

MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT
COMMITTEE**

18 OCTOBER 2016

APPROVED FOR RELEASE

**MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER**



CITY of PERTH

MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT
COMMITTEE**

18 OCTOBER 2016

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

**PRESIDING MEMBER'S
SIGNATURE**

DATE:

8/11/2016

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

INDEX

Item	Description	Page
MKT174/16	DECLARATION OF OPENING	1
MKT175/16	APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE	1
MKT176/16	QUESTION TIME FOR THE PUBLIC	1
MKT177/16	CONFIRMATION OF MINUTES	2
MKT178/16	CORRESPONDENCE	2
MKT179/16	DISCLOSURE OF MEMBERS' INTERESTS	2
MKT180/16	MATTERS FOR WHICH THE MEETING MAY BE CLOSED	2
MKT181/16	EVENT SPONSORSHIP (PARTNERSHIP) – RAC CHRISTMAS PAGEANT	3
MKT182/16	EVENT SPONSORSHIP (PARTNERSHIP) – NETBALL WA 2017 WEST COAST FEVER SEASON	9
MKT183/16	ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – PAPER MOUNTAIN	20
MKT184/16	MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN	30
MKT185/16	GENERAL BUSINESS	30
MKT186/16	ITEMS FOR CONSIDERATION AT A FUTURE MEETING	30
MKT187/16	CLOSE OF MEETING	30

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, 18 October 2016**.

MEMBERS IN ATTENDANCE

Cr Chen
Cr Yong

OFFICERS

Mr Mileham	-	Chief Executive Officer
Ms Moore	-	Director Community and Commercial Services
Ms Battista	-	Acting Director Economic Development and Activation
Mr Ridgwell	-	Manager Governance
Mr Fitzpatrick	-	Manager Business Support and Sponsorship
Ms Rutigliano	-	Acting Governance Officer

One member of the public was in attendance.

MKT174/16 DECLARATION OF OPENING

4.03pm The Presiding Member declared the meeting open.

MKT175/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Cr Limnios (Leave of Absence)

MKT176/16 QUESTION TIME FOR THE PUBLIC

Nil

MKT177/16 CONFIRMATION OF MINUTES

Moved by Cr Yong, seconded by Cr Chen

That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on 27 September 2016 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Yong

Against: Nil

MKT178/16 CORRESPONDENCE

Nil

MKT179/16 DISCLOSURE OF MEMBERS' INTERESTS

Nil

**MKT180/16 MATTERS FOR WHICH THE MEETING MAY BE
CLOSED**

Confidential Schedule No.	Item No. and Title	Reason
1	Item 2 (MKT182/16) – Event Sponsorship (Partnership) – Netball WA 2017 West Coast Fever Season	5.23(2)(e)(iii)

**MKT181/16 EVENT SPONSORSHIP (PARTNERSHIP) – RAC
CHRISTMAS PAGEANT**

BACKGROUND:

FILE REFERENCE: P1032438#03
REPORTING UNIT: Business, Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 30 August 2016
MAP / SCHEDULE: N/A

The Channel Seven Christmas Pageant (Christmas Pageant) has been held in Perth for over 40 years. It has become a highly anticipated annual event which is enjoyed by the wider community of Perth and is a key component of the City's Christmas calendar of events. The event is historically held on the first or second Saturday of December, commencing at dusk.

Summary of Event:

The 45th annual Christmas Pageant will be held on Saturday, 3 December 2016 at 7.30pm. The Pageant will be comprised of floats with Christmas and/or children's themes as well as bands, dancing groups, multicultural and community groups. The City of Perth will be providing entertainment in Forrest Place on the day of the event as part of its Festival of Christmas campaign, and will again have Christmas projections on the GPO building.

Family friendly pre-Pageant entertainment will take place along the course route from late afternoon, along with food and beverage stalls. The City's Business Support Officers are working with organisers to engage traders along the course route to stay open and capitalise on the crowds in the city for the event. Several traders have expressed interest in leveraging the event and offering family friendly menus for the event.

Event telecasts will be broadcast on Channel Seven and GWN on Sunday, 4 December in prime time, and repeated again on Christmas Day.

In 2015, organisers made the decision to cancel the Christmas Pageant at the last minute due to forecast extreme storms. In 2016, organisers are working on all floats to get them to a high safety standard for 2016 so that the event will not need to be cancelled in the event of inclement weather.

Event Website

In 2016, Seven West will launch an official event website for the first time. The site will include specifics on the event, entertainment and public transport, as well as

promoting City of Perth Parking (CPP) locations to those who choose to drive in for the event.

Blue Honour Line

The City of Perth has provided the Blue Honour Line for the Christmas Pageant since 1972. In 2015, the cost of this was \$6,523.

Funding

The total cost of the event is \$1,972,870. Organisers have requested Cash Sponsorship of \$150,000 for the event (8% of the total cost of the event). The event also receives funding from Synergy and RAC. Investment levels for these sponsorships have not been provided to the City of Perth as they are confidential. Organisers are committed to maintaining a small number of key event partners.

