

MINUTES

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

8 NOVEMBER 2016

APPROVED FOR RELEASE



ROBERT MIANICH
ACTING CHIEF EXECUTIVE OFFICER



CITY of PERTH

MINUTES

**MARKETING, SPONSORSHIP AND
INTERNATIONAL ENGAGEMENT
COMMITTEE**

8 NOVEMBER 2016

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

**PRESIDING MEMBER'S
SIGNATURE**

DATE:

29/11/2016

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, 8 November 2016**.

MEMBERS IN ATTENDANCE

Cr Chen - Presiding Member
Cr Limnios
Cr Yong

OFFICERS

Ms Battista - Acting Director Economic Development and Activation
Mr Fitzpatrick - Manager Business Support and Sponsorship
Mr High - Manager Economic Development
Mr McDougall - Principal Economic Development
Mr Ridgwell - Manager Governance (Entered at 4.02pm)
Ms Rutigliano - Acting Governance Officer

There was one member of the public in attendance.

MKT188/16 DECLARATION OF OPENING

4.00pm The Presiding Member declared the meeting open.

MKT189/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE

Mr Mileham - Chief Executive Officer
Ms Moore - Director Community and Commercial Services

MKT190/16 QUESTION TIME FOR THE PUBLIC

Nil

MKT191/16 CONFIRMATION OF MINUTES

Moved by Cr Limnios, seconded by Cr Yong

That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on 18 October 2016 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

MKT192/16 CORRESPONDENCE

Nil

MKT193/16 DISCLOSURE OF MEMBERS' INTERESTS

Member / Officer	Minute No.	Item Title.	Nature / Extent of Interest
Cr Limnios (TRIM 201793/16)	MKT196/ 16	Donation 2016/17 – Greek Orthodox Easter Celebration	Impartiality Interest – Nature: Member of Hellenic Community of WA Extent: Trivial and insignificant

**MKT194/16 MATTERS FOR WHICH THE MEETING MAY BE
CLOSED**

Nil

4.02pm The Manager Governance entered the meeting.

**MKT195/16 CORPORATE SPONSORSHIP – UNEARTHED
BUSINESS DEVELOPMENT EVENTS 2016-17**

BACKGROUND:

FILE REFERENCE: P1027729
REPORTING UNIT: Economic Development Unit
RESPONSIBLE DIRECTORATE: Economic Development & Activation
DATE: 19 October 2016
MAP / SCHEDULE: Schedule 1 – Target market of startups compared to top WA industries

Unearthed Solutions Pty Ltd, based in Perth, was established in 2014 to improve the efficiency and competitiveness of the resources sector by driving sustainable technology and innovation. Unearthed Solutions Pty Ltd is a for-profit organisation that receives funding support for its events from the resource and technology sectors as well as the government sector. The company hosts open innovation *Hackathon* events where resource companies host challenges supported by proprietary data, providing an environment where entrepreneurs and innovators can build prototype solutions that solve particular industry challenges. Unearthed also runs an Accelerator Program which invests in early-stage companies that will deliver efficiency gains in the resource sector.

Hackathons bring together software developers, designers and industry insiders to develop prototype solutions to real-world resources sector problems over the space of a weekend. To date, these solutions have been adopted by resource companies such as BHP Billiton, Rio Tinto, Anglo American, Newcrest and Woodside.

Unearthed engages with these organisations and other key stakeholders and policy-makers that play a part in influencing the future of Australia's resources sector.

Unearthed also acts as a facilitator between new technologies and industry, and assists in providing opportunities to start-up businesses hoping to break into the resources sector. This has been identified as a key area of opportunity in the 2016 Start-up WA Ecosystem Report, as mining and resources comprise over 30 per cent of WA's Gross State Product (GSP), but has yet to attract significant numbers of tech companies to focus on the sector. (See Schedule 1)

The 2016 Start-Up WA report detailed that technology start-ups have increased by 235% over the last two years, playing an important role in alleviating vacancy rates in the city.

Unearthed's Directors all have significant experience in the resources and oil and gas industry, and have contributed to the growth in Perth's creative industries network

through their contributions to initiatives such as Start-up Weekend, GovHack, West Tech Fest and Morning Start-up.

