



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

**7 November 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**

**7 November 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:----- 5/12/2017

Item 8.1 Marketing, Sponsorship and International Engagement Committee – Election of Presiding Member

Election of Presiding Member

The Chief Executive Officer advised that in accordance with Section 5.12(1) of the *Local Government Act 1995*, Committee members are required to elect a Presiding Member to the Marketing, Sponsorship and International Engagement Committee.

The Chief Executive Officer advised that the following nominations (CM 319727/17) had been received:

Cr Chen nominated herself for the position of Presiding Member.

There being only one Elected Member nominated, the Chief Executive Officer declared that Cr Chen was elected Presiding Member of the Marketing, Sponsorship and International Engagement Committee.

Cr Chen assumed the Chair.

2. Apologies and Members on Leave of Absence
Nil

3. Question Time for the Public
Nil

4. Confirmation of Minutes – Tuesday, 12 September 2017

Moved Cr Chen, seconded Cr Barton

That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on Tuesday, 12 September 2017 be confirmed as a true and correct record.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Barton and Hasluck

Against: Nil

5. Correspondence
Nil

6. Disclosures of Members' Interests

Member/Officer	Minute No.	Item Title	Nature/Extent of Interest
Cr Chen (CM 320155/17)	8.8	Event Sponsorship Round 2 (2017/18)	Nature: Impartiality Interest. As member of Chung Wah Association discussed Chung Wah Association application for sponsorship. Extent: Member
Cr Limnios (CM 320152/17)	8.8	Event Sponsorship Round 2 (2017/18)	Nature: Impartiality Interest. Member Hellenic Community of WA. Extent: Member

7. Matters for which the Meeting may be Closed

Nil

8. Reports

Item 8.2 Consideration of Lighting Based Festival for the City of Perth

Moved Cr Hasluck, seconded Cr Barton

*That the Marketing, Sponsorship and International Engagement Committee **NOTES** a high-level summary of considerations and options for a lighting based festival within the City of Perth.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Barton and Hasluck

Against: Nil

4.18pm The Manager Parks and Electrical Engineer departed the meeting and did not return.

Item 8.3 Signing of Letter of Intent with representatives of Denpasar City, Indonesia

Moved Cr Chen, seconded Cr Barton

That Council APPROVES the City, becoming a signatory to a Letter of Intent with Denpasar City Indonesia, about cooperation on creative and digital economy ecosystems.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Barton and Hasluck

Against: Nil

4.24pm The Manager Governance departed the meeting and returned at 4.26pm.

Item 8.4 Industry Sector Development Sponsorship – Unearthed 2017/18

Moved Cr Barton, seconded Cr Hasluck

That the Marketing, Sponsorship and International Engagement Committee:

- 1. APPROVES cash sponsorship of \$15,000 (excluding GST) to Unearthed Solutions Pty Ltd (Unearthed) to hold its Demo Day and Perth Hackathon events in Perth during 2017/18;*
- 2. NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.4A; and*
- 3. NOTES that Unearthed will provide the City with detailed impact reports relating to the events receiving this support.*

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Barton and Hasluck

Against: Nil

Item 8.5 Business Event Sponsorship – 2017 Qantas Australian Tourism Awards

Moved Cr Barton, seconded Cr Hasluck

That the Marketing, Sponsorship and International Engagement Committee:

1. ***APPROVES cash sponsorship of \$8,000 (excluding GST) to Australian Tourism Industry Council to present the 2017 Qantas Australian Tourism Awards;***
2. ***NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.5A;***
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 obtained by the City by 23 May 2018.***

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Barton and Hasluck

Against: Nil

4.29pm The Principal Economic Development Officer departed the meeting and did not return.

Item 8.6 Business Event Sponsorship – Australasian Oil and Gas Exhibition and Conference (AOG) 2018

Moved Cr Chen, seconded Cr Barton

That Council:

1. **APPROVES cash sponsorship of \$50,000 (excluding GST) to Diversified Exhibitions Australia Pty Ltd to present the 2018 Australasian Oil and Gas Exhibition and Conference, to be held from 14 to 16 March 2018;**
2. **NOTES the list of sponsorship benefits contained within the Detailed Officer Assessment in Attachment 8.6A;**
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 16 June 2018.**

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Barton and Hasluck

Against: Nil

4.48pm Cr Limnios entered the meeting.

Item 8.7 Arts Grants Round 2 (2017/18)Officer Recommendation

That Council:

1. APPROVES arts grants of \$86,350 (excluding GST) to the following applicants:
 - 1.1 Badlands Bar for the City Limits Festival (\$10,000);
 - 1.2 STRUT Dance for Punchdrunk/STRUT Workshop Development (\$18,000);
 - 1.3 Paper Mountain for Peaks 2018 (\$10,000);
 - 1.4 Black Swan Theatre Company for the Sector Development Program (\$18,000);
 - 1.5 WA Youth Jazz Orchestra for the King Street Jazz Festival (\$10,000);
 - 1.6 The Stella Prize for Girls Write Up Perth (\$5,350); and
 - 1.7 Co3 for Fitness Fridays (\$15,000).

