



City of Perth

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

**15 August 2017
4.00pm**

**Committee Room 1
Level 9
Council House**

APPROVED FOR RELEASE

**REBECCA MOORE
A/CHIEF EXECUTIVE OFFICER**



City of Perth

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

**15 August 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, 15 August 2017**.

Members in Attendance:

Cr Chen	Presiding Member
Cr Yong	
Cr Limnios	

Officers:

Ms Moore	A/ Chief Executive Officer
Ms Battista	Director Economic Development and Activation
Mr High	Manager Economic Development
Mr Fitzpatrick	Manager Business Support and Sponsorship
Mr Ridgwell	Manager Governance
Ms Levy	Activation & Development Coordinator
Mr Fish	Principal Economic Development Officer
Ms Aitken	Programs Support Officer
Ms Beadle	Sponsorship Officer
Ms Galloway	Sponsorship Officer
Ms Withers	Sponsorship Officer
Ms O'Brien	Governance Officer

Guests and Deputations:

Cr Davidson	Observer
Deane Pieters	West Coast Fever
Stacey Marinkovich	West Coast Fever
Simon Taylor	West Coast Fever
Daniel Barker	West Coast Fever
Tamara Sheppard	West Coast Fever

One member of public

1. Declaration of Opening

4:02pm 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, 18 July 2017

Moved Cr Limnios, seconded Cr Yong

That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on Tuesday 18 July 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

Member/Officer	Minute No.	Item Title	Nature/Extent of Interest
Mr Ridgwell (TRIM 202834/17)	8.2	Business Improvement Grants 2017/18	Impartiality Interest – Nature: A close friend is an applicant (of Caballitos Bar at 26 Queen Street, Perth). Extent: Insignificant
Cr Limnios (TRIM 202840/17)	8.2	Business Improvement Grants 2017/18	Impartiality Interest – Nature: Known to one of the applicants (Caballitos Bar) Extent: Insignificant

7. Matters for which the Meeting may be Closed

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 attachment/s listed below, it is recommended that the Committee resolve to close the meeting to the public prior to discussion of the following:

Attachment No.	Item No. and Title	Reason
Confidential Attachment 8.2A	Item 8.2 Business Improvement Grants – 2017/18 Program	s5.23(2)(e)(ii)
Confidential	Item 8.5 Annual Event Sponsorship – West	s5.23(2)(e)(ii)

Attachment No.	Item No. and Title	Reason
Attachments 8.5A & 8.5B	Coast Fever 2018	

8. Reports

Meeting Note: The Marketing, Sponsorship and International Engagement Committee agreed that the order of business detailed in the agenda be amended so Item 8.5, which the Presiding Member had approved a deputation for, could be considered as the first item of business at this meeting.

Item 8.5 Annual Event Sponsorship – West Coast Fever 2018

Deputation: Item 8.5 - Annual Event Sponsorship – West Coast Fever 2018

The Presiding Member approved a Deputation from Mr Deane Pieters and Ms Stacey Marinkovich of West Coast Fever (TRIM 197825/17).

4:02pm Deane Pieters commenced the deputation and provision an overview of West Coasts Fever’s vision for netball in Western Australia and advised of their vision for West Cost Fever. Stacey Marinkovich provided an overview of the benefits of the club and the potential benefits from a partnership between the club and the City of Perth.

4:11pm The deputation concluded.

Moved Cr Limnios, seconded by Cr Yong

That Council:

1. ***APPROVES cash sponsorship of \$120,000 (excluding GST) to West Coast Fever Netball Club Limited to support West Coast Fever home games at Perth Arena in the National Netball League (Suncorp Super Netball Competition) from Saturday, 28 April to Friday, 31 August 2018;***
2. ***NOTES the provisional list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.5A (confidential);***
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 November 2018.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

Item 8.1 Business Event Sponsorship – Australian Tourism Export Council Meeting Place 2017

Moved Cr Limnios, seconded by Cr Yong

That the Marketing, Sponsorship and International Engagement Committee:

1. ***APPROVES cash sponsorship of \$10,000 (excluding GST) to Australian Tourism Export Council to present Meeting Place 2017, to be held between 20 November and 22 November 2017;***
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 March 2018.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

Item 8.2 Business Improvement Grants – 2017/18 Program

Moved Cr Limnios, seconded by Cr Yong

That Council:

