



# WORKSHOP SUPPORTING DOCUMENTS

Economic Development Committee  
1 March 2018

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**8.1.1 2017 TPF Media Report**



TELSTRA  
PERTH  
FASHION  
FESTIVAL MEDIA  
EVALUATION  
REPORT

INSIGHTS

PREPARED BY HUNTER COMMUNICATIONS  
NOVEMBER 2017



# 2017 AUDIENCE REACH

## TPFF 2017 AUDIENCE REACH



45,902,855  
ONLINE MEDIA  
AUDIENCE REACH



27,794,158  
PRINT MEDIA  
AUDIENCE REACH



28,819,604  
BROADCAST MEDIA  
AUDIENCE REACH



1,250,347  
FACEBOOK  
AUDIENCE REACH

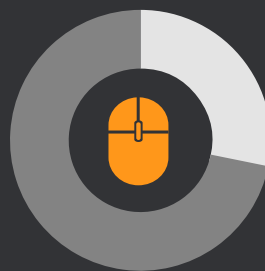


531,211  
INSTAGRAM  
AUDIENCE REACH

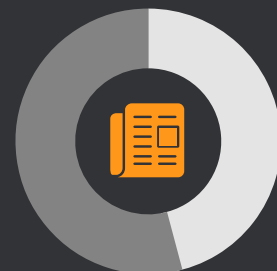
TPFF COVERAGE TOTAL REACH 2017:

# 104,298,175

### REACH BREAKDOWN 2016 & 2017 COMPARISON



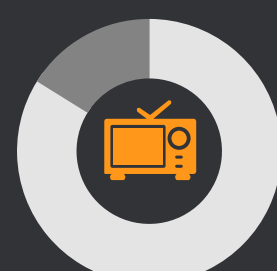
2016 2017



2016 2017



2016 2017



2016 2017



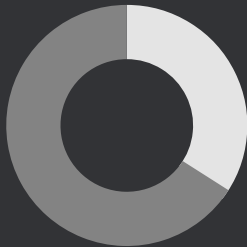
# 2017 MEDIA COVERAGE HIGHLIGHTS

## 2017 PIECES OF COVERAGE BY OUTLET TYPE

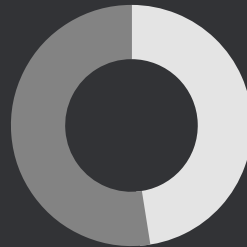
297  
ONLINE

218  
PRINT

241  
BROADCAST



2016 2017



2016 2017



2016 2017

102,516,617

TOTAL  
AUDIENCE REACH  
THROUGH MEDIA COVERAGE

\$38,530,286

TOTAL  
ADVERTISING VALUE  
EQUIVALENT OF MEDIA

REACH



45,902,855



27,794,158



28,819,604

AVE



\$4,980,140



\$31,207,189



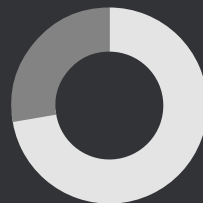
\$2,342,957





REACH  
1,250,347

Facebook reach during the 2017 TPF was **161%** higher than that of the 2016 TPF.



2016 2017

PAGE AUDIENCE

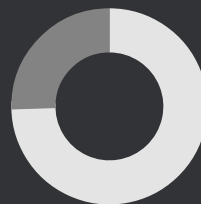


23,530 page likes  
**+6.4%** over TPF



IMPRESSIONS  
2,032,695

Facebook impressions during the 2017 TPF were **192%** higher than those during the 2016 TPF.



2016 2017

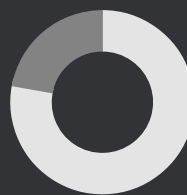


45.8% of page following is between  
25 to 34 years old



ENGAGEMENT  
75,003

Facebook engagement during the 2017 TPF was **250%** higher than those during the 2016 TPF.



2016 2017



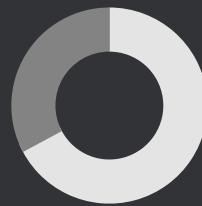
83% of page following is female





REACH  
531,211

Instagram reach during the 2017 TPF was 104% higher than that of the 2016 TPF.



2016 2017

PAGE AUDIENCE

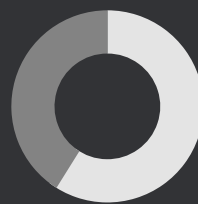


23,505 page likes  
+3.4% over TPF



IMPRESSIONS  
652,222

Instagram impressions during the 2017 TPF were 43% higher than those during the 2016 TPF.



2016 2017



45% of page following is between 25 to 34 years old



ENGAGEMENT  
25,089

Facebook engagement during the 2017 TPF was 24% higher than those during the 2016 TPF.



2016 2017



79% of page following is female



COMMUNICATIONS





**TELSTRA  
PERTH  
FASHION  
FESTIVAL** MEDIA  
EVALUATION  
REPORT

**OVERVIEW RESULTS  
OUTCOMES  
RECOMMENDATIONS**  
PREPARED BY HUNTER COMMUNICATIONS  
NOVEMBER 2017



## OVERVIEW

Founded in 1999, Telstra Perth Fashion Festival (TPFF) is one of Australia's leading and premier fashion events taking place in Western Australia.

This year, TPFF ran over 11 days from Wednesday 6 September to Sunday 17 September. The program consisted of Fashion Paramount held at Crown Perth, City of Perth Fashion Central in Forrest Place and the Cultural Program which presented a dynamic series of events, activations and exhibitions.

TPFF has commissioned this year's 2017 media evaluation report to summarise the media coverage from 1 January to 31 October 2017, and social media coverage between 20 July and 30 September 2017.

## METHODOLOGY

Advertising value equivalent (AVE) has been used to identify the dollar value of TPFF editorial media coverage.

Hunter Communications infrequently uses AVE figures when pulling together media coverage reports for clients as they have a number of strengths and weaknesses. However, to enable TPFF to benchmark against 2016, we have provided the following calculations. We note however, that emphasis should be placed on total reach, sentiment and engagement.

The AVE is calculated using 2016 TPFF benchmarks as per below:

### Print media coverage

Print media coverage is calculated at three times the equivalent advertising value, measuring the size of the coverage in centimetres squared or the area of the page of the article.

### Online media coverage

The value of online media coverage is based on the number of unique browsers that visit the site in a day, divided by 100, to determine a value that represents average clicks per hundred page impressions. This number is then multiplied by \$3.50, which we have used to determine the average cost of advertising per click. The final figure is calculated at three times the equivalent advertising value.

### Blog coverage

Several blogs were unable to be valued due to the editor/writer not accepting advertising on their platforms. In this case, we used the same calculation as last year's report and generated a standard AVE figure of \$10,000 which was applied to all blogs we did not have advertising rates for.

## METHODOLOGY CONT.

### Radio media coverage

Radio coverage is calculated at three times the equivalent advertising value (advertising rate per thirty seconds).

### Television media coverage

Television coverage is valued at three times the equivalent advertising value (advertising rate per thirty seconds).

## MEDIA COVERAGE RESULTS

TPFF secured 756 media clippings in 2017 across print, online, radio and TV reaching a potential audience of 102,516,617.

The 756 editorial clippings are equivalent of \$38,530,286.54 advertising value, this is a 24.19% decrease from last year's total of \$50,826,922.

To demonstrate total clippings, circulation figures and advertising value equivalents we have pulled together Table 1.1, Graph 1.1 and Graph 1.2 to show a breakdown and in-depth analysis.

Table 1.1 - 2017 media coverage results

Coverage type	Total clips	Total circulation	Total AVE
Total coverage	756	102,516,617	\$38,530,286.54
Print media coverage (newspaper, magazine, etc)	218	27,794,158	\$31,207,189.01
Radio media coverage	66	2,837,604	\$309,036.45
Television media coverage	175	25,982,000	\$2,033,921.00
Online news media coverage	283	44,958,780	\$4,840,140.08
Blog coverage	14	944,075	\$140,000



## OUTCOMES

There have been three factors affecting this year's results;

### Quality vs quantity

2017 media coverage saw a decrease in the number of clippings however, overall the coverage reflected quality pieces rather than quantity. The majority of the media clippings were complete articles covering at least one full page in print rather than brief mentions. Demonstrated in Graph 1.1 and Graph 1.2 shows there has been a decrease of 23 print clippings with an increase of an AVE figure of \$1,976,093.

### Seven West Media

The West Australian, the West Online, the Sunday Times and Perth Now are now all under the same management and work side by side. As a result, over the last year there has been an increase in competitiveness for 'exclusive' stories and making it increasingly difficult to run more than one story with a similar angle across all publications.

### WA media landscape

While WA's traditional media landscape is decreasing with resources, the rise of digital influencers is increasing. Consequently, traditional media outlets are becoming more competitive and there is an increase of advertorial opportunities,

This year, there has been an increase in social media reach, impressions and engagement. Once again highlighting the impact of social media.

