



City of **Perth**

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# Agenda

Special Council Meeting

15 August 2022

## Notice of Meeting

### To the Lord Mayor and Councillors

A Special Council Meeting has been called for Monday, 15 August 2022 in the Council Chamber, Level 9, 27 St Georges Terrace, Perth commencing at 5.00pm.

The purpose of the meeting is for Council to consider:

- Telethon 2022, and
- Event Sponsorship Round 1 2022/23 - PrideFEST 2022.

**Michelle Reynolds**  
Chief Executive Officer  
11 August 2022

## Information

This information is provided on matters which may affect members of the public. If you have any queries on procedural matters, please contact a member of the City's Governance team via [governance@cityofperth.wa.gov.au](mailto:governance@cityofperth.wa.gov.au).

## Question Time for the Public

An opportunity is available at Special Council Meetings for members of the public to ask questions specific to items on the agenda. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible to allow the City time to prepare a response.

The Presiding Person may nominate a member of staff to answer the question and may also determine that any complex question requiring research be answered in writing. No debate or discussion can take place on any question or answer.

To ask a question, please complete the Public Question Time form available on the City's website [www.perth.wa.gov.au/council/council-meetings](http://www.perth.wa.gov.au/council/council-meetings).

## Deputations

Deputations may be heard at Special Council Meetings and have a five minute time limit. To submit a deputation request, please complete the form available on the City's website [www.perth.wa.gov.au/council/council-meetings](http://www.perth.wa.gov.au/council/council-meetings).

## Disclaimer

Members of the public should note that in any discussion during a meeting regarding any item, a statement or indication of approval by any council member, committee member or officer of the City is not intended to be, and should not be taken as, notice of approval from the City. No action should be taken on any item discussed at a meeting of a Committee prior to written advice on the Committee or Council's resolution being received.

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1. Declaration of Opening
2. Acknowledgement of Country/Prayer
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4. Disclosures of Interests
5. Public Participation
  - 5.1 Public Questions
  - 5.2 Deputations

## 6. Reports

### 6.1 Telethon 2022

Responsible Officer	Louise Vescovo – Acting General Manager Community Development
Voting Requirements	Simple Majority
Attachments	Nil.

### Purpose

To consider waiving fees associated with Telethon Weekend 2022.

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### Recommendation

That Council:

1. WAIVES the following fees for the Channel 7 Telethon Trust totalling \$47,501 (inc GST), comprised of:
    - a. Parking fees totalling \$2,000 for 100 parking permits for Telethon staff and volunteers within the Elder Street Car Park based on a rate of \$10 flat fee per day on Saturday 22 and Sunday 23 October 2022.
    - b. Banner hire fees totalling \$1,180 for the use of sites on Wellington Street for two-weeks from Saturday 15 October to Saturday 29 October 2022.
    - c. Event charges totalling \$44,321 for fees relating to the Family Festival on Wellington Street on Sunday 23 October 2022.
  2. APPROVES the extension of the 3-hour free parking promotion on weekends to the following two additional car parks on Saturday 22 and Sunday 23 October 2022:
    - a. Elder Street Car Park
    - b. Roe Street Car Park
-

## Background

1. For several years, the Channel 7 Telethon Trust (Telethon) held the Telethon Appeal at Perth Convention and Exhibition Centre (PCEC). Each year, the City provided support to the event in form of cash donations and in-kind parking at the PCEC Car Park. In 2019, Council approved support for Telethon totalled \$110,827 (ex GST).
2. In 2020 and 2021, the Telethon event moved to Optus Stadium.
3. At its meeting held 25 May 2021, Council considered the proposed Council Policy 4.3 Sponsorship and Grants on recommendation from the Policy Committee and resolved to adopt the policy with several amendments, including the removal of donations.
4. As outlined in the 2025 Event Strategy, the City's top priority is to facilitate others to deliver events in the City of Perth (the City). The City's key role is to proactively facilitate, attract and approve event opportunities to take place in the city, creating the right environment for success.
5. Since 2019, Council have endorsed several parking incentives at City car parks to encourage visitation and support local businesses. These include 3-hour free parking, free night-time parking, and reduced day rates.

