a range of stakeholder organisations and groups in Perth. One of the association's objectives is to engage the public with Perth's historic sites and promote awareness and appreciation for heritage across social, environmental and economic domains.

Heritage Perth's aim is to *"Actively support the conservation and interpretation of Perth's heritage, encouraging a culture that values and celebrates it."*

The association's objectives include:

- Be Perth's leading deliverer of heritage-related projects
- Wide-spread recognition that the heritage sites of the City of Perth are a positive economic and community asset which are appropriately conserved and interpreted
- Perth's heritage sites recognised as a significant visitor opportunity
- Sufficient funds raised, from all possible sources, to support the purposes and projects of Heritage Perth

### 2.3 About Perth Heritage Days 2016 – The Way We Worked

The Perth Heritage Days weekend is a free event presented by Heritage Perth with the support of a range of sponsors including The City of Perth, Lotterywest, 882 6PR, The West Australian, Perth Airport and the Heritage Council of Western Australia. The event enables members of the public to engage with the City of Perth's heritage sites and stories. It includes exhibitions, guided walks, talks, workshops and interactive music and theatre presentations in heritage buildings opened to the public.

Perth Heritage Days 2016 was held on the weekend of October 15<sup>th</sup> and 16<sup>th</sup> and centred on the theme: 'The Way We Worked' including a program of events exploring the working lives of Perth's founders and citizens.

<sup>1</sup> Heritage Council State Heritage Office (2016) Importance of Heritage

## 2.4 About This Study

This impact study examines the social, cultural and economic impact of Perth Heritage Days 2016. The evaluation framework using a standardised set of cultural impact metrics, academically validated and used across the arts and cultural sector internationally to measure the intrinsic impact of events and festivals.

It also uses primary spending data to estimate the flow on economic impact of expenditure associated with visitation to the event. Primary data was sourced from intercept interviews with over 638 attendees, as well as Heritage Perth peers and staff.

It provides an indication of the value that Heritage Perth delivers to the City of Perth and the State with evidence that demonstrates the way in which engagement with local heritage encourages connection to place, culture and community.

The value claims identified and evidenced through the study are valuable to Heritage Perth in its efforts to attract funding and plan for future activities and partnerships. In addition, it provides a framework for the ongoing measurement and communication of outcomes achieved through Heritage Perth's activities.



# 3.0

## Attendee Profile

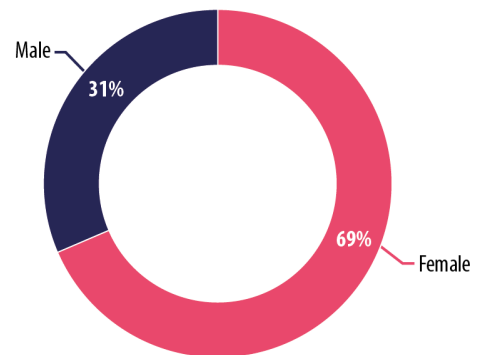
The majority of respondents were female (69%) and most were over 60 years of age (51%), followed by 50 - 59 years (22%), indicating the appeal for older audiences. Very few respondents were under 29. While it is generally assumed that the sample is representative of the people who attended the results may not capture the attendance of younger children who are not typically interviewed and this should be considered.

Over 100 unique postcodes were captured from the survey sample and revealed that attendees travelled from many different locations across the Perth metropolitan area to attend. This demonstrates that the event provides an offering that attendees are prepared to travel for and could indicate a lack of similar events elsewhere in Perth. It highlights the significance of this event in Perth's cultural landscape and its ability to attract visitation from residents that many not otherwise visit the City of Perth regularly.

The majority of respondents were attending with family (55%), with another 6% attending with children under 16. A quarter of respondents attended with friends, while 17% attended by themselves.

The vast majority of respondents attended more than one event (81%). Over 50% of respondents attended between one and three events with roughly the same proportions attending either one, two or three events. Approximately a third of the audience attended between four and six events (34%), while just over one in ten respondents attended over seven events (12%).