The following table shows the City's support for the event since 2010:

Year	Cash	In-Kind	Total
2010	\$110,000	\$30,000	\$140,000
2011	\$140,000	n/a	\$140,000
2012	\$140,000	n/a	\$140,000
2013	\$140,000	n/a	\$140,000
2014	\$144,000	n/a	\$144,000
2015	\$144,000	n/a	\$144,000*

*due to Christmas Pageant cancellation, the full sponsorship amount was not paid.

Cash Sponsorship of \$150,000 is recommended for 2016. This increase is recommended in lieu of the support previously provided by the City for the Blue Honour Line.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan
Council Four Year Priorities: Perth as a Capital City
S5 Increased place activation and use of under-
utilised space

Policy

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

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	Yes

Acquittal

As the 2015 Christmas Pageant did not occur, no post-event acquittal report was required.

Assessment of Application (Partnership):

1. Contribution of the event to the economy of the city

REMPAN ECONOMIC MODELLING		
Event	Direct Effect	Total Effect With Multiplier
2016 Christmas Pageant	\$24.366 million	\$39.03 million

Economic Modelling for the event shows a return on investment for the requested level of sponsorship of 1:279. Organisers are being proactive in engaging city traders along the course route to stay open for the event which will maximise economic returns for our traders.

2. Has a significant national or international profile or the potential to develop it

The Christmas Pageant is the largest Christmas event in Western Australia and attracts attendees from across the State. The event is a key event on Western Australia's Christmas calendar of events.

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;

The Christmas Pageant is one of the key events on the City's Christmas calendar and attracts regional attendees annually. It successfully positions Perth as the premier destination for Christmas activities in the Western Australian calendar.

- to increase visitation to the city;

The event is one of the largest annual events in the city, attracting an estimated attendance of over 250,000.

- to increase economic investment in the city;

The event will increase economic investment in the city through car parking revenue, food and beverage spend, retail spend and accommodation. Organisers are working with the city to engage traders along the course route to stay open and capitalise on the additional crowds in the city for the evening.

- to create a vibrant, energetic 24 hour city.

The event will create vibrancy in the city with a spectacle for families, which is a key targeted demographic for the city.

4. Preference will be given to events which provide free attendance

The event is free to the public to attend.

5. Preference will be given to events which will be held exclusively in the city

The event is held exclusively in the City of Perth.

6. Benefits to be provided to the City of Perth

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

Event Sponsorship Category:

- *Major Civic Partnership – Three to five years funding commitment, \$50,000, plus CPI;*
- *State and National – Three years funding commitment, less than \$50,000, plus CPI;*
- *Annual – Annual or historic funding, less than \$20,000; and*
- *Start-Up/One-Off – Once only funding, less than \$15,000.*

The applicant is considered eligible for event sponsorship under the Major Civic Partnership category, in accordance with Policy 18.8 – Provision of Sponsorship and Donations.

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	9386 5000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	85
	BUDGET ITEM
BUDGETED AMOUNT:	\$442,311
AMOUNT SPENT TO DATE:	\$165,000
PROPOSED COST:	\$150,000
BALANCE:	\$127,311

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Christmas Pageant is an integral part of the City's Christmas calendar, attracting an estimated 250,000 people to the city on one evening. Organisers are working closely with the City's Business Support team to ensure that there are real tangible benefits for city businesses as a result of the additional crowds in the city.

The sponsorship will promote CPP carparks as the preferred parking partner for the event. With an event-specific website for the first time, organisers will have a dedicated resource to promote other city Christmas events and CPP carparks as well as where to eat, drink and stay for event attendees.

It is recommended that Council approves sponsorship of \$150,000 (excluding GST). This amount is an increase on the level of sponsorship provided in 2015, and provides cash in lieu of the Blue Honour Line service previously provided by the City of Perth.

Meeting Note: The Committee requested Officers to investigate the City of Perth Band and City of Perth Parking participation in the parade.

Moved by Cr Yong, seconded by Cr Chen

That Council:

- 1. approves Cash Sponsorship of \$150,000 (excluding GST) to Seven West Media to present the Channel Seven Christmas Pageant 2016 on Saturday, 3 December 2016;***

(Cont'd)

- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth :**
- 2.1 the City of Perth to be recognised as a supporting sponsor of the event;**
 - 2.2 the support of the City of Perth to be recognised in all media releases for the event;**
 - 2.3 the City of Perth crest to appear on all print and outdoor advertising for the event;**
 - 2.4 the City of Perth crest to feature on all event signage;**
 - 2.5 the City of Perth to be acknowledged in all television, press and radio promotions as a supporting sponsor of the event;**
 - 2.6 the City of Perth crest to appear on the official event website with a hyperlink to the City of Perth website;**
 - 2.7 a sponsor profile on the official event website;**
 - 2.8 the support of the City of Perth to be acknowledged in social media for the event;**
 - 2.9 an opportunity for the City of Perth to provide content for official event newsletters;**
 - 2.10 an opportunity for the City of Perth to carry out leveraging activities at the event;**
 - 2.11 an opportunity for the City of Perth employees to participate in the event as volunteers;**
 - 2.12 the City of Perth to have use of Channel Seven's Father Christmas Sleigh for the City of Perth turning on the Christmas Lights on Friday, 18 November 2016;**
 - 2.13 an opportunity for the Lord Mayor, or representative, to speak at official event functions;**

(Cont'd)

2.14 the Lord Mayor to be invited to co-host the event telecast;

- 3. a detailed acquittal report, including all media coverage obtained, by 31 March 2017.**

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Yong

Against: Nil

**MKT182/16 EVENT SPONSORSHIP (PARTNERSHIP) – NETBALL
WA 2017 WEST COAST FEVER SEASON**

BACKGROUND:

FILE REFERENCE: P1032438#03
REPORTING UNIT: Business, Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 24 August 2016
MAP / SCHEDULE: Confidential Schedule 1 – Dun and Bradstreet Business Report

Netball is the most popular women's sport in Australia with an estimated one million players nationwide and 178,000 in Western Australia alone.

