

## Attachment One: Event Sponsorship Program 2022-2023 Evaluation Summaries

Note: panel score is out of a total of 100.

### Recommended

Applicant	Panel score	Requested funding
Movies by Burswood	68	\$17,500

#### **About:**

The applicant is an outdoor cinema run by volunteers presenting family-friendly movies at affordable prices, with occasional free screenings, in a picnic setting. Movies by Burswood raises funds for charities whose programmes aim to improve the quality of life of children facing a health or physical ability challenges. The applicant has requested event sponsorship in order to continue to provide a family-focussed outdoor cinema in Burswood – which, over the past 21 years, has raised over \$11 million for children’s charities.

The event program will run from late November 2022 – mid April 2023 in Burswood parklands area.

#### **Panel assessment:**

- This application presents opportunities to move into a long-term partnership with Movies by Burswood.
- There are opportunities to collaborate and leverage off this long-running, well known event – i.e. hiring venue for Town events, screening evergreen content.
- The applicant’s venue offers a unique pop-up venue/facility that we don’t currently have within the Town. Provides alternative venue options which we don’t need to recreate ourselves.

Applicant	Panel score	Requested funding
John Curtin Gallery (JCG)	52	\$10,900 (\$1,000 in kind)

#### **About:**

JCG aims to be a leading public gallery in Australia, making tomorrow better through the power of art. Their stated purpose is to inspire audiences to reflect on contemporary issues and create a more just and equitable world. JCG is on a mission to deliver exhibitions and programs, and to build their collection to reflect the needs of their community, making art accessible for all.

The applicant has requested event sponsorship in order to produce a series of workshops and a mentorship program for emerging artists in the community, to help develop their skills in organising and preparing for future exhibitions. The program will result in a collaborative exhibition between the artists and the gallery in October/November 2022. Previously in 2021, TOVP supported the delivery of Emerging Artists workshops, presented jointly with the Victoria Park Centre for the Arts. This exhibition is the culmination of that project.

#### **Panel assessment:**

- Offers opportunities to align the Town with applicant’s mission/vision within the art community around innovation, collaboration, reconciliation, and sustainability, which aligns closely with our Strategic Community Plan.
- Opportunities to create an art scene all year round, not just during Arts Season, as the program/event will take place at the end of the year.
- Opportunities for longer term partnerships with John Curtin Gallery events and offerings, particularly as an organisation situated within the Town.

Applicant	Panel score	Requested funding
WestCycle	68	\$10,000 (\$2,650 in kind)
<p><b>About:</b> WestCycle is a non-profit, peak body for bike riding throughout WA and a representative voice for all bike riders. Their team develops, promotes and enacts positive change state-wide. All elements of bike riding are embraced by WestCycle, from riding to work or school, to weekend rides and racing. Their vision is to have more people riding bikes more often, with a purpose of leading change for bike riding infrastructure, participation, safety and community attitudes.</p> <p>The applicant has requested event sponsorship in order to deliver 'The Victoria Park Criterium' – a lapped race on a closed circuit. Criteriums are often known to attract roaring crowds and an electric atmosphere. The event will offer a safe and inclusive environment that works towards the common goal of involving more people in cycling and creating a positive experience for everyone. The applicant has proposed to hold the event in March 2023, in the John MacMillan Park area (date and venue flexible).</p>		
<p><b>Panel assessment:</b></p> <ul style="list-style-type: none"> <li>• We don't have an existing Town event that lends to this area. Offers opportunity to outsource, with good return on investment.</li> <li>• Drawcard for both spectators and participants – vibrant 'mini Tour de France' style village event.</li> <li>• Aligns with many strategic outcomes – especially around healthy community, economic vibrancy (local business collaboration), alternative transport options.</li> <li>• Opportunities for collaboration and longer-term partnerships with other WestCycle events (i.e. DAMS Challenge).</li> </ul>		

### **Not recommended**

Applicant	Panel score	Requested funding
Aus Central Performing Co	10	\$20,000 (\$8,000 in kind)
<p><b>About:</b> Aus Central Performing Co is a dance school and event organiser for children, teens and young adults. They have an impressive social media following and offer K-Pop style dance events. The applicant has requested event sponsorship in order to organise an annual 'Aussie K-Popper United Concert' in Burswood. They have proposed top WA K-Pop groups and vocalists, DJs and MCs to perform live to K-Pop hits, including a dance party for fans to show off their moves.</p> <p>The proposed event date is October 2022 and applicant has requested assistance in hiring/using the Perth Stadium outdoor area for the event.</p>		
<p><b>Panel assessment:</b></p> <ul style="list-style-type: none"> <li>• Funding requested not appropriate – requested more than a third of total event budget and would not accept partial funding. This deems applicant ineligible.</li> <li>• Panel was unable to assess application for high funding amount as it was very light on detail.</li> <li>• There are potential opportunities to collaborate with Aus Central Performing Co outside of sponsorship instead, for Curtin student events, Lunar New Year events, Youth Leadership events – i.e. hiring their talent to add vibrancy and interest.</li> </ul>		

Applicant	Panel score	Requested funding
Potters House	32	\$2,200 (\$1,150 in kind)

**About:**

Potters House has stated their purpose and mission is to engage, invest and give back to the community. They are a Christian fellowship church who have run 'Carols by Candlelight' events in the past. The applicant has requested event sponsorship in order to arrange a free 'Christmas Carols in the Park' event, with the aim to engage the community and bring a message of hope and joy around Christmas time. The proposed event would include food (from local vendors), bouncy castles, face painting, camel rides, live music and choir singing.