**Figure 1: Respondents Gender**



**Figure 2: Respondents Age**

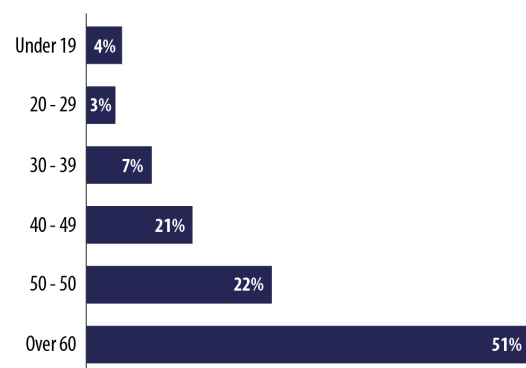


Figure 3: Respondents postcode

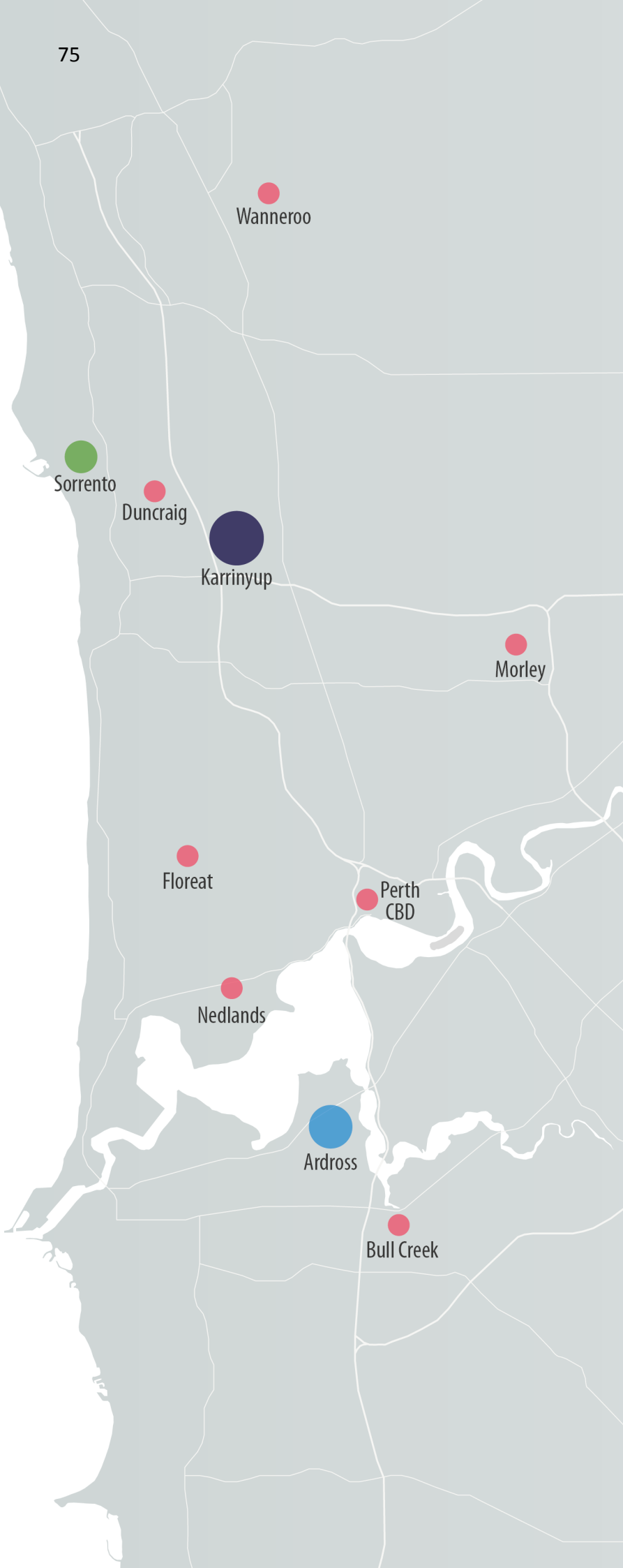
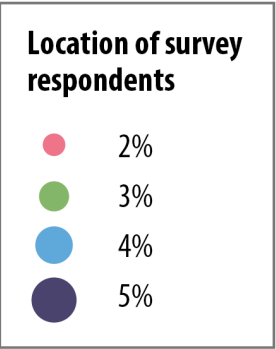


Figure 4: Who did you attend the event with?

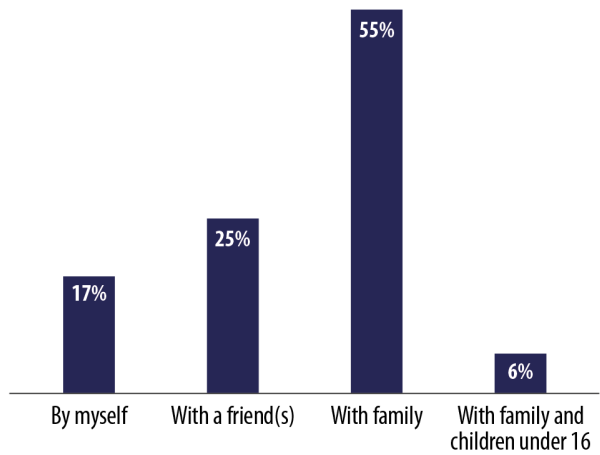
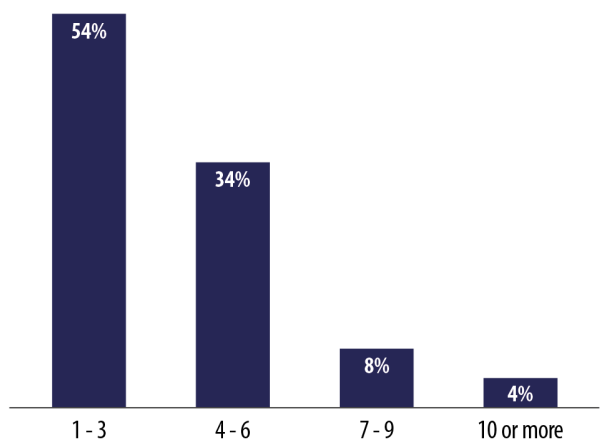


Figure 5: How many events did you attend?



# 4.0

## Social, Cultural and Place Impact

The evaluation framework uses a standardised set of metrics called 'dimensions' used to measure the intrinsic impact of events and festivals. They have been internationally tested and academically validated, enabling benchmarking of experiences provided by different types of arts and cultural events and activities.