2. DECLINES arts grants to the following applicants:
 - 2.1 Ausdance WA for Australian Dance Week;
 - 2.2 Mandorla Centre for Inner Peace for the Mandorla Art Award;
 - 2.3 Centre for Stories for Crossings: Journeys to Perth;
 - 2.4 Uniting Church in the City for Stations of the Cross 2018;
 - 2.5 WA Youth Theatre Company for yourseven;
 - 2.6 The Last Great Hunt for IMPROVEMENT CLUB;
 - 2.7 The Lucky Cat for The Lucky Cat @ Perth Town Hall;
 - 2.8 West Australian Ballet Company for the Great Leaps program;
 - 2.9 Australasian Photographic Association for Perth Cup Photographic Competition; and
 - 2.10 Art Gallery of WA Foundation for ART BALL.

3. NOTES the provisional list of sponsorship benefits for each application contained in the Detailed Officer Assessment in Attachment 8.7A;

4. AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the successful applicants the final list of sponsorship benefits for inclusion in the agreement according to the Council approved funding amount; and

5. NOTES that a detailed grant acquittal report, including any supporting material, will be submitted to the City of Perth four months following the completion of each supported project.

MOVED WITH AMENDMENT

Moved Cr Hasluck, seconded Cr Barton

That Council:

1. **APPROVES** arts grants of \$86,350 (excluding GST) to the following applicants:
 - 1.1 *Badlands Bar for the City Limits Festival (\$10,000);*
 - 1.2 *STRUT Dance for Punchdrunk/STRUT Workshop Development (~~(\$18,000)~~ (\$12,500);*
 - 1.3 *Paper Mountain for Peaks 2018 (\$10,000);*
 - 1.4 *Black Swan Theatre Company for the Sector Development Program (\$18,000);*
 - 1.5 *WA Youth Jazz Orchestra for the King Street Jazz Festival (\$10,000);*
 - 1.6 *The Stella Prize for Girls Write Up Perth (\$5,350);*
 - 1.7 *Co3 for Fitness Fridays (\$15,000); and*
 - 1.8 **Ausdance WA for Australian Dance Week (\$5,500).**

2. **DECLINES** arts grants to the following applicants:
 - ~~2.1 Ausdance WA for Australian Dance Week;~~
 - 2.2 *Mandorla Centre for Inner Peace for the Mandorla Art Award;*
 - 2.3 *Centre for Stories for Crossings: Journeys to Perth;*
 - 2.4 *Uniting Church in the City for Stations of the Cross 2018;*
 - 2.5 *WA Youth Theatre Company for youseven;*
 - 2.6 *The Last Great Hunt for IMPROVEMENT CLUB;*
 - 2.7 *The Lucky Cat for The Lucky Cat @ Perth Town Hall;*
 - 2.8 *West Australian Ballet Company for the Great Leaps program;*
 - 2.9 *Australasian Photographic Association for Perth Cup Photographic Competition; and*
 - 2.10 *Art Gallery of WA Foundation for ART BALL.*

3. **NOTES** the provisional list of sponsorship benefits for each application contained in the Detailed Officer Assessment in Attachment 8.7A;

4. **AUTHORISES** the Chief Executive Officer (or an appointed delegate) to negotiate with the successful applicants the final list of sponsorship benefits for inclusion in the agreement according to the Council approved funding amount; and

5. **NOTES** that a detailed grant acquittal report, including any supporting material, will be submitted to the City of Perth four months following the completion of each supported project.

PRIMARY MOTION AS AMENDED***That Council:***

1. ***APPROVES arts grants of \$86,350 (excluding GST) to the following applicants:***
 - 1.1 ***Badlands Bar for the City Limits Festival (\$10,000);***
 - 1.2 ***STRUT Dance for Punchdrunk/STRUT Workshop Development \$12,500;***
 - 1.3 ***Paper Mountain for Peaks 2018 (\$10,000);***
 - 1.4 ***Black Swan Theatre Company for the Sector Development Program (\$18,000);***
 - 1.5 ***WA Youth Jazz Orchestra for the King Street Jazz Festival (\$10,000);***
 - 1.6 ***The Stella Prize for Girls Write Up Perth (\$5,350);***
 - 1.7 ***Co3 for Fitness Fridays (\$15,000); and***
 - 1.8 ***Ausdance WA for Australian Dance Week (\$5,500).***