Netball WA has the governing body for netball in Western Australia and has been operating for 93 years. The organisation incorporates the National Netball League team – West Coast Fever. West Coast Fever is the preeminent Western Australian Netball team with the highest paid athletes and largest supporter base in the State.

Netball WA is the highest female participation in sport in Western Australia with more than 45,000 members, and engages a total of 178,000 participants in Netball WA and West Coast Fever Programs. Netball WA's strategic plan takes a multifaceted approach, covering grass roots community programs, developing a love of the sport in children, and support of the sports elite athletes and State team.

Netball WA is supported by the organisation's Patron – Her Excellency the Governor Kerry Sanderson, and West Coast Fever's Number One Ticket Holder the Hon Premier Colin Barnett MLA.

National Netball League

Launching in February 2017, the new National Netball League will represent the world's best netball competition attracting the best players, the highest corporate support and the most comprehensive television coverage and audience. The 2017 National Netball League will be made up of the following elements:

- One pre-season challenge match in Western Australia;
- The National Netball League Pre-Season Tournament;
- 14 home and away games;
- Seven home games with at least two of these to be held at Perth Arena (four if Council approves sponsorship);
- Finals series; and
- Corporate functions including the PKF Mack Corporate netball Day, PKF Mack Centre Circle Lunch, PKF Mack Open Training session and the West Coast Fever Awards Dinner.

Summary of Opportunity:

Netball WA has requested cash sponsorship of \$85,000 and in-kind sponsorship of \$25,000 from the City of Perth to fast track the presentation of two additional games at Perth Arena during the 2017 season, as well as for a series of events detailed below including free school holiday community clinics.

The National Netball League season runs across 17 weeks from February to June 2017. The season will include 56 games, with each team competing against each other twice, and will include a three week finals component.

Season Launch

Organisers will hold a free season launch on the eve of the inaugural season of the National Netball League. The Season Launch will feature the entire playing squad of West Coast Fever as well as the coaches and support staff. The event will be free to the public to attend and include an opportunity for West Coast Fever supporters to engage with WA's premier netball team. The Season Launch will be held at a key city location, those proposed include Perth Town Hall and Forrest Place.

Community Clinic

Held across the school holidays of January and April, *Fever in the City* will bring the star players and coaches into the heart of Perth's CBD to create unparalleled access to WA's leading female sporting team.

Fever in the City will run individual, 120 minute sessions on four separate days during the January holidays and an additional two to three sessions during the Easter school holidays (pending confirmation of final fixtures and player schedule). This will give fans an opportunity to engage with the team during the lead up to the start of the season, and to later reconnect with them at the season's half way point.

Each session will feature a minimum of two current West Coast Fever stars, a member of the West Coast Fever coaching staff and West Coast Fever's community development officers for a two hour session that will feature a skills based clinic, Q&A with the players, a signing session and competitions with giveaways and prizes.

Fever will provide free team posters for every participant, as well as all giveaways including balls, backpacks, wristbands, stickers and more. Fever's regular match day MC will attend and host each session including the Q&A, and the clinics will be promoted out to Netball WA and West Coast Fever's more than 50,000 combined members. Each clinic can draw up to 250 - 300 participants, with a potential draw of 1,750 – 2,100 across the seven sessions.

Corporate Function

Netball WA propose a corporate sundowner function to be hosted in a City of Perth venue, potentially Council House. The event would provide an opportunity for existing and potential partners to engage with the team outside of the training and match day environment and hear exclusively from West Coast Fever coaches and players.

Promotion of City of Perth Parking

Netball WA will promote City of Perth Parking (CPP) car parks to its members through electronic direct mail to its database. CPP will also be promoted on the West Coast Fever website and social media. Organisers are investigating the option of a discount parking offer to promote facilities. CPP is the preferred parking partner, attendees with CPP tickets will have a dedicated entry lane at Perth Arena for West Coast Fever matches. This initiative is expected to further increase revenue and patronage for CPP with further analysis included later in the report.

Perth Arena Matches

The West Coast Fever team is historically based at HBF Stadium in Claremont with the majority of home games played in that venue. Games at HBF Stadium traditionally sell out seated ticketing, and draw a total attendance of approximately 3,500. The team commenced hosting games at Perth Arena four years ago and now plays one or two home games at the venue each season.

Matches held at Perth Arena historically attract a higher attendance than those events held at HBF Stadium due to the increased capacity of the venue, with 9,000

attendees expected to attend each match held there, compared with 3,500 at HBF Stadium.