## Discussion

6. In its 55th year, the Telethon Appeal will return to the City on Saturday 22 and Sunday 23 October 2022, with the broadcast taking place at RAC Arena. Telethon's return to the City presents a unique opportunity to support an important cause, whilst also increasing vibrancy across the City over the weekend.
7. The Telethon Family Festival is expected to attract between 30,000 - 40,000 patrons on Sunday 23 October. The safe ingress and egress of large crowds to the Festival from public transport hubs and City car parks is a key risk which requires mitigation. Karak Walk is the usual artery of travel between the Perth Train and Bus Stations and RAC Arena. This is likely to be closed to the public due to ECU construction works (subject to final Construction Management Plan).
8. The closure of Wellington Street from Elder Street to William Street will ensure crowds are not forced to travel on narrow footpaths to the event creating a dangerous environment for pedestrians and motorists.
9. The road closure will also provide for an increased event footprint, with Telethon intending to activate the space with additional entertainment. With a variety of free family activities and performances on display, the festival will provide a platform for supporting organisations and children's charities to connect with visitors, united with a common goal of improving the health and wellbeing of children in WA.

10. Telethon have requested in-kind support from the City to assist with the delivery of the festival in the form of fee waivers, as outlined below:

Event Component	Details	Applicable Fees and Charges (inc GST)
Staff and stakeholder parking at Elder Street Car Park	100 bays on Saturday 22 and Sunday 23 October from 6am – 6pm daily	\$2,000
Banner hire	Wellington Street sites W1 and W2 for two-weeks from Saturday 15 October to Saturday 29 October 2022	\$1180
Event charges for Telethon Family Festival on Wellington Street on Sunday 23 October	Hire of Public Places/Thoroughfares: \$40,000 Bins: \$1,795 Health Assessment: \$573 (GST not applicable) Closure of street parking bays: \$1,953	\$44,321

11. The City will also support Telethon through business as usual services including promotion on the City's digital channels and existing parking incentives for attendees to the event on Saturday 22 and Sunday 23 October including:
- Free Night-time Parking at Elder Street, His Majesty's and Roe Street Car Parks from 6pm – 6am
  - 3-Hour Free Parking at His Majesty's Car Park from 6am – 6pm
12. To further encourage visitation and maximise activation of the City across Telethon Weekend, an extension of the 3-hour free parking at car parks surrounding the Telethon Weekend venues on Saturday 22 and Sunday 23 October is proposed at the following two car parks:
- Elder Street Car Park
  - Roe Street Car Park
13. The increased patronage across the city throughout the weekend, including at City car parks, is expected to provide a positive net return.

## Consultation

14. The City is working with Telethon to facilitate the festival road closures of Wellington Street, including liaison with key agencies such as Main Roads, WA Police and the Public Transport Authority.

## Decision Implications

15. If Council supports the recommendation for the fee waiver for Telethon, the City will not receive the associated revenue for the fees and charges outlined in the report.
16. If Council does not support the recommendation, the City will issue invoices for the fees and charges outlined in the report. Telethon may need to reduce the scale of the Telethon Family Festival to accommodate the relevant fees and charges in their budget.

## Strategic, Legislative and Policy Implications

Strategy	
Strategic Pillar (Objective)	Liveable
Related Documents (Issue Specific Strategies and Plans):	2025 Events Strategy
Legislation, Delegation of Authority and Policy	
Legislation:	Section 6.12 of the <i>Local Government Act 1995</i> allows a local government to determine to waive any amount of money owed to the local government.
Authority of Council/CEO:	Council has the authority to waive fees in accordance with Section 6.12 of the <i>Local Government Act 1995</i> .
Policy:	Nil.

