



CITY of PERTH

Lord Mayor and Councillors,

**NOTICE IS HEREBY GIVEN** that the next meeting of the **Marketing, Sponsorship and International Relations Committee** will be held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 8 September 2015 at 4.00pm.**

Yours faithfully

GARY STEVENSON PSM  
CHIEF EXECUTIVE OFFICER

3 September 2015

**Committee Members:**

**Members:**

Cr Chen (Presiding Member)  
Cr Adamos  
Cr Linnios

**1<sup>st</sup> Deputy:**

Cr Harley

**2<sup>nd</sup> Deputy:**

Cr McEvoy



Please convey apologies to Governance on 9461 3250  
or email [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au)

# EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

The City of Perth values the health and safety of its employees, tenants, contractors and visitors. The guide is designed for all occupants to be aware of the emergency procedures in place to help make an evacuation of the building safe and easy.

## BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

### ALERT ALARM

#### beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.

## EVACUATION ALARM/PROCEDURES

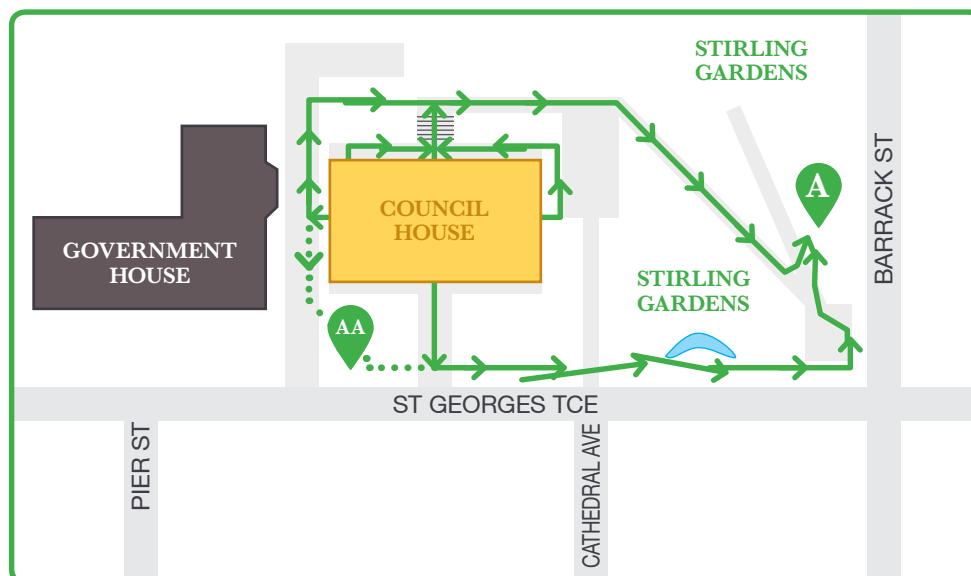
### whoop whoop whoop

On hearing the Evacuation Alarm or on being instructed to evacuate:

1. Move to the floor assembly area as directed by your Warden.
2. People with impaired mobility (those who cannot use the stairs unaided) should report to the Floor Warden who will arrange for their safe evacuation.
3. When instructed to evacuate leave by the emergency exits. **Do not use the lifts.**
4. Remain calm. Move quietly and calmly to the assembly area in **Stirling Gardens** as shown on the map below. Visitors must remain in the company of City of Perth staff members at all times.
5. After hours, evacuate by the nearest emergency exit. **Do not use the lifts.**



### EVACUATION ASSEMBLY AREA



Assembly Area

Alternate Assembly Area

# MARKETING, SPONSORSHIP AND INTERNATIONAL RELATIONS COMMITTEE

**Established:** 17 May 2005 (Members appointed 22 October 2013)

<b>Members:</b>	<b>1<sup>st</sup> Deputy:</b>	<b>2<sup>nd</sup> Deputy:</b>
Cr Chen (Presiding Member)		
Cr Adamos	Cr Harley	Cr McEvoy
Cr Limnios		

**Quorum:** Two

**Expiry:** October 2015

**TERMS OF REFERENCE:** [Adopted OCM 04/06/13]

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. initiatives to promote Perth as a tourist destination;
  - c. events held in Forrest Place and the Hay and Murray Street Malls and other Council reserves and parks;
  - d. international relations including Sister City relationships and U.S. Naval visits and the World Energy City Partnership;
  - e. the implementation of the Christmas Decorations Strategy;
  - f. the management of the Australia Day Celebrations;
  - g. street busking in the City;
  - h. use of the City's banner and flag sites;
  - i. corporate communications and public relations.
2. To assess and determine:
  - a. requests made to the Council for donations and sponsorship, with authority to approve or decline requests of \$10,000 or less;
  - b. requests to waive fees associated with the hire of the City's exhibition screens in accordance with Procedure PR0720, with authority to approve or decline requests over \$5,000.