One of the additional proposed Perth Arena games would be the first home game of the season and would launch the inaugural year of the National Netball League in the city centre. Organisers also propose that the games will be high profile marquee clashes and may include the reigning champions Queensland Firebirds.

With two games already positioned at Perth Arena, West Coast Fever will offer multi-game memberships, leveraging the appeal of the additional Perth Arena games. In addition, Netball WA proposes that one of these additional games will likely be an open-air game. Netball WA will only be the second ever event after tennis to have an open-air game at this location.

Organisers advise that delivering two additional home games in the city would support a significant drive in membership and ticket sales, increase the fan engagement experience and allowing for more fans than ever before to be able to attend a West Coast Fever match live.

West Coast Fever matches are ticketed with ticket prices starting at \$40 and junior or group tickets costing \$25.

Funding

The total cost of the events contained within the sponsorship proposal is \$283,500. Organisers have requested total sponsorship of \$110,000 made up of \$85,000 Cash Sponsorship and \$25,000 In-kind Sponsorship (38% of the total cost of the events).

In-kind Sponsorship of \$25,000 has been requested to cover the cost of banner hire in the malls to promote the games at Perth Arena, and for the hire of Forrest Place for the Community Clinics. These in-kind contributions will bring vitality and colour to the city with the prominent promotion of the West Coast Fever branding.

Netball WA is supported by the State Government through the Department of Sport and Recreation, the Federal Government through the Department of the Prime Minister and Cabinet, Healthway (Major Sponsor), and a range of other Corporate Partners and Sponsors.

The City of Perth has not previously supported Netball WA. A Dun and Bradstreet Business report is attached at Confidential Schedule 1.

Direct and Indirect Benefits to the City of Perth:

The proposed sponsorship with the West Coast Fever brings numerous benefits to the City of Perth including:

Support for Women's Professional Sport

Participation in women's sport across Australia is growing at its fastest rate ever, with a record number of participants across all codes of sport. Netball, through the former ANZ Championship, was the first mainstream sport to implement a professional women's competition and in recent years this has closely been followed by the Westfield W-League (soccer) and now AFL Women's which commences in 2017. Through this sponsorship, the City of Perth is able to position itself as a primary supporter of women's sport in Western Australia.

Increased Visitation to the city

Through this sponsorship, the West Coast Fever will bring an additional 18,000 people into the city to experience additional matches at Perth Arena, bringing the total possible audience for the four matches to approximately 36,000. Further to this, it is anticipated that a further 1,750-2,100 children will participate in the free West Coast *Fever in the City* clinics who will attend with parents and other family members.

Economic Returns for Business

REMLAN modelling suggests that through the two additional matches at Perth Arena, match attendees will spend on average \$97 per person before, during and after the games. This represents a total of \$1,746,000 injected into the city economy due to the increased matches at Perth Arena. A similar figure can be applied to participants at the West Coast *Fever in the City* clinics, generating an additional \$203,000 to the CBD economy.

CPP Revenue

Analysis on the Elder Street car park, the closest CPP facility to the Perth Arena suggests patronage and revenue can be expected to significantly increase based on the addition of two extra matches.

Date	Revenue (Inc. Gst)	Patronage	Revenue Increased compared to a normal Sat without any events	Patronage Increased compared to a normal Sat without any events	% Revenue Increased compared to a normal Sat without any events	% Patronage Increased compared to a normal Sat without any events
West Coast Fever Play Dates						
21/05/2016	\$7,289.00	505	\$4,383.00	307	151%	155%
25/06/2016	\$8,396.00	646	\$5,490.00	448	189%	226%
No. events on Perth Arena						
28/05/2016	\$2,906.00	198				

\$9,873.00

Vibrancy of the City

The Perth Wildcats have been successfully playing all 14 regular season home matches in the NBL at Perth Arena since 2011. The addition of the Wildcats to the city has created a unique vibrancy on game days, with thousands of fans dressed in red populating city food and beverage outlets and retail shops before and after matches. West Coast Fever fans are similarly patriotic and by bringing more activities from the team into the city, we can expect to see thousands of supporters clad in green adding a unique sporting vibrancy to our city on a regular basis.

Branding, Marketing and Positioning of the City

This is a significant opportunity for the City to align itself with the premier professional women's sporting team in Western Australia, allowing the City to significantly leverage off the West Coast Fever and Netball WA membership base of 50,000 and a further 12,300 strong social media support. The securing of exclusive content rights with the sponsorship will allow the City's Marketing and Communications Unit to create and share engaging content through our media channels to position the City as a key supporter of women's sports, a theme that resonates with the key family demographic. The opportunity to have school holiday activities within Forrest Place ideally complements existing programs run by the City's events unit and adds further star power to attract visitors to experience the city during the holidays. All National Netball League games will be broadcast nationally on GEM, providing further branding benefits to the City of Perth and positioning Perth as a key Capital City in the sporting landscape.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan

Council Four Year Priorities: Perth as a Capital City
S6 Maintain a strong profile for Perth as a city that is
attractive for investment

Policy

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

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	No

Assessment of Application (Partnership):

1. Contribution of the event to the economy of the city.

Economic Modelling for the event shows that the expected economic output for the event is \$4.825 million. This is a return on investment for the requested level of sponsorship of 1:43. The hire of Perth Arena amounts to only a small percentage of this cost, at \$60,000 per game. Organisers advise that West Coast Fever draws a predominantly family based audience, who are likely to continue on to eat or shop in the city. Approximately 1,000 regional attendees attend matches at Perth Arena and historical information from Netball WA shows that they are likely to stay in the city for two nights.