## Financial Implications



17. The fee waiver will result in \$47,501 forfeited revenue to the City.

## Further Information

Nil.



## 6.2 Event Sponsorship Round 1 2022/23 - PrideFEST 2022

<b>Responsible Officer</b>	Louise Vescovo – Acting General Manager Community Development
<b>Voting Requirements</b>	Simple Majority
<b>Attachments</b>	Attachment 6.2A – Summary and Recommendation Rationale <a href="#">↓</a>  Attachment 6.2B – Indicative Events Calendar June 2022 to March 2023 <a href="#">↓</a> 

### Purpose

To provide recommendations to Council, under Round 1 of the Event Sponsorship Program 2022/23.

### Recommendation

That Council:

- APPROVES the following Event Sponsorship totalling \$127,300 excluding GST:

Ref	Applicant / Project	Recommendation Total Amount (ex GST cash contribution)
c	Pride Western Australia Inc for PrideFEST 2022	\$127,300 for one year

*\*Approval subject to a suitable sponsorship agreement being entered into by the City and Pride WA on terms acceptable to the City within three months.*

## Background

1. The City has a vision for Perth to be ‘the events heart of WA’ (2025 Events Strategy). A key principle of this strategy is ‘something for everyone.’ The City will facilitate and support a diverse range of events that are inclusive, appeal to a broad demographic and provide enriching experiences for all throughout the year.
2. The City of Perth accepted applications for Round 1 of the Events Sponsorship 2022/2023 program from 1 to 29 April 2022. The City received eleven applications in total, one of which opted to withdraw their application prior to assessment.
3. Of the nine applications that were presented at the Ordinary Council Meeting on 26 July 2022, eight were approved and one declined. One application, PrideFEST 2022, was postponed following submission of a variation request from the applicant on 13 July 2022.
4. The funding level recommended is based on the scale, impact and significance of the event. The Event Sponsorship program guidelines stipulate the City can provide a maximum contribution of 30% to the total project cost.

## Discussion

5. A three-person panel, consisting of management and officers from the City’s Corporate Communications Alliance and Community Development Alliance, assessed 10 applications. Additionally, the General Manager Community Development had an oversight role.
6. The assessment criterium is aligned to the key priority outcomes; visitation, vibrancy, engaging a diverse community, sustainability and economic growth and provides clear descriptions and a rating scale to guide the assessors when considering an appropriate score. The scores from panel members for each assessment criteria are averaged and ranked from highest to lowest.
7. The panel re-assessed the application, from Pride Western Australia Inc, following the submission of new information which supported the variation request. More detail can be found in Attachment A: Summary and Recommendation Rationale.
8. Where applicable, in-kind support is considered to have a value equal to cash, and the recommended total amount is inclusive of cash only to ensure that the applicant receives the full value, limiting the impact of in-kind estimates that can be subject to change.

## Consultation

Nil.

## Decision Implications

9. It is generally not possible to support every application or the total request for each applicant, due to budget constraints, lack of alignment with the City’s strategic priorities and/or inadequate applications. This may result in unavoidable dissatisfaction from some applicants.
10. A City representative will negotiate an agreement with applicant in line with sponsorship funding amounts once approved by Council. The applicant will be required to provide significant benefits in recognition of the City’s support.

11. The applicant will be required to submit an acquittal report within three months of project completion. Acquittal reports must demonstrate how the City’s sponsorship funding supported projects or initiatives within the City’s district and demonstrate direct impact on the City of Perth meeting its aspirations of Liveable, Sustainable and Prosperous.

