

**MINUTES**

**MARKETING, SPONSORSHIP AND  
INTERNATIONAL ENGAGEMENT  
COMMITTEE**

**5 JULY 2016**

**APPROVED FOR RELEASE**

A handwritten signature in black ink, appearing to read 'Martin Mileham', is written over a horizontal line.

**MARTIN MILEHAM  
CHIEF EXECUTIVE OFFICER**



CITY of PERTH

**MINUTES**

**MARKETING, SPONSORSHIP AND  
INTERNATIONAL ENGAGEMENT  
COMMITTEE**

**5 JULY 2016**

**THESE MINUTES ARE HEREBY CERTIFIED AS  
CONFIRMED**

**PRESIDING MEMBER'S  
SIGNATURE**

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DATE: 26/7/2016

# MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

## INDEX

Item	Description	Page
MKT91/16	DECLARATION OF OPENING	1
MKT92/16	APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE	1
MKT93/16	QUESTION TIME FOR THE PUBLIC	1
MKT94/16	CONFIRMATION OF MINUTES	2
MKT95/16	CORRESPONDENCE	2
MKT96/16	DISCLOSURE OF MEMBERS' INTERESTS	2
MKT97/16	MATTERS FOR WHICH THE MEETING MAY BE CLOSED	3
MKT98/16	CORPORATE SPONSORSHIP – 2016 AUSTRALIAN HOTELS ASSOCIATION INDUSTRY AWARDS AND GALA BALL	3
MKT99/16	CORPORATE SPONSORSHIP – TEDXPERTH 2016	10
MKT100/16	EVENT SPONSORSHIP – PARTNERSHIP – THE EVENT AGENCY – ARCADIA AUSTRALIA	16
MKT101/16	ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – ARTRINSIC INCORPORATED – BLACK SWAN PRIZE	25
MKT102/16	ARTS AND CULTURAL SPONSORSHIP 2016/17 – MAJOR PARTNERSHIP – AWESOME ARTS AUSTRALIA LTD	34
MKT103/16	MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN	44
MKT104/16	GENERAL BUSINESS	44
MKT105/16	ITEMS FOR CONSIDERATION AT A FUTURE MEETING	44
MKT106/16	CLOSE OF MEETING	46

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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, 5 July 2016**.

## **MEMBERS IN ATTENDANCE**

Cr Chen - Presiding Member  
Cr Yong  
Cr Davidson - Deputy for Cr Limnios

## **OFFICERS**

Ms Battista - Acting Director Economic Development and Activation  
Ms Moore - Director Community and Commercial Services  
Mr Fitzpatrick - Manager Business Support and Sponsorship  
Mr High - Manager Economic Development  
Ms McMullan - Manager Arts, Culture and Heritage  
Mr Ridgwell - Manager Governance  
Ms Honmon - Governance Officer

## **GUESTS AND DEPUTATIONS**

Two members of the public.

### **MKT91/16 DECLARATION OF OPENING**

**4.00pm** The Presiding Member declared the meeting open.

### **MKT92/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE**

Cr Limnios (Leave of Absence).

### **MKT93/16 QUESTION TIME FOR THE PUBLIC**

Nil

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**MKT94/16 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 14 June 2016 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

**MKT95/16 CORRESPONDENCE**

Nil

**MKT96/16 DISCLOSURE OF MEMBERS' INTERESTS**

<b>Member / Officer</b>	<b>Minute No.</b>	<b>Item Title.</b>	<b>Nature / Extent of Interest</b>
Cr Davidson (TRIM 113434/16)	MKT98 /16	Corporate Sponsorship – 2016 Australian Hotels Association Industry Awards And Gala Ball	Financial Interest – Cr Davidson has previously received tickets from this applicant.
Cr Yong (TRIM 113437/16)	MKT99 /16	Corporate Sponsorship – Tedx Perth 2016	Financial Interest – Cr Yong has previously received tickets from this applicant.

**MKT97/16 MATTERS FOR WHICH THE MEETING MAY BE  
CLOSED**

The Acting Director Economic Development and Activation advised that in accordance with Section 5.23(2) of the *Local Government Act 1995*, should an Elected Member wish to discuss the content of the confidential schedule listed below, it is recommended that Committee resolve to close the meeting to the public prior to discussion of the following:

<b>Confidential Schedule No.</b>	<b>Item No. and Title</b>	<b>Reason</b>
1	Agenda Item 5, MKT102/16 – Arts and Cultural Sponsorship 2016/17 – Major Partnership – Awesome Arts Australia Ltd	5.23(2)(e)(iii)

**4.05pm Cr Davidson disclosed a Financial Interest in Item MKT98/16 (detailed at Item MKT96/16) and departed the meeting.**

**MKT98/16 CORPORATE SPONSORSHIP – 2016 AUSTRALIAN  
HOTELS ASSOCIATION INDUSTRY AWARDS AND  
GALA BALL**

**BACKGROUND:**

FILE REFERENCE: P1027726  
REPORTING UNIT: Economic Development Unit  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 14 June 2016  
MAP / SCHEDULE: N/A

The role of the Australian Hotels Association (AHA) is to protect and develop members' interests and to achieve new levels of success and excellence and maintain the vital role of the hospitality industry as an integral part of the Australian way of life.

AHA provides representation, advice, research, education, negotiation, lobbying, industrial relations advice and advocacy, corporate and member events, meetings and commercial benefits.

Members include hotels, pubs, taverns, resorts, accommodation properties, special facility licences, function centres, industry suppliers, boutique breweries, licenced restaurants, wineries and small bars.

According to the 2015 Acquittal Report (TRIM 108322/16, available on the Elected Member Portal), the event attracted 525 guests, awarding 55 employees in 11 categories, with the proponent delivering the agreed benefits.

The 2016 Industry Awards expects to attract a similar number of guests due to the high end nature of the event.

The City of Perth has received a proposal for corporate sponsorship of \$4,855 (excluding GST) from AHA (WA Branch) for the 2016 Australian Hotels Association Hotels Industry Awards and Gala Ball to be held on Monday, 15 August 2016, at Crown Perth.

**Summary of Event:**

The Australian Hotels Association Hotels Industry Awards and Gala Ball is widely recognised and celebrated as the premier event on Western Australia's hospitality industry calendar.

The 2016 event will be held at Crown Perth on Monday, 15 August 2016, will showcase the finest food, beverages, theming and entertainment, and celebrates the accommodation sector's Hotel Industry Awards.

The event is attended by over 550 key industry guests from four and five star hotels and resorts from across the State including: General Managers, Purchasing Managers, Human Resource Managers, and other representatives from senior management.

It has been requested that the City sponsor the Front Office Employee Management Award, an award that celebrates a winner that is at the forefront of tourism and hospitality and excels at quality service and promoting Perth to visitors.

Previous winners and finalists of the City of Perth sponsored award include: Four Points by Sheraton Perth, Pan Pacific Perth, Rydges Perth Hotel, Crowne Plaza Perth, Esplanade Hotel, Parmelia Hilton Perth and InterContinental Burswood Resort.

The City has sponsored the AHA Awards since 2004, as per the following table:

<b>Financial Year</b>	<b>Amount of Sponsorship (excluding GST)</b>
2004/05	\$4,000
2005/06	\$4,000

<b>Financial Year</b>	<b>Amount of Sponsorship (excluding GST)</b>
2006/07	\$4,100
2007/08	\$4,400
2008/09	\$5,500
2009/10	\$5,000
2010/11	\$5,000
2011/12	\$5,000
2012/13	\$5,454
2013/14	\$5,727
2014/15	\$5,700
2015/16	\$5,700
2016/17	\$4,855 (recommended)
<b>Total</b>	<b>\$64,436</b>

AHA has reduced the price to the City, noting the provision of tickets to the event is no longer permissible.

Perth Airport has confirmed they will be the naming rights sponsor. AHA (WA) received sponsorship from over 50 organisations in 2015, including Asahi Premium Beverages, Bistro Guillaume, Coca Cola Amatil, Edith Cowan University, Foxtel, hit 92.9, mix 94.5, HOSTPLUS, Mastro's Broome Brewery, Perth Convention Bureau, Print Hall and Willie Creek Pearls.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**

Council Four Year Priorities: Perth as a Capital City  
S6 Maintain a strong profile and reputation 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:**

<b>Criterion</b>	<b>Satisfied</b>
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Support for activities which award endeavour in community service	Yes
Events and activities held outside of the city of Perth which will increase awareness of, and goodwill for, the City of Perth	Yes

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<b>Criterion</b>	<b>Satisfied</b>
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 Industry Awards are attended by over 550 key industry guests from four and five star hotels and resorts from across the State including: General Managers, Purchasing Managers, Human Resource Managers, and other representatives from senior management.