Summary of Event:

The City has received a request for \$25,000 corporate sponsorship (excluding GST) from Uearthed Solutions Pty Ltd to support the following key activities in Perth during the 2016/17 financial year:

Uearthed Demo Day

First held in December 2015, the Demo Day celebrates and showcases the results of the previous years' worth of Uearthed challenges and the solutions that have been developed. The event includes keynote speakers, panel discussions and presentations from representatives of startup companies that are focused on the resources and energy sector.

The Demo Day will be held on 7 December 2016 at the Perth Town Hall and is a featured event within the 2016 West Tech Fest program.

Uearthed Hackathon Perth

The next scheduled Uearthed Perth *Hackathon* event is scheduled to be held in May 2017.

An Uearthed *Hackathon* is a 54 hour open-innovation event where software developers, engineers, designers, data scientists and entrepreneurs gather together to produce prototype solutions to challenges faced by global resources companies. Unlike other *Hackathon* events the City of Perth supports, Uearthed *Hackathons* are specifically related to the mining and resources sector and have been well received from industry and participants previously.

In 2015, Uearthed hosted *Hackathon* events in Perth, Brisbane, Sydney, Adelaide and Melbourne. So far this year, Uearthed has held *Hackathons* around Australia as well as in Cape Town, South Africa, prior to Africa's largest mining conference, Mining Indaba and more recently in San Francisco prior to the MINExpo Conference.

Previous Sponsorship Provided

The City has previously provided the following sponsorship amounts to Uearthed:

Year	Amount (ex GST)	Purpose
2014/16	\$10,000	2015 Uearthed Perth Hackathon
2015/16 ¹	\$5,000	2015 Uearthed Demo Day as part of the 2015 West tech Fest

¹ Correction to amend to financial year.

2016	\$5,000	2016	Uearthed	Perth
		Hackathon		

The City's sponsorship funding will be used to support the development and execution of these two events, as well as any additional events that may be held within Perth over the 2016-17 financial year. The City will look to leverage its financial contribution by also providing promotional support for Uearthed events across the City's various communication channels.

The recommended increase in funding relates to an increase in the size and quality of the scheduled events, the increased ongoing recognition the City will receive for its support and recognises the strategic value the City places on its relationship with Uearthed and the work that they undertake.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

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

Policy

Policy No and Name: 18.8 – Provision of Sponsorships and Donations

DETAILS:

Eligibility for Sponsorship:

Criterion	Satisfied
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

Markets / audiences who will be exposed to sponsorship information:

The following audiences will be exposed to the sponsorship information:

- entrepreneurs;
- university students;
- developers;
- creative industry networks;

- mining/oil/gas industry networks;
- local and national media; and
- current and potential City business owners/representatives.

The events will also be promoted across mainstream media outlets, innovation related publications and throughout the networks of the technology startup ecosystem.

Promotion of City of Perth to Markets / audiences:

The City of Perth will be promoted to key target markets as a supporter of innovation and knowledge intensive industries.

The City of Perth crest will be featured on all marketing and communications materials for local events, including event posters, name badges and sponsor presentation slides at local events.

The City of Perth will also be featured as a sponsor on the Uearthed website, with the City's crest displayed on the "Supporters" section of the website.

Assessment of Application (Corporate):

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

The City's continuing support for Uearthed will contribute to the City's reputation as a supporter of innovation and the emerging technology and start-up ecosystem.

The City will receive significant interstate and international exposure through promotion of the event in key markets.

Therefore, the City will be seen to support the innovation sector and events such as this which attract a broad demographic to engage with and participate in the tech start-up scene.

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

Knowledge intensive industries are recognised as integral to the development of a modern economy and sponsorship of this event will help to strengthen industry networks and attract innovative businesses to the city.

Sponsorship of this event will contribute to the growing recognition of Perth as a destination for pioneering the development of innovative technology as well as

reinforce Perth's reputation as a global resources and energy hub. The proposed change in sponsorship model to cover activities over the course of the financial year will result in greater promotion and acknowledgement of the City and its role in supporting Uearthed.

The event also promotes and encourages young entrepreneurs in forming their own businesses, which is great outcome for the Western Australian economy as well as assisting in reducing office vacancy rates in the city.

3. Contributes towards the achievement of one or more of the City'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.

Uearthed events have gained a strong reputation amongst the tech start-up community around Australia and internationally. As such, the City's support for Uearthed events will assist in the City being recognised as a supporter of innovation, entrepreneurship and start-ups as well as enhancing Perth's growing reputation as a developing creative industries hub of global significance.

