



City of Perth

**Marketing, Sponsorship and
International Engagement Committee
Minutes**

**30 January 2018
4.00pm**

**Committee Room 1
Level 9
Council House**

APPROVED FOR RELEASE

**MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER**



City of Perth

**Marketing, Sponsorship and International
Engagement Committee
Minutes**

**30 January 2018
4.00pm**

**Committee Room 1
Level 9
Council House**

Minutes to be noted at the next Ordinary Council meeting.

**THESE MINUTES ARE HEREBY CERTIFIED AS
NOTED**

PRESIDING MEMBER'S SIGNATURE

[Handwritten Signature]

DATE: *24/4/2018*

5. **Correspondence**
Nil

6. **Disclosures of Members' Interests**
Nil

7. **Matters for which the Meeting may be Closed**

| Attachment No. | Item No. and Title | Reason |
|------------------------------|---|-------------------|
| Confidential Attachment 8.4B | Item 8.4 - East End Improvement Grants – Stage 1 East End Improvement Model | s 5.23(2)(e) (ii) |
| Confidential Attachment 8.5B | Item 8.5 - Business Event Sponsorship – Australian Medical Students' Association National Convention 2018 | s 5.23(2)(e) (ii) |

8. **Reports**

Item 8.1 Industry Sector Development Sponsorship – Forum Advocating For Cultural and Eco-Tourism

Moved Cr Barton, seconded Cr Hasluck

That the Marketing, Sponsorship and International Engagement Committee:

1. **APPROVED cash sponsorship of \$9,000 (excluding GST) to Forum Advocating For Cultural And Eco-Tourism to present an annual program of events;**
2. **NOTED the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.1A;**
3. **AUTHORISED 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. **NOTED that a detailed acquittal report, including all media coverage, will be obtained by the City by 30 April 2019.**

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Hasluck and Barton

Against: Nil

Meeting Note

Cr Chen requested an acquittal report at conclusion of this sponsorship agreement. The Director Economic Development and Activation advised that the administration already has this as a commitment requirement.

Item 8.2 Industry / Sector Development Sponsorship – Flux Specialty Tech Labs Program

Moved Cr Barton, seconded Cr Hasluck

That Council:

1. **APPROVES Industry/Sector Development Cash Sponsorship of \$20,000 (excluding GST) to Flux Perth Pty Ltd to assist with the delivery of a specialty tech labs program over the next 12 months;**
2. **NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.2A; and**
3. **NOTES that Flux will provide the City with a detailed report relating to their program at the conclusion of the project.**

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Hasluck and Barton

Against: Nil

Item 8.3 Industry/Sector Development Sponsorship – Western Australian Indigenous Tourism Operators Council

Moved Cr Barton, seconded Cr Hasluck

That Council:

1. **APPROVES Cash Sponsorship of \$30,000 (excluding GST) to Western Australian Indigenous Tourism Operators Council for the 2018 Aboriginal Tourism Product Development Program Perth;**
2. **NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.3A;**

3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council approved funding amount; and***
4. ***NOTES that a detailed acquittal report, including all media coverage, will be obtained by the City by 30 April 2019.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Hasluck and Barton

Against: Nil

Item 8.4 East End Improvement Grants – Stage 1 East End Improvement Model

Moved Cr Barton, seconded Cr Chen

That Council:

1. ***APPROVES the provision of two East End Improvement Grants totalling \$30,000 (excluding GST) as follows:***
 - 1.1 ***\$20,000 (excluding GST) to ‘Hifumiya Udon Noodle House’, to assist with the new business fit-out (Japanese restaurant) at ground floor, fronting McLean Lane, 100-104 Murray Street, Perth; and***
 - 1.2 ***\$10,000 (excluding GST) to ‘ALPHA Property and Facilities Management’ acting on behalf of ‘Makmal Capital’, to assist with façade upgrades to three, new food and beverage tenancies fronting McLean Lane at ground floor, 100-104 Murray Street, Perth;***
2. ***NOTES that the capital works assisted by the City’s grant funding above form part of the desired enhancements of the Stage 1 East End Improvement Model approved by Council at its meeting held 1 August 2017.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Hasluck and Barton

Against: Nil

Item 8.5 Business Event Sponsorship – Australian Medical Students’ Association National Convention 2018

Moved Cr Hasluck, seconded Cr Barton

That the Marketing, Sponsorship and International Engagement Committee:

1. ***APPROVED*** cash sponsorship of \$10,000 (excluding GST) to Australian Medical Students’ Association Limited, to present the Australian Medical Students’ Association National Convention, to be held from 2 to 8 July 2018;
2. ***NOTED*** the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.5A;
3. ***AUTHORISED*** the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to Council approved funding amount; and
4. ***NOTED*** that a detailed acquittal report, including all supporting material, will be submitted to the City of Perth by 1 November 2018.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Hasluck and Barton

Against: Nil

Item 8.6 Heritage Grant – 55-59 Goderich Street, East Perth

That Council APPROVES a Heritage Grant of \$57,000 (excluding GST) for paint removal, restoration of tuck-pointing and reconstruction of the verandah for 55-59 Goderich Street, East Perth, divided equally amongst the three properties.

