



CITY of PERTH

Lord Mayor and Councillors,

NOTICE IS HEREBY GIVEN that the next meeting of the **Marketing, Sponsorship and International Engagement Committee** will be held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 1 March 2016 at 4.00pm.**

Yours faithfully

MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER

25 February 2016

Committee Members:

Members:

Cr Chen (Presiding Member)
Cr Linnios
Cr Yong

1st Deputy:

Cr Davidson

2nd Deputy:

Cr Green



Please convey apologies to Governance on 9461 3250
or email 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 ENGAGEMENT COMMITTEE

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

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

Quorum: Two
Expiry: October 2017

TERMS OF REFERENCE

OCM 24/11/15

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 and investment 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 and other city partnerships;
 - 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;
 - j. 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 \$10,000 [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].

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.
- Question Sheets are also available on the City's web site: www.perth.wa.gov.au.

Deputations

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

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

Disclaimer

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

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

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT COMMITTEE
1 MARCH 2016**

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 – 19 January 2016
5. Correspondence
6. Disclosure of Members' Interests
7. Matters for which the Meeting may be Closed
Nil
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

INDEX OF REPORTS

| Item | Description | Page |
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ITEM NO: 1

CORPORATE SPONSORSHIP – STARTUP WEEKEND PERTH 2016

RECOMMENDATION: (APPROVAL)

That the Marketing, Sponsorship and International Engagement Committee:

- 1. approves Corporate Sponsorship of \$10,000 (excluding GST) to Startup Weekend to present Startup Weekend Perth in April and November 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 the City of Perth identified in all media materials for Startup Weekend Perth as a “Platinum Sponsor”;***
 - 2.2 the City of Perth name/logo listed on the website perth.up.co, (including recognition of ongoing Platinum Sponsorship);***
 - 2.3 an invitation to the Lord Mayor, or representative, to address attendees at the start or finale of each event;***
 - 2.4 an opportunity to hang City of Perth banners at all Startup Weekend events (including reunions and seminars);***
 - 2.5 an invitation for the City of Perth to be a guest blogger on the website perth.up.co;***
 - 2.6 two invitations per event for Elected Members to attend Startup Weekend Perth (a total of four invitations in 2016;)***
 - 2.7 two invitations per event for City of Perth Representatives to attend Startup Weekend Perth as required (a total of four invitations in 2016);***

(Cont'd)

3. notes that a detailed acquittal report, including all media coverage obtained, will be submitted to the satisfaction of the City, by February 2017.

BACKGROUND:

FILE REFERENCE: P1010627-31
REPORTING UNIT: Economic Development Unit
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 11 February 2016
MAP / SCHEDULE: N/A

Startup Weekend is a global network of leaders and entrepreneurs on a mission to “inspire, educate, and empower individuals, teams and communities”. It is a registered non-profit charitable organisation that relies on corporate sponsorships, grants and volunteers to host events to benefit creative industry (CI) target groups.

Startup Weekend Perth is an intensive 54 hour event where developers, designers, marketers and enthusiasts come together to share ideas, form teams, build a product and launch a ‘start-up’. So far there have been over 2,000+ Startup Weekend events held worldwide. The seven Startup Weekends previously held in Perth were sold out events, attracting 100+ participants at each event.

Startup Weekend Perth is organised by community volunteers and supported by local innovation leaders including Sync Labs, Spacecubed, Health Engine, Seabreeze, Yuuwa Capital and Amcom. Globally, it is also supported by Google for Entrepreneurs, Amazon Web Services, Microsoft and Intuit.

Events such as Startup Weekend Perth align with the Federal Government’s National Innovation and Science Agenda Statement released in December 2015 which will see the Federal Government investing \$9.7 billion in research and development of the innovation/technology sector industry, acknowledging that innovation is key to Australia’s economic growth in light to the mining investment downturn.

A recent report co-funded by the City and commissioned by Startup WA found that there were 335 active startup companies successfully operating across the startup sector in Western Australia, employing almost 3,000 people.

Summary of Event:

A request for \$10,000 corporate sponsorship (excluding GST) has been received by the City from Startup Weekend to support two Startup Weekend Perth events in April and November 2016 to be held at Spacecubed, 45 St Georges Terrace, Perth.

The event will also be supported by pre and post events with the aim of maximising community awareness and involvement in the innovated industry.