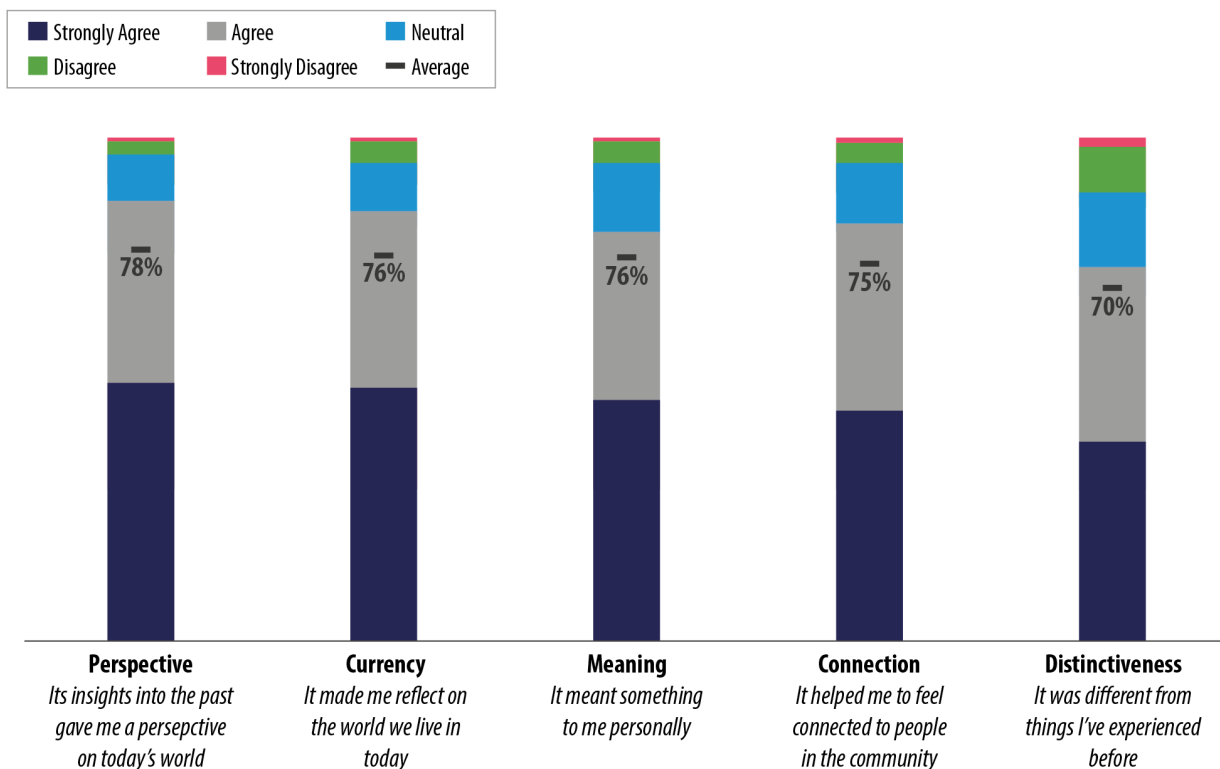
Each survey contained 11 'dimension' questions, asking the public about their experience of the event. Survey respondents moved a slider to indicate whether they agreed or disagreed with the dimension statement using a Likert Scale. The following charts contain data for all public responses, showing the average score and the percentage of people that agreed or disagreed with each of the statements.

Dimensions collected perceptions of the quality of the event and it's social, cultural and place impacts. Of the 11 dimensions, 8 scored above 75%, illustrating the quality of the event and broad appeal to the audience.

### Social Impact

Involvement with heritage can lead to a greater sense of self identify and encourage awareness of the identity of others, including different generations. This can help to bolster individual self-esteem, changing the way people feel about themselves and encouraging trust and respect for others. Heritage is perceived to create a common link between diverse individuals, encouraging shared understanding of tradition and culture and enhanced community cohesion.

**Figure 6: Social Impact**

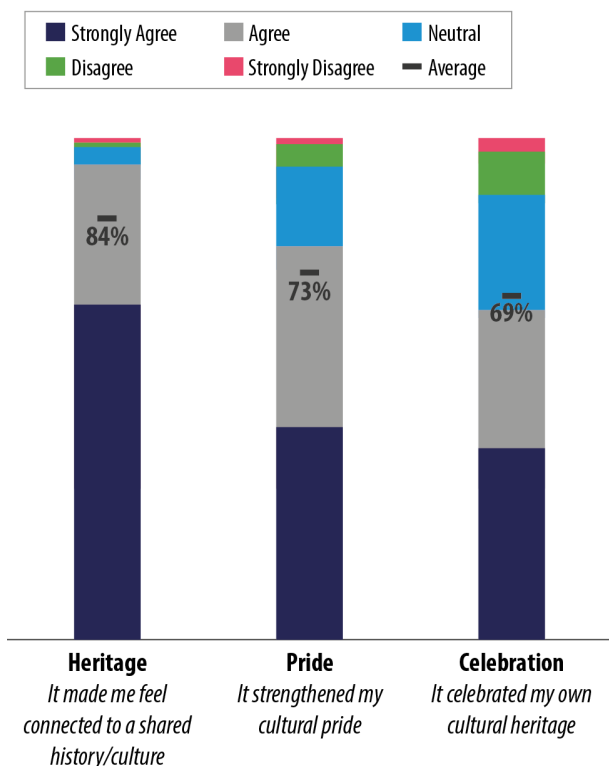


## Cultural Impact

Events such as Perth Heritage Days encourage increased knowledge and understanding of cultural heritage.

For those who may not have grown up in the area, engagement with local heritage may encourage exploration of their own cultural heritage and how it relates and contributes to local heritage. Respondents gave high scores for Heritage Perth Day's ability to connect audiences to a shared history and culture and encourage cultural pride. Across all 11 dimensions evaluated, *Celebration* received the lowest average score (69%), which while still positive, indicates respondents were less sure the event reflected their own cultural history.

