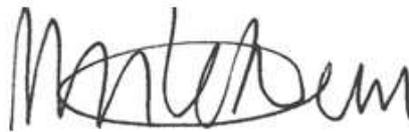


MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT
COMMITTEE**

1 MARCH 2016

APPROVED FOR RELEASE



**MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER**



CITY of PERTH

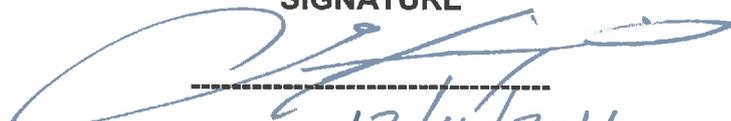
MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT
COMMITTEE**

1 MARCH 2016

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

**PRESIDING MEMBER'S
SIGNATURE**


DATE: 12/4/2016.

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

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Minutes of the meeting of the City of Perth **Marketing, Sponsorship and International Engagement Committee** held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 1 March 2016**.

MEMBERS IN ATTENDANCE

Cr Chen - Presiding Member
Cr Limnios
Cr Yong

OFFICERS

Mr Mileham - Chief Executive Officer
Mr Dunne - Acting Director Economic Development and Activation
Mr Ridgwell - Manager Governance
Mr Fitzpatrick - Manager Business Support and Sponsorship
Mr High - Manager Economic Development
Mr McDougall - Principal Economic Development Officer
Ms Best - Governance Officer

GUESTS AND DEPUTATIONS

Nil

MP16/16 DECLARATION OF OPENING

4.00pm The Presiding Member declared the meeting open.

MP17/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Nil

MP18/16 QUESTION TIME FOR THE PUBLIC

1 member of the public.

MP19/16 CONFIRMATION OF MINUTES

Moved by Cr Limnios, seconded by Cr Yong

That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on 19 January 2016 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

MP20/16 CORRESPONDENCE

Nil

MP21/16 DISCLOSURE OF MEMBERS' INTERESTS

Nil

**MP22/16 MATTERS FOR WHICH THE MEETING MAY BE
CLOSED**

Nil

**MP23/16 CORPORATE SPONSORSHIP – STARTUP WEEKEND
PERTH 2016**

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.

Moved by Cr Limnios, seconded by Cr Yong

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

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

Meeting note: Cr Yong queried whether the event organisers are receiving support from any other sponsors other than the City of Perth. The Principal Economic Development Officer advised that he will investigate this and provide an update to the Marketing Sponsorship and International Engagement Committee.

**MP24/16 CORPORATE SPONSORSHIP – UNEARTHED
HACKATHON PERTH – APRIL 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 Unearthed 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 Unearthed 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 oversized 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 Uneathed'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 Uneathed 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 Uneathed Hackathon Perth 2016.

Moved by Cr Yong, seconded by Cr Limnios

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.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

**MP25/16 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN
GIVEN**

Nil

MP26/16 GENERAL BUSINESS

Responses to General Business from a Previous Meeting

Nil

New General Business

Nil

MP27/16 ITEMS FOR CONSIDERATION AT A FUTURE MEETING

Outstanding Items:

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

Cr Chen queried the review timeframe for Council Policy 18.8 and when it will be presented to the Marketing, Sponsorship and International Engagement Committee for consideration.

The Chief Executive Officer advised that this policy review will be undertaken at the end of the financial year as part of the budget process. The Manager Business Support and Sponsorship also advised that a working group has been established within the new Business Support and Sponsorship Unit who will be undertaking this review. It is predetermined that the internal and external consultation will occur in the middle to the end of April, with the new policy to be in place by July 2016.

MP28/16 CLOSE OF MEETING

4.17pm There being no further business the Presiding Member declared the meeting closed.