## Strategic, Legislative and Policy Implications

Strategy	
Strategic Pillar (Objective)	Liveable
Related Documents (Issue Specific Strategies and Plans):	<a href="#">Event Sponsorship Guidelines 2022/23</a> <a href="#">2025 Events Strategy</a>

Legislation, Delegation of Authority and Policy	
Legislation:	Regulation 12 of the <i>Local Government (Financial Management) Regulations 1996</i> – payments from municipal fund or trust fund, restrictions on.
Authority of Council/CEO:	Council Policy 4.3 directs that any sponsorship application for more than \$15,000 or from a funding round be considered by Council.
Policy:	Policy 4.3 Sponsorship and Grants - the policy directs that there be a consistent and transparent assessment process and criteria to guide recommendations to Council. An eligibility check has been conducted on all applications to ensure they are compliant with the Policy and the necessary assessment process has been followed.

## Financial Implications

12. The financial implications of the recommendation is accommodated within the existing budget.

Account Number	1066 100 50 10078 7901	Operating
Account Description	Event Sponsorship	
Total Budget	\$1,000,000	
Budget – This report	\$127,300	
Remaining Budget	\$377,200	
Budget Impact	Accommodated in 2022/23 budget	

## Further Information

Nil.

Attachment A: Application Summary and Recommendation Rationale

Applicant Details			
Applicant Name	Pride Western Australia Inc		
Previous Support (5-year period)	Year	Amount (ex GST)	Project
	2017/18	\$50,000	PrideFEST 2017
	2018/19	\$55,000	PrideFEST 2018
	2019/20	\$65,000	PrideFEST 2019
	2020/21	\$65,000	PrideFEST 2020
	2021/22	\$65,000	PrideFEST 2021
Project Details			
Project Title	PrideFEST 2022		
Project Date / Venue	05/11/2022 - 27/11/2022	Russell Square; Aberdeen Street; William Square; James Street; Northbridge Piazza	
Project Description	<p>PrideFEST is Western Australia’s annual celebration of the LGBTQIA+ community. The festival is delivered over the month of November, with programmed events and activities such as art shows, music and dance performances, food and community events, and the festival finale - Pride Parade. The Pride Parade is considered one of the highlights of the City’s event calendar and aims to bring together people from all walks of life. This year Pride WA anticipates regional, interstate and international visitors to experience, what is said to be, the second largest night-time LGBTQIA+ Parade in Australia.</p> <p>Each year Pride adopts a theme for its festival, this year’s theme is ‘SHINE’. ‘SHINE’ is an invitation to step out of the darkness and into the light. Pride WA describes PrideFEST as an opportunity to shine a light on issues and educate the community. PrideFEST organisers have also expressed that ‘SHINE’ is an acknowledgement to the City of Light.</p> <p>Pride Parade returns to the streets of Northbridge in 2022, following two years of disruption caused by COVID-19. In 2022, Pride Parade will be held on 26 November and will commence at Russell Square, move through Northbridge Streets, before ending back at Russell Square for a free public party. Event organisers have amended the format from their previous parade held in Northbridge to assist with egress from Northbridge and extend the celebration following the parade.</p> <p>PrideFEST organisers have also proposed a new, free to attend, launch event to be held at Northbridge Piazza on 5 November.</p>		
Estimated Attendance	35,000		
Total Project Cost	\$424,319.00		
Total Amount Requested	\$210,000 (ex GST) cash contribution (49.84% of total project budget)		
Multi Year Request	Not applicable		