**This meeting is open to members of the public**

# 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.

**MARKETING, SPONSORSHIP AND  
INTERNATIONAL RELATIONS COMMITTEE  
8 SEPTEMBER 2015**

**ORDER OF BUSINESS**

1. Declaration of Opening
2. Apologies and Members on Leave of Absence
3. Question Time for the Public
4. Confirmation of Minutes – 18 August 2015
5. Correspondence
6. Disclosure of Members' Interests
7. Matters for which the Meeting may be Closed
8. Reports
9. Motions of which Previous Notice has been Given
10. General Business
  - 10.1. Responses to General Business from a Previous Meeting  
Nil
  - 10.2. New General Business
11. Items for Consideration at a Future Meeting

**Outstanding Reports:**

  - Review of Council Policy 18.8 – Provision of Sponsorship and Donations (Raised 22/01/15, updated 03/03/15, 26/05/15 and 28/07/15).
12. Closure

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## ITEM NO: 1

### ARTS AND CULTURAL SPONSORSHIP 2015/16 – ASSOCIATE PARTNERSHIP – PERTH INSTITUTE OF CONTEMPORARY ARTS

**RECOMMENDATION:**

**(APPROVAL)**

***That Council:***

- 1. approves cash Arts and Cultural Sponsorship - Associate Partnership, of \$27,400 (excluding GST) to Perth Institute of Contemporary Arts (PICA) for sponsorship of the Dead Ringer exhibition;***
- 2. notes that Perth Institute of Contemporary Arts will provide the following event and sponsorship benefits to the City of Perth:***
  - 2.1 'Dead Ringer' a group visual arts exhibition, which is free for the public to attend, to be held at PICA from Friday, 13 November 2015 to Sunday, 27 December 2015;***
  - 2.2 acknowledgement as 'Exhibition Partner' of the supported exhibition;***
  - 2.3 inclusion of the City of Perth crest and acknowledgement as 'Exhibition Partner' on promotional material and publications relating to the supported exhibition;***
  - 2.4 acknowledgement of the City of Perth in all radio and print advertisements;***
  - 2.5 acknowledgement of the City of Perth as a supporting partner on the PICA website (updated annually);***
  - 2.6 display of City of Perth banner (supplied by the City of Perth) at PICA for the exhibition launch event;***

**(cont'd)**

- 2.7 verbal acknowledgement of the City of Perth's support in the official opening speech;**
  - 2.8 verbal acknowledgement of the City of Perth's support in all related public programs and events connected to the supported exhibition;**
  - 2.9 9 (double) invitations for Elected Members and guests to attend the exhibition's public launch;**
  - 2.10 5 (double) invitations for City of Perth representatives to attend the exhibition's public launch as required;**
  - 2.11 opportunity for interested City of Perth staff to attend a private tour of the exhibition during standard opening hours;**
  - 2.12 invitation for the Lord Mayor to attend related Art1000 events, including PICA Salon Vernissage;**
- 3. notes that on completion of the project Perth Institute of Contemporary Arts is required to provide to the City of Perth:**
- 3.1 an acquittal report within three months of project completion;**
  - 3.2 an audited financial report of Perth Institute of Contemporary Arts at the end of the relevant financial year.**

**BACKGROUND:**

FILE REFERENCE: P1031290  
RESPONSIBLE DIRECTOR: Garry Dunne, Interim Director Community and Commercial Services  
DATE: 6 August 2015  
MAP / SCHEDULE: N/A

Perth Institute of Contemporary Arts (PICA) has applied for arts and cultural sponsorship of \$30,000 (excluding GST) to support the presentation of *Dead Ringers* a major group exhibition, as part of its annual visual arts program at PICA's Central and West End Galleries and Screen Space from Friday, 13 November 2015 to Sunday, 27 December 2015.



PICA is an Australian public company incorporated in 1989 as a registered charitable institution and deductible gift recipient.

PICA is both a producing and presenting institution that operates an annual program of changing exhibitions, seasons in contemporary dance, theatre, performance and a range of interdisciplinary projects.

PICA has identified its purpose as:

*PICA's purpose is to foster the development of, and engagement with, contemporary arts and ideas.*

PICA's mission is:

*To support innovation, experimentation, collaboration and transformation by creating defining moments for artists, art forms and audiences.*

PICA's key goals over the next three years are to:

- be a creative catalyst for art-form development;
- become recognised locally, nationally and internationally as a generator of new art, ideas and ways of learning;
- inspire more artists and audiences to visit, live and work in Perth;
- provide a creative hub where artists, audiences and art forms collude and collide; and
- be a flexible, responsive and sustainable organisation.