Event is proposed to take place in December 2022, with the event date and location flexible.

**Panel assessment:**

- Conflicts with Burswood Park Board Christmas Carols and Optus Stadium Christmas Markets, which are two major/long term partnerships with TOVP. May 'cannibalise' other Christmas events happening around the Town.
- Applicant did not go into great detail around how the event would raise the Town profile or meet marketing/communications objectives.
- Applicant does not align with our Strategic Community Plan and values (specifically around inclusivity) and may pose a reputational risk.

Applicant	Panel score	Requested funding
Rotary Club of Ascot	38	\$10,000 (\$500 in kind)

**About:**

The Rotary Club's purpose is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through their fellowship of business, professional and community leaders. The applicant is seeking event sponsorship for 'Bricktober Perth' – a family friendly inclusive event, run by the Rotary Club and supported by volunteers. The event showcases models built from LEGO® by local fans. It brings the community and fans of LEGO® together to enjoy themed activities, games and enjoy a huge interactive zone. The event will feature a number of free activities for families, and as well as dedicated accessible and low-sensory sessions available for families with disability to attend. All proceeds from the event are used to support Rotary and local community projects.

The event is confirmed to go ahead in October 2022 at Curtin Stadium.

**Panel assessment:**

- Applicant lacks information on how this niche event will benefit/how they will collaborate with the Town and local community.
- Event will go ahead without funding from the Town, little opportunity for us to add value.
- Applicant has not clearly stipulated how this will offer reciprocal benefits or return on investment.

Applicant	Panel score	Requested funding
UniSport Australia	52	\$20,000 (\$2,000 in kind)

**About:**

UniSport is the National Governing Body for University Sport in Australia. In partnership with their member universities, they aim to drive student success by demonstrating the value of sport through evidence-based advocacy and provide participation and competition programs locally, nationally and internationally.

The applicant is seeking event sponsorship for their 'UniSport Nationals' event - Australia's largest annual multi-sport event which is reportedly set to see over 6,000 student athletes from across the country head to Perth for a week of sport. Taking place across a number of local authority areas in Perth, the Nationals incorporates more than 31 sports, with Victoria Park playing host to some of the competitions. Curtin University and the State Hockey Centre will host three different sporting competitions, reportedly seeing over 1,000-1,200 participants located in the area for five days of competition.

The event is confirmed to take place September 2022, with Curtin University and State Hockey Centre as two of the host venues.

**Panel assessment:**

- Application is quite broad and does not wholly stipulate opportunities for collaboration.
- More opportunity for City of Perth to gain exposure rather than TOVP.
- Applicant's examples of return on investment do not align – for example, we have limited student-appropriate accommodation options, which would mean the participants of the event would not be staying in the Town/utilising Town businesses and facilities predominantly.

Applicant	Panel score	Requested funding
Curate	41	\$20,000 (\$2,500 in kind)

**About:**

Curate is a collective of local artists, musicians, writers, lyricists, beat-makers, crafters, folk/culture artists and designers. Curate was founded in 2019 as an organisation that is not bound by type or genre. Instead, it is an organisation that is guided by a specific purpose: to move people's emotions. The applicant has requested event sponsorship for the premiere of a new orchestral work by WA composer Simone Lobbia (CALD Composer), titled 'Soundscapes of Poetry'. The event would be conducted by John Keene (Associate Principal Double Bass, WASO). The applicant has proposed an hour-long programme of this premiere work and accompanying orchestral work.

The proposed event date is July 2022 at Lathlain Hall.

**Panel assessment:**

- Applicant doesn't address the criteria questions in great detail – missing a lot of important event details that provides context.
- Have stipulated in their budget expenditure that \$100,000 will go toward instruments and gear, which does not align with Policy 116 (applicants cannot use funds towards items of ongoing use).

Applicant	Panel score	Requested funding
Conscious Living Co-Creations	37	\$20,000 (\$8,600 in kind)

**About:**

The applicant's aim is to promote positive health, wellbeing and environmentally sustainable lifestyles. They have applied for event sponsorship in order to offer a variety of family-friendly 'Creative Educational Workshops' culminating in a 'Community Event in the Park'. Participants will bring plants from their home

gardens and will print these onto cloth - the cloths created from each workshop will then be combined into a mosaic to form a 'Plant Wisdom Earth Cloth' which will be displayed at the Community Event to be held in May 2023 and then donated to the Town of Victoria Park. There will be a program of interactive activities, workshops, talks and demonstrations (including organic gardening, composting, growing wildflower plants, using natural plant fibres and recycled materials to make jewellery, baskets and repurposing textiles for clothing and much more). Local musicians and performers, as well as local food vendors will also be involved.

Applicant has suggested the location and timing of the Community Event is to be made in consultation with TOVP.

**Panel assessment:**

- Does not align or address our Strategic Community Plan. High risk of aligning TOVP with anti-vaccination sentiments.
- Quite a niche event. There is not a lot of exposure for the Town and local community, nor reciprocal benefits outlined.
- Does not hold current public liability insurance – applicant has stipulated that they only take out insurance for duration of an event.