



City of Perth

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

**12 September 2017
4.00pm**

**Committee Room 1
Level 9
Council House**

APPROVED FOR RELEASE

**MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER**



City of Perth

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

**12 September 2017
4.00pm**

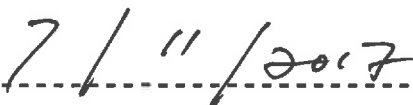
**Committee Room 1
Level 9
Council House**

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

**THESE MINUTES ARE HEREBY CERTIFIED AS
CONFIRMED**

PRESIDING MEMBER'S SIGNATURE



DATE:-----


Minutes of the **Marketing, Sponsorship and International Engagement** meeting of the City of Perth in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 12 September 2017.**

Members in Attendance:

Cr Chen Presiding Member
Cr Yong
Cr Limnios

Officers:

Mr Mileham Chief Executive Officer
Ms Moore Director Corporate and Commercial Services
Mr High Manager Economic Development
Mr Fitzpatrick Manager Business Support and Sponsorship
Mr Ridgwell Manager Governance
Mr McDougall Economic Development Principal
Ms Withers Sponsorship Officer
Ms O'Brien Governance Officer

Guests and Deputations:

Cr Davidson Observer

1. Declaration of Opening

4:03pm The Presiding Member declared the meeting open.

2. Apologies and Members on Leave of Absence

Nil

3. Question Time for the Public

Nil

4. Confirmation of Minutes – Tuesday, 15 August 2017

Moved Cr Yong, seconded Cr Chen

That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on Tuesday 15 August 2017 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

5. Correspondence
Nil
6. Disclosures of Members' Interests
Nil
7. Matters for which the Meeting may be Closed
Nil
8. Reports

Item 8.1 Business Event Sponsorship – 2018 National Planning Congress

Moved Cr Yong, seconded by Cr Limnios

That the Marketing, Sponsorship and International Engagement Committee:

1. ***APPROVES cash sponsorship of \$15,000 to the Planning Institute of Australia to present the 2018 National Planning Congress, to be held from 9 to 11 May 2018***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.1A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council approved funding amount; and***
4. ***NOTES that a detailed acquittal report, including all media coverage, will be submitted to the City by 11 August 2018.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

4:07pm Director Community and Commercial Services entered the meeting

Item 8.2 Annual Arts Sponsorship – Perth Institute of Contemporary Arts

Moved Cr Limnios, seconded by Cr Yong

That Council:

1. ***APPROVES*** cash sponsorship of \$20,000 (excluding GST) to Perth Institute of Contemporary Arts Ltd (PICA) for sponsorship of two exhibitions in the 2017 PICA program;
2. ***NOTES*** the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.2A;
3. ***AUTHORISES*** the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits and key performance indicators for inclusion in the agreement according to the Council approved funding amount; and
4. ***NOTES*** that a detailed annual acquittal report, including any supporting material, will be submitted to the City of Perth by 31 March 2018.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

Item 8.3 Annual Event Sponsorship – IGA Carols by Candlelight for Variety

Moved Cr Limnios, seconded by Cr Yong

That Council:

1. ***APPROVES cash sponsorship of \$60,000 (excluding GST) to Variety WA to present the 2017 IGA Carols by Candlelight, to be held on 17 December 2017;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.3A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council approved funding amount; and***
4. ***NOTES that a detailed acquittal report, including all media coverage, will be submitted to the City by 17 March 2018.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

Item 8.4 Annual Event Sponsorship – 2017 RAC Christmas Pageant

Moved Cr Limnios, seconded by Cr Yong

That Council:

1. ***APPROVES cash sponsorship of \$120,000 (excluding GST) to Channel Seven Perth Pty Ltd to present the 2017 RAC Christmas Pageant on Saturday, 2 December 2017;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.4A;***
3. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits according to the Council-approved funding amount; and***
4. ***NOTES that a detailed acquittal report, including all supporting material, will be submitted to the City of Perth by 31 March 2018.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

Meeting Note: The Chief Executive Officer and Manager Business Support and Sponsorship noted the City actively works with businesses, including encouragement for businesses to be open around the event, and have requested that day be gazetted for extended trading hours to support this further. The Chief Executive Officer advised the recommendations of the Committee and further opportunities to maximise trade will be investigated.

Item 8.5 Sponsorship – 2017 West Tech Fest

Moved Cr Limnios, seconded by Cr Yong

That Council:

1. ***APPROVES cash sponsorship of \$35,000 (excluding GST) plus in-kind support of \$15,000, to 32 Degrees South Group to present West Tech Fest 2017, including the 2017 OzApp Awards and associated events, from 4 December to 8 December 2017;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.5A; and***
3. ***NOTES that a detailed acquittal report, including all media coverage, will be submitted to the City by March 2018.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

In kind is use of venue.

Meeting note: The Marketing, Sponsorship and International Engagement Committee noted their support of the event and recommended looking for opportunities to retain the event in future years.

- 9. Motions of which previous notice has been given**
Nil

10. General Business

10.1 Responses to General Business from a Previous Meeting
Nil

10.2 New General Business

Nil

11. Items for consideration at a future meeting

Outstanding Items:

Nil

Outstanding Reports:

The following items are currently being investigated and actioned by Officers. Information will be provided to Elected Members when available.

- City of Lights Festival (raised at MKT 20/06/17)
The Chief Executive Officer advised a report is intended to be submitted to the next Marketing, Sponsorship and International Engagement Committee.

12. Closure

4:27pm The Presiding Member declared the meeting closed.