



City of Perth

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

**18 July 2017
4.00pm**

**Committee Room 1
Level 9
Council House**

APPROVED FOR RELEASE

**MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER**



City of Perth

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


**18 July 2017
4.00pm**

**Committee Room 1
Level 9
Council House**

Minutes to be confirmed at the next **Marketing, Sponsorship and International Engagement** meeting.

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

PRESIDING MEMBER'S SIGNATURE



DATE: 15/8/2017

Minutes of the **Marketing, Sponsorship and International Engagement** meeting of the City of Perth in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on Tuesday, 18 July 2017.

Members in Attendance:

Cr Chen - Presiding Member
Cr Yong
Cr Davidson - Deputy

Officers:

Mr Mileham - Chief Executive Officer
Ms Battista - Director Economic Development and Activation
Mr Ridgwell - Manager Governance
Ms Galloway - Sponsorship Officer
Ms Withers - Sponsorship Officer
Ms O'Brien - Governance Officer

Observers:

Cr Harley

Guests and Deputations:

One member of the public.

1. Declaration of Opening

4.01pm The Presiding Member declared the meeting open.

2. Apologies and Members on Leave of Absence

Deputy Lord Mayor Cr Linnios

3. Question Time for the Public

Nil

4. Confirmation of Minutes – 20 June 2017

Moved by Cr Yong, seconded by Cr Davidson

That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on 20 June 2017 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Yong and Davidson

Against: Nil

5. Correspondence
Nil

6. Disclosures of Members' Interests

| Member / Officer | Minute No. | Item Title. | Nature / Extent of Interest |
|----------------------------|------------|---------------------|---|
| Cr Harley (TRIM 156033/17) | 8.7 | Perth Heritage Days | Nature: Impartiality Interest Extent: Cr Harley is a Board Member of Heritage Perth. |

7. Matters for which the Meeting may be Closed
Nil

8. Reports

Item 8.1 Business Event Sponsorship – 2017 Perth Airport WA Tourism Awards

Moved by Cr Davidson, seconded by Cr Yong

That the Marketing, Sponsorship and International Engagement Committee:

1. ***APPROVES cash sponsorship of \$8,000 (excluding GST) to Tourism Council WA to present the 2017 Perth Airport WA Tourism Awards;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.1A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council approved funding amount; and***
4. ***NOTES that a detailed acquittal report, including all media coverage, will be obtained by the City by February 2018.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Yong and Davidson

Against: Nil

Item 8.2 Business Event Sponsorship – Business News (40under40 and Success & Leadership Series)

Moved by Cr Yong, seconded by Cr Davidson

That Council:

1. ***APPROVES Business Event Sponsorship of \$20,000 (excluding GST) to Business News Pty Ltd for sponsorship of the ‘Success & Leadership Series’ event program;***
2. ***APPROVES Business Event Sponsorship of \$19,000 (excluding GST) to Business News Pty Ltd for sponsorship of the ‘40under40’ event program;***
3. ***NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachments 8.2A and 8.2B;***
4. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits and key performance indicators for inclusion in the agreement according to the Council approved funding amount; and***
5. ***NOTES that a detailed annual acquittal report, including any supporting material, will be submitted to the City of Perth.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Yong and Davidson

Against: Nil

Meeting note: Councillor Davidson requested that Elected Members be advised who from the City of Perth would represent the City on the panel for these events.

Item 8.3 Annual Event Sponsorship – Swan Festival of Lights 2017**OFFICER RECOMMENDATION**

That Council:

1. APPROVES cash sponsorship of \$20,000 (excluding GST) to Saraswati Mahavidyalaya Institute Incorporated to present the 2017 Swan Festival of Lights from Friday, 13 to Sunday, 15 October 2017;
2. NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.3A;
3. AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council-approved funding amount; and
4. NOTES that a detailed acquittal report, including all supporting material, will be submitted to the City of Perth by 31 January 2018.