Startup Weekend Perth will follow the same successful model used globally, where participants will have the opportunity to pitch their own start-up idea to their peers.

The most popular/high-potential ideas will be selected and teams will be formed to work on business model creation, prototypes and market validation. The teams will receive advice and assistance from the speakers and coaches throughout the event.

Participants will benefit by undertaking one or more of the following activities:

- launch a successful start-up business;
- find a co-founder or business partner;
- network and share knowledge;
- learn skills outside their own professions;
- experience a coaching and mentoring program; and
- engage in strategic planning and business development.

Previous event outcomes

'Hackathon' events such as Startup Weekend are considered to be one of the fundamental starting blocks for the establishment of a successful technology and entrepreneurial sector.

As explained in the research commissioned by Startup WA, involvement and participation in the education and skills development and event stage is the first step in the journey of a potential technology entrepreneur and is a fertile breeding ground for the creation of companies in the "seed stage" (up to \$1 million in revenue).

The 6th Startup Weekend event, held in May 2015, featured the creation of seven companies that were successfully earning revenue by the time of the final pitches on the Sunday evening.

Previous Sponsorship Provided

The City has previously provided corporate sponsorship for Startup Weekend Perth as follows:

- \$5,000 cash sponsorship in 2012 for the inaugural Startup Weekend Perth;
- \$10,000 in the 2013/14 financial year to support a series of start-up events held in the city. These events directly target small new and/or potential businesses from the creative industries; and
- \$10,000 for Startup Weekend Perth in the 2014/15 financial year.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Community Outcome

Capable and Responsive Organisation

A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and provide efficient and effective community centred services.

Policy

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

DETAILS:

Eligibility for Sponsorship:

| Criterion | Satisfied |
|--|-----------|
| Awards, presentations, acknowledgement for excellence in relevant professional fields | Yes |
| Support for activities which award endeavour in community service | Yes |
| Support for the activities of organisations or individual which provide positive positioning for the City of Perth | Yes |

Markets / audiences who will be exposed to sponsorship information:

- Entrepreneurs;
- Creative industries professionals;
- Business development and management professionals;
- Students;
- Existing City business owners; and
- Potential City business owners

Promotion of City of Perth to Markets / audiences:

The City of Perth will be promoted to key target markets as a major supporter of creative industries at all Startup Weekend Perth events.

Assessment of Application (Corporate):

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

The City of Perth will be promoted to key target markets as a platinum sponsor of creative industries at Startup Weekend Perth events.

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

The City of Perth will continue to promote its role as a supporter of creative industries and businesses in Perth. This sector is recognised as integral to the development of a modern economy and sponsorship of this event will help to strengthen industry networks, foster innovation and attract creative industry businesses to the city.

3. Contributes towards the achievement of one or more of the City's marketing objectives.

- *to position the city as a city of regional and international significance;*
- *to increase visitation to the city;*
- *to increase economic investment in the city;*
- *to create a vibrant, energetic 24 hour city.*

The local and national market will have access to marketing material for this event via online resources which will recognise the City of Perth as a major contributor to the innovation sector. This enhances Perth's growing reputation as a developing digital hub of global significance and contributes greatly to the innovation sector, an economic sector of growth in consideration of the downturn of the resources sector.

It is expected that attendees will visit the central business district throughout and during both events, increasing visitation to the city and activating an area of the CBD outside of normal business hours (St Georges Terrace).

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

| | | |
|-----------------------|--|---------------------------------|
| ACCOUNT NO: | 43793000 | |
| BUDGET ITEM: | Economic Services – Other Economic Services – Economic Development Program | |
| BUDGET PAGE NUMBER: | 66 | |
| BUDGETED AMOUNT: | \$3,287,747 | This component is \$169,000 |
| AMOUNT SPENT TO DATE: | \$1,243,500 | (Creative Industries Portfolio) |
| PROPOSED COST: | \$ 10,000 | |
| BALANCE: | \$2,034,247 | |

All figures quoted in this report are exclusive of GST.

COMMENTS:

Startup Weekend Perth meets the identified objectives of the City's Economic Development Strategy. The event will deliver positive outcomes for the City by demonstrating its firm commitment to supporting startups and entrepreneurial activity within the creative industries. Ongoing support for this initiative will contribute to strengthened industry networks and increased opportunities for collaboration and innovation, ultimately supporting the aim of attracting and retaining creative industries in the city.