The markets exposed to the sponsorship will primarily include the:

- Australian hotel industry through publications and promotions;
- general public through publicity;
- State-wide guests at the Industry Awards; and
- tourism industry representatives through publicity at the Awards.

**Promotion of City of Perth to Markets / audiences:**

The City of Perth's name and crest will appear on promotional material, which will be distributed to AHA (WA) members, as well as on the program, dinner menu and in audio-visual recognition. A representative from the City will also be invited to present the "Front Office Management Employee Award" at the Industry Awards.

The markets exposed to the sponsorship will primarily be the Australian hotel industry, State-wide guests, the tourism industry and general public.

As of June 2016, AHA WA has 1,187 followers on Facebook, 5,159 followers through its Hospitality WA Facebook profile and 2,208 followers on Twitter.

**Assessment of Application (Corporate):**

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

The Awards celebrate excellence in the accommodation/hotels sector. The City of Perth will promote its brand to senior management of four and five star hotels that stand at the forefront of the tourism and hospitality in WA.

The Awards are heavily promoted by the AHA, via the industry work groups, committees and publications. Award winners will be publicised by the industry and have been picked up by mainstream media such as The Sunday Times and The West Australian for over 10 years. Previous sponsors such as hit 92.9 and mix 94.5 also promote the Awards on their radio stations.

Sponsorship of the “Front Office Management Employee Award” will ensure that front office staff are recognised by the industry and demonstrates the City’s support of the tourism and hospitality industry. It also provides an opportunity to highlight the leadership role the City is taking in recognising the importance of customer service.

The Awards receive excellent recognition and drive awareness for future hotel bookings. The opportunity for the City of Perth to demonstrate its support to the industry in front of this exclusive audience is considered a valuable benefit.

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

Continued sponsorship reaffirms the City of Perth’s existing support to the growth of hospitality and tourism in front of this exclusive industry audience.

Furthermore, the AHA is a major City stakeholder and supporting initiatives such as the Industry Awards extends the positive working relationship the City has with the AHA and its members.

**3. Contributes towards the achievement of one or more of the City’s economic 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; and
- to create a vibrant, energetic 24 hour city.

Hospitality and service are fundamental components to local, interstate and international visitor experiences. The “Front Office Management Employee Award” acknowledges and rewards venues that take pride in their venue and management staff, and are committed to providing the best service and experience possible to Perth visitors. Reinforcement of these ideals is an important contribution by AHA and support by the City should ensure tourist and visitor experiences are positive when they are staying, sleeping, eating and entertaining in the city.

Customer service is an important component of tourism product delivery. In supporting activities that recognise excellence in the delivery of services to visitors, the City is assisting to raise the profile of the hospitality industry and promoting the importance of customer service. Improving the visitor experience will enhance the desirability of Perth as a destination of choice.

It is anticipated that between 550 to 600 guests will attend the Industry Awards with approximately 80% of the guests attending from the Perth Metro area and 20% from regional WA or interstate. Historically, the event creates approximately 80 visitor nights for Crown Perth and surrounding accommodation venues. If Perth CBD was

to gain 20 of those 80 visitor nights, that would amount to a total estimated expenditure of \$4,620.

**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:**

Full funding for this initiative is budgeted in the Economic Development Unit 2016/17 Budget.

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

It is recommended that the Marketing, Sponsorship and International Engagement Committee approves sponsorship of \$4,855 (excluding GST) to show continued support for the Australian Hotels Association Hotels Industry Awards and Gala Ball and the Australian Hotels Association.

Corporate sponsorship of the "Front Office Management Employee Award" is an opportunity for the City to acknowledge the important role that front office hotel staff make to a visitor's experience and perception of Perth.

Whilst the event is held at Crown Perth, hotels within the city will likely benefit with an estimated return on investment of 1:1.

**4.07pm      Manager Governance departed to the meeting.**

***Moved by Cr Yong, seconded by Cr Chen***

***That the Marketing, Sponsorship and International Engagement Committee:***

- 1. approves cash corporate sponsorship of \$4,855 (excluding GST) to Australian Hotels Association WA to present the 2016 Australian Hotels Association Hotels Industry Awards and Gala Ball on Monday, 15 August, 2016;***

***(Cont'd)***

- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:**
  - 2.1 recognition of the City of Perth as a key industry supporter of senior management within WA's leading accommodation hotels;**
  - 2.2 recognition of the City of Perth on screen at the Industry Awards;**
  - 2.3 the City of Perth crest to appear on promotional material distributed to Australian Hotels Association division members;**
  - 2.4 recognition of the City of Perth in the event program and dinner menu as a corporate sponsor;**
  - 2.5 recognition of the City of Perth as sponsor of the 'Front Office Employee Management Award';**
  - 2.6 the City of Perth crest to be inscribed on the 'Front Office Employee Management Award' which will be presented to the winning recipient on stage;**
  - 2.7 an invitation for the Lord Mayor or City of Perth representative to present the 'Front Office Employee Management Award' to the winning recipient on stage; and**
- 3. a detailed acquittal report, including all media coverage obtained, to be submitted to the City by 30 September 2016.**

***The motion was put and carried***

**The votes were recorded as follows:**

**For: Crs Chen and Yong**

**Against: Nil**

**4.08pm Cr Davidson returned to the meeting.**

**4.08pm Manager Governance returned to the meeting.**

**4.09pm** Cr Yong disclosed a Financial Interest in Item MKT98/16 (detailed at Item MKT96/16) and departed the meeting.

## **MKT99/16 CORPORATE SPONSORSHIP – TEDXPERTH 2016**

### **BACKGROUND:**

FILE REFERENCE: P1027729  
REPORTING UNIT: Economic Development  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 28 June 2016  
MAP / SCHEDULE: 2015 Post-event Debrief Report – TRIM 108324/16  
(available on the Elected Member Portal).

The TED (Technology, Entertainment and Design) conference first started in 1984 in Monterey, California before becoming an annual event in 1990. It has since grown to be a globally recognised event where respected political, corporate and cultural leaders have presented short speeches on a wide range of topics. The slogan for the TED conference events is “Ideas Worth Spreading”.

Hoping to spread the reach of their mission further, the TED organising committee now distribute licences across the world to allow local organisations to host semi-independent TEDx events in their own cities. Although officially licensed and sanctioned by TED, the “x” in the name indicates that it is an independently organised TED event.

TEDxPerth is an independently organised, volunteer-driven, not-for-profit that organises TEDx events made up of board members and an organising committee. Their vision is to gather Perth’s most remarkable speakers and provide a forum to share their “Ideas Worth Spreading” with an audience that is highly motivated, influential and engaged.

In 2014, the City approached the event organisers to consider moving the event from the University of WA to the Perth Concert Hall. Under a Principal Partner Corporate Sponsorship agreement, the Concert Hall was secured as the 2014 venue, doubling attendance numbers. Previous annual TEDxPerth events have been held at the Octagon Theatre at the University of Western Australia and the Northbridge Piazza. The 2015 event was held at the Perth Concert Hall.

The 2014 and 2015 TEDxPerth event sold out within one week. More than 1,400 attended the 2015 event with an estimated 73,000 people reached on the day of the event alone through social media and streaming. Furthermore, the 2015 TEDxPerth

event was a national top 5 “Twitter Trending Topic/Hashtag”, meaning Twitter identified, via algorithm, that the 2015 TEDxPerth event was a topic discussed more than others.

The City successfully engaged with event goers by showcasing the 3D City Model at event. The display highlighted how the City is utilising 3D technologies to visualise and assess proposed private and government developments and how the system provides a means to educate various existing and potential stakeholders of the growth currently taking place in the City of Perth.

Following the 2015 event, attendees were asked to complete a post-event survey and 90% of responders rated the event as either brilliant or good and 95% rated the onstage host as good or brilliant. Overall, the proponent delivered on the agreed benefits as outlined in the sponsorship agreement. This feedback was provided to the City as part of the post-event partner debrief report submitted by the event organisers (TRIM 108324/16).