Total Assessment Score	38.16 out of 50 (76%)
Recommendation	<b>APPROVE a one-year term</b>
Recommended Amount	\$127,300 (ex GST) cash contribution
<b>Recommendation Rationale</b>	
<p>The Assessment Panel recommend supporting the application for \$127,300 (ex GST) cash contribution for the following reasons:</p> <ul style="list-style-type: none"> <li>a. PrideFEST is an important celebration of identity, culture and inclusivity in Perth. PrideFEST organisers have demonstrated a variety of festival activity over the month which will benefit the City through activation, visitation, and economic benefits.</li> <li>b. PrideFEST events and activities receive a high level of media-coverage in the lead-up to the festival with additional organic reach achieved through the participation of corporate and community organisations.</li> <li>c. The Pride Parade is free to attend and historically has proven to be hugely successful. The return of the Parade to Northbridge will be welcomed by the community, attendees, and Northbridge businesses.</li> <li>d. The addition of the PrideFEST launch is a great initiative and will further cement the LGBTQIA+ community's place in Perth and Northbridge.</li> <li>e. Pride Western Australia Inc offer appropriate sponsorship benefits to the City, as the Principal Festival Supporter, including logo placement across all mediums, acknowledgement in key speeches, and access to photography and videography opportunities.</li> </ul> <p>The Assessment Panel considered the applicants request for \$210,000 (ex GST). The panel did not recommend the full requested support for the following reasons:</p> <ul style="list-style-type: none"> <li>f. The program guidelines state that a maximum contribution provided by the City is 30% of the total event budget. The applicants request for support is equal to 49% of the total event budget, exceeding the City's maximum contribution.</li> <li>g. The recommended amount of \$127,300 (ex GST) is 30% of the total project budget in line with the guidelines and equates to a 96% increase to the amount awarded in FY 2021/22.</li> <li>h. It is evident that costs to deliver this event have increased significantly throughout the years, due to the increased safety requirements and inflation across most hire and labour services. However, it was noted when comparing the event budget to similar event models, some of the operational and administrative line items were considered high.</li> <li>i. When benchmarked against events achieving similar attendance and activation within the City, the panel agreed that the recommendation was appropriate and is reflective of the expected return on investment.</li> <li>j. Additionally, the panel recommend that a national and international marketing strategy is developed to further strengthen the application and better position the festival on a national and international platform. Further consideration to sustainability measures and business engagement plans should also be investigated to support future applications.</li> </ul>	



# Events Calendar

## June 2022 – March 2023

\*Correct as at 10 June 2022 and subject to change.

CITY-LED EVENTS	SPONSORED EVENTS	FACILITATED EVENTS
Events delivered by the City	Events with approved sponsorship or grant from the City Event requesting support through City Sponsorship or Grant program - outcome yet to be determined.	Events delivered by a third party in a City venue or major events in a private venue with city activation/ leveraging. These events may be yet to be approved for a sponsorship or grant or have not applied.

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
<b>State of Origin Fan Day</b> <i>(25 June)</i>	<b>Wallabies v England International Rugby Fan Day</b> <i>(1 July)</i>	<b>Yirra Yaakin – Ngalaka Daa Ensemble</b> <i>(11 – 12 August)</i>	<b>Australia Irish Dancing National Championships</b> <i>(27 September – 1 October)</i>	<b>ICC T20 World Cup Public Team Welcome</b> <i>(19 October)</i>
<b>WA Beer Week</b> <i>(3 – 12 June)</i>	<b>ICON Perth: International Festival of Football Fan Day</b> <i>(22 July)</i>	<b>Winter Lights at Brookfield Place</b> <i>(12 – 20 August)</i>	<b>2022 AWESOME International Arts Festival</b> <i>(27 September – 1 October)</i>	<b>WA Opera: Our Little Inventor</b> <i>(1 – 2 October)</i>
<b>Sneakerland</b> <i>(4 June)</i>	<b>NAIDOC Week Perth Opening Ceremony</b> <i>(3 July)</i>		<b>Farmer on Your Plate</b> <i>(2 September)</i>	<b>Perth Home Builders Expo</b> <i>(22 October)</i>
<b>Strange Festival</b> <i>(17 – 26 June)</i>	<b>SLiFF Guinness World Record Fashion Show</b> <i>(9 July)</i>		<b>RTRFM in The Pines 2022</b> <i>(4 September)</i>	<b>Perth Garden &amp; Outdoor Living Festival</b> <i>(27 – 30 October)</i>
<b>Perth International Cabaret Festival</b> <i>(18 – 26 June)</i>	<b>Wallabies v England International Rugby</b> <i>(2 July)</i>		<b>Australian Irish Dancing National Championships</b> <i>(28 September – 2 October)</i>	
<b>Swan Lake &amp; Children's Ballet</b> <i>(26 June)</i>	<b>ICON: International Festival of Football</b> <i>(22 – 23 July)</i>		<b>Targa West</b> <i>(8 – 11 September)</i>	<b>Rooftop Movies</b> <i>(October – May)</i>
<b>Van Gogh Alive</b> <i>(26 May – 3 July)</i>			<b>XR:WA 2022</b> <i>(16 – 18 September)</i>	<b>Te Maeva Nui- Cook Islands Culture Festival</b> <i>(1 October)</i>
<b>The Circus</b> <i>(22 June – 31 July)</i>			<b>2022 UniSport Nationals-Perth</b> <i>24 September – 30 September</i>	<b>Oktoberfest</b> <i>(8 October)</i>
<b>Bravehearts 777 Marathon</b> <i>(27 June – 3 July)</i>				<b>Telethon Family Festival</b> <i>(22 – 23 October)</i>
<b>Man About Council House</b> <i>(24 – 26 June)</i>				<b>Never Say Neverland</b> <i>(22 October)</i>
<b>State of Origin</b> <i>(26 June)</i>				<b>ICC T20 World Cup</b> <i>(30 October)</i>

NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
<b>Twilight Hawkers Market</b> <i>(18 November – 31 March)</i>				
<b>Summer in the City- City of Light Shows</b> <i>(18 &amp; 19 November, 31 December, 26 January, 17 &amp; 18 February)</i>			<b>Japan Festival Matsuri 2022</b> <i>(31 March)</i>	
<b>Christmas Lights Trail</b> <i>(18 November -2 January)</i>		<b>Perth International Arts Festival</b> <i>(10 February – 5 March)</i>		
<b>WA Music Month</b> <i>(31 October – 30 November)</i>	<b>Christmas Nativity</b> <i>(17 – 18 December)</i>	<b>Birak Concert</b> <i>(26 January)</i>	<b>LiveLighter Multicultural Festival &amp; Food Bazaar</b> <i>(11 March)</i>	
<b>WAM Festival</b> <i>(4-5 November)</i>	<b>The City at New Year's Eve</b> <i>(31 December)</i>	<b>Lunar New Year</b> <i>(21 January – 5 February)</i>		<b>Golden Oldies Sports &amp; Events</b> <i>(18 – 24 March)</i>
<b>Rooftop Movies</b> <i>(October – May)</i>				
<b>Fisher Beach Party Tour 2022</b> <i>(13 November)</i>	<b>WA Symphony Orchestra Family Christmas Spectacular</b> <i>(1 December)</i>	<b>Fringe Festival</b> <i>(20 January – 20 February)</i>		<b>City Wine</b> <i>(24 – 25 March)</i>
<b>Elizabeth Quay Twilight Regatta</b> <i>(26 November)</i>	<b>Origin Fields- Panorama Festival</b> <i>(30 December – 2 January)</i>		<b>Opera at the WACA</b> <i>(24 – 25 February)</i>	
<b>The Court Street Party</b> <i>(26 – 27 November)</i>	<b>Ice Cream Factory</b> <i>(2 December – 1 January)</i>	<b>Perth Leisure Lifestyle Show</b> <i>(6 – 8 January)</i>		
<b>Pride Parade</b> <i>(26 November)</i>	<b>Polo in the City</b> <i>(3 December)</i>	<b>Perth Chinese New Year Fair</b> <i>(29 January)</i>		
<b>Nepal Festival</b> <b>27 November</b>	<b>Christmas Pageant</b> <i>(3 December)</i>			
<b>Perth International Jazz Festival</b> <i>21 October -6 November</i>	<b>Carnival Amusements Fun Fair</b> <i>(9 December – 2 January)</i>			
	<b>Carols in the City</b> <i>(10 December)</i>			
	<b>RUFUS DU SOL</b> <i>(17 December)</i>			
	<b>Freedom Time</b> <i>(31 December)</i>			



7. Closure