

MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL RELATIONS
COMMITTEE**

12 APRIL 2016

APPROVED FOR RELEASE



**MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER**



CITY of PERTH

MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT
COMMITTEE**

12 APRIL 2016

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

**PRESIDING MEMBER'S
SIGNATURE**

DATE:

3/5/2016

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, 12 April 2016**.

MEMBERS IN ATTENDANCE

Cr Limnios - Acting Presiding Member
Cr Davidson (Deputy)

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
Ms Landers - Manager Community Services
Mr McDougall - Principle Economic Development
Ms Best - Governance and Risk Officer

GUESTS AND DEPUTATIONS

Nil

MP29/16 DECLARATION OF OPENING

In accordance with Section 5.6 of the *Local Government Act 1995*, the Chief Executive Officer sought nominations for a member to preside over the meeting.

Cr Davidson nominated Cr Limnios to preside over the meeting.

Cr Limnios accepted the nomination.

There being no further nominations, Cr Limnios accepted the nomination and assumed the Chair.

4.02pm The Acting Presiding Member declared the meeting open.

MP30/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Cr Chen (Apology)
Cr Yong (LOA)

MP31/16 QUESTION TIME FOR THE PUBLIC

Nil

MP32/16 CONFIRMATION OF MINUTES

Moved by Cr Davidson, seconded by Cr Limnios

That the minutes of the meeting of the Marketing, Sponsorship and International Relations Committee held on 1 March 2016 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Davidson

Against: Nil

MP33/16 CORRESPONDENCE

Nil

MP34/16 DISCLOSURE OF MEMBERS' INTERESTS

Nil

MP35/16 MATTERS FOR WHICH THE MEETING MAY BE CLOSED

Nil

MP36/16 DONATION – BRINGING THEM HOME COMMITTEE – SORRY DAY AND RECONCILIATION WEEK 2016

BACKGROUND:

FILE REFERENCE: P1010627-31
REPORTING UNIT: Community Amenity & Safety
RESPONSIBLE DIRECTORATE: Community & Commercial Services
DATE: 29 March 2016
MAP / SCHEDULE: N/A

The Bringing Them Home Committee has submitted a request to the City for the amount of \$6,800 (excluding GST) to support the cost of holding the Sorry Day commemoration event at Wellington Square on Thursday, 26 May 2016, and to assist in raising awareness of Reconciliation Week, which runs from 22 May 2016 to 3 June 2016.

The Bringing Them Home Committee (WA) Inc. was formed in 1998 in response to the *Bringing Them Home Report*, which outlined the effects of policies surrounding the removal of Aboriginal children from their families, collectively known as 'The Stolen Generation'. Sorry Day is commemorated annually on 26 May, which is the anniversary date of the *Bringing Them Home Report* being tabled in Parliament.

The Committee is a not-for-profit community organisation committed to supporting reconciliation between the Aboriginal and non-Aboriginal community and is supported by Reconciliation WA located in West Perth established to provide leadership, advocacy and support to people and organisations driving the movement for reconciliation in WA.

Reconciliation Week is nationally recognised as a week to celebrate the building of mutually respectful relationships between Indigenous and other Australians. It is considered a major cultural event.

Previous sponsorship associated with Reconciliation Week and Sorry Day is as follows:

Year	Amount	Event
2001	\$3,100	'Sorry Day Bridge Walk'
2010	\$2,000	'Sorry Day' Event Wellington Square
2011	\$6,831	Reconciliation Week and Sorry Day Event Wellington Square
2012	\$5,200	Reconciliation Week and Sorry Day Event Wellington Square
2013	\$6,176	Reconciliation Week and Sorry Day Event Wellington Square
2014	\$6,800	Reconciliation Week and Sorry Day Event Wellington Square
2015	\$7,000	Reconciliation Week and Sorry Day Event Wellington Square
Requested/ Proposed 2016	\$6,800	Reconciliation Week and Sorry Day Event Wellington Square

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation

N/A

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan

Council Four Year Priorities: Healthy and Active in Perth
S17 Recognition of Aboriginal culture and strong
relationships with the Indigenous community
Council Four Year Priorities: Capable and Responsive
Organisation
S20 Meaningful and contemporary community
engagement and communications

Policy

Policy No and Name: 18.8 – Provision of Sponsorship and Donations
18.5 – Hire of City Banner and Flag Sites

DETAILS:

National Reconciliation Week began in 1996 and was marked as an occasion to celebrate the resilience and achievements of Australia’s Aboriginal peoples and build trusting relationships between Aboriginal peoples and other Australians. The dates of Reconciliation Week reflect significant dates in Australia’s history. They are as follows:

- May 27 – The date of the 1967 Referendum, which saw 98% of Australians vote in favour of removing clauses in the Constitution that discriminated against Aboriginal people; and
- June 3 – The date in 1992 that the High Court recognised the Native Title rights of Aboriginal people and overturned the concept of ‘terra nullius’ (the belief that the continent was an empty, un-owned land at the time of European arrival). In 2000 over 300,000 people walked over the Sydney Harbour Bridge demonstrating their support for Reconciliation.