Both the Demo Day and the 2017 *Hackathon* event will feature global resources companies, whose global presence and marketing reach, as well as Uearthed's growing international presence, will contribute towards the international significance of this event.

Traveling guests from overseas and interstate will also increase the economic investment and visitation to the city.

4. Benefits to be provided to the City.

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

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	9379 3000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	85
	BUDGET ITEM
BUDGETED AMOUNT:	\$198,000

AMOUNT SPENT TO DATE:	\$ 66,000
PROPOSED COST:	\$ 25,000
BALANCE:	\$107,000

All figures quoted in this report are exclusive of GST.

COMMENTS:

The events organised by Uearthed closely align with the objectives and priorities identified by the City's Economic Development Strategy. The events will deliver positive outcomes for the City by demonstrating its firm commitment to supporting entrepreneurial activity within the technology and knowledge intensive industries in Perth which have the potential to have a positive impact the Western Australian economy.

Ongoing support for this initiative will contribute to strengthened industry networks and increased opportunities for collaboration and innovation, ultimately supporting the aim of attracting and supporting technology and knowledge intensive industries in the city and driving economic growth in Perth.

The events also capitalise on Western Australia's global reputation as a centre of excellence for Mineral Engineering Technical Services and innovation in the mining and resource sector.

Therefore, it is recommended that Council approve corporate sponsorship of \$25,000 (excluding GST) for Uearthed Solutions Pty Ltd to undertake their local activities over the 2016-17 financial year.

4.10pm The Manager Governance departed the meeting.

Moved by Cr Yong, seconded by Cr Limnios

That Council:

- 1. approves cash Corporate Sponsorship of \$25,000 (excluding GST) to Uearthed Solutions Pty Ltd to present a range of activities to support resource-based start-up businesses and initiatives in Perth over the 2016/17 financial year;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***

(Cont'd)

-
- 2.1 City of Perth branding to be included on all branding, marketing and communication materials relating to local Uneathed events;**
 - 2.2 City of Perth crest to be displayed on Uneathed website;**
 - 2.3 Opportunity to display two City of Perth banners at all local Uneathed events;**
 - 2.4 City of Perth Council representative to be invited to make the keynote address at the 2016 Demo Day to be held at the Perth Town Hall on Wednesday 7 December 2016;**
 - 2.5 City of Perth representative to be invited to deliver opening address at the 2017 Uneathed Hackathon;**
 - 2.6 Provision of event related content and material for future use by the City of Perth;**
- 3. a detailed acquittal report, including all media coverage obtained by 30 June 2017.**

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

4.16pm The Manager Governance returned to the meeting.

Meeting Note: The Committee requested the following information be provided to Elected Members prior to the Council meeting of 22 November 2016 in relation to the sponsorship request:

- 1. Amend report to reflect financial years 2015/16– Previous sponsorship provided;**
- 2. Confirmation on the relationship between West Tech Fest and Uneathed;**

3. Details related to the West Tech Fest application for sponsorship and reason;
4. In - kind value of 1 day at town hall; and
5. Details of successful organisational commercialisation as a result of Unearthed activity.

The Acting Director Economic Development and Activation advised a memorandum with responses to the above request will be provided to Elected Members under separate cover.

MKT196/16 DONATION 2016/17 – GREEK ORTHODOX EASTER CELEBRATION

BACKGROUND:

FILE REFERENCE: P1010627-33
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 18 October 2016
MAP / SCHEDULE: N/A

The Hellenic Community of Western Australia Inc. has applied to the City of Perth for financial assistance of \$15,000 to assist with costs associated with the annual Orthodox Easter services held at the Church of Saints Constantine and Helene in Parker Street, Northbridge. The costs incurred include charges for traffic management, road closures and security for the Resurrection and Procession Service, the largest Crucifixion service, held near Russell Square commencing Friday, 14 April 2017 to Sunday, 16 April 2017.