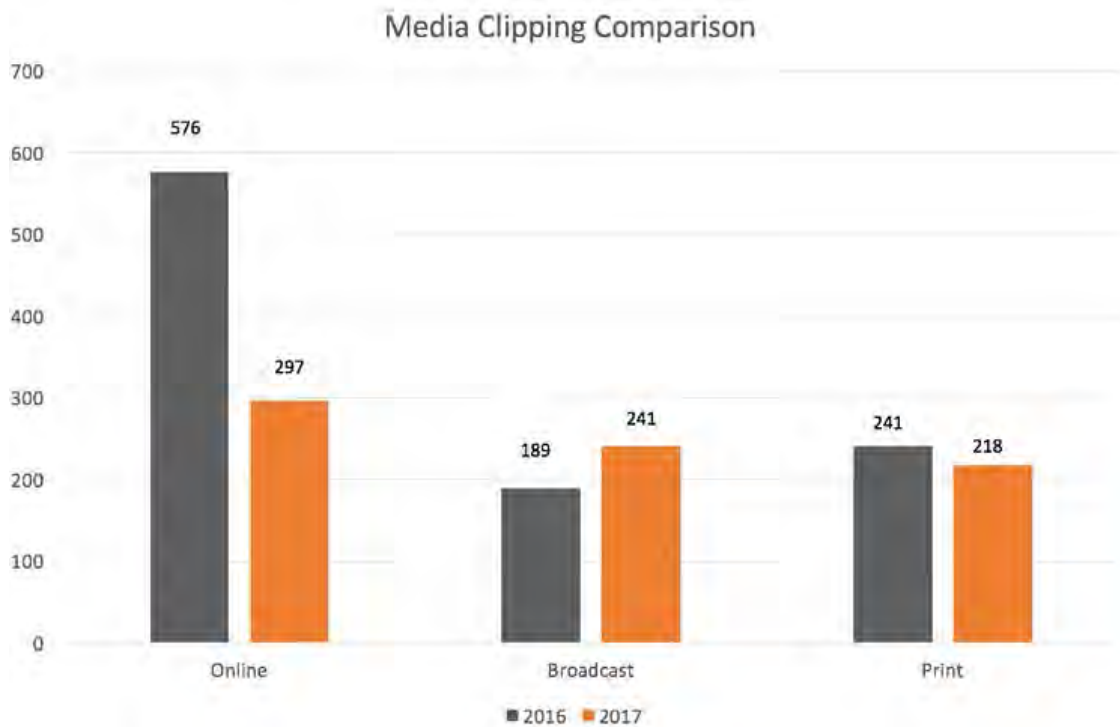
# MEDIA COVERAGE COMPARISON

Below are two graphs demonstrating the comparison between 2016 and 2017 media results.

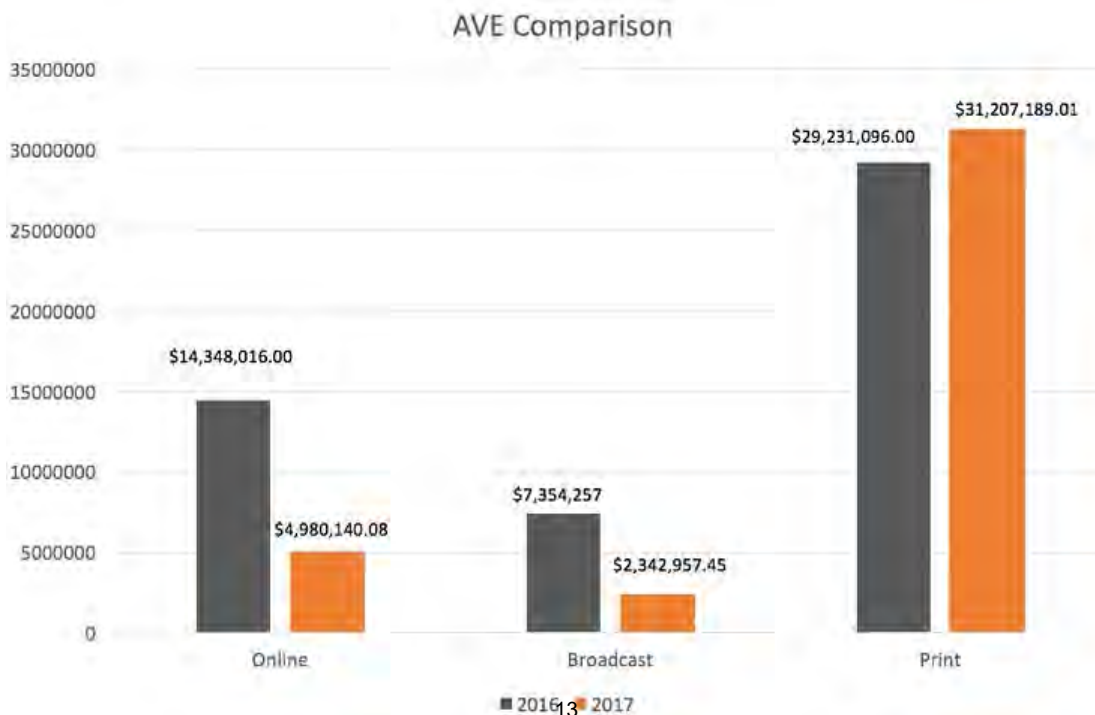
Graph 1.1 outlines the number of clippings between online (news and blogs), broadcast (TV and radio) and print (magazines and newspapers).

Graph 1.2 identifies an AVE comparison for online, broadcast and print for 2016 and 2017.

Graph 1.1 - 2017 media clips comparison



Graph 1.2 - 2017 AVE clips comparison



## SOCIAL MEDIA STATISTICS

The below results have been captured using the TPF 2017 Appscore reports, basic Instagram business analytics, Facebook analytics and the All Website Data Report, as well as Channel 9 and Hit92.9 partnership reports.

Social media performance has been measured over the period from 20 July 2017 to 30 September 2017.

Current following

Facebook: 23, 505 page likes

Instagram: 23, 540 followers

### Facebook

Over the period, TPF's Facebook page gained 1,524 likes which is a follower increase of 6.4%. The investment in Facebook Ads and boosting was cost-effective and valuable, with each engagement on promoted posts costing only only \$0.18.

Reach: 1,250,347

Impressions: 2,032,695

Engagements: 75,003

Comments: 1017

Audience Insight: 45.8% of TPF's Facebook following is between 25 and 34 years old, and 83% of the total following is female. The highest interacting demographic on Facebook Ads, the TPF Facebook page and click throughs to TPF website was, unsurprisingly, females between 25 and 34 years of age.

### Instagram

Over the period, TPF Instagram gained 809 followers and published 215 pieces of content which resulted in the following interaction statistics:

Reach: 531,211

Impressions: 652,222

Engagements: 25,089

Comments: 498

Audience Insight: 45% of TPF's Instagram following is between 25 and 34 years old and 79% of the total following is female. The highest levels of follower activity occurs between 6pm and 9pm on week nights, with weekends experiencing a steady amount of activity between 8am and 9pm. Saturday experiences the most overall activity, Tuesday and Friday are when audiences are least active.



## RECOMMENDATIONS

As demonstrated in this year's media evaluation report, social platforms and online reach have significantly more impact. Here lies the potential for TPF to amplify messages and make an impact moving forward, rather than relying on Western Australia's shrinking media market.

While TPF is using social and online channels well and capturing owned content, it is not capturing all content produced by third parties.

As a result, we believe the reach and valuation of the social impact in 2017 is far lower than the actual amount as not all posts, insta stories and mentions are captured. This is a significant task that needs to be done in real time (i.e. instagram stories are only published for 24 hours) but without this a true valuation can not be captured.

Additionally, the reliance on AVEs alone moving forward undersells the coverage achieved by TPF. It is recommended that from 2018, TPF move towards a measurement methodology that considers audience reach, sentiment and engagement rather than AVEs alone.

**8.1.2 Town of Victoria Park Post Event Report 2017**



# TPFF 2017

Post Event Report



TELSTRA  
PERTH  
FASHION  
FESTIVAL

SEPTEMBER  
6-17 • 2017



TOWN OF  
VICTORIA PARK

# TPFF 2017 OVERVIEW

The **19th Annual Telstra Perth Fashion Festival 2017** presented a dynamic calendar of 59 free and ticketed events featuring 179 local, national and international designers.

**Fashion Paramount**, TPFF’s premium runway show and VIP bar venue was this year located at the prestigious Crown Pyramid, Town of Victoria Park, and played host to 10 outstanding runway shows. including the Festival’s first *International Menswear Runway*, the exclusive reunion of iconic rock band the Divinyls, *International Runway in association with China Fashion Association*, and the sell out **Future Runway** showcasing the works of WA’s most innovative fashion and design students.

Expanding the Telstra Perth Fashion Festival program beyond the runway, the **TPFF Cultural Program** offered a range of workshops, exhibitions and activities from July through to December 2017 inviting individual artists, designers and businesses to be a part of Perth’s premium fashion event.

With a focus on delivering a spectacular and engaging program year on year, TPFF continues to deliver Perth’s only comprehensive collection of fashion and cultural events. A unique fusion of fashion, music, art and exhibitions across Perth transforming our city into a vibrant style mecca.



Zoual

International Runway  
Image: Stefan Gosatti

# Town of Victoria Park Partnership

For the first time in TPF history, Fashion Paramount had the opportunity to relocate to the vibrant and prestigious entertainment precinct of Burswood Peninsula and Crown Perth, Town of Victoria Park.