Sorry Day or the National Day of Healing for all Australians began in 1998, one year after the release of the Bringing Them Home Report which outlined the stories and recommendations of the Stolen Generations. In February 2008 the Prime Minister, Kevin Rudd, issued the National Apology to the Stolen Generations.

The Sorry Day event has been held at Wellington Square for the past six years and in 2015 attracted approximately 2,500 people, including schoolchildren. All schools will be invited to include children in the 2016 Sorry Day event.

The official ceremony at the Sorry Day Event runs from 12.00pm to 1.00pm on 26 May 2016. The Lord Mayor and Elected Members will be officially invited to attend this part of the event.

The Sorry Day Event is complementary to, and reinforces the City's support of the "Racism. It Stops With me" Campaign.

The costs included in the \$6,800 donation from the City are:

\$2,200	Council hire costs
\$2,000	Staging and PA equipment for the day
\$2,600	Marquees, trestle tables and chairs

The total cost of the Sorry Day event amounts to \$37,000. Cash income is sourced from a number of organisations including Lotterywest (\$14,800). In kind donations are sourced from a number of agencies including the Australian Indigenous Mentoring Experience, Notre Dame University and the Polly Farmer Foundation Follow The Dream.

FINANCIAL IMPLICATIONS:

ACCOUNT NO: 29B26000
BUDGET ITEM: Other Property and Services- Unclassified – Other Unclassified
BUDGET PAGE NUMBER: -
BUDGETED AMOUNT: \$118,704
AMOUNT SPENT TO DATE: \$ 42,048
PROPOSED COST: \$ 6,800
BALANCE: \$ 69,856

ANNUAL MAINTENANCE: N/A
ESTIMATED WHOLE OF LIFE COST: N/A

All figures quoted in this report are exclusive of GST.

COMMENTS:

Sorry Day and Reconciliation Week are significant cultural events that enable the City to demonstrate its commitment to the organisation's Four Year Strategic Plan in supporting events and activities that showcase diversity, Aboriginal history and community development initiatives. The occasion is of major importance and the City's involvement would be highly regarded.

Moved by Cr Davidson, seconded by Cr Limnios

That Council approves a donation of \$6,800 (excluding GST) to the Bringing Them Home Committee to assist with costs of the Sorry Day event to be held on Thursday, 26 May 2016 at Wellington Square and in recognition of Reconciliation Week.

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Davidson

Against: Nil

**MP37/16 TENDER NO 047-15/16 PROVISION OF CREATIVE
ADVERTISING AND RELATED SERVICES**

BACKGROUND:

FILE REFERENCE: P1032146
REPORTING UNIT: Marketing and Communications
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 31 March 2016
SCHEDULE: N/A

The City of Perth has traditionally relied on a 'single agency' model to provide all marketing and related services.

Since June 2011, Marketforce Pty Ltd has been the sole creative agency for the City of Perth, tasked with the development and implementation of all campaign-based activity. The City's three year contract was extended in June 2014 and again in June 2015.

In addition to campaign-based activity – predominately the "Get to Know Me" branding campaign – through this contract, Marketforce Pty Ltd has generally also been utilised by the City's officers for non-campaign work such as:

- Civic advertising
- Community services marketing
- Event marketing
- Digital and social media

Marketforce are currently contracted to 13 July 2016 for the City's marketing and promotional requirements.

In preparation for the current contract expiry, the City of Perth requested responses from agencies with expertise and experience across one or more of the service categories, as outlined below:

Category	Services
Service A Category	Lead Brand Strategy and Associated Creative Development
	Digital and Interactive Creative Services
<i>Full Integrated Service</i>	Media Buying and Channel Planning
Service B Category	Lead Brand Strategy and Associated Creative Development
Service C Category	Digital and Interactive Creative Services
Service D Category	Media Buying and Channel Planning

At the close of tender at 2.00pm on Tuesday, 22 December 2015, the following five submissions had been received:

Organisation	Category	Location
The Brand Agency Pty Ltd	Full integrated service	West Perth
J Walter Thompson Australia Pty Ltd	Full integrated service	Perth
Marketforce Pty Ltd	Full integrated service	West Perth
Precedent	Digital and Interactive Services only	Northbridge
Meerkats The Brand Leadership Company Pty Ltd	Full integrated service	Subiaco

Three agencies were invited to present and demonstrate their skills in the next stages:

- The Brand Agency Pty Ltd
- J Walter Thompson Australia Pty Ltd
- Marketforce Pty Ltd

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation Section 3.57 of the *Local Government Act 1995* Part 4 of the *Local Government (Functions and General) regulations 1996*

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan

Council Four Year Priorities: Community Outcome

Perth at night

S13 Development of a healthy night time economy
A City that has a vibrant night time economy that
attracts new innovative business' and events and
where people and families feel safe.