The City of Perth has assisted in meeting the costs associated with this significant event in the Orthodox Christian Calendar for a number of years with support as indicated:

2006/07	\$ 4,548
2007/08	\$ 3,300
2008/09	\$ 9,052
2009/10	\$16,320
2010/11	\$10,000
2011/12	\$10,000

2012/13	\$12,000
2013/14	\$15,000
2014/15	\$17,000
2015/16	\$15,000
2016/17 (requested)	\$15,000
(proposed)	\$10,000

Cash support of \$10,000 is recommended for the event in 2017. This is a reduction of \$5,000 on the donation provided in 2016 and is recommended to more closely align with the cost of operating the event.

The Hellenic Community of Western Australia Inc. is comprised of three controlled entities: the Hellenic Community Benevolent Association, St Andrew's Greek Orthodox Grammar School and the Greek Orthodox School of Western Australia.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Corporate Business Plan

Council Four Year Priorities: Capable and Responsive Organisation

- S15 Reflect and celebrate the diversity of Perth
- S20 Meaningful and contemporary community engagement and communications

Policy

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

DETAILS:

The Hellenic Community of Western Australia Inc., located at 20 Parker Street, Northbridge, is a not-for-profit organisation that has operated since 1921. The organisation relies mainly on volunteers to provide a range of services that include a play group, social event coordination, aged care, education and other charitable activities.

The Hellenic Community of Western Australia Inc. has provided the following aims and objectives:

- To promote the religious, moral and intellectual education and learning of the members of the community;
- To do and perform all acts, manners and things as are charitable and/or benevolent purposes having public benefit;

- To render assistance for the promotion of welfare and relief of persons of Greek origin and/or Greek Orthodox Faith in necessitous circumstances, whether such circumstances are caused by social or psychological problems, old age, poverty, illness, disease or otherwise; and
- To promote and maintain a closer friendship between the members of the Community and other Australians generally and for that purpose support any national, patriotic or community purpose.

The organisation states that City of Perth residents benefit from services provided by the Hellenic Community of Western Australia through:

1. The celebration of a significant religious event within their Council (estimated to be 15,000 Greek Orthodox in Perth);
2. The commercial trade from the influx of parishioner families who reside in other Council areas;
3. The event is observed by other persons in Northbridge as Eastern Orthodox and non-Orthodox Easters coincide every few years and serves to promote inter-faith awareness through the public display of an important religious ritual; and
4. Assists the community at large through the Homeless Connect Program collecting food and clothing for the disadvantaged as well as offering the community hall free of charge for the Homeless Connect Program.

The City of Perth is acknowledged each year in all media prepared by the community, including radio and print media. In addition, acknowledgements are made in each Annual Report.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	9374 0000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	11
	BUDGET ITEM
BUDGETED AMOUNT:	\$ 60,000
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 10,000
BALANCE:	\$ 50,000

All figures quoted in this report are exclusive of GST.

Costs provided by the applicant for the 2017 celebrations have not yet been finalised. The event will have to alter its course slightly to make allowances for the redevelopment of Russell Square.

The 2016 costs are detailed below:

Traffic Management	\$ 4,900
Fencing	\$ 560
Security	\$ 3,500
Sound Equipment	\$ 1,237
Reserve Hire; Event Parking	\$ 5,775
Road Closure Advert	\$ 1,945
TOTAL	\$17,917

Other costs to be borne by the Hellenic Community for the 2016 Greek Easter celebrations amount to \$3,630 and include flowers, candle cups to collect wax, cleaning of Church, crowd barriers and additional electricity costs.

COMMENTS:

The City of Perth has met costs associated with supporting the Orthodox Christian Easter celebrations in Northbridge for many years and there is an expectation from the Hellenic Community that the City will continue to support this religious celebration regarded as a very significant event for the Greek Community.

A donation of \$10,000 is recommended for the event in 2017. This is a reduction of \$5,000 on the donation provided in 2016 and is recommended to more closely align with the cost of operating the event. It should be noted that the budget submitted for the event shows a surplus of \$5,190 with the requested \$15,000 sponsorship from the City.

The organisation has operated for 93 years during which time significant contributions have been made to the community at large by the Greek community.

OFFICER RECOMMENDATION

That the Marketing, Sponsorship and International Engagement Committee approves a donation of \$10,000 (excluding GST) to the Hellenic Community of Western Australia Inc. to assist with costs associated with the Greek Orthodox Easter services to be conducted in Parker Street, Northbridge commencing 14 April 2017.