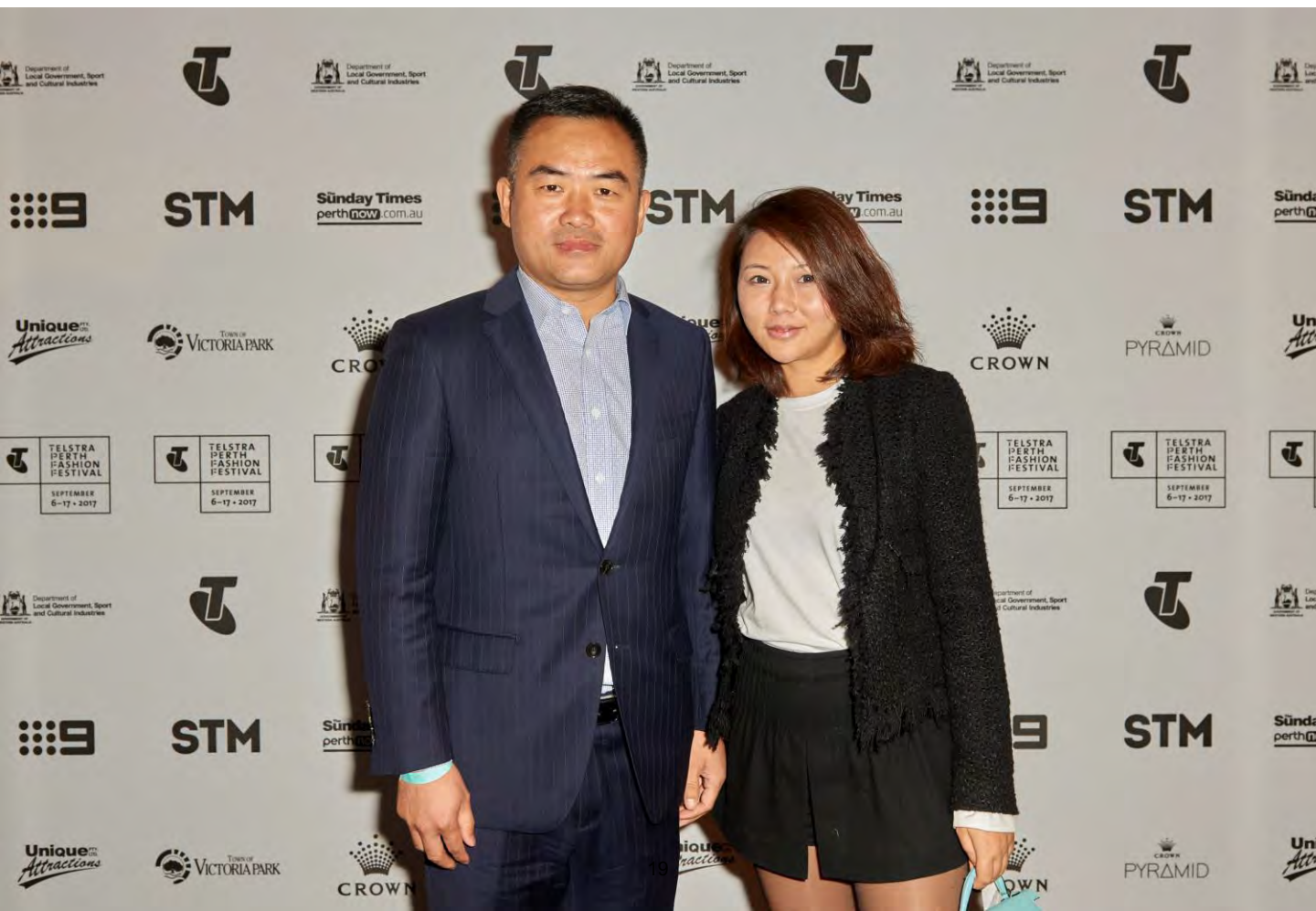
This move was made possible with the support of Town of Victoria Park, which also saw TPF:

- engage with and activate the Town’s community, venues, and educational institutes
- reinforce the precinct’s position as a leading entertainment destination locally and globally.
- draw on the strength of established Telstra Perth Fashion Festival initiatives to deliver enhanced benefits to the Town, community, State and creative industries.

The partnership focused on two key Fashion Paramount programs, Future Runway and International Program and incorporated:

- Future Runway Fashion Paramount show
- Future Runway graduate designer exhibition
- International Runway Fashion Paramount show
- International Runway Vic Park photoshoot

Below: China Fashion Association Chairman Zhang and designer Zhou at Fashion Paramount, Town of Victoria Park



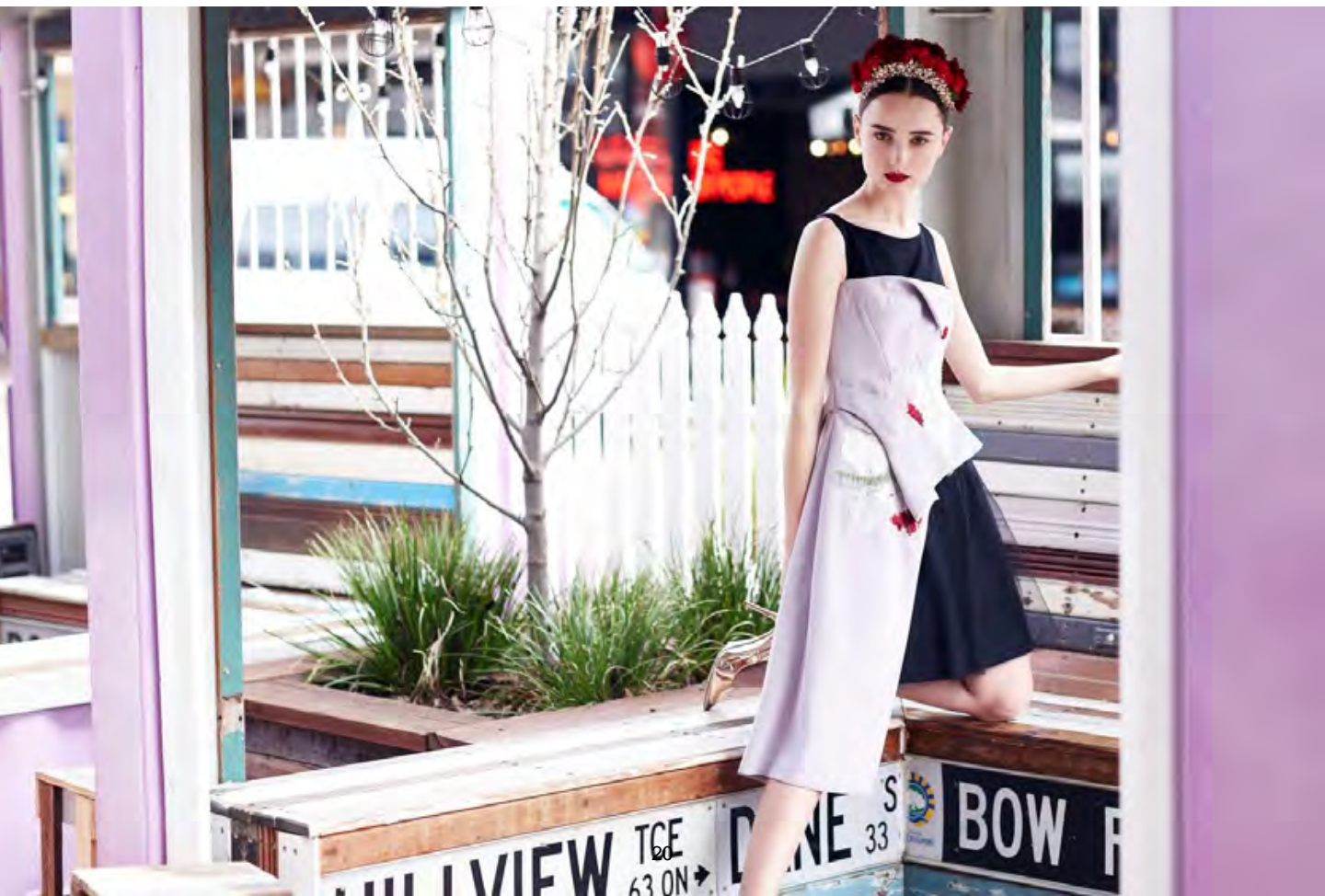
## Town of Victoria Park Partnership

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The Partnership was valued at \$57,000 cash and VIK support across the following Town of Victoria Park platforms:

- Promotion through Town's Life in the Park & social media
- Event listing on the Town's website
- Use of Banner Pole locations at 8 prominent traffic locations around the Town (this was not executed).

Below: China Fashion Association photoshoot on the streets of the Town of Victoria Park. Image Credit: Shift Creative.