2. ***DECLINES arts grants to the following applicants:***
 - 2.1 ***Mandorla Centre for Inner Peace for the Mandorla Art Award;***
 - 2.2 ***Centre for Stories for Crossings: Journeys to Perth;***
 - 2.3 ***Uniting Church in the City for Stations of the Cross 2018;***
 - 2.4 ***WA Youth Theatre Company for yourseven;***
 - 2.5 ***The Last Great Hunt for IMPROVEMENT CLUB;***
 - 2.6 ***The Lucky Cat for The Lucky Cat @ Perth Town Hall;***
 - 2.7 ***West Australian Ballet Company for the Great Leaps program;***
 - 2.8 ***Australasian Photographic Association for Perth Cup Photographic Competition; and***
 - 2.9 ***Art Gallery of WA Foundation for ART BALL.***

3. ***NOTES the provisional list of sponsorship benefits for each application contained in the Detailed Officer Assessment in Attachment 8.7A;***

4. ***AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the successful applicants the final list of sponsorship benefits for inclusion in the agreement according to the Council approved funding amount; and***

5. ***NOTES that a detailed grant acquittal report, including any supporting material, will be submitted to the City of Perth four months following the completion of each supported project.***

(Cont'd)

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Barton and Hasluck

Against: Nil

Reason: The Committee believed it important to support Ausdance WA for Australian Dance Week.

4.58pm Cr Limnios disclosed an impartiality interest in Item 8.8 (detailed at Item 6).

Item 8.8 Event Sponsorship Round 2 (2017/18)

5.18pm Cr Harley departed the meeting and returned at 5.24pm

5.20pm Cr Limnios departed the meeting and returned at 5.27pm.

Officer Recommendation

That Council:

1. **APPROVES** sponsorship of \$200,000 (excluding GST) to the following applicants:
 - 1.1 HBF Health Limited for HBF Run for a Reason (\$36,500);
 - 1.2 Fairfax Media Publications Pty Ltd for Night Noodle Markets (\$30,000);
 - 1.3 Chung Wah Association for Chinese New Year Fair (\$50,000);
 - 1.4 Brookfield Commercial Operations for Brookfield Winter Lights Festival (\$20,000);
 - 1.5 The Home Away From Home Incorporated and Ronald McDonald House for Perth Ramble (\$8,500);
 - 1.6 Buddha's Light International Association Western Australia Incorporated for Buddha's Birthday & Multicultural Festival (\$20,000);
 - 1.7 Harry Perkins Institute Of Medical Research Inc. for Hawaiian Walk for Women's Cancer (\$5,000);
 - 1.8 Japan Festival Association in Perth Inc. for Perth Japan Festival Matsuri 2018 (\$10,000);

(Cont'd)

- 1.9 Living Stone Foundation Inc. for Young Butchers Picnic (\$10,000);
 - 1.10 Tee-Ball Association of WA Inc. for Tee-Ball State Championships (\$5,000); and
 - 1.11 The Trustee for Mother's Day Classic Foundation for Perth Mother's Day Classic (\$5,000).
2. DECLINES sponsorship to the following applicants:
 - 2.1 The Trustee for the Olszowy Family Trust for Indonesian Multicultural Harmony Day;
 - 2.2 Perth Glendi Association of WA for Greek Festival, Perth Glendi;
 - 2.3 Marcio Paulino Mendes for Brazilian Carnival 2018;
 - 2.4 Western Australian Swimming Association Inc. for Swim the Swan; and
 - 2.5 Hellenic Community of WA Inc. for Greek Orthodox Easter Celebration.
3. NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.8A;
 4. AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits for inclusion in the agreement according to the Council approved funding amount; and
 5. NOTES that a detailed acquittal report, including any supporting material, will be submitted to the City of Perth four months following the completion of each supported project.

MOVED WITH AMENDMENT

Moved Cr Hasluck, seconded Cr Barton

That Council:

1. ***APPROVES sponsorship of \$200,000 (excluding GST) to the following applicants:***
 - 1.1 ***HBF Health Limited for HBF Run for a Reason (\$36,500);***
 - 1.2 ***Fairfax Media Publications Pty Ltd for Night Noodle Markets ~~(\$30,000)~~ (\$26,000);***
 - 1.3 ***Chung Wah Association for Chinese New Year Fair ~~(\$50,000)~~ (\$60,000);***

(Cont'd)