(Cont'd)

The Marketing, Sponsorship and International Engagement Committee agreed to amend the Officer Recommendation as follows:

That the Council ~~Marketing, Sponsorship and International Engagement Committee~~ approves a donation of \$10,000 (excluding GST) to the Hellenic Community of Western Australia Inc. to assist with costs associated with the Greek Orthodox Easter services to be conducted in Parker Street, Northbridge commencing 14 April 2017.

Moved by Cr Limnios, seconded by Cr Yong

That Council approves a donation of \$10,000 (excluding GST) to the Hellenic Community of Western Australia Inc. to assist with costs associated with the Greek Orthodox Easter services to be conducted in Parker Street, Northbridge commencing 14 April 2017.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

Reason: The Marketing, Sponsorship and International Engagement Committee agreed that the report be presented to Council for determination after giving the Hellenic Community of Western Australia an opportunity to provide greater clarity in respect to the stated budget surplus.

MKT197/16 CORPORATE SPONSORSHIP – UNITED NATIONS YOUTH AUSTRALIA

BACKGROUND:

FILE REFERENCE: P1033034
REPORTING UNIT: Economic Development Unit
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 5 October 2016
MAP / SCHEDULE: N/A

United Nations (UN) Youth Australia is a national youth-led Australian Public Company, registered with the Australian Charities and Not-for-Profits Commission. UN Youth is coordinated by young volunteers aged 15 to 24.

UN Youth Australia is dedicated to educating young people about international relations, providing an avenue for the expression of youth opinion and empowering young people to engage with society.

Through UN Youth Australia's eight divisions in each state and territory, the organisation provides a comprehensive annual program of events for secondary and tertiary students, focused on global affairs and world events. Approximately 3,500 students attend UN Youth Australia programs each year.

Summary of Event:

National Conference is UN Youth Australia's flagship event.

Now in its 56th year, National Conference 2017 will be hosted in Perth from Wednesday, 5 July 2017 to Tuesday, 11 July 2017.

Perth National Conference will bring together the most engaged young people selected from around Australia and the Asia Pacific, with delegates from all states and territories, as well as from New Zealand, United States, Japan and South Korea. Over 40 volunteer youth facilitators run the week's activities.

National Conference provides an opportunity for young leaders of tomorrow to network, develop their leadership and communication skills, and formulate policy proposals on issues of global significance.

The conference is designed to conceptually challenge some of Australia's 'brightest minds'. UN Youth Australia will develop its educational content in conjunction with a number of peak educational institutions, as well as bodies relating to innovation and technology.

In 2017, the conference theme will be '*The Innovation Revolution: Adapting to Change in the 21st Century*' and will challenge delegates with the question of how we can use new ideas and technological advancements to counter the pressing global issues of our generation.

Domestic and New Zealand delegates are selected through a competitive application process, conducted within each state and territory. UN Youth has affiliate organisations operating in each state and territory and New Zealand, with delegates not selected by schools. International delegations are organised directly through overseas schools, and selection is conducted internally within those schools.

Participating students pay a registration fee of \$900 to attend the National Conference. This fee includes all flights, catering, transport and accommodation.

Students are part or full-funded by their school. Many receive additional sponsorship from local government and Members of Parliament.

Conference participants will be accommodated at Scotch College, Swanbourne, for the duration of the conference. Workshops, speaker sessions and other conference activities will be held at the University of Western Australia, Curtin University's St Georges Terrace Campus and Perth Town Hall. Formal debates will be held at Parliament House and Government House.

The organisers are currently planning sight-seeing excursions and social activities around the City of Perth, including:

- **Workshops:** To focus on the theme of technological change, innovation and new ideas;
- **Speaker Sessions:** To invite some of WA's most high-profile community members to present interesting arguments on a variety of topics;
- **Advocacy Program:** Running sessions designed to equip students with the skills to formulate their own action plans to solve some of the most pressing global issues of our time;
- **Debates:** Based on the procedures of Model UN Debating, delegates will represent individual countries and formally debate matters of global significance; and
- **Themed excursions:** to be held around the City of Perth including more speaker sessions and field trips.

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
S15 Reflect and celebrate diversity in Perth

Policy

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

Past Support

The City has sponsored the National Conference on the two previous occasions the conference was held in Perth. Sponsorship amounts are listed in the table below.