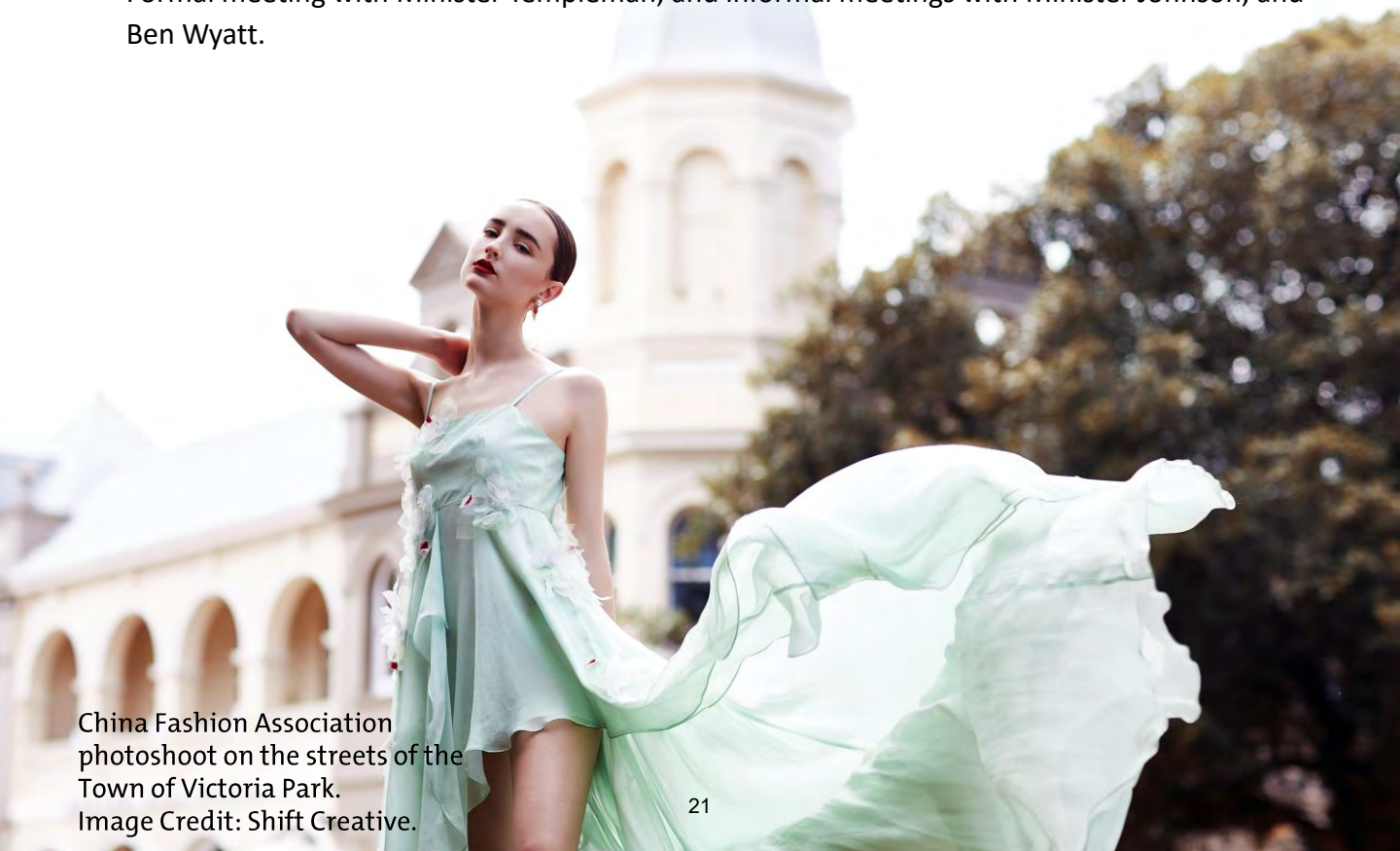


# China Fashion Association

As part of the partnership, Town of Victoria Park and TPF welcomed delegates from China Fashion Association (CFA), Beijing, including Chairman Zhang, International Directors Mr Xu and Ms Zhu, brand directors and a media photographer.

While in Perth, the CFA delegation took part in activity within and associated with the Town of Victoria Park such as:

- A tour of the Victoria Park precinct with CEO Anthony Veluta including lunch at a local café and a tour of the Curtin fashion and design school with key representatives including Head of Design Dr Anne Farren and Director Properties, Facilities and Development Tim Urguhart. Dr Farren presented the work of the designers and went on to organise activity with CFA in association with Beijing Design Week.
- Viewing of TAFE’s Alt+Ctrl+Delete exhibition hosted by FCWA Acting Chair Kate O’Hara and TAFE’s Lisa Piller.
- Exclusive photoshoot on the streets of the Town of Victoria Park featuring the collection of CFA designer Zhou. The shoot featured key sites such as Edward Millen House, Broken Hill Hotel and urban street scapes. Media coverage was achieved across press and social media.
- Attendance at all 10 Fashion Paramount shows at the Crown Pyramid, and patronage at Crown Perth, including the two specifically supported by Town of Victoria Park.
- Formal meeting with Minister Templeman, and informal meetings with Minister Johnson, and Ben Wyatt.



China Fashion Association photoshoot on the streets of the Town of Victoria Park. Image Credit: Shift Creative.

# International Runway

The International Runway, supported by Town of Victoria Park showcased Zhou by Zhou Yanti, one of China Fashion Associations ‘Top 10’ designers. As part of the partnership, Town of Victoria Park received the below benefits in association with the International Runway:

- Town of Victoria Park was acknowledged verbally on the runway by Chanel 9 presenter Emmy Kubainski and Hon Minister Johnston MLA, Asian Engagement, in presenting the inaugural International Designer Award to Zhou by Zhou Yanti.
- The Town’s logo as was included on promotional material including:
  - Media walls and event logo reels (digital screens on either side of the runway)
  - Nightly programs placed on all seats and in all gift bags (750 pax)
  - TPF and FCWA websites’ Partner Pages
  - Features in ‘Front Row’ e-newsletter promoting Future Runway and International Runway
- Town of Victoria Park received royalty free access to TPF and FCWA images for use across the Town’s promotional networks.
- All International Runway social media posts and videos included appropriate Town references, handles and hashtags. Over the course of the partnership, this included 28 FCWA generated posts, with a reach of 47,100 and engagement of 3,184, and videos with viewing of 3,618 all featuring Town of Victoria Park handles/tags.
- Local and International media reach as outlined in attached reports.
- Ticketing to attend the event and to use as promotional giveaways
- Of the 750 pax attending the show, 56% were general public, 17% partnered networks, 11% VIPs and Government officials (Consulate of India, Consulate of China, Minister Johnson, Duncan Ord, Walter Gomes, Ben Wyatt) , 11% Corporate Hospitality (group bookings) and 5% media (Chanel 9, 92.9, Community News, Ostar) .

Hon Bill Johnson MLA presents and Emmy Kubainski present Zhou with the International Designer Award.

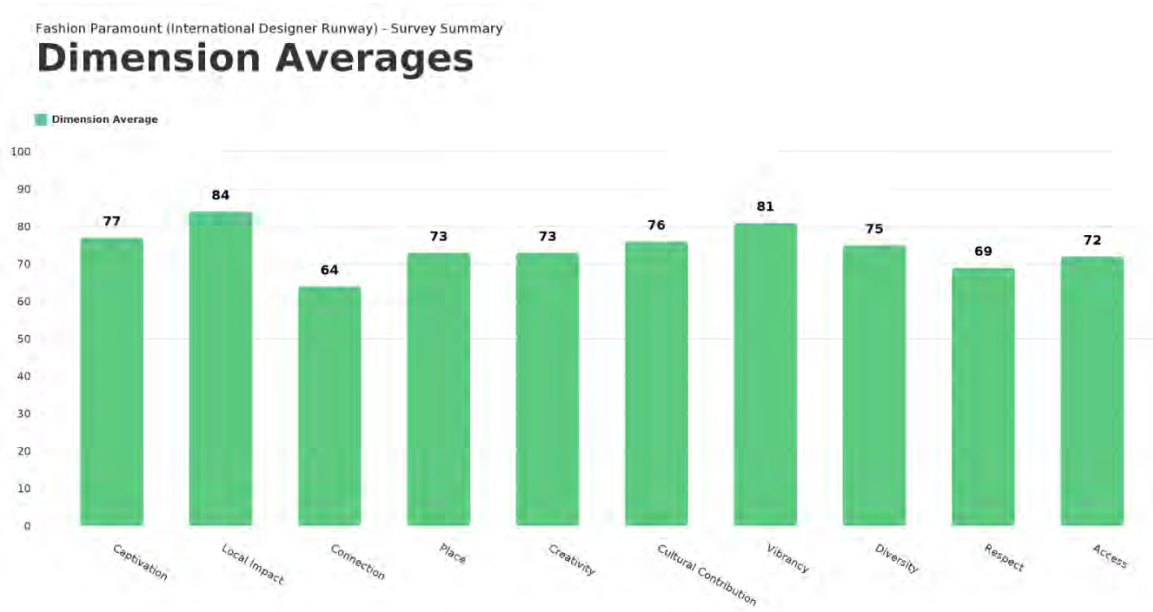
Image: Stefan Gosatti



# International Runway

The International Runway achieved high Dimension Averages as presented by the independent Pracsys research and as outlined below.

This summary provides an overview of the cultural impact of the International Runway specifically, as completed by attendees and participants.



According to Pracsys research, the International Runway had a direct economic impact of \$31,382 and a total economic impact of \$74,376

### International Runway: China Fashion Association

Visitor Type	Estimated Visitors	Average spend per day	Additionality Adjustment	Direct Expenditure Impact	Mutliplied impact
Perth CBD	41	\$ 134	56%	\$ 3,039	\$ 7,203
Perth Metro	340	\$ 92	76%	\$ 23,787	\$ 56,375
Regional/Interstate/International	24	\$ 375	50%	\$ 4,556	\$ 10,798
<b>Total</b>	<b>405</b>			<b>\$ 31,382</b>	<b>\$ 74,376</b>

Notes: Visitor breakdowns and additionality adjustments have been sourced from 2016 Culture Counts surveys administered at Fashion Paramount events and applied to 2017 attendance figures provided by FCWA. Average spend estimates have been sourced from 2016 surveys and adjusted to account for inflation. An output multiplier of 2.37 has been applied to calculated overall impact, sourced from ABS Input Output tables for Retail and Food and Beverage sectors.

# Future Runway

Future Runway celebrated the works of WA’s leading design students across six categories - Ready to Wear (Menswear and Womenswear), Evening, Costume, Eco Design and Wearable Technology. Students from Curtin University, South Metro TAFE, North Metro TAFE, Edith Cowan and WAAPA participate, with 750 people attending the show.

As part of the partnership, Town of Victoria Park received the below benefits in association with Future Runway:

- The Town’s logo as was included on promotional material including:
  - Media wall
  - Event logo reels – digital screens on either side of the runway
  - Nightly programs placed on all seats and in all gift bags (750 pax)
  - TPF and FCWA websites’ Partner Pages
  - Features in ‘Front Row’ e-newsletter promoting Future Runway and International Runway
- All International Runway social media posts and videos included appropriate Town references, handles and hashtags. Over the course of the partnership, this included 28 FCWA generated posts, with a reach of 47,100 and engagement of 3,184, and videos with viewing of 3,618 all featuring Town of Victoria Park handles/tags.
- Ticketing to attend the event and to use as promotional giveaways across Town of Victoria Park platforms.
- Of the 750 pax attending the show, 62% were general public, 20% partnered networks, 12% VIPs and Government officials, and 6% media (Chanel 9, 92.9, Community News, Ostar).