### **Summary of Event:**

TEDxPerth 2016 is currently building the program for the event and the speaker list will be announced in September 2016. At least 12 speakers from a range of disciplines including medicine, engineering, history, social enterprise, technology, innovation, business and the arts will present talks lasting no more than 18 minutes long. Complementing these ‘Ideas Worth Spreading’ will be performances, including local acts.

TEDxPerth 2016 will be encouraging satellite viewing parties and the event will be streamed in Perth, possibly again at the Northbridge Piazza and potentially also at the new City of Perth Library, providing a unique experience for attendees at the simulcast venue that are unable to attend the event live in person.

The event will take place at the Perth Concert Hall on Saturday, 15 October 2016, and ticket prices are \$99.

Sponsorship has been sought from the following organisations:

- Curtin University;
- Deloitte;
- Landgate;
- RAC;
- South32;
- Perth Convention Bureau; and
- Australia Post.

Previous City of Perth sponsorship is as follows:

<b>Year</b>	<b>Amount</b>
2014/15	\$25,000
2015/16	\$20,000
2016/17	<i>Requested - \$25,000 Recommended - \$24,000</i>

It is recommended that the Council approves sponsorship of \$24,000 (excluding GST).

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**  
Council Four Year Priorities: Perth as a Capital City  
S6 Maintain a strong profile and reputation for Perth as a  
city attractive for investment

**Policy**

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

Details:

**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Supports for promotional material (such as publications and films) which positively position the City of Perth	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 TEDxPerth organisers expect a physical attendance of approximately 1,400 people on the day of the event. The event will also be streamed live for free over the internet, with a potential to reach thousands more in Perth, throughout Australia and overseas. Talks from TEDxPerth 2016 will be made available for viewing on TEDxPerth.com and YouTube after the event, and possibly streaming live at the Northbridge Piazza.

**Promotion of City of Perth to Markets / audiences:**

The City will be recognised as a Principal Partner on printed programs, the TEDx website, slides during the Partners acknowledgement speech and prior to the presentation commencement, in an acknowledgement speech, in printed promotional material, volunteer workers' clothing, and on a slide appearing for three seconds at the start of TEDxPerth 2016 videos produced and distributed on TEDxTalks YouTube channel and TEDxPerth.com, noting that each video is viewed an average of 3530 times.

TEDxPerth has extensive reach into the Perth TEDx/TED follower base through its social media and digital marketing channels, and will seek to augment this with publicity through local radio, press releases to local newspapers and signage.

The marketing strategy for TEDxPerth 2016 will involve promotion through social media and digital marketing channels, which has proven highly effective in the past. TEDxPerth 2014 and 2015 sold out entirely through a direct mailing list and social media campaign.

As of May 2016, TEDxPerth has 7,984 followers on Facebook, 6,374 followers on Twitter and over 3,000 subscribers to its email list.

Furthermore, advertising will take place through local and community radio stations, direct email marketing to an extensive database of like-minded organisations (including business, community organisations and cultural groups), press releases to local newspapers and opportunities for media to interview TEDxPerth speakers.

Signage, including posters and banners, will be deployed prior to the event to increase the awareness of TEDxPerth to the general public.

Promotion through TEDxPerth's partner network will also be conducted as opportunities arise.

**Assessment of Application (Corporate):**

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

The TEDx brand has a high level of name recognition throughout the world, allowing Perth, and the City, to be recognised locally, nationally and internationally for its involvement and support through acknowledgements, marketing material, website and presenter slides.

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

This event is aligned with the vision of the City, being that 'Perth is a connected and informed capital city with a unique identity and an economy that is diverse, resilient and adaptable'. TEDxPerth Inc. aims to raise the intellectual ambition and culture of Western Australia through presentations from thought-provoking speakers on a range of disciplines including engineering, history, social enterprise, technology, business and the arts as well as key City of Perth economic sectors such as innovation, education, health and technology.

**3. Contributes towards the achievement of one or more of the City of Perth's economic development 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; and
- to create a vibrant, energetic 24 hour city.

The event will draw people into the city and will deliver increased economic benefit to the city through associated expenditure in local businesses.

The City will also likely directly benefit from the event through parking revenue at the City's near-by car parks. In 2014, occupancy at City of Perth Parking in the vicinity (i.e. Terrace Road, Council House and Concert Hall) was up an average of 66% between the hours of 8.00am and 6.00pm compared to the 3 weeks surrounding 4 October 2014 (TEDxPerth 2014 event date) and up 50% between the hours of 7.30am and 9.00pm compared to the three weeks prior to the 2015 event.

**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:**

Full funding for this initiative is budgeted in the Economic Development Unit 2016/17 Budget.

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

It is recommended that the Council approves sponsorship of \$24,000 (excluding GST).

TEDx events are now held in every Australian capital city and in most major cities in the world. The events are generally held in major civic or cultural institutions, including the Sydney Opera House, the Melbourne Convention & Exhibition Centre and the Adelaide Town Hall.

The TEDxPerth 2016 event aims to raise the intellectual ambition and culture of Western Australia through presentations from thought-provoking speakers via high levels of recognition through this international renowned brand. The event is in-line with the City's desire to be known as a regionally significant region, and for supporting knowledge-based enterprises and cultural endeavours.

***Moved by Cr Davidson, seconded by Cr Chen***

***That Council:***

- 1. approves cash corporate sponsorship of \$24,000 (excluding GST) to TEDxPerth Incorporated to present the TEDxPerth 2016 Conference on Saturday, 15 October 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
  - 2.1 inclusion of the City of Perth crest acknowledging the City of Perth as Principal Partner on marketing material, presentation slides, supplied banners and provided banners, volunteers' uniforms and a slide appearing for three seconds at the start of TEDxPerth 2016 videos produced and distributed on TEDxTalks YouTube channel and TEDxPerth.com;***
  - 2.2 acknowledgment of the City of Perth as Principal Partner in printed programs (first ranking prominence) and on TEDxPerth website with corporate description and hyperlink to the City of Perth website;***
  - 2.3 acknowledgement of the City of Perth in the sponsors speech and prior to the presentation commencement;***

***(Cont'd)***

- 2.4** *an opportunity for a large partner space to promote the City of Perth;*
  - 2.5** *advance priority notice of TEDxPerth 2016 tickets available for sale for the City of Perth to purchase;*
  - 2.6** *optional certificate acknowledging the City of Perth's support of the event; and*
- 3.** *a detailed acquittal report, including all media coverage obtained, to be submitted to the City of Perth by 30 November 2016.*

***The motion was put and carried***

The votes were recorded as follows:

**For:** Crs Chen and Davidson

**Against:** Nil

**4.15pm** Cr Yong returned to the meeting.

## **MKT100/16 EVENT SPONSORSHIP – PARTNERSHIP – THE EVENT AGENCY – ARCADIA AUSTRALIA**

### **BACKGROUND:**

FILE REFERENCE: P1032405  
RESPONSIBLE UNIT: Business Support and Sponsorship  
RESPONSIBLE DIRECTOR: Economic Development and Activation  
DATE: 16 June 2016  
MAP / SCHEDULE: N/A

The Event Agency is a Western Australian events company specialising in large-scale, compelling community events. The Event Agency has most recently produced FRINGE World Fairground; The Gourmet Escape; The Perth International Jazz Festival; The Beaufort Street Festival; Winter Garden Fremantle; State of the Art Music Festival and WA Day Long Weekend Come Out and Play.

The Event Agency has developed strong collaborative relationships with not-for-profit groups, cultural boards, corporate clients and community working committees. The Event Agency works closely with these groups to bring meaningful and enjoyable cultural events to the Perth metropolitan area. The Event Agency has a history of excellence in project delivery, fostering long-term relationships and encouraging continued growth and development.

The Event Agency is currently working with Arcadia Spectacular, a UK production company, to bring a unique and globally renowned event to Australia for the first time. Arcadia is an immersive live production, blending performance, engineering, sustainability, creativity and innovation, fusing sculpture, architecture, theatre, circus, robotics, engineering, video mapping, light shows, fire, pyrotechnics, music, aerial performance and cutting edge technology to form otherworldly structures, and inspire immersive live performances.

The Event Agency is working closely with key Western Australian organisations such as Tourism WA, the Metropolitan Redevelopment Authority and West Australian Music to create an engaging event experience for Western Australians and City visitors on a large scale.

### **Past support**

The Event Agency has not previously received City of Perth sponsorship.