### **Past support**

The City of Perth has provided sponsorship to Perth Institute of Contemporary Arts for nine years. Sponsorship history is as follows:

<b>Year</b>	<b>Amount provided</b>	<b>Description of supported program</b>
2006/07	\$ 7,550	Public and Education Program 2007
2007/08	\$30,000	Performance Program 2008
2008/09	\$30,000	Performance Program 2009
2009/10	\$26,350	Special Project-Burning Daylight
2009/10	\$30,000	Performance Program 2010
2010/11	\$31,365 \$ 5,000	Visual Arts Program (2 exhibitions 2011) Hatched For Holidays- Youth Mentoring Program
2011/12	\$35,000	Visual Arts Program (2 exhibitions 2012)
2012/13	\$40,000	Visual Arts Program (2 exhibitions 2013)
2013/14	-	No application

2014/15	\$35,000	Visual Arts Program (2 exhibitions 2014)
<b>Requested 2015/16</b>	<b>\$30,000</b>	<b>Major Visual Arts Program (1 exhibition 2015)</b>
<b>Proposed 2015/16</b>	<b>\$27,400</b>	<b>Major Visual Arts Program (1 exhibition 2015)</b>

An acquittal report for the 2014 supported activity has been provided. The 2014 Annual Report with audited financial statements has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning and Reporting Framework Policy**

Policy No and Name:

**Strategic Community Plan**

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

18.1 – Arts and Culture

18.8 – Provision of Sponsorship and Donations

**Eligibility:**

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

<b>Applicant Eligibility Criteria</b>	
<i>Category of Sponsorship: Associate Partnership</i>	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion Met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion Met
Be an Australian legally constituted entity.	Criterion Met
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion Met
An individual.	Criterion Met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion Met
An applicant that has outstanding debts to the City of Perth.	Criterion Met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion Met

Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

## DETAILS:

### Project Summary

*Dead Ringer* is a major group exhibition that brings together Australian and International, Indigenous and non-Indigenous artists to identify apparitions, simulations and doubles that populate contemporary culture.

*Dead Ringer* is curated by PICA curator Leigh Robb. Robb is the former Associate Director at the Thomas Dane Gallery in London and recent recipient of a curatorial residency in Tokyo, he has been PICA Curator since 2009.

Twenty artists have been invited to exhibit as part of *Dead Ringer*. Their works negotiate the extremes of portraiture through film, painting, photography, installation, 3D printing, hypnosis and transcendental meditation. Drawing on theories of quantum entanglement, parallel worlds, stolen identity and exact duplicates, *Dead Ringer* will include work by award winning international artists including British artist and Director Steve McQueen (*Twelve Years a Slave*); New York-based artist, Glenn Ligon, (*Learn to Read*: Tate Modern, London); South African Mime Artists and Puppeteer, Mongi Mthombeni (*Ubu and the Truth Commission*); and British documentary film maker Leo Macquire (*Gypsy Blood*).

Works from leading Indigenous artists, Brook Andrew, Lena Nyadbi and Churchill Cann will also be exhibited alongside Martu film maker Curtis Taylor and 2015 WA Indigenous Art Awards winner Megan Cope. The exhibition aims to connect leading and emerging Australian Indigenous and non-Indigenous art practice with international artists. *Dead Ringer* was conceived to create more opportunities for Indigenous contemporary artists to present their work alongside their non-Indigenous Australian and International peers. Didactic texts for the exhibition will be translated into the Noongar language.

A number of new works have been commissioned for the exhibition including new commissions by WA Artists Curtis Taylor, Rachel Dease, Kynan Tan and Ron Nyisztor. *Dead Ringer* will include works borrowed from high profile collections including Murdoch University and Wesfarmers.

A suite of public and learning programs, designed to encourage participation in the arts will complement the exhibition, including artist-led talks, a curatorial tour, a lecture by Emily Brink, Associate Professor at University of Western Australia and

specialist in 18<sup>th</sup> and 19<sup>th</sup> century art, a torch-lit afterhours tour guided by performer and storyteller Finn O’Branagan and a themed dance session.

## Venues

PICA’s Central and West End Galleries and Screen Space.

## Times and dates

Event	Date	Cost
<b>Dead Ringer exhibition</b>	<b>Friday, 13 November 2015 to Sunday, 27 December 2015</b>	<b>FREE</b>
Dead Ringers Exhibition Launch, performance	Friday, 13 November 2015	FREE
Artists and Apparitions: Artist-led talks	Saturday, 14 November 2015	FREE
Body Doubles: A Curatorial Tour	Saturday, 14 November 2015	FREE
Ghost Prints: The legacy of Victorian Portrait Photography	Thursday, 19 November 2015	\$20
Spooks & Spectres: Tales from Parallel Worlds	Tuesday, 1 December 2015	\$20
No Lights No Lycra x Dead Ringer	Thursday, 10 December 2015	\$10

## Ticket Prices

The exhibition, artist-led talks and curatorial tour are free to attend. The associated program range in price from \$10 to \$20.

## ASSESSMENT:

Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The identified objective of an *Arts and Cultural Associate Partnership* is to support arts and cultural activities that:

- Invest in the development and presentation of local arts and cultural activity;
- Enhance the profile of the city of Perth as a pre-eminent cultural destination;
- Enhance the corporate profile of the City of Perth; and
- Contribute to the economy of the city.