**Figure 7: Cultural Impact**

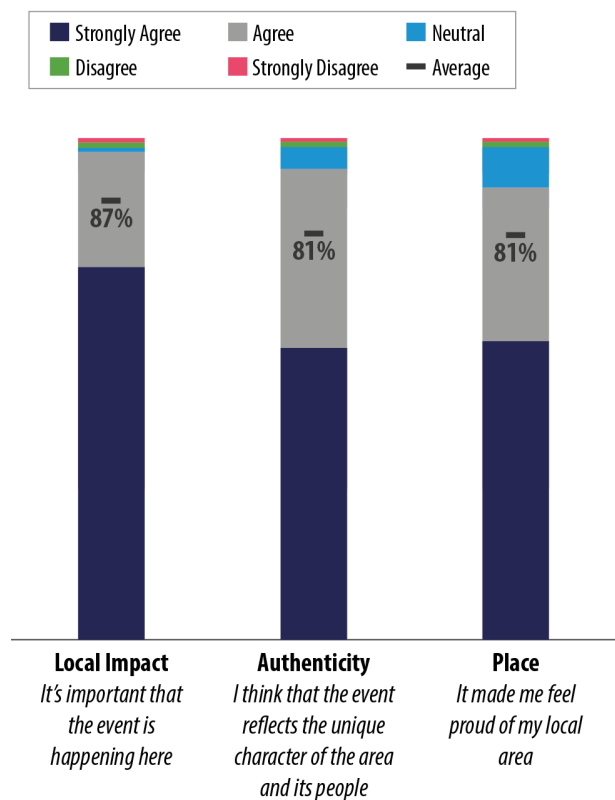


## Place Impact

Increased awareness and appreciation for local heritage sites and stories supports enhanced civic pride, connection to place and sense of ownership..

Ninety-eight per cent of respondents agreed or strongly agreed that it was important that the event was being held in Perth. Ninety per cent agreed or strongly agreed that the event increased their sense of pride in the local area.

**Figure 8: Place Impact**



# 5.0

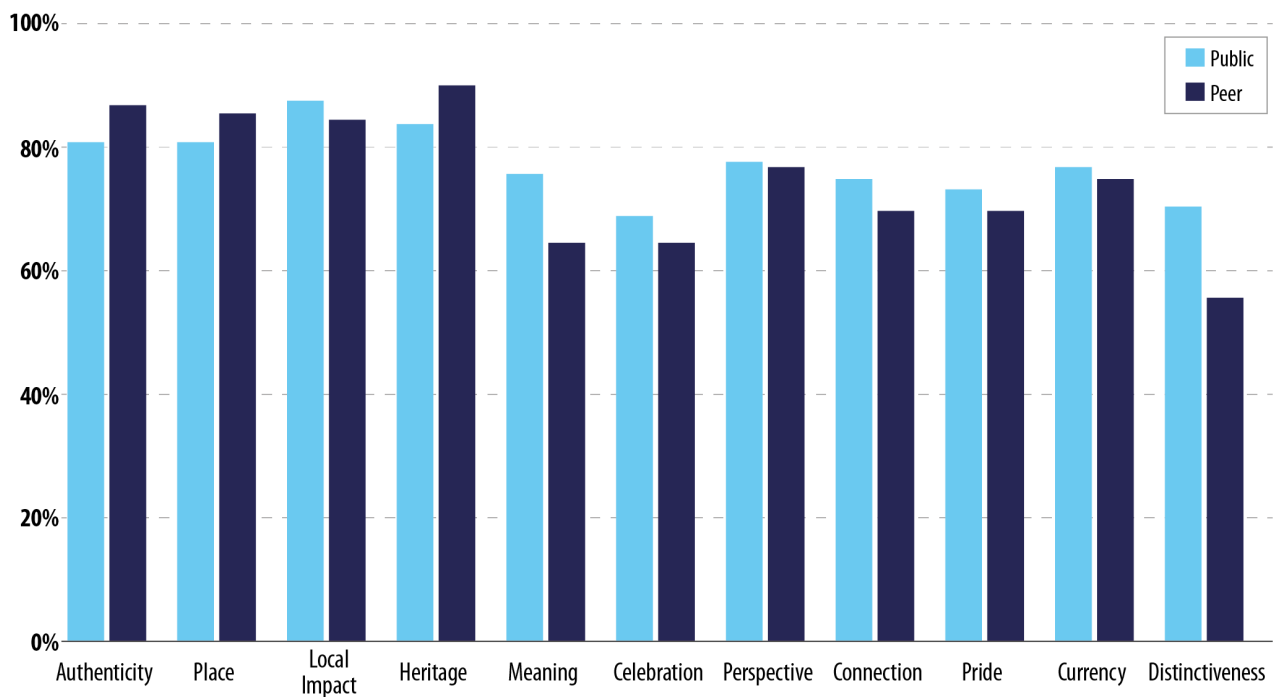
## Self, Peer and Public Experience

The Culture Counts platform has a three-pronged evaluation process - with participation from self, peer and public assessors. Average scores from each group can be compared to see whether the public and peers understood the creative intentions of the artists or organisers.

Three peers completed an assessment of the event, and their scores have been compared against average public scores below. No self assessors completed an evaluation and are therefore not reflected in the graph.

Peer scores aligned well with the public scores generally, showing a keen understanding of the event and its role in Perth. Despite this, a few areas showed less alignment than others. *Meaning* was scored significantly higher by the public than by peer assessors, showing the event was more impactful than peers thought it would be. Similarly, *Distinctiveness* was scored higher by the public than by peers, perhaps a reflection of peer assessors being more familiar with the event than their public counterparts.