Therefore, it is recommended that the Marketing, Sponsorship and International Engagement Committee approve corporate sponsorship of \$10,000 (excluding GST) for Startup Weekend Perth 2016.

ITEM NO: 2

CORPORATE SPONSORSHIP – UNEARTHED HACKATHON PERTH – APRIL 2016

RECOMMENDATION: (APPROVAL)

That the Marketing Sponsorship and International Engagement Committee:

- 1. approves Corporate Sponsorship of \$5,000 (excluding GST) to Resources Innovation in Technology – Unearthed, to present Unearthed Hackathon Perth from Friday, 8 April 2016 until Sunday, 10 April 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City:***
 - 2.1 City of Perth branding included on all branding, marketing and communications materials;***
 - 2.2 City of Perth banner placement at the event;***
 - 2.3 opportunity for the Lord Mayor, or representative, to provide a short keynote opening address on the opening night; and***
 - 2.4 two tickets for City of Perth Representatives to attend the event as required;***
- 3. notes that a detailed acquittal report, including all media coverage, will be submitted to the satisfaction of the City by August 2016.***

BACKGROUND:

FILE REFERENCE: P1010627-31
REPORTING UNIT: Economic Development
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 18 February 2016
MAP / SCHEDULE: N/A

Resources Innovation in Technology Ltd (RIIT) is an Australian not-for-profit company with a mission to create a sustainable technology innovation ecosystem. RIIT established Uearthed, which is based in Perth, to drive innovation throughout the Australian and West Australian resources sector. This is achieved by hosting various “hackathon” events around the country, and engaging with key stakeholders and policy-makers that can play a part in influencing the future of Australia’s resources sector.

Uearthed closely aligns itself with technology hubs, universities, industry advocates and innovators, and acts as a sounding board to stakeholders around the country, engaging with events, supporting startup businesses, interacting with prominent and influential advocates, and setting the standard for how innovative new concepts can be introduced into industry.

Uearthed also acts as a facilitator between new technologies and industry, and aims to assist in providing opportunity to startup-businesses hoping to break into the resources sector.

RIIT’s four Directors all have significant experience in the resources and oil and gas industry, and have all contributed to the growth in Perth’s creative industries network through their contributions to initiatives such as Startup Weekend, GovHack, West Tech Fest and Morning Startup.

Events such as the Uearthed program align with the Federal Government’s National Innovation and Science Agenda Statement released in December 2015 which will see the Federal Government investing \$9.7 billion in research and development of the innovation/technology sector industry, acknowledging that innovation is key to Australia’s economic growth in light to the mining investment downturn.

Summary of Event:

A request for \$5,000 corporate sponsorship (excluding GST) has been received by the City from RIIT – Uearthed to support the Uearthed Hackathon Perth from Friday, 8 April 2016 until Sunday, 10 April 2016 to be held at Spacecubed, 45 St Georges Terrace, Perth. This is in the lead up to the LNG18 conference which will be held in Perth the following week.

A “Hackathon” event is a 54 hour open-innovation event where software developers, engineers, designers, data scientists and entrepreneurs gather together to produce prototype solutions to challenges faced by global resources companies. The event is the first of its kind for the resources sector and is always widely well received.

In 2015, Uearthed hosted Hackathon events in Perth, Brisbane, Sydney, Adelaide and Melbourne. So far in 2016 the company has hosted one Hackathon in Cape Town, South Africa. This event took place just before Africa’s largest mining conference – Mining Indaba.

Funding for this event will be used to assist marketing, communications and PR in the lead-up and post-event, including all activities on the day of the event.

Previous Sponsorship Provided

The City has previously provided \$10,000 corporate sponsorship to RIIT – Uearthed for Uearthed 2015 in the 2014/15 financial year.

The City also provided sponsorship for the 2015 Uearthed Demo Day in December 2015 as part of the 2015 West Tech Fest.

Previous event outcomes

'Hackathon' events such as Uearthed are considered to be one of the fundamental starting blocks for the establishment of a successful technology and entrepreneurial sector.