- 1.4 *Brookfield Commercial Operations for Brookfield Winter Lights Festival (\$20,000);*
 - 1.5 *The Home Away From Home Incorporated and Ronald McDonald House for Perth Ramble (\$8,500);*
 - 1.6 *Buddha's Light International Association Western Australia Incorporated for Buddha's Birthday & Multicultural Festival (\$20,000);*
 - 1.7 *Harry Perkins Institute Of Medical Research Inc. for Hawaiian Walk for Women's Cancer (\$5,000);*
 - 1.8 *Japan Festival Association in Perth Inc. for Perth Japan Festival Matsuri 2018 (\$10,000);*
 - 1.9 *Living Stone Foundation Inc. for Young Butchers Picnic (\$10,000);*
 - 1.10 *Tee-Ball Association of WA Inc. for Tee-Ball State Championships (\$5,000); and*
 - 1.11 *The Trustee for Mother's Day Classic Foundation for Perth Mother's Day Classic (\$5,000).*
2. **DECLINES sponsorship to the following applicants:**
- 2.1 *The Trustee for the Olszowy Family Trust for Indonesian Multicultural Harmony Day;*
 - 2.2 *Perth Glendi Association of WA for Greek Festival, Perth Glendi;*
 - 2.3 *Marcio Paulino Mendes for Brazilian Carnaval 2018;*
 - 2.4 *Western Australian Swimming Association Inc. for Swim the Swan; and*
 - 2.5 *Hellenic Community of WA Inc. for Greek Orthodox Easter Celebration.*
3. **NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.8A;**
4. **AUTHORISES the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits for inclusion in the agreement according to the Council approved funding amount; and**
5. **NOTES that a detailed acquittal report, including any supporting material, will be submitted to the City of Perth four months following the completion of each supported project.**

PRIMARY MOTION AS AMENDED**That Council:**

1. **APPROVES sponsorship of \$200,000 (excluding GST) to the following applicants:**
 - 1.1 ***HBF Health Limited for HBF Run for a Reason (\$36,500);***
 - 1.2 ***Fairfax Media Publications Pty Ltd for Night Noodle Markets (\$26,000);***
 - 1.3 ***Chung Wah Association for Chinese New Year Fair (\$60,000);***
 - 1.4 ***Brookfield Commercial Operations for Brookfield Winter Lights Festival (\$20,000);***
 - 1.5 ***The Home Away From Home Incorporated and Ronald McDonald House for Perth Ramble (\$8,500);***
 - 1.6 ***Buddha's Light International Association Western Australia Incorporated for Buddha's Birthday & Multicultural Festival (\$20,000);***
 - 1.7 ***Harry Perkins Institute Of Medical Research Inc. for Hawaiian Walk for Women's Cancer (\$5,000);***
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 - 1.9 ***Living Stone Foundation Inc. for Young Butchers Picnic (\$10,000);***
 - 1.10 ***Tee-Ball Association of WA Inc. for Tee-Ball State Championships (\$5,000); and***
 - 1.11 ***The Trustee for Mother's Day Classic Foundation for Perth Mother's Day Classic (\$5,000).***

2. **DECLINES sponsorship to the following applicants:**
 - 2.1 ***The Trustee for the Olszowy Family Trust for Indonesian Multicultural Harmony Day;***
 - 2.2 ***Perth Glendi Association of WA for Greek Festival, Perth Glendi;***
 - 2.3 ***Marcio Paulino Mendes for Brazilian Carnaval 2018;***
 - 2.4 ***Western Australian Swimming Association Inc. for Swim the Swan; and***
 - 2.5 ***Hellenic Community of WA Inc. for Greek Orthodox Easter Celebration.***

3. **NOTES the provisional list of sponsorship benefits contained in the Detailed Officer Assessment in Attachment 8.8A;**

(Cont'd)

4. ***AUTHORISES*** the Chief Executive Officer (or an appointed delegate) to negotiate with the applicant the final list of sponsorship benefits for inclusion in the agreement according to the Council approved funding amount; and
5. ***NOTES*** that a detailed acquittal report, including any supporting material, will be submitted to the City of Perth four months following the completion of each supported project.

The motion was put and carried

The votes were recorded as follows:

For: Crs Chen, Barton and Hasluck

Against: Nil

Reason: The Committee agreed on the reduction of the Night Noodle Markets sponsorship until greater local content is sourced. The Committee also determined that the Chung Wah Association sponsorship should remain at a similar amount to previous years sponsorships.

Meeting Note: An additional \$6,000 was sourced from the remaining budget for Event Sponsorship Round 2.

Meeting Note: Cr Limnios requested the administration contact the Hellenic Community of WA Inc. to advise they are ineligible for this program, however they can apply for a donation.

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

Street Arts Work Program

Cr Hasluck requested the administration explore the feasibility of a Street Arts Work Program.

The Program would include a selection of 80 -100 sites for possible street art activation with at least two locations to be highlighted as best for 'temporary works' where by the works are replaced quarterly.

The Program would become an activity for tourists and locals, activate laneways, create vibrancy, support local artists, highlight indigenous works, reduce graffiti and tell stories about Perth and its history.

The Director Economic Development and Activation advised the administration will take this request on notice.

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 and MKT 15/08/17)**
A report has been submitted in relation to this matter for noting at this Committee (Item 8.2).

12. Closure

5.33pm The Presiding Member declared the meeting closed.