**Figure 9: Public and Peer Comparison**



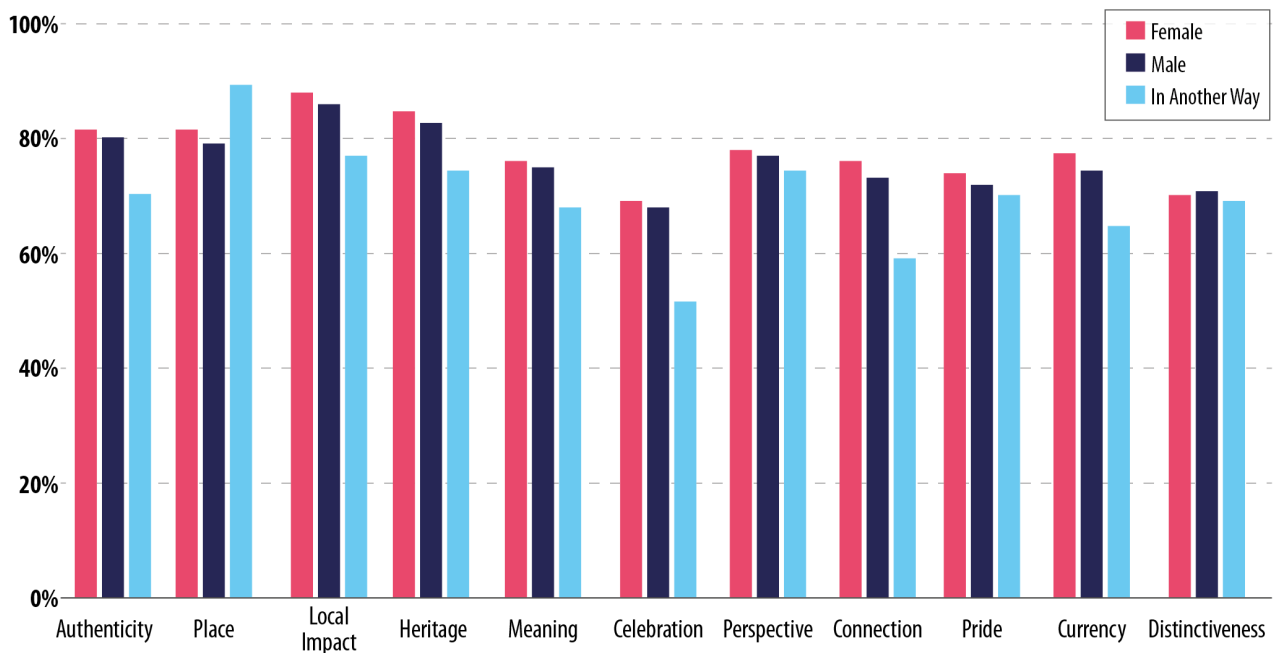
# 6.0

## The Influence of Age and Gender

Every respondent was asked to provide their age, gender and postcode at the end of the survey. This enables scores to be filtered to understand differences in demographics.

These charts show average scores for each of the dimensions based on the gender that each respondent most closely identifies with - male, female or in another way, and based on age cohort.

**Figure 10: Average score by Gender**



Note: Only two respondents identified their gender in another way. While it has been included in the graph, it has been faded out to illustrate this is not likely to be a significant sample.

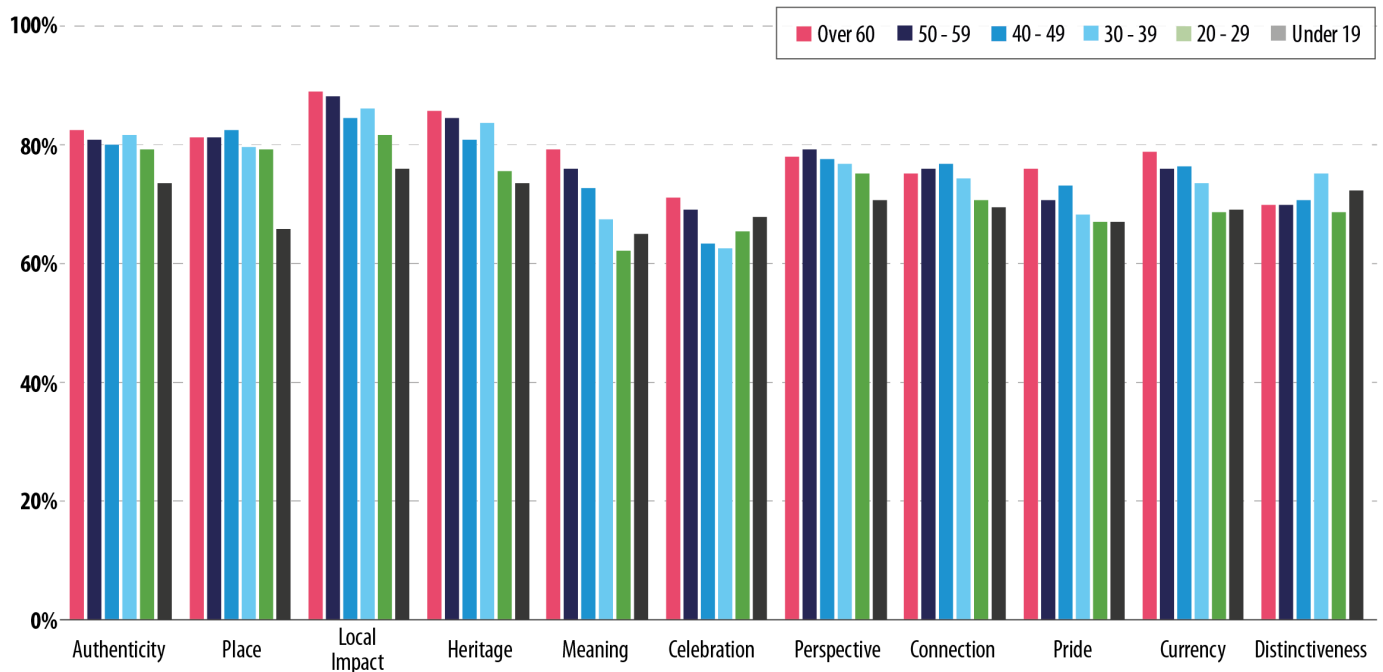




Only two respondents described their gender in another way, and as such their average represents the views of those respondents rather than the general public. Female respondents gave higher average scores than males for 10 of the 11 dimensions — with *Distinctiveness* being the exception. Despite this, there were no significant differences in perception between the gender groups.