As explained in a recent report into the WA startup sector commissioned by Startup WA and co-funded by the City of Perth, involvement and participation in the education and skills development and event stage is the first step in the journey of a potential technology entrepreneur and is a fertile breeding ground for the creation of companies in the "seed stage" (up to \$1 million in revenue).

During the first Uearthed event held in Perth in 2015, 80 innovators built 15 prototype solutions to resources sector challenges across the weekend. 8 of the 15 teams were invited to make detailed follow-up presentations to companies that saw their pitches at the event.

The winning team solved an industry challenge set by Illuka Resources who sought to understand how machine learning might improve their existing method of identifying mineral sands exploration targets.

A company that was formed through the Uearthed program, Newton Labs, won a prize in the Emerging Innovation category in the 2015 WA Innovator of the Year Awards for their work in addressing the mining industry's problem in dealing with oversize rocks.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Community Outcome

Capable and Responsive Organisation

A capable, flexible and sustainable organisation with a strong and effective governance system to provide leadership as a capital city and provide efficient and effective community centred services.

Policy

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

DETAILS:

Eligibility for Sponsorship:

| Criterion | Satisfied |
|--|------------------|
| Awards, presentations, acknowledgement for excellence in relevant professional fields | Yes |
| Support for the activities of organisations or individual which provide positive positioning for the City of Perth | Yes |

Markets / audiences who will be exposed to sponsorship information:

The following audiences will be exposed to the sponsorship information:

- entrepreneurs;
- university students;
- developers;
- creative industry networks;
- mining/oil/gas industry networks;
- local and national media; and
- current and potential City business owners/representatives.

The event will also be promoted across mainstream media such as The West Australian, Channel Seven News and throughout the networks of the technology startup ecosystem.

Promotion of City of Perth to Markets / audiences:

The City of Perth will be promoted to key target markets as a supporter of creative industries at the event.

Assessment of Application (Corporate):

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

The City of Perth will be promoted to key target markets as a supporter of creative industries at the event. Therefore, the City will be seen to support the innovation sector and events such as this which attract a young demographic as well as an emerging demographic to the tech startup scene.

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

Creative industries are recognised as integral to the development of a modern economy and sponsorship of this event will help to strengthen industry networks and attract innovative businesses to the city.

Sponsorship of this event will contribute to the growing recognition of Perth as a destination for pioneering the development of innovative technology.

The event also promotes and encourages young entrepreneurs in forming their own businesses, which is great outcome for the WA economy.

3. Contributes towards the achievement of one or more of the City's marketing objectives.

- *to position the city as a city of regional and international significance;*
- *to increase visitation to the city;*
- *to increase economic investment in the city;*
- *to create a vibrant, energetic 24 hour city.*

The event has gained a strong reputation amongst the tech startup community around Australia and internationally.

The 2016 Hackathon event will feature global resources companies, including Woodside. Woodside's global presence and marketing reach, as well as Unearthed's global presence, will contribute towards the international significance of this event.

Traveling guests from the Eastern states will also increase the economic investment and visitation to the city.

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

| | | |
|-----------------------|--|--|
| ACCOUNT NO: | 43793000 | |
| BUDGET ITEM: | Economic Services – Other Economic Services – Economic Development Program | |
| BUDGET PAGE NUMBER: | | |
| BUDGETED AMOUNT: | BUDGET ITEM \$3,287,747 | This component is \$169,000 (Creative Industries Portfolio) |
| AMOUNT SPENT TO DATE: | \$1,243,500 | |
| PROPOSED COST: | \$ 5,000 | |
| BALANCE: | \$2,039,247 | |

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Unearthed Hackathon Perth closely aligns with the identified objectives of the City's Economic Development Strategy. The event will deliver positive outcomes for the City by demonstrating its firm commitment to supporting entrepreneurial activity within creative industries in Perth which has a potential to impact the Western

Australian economy. Ongoing support for this initiative will contribute to strengthened industry networks and increased opportunities for collaboration and innovation, ultimately supporting the aim of attracting and supporting creative industries in the city and driving economic growth in Perth.

The event also capitalises on Western Australia's global reputation as a centre of excellence for Mineral Engineering Technical Services and innovation in the mining and resource sector.

Therefore, it is recommended that the Marketing, Sponsorship and International Engagement Committee approve corporate sponsorship of \$5,000 (excluding GST) for Unearthed Hackathon Perth 2016.