The Marketing, Sponsorship and International Engagement Committee agreed to adopt an alternative motion as follows:

Moved by Cr Yong, seconded by Cr Chen

That Council:

1. ***APPROVES*** cash sponsorship of \$25,000 (excluding GST) to Saraswati Mahavidyalaya Institute Incorporated to present the 2017 Swan Festival of Lights from Friday, 13 to Sunday, 15 October 2017;
2. ***NOTES*** the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.3A;
3. ***AUTHORISES*** the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council-approved funding amount; and
4. ***NOTES*** that a detailed acquittal report, including all supporting material, will be submitted to the City of Perth by 31 January 2018.

The votes were recorded as follows:

For: Crs Chen, Yong and Davidson

Against: Nil

Reason: The Marketing, Sponsorship and International Engagement Committee considered that an increase of funding by \$5,000 was more suitable due to both the increased number of people expected to attend and to support the event's return to the Supreme Court Gardens.

Item 8.4 Annual Arts Sponsorship – Opera in the Park

Moved by Cr Davidson, seconded by Cr Yong

That Council:

1. ***APPROVES cash sponsorship of \$120,000 (excluding GST) to the West Australian Opera for sponsorship of the 2018 Opera in the Park;***
2. ***NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.4A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits and key performance indicators for inclusion in the agreement according to the Council approved funding amount; and***
4. ***NOTES that a detailed annual acquittal report, including any supporting material, will be submitted to the City of Perth by 31 May 2018.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Yong and Davidson

Against: Nil

Meeting note: The Committee recommended that the West Australian Opera investigate options that may assist in the sustainability of Opera in the Park going forward. Suggestions included community opera participation in the event, selling reserved seating at the front of the event such as picnic squares, and seeking further corporate sponsorship.

Item 8.5 Annual Arts Sponsorship – Symphony in the City

Moved by Cr Yong, seconded by Cr Davidson

That Council:

1. **APPROVES** cash sponsorship of \$150,000 (excluding GST) to the West Australian Symphony Orchestra for sponsorship of the 2017 Symphony in the City;
2. **NOTES** the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.5A;
3. **AUTHORISES** the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits and key performance indicators for inclusion in the agreement according to the Council approved funding amount; and
4. **NOTES** that a detailed annual acquittal report, including any supporting material, will be submitted to the City of Perth by 31 March 2018.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Yong and Davidson

Against: Nil

4:25pm Cr Harley departed the meeting and returned at 4:26pm

Item 8.6 Annual Arts Sponsorship – Perth International Arts Festival 2017

Moved by Cr Davidson, seconded by Cr Yong

That Council:

1. **APPROVES** cash sponsorship totalling \$900,000 (\$300,000 p.a.) for a three year agreement covering the period July 2017 – June 2020;
2. **NOTES** the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.6A;

3. ***AUTHORISES*** the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits and key performance indicators for inclusion in the agreement according to the Council approved funding amount; and
4. ***NOTES*** that a detailed acquittal report, including all supporting material, will be submitted annually to the City of Perth for each year of the agreement.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Yong and Davidson

Against: Nil

Item 8.7 Annual Event Sponsorship – Perth Heritage Days

Moved by Cr Davidson, seconded by Cr Yong

That Council:

1. ***APPROVES*** cash sponsorship of \$62,100 (excluding GST) to Heritage Perth Inc. to support the 2017 Perth Heritage Days from Saturday 14 October to Sunday 15 October 2017;
2. ***NOTES*** the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.7A;
3. ***AUTHORISES*** the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council approved funding amount; and
4. ***NOTES*** that a detailed acquittal report, including all supporting material, will be submitted to the City of Perth by 31 January 2018.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Yong and Davidson

Against: Nil

9. Motions of which previous notice has been given

Nil

10. General Business

10.1 Responses to General Business from a Previous Meeting

Nil

10.2 New General Business

Nil

11. Items for consideration at a future meeting

Outstanding Reports:

- City of Lights Festival (raised at MKT 20/06/17)

12. Closure

4.51pm The Presiding Member declared the meeting closed.