Policy

Policy No and Name: 9.7 – Purchasing Policy

DETAILS:

It is proposed that the City move away from a single agency approach for all of its marketing and related services. It is worth noting that concurrently, and in line with best practice, the City is reviewing its marketing strategy, program and spend for 2016/17. It is expected this will have a significant impact on the scope, scale and investment of work that this tender encompassed.

Whilst the City continues to review this strategy and continues its transition, it is not appropriate to revisit awarding the tender as it stands, as the City's business needs have since changed. Over the course of the review, the City will utilise the WALGA preferred suppliers for creative media concepts, branding and related services. A pre-qualified panel, will help ensure transparency, effectiveness and return on investment across all campaigns. For media buying, the City will engage agencies approved under the State Government Common Use Arrangement (CUA).

The role of agencies on the WALGA preferred supplier panel will be to provide services on an as-required basis that may involve:

- (a) Working in close association with the City of Perth's officers to address specific briefs based on consultation and research.
- (b) Working in close association with the Master Media Services Common Use Arrangement (CUA) for campaign advertising.
- (c) Attending briefing sessions/workshops/meetings wherever necessary.
- (d) Develop marketing plans and strategies to meet the City of Perth's needs.
- (e) Developing integrated advertising campaigns including creative execution and production of relevant materials, often within tight time and budget constraints.
- (f) Provision of strategic/creative/media recommendations in relation to all campaigns.
- (g) Provision of digital media recommendations in relation to all campaigns.
- (h) Participation in post campaign evaluation and feedback.

FINANCIAL IMPLICATIONS:

The funding for campaign marketing is sourced from a variety of operating accounts in the City of Perth Annual Budget, as itemised in the Marketing and Commercial Parking annual budgets. The majority of the expenditure comes from 'Economic Services' and 'Recreation and Culture' for the purpose of economic development, retail marketing and other cultural activities, and from Parking Facilities for the promotion of off street parking.

In 2014/15, the City's spend under this contract was in the order of \$3.5 million, including production and media buying costs.

As mentioned previously, is not anticipated this expenditure will increase, which is in line with the City's broader strategy of realising operational efficiencies and improving/demonstrating return on investment to our ratepayers, stakeholders and the community.

COMMENTS:

It is acknowledged that Marketforce Pty Ltd has provided a solid and professional service to the City of Perth for the previous two contract periods, being almost 10 years, and have delivered award-winning destination marketing campaigns that exceeded target indicators. It is also acknowledged that all agencies have provided evidence of their experience, processes and creative expertise across a number of similar accounts. They have offered significant 'added value' opportunities and have demonstrated enthusiasm and passion for the City of Perth through the tender process.

However, after a rigorous assessment process with quality submissions from all agencies involved, adopting the approach of utilising the WALGA preferred supplier panel will provide the City a wider scope and increased return on investment during this period of transition.

It is also worth noting that our consideration takes into account the work Tourism WA are currently undertaking; with a full review of their marketing strategies and the emphasis their campaigns place on the promotion of Perth City. It is prudent to ensure there are consistent messages relating to the City.

The WALGA panel consists of a varied range of agencies and two of the shortlisted agencies are currently on the panel: Marketforce Pty Ltd and The Brand Agency Pty Ltd. The panel is developed by invitation of tender, and it is anticipated the tender process for this panel will commence in the coming months, opening up the process for additional agencies to join, and will also include consultation with the City of Perth.

In meeting requirements to purchase media via the State Government's Master Media Agency account for campaign advertising, media planning will be carried out

by approved WALGA panel agencies, with media purchasing via Carat or Optimum Media Decisions (OMD).

Moved by Cr Davidson, seconded by Cr Limnios

That Council declines to accept all tenders for the appointment of a fully integrated service category for the provision of creative marketing concepts, branding, advertising and related services (Tender 047-15/16) in accordance with Regulation 18 (5) of the Local Government (Functions and General) Regulations 1996.

The motion was put and carried

The votes were recorded as follows:

For: Crs Limnios and Davidson

Against: Nil

Meeting Note: Cr Limnios requested a breakdown of the \$3.5 million 2014/15 spend indicated within the financial implications. The Acting Director Economic Development and Activation advised that this information will be provided to the Marketing, Sponsorship and International Engagement Committee prior to the Council Meeting.

MP38/16 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

MP39/16 GENERAL BUSINESS

Responses to General Business from a Previous Meeting

Nil

New General Business

1. Sponsorship Information

The Acting Director Economic Development and Activation advised the Marketing, Sponsorship and International Engagement Committee that additional information will be provided to Elected members in regards to the amount of money in each sponsorship area after questions were raised from the briefing session presentation in relation to Sponsorship.

MP40/16 ITEMS FOR CONSIDERATION AT A FUTURE MEETING

Outstanding Items:

- Review of Council Policy 18.8 – Provision of Sponsorship and Donations (Raised 22/01/15, updated 03/03/15, 26/05/15 and 28/07/15, 01/03/16).

MP41/16 CLOSE OF MEETING

4.24pm There being no further business the Acting Presiding Member declared the meeting closed.