Across the age demographics, there was a general trend for older age groups scoring higher than younger age groups. This is most pronounced for *Local Impact*, *Heritage*, *Meaning*, *Pride*, and *Currency* — indicating that the event was particularly resonant with older age groups.

**Figure 11: Average Scores by Age**



Note: A smaller number of respondents indicated that they were younger than 29 (both Under 19 and 20-29 groups). While they have been included in the graph, they have been faded out to illustrate it is not likely to be a significant sample.



# 7.0

## Economic Impact

There is growing recognition among governments and other stakeholders that heritage can deliver significant economic benefits, attracting visitors, residents and workers. Not only do they support increased visitation, they also enhance the character and overall attractiveness of an area to residents and businesses.

Approximately 43,000 people attended events during the Heritage Days Perth weekend in 2016, stimulating spending within the CBD and other venue locations across Perth that wouldn't otherwise have occurred.

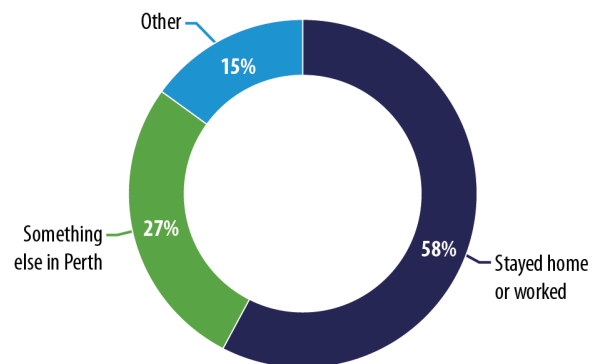
The economic impact of the event has been measured in the following section of this report using expenditure data collected from attendees and financial data provided by Heritage Perth on the association's expenditure to organise and present the event.

According to primary data collected on visitor spending and financial reports on organisational spending, the direct economic impact of the event was \$1.8 million.

After application of relevant gross value add multipliers, the broader impact of Perth Heritage Days on the Perth economy can be estimated to be in the order of \$4.3 million.

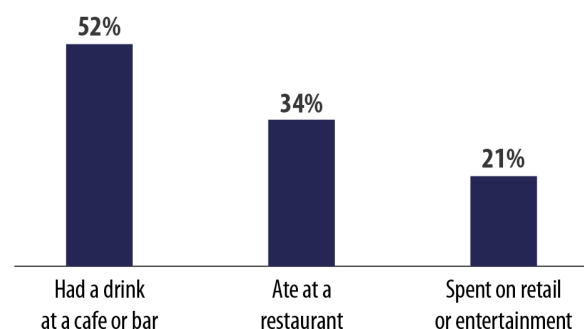
### 7.1 Visitor Types

**Figure 12: What would attendees have otherwise done?**



Over half the audience would have stayed at home or worked if they hadn't attended (58%), representing additional spending that would not have occurred in absence of the event. Approximately a quarter of respondents would have done something else in Perth regardless, while 15% would have done something else outside of Perth.

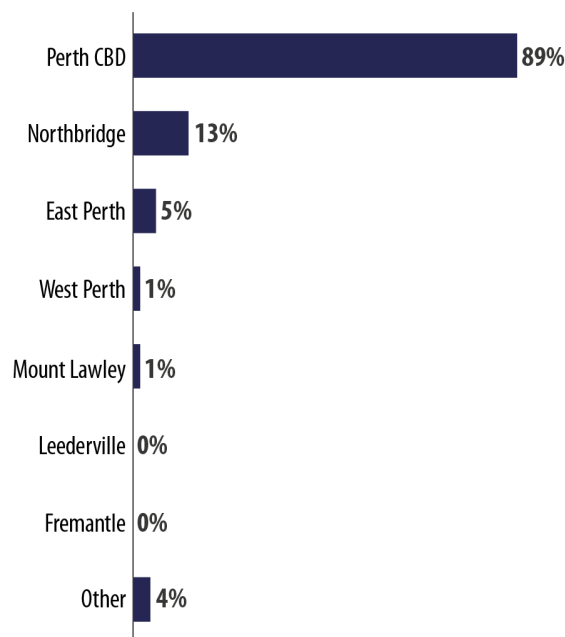
**Figure 13: Spending Outside of the Event**



Of those surveyed, almost 90% suggested that they would undertake spending in Perth before or after the event. Just over half (52%) said they went for a drink before or after attending, 34% ate at a restaurant and 20% spent money on shopping or entertainment. Average spending during the event was \$33, while those who planned to go out afterward (or had done something prior to the event) spent \$35 on average.

The vast majority of this expenditure (89%) was undertaken in the Perth CBD with other expenditure undertaken in Northbridge (13%) and East Perth (5%).

Figure 14: Location of Expenditure



## 7.2 Visitor Expenditure Impact

The following analysis has been undertaken to estimate the impact of gross expenditure by Heritage Perth Days’ audience. A key step in examining overall economic impact is to assess the proportion of expenditure that is truly additional to the economy.

Using public survey data, the average expenditure during a visit to Heritage Days was calculated. Estimates of total attendance provided by Heritage Perth have been used to estimate the gross expenditure impact. The proportion of expenditure that would have occurred anyway (the ‘deadweight’) has been accounted for through an additional adjustment the average expenditure (Figure 17) and relevant multipliers have been applied to estimate the total impact of expenditure as it flows through the economy (Figure 19).