Financial Year	Sponsored Project	Cash Sponsorship
2003/04	National Conference convened by UN Youth	\$5,000
2010/11	National Conference convened by UN Youth	\$12,000
<i>2016/17 requested</i>	<i>National Conference</i>	<i>\$15,000</i>
<i>2016/17 recommended</i>	<i>National Conference</i>	<i>\$15,000</i>

DETAILS:

Eligibility for Sponsorship:

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

National Conference 2017 will be attended by 143 delegates from around Australia, New Zealand, the United States, Japan and South Korea. Additionally, over 40 young people and tertiary aged students will attend the conference as volunteers. National Conference is considered a prestigious educational event and will be widely promoted through schools Australia-wide. Invited guests and speakers include Members of Parliament, university academics, philanthropists and other community leaders.

Promotion of City of Perth to markets/audiences:

The City of Perth's name and crest will appear on promotional material, distributed to conference delegates, in addition publications and audio-visual recognition. A representative of the City will also be invited to present the City of Perth Best Speaker Award at the National Conference Awards Ceremony.

The markets exposed to the sponsorship will primarily be secondary and tertiary educational institutions. However, high profile guests and speakers will ensure increased reach.

Assessment of Application (Corporate):

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

National Conference 2017 will be primarily staged within the City of Perth, with some satellite events occurring at University of Notre Dame and Curtin University. The conference will provide an opportunity for the City of Perth to showcase its facilities, state of the art function and conference centres and world class entertainment hubs.

By attracting a number of high profile community members, and interstate and international delegates, the event will help showcase Perth as a Capital City.

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

The theme for the National Conference 2017 will revolve around the “Innovation Revolution”, which is a part of the Federal Government’s new prominent economic revitalisation campaign. The conference will involve a collaborative effort from a variety of community groups to ensure the best educational outcomes. This will include groups such as Scitech, the University of Western Australia and other research and knowledge based institutions operating within the City of Perth.

Sponsorship of the National Conference 2017 strengthens the City of Perth’s existing support for international engagement, the knowledge economy and technology. National Conference 2017 will also showcase Perth as a destination for international student education.

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.

UN Youth Australia intends to attract a number of international delegations to National Conference 2017, particularly from Asian cities and including some of Perth’s Sister Cities (Nanjing, Taipei, Chengdu and Kagoshima). Past delegations for National Conferences have included delegates from Korea, Japan, New Zealand and the US. The conference provides a unique opportunity to promote cross-cultural and educational exchanges with international delegations to enhance the City of Perth’s profile.

It is anticipated that a total of 143 delegates will attend the National Conference; approximately 96 delegates will attend from interstate in addition to 25 international delegates. National Conference is expected to create a total of approximately 883 visitor nights for City of Perth hotels and a direct economic impact of \$181,000.

Events of this nature are likely to request a Civic Function be hosted at Council House closer to the event.

4. Benefits to be provided to the City of Perth.

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

FINANCIAL IMPLICATIONS:

Full funding for this initiative will be budgeted in the Business Support and Sponsorship 2017/18 Draft 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 the National Conference 2017.

The objective of the City's Policy 18.8 (Provision of Sponsorship and Donations) Corporate Sponsorship, is to exploit opportunities to enhance the corporate image of the City of Perth and generate goodwill from significant stakeholders.

Perth National Conference has broad appeal to students, families and communities across the Asia-Pacific. Sponsorship of the National Conference will positively profile the City to these stakeholders.

The project responds to the City's International Engagement Strategy. National Conference is an exciting opportunity for young leaders of tomorrow to network, develop their leadership and communication skills, and formulate their own policy proposals on issues of global significance, profiling the City of Perth as a city of international significance.

Moved by Cr Limnios, seconded by Cr Yong

- 1. *approves in-principle cash corporate sponsorship of \$15,000 (excluding GST) to United Nations Youth Australia to present the UN Youth Australia National Conference 2017 from Wednesday, 5 July 2017 to Tuesday, 11 July 2017;***
- 2. *notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 *naming rights to a conference event including but not limited to an associated workshop, panel discussion, round table or committee;***
 - 2.2 *naming rights to a UN Youth Australia National Conference 2017 award, the 'City of Perth Best Speaker Award';***
 - 2.3 *inclusion of the City of Perth crest in all promotions and advertising relating to the conference;***
 - 2.4 *display of City of Perth crest on conference screens;***
 - 2.5 *sponsor profile on the UN Youth Australia website including active weblink;***
 - 2.6 *opportunity for the City of Perth to provide marketing collateral at the conference;***
 - 2.7 *verbal recognition of the City's support in official speeches;***
 - 2.8 *an invitation for the Lord Mayor or City of Perth representative to present the opening speech;***
 - 2.9 *provision of reports, data, images and video related to the conference;***
- 3. *a detailed acquittal report, including all media coverage obtained, to be submitted to the City by 30 October 2017.***