Student designers back stage at Future Runway.  
Image: Stefan Gosatti





# Future Runway

According to the independent Pracsys report, and as per the below table, the Future Runway show had a direct economic impact of \$48,584 and total economic impact of \$115,145.

Future Runway Presented Visitor Type	Estimated Visitors	Average spend	Additionality Adjustment	Direct Expenditure Impact	Mutliplied Impact
Perth CBD	63	\$ 134		\$ 4,705	\$ 11,151
Perth Metro	527	\$ 92	76%	\$ 36,825	\$ 87,276
Regional/Interstate/International	38	\$ 375	50%	\$ 7,054	\$ 16,717
<b>Total</b>	<b>627</b>			<b>\$ 48,584</b>	<b>\$ 115,145</b>

Notes: Visitor breakdowns and additionality adjustments have been sourced from 2016 Culture Counts surveys administered at Fashion Paramount events and applied to 2017 attendance figures provided by FCWA. Average spend estimates have been sourced from 2016 surveys and adjusted to account for inflation. An output multiplier of 2.37 has been applied to calculated overall impact, sourced from ABS Input Output tables for Retail and Food and Beverage sectors.

The cultural impact of Future Runways is outlined in Section 5 of the Pracsys report, noting that this includes responses from Future Runways, along with WA Designer Capsule and New Generation.



# Future Runway Exhibition

Following the Future Runway exhibition, the winning category designers staged an exhibition at the Vic Park Centre for the Arts.

The Town received the following benefits in association with the exhibition:

- The Town’s logo as was included on promotional material including:
  - Promotional flyer and poster
  - Features in ‘Front Row’ e-newsletter promoting Future Runway and International Runway
- All International Runway social media posts and videos included appropriate Town references, handles and hashtags. Over the course of the partnership, this included 28 FCWA generated posts, with a reach of 47,100 and engagement of 3,184, and videos with viewing of 3,618 all featuring Town of Victoria Park handles/tags.
- Activation of a Town community hub and engagement with the greater community outside of Fashion Paramount.
- The exhibition attracted over 300 people to the Vic Park Centre of the Arts and provided the students with a valuable opportunity to showcase their graduate collections to the public.

Future Runways Exhibition,  
Vic Park Centre for the Arts.



# TPFF SUMMARY

Following is a summary of the economic, cultural and media impact achieved by TPFF.

Please also review the enclosed support material, including:

- Independent Pracsys Report – TPFF 2017
- Independent Hunter Communications Media Report – TPFF 2017
- International Media Report – China Fashion Association
- International Media Value summary
- Media Clippings – Town of Victoria Park

China Fashion Association attending Future Runway, supported by Town of Victoria Park.



# TPFF MEDIA EXPOSURE SUMMARY

**102,516,617**

Total Audience Reach



**Print 27,794,158**  
Audience Reach  
218 total media clips  
203 local media clips  
6 national media clippings



**TV 28,819,604**  
Audience Reach  
40 TV Clips  
37 National Clips  
53.3 minutes of air time



**Radio 12 radio clips**  
11 Local Clips  
1 National Clip  
56.3 minutes of airtime



Image Credit: Stefan Gosatti

**45,902,855**

**Online Media Reach**

- 297 online clips



**1,250,347**

**Facebook Audience Reach**

- 23,505 page likes
- 162 Posts Shared
- 2,032,695 total impressions
- 1,250,347 Total Impressions
- 136,545 Engagement
- 59.1k Views on video performance
- 1,542 new page likes



**531,211**

**Instagram Audience Reach**

- 215 Posts Shared
- 53,934 Reach from stories
- 24,591 Likes received
- 498 Comments received
- 25,089 Total Engagement
- 23,540 Followers

**Number of Posts using Official Hashtags**

- 4,276 posts using the official hashtag #TPFF2017
- 137 posts using the official hashtag #TPFF17
- 287 posts using the official hashtag #RESTYLE2017

**Twitter**

- 5,760 followers

# TPFF ECONOMIC IMPACT

## Economic Impact



**59**

Events



**31**

Venues



**10,640**

Attendance to TPFF Events



**157,700**

Attendance to Cultural Program Events\*



**168,400**

Total TPFF Program Attendance

Total TPFF Program Impact  
(Incl. Cultural Program Impact)\*



**\$14.3 million**

Direct



**\$33.3 million**

Indirect

\* Note: Cultural Program events included high profile exhibitions hosted by the Art Gallery of Western Australia, student runway events at fashion education and training institutions, design workshops and launch events at fashion retail stores across the Perth Metro area. While attendance to these events, and associated visitor expenditure impact cannot wholly be attributed to FCWA, it is reasonable to assume that a portion of the attendance and spend impact was attributable to the support provided by FCWA including development guidance, print and digital marketing support.

## Participation



**81**

International and interstate guests



**179**

Local, national and international designers



**100**

Volunteers



**331**

Hair stylist and make-up artist bookings



**25**

Retail partners



**500**

Entrants into the Bettina Model Management Talent Search



**1**

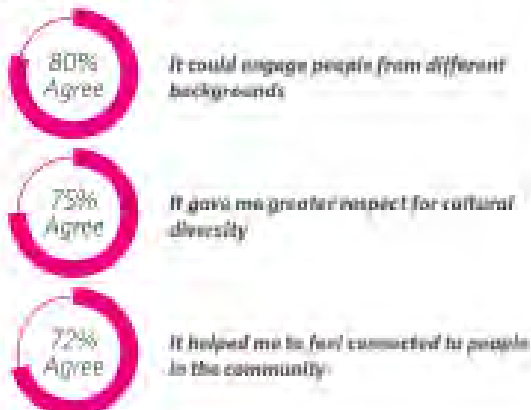
Industry forum event

# TPFF CULTURAL IMPACT

## Place Impact



## Social Impact



## Cultural Impact



## Social Media

Facebook Impressions:

2,032,695



Facebook Views on Video Performance:

59,100



Instagram Fans:

23,540



Facebook FTD

Twitter Followers:

5,760

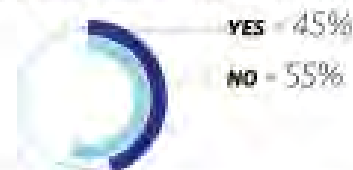


Facebook FTD

## Audience



Have you attended Perth Fashion Festival events in the past?



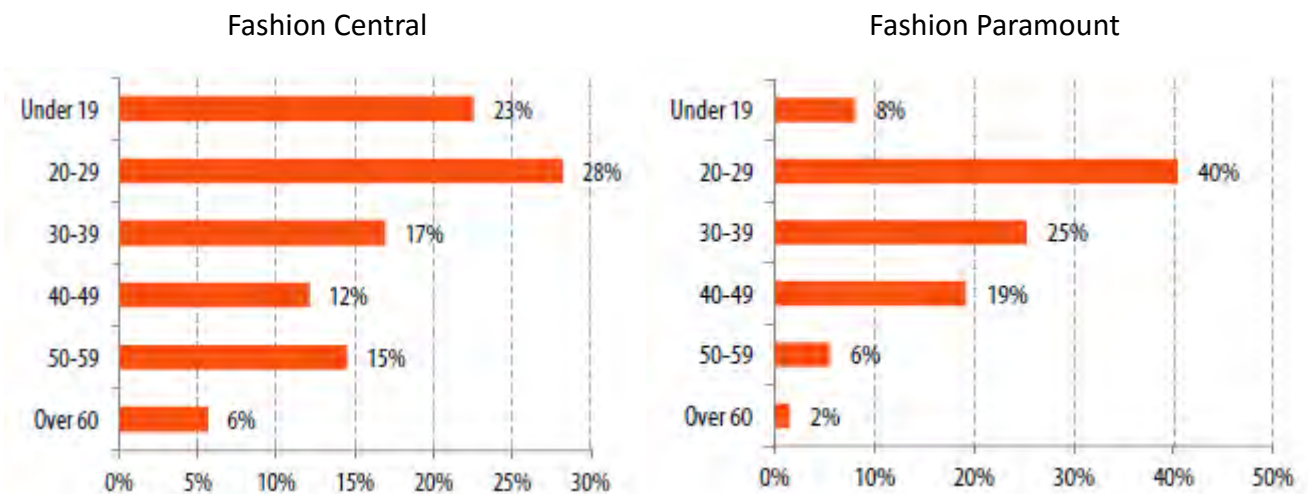
Do you think at this stage you will be likely to return for the 2018 Festival?



# AUDIENCE PROFILE

Demographic profiling of attendees demonstrates that the Festival continues to appeal to a target audience of young female professionals and students.

Compared to 2016, the Festival attracted a higher proportion of male attendees between the ages of 20 and 30 years likely because of the inclusion of men’s runway event in the 2017 program for the first time.



Source: Culture Counts 2017

**The Festival continues to attract new audiences:** In 2017, 55% of attendees were new to the Festival, a 4% increase on the share of new audience members in 2016.

The Festival attracted an increased number of international and interstate designers, media and guests to Perth compared to 2016.