2. Has a significant national or international profile or the potential to develop it.

With the new National Netball League, the profiles of both Netball WA and West Coast Fever will be elevated nationally. Each West Coast Fever Match at Perth Arena attracts on average 7,000 attendees, but has been known to attract up to 9,000 attendees, depending on the standing of the rival team. In 2017, every National Netball League game will be broadcast on GEM, including two live games each week. West Coast Fever also boasts some of the highest profile players in the sport, including a number of national players.

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;

The event will position the city as a city of regional significance with one of the States key professional sporting teams playing in the city centre on a regular basis. The City of Perth would like to see the West Coast Fever eventually play all home games at the Perth Arena, as do the Perth Wildcats.

- to increase visitation to the city;

The events will increase visitation to the city, with an estimate between 18,000 and 22,000 additional spectators coming in to the city. In addition organisers will run events where fans can get up close and personal with players, as well as community clinics planned to be held in the school holidays.

- to increase economic investment in the city;

The event will increase economic investment in the city with an additional 18,000 to 22,000 people in the city for the additional games. Organisers will promote City carparks as the preferred parking option for those who drive in for the games. Organiser's estimates that spend on suppliers residing within the city would total \$190,000 and would include advertising, marketing and overheads.

- to create a vibrant, energetic 24 hour city.

The new National Netball League is a significant, high profile, televised professional sporting league which brings thousands of passionate fans into the city. The proposed events will assist in creating vibrancy and will further cement the City's role as a Capital City. Organisers advise that they receive a regional attendance of approximately 1,000 for each game held at Perth Arena.

4. Preference will be given to events which provide free attendance.

Whilst the event is not free to the public to attend, the cost of tickets is relatively low, particularly when compared to the costs of other high level sporting league events. Several components of the proposed sponsorship are free to the public to attend, including the Community Clinics and the season and media launch events which ensures the City has a good balance of free and ticketed components to the sponsorship.

5. Preference will be given to events which will be held exclusively in the city

All matches and events in this sponsorship request will be held exclusively in the city.

6. Benefits to be provided to the City of Perth

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

Organisers have also presented an option of sponsorship of only one additional game at Perth Arena for a requested Cash Sponsorship of \$50,000 cash sponsorship and \$25,000 In-kind Sponsorship. Economic Modelling shows that the expected economic output for this scenario would be \$1.672 million. This would equate to a return on investment on this level of sponsorship of 1:22.

Should Council choose to provide sponsorship at this level, the same sponsorship benefits will be provided, however the exposure and promotion will be limited to only the three games at Perth Arena instead of four.

Event Sponsorship Category:

- *Major Civic Partnership – Three to five years funding commitment, \$50,000, plus CPI;*
- *State and National – Three years funding commitment, less than \$50,000, plus CPI;*
- *Annual – Annual or historic funding, less than \$20,000; and*
- *Start-Up/One-Off – Once only funding, less than \$15,000.*

The applicant is considered eligible for event sponsorship under the Major Civic Partnership category, in accordance with Policy 18.8 – Provision of Sponsorship and Donations.

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL 9386 5000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	85
	BUDGET ITEM
BUDGETED AMOUNT:	\$442,311
AMOUNT SPENT TO DATE:	\$105,000
PROPOSED COST:	\$110,000
BALANCE:	\$227,311

All figures quoted in this report are exclusive of GST.

COMMENTS:

It is recommended that Council approves sponsorship of \$110,000 (excluding GST) to Netball WA to present two additional games at Perth Arena (including one open-air game), a series of free community clinics, the official season launch and a corporate networking function in city locations between February and June 2017. The additional matches will add vibrancy and economic benefits to the city, which are evidenced with the success of the Perth Wildcats move to Perth Arena five years ago. The city is often awash with the “red army” on game nights and the City hopes to extend this to the West Coast Fever games with attendees to turn the city green.

The City of Perth can further cement our status as Australia’s newest Perth Capital City by welcoming one of the state’s premier professional sporting teams into the city on a more regular basis. Both the City of Perth and Netball WA have the overall aim to move all regular season games and finals to Perth Arena. As the West Coast Fever becomes more established at Perth Arena, and the average audience increases, the financial risk to Netball WA to stage matches at Perth Arena decreases, and the support of the City of Perth can be refocused to support additional community events.

This sponsorship opportunity meets several key objectives as it covers a range of free events and initiatives including a community clinic to be held in Forrest Place over a number of days and a public season launch. If approved, this will be the City’s only current sponsorship of a WA professional sporting team and shows strong support for the largest female participant sport in Australia.