(Cont'd)

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

MKT198/16 DONATION 2017/18 – LIONS CLUB CITY OF PERTH

BACKGROUND:

FILE REFERENCE: P1010627-33
RESPONSIBLE DIRECTOR: Economic Development and Activation
DATE: 7 October 2016
MAP / SCHEDULE: N/A

In 2017, Lions International will celebrate its centenary. A request has been submitted by the Lions Club City of Perth to meet the cost of Perth Town Hall venue hire for the *Lions Club District 2012W1 Centenary Convention* to be held Friday, 20 October 2017 to Saturday, 21 October 2017.

Lions Club City of Perth is part of the Lions International Service Community organisation, founded in Chicago, in 1917. Lions International is the largest service organisation in the world with 1.4 million delegates world-wide and is nominated for a 2017 Nobel Peace Prize.

On 22 September 1962, the City of Perth Lions Club (Host) Inc. was chartered, taking its place in history as the first Lions Club in Western Australia. Lions Club City of Perth is an incorporated association, not registered for GST.

Lions Club City of Perth was instrumental in the establishment of the Lions Save Sight Foundation and the Lions Eye Institute.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Strategic Community Plan

Framework Implications Policy S20 Meaningful and contemporary community engagement and communications

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

Eligibility:

Policy 18.8 establishes the criteria for the City’s assessment of donations requests, requiring the applicant to demonstrate the following eligibility requirements:

<i>Donations Applicant Eligibility Criteria</i>	
<i>The applicant must:</i>	
Be an Association incorporated in accordance with the Associations Incorporations Act 1987.	Criterion met
or	
Be a community based not-for-profit group providing a direct service to the stakeholders and visitors, and serve to promote the development of the community	

Past support

The City of Perth has provided donations for the Lions Club City of Perth for at least the last five years. Recent donations are as follows:

<i>2011/12</i>	<i>\$250 (cash)</i>	<i>Donation</i>
<i>2012/13</i>	<i>\$275 (cash)</i>	<i>Donation</i>
<i>2013/14</i>	<i>\$275 (cash)</i>	<i>Donation</i>
<i>2014/15</i>	<i>\$275 (cash)</i>	<i>Donation</i>
<i>2015/16</i>	<i>\$275 (cash)</i>	<i>Donation</i>
<i>2016/17 Requested</i>	<i>\$6,595.55 (in-kind)</i>	<i>In-kind venue hire</i>
<i>2016/17 Proposed</i>	<i>\$6,595.55 (in-kind)</i>	<i>In-kind venue hire</i>

DETAILS:

Project Summary

Lions Club City of Perth has undertaken to host the District Convention and Lions International Centennial celebrations. The convention will primarily be held at the Perth Town Hall, with additional events occurring in the State Buildings, St George's Cathedral, Burt Hall, Government House Ballroom and the Duxton Hotel.

Lions Club City of Perth has formally requested the City waive Perth Town Hall venue hire fees as a gesture of good-will to the Lions community.

Times and dates

Friday, 20 October 2017 to Saturday, 21 October 2017.

ASSESSMENT:

The application was assessed against the objectives and criteria outlined in Policy 18.8 (2.2).

Benefits to the community promised by the applicant

Lions Club City of Perth is an active community service organisation. Currently its major project is a Computer Restoration Project, acquiring donated computers from Business, Education and Government institutions, and making them available to local seniors and pensioners at low cost. Remaining computers are exported to orphanages, schools and education organisations overseas.

Lions Club City of Perth have a long association with the City of Perth since 1962. City of Perth allowed the first Lions mobile Sight testing for glaucoma to be parked outside Council House for a week as a free public service. This later led to the formation of the Lions Eye Institute and the Chair of Ophthalmology at University of Western Australia.