Figure 15: Average Expenditure Per Person

Type of Respondent	Venue	Outside Venue	Average Total Expenditure Per Visit
"I would have stayed at home or gone to work"	\$33	\$34	\$68

Figure 16: Total Attendee Expenditure

Visits	Average Expenditure Per Visit	Total Spend
43,000	\$68	\$2,905,864

Figure 17: Additional Attendee Expenditure

Visits	Average Expenditure Per Visit	Additionality Adjustment	Adjusted Expenditure Per Visit	Total Spend
43,000	\$68	58%	\$39	\$1,674,478

Output and employment multipliers have been sourced from Australian Bureau of Statistics National Accounts data in order to estimate the indirect impact of attendee expenditure. An average multiplier for the Retail and Food & Beverage industries of 2.37 has been applied, given the vast majority of expenditure can be expected to occur across these sectors. This takes the total multiplied expenditure to \$3.9 million. We have estimated the direct employment generated by this expenditure based on average output per Full-Time Equivalent (FTE) employment in these sectors and estimated the further indirect job creation through the application of an employment multiplier (again in keeping with ABS standards). The results indicate that expenditure by attendees to Perth Heritage Days directly generated 16 jobs.

**Figure 18: Output and Employment Multipliers**

Sector	Output Multiplier	Employment Multiplier	Output Per FTE
Retail	2.42	1.53	112,005
Food & Beverage	2.32	1.47	111,090
Average Multiplier	2.37	1.50	111,547

**Figure 19: Multiplied Total Attendee Expenditure and FTE Jobs Created**

Direct Expenditure Impact	Multiplied Expenditure Impact	Direct Empl.	Total Empl.
\$1,674,478	\$3,968,513	16	22

## 7.3 Organiser Expenditure

Figure 20 identifies the impact associated with expenditure undertaken by Heritage Perth to organise and present the event. Expenditure figures include expenditure on contractors, marketing, catering, venue expenses and infrastructure. A multiplier has been applied to determine the flow on impact of direct organisation expenditure.

**Figure 20: Multiplied Organiser Expenditure Impact**

Direct Organiser Expenditure	\$151,142
First Round and Consumption Multiplier*	2.01
Indirect Impact	\$152,653
Multiplied Organiser Expenditure	\$303,795

Note: \*Heritage, Creative and Performing Arts sourced from ABS National Accounts data

This does not include the value of in-kind contributions. Including the value of in-kind contributions, the cost of organising and presenting Perth Heritage Days was \$237,142.

## 7.4 Total Economic Impact

Combining the impact of expenditure undertaken by attendees to Perth Heritage Days and by Heritage Perth on organising and presenting the event, the total direct expenditure impact is \$1.8 million.

**Figure 21: Direct and Multiplied Total Gross Expenditure**

Source of Expenditure	Total Expenditure	Total Multiplied Expenditure
Visitor Impact	\$1,674,478	\$3,968,513
Organiser Impact	\$151,142	\$303,795
Total Impact	\$1,825,620	\$4,272,308

## 7.5 Return on Investment

Return on investment (ROI) analysis has been conducted in order to illustrate total economic return generated by Perth Heritage Days to the community.

It considers the impact of visitor and organiser expenditure on the local economy.

The analysis demonstrates that Perth Heritage Days returned \$6.06 for every dollar invested.

Organiser expenses have included the value of in-kind contributions as these represent costs directly avoided.

**Figure 22: Direct Return on Investment**

Measure	\$
Direct Visitor Impact	\$1,674,478
Organiser Expenses (Direct and In-Kind)	\$237,142
ROI	6.06

Notes: Does not account for cost of goods sold at venues.



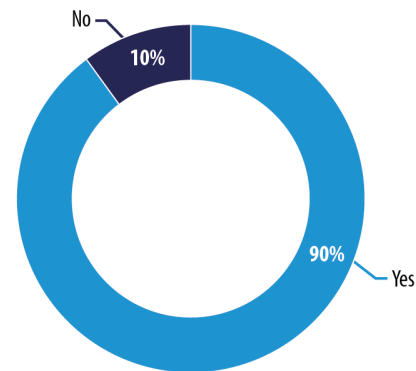
# 8.0

## Marketing and Brand Awareness

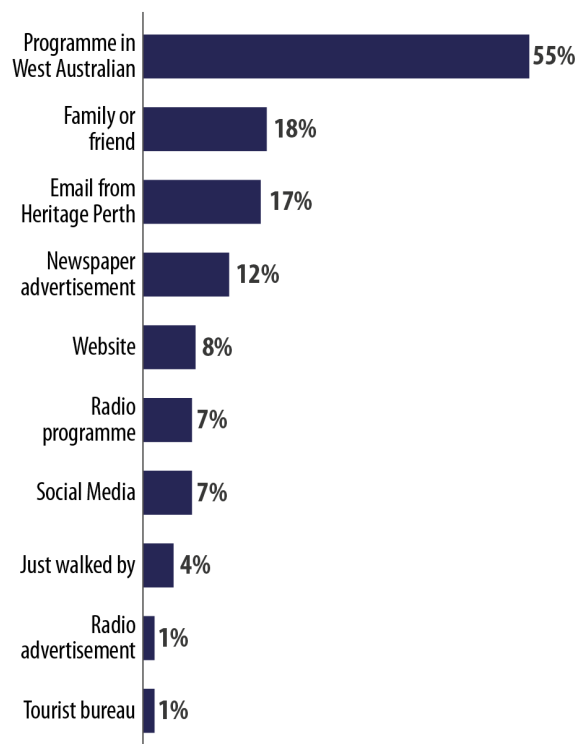
Attendees at large events can often face brand confusion, particularly for free and open events. The vast majority (90%) of public attendees were aware that the event they were attending was a part of Perth Heritage Days indicating that marketing and visible branding at the venues was successful. Respondents were also asked where they heard about the event, so that the most effective marketing channels could be revealed.