### **LEGISLATION / STRATEGIC PLAN / POLICY:**

#### **Integrated Planning and Reporting Framework Implications**

#### **Strategic Community Plan**

Council Four Year Priorities: Healthy and Active in Perth  
A city with well-integrated built and natural environment in which people and families choose a lifestyle that enhances their physical and mental health and take part in arts, cultural and local community events.

#### **Policy**

Policy No and Name: 18.1 – Arts and Culture  
18.8 – Provision of Sponsorship and Donations

### **DETAILS:**

#### **Project Summary**

Founded in 2007, Arcadia has consistently sought to push the barriers of spectacle and sensory experiences through sustainable engineering techniques.

Arcadia uses discarded objects, recycled materials from scrapyards, decommissioned militaria and collaboration with government agencies to repurpose unused materials to shape the design of their stage creations and performances into celebratory environments of interactive presentations with a strong transformational and conscious ethos.

Arcadia has been built on three fundamental principles:

- The reshaping of military hardware and the reuse of oppressive technology into primal spheres of positivity;
- Creating immersive environments that lock crowds into a unified, egalitarian space with none of the hierarchy or linearity of conventional stage concepts; and
- Fusing elements including sculpture, performance, architecture, fire, music, mechanics, lighting and circus into multi-sensory experiences that transcend any one focus.

#### *Arcadia Australia*

Arcadia Australia is a celebration of innovation, arts, music, science, engineering and new technologies. Working with Channel 7, The Event Agency will send a news crew to the Glastonbury Festival of Contemporary Performing Arts to film Noongar Elder Barry McGuire's message stick ceremony inviting Arcadia to Perth. Focusing on international cultural exchange, BBC News will distribute this story throughout their worldwide network. Channel 7 plans to utilise the footage and stories they obtain from Glastonbury across all Channel 7 platforms including Sunrise, News and Today Tonight.

The artistic premise of Arcadia Australia is to embed the 'Kara' (Spider) Indigenous dreamtime story and contemporary West Australian culture into the established Arcadia experience.

Arcadia Australia explores unity, creativity and sustainability through the narrative of 'The Landing' show and the ceremonial song and dance that accompany the Kara story. The event program will also include live performances from local, national and international contemporary music artists.

The Arcadia Spectacular is described as a complete sensory experience. Live performances are experienced from 360 degree views in an immersive sound and visual spectacular that includes aerial performance, sculpture, robotics, pyrotechnics, choreography, sound design, music, puppeteering, installation art, engineering, theatre, mapping and cutting edge lasers. These elements create a unique immersive experience on a large scale; unlike anything Perth audiences have seen before in live performance.

### **Times and dates**

#### Elizabeth Quay – Free community event

10.00am to 5.00pm, Wednesday, 23 November 2016 – Thursday, 24 November 2016

- Media and VIPs invited;
- Performance and workshops by local artists and musicians;
- Scientific demonstrations;
- Group excursions for dress rehearsal performances;
- Local food stalls; and
- Community expo (opportunity for City of Perth to exhibit) incorporating engineering, sustainability and innovation.

#### Elizabeth Quay – Exclusive 18 years and older live show (Ticketed event)

5.00pm to 10.00pm, Friday, 25 November 2016 – Saturday, 26 November 2016

- The Perth Landing Show (30 minutes);
- International and national headline acts;
- Triple J / unearthed acts;
- Local emerging acts (supported by West Australian Music); and
- Licenced area and local food stalls.

#### Elizabeth Quay – All ages live show (Ticketed event)

6.00pm to 9.00pm, Sunday, 27 November 2016

- The Perth Landing Show (30 minutes);
- National headline acts;
- Triple J / unearthed acts;
- Local emerging acts (supported by West Australian Music); and
- Local food stalls.

### **Ticket Prices**

The community days are free for the public to attend. Audiences will be charged \$99 per person to attend the live shows.

### **Funding**

The total cost of the event is approximately \$3,643,000. The Event Agency has requested cash sponsorship of \$30,000 and in-kind sponsorship of approximately \$23,523 comprised of the following:

<b>Fees &amp; Charges</b>	<b>Amount</b>
Parking bays	\$6,000
Road reserve hire	\$2,000
Event application	\$175
Advertisement (road closures)	\$3,000 approximately
Public building fee	\$1,085
Reg 18 application fee	\$1,000
Bins and liners	\$3,000 approximately
Flag and banner site hire	\$7,263 approximately

The Event Agency has secured cash funding and in-kind support from other sources including Deloitte, Department of Culture and the Arts, Boomtik, Metropolitan Redevelopment Authority, Tourism WA, Murdoch University, Healthway and Seven West valued at \$1,405,000. An additional \$2,470,000 income is expected to be generated from ticket sales and food and beverage sales.

**DETAILS:**

**Eligibility for Sponsorship:**

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

**Assessment of Application (Partnership):**

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

The Event Agency anticipates a total audience of 20,000 will attend the free community event days. This is considered to be a conservative estimate as the total capacity of Elizabeth Quay is 40,000 for this production. The organisers anticipate up to 45,000 people will attend the paid performances over Friday, Saturday and Sunday evenings.

The event will attract visitation and increase economic investment in the city over five days. The City's economic impact tool, REPLAN Economic Modelling and Planning System, indicates the minimum total economic benefit to the local economy is estimated to be \$9,992,000, with a direct economic effect of \$6,305,000.

Many local artists, musicians and performers will be employed to perform as part of the Arcadia Australia event and the event organisers will work collaboratively with the State's universities to highlight Western Australian innovation. Tourism WA has

committed to supporting the event and this partnership is expected to generate additional interstate and international visitors to Perth, which will bring significant economic benefits to accommodation and hospitality industries within the city.

The City's Business Support Officers will engage with local businesses to pursue leveraging opportunities associated with the event.

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

The Arcadia Spectacular is an internationally renowned event. Arcadia will be presented at Glastonbury Festival, United Kingdom in 2016. In the past Arcadia has been presented at London 2012 Paralympics, Gravity Thailand 2014 and Metamorphosis Bristol 2015.

The event is expected to attract visitors from Tourism WA's key markets: Singapore, China, Malaysia, Germany, New Zealand, United States of America, Japan, South Korea, Indonesia and Hong Kong, in addition to significant numbers of domestic tourists.

**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; and
- to create a vibrant, energetic 24 hour city.

The Event Agency has confirmed that Channel 7 will travel to Glastonbury Festival to film the Noongar message stick ceremony and invitation for Arcadia to visit Perth. This coverage will have international impact as it is shared by the BBC network worldwide. This significant exposure positions Perth as a city of international significance.

The event meets all of the City's marketing objectives to a high extent.

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

For the first two days of the event, the general public will be invited to experience Arcadia Australia at no cost. The community event days will feature the following:

- Performance and workshops by local artists and musicians;
- Scientific demonstrations;
- Group excursions for dress rehearsal performances;
- Local food stalls; and

- Community expo (opportunity for City of Perth to exhibit).
- 5. Preference will be given to events which will be held exclusively in the city.**

This event will be held exclusively within the City, with Elizabeth Quay the confirmed event location.

**6. 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:	938650007901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$ 442,311
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 50,000
BALANCE:	\$ 392,311

All figures quoted in this report are exclusive of GST

It is proposed that this event is funded from anticipated savings from within the existing sponsorship budget adopted by Council.

**COMMENTS:**

The City of Perth has been requested to provide \$30,000 (excluding GST) in cash sponsorship and approximately \$23,523 (excluding GST) in-kind sponsorship towards Arcadia Australia.

The event will be promoted nationally and internationally through BBC and Channel 7 news platforms. The positive media exposure generated through association with the event strengthens the City's position as a pre-eminent cultural destination.

Based on the estimated attendance of 65,000, the recommended sponsorship contribution totalling \$50,000 equates to a contribution of 77 cents per attendee.

The City's cash contribution is to be directed toward the cost of marketing the event locally, nationally and internationally in addition to the free community events. City businesses will benefit directly from the event, particularly in the hospitality, accommodation and car parking industries.

The event encourages broad community engagement, recognises Western Australian innovation in science and the arts and contributes to the cultural fabric of the City.