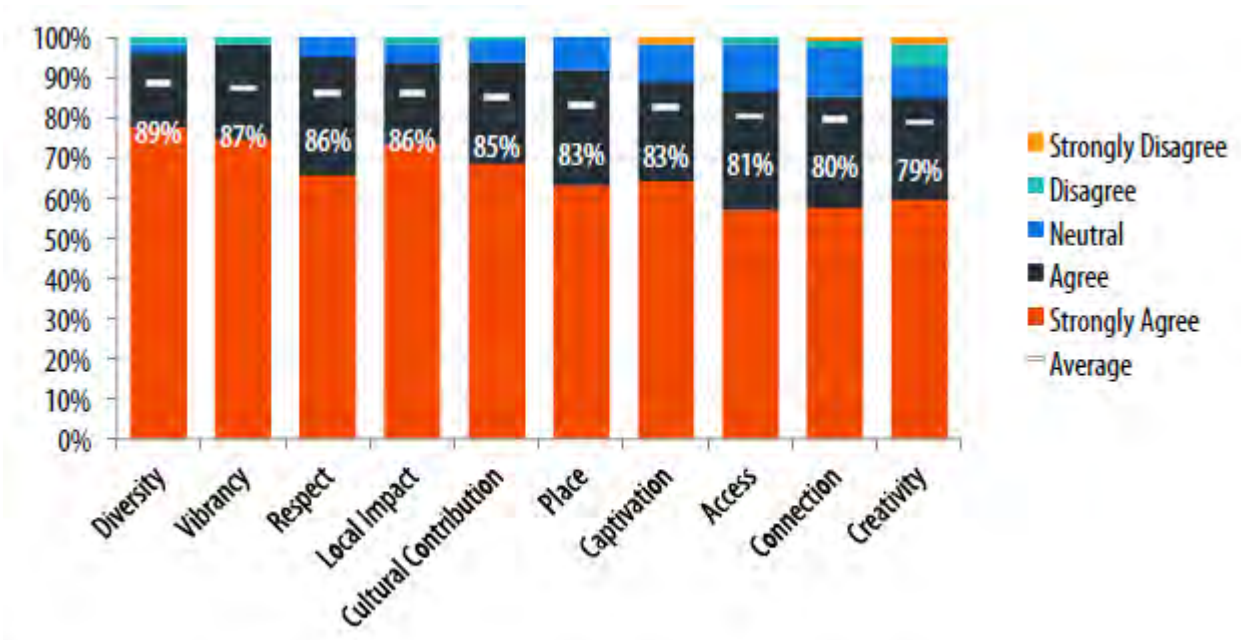
**There is strong ongoing demand for TPF events with 91% of attendees indicated they are likely to return for the 2018 Festival**

# AUDIENCE EXPERIENCE

**Telstra Perth Fashion Festival is inclusive, showcases diversity and creates vibrancy.**

The majority of survey respondents agreed or strongly agreed that the Telstra Perth Fashion Festival generates positive social and cultural outcomes.

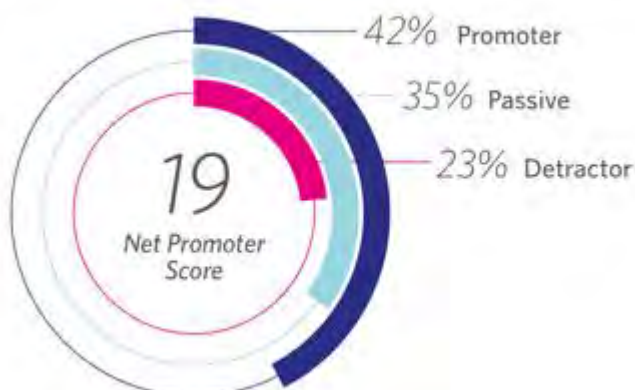
- 89% of attendees agreed that the Festival engages people from different backgrounds
- 87% of attendees enjoyed the vibrancy and activity
- 86% said it gave them greater respect for cultural diversity



Source: Culture Counts 2017

*The 2017 Festival’s audience was more demographically diverse with higher representation of male attendees.*

*How likely is it that you recommend this event to people you know?*



*The Festival continues to attract new attendees and grow the number of visiting international and interstate designers, media and guests.*

*The Festival’s NPS score has significantly improved on last year demonstrating the effectiveness of strategies implemented to improve attendee experience.*



## SUPPORT DOCUMENTATION – SOCIAL MEDIA

The following support documentation highlights the brand profiling and recognition of the Town of Victoria Park as a partner of the 2017 Telstra Perth Fashion Festival.

The Town of Victoria Park was acknowledged/tagged in 28 FCWA generated posts (valued at \$14,000\*) across Telstra Perth Fashion Festival’s and Fashion Council WA’s social media channels:

- Total post reach: 47,100, valued at \$4,710\*\*
- Total post engagement: 3,184
- Video views: 3,618

\*Post value based on TPF/FCWA media value of \$500 per tagged post, \$1000 per dedicated post and \$2,000 per dedicated post with KOL endorsement.

\*\*Reach value calculated by applying the same metrics as the independent Hunter Communications media report (aver 10c per reach)



# SUPPORT DOCUMENTATION MARKETING COLLATERAL

Town of Victoria Park recognition on Nightly Program collateral for the International Runway.

9.30pm Friday 15 September  
Fashion Paramount at Crown Pyramid



## INTERNATIONAL RUNWAY: CHINA FASHION ASSOCIATION

SUPPORTED BY THE AUSTRALIAN GOVERNMENT THROUGH THE AUSTRALIA-CHINA COUNCIL OF THE DEPARTMENT OF FOREIGN AFFAIRS AND TRADE **MAJOR PARTNER: TOWN OF VICTORIA PARK.**

**Project Manager**  
Ashlee Karpinczyk

**Head Dresser**  
Kimberly Tan

**L'Oréal Professionnel  
Local Hair Director**  
Scott Sloan

**Show Caller**  
Chloe Christos

**Artists@Play Makeup  
Director**  
Carol Mackie

**Back of House  
Manager**  
Chloe Christos

**Collections Manager**  
Mia Edie

Fashion Council WA is honoured to welcome one of China Fashion Association's acclaimed Top 10 Designers to Telstra Perth Fashion Festival for their debut Australian runway show. The International Runway will pay tribute to the fusion of China's strong history of textile and design excellence while recognising the country's fashion forward future. The collection references the melding of traditional Chinese colour palettes and refined silhouettes with urban European influences to create a new design aesthetic that transcends East and West.



# SUPPORT DOCUMENTATION MARKETING COLLATERAL

Town of Victoria Park recognition on Nightly Programs for Future Runway.

7pm Thursday 14 September  
Fashion Paramount at Crown Pyramid



## FUTURE RUNWAY

PRESENTED BY TELSTRA

SUPPORTED BY TOWN OF VICTORIA PARK

**Project Manager**  
Renee Glastonbury

**Head Dresser**  
Kimberly Tan

**L'Oréal Professionnel  
Local Hair Director**  
Melissa Gesualdo

**Show Caller**  
Chloe Christos

**SC Artistry Makeup  
Director**  
Simone Cohen

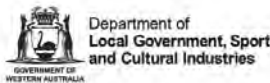
**NEED STUDENT  
NAMES**

**Back of House  
Manager**  
Chloe Christos

**Collections Manager**  
Mia Edie


They are the future of fashion and are ready to push the boundaries of style as we know it. An assembly of the most gifted design students from WA's top fashion institutions will showcase their designs across six categories, including Ready-to-wear Menswear and Womenswear, Evening, Costume and Eco Design. A new category Wearable Technology will also join the line-up, presenting futuristic interpretations that bend the limits of fashion and encourage students to think outside the box.

Categories: Ready-to-wear Womenswear, Ready-to-wear Menswear, Evening Wear, Eco Design, Costume, Wearable Technology



# SUPPORT DOCUMENTATION

Town of Victoria Park recognition on EDM flyer and Exhibition canvas for the Future Runway Exhibition.



Telstra Perth Fashion Festival Invites you to attend this free exhibition

## 2017 FUTURE RUNWAY EXHIBITION


**PRESENTED BY TELSTRA AND SUPPORTED BY TOWN OF VICTORIA PARK**

Take a closer look at the six winning designs from the Telstra Perth Fashion Festival 2017 Future Runway. Featuring designers Rebecca Vandepier, Beth Moseley, Henerietta Jennings, Gemma Peovitis, Claire Randall and Misun Hwang from Curtin University and South Metro TAFE.

**This exhibition runs from Monday 2nd – Saturday 7th October**

Victoria Park Centre of the Arts  
12 Kent Street, East Victoria Park

Open daily from 10:00am to 4:00pm



TELSTRAPERTHFASHIONFESTIVAL.COM.AU



# 2017 FUTURE RUNWAY EXHIBITION

**PRESENTED BY TELSTRA AND SUPPORTED BY TOWN OF VICTORIA PARK**

They are the future of fashion and are ready to push the boundaries of style as we know it. An assembly of the most talented design students from WA's top fashion institutions showcased their designs on the runway during Telstra Perth Fashion Festival in September.

This year's winners were all from Curtin University and South Metro TAFE, the exhibition showcases the winning designs from each category including Wearable Technology, Ready to Wear Womenswear, Ready to Wear Menswear, Eco Design, Eveningwear and Costume.

**This exhibition runs from Monday 2nd – Saturday 7th October**  
Open daily from 10:00am to 4:00pm



“Having the opportunity to display our works at Vic Park Centre of the Arts following the ‘Future Runway’ show was truly fantastic. Usually after the show we pack up and that is the end, though the exhibition allowed us to showcase our winning works to the greater community, and share our story to a wider audience. I would definitely like to see this return in future years”.