When asked how they heard about the event, the most common response was through the West Australian, with over half the respondents selecting this option (55%), with newspaper ads generally making up another 12%. Online methods (email, social media, website) were also successful, making up 32% of respondents. Unlike other events, word of mouth played a less significant role in marketing, with only 18% hearing about it through family or a friend. The least successful forms of marketing were through the radio or via a tourist bureau. These might be assessed in the future to see how they can be further utilised to improve reach, or whether any budget allocated to them might be more effective if used elsewhere.

**Figure 23: Did respondents know the event was part of Perth Heritage Days?**



**Figure 24: How did respondents hear about the event?**



# 9.0

## Conclusion

Perth Heritage Days 2016 attracted 43,000 visitors into the City on the weekend of October 15th and 16th, stimulating direct expenditure of \$1.8 million and a total economic impact of \$4.3 million.

The findings of this Study demonstrate that the event is critical to the cultural heritage of the City, playing a role in connecting audiences to a shared history and culture, reflecting the unique character of the area and its people and encouraging civic and cultural pride. Of the 11 dimensions, eight scored above 75%, illustrating the quality of the event and appeal to the audience.

The social, cultural and place impacts identified in the Study provide insights useful to Heritage Perth and its major supporters the City of Perth, Lotterywest, the State Heritage Council, Perth Airport, 882 6PR and The West Australian. It also provides a resource capable of leveraging investment through partnerships and attracting new funding sources.

Association with heritage conservation and recognition is a source of positive brand value for corporate organisations and there may be opportunities for Heritage Perth to establish further corporate partnerships founded on shared objectives. Success in attracting corporate partners will rely on Heritage Perth's ability to articulate the value it generates and how the relationship complements the corporation's strategy. Potential partners should be carefully selected based on alignment of values, goals and interests.

Perth Heritage Days currently targets a relatively narrow audience (persons aged 60+ and families). Expanding on existing cross-sector partnerships through enhanced engagement with arts and education institutions for example, will augment the offering that Perth Heritage Days can provide and enable access to new audiences and funding sources.

Perth Heritage Days continues to grow year on year attractive increasing visitors and providing experiences that enhance engagement with local heritage. The positive social, cultural and economic impacts of the event are significant and increased recognition and communication of these impacts will support the ongoing sustainability and growth of the event.



# 10.0

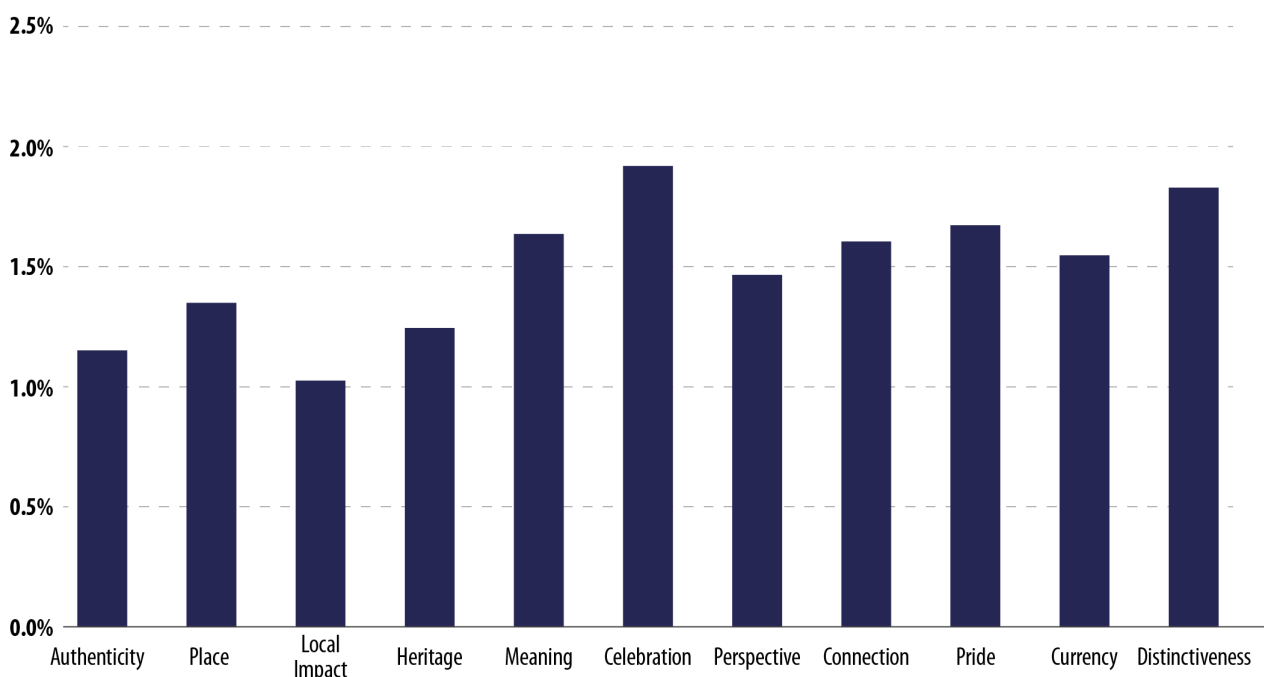
## Appendix 1: Was the survey sample representative of the audience population?

The Culture Counts digital platform aims to capture survey responses via various methods at minimal marginal cost. Achieving larger samples enables organisations to be confident that the average scores and opinions of the survey group are representative of the total audience.

At a 95% confidence interval, the margin of error for dimensions ranged from 2.7% to 4.4%. This means that we can be 95% confident that if we surveyed the entire audience population, the average score for Authenticity would fall within 1.2% of the average generated by the sample.

Margins of error under 5% are considered reasonable representations of the opinion of the population. As the margin of error is below 5% this sample can be deemed statistically significant and an accurate representation of the Heritage Days audience.

**Figure 25: Margin of Error by Dimension**







**CultureCounts**