PICA is one of Australia’s leading centres for the development and presentation of contemporary art. Located in the Cultural Centre in Northbridge, PICA’s year-round program of free exhibitions, performance and cross-disciplinary art attracts many thousands of people to the area with its recurrent program of cultural activity and as a centre for discussion and proliferation of new ideas.

The local economy benefits from regular and ongoing cultural programming which ensures that the Cultural Centre, easily accessible from Northbridge and the city's retail precincts, provides an active, vibrant and interesting destination to visit.

**The project must demonstrate shared objectives as an Associate Partner.**

Through this category of sponsorship the City supports recurring arts and cultural programs by established partners.

*Dead Ringers* is a major exhibition in the PICA's Annual Program, the involvement of high profile and celebrated artists, exhibiting together with emerging and local artists is likely to garner a high level of national media exposure.

PICA has commissioned new work from a number of emerging artists as part of this exhibition, providing an important opportunity for the artists to extend their art practice. This investment in the development of local arts and cultural activity creates opportunities for artists work to be recognised locally, nationally and considered alongside international peers.

PICA anticipates approximately 19,800 visitors will attend the free exhibition, and 200 visitors will attend the associated ticketed activities throughout the season, using the City's parking facilities and visiting, in increased numbers, nearby businesses and cultural facilities.

A recent audience survey undertaken by PICA indicates that 63% of PICA visitors come into the city to visit PICA specifically; they state that whilst in the city they will spend money on shopping, eating, drinking and visiting other city galleries and attractions.

The survey identifies that currently 30% of PICA visitors are from 'out-of-town'. Due to its broad appeal, PICA has stated that this exhibition is likely to attract a diverse audience locally, nationally and internationally and enhance the profile of the City of Perth as a pre-eminent cultural destination.

The local economy benefits from regular and ongoing cultural programming which ensures that the Cultural Centre, which is easily accessible from Northbridge and the city's retail precincts, provides an active, vibrant and interesting destination to visit.

**The project must be of high artistic quality/cultural relevance.**

PICA is a leading centre for the development and presentation of contemporary art in Australia, PICA has a proven record in the presentation of high quality and innovative new work across a broad range of art forms.

Showcasing 20 artists, including internationally recognised artists from a broad range of artforms, *Dead Ringer* is an ambitious project that will engage a large and diverse audience.

A recent audience survey indicates that the majority of PICA's audiences are young, highly educated and come from culturally diverse backgrounds. 54% of attendees are aged 34 or under and 79% had a tertiary degree or higher. The survey indicates that visitors come to PICA to be inspired, and that they see PICA as a place to learn and broaden their understanding of contemporary arts. In particular, *Dead Ringer* will appeal to a young audience interested in screen-based culture.

PICA will actively promote participation in, and engagement with *Dead Ringers* through its schools education program Spark\_Lab. The Spark\_Lab program for young people and their teachers promotes the values of cultural innovation and cultivating creativity and encouraged audience development of cultural activities. PICA offer free activity packs as part of the Perth City Playground Pass initiative during the school holidays.

**The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery.**

As part of its application for sponsorship, PICA has submitted a copy of the 2014 Annual report, providing evidence that the organisation has generally met and exceeded most of its performance indicator benchmarks, performing well in the production and presentation of creative output. This includes development of new work, artist's residency projects and creative partnerships with interstate or international counterparts.

The organisation is committed to a high standard of presentation. Director Amy Barrett-Lennard and the professional staff have a high level of expertise and strong industry networks.

PICA has an experienced Communications Manager who develops and implements specific marketing and promotional campaigns for each project. PICA has provided an outline of its marketing plan with its application for sponsorship. The City's crest and acknowledgement as "Exhibition Partner" will feature on promotions and marketing including the exhibition catalogue, six metre external banner, light box poster, PICA Guide (circulation 10,000), e-newsletters (circulation 7,000) and email invitations (circulation 7,000).

PICA has submitted key personnel biographies with its application for arts and cultural sponsorship.

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

PICA has provided a summarised project budget indicating a confirmed financial contribution from the Department of Culture and the Arts core funding, and a confirmed contribution from Australia Council core funding. PICA anticipates additional income will be derived from private donations, ticket and catalogue sales.

**Acknowledgement**

For \$27,400 (excluding GST) the applicant will be required to provide the benefits as outlined in the recommendation section of this report.

It is to be noted that partnership agreements with event and program organisers specifically include the condition that no invitations/tickets/passes benefits additional to the arrangement detailed in this report, are to be offered and thus received by the City and its representatives.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	15C480007901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	10
BUDGETED AMOUNT:	\$ 1,411,043
AMOUNT SPENT TO DATE:	\$ 755,278
PROPOSED COST:	\$ 27,400
BALANCE:	\$ 628,365

All figures quoted in this report are exclusive of GST

**COMMENTS:**

The application was measured against the criteria outlined in the Arts and Cultural Sponsorship Guidelines for Associate Partnerships and meets all essential criteria.