***Moved by Cr Davidson, seconded by Cr Yong***

***That Council:***

- 1. approves total sponsorship of \$50,000 (excluding GST) comprising cash sponsorship of \$30,000 (excluding GST) and in-kind sponsorship, up to the value of \$20,000 (excluding GST) to The Event Agency for sponsorship of Arcadia Australia, to be held in November 2016;***
- 2. notes that The Event Agency will provide the following sponsorship benefits to the City of Perth:***
  - 2.1 inclusion of the City of Perth crest in all promotional material and publications relating to Arcadia Australia, including but not limited to print advertisements, media releases, site signage, posters;***
  - 2.2 inclusion of the City of Perth crest in electronic promotional and advertising material including but not limited to Arcadia Australia website, e-newsletter, social media;***
  - 2.3 provision of pre-recorded Arcadia Australia footage for online programming;***
  - 2.4 acknowledgement and cross promotional posts on The Event Agency (two posts) and Arcadia Australia social media channels (four posts);***
  - 2.5 invitation for the Lord Mayor or City of Perth representative to speak at an official Arcadia Australia function;***

***(Cont'd)***

- 2.6** *display of City of Perth signage (to be provided by City of Perth) at event and launch locations;*
  - 2.7** *verbal acknowledgement of City of Perth support at the media launch;*
  - 2.8** *opportunity for the City of Perth to use video and photo footage of the event for promotional purposes;*
  - 2.9** *one opportunity for the City of Perth to access Arcadia Australia database for promotional purposes;*
  - 2.10** *opportunity for City of Perth to exhibit on-site at Arcadia Australia community open days;*
  - 2.11** *provision of five (5) double passes to Arcadia Australia 18 years old and over for distribution through the City of Perth's social media channels (competition purposes);*
- 3.** *notes that the City is to be provided with an acquittal report for the supported project within three months of completion of Arcadia Australia and an audited annual financial report of The Event Agency within six months of the conclusion of the relevant financial year.*

***The motion was put and carried***

**The votes were recorded as follows:**

**For:** Crs Chen, Yong and Davidson

**Against:** Nil

**Meeting Note:** Cr Davidson requested that the Elected Members be provided a copy of the fully costed budget for this event and the available financial statements from the event organiser. The Acting Director Economic Development and Activation responded that this information will be provided as a confidential schedule to this item when it is considered at the upcoming Council meeting to be held on 19 July 2016.<sup>1</sup>

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<sup>1</sup> Information provided by Officers to be attached as Confidential Schedule to Council Meeting Agenda for meeting scheduled to be held on 19 July 2016, refer to TRIM 116431/16.

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**MKT101/16 ARTS AND CULTURAL SPONSORSHIP 2016/17 –  
ASSOCIATE PARTNERSHIP – ARTRINSIC  
INCORPORATED – BLACK SWAN PRIZE**

**BACKGROUND:**

FILE REFERENCE: P1032405#02  
RESPONSIBLE BUSINESS UNIT: Business Support and Sponsorship  
RESPONSIBLE DIRECTOR: Economic Development and Activation  
DATE: 30 May 2016  
MAP / SCHEDULE: N/A

Artrinsic Incorporated (Artrinsic Inc.) a not-for-profit incorporated organisation established in 2007 to deliver high quality interactive art programs for the community to engage in, thus encouraging and promoting visual arts in WA.

Artrinsic Inc. delivers a suite of programs including youth art programs, art workshops for adolescents in hospital and disadvantaged adults, artist floor talks, networking events, professional development opportunities and community partnerships. The *Black Swan Prize* is a highly regarded top three National art competition and exhibition and forms the organisations core activity. Since the event's inception, management of the *Black Swan Prize* has been undertaken by Executive Director, Tina Wilson and is overseen by the organisation's board of eight members from the arts and business community.

From 2007 to 2011 the *City of Perth Black Swan Prize for Portraiture* resided at the Perth Town Hall with a portion of sponsorship attributed to the cost of venue hire. Since 2012, the *Black Swan Prize* has been hosted by Linton and Kay Gallery.

In 2016, *Black Swan Prize* celebrates its 10<sup>th</sup> anniversary and will expand its program to include new community engagement initiatives and an extended period of activity within the City of Perth boundaries.

Artrinsic Inc. has stated its vision and aim as:

*“Engaging the community to embrace and enjoy visual arts”.*

and

*“To deliver high quality and innovative events/programmes for the greater community to engage in, thus encouraging and promoting visual arts.”*

Artrinsic's core objectives:

- to continue to grow the reputation of the Black Swan Prize locally, nationally and internationally;
- to add value to the City of Perth and the State from a cultural, tourism and economic perspective;
- to help boost the reputation of the City of Perth in its ongoing support of cultural events;
- to inspire others to create, participate, enjoy and contribute to arts/culture in WA
- to encourage artists, within a variety of art forms, to work with us in the community so we can generate interest in art in Western Australia;
- to provide opportunities for WA artists and the WA community; and
- to provide an engaging entry point for the community into the Arts, making art fun, accessible and enjoyable for everyone.

**Past support**

The City of Perth has provided sponsorship for the Black Swan Prize for 9 years. Recent sponsorship is as follows:

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
<i>2008/09</i>	<i>\$55,000</i>	<i>City of Perth Black Swan Prize for Portraiture at Perth Town Hall</i>
<i>2009/10</i>	<i>\$56,100</i>	<i>City of Perth Black Swan Prize for Portraiture at Perth Town Hall</i>
<i>2010/11</i>	<i>\$65,000</i>	<i>City of Perth Black Swan Prize for Portraiture at Perth Town Hall</i>
<i>2011/12</i>	<i>\$66,690</i>	<i>City of Perth Black Swan Prize for Portraiture at Perth Town Hall</i>
<i>2012/13</i>	<i>\$39,169</i>	<i>Black Swan Prize for Portraiture at Linton Kay Gallery</i>
<i>2013/14</i>	<i>\$40,000</i>	<i>Black Swan Prize for Portraiture at Linton Kay Gallery</i>
<i>2014/15</i>	<i>\$41,000</i>	<i>Black Swan Prize Exhibition at Linton Kay Gallery</i>
<i>2015/16</i>	<i>\$41,000</i>	<i>Black Swan Prize</i>
<b><i>Requested 2016/17</i></b>	<b><i>\$41,000</i></b>	<b><i>Black Swan Prize</i></b>

Year	Sponsorship Amount	Supported Program
<i>Proposed 2016/17</i>	<b>\$41,000</b>	<b><i>Black Swan Prize</i></b>

An acquittal report for the 2015/16 supported project has been received by the City (TRIM 60825/16 – available on the Elected Member Portal). The 2015 audited financial statements have been received. This information has been reviewed and is considered to demonstrate a satisfactory acquittal of the City’s previous funding.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning and Reporting Framework Implications**

**Strategic Community Plan**  
Council Four Year Priorities: Healthy and Active in Perth S15 Reflect and celebrate diversity in Perth.

**Policy**

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:

<b>Category of Sponsorship: Associate Partnership Applicant Eligibility Criteria</b>	
<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

<b>Category of Sponsorship: Associate Partnership</b>	
<b>Applicant Eligibility Criteria</b>	
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
<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
<b>Project Eligibility Criteria</b>	
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**

Artrinsic Inc. has requested sponsorship of \$41,000 (excluding GST) to support the presentation of the *2016 Black Swan Prize* public program to be held at Art Gallery of Western Australia, City of Perth Library, Brookfield Place and Perth Cultural Centre from Monday, 3 October 2016 to Tuesday, 1 November 2016.

Relocation to the Art Gallery of Western Australia is expected to raise the profile of the exhibition locally, attract increased visitation and enable the organisers to deliver an extended program of activity to mark the exhibition's 10<sup>th</sup> anniversary.

The *Black Swan Prize* exhibitions are free for the public to attend. Visitors are encouraged to view the portraiture works of well-known and respected Australians by some of Australia's finest artists. Artrinsic Inc. will offer guided tours, portraiture demonstrations, workshops and artist floor talks throughout the exhibition at Art Gallery of Western Australia.

The exhibition will be open to the public daily for 23 days. Works not selected for the *Black Swan Prize* main exhibition will be displayed in the spirit of a *Salon de refuses* at Brookfield Place for 18 days. The *Salon de refuses* provides an opportunity for artists to have their unselected works on public display.

Artrinsic Inc. delivers free workshops at Princess Margaret Hospital and selected schools throughout the year to encourage young people to explore creative expression through portraiture. The *Black Swan Youth Prize* provides an opportunity for outstanding works to be exhibited at Brookfield Place concurrent with the *Salon de refuses* exhibition. Prints of the selected artworks will be displayed in the Perth Cultural Centre for 13 days.