The Marketing, Sponsorship and International Engagement Committee agreed to defer the item as follows:

Moved Cr Hasluck, seconded Cr Barton

That the Marketing, Sponsorship and International Engagement Committee defer consideration of the report titled Heritage Grant – 55-59 Goderich Street, East Perth, to the Planning Committee.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Hasluck and Barton

Against: Nil

Item 8.7 Heritage Grant – 7 Queen Street, Perth

That Council:

1. *APPROVES an exemption to the Heritage Grant eligibility criteria for the building at 7 Queen Street, Perth on the basis of its strong heritage values and location in the proposed Queen Street Heritage Area; and*
2. *APPROVES a Heritage Grant of \$90,000 (excluding GST) for paint removal, restoration of tuck-pointing and accessibility improvements for 7 Queen Street, Perth.*

The Marketing, Sponsorship and International Engagement Committee agreed to defer the item as follows:

Moved Cr Hasluck, seconded Cr Barton

That the Marketing, Sponsorship and International Engagement Committee defer consideration of the report titled Heritage Grant – 7 Queen Street, Perth, to the Planning Committee.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Hasluck and Barton

Against: Nil

9. Motions of which previous notice has been given

Nil

10. General Business

10.1 Responses to General Business from a Previous Meeting

- Ferris Wheel (raised at WKS on 5/12/17)

Cr Limnios requested the administration to explore options for a Ferris Wheel along Riverside Drive (near Supreme Court Gardens).

- Zip Lines (raised at WKS on 5/12/17)

Cr Limnios requested the administration explore the options for a zip line within in the City of Perth similar to Las Vegas.

The Committee were advised that a Foreshore Masterplan and strategy for activation is being developed as outlined in the Corporate Business Plan. To determine specific uses prior to community consultation is not advised and that proper and considered planning for this important location is required.

- Kings Street Lighting Project for Christmas 2018

Cr Barton raised that the Kings Street Lighting Project for Christmas 2018 does not appear on the outstanding list. The Manager Governance advised that it was placed into the Works and Urban Development Committee, noting that this related to the physical infrastructure along King Street, and that this was separate to the Kings Street Lighting Project for Christmas 2018 and will be reinstated on the Committee Agenda Papers.

10.2 New General Business

Activation space of the vacant lot adjacent to 399 Wellington Street, Perth

Cr Hasluck requested consideration of an activation space of the vacant lot adjacent to 399 Wellington Street, Perth. The CEO advised this site was subject to an active Development Approval and that the City continued to liaise with the Developers.

Cirque Du Soleil

Cr Hasluck asked why the City no longer hosted Cirque Du Soleil events. The CEO advised that some concerns from residents were received regarding noise. Part of the Foreshore Masterplan will explore suitable locations (with reduced noise implications) to residential areas and could also include hard stand and infrastructure facilities that may see such an operator return to a City of Perth location.

Street Lighting and Projection Activation

The Committee expressed a desire to see an area in the city that is lit up with displays both interactive and projections. As an example to close off a segment of a street in the evening and the whole section of the street lit up.

The CEO provided a commitment that data on the 2017 Christmas light trail will be provided to the committee as well as considerations for the new additions to the 2018 Christmas lighting program.

City of Perth Skyshow

The Committee requested a breakdown of costs for the City of Perth Skyshow (into the main components).

The CEO advised that Council will need to consider the future direction of the Skyworks and what the future activation program will look like. Information will be presented back to Council, noting the event is of such importance to the City of Perth it would likely be presented to a briefing of Council.

Sponsorship Assessments

Cr Chen asked if Elected Members could observe an Officer Sponsorship Assessment Panel meeting to better understand the process.

The Manager Governance advised it would not be appropriate for Elected Members to attend such a meeting but instead a presentation to the Committee to explain the system (showing examples of assessment) in accordance with the matrix guideline will be provided at an upcoming Committee Meeting.

11. Items for consideration at a future meeting

Nil

Outstanding Reports:

The following items are currently being investigated and actioned by officers. Information will be provided to Elected Members when available.

- **Street Arts Work Program (raised at MKT 07/11/17)**

Cr Hasluck sought an update from the administration on exploring the feasibility of a Street Arts Work Program.

The Program would include a selection of 80 -100 sites for possible street art activation with at least two locations to be highlighted as best for 'temporary works' where by the works are replaced quarterly. The Program would become an activity for tourists and locals, activate laneways, create vibrancy, support local artists, highlight indigenous works, reduce graffiti and tell stories about Perth and its history.

The Director Economic Development and Activation advised the administration will take this request on notice and also advised that Activate Perth are also looking into this and will collaborate with the City of Perth.

Policy and Projects Officer - Heritage departed the meeting at 5.10pm.

12. Closure

5.15pm The Presiding Member declared the meeting closed.