PICA's exhibitions are free for the public to attend and consistently provide value to the community who are able to engage with the arts in a unique gallery environment. This environment encourages innovation, experimentation and discussion. The supporting ticketed programs provide an opportunity for people who are interested in accessing more specific educational or professional development opportunities to engage with the work at a deeper level.

The recommended investment of \$27,400 represents a contribution of \$1.37 per person based on audience estimates. This amount is consistent with the average contribution over a three year period. Whilst the contribution represents an increased share of total program budget, this level of support is considered cost effective in comparison to other comparable visual arts programs.

PICA's program is uniquely positioned within the Arts and Cultural Sponsorship Program to be a leader of new trends in contemporary art practice and is successful in meeting the objectives of this program.

Whilst PICA have historically applied for support of two annual program exhibitions, this application for *Dead Ringers* was considered to meet the program objectives to a high level, with a strong emphasis on local artist development, multi-disciplinary programming and audience development.

**Application of the Caretaker Policy**

The decision Council may make in relation to this item should be considered in the context of the City of Perth Caretaker Policy which states that a major policy decision includes;

*“Decisions relating to the City entering into a sponsorship arrangement with a total City contribution that would constitute substantial expenditure unless that sponsorship arrangement has previously been granted “in principle” support by the Council and sufficient funds have been included in the Council’s annual budget to support the project.”*

The Chief Executive Officer has exercised his authority in accordance with the Caretaker Policy to have the matter presented to Council, as the Perth Institute of Contemporary Arts (PICA) has had year on year previous support by Council and is appropriately budgeted, as such this sponsorship arrangement does not conflict with the City of Perth Caretaker Policy.



## ITEM NO: 2

### ARTS AND CULTURAL SPONSORSHIP 2015/16 – CIVIC PARTNERSHIP – PERTH INTERNATIONAL ARTS FESTIVAL

**RECOMMENDATION:** (APPROVAL)

**That Council:**

- 1. approves cash Arts and Cultural sponsorship - Civic partnership, of \$365,000 (excluding GST) to the Perth International Arts Festival for sponsorship of the 2016 Perth International Arts Festival (Perth Festival) ;**
- 2. notes that Perth International Arts Festival will provide a free public arts event for the people of Perth as part of the event;**
- 3. notes that Perth International Arts Festival will provide the following sponsorship benefits to the City:**
  - 3.1 written acknowledgement of the City of Perth on sponsor's page of the 2016 Perth Festival brochure (circulation 145,000) and inclusion in the West Australian's The West Guide to the Festival;**
  - 3.2 inclusion of the City of Perth crest on event programs, publicity kits and press releases for aligned projects;**
  - 3.3 inclusion of the City of Perth crest or line acknowledgement on printed materials (posters, press advertisements and outdoor advertisements) pertaining to aligned projects;**
  - 3.4 a dedicated half-page of the City of Perth partnership in event programs of aligned projects (if produced) and one full-page acknowledgment in the 2016 Perth Festival brochure;**
  - 3.5 inclusion of a Welcome from the Lord Mayor in the main 2016 Perth Festival brochure;**

**(cont'd)**

- 3.6 on screen acknowledgement of the City's support during the 2016 Perth Festival Program Launch;**
- 3.7 verbal acknowledgment of the City's support by a Perth International Arts Festival representative at the Perth Festival Program Launch and associated functions of aligned project launches;**
- 3.8 acknowledgement of the City of Perth as Perth International Arts Festival's Civic Partner where appropriate;**
- 3.9 line acknowledgement of the City of Perth in eNews pertaining to aligned projects;**
- 3.10 screening of a television commercial (to be provided by the City of Perth) at each Lotterywest Festival Films Screening at Somerville;**
- 3.11 inclusion of the City of Perth crest on all co-branded sponsor acknowledgement signage produced by PIAF for display at the associated venues;**
- 3.12 inclusion of the City of Perth crest on the partner's page in addition to all event pages of aligned programs on the Perth Festival website including a hyperlink to the City of Perth website;**
- 3.13 up to 180 complimentary tickets to selected events to allocate as per Corporate Procedure PR077 Invitations Ticket Allocations;**
- 3.14 9 double invitations for City of Perth Elected Members to attend associated networking functions including, but not limited to, the Perth Festival Program Launch, Festival Opening Event and Media and Sponsor Networking Event and each make a selection of up to 15 non-transferable double passes to attend 2016 Perth Festival ticketed events, unallocated passes remain with the event organiser;**

**(cont'd)**

**3.15 5 double invitations for City of Perth representative staff to attend associated networking functions including, but not limited to, the Perth Festival Program Launch, Festival Opening Event and Media and Sponsor Networking Event and each make a selection of up to six non-transferable double passes to attend 2016 Perth Festival ticketed events as required, unallocated passes remain with the event organiser;**

**4. notes that the City is to be provided with an acquittal report for the supported project within three months of completion of the 2016 Perth International Arts Festival and an audited annual financial report of Perth International Arts Festival within six months of the conclusion of the relevant financial year.**

**BACKGROUND:**

FILE REFERENCE: P1030175  
RESPONSIBLE DIRECTOR: Garry Dunne, Interim Director Community and Commercial Services  
DATE: 26 August 2015  
MAP / SCHEDULE: Confidential Schedule 1 – Aligned Program 2016  
Confidential Schedule 2 – Program Highlights 2016 –  
Distributed to Elected Members under separate cover.