Where the majority of the City’s Event Sponsorships run over a short concentrated period of time, the benefits to the City of Perth for sponsorship of Netball WA for the proposed initiatives will run for an extended period, from January to June. This would provide a unique opportunity for the City of Perth to leverage its support for the event over several months and tie it into a number of different campaigns and activations.

Moved by Cr Chen, seconded by Cr Yong

That Council:

- 1. approves Cash Sponsorship of \$85,000 (excluding GST) and In-kind Sponsorship of \$25,000 (excluding GST) to Netball WA to present two additional National Netball League season games at Perth Arena, a series of free community clinics, the official season launch and a corporate networking function in city locations between February and June 2017;**
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:**
 - 2.1 the City of Perth crest and City of Perth Parking logo to appear on the 'big screen' during all West Coast Fever Perth Arena matches;**
 - 2.2 the City of Perth crest and City of Perth Parking logo to appear on screens at the season launch, community clinics, and corporate function events;**
 - 2.3 the City of Perth crest and City of Perth Parking logo to appear on the West Coast Fever website with a hyperlink to the City of Perth website;**
 - 2.4 the City of Perth crest and City of Perth Parking logo to appear on pre-event briefing information sent to West Coast Fever members;**
 - 2.5 the support of the City of Perth to be acknowledged on the events social media in the lead up to each Perth Arena match;**
 - 2.6 City of Perth Parking to be promoted on the events social media in the lead up to each Perth Arena match;**
 - 2.7 City of Perth Parking ticket holders to have a dedicated entrance into the venue;**
 - 2.8 a media announcement of the City of Perth sponsorship to be published on the West Coast Fever website;**

(Cont'd)

- 2.9 the support of the City of Perth to be verbally acknowledged during the West Coast Fever Community Clinic;***
- 2.10 an opportunity for the City of Perth to present a media announcement of the partnership featuring West Coast Fever players;***
- 2.11 an opportunity for the City of Perth to film exclusive behind the scenes content of players for use on social media channels.***
- 3. a detailed acquittal report, including all media coverage obtained, by 30 September 2017.**

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Yong

Against: Nil

**MKT183/16 ARTS AND CULTURAL SPONSORSHIP 2016/17 –
ASSOCIATE PARTNERSHIP – PAPER MOUNTAIN**

BACKGROUND:

FILE REFERENCE: P1032405#12
REPORTING UNIT: Business, Support and Sponsorship
RESPONSIBLE DIRECTOR: Economic Development and Activation
DATE: 27 September 2016
MAP/SCHEDULE N/A

Paper Mountain has requested arts and cultural sponsorship of \$5,000 (exc. GST) to support the presentation of its 2016/17 exhibition and studio programs.

Paper Mountain, an incorporated not-for-profit association, is a Perth based artist run initiative with an exhibition space, co-working space (The Common Room) and studio space, located in Northbridge.

Paper Mountain presents a program of new art and ideas, and is dedicated to supporting a broad span of contemporary art projects. The flexible exhibition space is used to nurture experimentation, to challenge artists' practices, and to encourage collaboration and skills/resource sharing.

Paper Mountain is run entirely by volunteers including 30 gallery attendants, 12 operations volunteers and five co-directors who collectively dedicate approximately 300 hours per fortnight to the organisation's operations.

Paper Mountain has established itself as a key arts practice stakeholder within the City of Perth. Founded in late 2011, Paper Mountain is an incorporated entity.

Paper Mountain has identified the vision/objectives for its artists as:

- provides artists with opportunities for networking;
- provides studio artists with a workspace that encourages collaboration and sharing skills and resources;
- is a supportive art space that nurtures experimentation;
- is a community of open-minded practitioners; and
- the Paper Mountain space is malleable and we use it to challenge artists' practices and extend ideas.

Paper Mountain has identified the vision/objectives for the wider community as:

- through symposiums, artists talks and workshops, Paper Mountain initiates the exchange of knowledge, information and ideas;
- Paper Mountain is a conduit, allowing audiences to connect with local and national cultural happening;
- Paper Mountain welcomes diverse audiences to experience a broad contemporary art program; and
- Paper Mountain presents a top notch program of surprising new art and ideas.

Past support

Year	Sponsorship Amount	Supported Program
<i>2014/15</i>	<i>\$8,000</i>	<i>Keep Running (exhibition and discussion forum)</i>
2016/17 Requested	\$5,000	Exhibition and Studio Programs
2016/17 Proposed	\$5,000	Exhibition and Studio Programs

An acquittal report for the 2014/15 supported project has been received and is accessible within the Elected Member Portal (TRIM 173430/16).

This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding, as demonstrated by the following summary:

- Paper Mountain delivered a symposium and publication to coincide with a survey exhibition of Australian Artist-Run Initiatives;
- Administrators of 11 Artist-Run Initiatives from across Australia attended the symposium and created a collaborative work;
- 15 Interstate administrators in total participated in the project;
- 20 local administrators participated in the project; and
- The exhibition attracted approximately 300 visitors.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications
Policy**

Strategic Community Plan

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

Policy No and Name: 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 the criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy's objectives and selection criteria as follows:

Category of Sponsorship: Associate Partnership	
Applicant Eligibility Criteria	
<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

Paper Mountain is open to the general public seven days a week, and runs exhibitions monthly. The Paper Mountain studio offers 19 studio spaces for emerging creatives of all disciplines.