1. ***APPROVES*** the awarding of 14 Business Improvement Grants totalling \$99,999 (excluding GST) as follows:
 - 1.1. ***\$15,000 to 'The Sewing Room', to assist with the new business fit- out (live music venue) at Basement, 317 Murray Street, Perth;***
 - 1.2. ***\$2,500 to 'Fromage Artisans', to assist with extension of the ventilation and air conditioning of the 'The Cheese Vault' at Basement, 101 St Georges Terrace, Perth;***
 - 1.3. ***\$15,000 to 'Comedy Lounge', to assist with the new business fit- out (comedy performance venue) at Level 1, 413 Murray Street, Perth;***
 - 1.4. ***\$10,000 to 'Bright Tank Brewing Co.', to assist with the new business fit-out (microbrewery) at 98-100 Brown Street, East Perth;***
 - 1.5. ***\$10,000 to 'Caballitos', to assist with the new business fit-out (tequila & bocadillos bar) at 26 Queen Street, Perth;***
 - 1.6. ***\$10,000 to 'Myall Yoga and Wellbeing Centre', to assist with the new business fit-out (yoga and wellbeing centre) at 843-845 Hay Street, Perth;***
 - 1.7. ***\$10,000 to 'Gangemis Fine Wines', to assist with a shopfront façade improvement at 1288 Hay Street, West Perth;***
 - 1.8. ***\$5,000 to 'Roc Candy', to assist with a re-fit/upgrade of the existing business at 34 Piccadilly Arcade, Perth;***
 - 1.9. ***\$5,000 to 'Arrival Hall', to assist with the business fit-out, including the café and façade improvement, at the new location at 162 Aberdeen Street, Northbridge;***
 - 1.10. ***\$5,000 to 'Zensaki', to assist with a re-fit/upgrade of the existing business at 83 Barrack Street, Perth;***
 - 1.11. ***\$765 to 'Lucky Chan's Laundry & Noodle Bar', to assist with new window signage for the existing business at 311 William Street, Northbridge;***
 - 1.12. ***\$5,000 to 'Arirang Korean Barbecue', to assist with a frontage upgrade of the existing business) at 91-93 Barrack Street, Perth;***

- 1.13 \$3,367 to 'Woo Jeong Restaurant', to assist with a re-fit/upgrade of the existing business at 536 Hay Street, Perth; and**
- 1.14 \$3,367 to 'Gami Chicken and Beer', to assist with a re-fit/upgrade of the existing business at 3B Shafto Lane, Perth**

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

Meeting Note: Cr Chen requested for mail drops/flyers to be considered as method for advising potential participants of the business improvement grants to increase awareness of the program to potential applicants. Director Economic Development and Activation advised that the program was well advertised (including via the City of Perth website and via social media) but mail drops would be considered for future rounds.

Item 8.3 Annual Arts Sponsorship – Pride Festival (PrideFEST 2017)

Moved Cr Limnios, seconded by Cr Yong

That Council:

- 1. APPROVES cash sponsorship of \$50,000 (excluding GST) to Pride Western Australia Incorporated for sponsorship of the 2017 PrideFEST, to be held from 27 October 2017 to 26 November 2017;**
- 2. NOTES the provisional list of sponsorship benefits contained in 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 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 28 February 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 Arts Sponsorship – The Blue Room Theatre

Moved Cr Limnios, seconded by Cr Yong

That Council:

- 1. APPROVES cash sponsorship of \$55,000 (excluding GST) to Performing Arts Centre Society Inc trading as The Blue Room Theatre for sponsorship of their 2018 Annual Artistic Program, held from 1 January 2018 to 31 December 2018;***
- 2. NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.4A;***
- 3. AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits and key performance indicators for inclusion in the agreement according to the Council approved funding amount; and***
- 4. NOTES that a detailed annual acquittal report, including any supporting material, will be submitted to the City of Perth by 31 March 2019.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Limnios and Yong

Against: Nil

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

10. General Business

10.1 Responses to General Business from a Previous Meeting
Nil

10.2 New General Business

Invitation to the 2017 International Island Tourism Conference

Cr Yong requested that a response be provided to an invitation to the 2017 International Island Tourism Conference which is to occur in September. The Director Economic Development and Activation advised that the invitation will be reviewed and responded to.

Grants and Sponsorship Application Assistance

Cr Chen asked the administration to consider further methods to assist ethnic communities with applying for grants and sponsorship applications (such as workshops providing information about how to apply for and complete forms). Director Economic Development and Activation noted more targeted information could be provided and that the City currently provides information to the Office of Multicultural Interests for dissemination to groups.

Grants allocation to the CEO

Cr Chen requested that the administration consider granting the CEO a discretionary budget to consider small and urgent grants and sponsorship applications. The Manager Governance advised the intent of the grants and sponsorship policies were to provide a framework and guidelines for allocation and that any use of delegated authority should be in line with this.

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)
Cr Chen provided further details as to items that are to be considered in the report to the Committee regarding this matter. Cr Chen advised the administration should consider approaching communities regarding ornamental and cultural lighting and light projections and also consider the length of the festival so it would be sufficient to attract visitors. The Director Economic Development and Activation advised a report would be provided to the Committee relating to this item.

12. Closure

4:55pm The Presiding Member declared the meeting closed.