The Perth International Arts Festival (PIAF) has applied for sponsorship to support the presentation of the 2016 Perth Festival. The Festival will take place between Thursday, 11 February 2016 and Sunday, 6 March 2016.

The Perth International Arts Festival is the longest running multi- arts celebration in the Southern Hemisphere. In 2015 the Festival reached more people than ever before, an estimated 1,790,702 people, due to the PIAF's most ambitious public art event to date. *The Giants* event was widely viewed an example of how an arts event can 'transform a city' and alter the routine activities of daily life. While this event provided an insight to what is possible in Perth, the expectation for the 2016 Festival is to return to scale comparable to earlier years, with some increase in line with yearly trends quoted at around 500,000 people (reported 377,434 in 2014).

PIAF and the City of Perth have a strong and long standing partnership spanning over sixty years. Each year the festival brings new experiences and every four years, under a new Artistic Director a fresh creative vision and new opportunities for the cultural development of the Perth community.

*Perth International Arts Festival's mission is:*

*"To be recognised as one of the greatest festivals of the world. We will showcase clarity of vision and artistic confidence. We will deliver a significant quality of diverse*

*and high quality arts experiences that are unmissable, irresistible, transformational and unforgettable.”*

As stated by PIAF, the goals for the Festival are to:

- achieve the Artistic Directors Vision;
- stimulate cultural life in Western Australia;
- be competitive with and distinctive from other international festivals; and
- be valued by more people.

Artistic Director, Wendy Martin’s vision for Perth International Arts Festival 2016-2019 is identified below.

*“Bringing energy, ideas and arts to the city, and inspiring and engaging our audiences, Perth International Arts Festival provides a unique moment in our year to experience outstanding work by the leading artist and thinkers from our region and across the globe.*

*We celebrate the role that artists play in creating extraordinary ways for us to see, understand and re-imagine our world.*

*We will present free and ticketed events in our venues, in our streets, on our beaches, in parklands and in hidden corners of our built and natural environment, connecting with the widest possible audience and transforming our city and our regions into a stage.*

*We are committed to:*

- *presenting and commission work by the world’s leading visionary artists;*
- *raising the profile of Western Australia artists by presenting their work in the context of the international arts festival;*
- *creating opportunities for dynamic exchanges between Australian and international artists; and*
- *building a diverse and engaged audience by creating projects with the community that will resonate with the lives of people living in Western Australia today.*

*Driven by a sense of place and bound to its people, its landscape and its location, the same characteristics that define Perth and Western Australia will distinguish our Festival.*

*We explore:*

- *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.*

*We will embrace the broadest definition of culture and place values of learning and participation at the heart of what we do. Responding to the ideas of the world's great artists and the daring work they make, Perth International Arts Festival will be a big, bold adventure for all of us."*

### **Past support**

The City of Perth has provided sponsorship for the *Perth International Arts Festival* for more than sixty years. The table below identifies support received in the past ten years.

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
2005/06	\$300,000	Perth International Arts Festival
2006/07	\$300,000	Perth International Arts Festival
2007/08	\$309,000	Perth International Arts Festival
2008/09	\$419,043	Perth International Arts Festival
2009/10	\$325,423	Perth International Arts Festival
2010/11	\$333,559	Perth International Arts Festival
2011/12	\$342,232	Perth International Arts Festival
2012/13	\$350,788	Perth International Arts Festival
2013/14	\$359,558	Perth International Arts Festival
2014/15	\$368,578	Perth International Arts Festival
<b><i>Requested 2015/16</i></b>	<b><i>\$365,000</i></b>	<b><i>Perth International Arts Festival</i></b>
<b><i>Proposed 2015/16</i></b>	<b><i>\$365,000</i></b>	<b><i>Perth International Arts Festival</i></b>

A comprehensive partnership report and acquittal report for the 2015 Perth International Arts Festival has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding and fair self-assessment of the project's success in meeting a range of cultural, community and activation outcomes. The 2015 Annual Report has been received, audited financial statements of the 2015/16 Financial Year will be provided when available.

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

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

Policy No and Name:

#### **Strategic Community Plan**

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

18.1 – Arts and Culture

18.8 – Provision of Sponsorship and Donations

**Eligibility:**

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

<b>Applicant Eligibility Criteria</b>	
<i>Category of Sponsorship: Major /Civic Partnership</i>	
<i>The applicant must:</i>	
Have formally identified arts and/or culture as its primary purpose.	Criterion met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion met
Be an Australian legally constituted entity.	Criterion met
<i>The applicant must not be:</i>	
A government authority, agency or department.	See below
An individual.	Criterion met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion met
An applicant that has outstanding debts to the City of Perth.	See below
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion met
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

The Perth International Arts Festival was founded by the University of Western Australian in 1953. The Perth International Arts Festival is a business operation of the University of Western Australia, which is incorporated under *The University of Western Australia Act 1911*.