Paper Mountain presents 12 exhibitions per year providing marketing, administrative and curatorial support to exhibiting artists.

The 19 studio spaces currently support 30 artists in addition to 15 Common Room members who have access to the Common Room daily from 9.00am to 5.00pm.

The exhibition and studio programs provide development opportunities for collaborating artists and encourages them to explore, develop and strengthen their arts practice.

Artist-Run Initiatives are an integral part of the modern art industry ecology. Paper Mountain actively promotes and exhibits artists within the City of Perth to the broader community. Through its profile as an emerging arts practice facilitator, Paper Mountain enhances the cultural profile of Perth.

A representative from Art Source, the peak body for Visual Arts in Western Australia, has written positively in regards to the strength of Paper Mountain's practice and approach.

Exhibition Program

November

Terminus – Melanie McKee and Monika Lukowska

Terminus investigates the human experience of dislocation from origins and the search for belonging; how memories of a past home perpetuate through material technologies.

December

Dedications: Remedies – Anna Cocks

Anna Cocks draws on her fascination of plant-based medicinal remedies to investigate the relationships between medicine and body. A multi-sensory exhibition, it features works on paper, fermented herbal elixirs, essential oils and light.

January

The Paths Themselves Become Unstable – Lydia Tretheway

The exhibition explores the places that become unstable even as we traverse them, the seismic shifts in familiar landscapes that come about through seemingly tedious transformations.

For each exhibiting artist Paper Mountain provides:

- Marketing support (50 posters and 100 exhibition brochures);
- Administration support (gallery volunteers who supervise the exhibition from 9:30am to 5.00pm daily); and
- Installation and removal materials (paint, paint brushes, power tools, wood etc).

Studio Program

Paper Mountain provides 19 studio spaces currently utilised by 30 artists.

For each studio artists Paper Mountain provides studio space, furniture and in-kind administration and marketing support, including social media promotion.

Additionally, Paper Mountain delivers supplementary events that support the professional development of participating artists. In 2017, Paper Mountain will deliver a Professional Development Workshop Program in collaboration with Artsource. Other projects that raise the profile of Paper Mountain artists and provide income generation opportunities are planned for 2017 including *Masiff: WA's Largest Artist-Run Art Auction* and *Mountaineer's Club*, a program that employs emerging artists

with teaching degrees to provide a curated program of learning for high school students.

Venue

267 William Street, Northbridge.

Ticket Prices

Exhibition

Paper Mountain exhibitions are free for the general public to attend.

Studio

Studio space rent ranges in price from \$48 per week for small spaces to \$91 per week for large spaces. Studios are rented via a six month contract and offer 24 hour access and Common Room membership.

Common Room Membership

Membership to the Common Room co-working space, open 9:30am to 5.00pm seven days a week, is charged at \$240 for six months or \$420 for 12 months. Common Room membership includes free WIFI, access to wood workshop, kitchen and toilet facilities, materials library, printing and photocopying facilities, Paper Mountain discounts and access to The Athenaeum a library of books, journals and zines.

Exhibiting Artists

Artists selected for exhibition through a round application process are charged \$850 for three weeks exhibition space hire. This fee includes:

- opening night event;
- design and distribution of an electronic invitation;
- design and distribution of a printed promotional poster;
- design and printing of a high quality A5 (12 page) colour exhibition catalogue;
- work with the artist to produce a room sheet;
- advertising and listing across various printed and online art resources;
- support from media officer to promote the exhibitions in public media;
- staff to support opening night;
- staff to oversee the exhibition 7 days a week;
- artist talks arranged as part of the exhibition program to promote the exhibition;
- social media promotion on Paper Mountain's accounts by the artists to promote exhibition and professional practice;
- advice for curatorial (exhibition set up) and professional development; and

- provide basic installation tools and advice.

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.

Paper Mountain produces a nationally-acclaimed gallery program and provides an essential service for emerging artists in the metropolitan area. Paper Mountain attracts approximately 2,500 gallery visitors to Paper Mountain annually and provides professional development and exhibition opportunities for local artists. REMPLAN, the City's Economic Modelling tool estimates the direct economic impact of visitation to the Paper Mountain gallery to be \$243,000.

The long term economic impact associated with creative development and providing exposure to local artists resulting in increased art sales cannot be measured through REMPLAN.

The project must demonstrate shared objectives as an Associate Partner

Through its innovative studio and exhibition program, Paper Mountain is invested in the development and presentation of local arts activity. Local emerging artists are supported to develop their arts practice through experimentation and collaboration and are offered high quality creative and professional development opportunities, including affordable exhibition opportunities, in a nurturing environment.

The unique studio and co-working space model ensures William Street is activated with young creative throughout the week, and gallery patrons at monthly exhibition. This increased visitation enhances the cultural profile of Northbridge and strengthens the cultural fabric of the city more broadly.

Paper Mountain plays a unique role in nurturing the economic development of the local arts sector, including providing opportunities for artists to display and sell their work through regular auctions and exhibitions.