In addition to these complementary exhibitions, an electronic exhibition of selected works will be displayed on screens at the City of Perth Library and Perth Cultural Centre. These additional activities are intended to stimulate public interest in the main exhibition.

Approximately 16,000 people are expected to engage with the *Black Swan Prize* exhibition program and associated activities. Whilst this estimate is significantly higher than the 7,000 visitors recorded in 2015, it is considered to be realistic in consideration of the extended public program and high profile move to the Art Gallery of Western Australia.

The prize is open to artists who are citizens or permanent residents of Australia. *Black Swan Prize* is a nationally recognised competition that encourages the development of the local arts sector and enhances and promotes the City of Perth as a vibrant centre for the arts.

### **Times and dates**

<b>Exhibition</b>	<b>2016 Dates</b>	<b>Location</b>
<i>Main Exhibition</i>	<i>8 October – 1 November</i>	<i>Art Gallery of Western Australia</i>
<i>Youth Exhibition</i>	<i>3 October – 21 October 18 October – 31 October</i>	<i>Brookfield Place (Tower One) Perth Cultural Centre (prints)</i>
<i>Salon de Refuses</i>	<i>3 October – 21 October</i>	<i>Brookfield Place (Tower Two)</i>

<b>Award</b>	<b>2016 Dates</b>	<b>Location</b>
<i>Youth Award</i>	<i>Wednesday 19 October</i>	<i>Brookfield Place (Tower One)</i>
<i>Corporate Night</i>	<i>Thursday 13 October</i>	<i>Art Gallery of Western Australia</i>
<i>Portraiture Award</i>	<i>Friday 14 October</i>	<i>Art Gallery of Western Australia</i>

Electronic exhibitions displayed on screens at City of Perth Library and Perth Cultural Centre will run concurrent with the main exhibition.

An additional exhibition of *Black Swan Prize* artworks will be hosted at St John of God Health Care campuses in Subiaco, Midland and Murdoch from 5 November 2016 until 30 November 2016.

### **Ticket Prices**

The exhibition is free for the public to attend. The award nights are by invitation to artists, sponsors and guests. Artists pay an entry fee of \$40.

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

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:

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.

### **The project must demonstrate shared objectives as an Associate Partner**

The *Black Swan Prize* public program, taking place over multiple city locations encourages participation in cultural life. In 2015, 375 artists from across Australia entered the Portraiture Prize, over 80 adolescents at Princess Margaret Hospital participated in the Youth Hospital Prize and more than 120 adults with disabilities participated in workshops. The program is free and accessible for the general public to attend, adds vibrancy to the City and enhances the City's profile as a pre-eminent cultural destination.

As a national art exhibition the *Black Swan Prize* attracts professional artists from across Australia. In 2015, 64% of entries were from artists from outside Western Australia. The Prize provides an important development opportunity for local artists, many of whom find the costs associated with entering other national competitions such as the Archibald Prize to be prohibitive.

The *Black Swan Prize* plays a role in developing new audiences for the visual arts sector and the associated workshops and floor talks contribute to the understanding of the art form.

The exhibition recognises artistic excellence and encourages creative development by providing opportunities to showcase and reward artistic endeavour. Founding partner Lester Group provides the major cash prize of \$50,000, exhibition visitors are invited to vote for the People's Choice Prize of \$7,500. The sponsorship request is not aligned to any prize monies.

The City's economic impact tool, REMPLAN Economic Modelling and Planning System, indicates the minimum total economic benefit to the local economy is estimated to be \$2,460,000.

### **The project must be of high artistic quality**

The exhibition has achieved a national profile and attracts professional artists from across Australia. The relocation of the exhibition to the Art Gallery of Western Australian elevates the prestige of the Prize at a national level.

The works selected as finalists and subsequently featured in the exhibition are of a very high standard. The accompanying full colour catalogue is professionally designed and produced and is an enduring record of the artworks included in the exhibition.

The judging panel includes experienced judges in the field. In previous years the judging panel has included Sefano Carboni, Director Art Gallery of Western Australia, Connie Petrillo, Edith Cowan University Art Curator, Gillian Peebles, Artist, Helen Carroll-Fairhall, Manager Wesfarmers Arts. The 2016 panel has not yet been selected.

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

The City of Perth has supported the *Black Swan Prize* since its inception at the Perth Town Hall in 2007.

The not-for-profit incorporated association has submitted an audited annual report together with the application for arts and cultural sponsorship. The applicant has provided details of its exhibition team members and their related fields of expertise. The budget indicates a provision for the payment of professional staffing and labour. The event attracts strong support and interest from the business community and individual volunteers that make a significant contribution to the quality of this event. Approximately 50 sponsors have been secured to provide in-kind and cash sponsorship.

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

Artrinsic Inc. has provided a total project of \$437,614 for the *Black Swan Prize* which includes the Prize for Portraiture and the Youth Prize as well as the cost of associated workshops. The budget includes cash prize money of \$62,007. The cost of prize monies and workshops are supported by other partners.

The budget includes the estimated cash value of goods and services received in-kind at \$194,231, equating to approximately 44% of the total project budget. The value of venue and production costs provided in-kind by Art Gallery of Western Australia is estimated at \$47,910. The value of in-kind support provided by MRA is estimated to be \$13,785.

MRA has also committed \$5,000 in cash sponsorship to the program. Corporate and Government sponsorship is included in the budget and estimated at \$152,583. The organisation has attracted cash sponsorship from 14 partners. As an award prize, the program has not previously been eligible for Department of Culture and the Arts funding.

**Acknowledgement**

For sponsorship of \$41,000 (excluding GST) the applicant will be required to provide the benefits as outlined in the recommendation section of this report.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$1,440,000
AMOUNT SPENT TO DATE:	\$ 294,250
PROPOSED COST:	\$ 41,000
BALANCE:	\$1,104,750

All figures quoted in this report are exclusive of GST

**COMMENTS:**

The City of Perth has been requested to provide \$41,000 (excluding GST) in cash arts and cultural sponsorship towards the *Black Swan Prize*. This request is consistent with the level of sponsorship received in 2015/16.

The event is promoted nationally through arts networks and receives positive media exposure, strengthening the City's position as a pre-eminent cultural destination.

Based on the estimated attendance of 16,000, the requested amount of \$41,000 equates to a contribution of \$2.57 per person attending the exhibition. This contribution is significantly lower than previous years, due to an anticipated increase in audience numbers, as a result of the exhibitions relocation to Art Gallery of Western Australia and increased auxiliary activities.

The City's contribution is to be directed toward the cost of producing the exhibition catalogue, marketing promotion and display costs, and will not be directed to prize money and/or associated award ceremonies.

The *Black Swan Prize* exhibition is free for the general public to attend and attracts an increased level of interest each year, based on historical attendance figures; the exhibition encourages broad community engagement and contributes to the development of new audiences for visual arts.

***Moved by Cr Davidson, seconded by Cr Yong***

***That Council:***

- 1. approves cash sponsorship – Associate Partnership, of \$41,000 (excluding GST) to Artrinsic Incorporated for sponsorship of the Black Swan Prize 2016;***
- 2. notes that Artrinsic Incorporated will provide the following sponsorship benefits to the City:***
  - 2.1 inclusion of the City of Perth crest in all promotional material and publications relating to the exhibition, including but not limited to the full colour exhibition catalogue (circulation 6,000), posters, and DL flyers;***
  - 2.2 display of City of Perth signage (to be provided by the City) at exhibition venues for the duration of the exhibition, corporate eventing and awards nights;***
  - 2.3 verbal acknowledgement of the City of Perth in any talks, interviews and speeches;***

***(Cont'd)***

- 2.4 *public acknowledgement of the City of Perth's support at the exhibition prize nights;*
  - 2.5 *presentation sponsor rights to be cited as "Black Swan Prize proudly supported by City of Perth";*
  - 2.6 *invitation for the Lord Mayor or representative to speak at the Youth Award and Major Award Nights;*
  - 2.7 *invitation for the Lord Mayor to provide a foreword in the full colour exhibition catalogue;*
  - 2.8 *acknowledgement of the City of Perth's support on the Black Swan Prize website;*
3. *notes that the City of Perth is to be provided with an acquittal report for the supported project within three months of completion of the 2016 Black Swan Prize and an audited annual financial report of Artrinsic Incorporated within six months of the conclusion of the relevant financial year.*

*The motion was put and carried*

The votes were recorded as follows:

For: Crs Chen, Yong and Davidson

Against: Nil

**MKT102/16 ARTS AND CULTURAL SPONSORSHIP 2016/17 –  
MAJOR PARTNERSHIP – AWESOME ARTS  
AUSTRALIA LTD**

**BACKGROUND:**

FILE REFERENCE: P1032432#01  
RESPONSIBLE BUSINESS UNIT: Business Support and Sponsorship  
RESPONSIBLE DIRECTOR: Economic Development and Activation  
DATE: 17 June 2016

MAP / SCHEDULE: Confidential Schedule 1 – Interactive/Installation Program (Distributed to Elected Members under separate cover)

Awesome Arts Australia Ltd (Awesome) is a not-for-profit company established in 1996 to create a contemporary arts festival for young people. The company is based in Northbridge.