The University of Western Australia is registered with the Australian Charities and Not-for-profits Commission.

Operations of the Perth International Arts Festival are governed by a Festival Board which is appointed and responsible to the University Senate. The formally identified role of the Festival is stated below:

- To promote and encourage the arts, and the study of the arts, and for these purposes to organise, promote, manage and conduct festivals of music, drama and other entertainments in Perth annually or at such longer intervals as may be determined by the board;
- To encourage and employ persons, firms or companies to present and produce such performances and events in Perth and in other cities and territories of Australia as may tend to promote and encourage the arts in Australia; and
- To raise money for the purposes of the Festival by grants, guarantees, gifts or donations and to accept the same and to conform so far as it lawfully may to any conditions upon which such grants, guarantees, gifts or donations may be made or granted.

The Perth international Arts Festival provides an annual report which is presented in a format that is independent from the University's other operations.

## **DETAILS:**

### **Project Summary**

The Festival will include a large scale cultural event, a spectacle of sight and sound and a celebration of Western Australia.

In 2016 the Festival Gardens will appear in a new location and over a four year period the gardens will take shape, opening up a new space, growing and evolving as community hub and opening up opportunities for other cultural activities to set up temporarily between festivals.

PIAF's crafted program of multi-arts events will be presented over 24 days. This year's festival will include works of theatre, visual arts, literature, new media, performance, circus, fine music, contemporary music and film from around the world.

A table of the aligned activity of events which take place in the city's boundaries has been provided within the confidential schedule together with some of the 2016 Festival highlights.

The 2016 program is subject to a media embargo pending the official program launch on Wednesday, 4 November 2015.

### **Venues**

Some of the venues for the 2016 Festival program include:

- Perth Concert Hall;
- Langley Park ;
- State Theatre Centre;
- His Majesty's Theatre; and
- University of Western Australia.

At the time of preparing this report, preliminary discussions and a tentative booking of applicable City of Perth sites has occurred, however have not been approved or finalised. The potential for road closures or traffic management has not been discussed. Consultation with relevant technical staff from PIAF and City of Perth will continue as required.

### **Times and dates**

*Perth International Arts Festival* will run for three weeks from Thursday, 11 February 2016 to Sunday, 6 March 2016.

### **Ticket Prices**

The overall festival includes a combination of ticketed and free events estimated to attract 500,000 people. The percentage of attendances to free events aligned to this sponsorship is approximately 68.8%.

The free opening celebration is the Festival's largest event and anticipated to attract around 30,000 people based on similar events presented during the Festival in past years.

Of the ticketed performances, the audience is contributing to a cost of a ticket which is heavily subsidised through corporate and government supporters to ensure that outstanding international standard work is accessible to Perth audiences.

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in the *Arts and Cultural Sponsorship Guidelines* and in accordance with Policy 18.8 and Policy 18.1.

The identified objective of an *Arts and Cultural Major Partnership* is to support arts and cultural activities that:

- Facilitate the dynamic celebration of the city through major arts and cultural festivals and activities;
- Enhance social well being and encourage community;
- Provide support for the city's key arts and cultural organisations to provide high quality arts and cultural experiences; and
- Contribute to the economy of the city.

### **The project must demonstrate shared objectives as a Major/Civic Partner.**

*Perth International Arts Festival* is Australia's longest running cultural festival which adds to Perth's reputation as a highly desirable cultural destination nationally and internationally.

The festival program is represented in some of the city and state's premiere cultural venues and provides a stimulus for cultural activity to expand to the streets, parks and temporary venues.



As demonstrated by the proposed program, PIAF remains committed to the continued provision for free events and has a strong emphasis on community engagement, new commissions and interactive work.

Perth Festival boosts the economy and positively impacts on local retail and hospitality operators. The event increases visitation to Perth for its duration and encourages, interstate and international guests and visitors.

Informed by audience surveys, PIAF reports that cultural visitors have large discretionary spend and over the last three years have demonstrated a strong likelihood to attend ticketed events while booking accommodation and exploring Perth's local restaurants and bars.

Perth Festival references an Economic Impact Report from Metrics Consulting commissioned by Tourism Western Australia noting that \$37.6 million was spent in the City of Perth as a result of *The Giants* in 2015 and \$3.6 million of new money entered Western Australia from interstate and international visitors. These figures were widely quoted in the media after the Festival.

**The project must be of high artistic quality/cultural relevance.**

PIAF's program is artistically diverse and offers opportunities for all people to engage with the Festival and provides the calibre of programming expected by the Festival patrons. The quality of the each annual program is benchmarked alongside Australia's major arts festivals.