Estimated value for the community and visitors

City of Perth Lions Club anticipates a total attendance of between 130 and 150 people at convention events from Friday 20 October to Saturday 21 October 2017. The waiving of Perth Town Hall hire fees will enable the organisers to invest the savings in delivering a high quality event commensurate with the special celebration.

Acknowledgement

The applicant will be required to acknowledge the contribution made by the City of Perth.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	TBA
BUDGET ITEM:	To be determined once 2017/18 budget adopted
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$TBA
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$6,350
BALANCE:	\$TBA

All figures quoted in this report are exclusive of GST

COMMENTS:

It is recommended that the Marketing, Sponsorship & International Engagement committee approve the waiver of Perth Town Hall hire fees for the *Lions Club District 2012W1 Centenary Convention* to be held Friday, 20 October 2017 to Saturday, 21 October 2017. Support of this event represents continued encouragement to a significant community service organisation located within the city.

OFFICER RECOMMENDATION

That the Marketing, Sponsorship and International Engagement Committee approves a donation of in-kind venue hire (Perth Town Hall) for the purpose of presenting the Lions Club District 2012W1 Convention 2017:

1. approves a donation of in-kind venue hire (Perth Town Hall) up to the value of \$6,350 for the Lions Club District 2012W1 Convention 2017;
2. notes that the Lions Club City of Perth will provide the following benefits to the City of Perth:
 - 2.1 verbal acknowledgement of City of Perth support;

(Cont'd)

- 2.2 one full page advertisement acknowledging City of Perth support in commemorative booklet;
 - 2.3 display of City of Perth signage at conference venues;
 - 2.4 invitation for the Lord Mayor or representative to make a key-note address at the formal convention event.
3. notes that the City of Perth is to be provided with a statement of income and expenditure, a balance sheet, a statement of unexpended or uncommitted funds and an auditors certificate.

The Marketing, Sponsorship and International Engagement Committee agreed to amend the Officer Recommendation as follows:

That the Marketing, Sponsorship and International Engagement Committee approves a donation of in-kind venue hire (Perth Town Hall) for the purpose of presenting the Lions Club District 2012W1 Convention 2017:

1. approves a donation of in-kind venue hire (Perth Town Hall) up to the value of \$6,350 for the Lions Club District 2012W1 Convention 2017;
2. notes that the Lions Club City of Perth will provide the following benefits to the City of Perth:
 - 2.1 verbal acknowledgement of City of Perth support;
 - 2.2 one full page advertisement acknowledging City of Perth support in commemorative booklet;
 - 2.3 display of City of Perth signage at conference venues;
 - 2.4 invitation for the Lord Mayor or representative to make a key-note address at the formal convention event.
- ~~3. notes that the City of Perth is to be provided with a statement of income and expenditure, a balance sheet, a statement of unexpended or uncommitted funds and an auditors certificate.~~

(Cont'd)

Moved by Cr Limnios, seconded by Cr Yong

That the Marketing, Sponsorship and International Engagement Committee approves a donation of in-kind venue hire (Perth Town Hall) for the purpose of presenting the Lions Club District 2012W1 Convention 2017:

- 1. approves a donation of in-kind venue hire (Perth Town Hall) up to the value of \$6,350 for the Lions Club District 2012W1 Convention 2017;*
- 2. notes that the Lions Club City of Perth will provide the following benefits to the City of Perth:*
 - 2.1 verbal acknowledgement of City of Perth support;*
 - 2.2 one full page advertisement acknowledging City of Perth support in commemorative booklet;*
 - 2.3 display of City of Perth signage at conference venues;*
 - 2.4 invitation for the Lord Mayor or representative to make a key-note address at the formal convention event.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

Reason: The Marketing, Sponsorship and International Engagement Committee determined to remove Recommendation 3, with respect to the provision of an auditors certificate as the condition was not required given the request is an in-kind donation.

MKT199/16 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil

MKT200/16 GENERAL BUSINESS

Responses to General Business from a Previous Meeting

Nil

New General Business

Nil

MKT201/16 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, 05/07/16).
- Classic Car Run (Raised 06/09/16, updated 27/09/16)

MKT202/16 CLOSE OF MEETING

5.01pm There being no further business the Presiding Member declared the meeting closed.

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

MARKET FOCUS

TARGET MARKET OF STARTUPS COMPARED TO TOP 20 WESTERN AUSTRALIAN INDUSTRIES