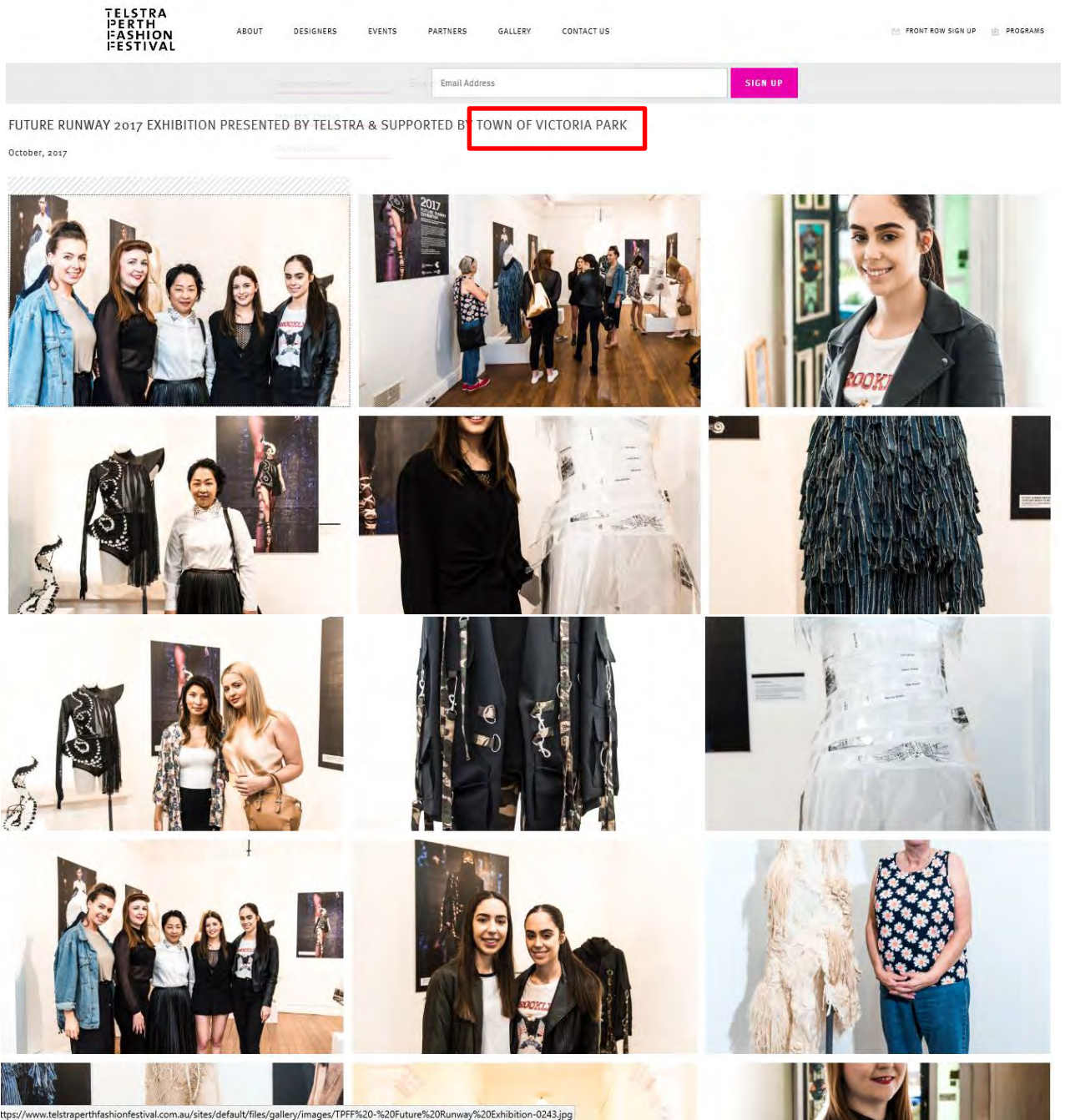
## SUPPORT DOCUMENTATION

Future Runway Exhibition held at Victoria Park Centre of the Arts.



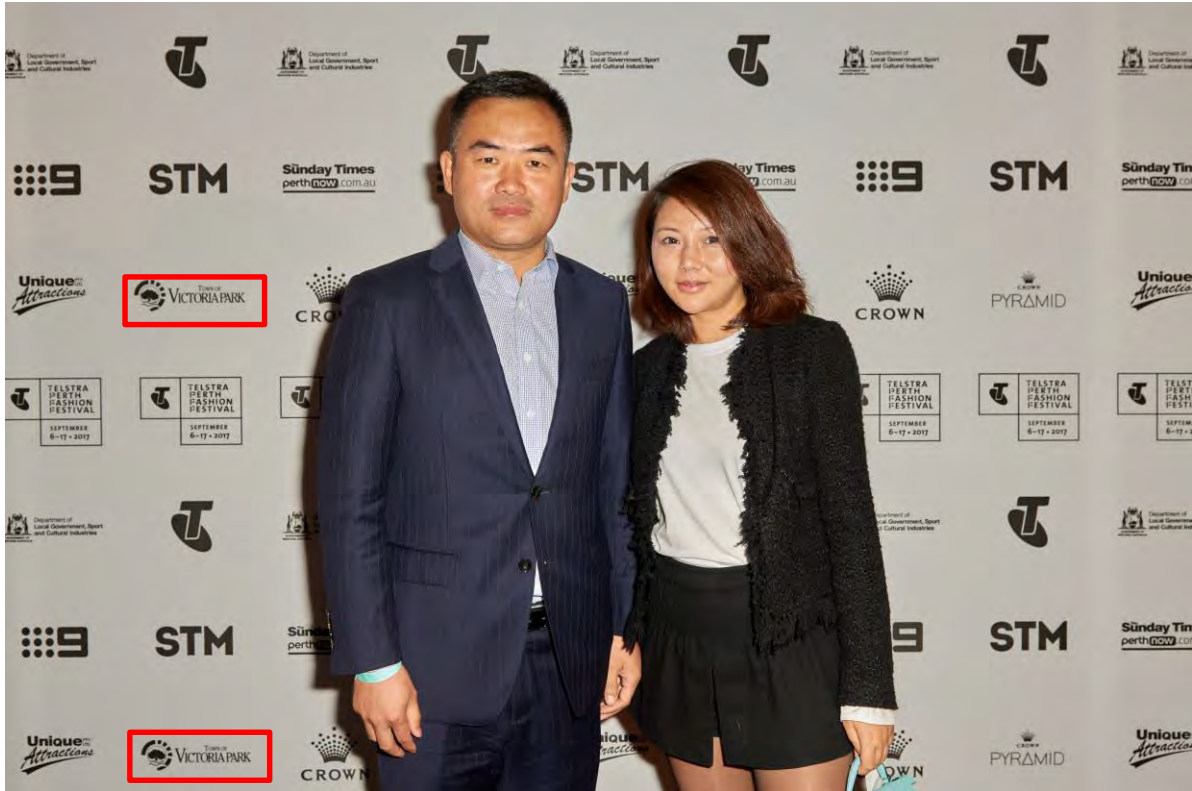
# SUPPORT DOCUMENTATION

Town of Victoria Park was recognised across TPF digital platforms in relation to the Future Runway Exhibition held at Victoria Park Centre of the Arts.



# SUPPORT DOCUMENTATION

Town of Victoria Park recognition on the media wall at Future Runway and International Runway.



# SUPPORT DOCUMENTATION SOCIAL MEDIA

Examples of Town of Victoria Park's recognition on Telstra Perth Fashion Festival and Fashion Council WA social media channels.

**Fashion Council WA**  
August 18 · 🌐

COMMUNITY NEWS x TPFF 2017 COMPETITION | Win 1 of 2 double passes to the #TPFF2017 International Runway: China Fashion Association show at Fashion Paramount, Crown Pyramid on Friday 15 September. Competition closes 25 August, 10am.

Supported by the Australian Government through the Australia China Council of the Department of Foreign Affairs and Trade & **Town of Victoria Park.**



**INTERNATIONAL RUNWAY**

SUPPORTED BY THE AUSTRALIAN GOVERNMENT THROUGH THE AUSTRALIA-CHINA COUNCIL OF THE DEPARTMENT OF FOREIGN AFFAIRS AND TRADE

TELSTRA PERTH FASHION FESTIVAL  
SEPTEMBER 8-17 · 2017

Win tickets to International Runway presented by Telstra Perth Fashion Festival

INTERNATIONAL RUNWAY: CHINA FASHION ASSOCIATION Be part of the action and see...

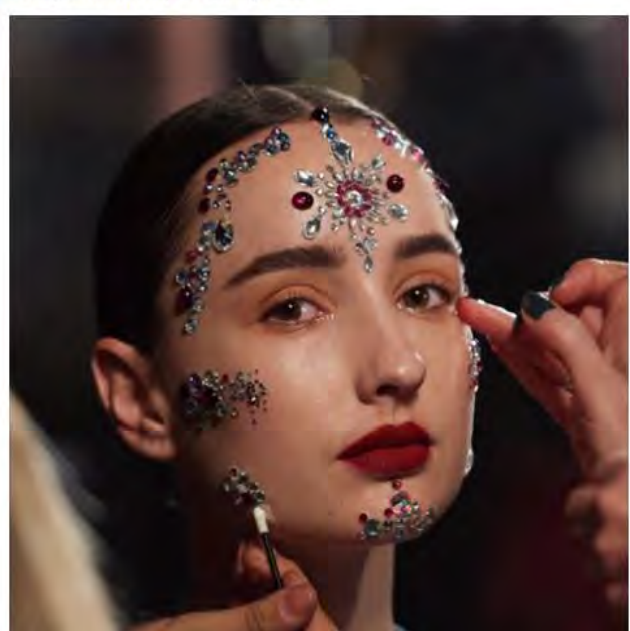
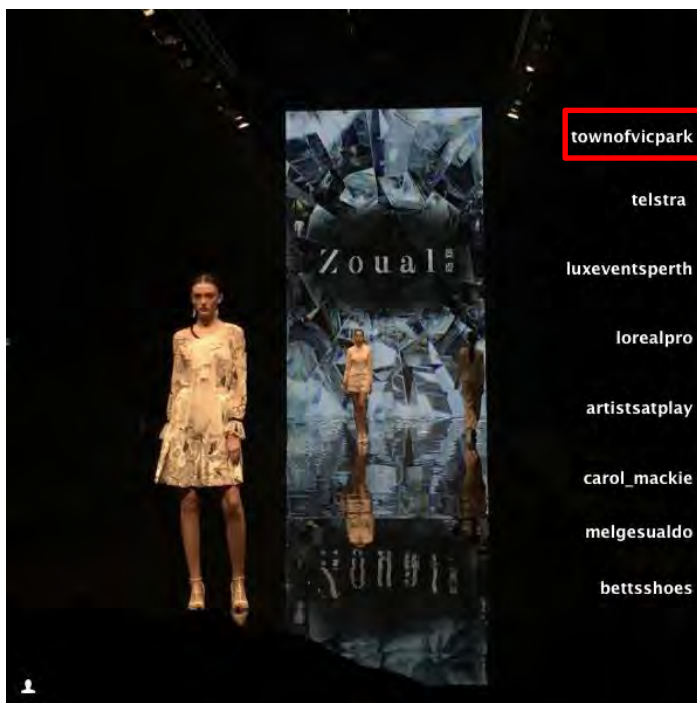
COMMUNITYNEWS.COM.AU