In 2016 the Festival program includes presentations from international artists from South Africa, France, Belgium, United Kingdom, Brazil, Japan, India, United States, Germany; Australian exclusive presentations by artist from Chile, India, Denmark, and a world premiere. The majority of events in the festival program will be presented within the City's boundaries.

This year's application proposes the City's investment to be aligned with the Festival's opening celebrations, collaborative and participatory work all with strong connections with leading Western Australian and Australian artists. These projects meet the City's Arts and Culture Policy and program objectives to a high degree.

The 2015 Festival associated productions, presentations and commissioned works received 13 nominations and won nine at the recent Helpmann Awards, including *The Incredible and Phenomenal Journey of The Giants to the Streets of Perth*, by Royale De Luxe being awarded *Best Special Event*, *The Rabbits* created in association with Western Australian company Barking Gecko Theatre Company was also recognised.

The annual Helpmann Awards, established in 2001, recognise distinguished artistic achievement and excellence across the many disciplines of Australian live performance sectors.

**A significant component of the supported program should be free or low cost.**

This sponsorship will be invested into the aligned program attracting in total around 56,560 people. The estimated percentage of attendances to free events aligned to this sponsorship is 68.8%.

In accordance with the objectives of this category of sponsorship, cultural and community celebration remains a core focus of the City's investment and support for delivery of the Festival's opening event represents the largest proportion of the budget provided.

**The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery.**

PIAF has a professional management team with considerable experience in the successful delivery of this festival.

PIAF has set the following key performance indicators to measure the outcomes of its strategic plan:

- Beneficiary Performance Indicator (Reach) – PIAF will record attendances for all events;
- Economic Impact - based on new model developed in association with KPMG;
- Artistic Vibrancy - based on the Australia Council Model; and
- Brand Saliency - based on net promoter score

As in previous years, PIAF will provide the City of Perth a comprehensive artistic evaluation, attendance figures, marketing summary and impact report at the conclusion of the festival.

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

PIAF has provided budget information in relation to the delivery of the aligned program.

The budget includes both confirmed and unconfirmed contributions from Government and corporate supporters. PIAF has also anticipated box office revenue and a confirmed contribution of \$971,188 from Lotterywest. Confirmation of the remaining sponsors (representing 25.7% of the project budget) is intended by the end of September. The Festival has named these sponsors and requested that this information remain confidential.

The requested contribution from the City of Perth represents approximately 11% of the aligned project budget. This is representative of a proportion of the cost of the entire festival which is substantially supported by other major partners.

## Acknowledgement

City of Perth funding of \$365,000 would secure the sponsorship acknowledgement benefits outlined in the recommendations sections 3.1 to 3.15 of this report.

Partnership agreements with event and program organisers will specifically include a condition that no invitations/ tickets/ passes benefits additional to the arrangement detailed in this report, are to be offered and thus received by the City and its representatives.

## FINANCIAL IMPLICATIONS:

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	10
BUDGETED AMOUNT:	\$ 1,411,043
AMOUNT SPENT TO DATE:	\$ 782,678
PROPOSED COST:	\$ 365,000
BALANCE:	\$ 263,365

All figures quoted in this report are exclusive of GST

## COMMENTS:

The amount of \$365,000 in Arts and Cultural Sponsorship of the *2016 Perth International Arts Festival* is recommended in accordance with the budget allocation. This allocation has been considered in the context of 2015/16 budget constraints.

The recommendation reflects a slight decrease (\$3,578) from 2014/15 (\$368,578) to ensure the City can meet anticipated 2015/16 budget requests in the context of modest variations between programs and existing commitments. This variation was discussed with the applicant prior to submitting the proposal, with the opportunity to select the aligned events in the context of this change.

The Festival has significant support from the State Government, business and the community and the recommendation reflects the City's ongoing commitment to the event, for which its community is a major benefactor in the areas of cultural development, employment, community well-being and city vibrancy.

## Application of the Caretaker Policy

The decision Council may make in relation to this item should be considered in the context of the City of Perth Caretaker Policy which states that:

*“Decisions relating to the City entering into a sponsorship arrangement with a total City contribution that would constitute substantial expenditure unless that sponsorship arrangement has previously been granted “in principle” support by the Council and sufficient funds have been included in the Council’s annual budget to support the project.”*

The Chief Executive Officer has exercised his authority in accordance with the Caretaker Policy to have the matter presented to Council, as the Perth International Arts Festival has had year on year previous support by Council and is appropriately budgeted, as such this sponsorship arrangement does not conflict with the City of Perth Caretaker Policy.

CONFIDENTIAL SCHEDULE 1 AND 2  
ITEM 2 – ARTS AND CULTURAL SPONSORSHIP 2015/16 –  
CIVIC PARTNERSHIP – PERTH INTERNATIONAL ARTS  
FESTIVAL

FOR THE MARKETING, SPONSORSHIP AND  
INTERNATIONAL RELATIONS COMMITTEE MEETING

8 SEPTEMBER 2015

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