The project must be of high artistic quality/cultural relevance

Paper Mountain is a leading artist-run initiative for the development and presentation of contemporary art by emerging and established artists. Paper Mountain presents a program of new art and ideas and is dedicated to supporting a broad range of contemporary art projects.

Paper Mountain nurtures the creative development of artists through its encouragement of experimentation and collaboration in a supportive and low-risk environment. Currently 30 artists hire studio space at Paper Mountain and an additional 47 volunteers are involved in the operations of the organisation.

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

In 2014/15 Paper Mountain successfully attracted City of Perth sponsorship to deliver *Keep Running* an exhibition and discussion forum held at Paper Mountain and State Library of Western Australia.

In 2015/16 City of Perth supported *Anthologia*, a collaborative exhibition by Steven Finch and Alina Tang at Paper Mountain.

Paper Mountain is recognised as a leading Artist-Run Initiative, its innovative program supports local emerging artists develop their art practice and present their work to the public in a contemporary gallery setting.

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

Paper Mountain have provided budget totalling \$29,800 derived from gallery hire (\$2,000), studio rent (\$15,200), event hire (\$5,600), memberships (\$1,600), donations (\$2,000), catalogue sales (\$200).

Acknowledgement

City of Perth funding of \$5,000 would secure the benefits outlined in Parts 2.1 to 2.6 of this report.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	93C4 8000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,280,000

AMOUNT SPENT TO DATE:	\$761,851
PROPOSED COST:	\$5,000
BALANCE:	\$513,149

All figures quoted in this report are exclusive of GST

COMMENTS:

Paper Mountain's exhibition and studio programs provide unique creative and professional development opportunities for local artists. This environment encourages innovation, experimentation and discussion and provides a setting where new works can be tested and creative risks taken in a supportive environment.

Artist-Run Initiatives have been heavily impacted by the recent changes to Australia Council for the Arts funding programs. In particular, the abolition of strategic sector investments including ArtStart, Emerging Young Leaders Program and Creative Communities Partnerships Initiative, has resulted in the increased failure of Artist-Run Initiatives to thrive.

Artist-Run Initiatives operate as small, low-cost, agile and responsive platforms for experimentation, career development and community outreach and are considered crucial to industry development.

Paper Mountain has been identified by the Arts, Culture and Heritage Unit as being uniquely positioned to provide creative and professional development opportunities for emerging artists, and a space for contemporary art practice to form. Paper Mountain has demonstrated success in meeting the objectives of this program and is considered a key stakeholder in the development of the local arts sector.

The recommended investment represents a nod to the synergy of the Arts, Culture and Heritage Unit vision for the City of Perth and the role Paper Mountain plays in the evolving ecology of the sector. The recommended level of sponsorship reflects the limited sponsorship funds available within the 2016/17 budget, and it is recommended that the City of Perth increases its investment into the organisation's operations in the future.

Meeting Note: Cr Yong requested information on upcoming events to be held at the community space on the ground floor of the Piazza. The Acting Director Economic Development and Activation advised this information will be provided.

Moved by Cr Yong, seconded by Cr Chen

That the Marketing, Sponsorship and International Engagement Committee:

- 1. approves Cash Sponsorship – Associate Partnership, of \$5,000 (excluding GST) to Paper Mountain for sponsorship of the 2016/17 Paper Mountain exhibition and studio programs;*
- 2. notes that Paper Mountain will provide the following sponsorship benefits to the City of Perth:*
 - 2.1 inclusion of the City of Perth crest and acknowledgement as ‘Exhibition Partner’ and ‘Studio Partner’ on promotional material and publications relating to the supported programs;*
 - 2.2 acknowledgement of the City of Perth as a supporting partner on the Paper Mountain website;*
 - 2.3 verbal acknowledgement of the City of Perth’s support in exhibition official opening speeches;*
 - 2.4 verbal acknowledgement of the City of Perth’s support in all related public programs and events connected to the supported studio program;*
 - 2.5 invitation for the Lord Mayor or representative to officially open the exhibitions;*
 - 2.6 provision of digital content (photo, video, data) for use at the City’s discretion.*
- 3. notes that the City of Perth is to be provided with an acquittal report for the supported programs within three months of completion of the supported programs.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen and Yong

Against: Nil

MKT184/16 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

MKT185/16 GENERAL BUSINESS

Responses to General Business from a Previous Meeting

Nil

New General Business

1. Bin Advertising

Cr Chen requested information on potential bin and LED screen advertising.

The Chief Executive Officer advised that marketing opportunities will be considered after Council considers the Signage Policy.

MKT186/16 ITEMS FOR CONSIDERATION AT A FUTURE MEETING

Outstanding Items:

Nil

MKT187/16 CLOSE OF MEETING

4.44pm There being no further business the Presiding Member declared the meeting closed.

**SCHEDULES
FOR THE MINUTES OF THE
MARKETING,
SPONSORSHIP &
INTERNATIONAL
ENGAGEMENT COMMITTEE
MEETING HELD ON
18 OCTOBER 2016**

Marketing, Sponsorship and International Engagement
Committee

Confidential Schedule 1
(Minute MKT182/16 refers)

Distributed to Elected Members under separate cover

Bound in Consolidated Committee

Confidential Minute Book

Volume 1 2016