The *AWESOME International Arts Festival for Bright Young Things (AWESOME Festival)* is a showcase of high quality contemporary arts from around the world. Presented in the Perth Cultural Centre, the program includes film and animation, contemporary dance, visual arts, street art, theatre, contemporary music and new media.

Throughout a calendar year, the organisation also manages residencies with local artists working in regional, rural and remote communities across the State. The company also delivers special projects focused on community capacity building and sustainability through high quality arts development projects, residencies and activities, including school holiday programs, early childhood community programs and *AWESOME FOR ALL*, a philanthropic program for children from disadvantaged backgrounds.

The mission of Awesome Arts is:

*“To provide ever-expanding opportunities for Western Australian children to actively engage with the arts, thereby intensifying their connectivity with the broader world in which they live.”*

The Awesome Arts vision is:

*“To be internationally recognised as an innovative, dynamic platform through which children access and engage with the arts, nurturing values that endure into adulthood.”*

### **Past support**

The City of Perth has provided sponsorship for the AWESOME Festival for 17 years. Recent sponsorship is as follows:

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
<i>2008/09</i>	<i>\$80,000</i>	<i>Awesome Festival</i>
<i>2009/10</i>	<i>\$85,000</i>	<i>Awesome Festival</i>
<i>2010/11</i>	<i>\$86,700</i>	<i>Awesome Festival</i>

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
<i>2011/12</i>	<i>\$87,125</i>	<i>Awesome Festival</i>
<i>2012/13</i>	<i>\$100,000</i>	<i>Awesome Festival</i>
<i>2013/14</i>	<i>\$100,000</i>	<i>Awesome Festival</i>
<i>2014/15</i>	<i>\$100,000</i>	<i>Awesome Festival</i>
<b><i>Requested 2016/17</i></b>	<b><i>\$100,000</i></b>	<b><i>Awesome Festival</i></b>
<b><i>Proposed 2016/17</i></b>	<b><i>\$100,000</i></b>	<b><i>Awesome Festival</i></b>

An acquittal report for the 2015/16 year has been provided. The 2015 Annual Report with audited financial reports has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding.

Each year following the Festival, the organisation conducts an audience survey. A detailed report of these findings has been provided and indicates successful delivery of the 2015 Festival.

<b>Statement/ Response</b>	<b>Percentage of respondents</b>
Agree or strongly agree that they are satisfied with the value for money of the Awesome Festival.	83%
Respondents who would attend again.	100%
Would recommend the AWESOME Festival to others.	93 %
Believe that the AWESOME Festival provides an opportunity for them/their family to access high quality arts experiences they would not otherwise see or be involved in.	97%

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning and Reporting Framework Implications**

**Strategic Community Plan**

Council Four Year Priorities: Healthy and Active in Perth  
A city with well-integrated built and natural environment in which people and families choose a lifestyle that enhances their physical and mental health and take part in arts, cultural and local community events.

**Policy**

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 eligibility and assessment criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy and objectives according to category of sponsorship.

<b>Category of Sponsorship: Major Partnership</b>	
<b>Applicant Eligibility Criteria</b>	
<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
<b>Project Eligibility Criteria</b>	
<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**

Awesome Arts has requested support from the City of Perth to deliver the interactive / installation Program component of the 2016 *AWESOME Festival*. Specifically, works in this program encourage participation and exploration and encourage families to experience the arts together and will be located in public spaces.

The four supported works in the aligned program, from Belgium, United States of America, Italy and South Australia will be presented throughout the Perth Cultural Centre and Urban Orchard. Works in the program are free-to-attend and include street theatre, interactive installation and visual art.

Confidential Schedule 1 details the aligned program by Awesome Arts. The company is currently finalising artists' agreements and this schedule is not yet confirmed and subject to change.

The festival is a curated program across art forms. The program will feature local and international artists and arts companies, selected for their specialist skill in developing meaningful and stimulating creative experiences for children.

In 2016, Awesome will partner with PICA to present a world premiere of *New Owner* by The Last Great Hunt and will continue to partner with many arts and cultural institutions to co-present works whilst cross-leveraging audiences and networks. These partners include Playgroup WA, Art Gallery of Western Australia, State Library of Western Australia, West Australian Museum and Perth Theatre Trust. Awesome Arts are working with the McCusker centre and focus groups in the disability sector to make *AWESOME Festival* more accessible to diverse audiences.

### **Venues**

The *AWESOME Festival* will take place in the Perth Cultural Centre, providing a concentrated central space that is accessible and safe for families to visit. The location is close to public transport and parking facilities, facilitates partnership opportunities with the city's major cultural institutions and has a variety of options to accommodate temporary venues and large scale installation works.

Awesome has reported that use of this site is successful in creating a festival atmosphere as the activity is concentrated in one precinct and encourages people to attend multiple events, extend their visit in its entirety or return on another day.

Some key sites for the 2016 festival include The Wetlands, Urban Orchard, PICA, AGWA, Studio Underground, Heath Ledger Theatre and courtyard of State Theatre Centre of WA, State Library of WA, and Perth Cultural Centre screen.

### **Audience**

Awesome has estimated that more than 150,000 people will have direct engagement with the festival at aligned events. This is considered to be a conservative estimate. In 2015, *AWESOME Festival* achieved an estimated attendance of 189,442.

The festival attracts young families and caters for children of varying age groups. The program maintains a focus on the 'pre-teen demographic' and more recently an early childhood program has been introduced. The general public program has expanded from three to 10 days and includes a substantial free to access program of workshops, performances and interactive activities. The implementation of these strategic program changes has resulted in repeat visitation by audiences.

In 2015, 99% of respondents to Awesome's event survey indicated that it is important to stage the festival in Perth, 55% of respondents visited the festival two times or more over the fortnight, 20% of respondents visited three times or more, 96% of respondents think the festival exposes their children to high quality arts experiences they might not have otherwise seen and 93% are likely to recommend the festival to others.

Over many years the *AWESOME Festival* has developed strong attendance from within the education sector and to accommodate this audience the festival runs through the first week of the fourth school term. In 2016, the *AWESOME Festival* will offer Educator Resource Kits linked to the new Western Australia curriculum and the final four days (11 to 14 October 2016) will be presented specifically for school tours. In 2015 Awesome reached capacity for school excursions.

### **Ticket Prices**

The majority of the festival's performances, exhibitions and activities are free to attend with some specialised events ticketed to cover costs. The festival is subsidised by a range of Government and corporate supporters ensuring that the program is high quality and accessible to most families. Most ticketed performances are priced at \$15 with the exception of performances at the State Theatre Centre, which are ticketed at \$20 to \$25. Family and group discounts are also offered.

### **ASSESSMENT:**

The application was measured against the objectives and criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The identified objective of an *Arts and Cultural Major/ Civic Partnership* is to support arts and cultural activities that:

- Facilitate the dynamic celebration of the city through major arts and cultural festivals and activities;
- Enhance social well-being and encourage community;
- Provide support for the city's key arts and cultural organisations to provide high quality arts and cultural experiences; and
- Contribute to the economy of the city.

### **The project must demonstrate shared objectives as a Major Partner**

The City of Perth maintains major partnerships with a small number of organisations.

There is a strong emphasis on strategic outcomes in the areas of community building, cultural celebration and audience development. Access and inclusiveness are key considerations for major or civic partnerships.

The *AWESOME Festival* is the only event for families in WA that presents an international program curated and produced specifically for young children and families.

The *AWESOME Festival* has a highly visual presence in the city for its duration. The festival offers affordable access to the arts and has a strong emphasis on participation and developing creative potential in young people.

The *AWESOME Festival* provides an opportunity for families to participate in the arts together beyond providing passive entertainment experiences, Awesome's activities and interactive experiences aim to inspire creative thinking in young people.

The festival provides economic benefit to local business in particular food outlets at One40 William, Murray Street Mall and in Northbridge. Awesome reports that a large proportion of consumables purchased for the festival are purchased from city based businesses. The festival undertakes partnerships with various city businesses that support the festival's volunteering program.

The City's Business Support Officers will engage with local businesses to pursue leveraging opportunities associated with the event.

The City's economic impact tool, REPLAN Economic Modelling and Planning System, indicates the minimum total economic benefit to the local economy is estimated to be \$27,670,000.

56% of survey respondents indicated they spend in excess of \$50 in the City of Perth every day they attended the event. The increased use of City of Perth Parking facilities will generate additional revenue for the City.

### **The project must be of high artistic quality/ cultural relevance**

The *AWESOME Festival* presents an international curated arts program produced specifically for children and families. The arts activities and shows within the Awesome program are unique and cannot be readily accessed elsewhere.

The *AWESOME Festival* is recognised internationally for the quality and uniqueness of its program. As Western Australia's premier event for children and their families, it provides an outstanding opportunity to showcase the city as an exciting destination and partner in the presentation of exciting and exceptional events.

Awesome is committed to engaging the professional contemporary artists that are representative of sector best practice. There are several events that will have their

only Australian performance at the *AWESOME Festival* and some works commissioned by Awesome Arts will have their premiere at the festival.

Each year the festival invites a festival director from outside of Western Australia to conduct a peer review of the festival. This review process provides constructive and unbiased assessment of the event. To gain feedback from the target audience, Awesome invites a team of volunteer 'reviewers' aged 6-12. A small group of 4-8 year olds are also assisting in sharing their views following a guided tour. Reviews are published on the ABC website.

The festival is guided by a program advisory panel. The program is assessed against the following criteria:

- has a contemporary arts focus;
- encompasses multiple art forms;
- inclusive of quality works from Western Australia, Australia and around the world;
- provides a challenge for young people to think differently about the world;
- is interactive, participatory and immersive;
- promotes creative expression within its audience; and
- is inclusive of works for various age ranges including pre-school, early primary, middle to late primary school children and families.

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

The City of Perth has been a major sponsor of *The AWESOME International Arts Festival* since 1998.

Awesome has been in operation for 20 years and has successfully managed this event for 19 years. Awesome has considerable experience delivering events, particularly in public spaces.

Awesome employs professional staff to oversee all aspects of successful project management aided by a team of volunteers.

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

Awesome has provided a total budget of \$1,425,500 inclusive of estimates for goods and services provided in-kind. All income earned for the festival is budgeted to be spent on this event.

The overall budget includes an estimate of box office revenue (13%), State Government funding (38%) corporate funding (25%) and other funding (11%). The festival is supported in-kind by volunteers, media and venue operators.

The amount requested from the City of Perth to support the festival represents 7% (2015/16 estimate 8.46%) of the total program cost.

### **Acknowledgement**

For \$100,000 sponsorship, the applicant will be required to provide the benefits as outlined in the recommendation section of this report.

### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$1,440,000
AMOUNT SPENT TO DATE:	\$330,250
PROPOSED COST:	\$100,000
BALANCE:	\$1,009,750

All figures quoted in this report are exclusive of GST

### **COMMENTS:**

The City of Perth has been requested to provide \$100,000 (excluding GST) in cash arts and cultural sponsorship towards the *AWESOME Festival*. This request is consistent with the level of sponsorship received in the 2015/16 financial year.

The event is promoted widely through children and education networks and receives positive media exposure, strengthening the City's position as a pre-eminent cultural destination.

Based on the City's estimated attendance of 180,000, the requested amount of \$100,000 equates to a contribution of 55 cents per person attending the festival.

The City's contribution is to be directed toward the cost of presenting the Interactive/Installation Program, a free-to-attend component of the festival.

The festival encourages broad community engagement and provides ever-expanding opportunities for children to actively engage with the arts.

The City of Perth has been a major sponsor of *The AWESOME International Arts Festival* since 1998.

***Moved by Cr Davidson, seconded by Cr Yong***

***That Council:***

- 1. approves major partnership cash sponsorship of \$100,000 (excluding GST) to Awesome Arts Australia Ltd for sponsorship of the 2016 AWESOME International Arts Festival for Bright Young Things;***
- 2. notes that Awesome Arts Australia Ltd will provide the following sponsorship benefits to the City of Perth:***
  - 2.1 inclusion of the City of Perth crest on promotional material and publications relating to the 2016 AWESOME International Festival for Bright Young Things, including but not limited to, the Festival Program and Annual Report;***
  - 2.2 inclusion of the City of Perth crest and acknowledgement in The West Australian newspaper lift-out Festival Guide;***
  - 2.3 inclusion of the City of Perth crest in electronic and social media promotions for the event;***
  - 2.4 inclusion of the City of Perth crest on co-branded sponsor signage displayed at all outdoor festival sites and Festival launch events;***
  - 2.5 an opportunity for the City of Perth to provide a full-page advertisement in the 2016 AWESOME Festival Program;***
  - 2.6 acknowledgement of the City of Perth's support on the Awesome website including an active link for the duration of the sponsorship year;***
  - 2.7 invitation for the Lord Mayor or City of Perth representative to launch the 2016 AWESOME Festival;***

***(Cont'd)***

- 2.8** *verbal acknowledgement of the City of Perth's support at the Festival opening night and official functions as appropriate;*
- 3.** *notes that the City is to be provided with an acquittal report for the supported project within three months of completion of the 2016 AWESOME International Arts Festival for Bright Young Things and an audited annual financial report of Awesome Arts Australia Ltd within six months of the conclusion of the relevant financial year.*

***The motion was put and carried***

The votes were recorded as follows:

**For:** Crs Chen, Yong and Davidson

**Against:** Nil

**MKT103/16 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN**

Nil

**MKT104/16 GENERAL BUSINESS**

**Responses to General Business from a Previous Meeting**

Nil

**New General Business**

Nil

**MKT105/16 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, 24/05/16).**

At its meeting held on 5 July 2016, the Committee requested an update on the progress of this matter. The Acting Director Economic Development and Activation responded that the matter is being progressed and noted that Officers are investigating policy settings (such as objective measures used by the City of Perth) and the actual processes of how sponsorships are managed by the City of Perth.

The Manager Business Support and Sponsorship further noted that Officers are also using the City of Perth Business Improvement Model as a part of this review; the sponsorship framework has been drafted and is anticipated to be presented to the Executive Leadership Group during August 2016; and that three policies have been drafted as a part of this review: Donations, Grants (for community services), and Sponsorship (for events and activities that have a marketing and promotional effect on the city).

Cr Chen further requested that new small business incentives be included as a part of the review. The Manager Economic Development responded that Officers have already included this component as a part of the review.

- **World Tourism Cities Federation (Raised 14/06/16).**

At the Marketing, Sponsorship and International Engagement Committee held on 14 June 2016, the Committee requested that a report be brought back for its consideration regarding the benefits and costs of the City of Perth joining the World Tourism Cities Federation.

At its meeting held on 5 July 2016, the Committee requested an update on the progress of this matter. The Acting Director Economic Development and Activation responded that Officers are currently investigating the matter and a report is being prepared.

- **Alternative Australia Day Celebrations (Raised 14/06/16).**

At the Marketing, Sponsorship and International Engagement Committee held on 14 June 2016, the Committee requested that a report be brought back for its consideration regarding alternative options and timings to extend the annual celebration of Australia Day beyond the Skyworks event.

At its meeting held on 5 July 2016, the Committee requested an update on the progress of this matter. The Acting Director Economic Development and Activation responded that Officers are currently investigating the matter and a report is being prepared.

**MKT106/16 CLOSE OF MEETING**

**4.56pm** There being no further business the Presiding Member declared the meeting closed.

**SCHEDULES  
FOR THE MINUTES OF THE  
DESIGN ADVISORY  
COMMITTEE MEETING  
HELD ON  
29 MAY 2014**

Marketing, Sponsorship and International  
Engagement Committee  
Confidential Schedule 1  
(Minute MKT102/16 refers)

Distributed to Elected Members under separate cover

Bound in Consolidated Committee  
Confidential Minute Book  
Volume 1 2016