**Perth Fashion Festival (PFF)**  
Published by Leanne Cho [?] · September 16 at 11:47am · 🌐

ABOUT LAST NIGHT | Heavenly makeup by the incredible Carol Mackie for Artists@play Makeup Academy for the International Runway: Zoual by Yanti #ChinaFashionAssociation #TPFF2017

SUPPORTED BY | Australian Government Department of Foreign Affairs and Trade through the Australia-China Council and **Town of Victoria Park**

PARTNERS | Culture and the Arts WA, Telstra, 9 News Perth, Crown Perth, #UniqueAttractions, #CrownPyramid

**townofvicpark**

telstra

luxeventspertth

lorealpro

artistsatplay

carol\_mackie

melgesualdo

betssshoes

TELSTRA PERTH FASHION FESTIVAL **telstrapertthfashionfestival**

telstrapertthfashionfestival Zoual by Yanti | A huge congratulations to Zhou Yanti on her spectacular Australian Runway debut! 🌟 #ChinaFashionAssociation #TPFF2017

Supported by the Australia China Council and **@townofvicpark** @telstra @9newspertth @crownresorts @fashioncouncilwa #UniqueAttractions #CrownPyramid #runway #debut #fashion #fashioncouncilwa #TPFF

📍 110 likes  
SEPTEMBER 15

Add a comment... 🌐



# SUPPORT DOCUMENTATION SOCIAL MEDIA

Examples of Town of Victoria Park's recognition on Telstra Perth Fashion Festival and Fashion Council WA social media channels.

**Perth Fashion Festival (PFF)**  
Published by Leanne Cho (?) · September 3 at 10:23pm · 🌐

#TPFF2017 | Do Telstra Perth Fashion Festival in style with a VIP package this month! There are a range of highlight events so get in quick! Some of the massive hits include:

- Opening Night presented by AMP Capital Shopping Centres (Karrinyup Shopping Centre Garden City Perth) featuring Alice McCall, Albus Lumen, Bec and Bridge, CHRISTOPHER ESBER, Empire Rose and Monster Alphabets. 12 Sept.
- Closing Night: 30 Years of *Wheels and Dollbaby* with Divinyls, featuring Jack and Isabella (*The Preatures*). 17 Sept.
- Parker & Co. International Men's Runway. 13 Sept. Parkerco
- Future Runway presented by Telstra. 14 Sept. **Town of Victoria Park**
- International Runway: China Fashion Association. Renowned Chinese designer Zhou Yanti of Zoual Yanti will fly over for her Australian runway debut. 15 Sept.

Celebrate creativity and enjoy VIP packages for client entertaining, a night out with friends or staff rewards. Head to our website for event details and book your VIP experience now! Contact us on andree@perthfashionfestival.com.au for further info.

PARTNERS | Culture and the Arts WA, Telstra, Crown Perth, #CrownPyramid #UniqueAttractions

CAMPAIGN TEAM | Penny Lane Photography, Stylist Teagan Sewell, Makeup Carol Mackie for Artists@play Makeup Academy, Hair Mel Gesualdo for L'Oréal Paris L'Oréal Professionnel and Models Tegan Desmond and Stirling Caiulo @ Chadwick Models



**Perth Fashion Festival (PFF)**  
Published by Leanne Cho (?) · September 15 at 8:51am · 🌐

FASHION PARAMOUNT DAY 4 | FLANNEL x One Fell Swoop will take over the runway tonight at 7pm, followed by the International Runway: China Fashion Association at 9.30pm, where China designer, Zhou Yanti of Zoual by Yanti will make her Australian runway debut! (Supported by Australian Government Department of Foreign Affairs and Trade through the Australia-China Council). Last chance to buy your tickets!  
Ticketmaster.com.au/TPFF2017

PARTNERS | Culture and the Arts WA, Telstra, #ChinaFashionAssociation, **Town of Victoria Park**, Crown Perth, #UniqueAttractions, #CrownPyramid, SIM, 9 News Perth, Lux Events, L'Oréal Professionnel, Artists@play Makeup Academy




telstraperthfashionfestival

telstraperthfashionfestival Fashion Paramount Day 3 | They are the future of fashion and will push boundaries tonight! Future Runway presented by @telstra will showcase the designs of the most gifted students from WA at 7pm. **Supported by @townofvicpark** 🌟

The second show of day 3: New Generation presented by @ampcapitalshopping. Seven emerging Australian designers will offer a vibrant presentation of unique and innovative garments that represent the cutting edge of the industry @karrinyup\_sc @gardencityperth 🌟 Tonight is a night not to be missed! Limited tix available - link in bio. #TPFF2017

@crownresorts #UniqueAttractions

419 views  
SEPTEMBER 14

Add a comment...

# SUPPORT DOCUMENTATION SOCIAL MEDIA

Examples of Town of Victoria Park's recognition on Telstra Perth Fashion Festival and Fashion Council WA social media channels.

**Fashion Council WA**  
August 23

TPFF x CHINA FASHION ASSOCIATION: Following an invitation from China's leading fashion body, China Fashion Association, seven of WA's Curtin University fashion design graduates showcased their designs in Beijing for China Graduate Fashion Week in May. We're excited about the exchange and thrilled to welcome one of CFA's designers to TPFF for their debut Australian runway show on Friday 15 September at Crown Pyramid.

Community Newspaper Group has two double passes to give away to the International Runway. Enter by 10am, 25 August: [bit.ly/2vcuNxX](http://bit.ly/2vcuNxX)  
Community News

Supported by the Australian Government Department of Foreign Affairs and Trade through the Australia-China Council

PARTNERS | Culture and the Arts WA Telstra **Town of Victoria Park** News Perth #UniqueAttractions #CrownPyramid Crown Perth #ChinaFashionAssociation

#WeWearCulture #TPFF2017 #FashionCouncilWA



Perth fashion design graduates forge partnership with China | Community News Group

The designer exchange partnership will next see PFF present International...  
COMMUNITYNEWS.COM.AU

**Fashion Council WA**  
September 2

ZOUAL YANTI: Introducing Zhou Yanti, designer of Zoual Yanti! We are honoured to welcome Zhou, one of China Fashion Association's acclaimed Top 10 Designers to Telstra Perth Fashion Festival this month. Zhou's collection will exude elegance, confidence and the beauty of women. Don't miss her Australian runway debut! Fri 15 Sept | Fashion Paramount, Crown Pyramid Crown Perth. Get your tickets! [Ticketmaster.com.au/TPFF2017](http://Ticketmaster.com.au/TPFF2017)

SUPPORTED BY | Australian Government Department of Foreign Affairs and Trade through the Australia-China Council

PARTNERS | Culture and the Arts WA, Telstra, **Town of Victoria Park**, News Perth, #ChinaFashionAssociation, #UniqueAttractions, #CrownPyramid

#TPFF2017 #WeWearCulture Perth Fashion Festival (PFF)



**fashioncouncilwa** Following

fashioncouncilwa Zoual by Yanti: It was such an honour to welcome Zhou Yanti of Zoual by Yanti to the runway last night for her Australian runway debut. Congratulations on an exquisite collection! #ChinaFashionAssociation #TPFF2017

IC: @stefangosatti  
Supported by Australia China Council and **@townofvicpark**  
@telstra @9newsp Perth @crownresorts  
#UniqueAttractions #CrownPyramid

95 likes  
SEPTEMBER 16

Add a comment...

# SUPPORT DOCUMENTATION SOCIAL MEDIA

Examples of Town of Victoria Park’s recognition on Telstra Perth Fashion Festival and Fashion Council WA social media channels.



**telstraperthfashionfestival**  
Crown Pyramid Dome

**telstraperthfashionfestival** Future Runway | Category: Wearable Technology. Presented by @telstra

- @telstra @townofvicpark @stmperth @9newsperth @crownresorts #UniqueAttractions #CrownPyramid #wearabletechnology #futrurerunway #TPFF2017 #TPFF #fashion #innovation

197 likes  
SEPTEMBER 14

Add a comment...



**telstraperthfashionfestival**

**telstraperthfashionfestival** #TPFF2017 | Fashion Paramount Day 4! All the wonderful action from last night’s shows – @flannel\_au x @1\_fell\_swoop and International Runway: China Fashion Association, Zoual by Yanti.

- Videography: @apertunity\_ International Runway supported by Australia China Council and @townofvicpark @fashioncouncilwa @telstra @stmperth @9newsperth @crownresorts #UniqueAttractions #CrownPyramid @lorealpro @artistsatplay @luxeventspert

allixeo\_ @bossldy @ufcshorty ×  
ufcshorty @allixeo\_ @bossldy 😍😍 ×

1,153 views  
SEPTEMBER 16

Add a comment...

# SUPPORT DOCUMENTATION PRESS

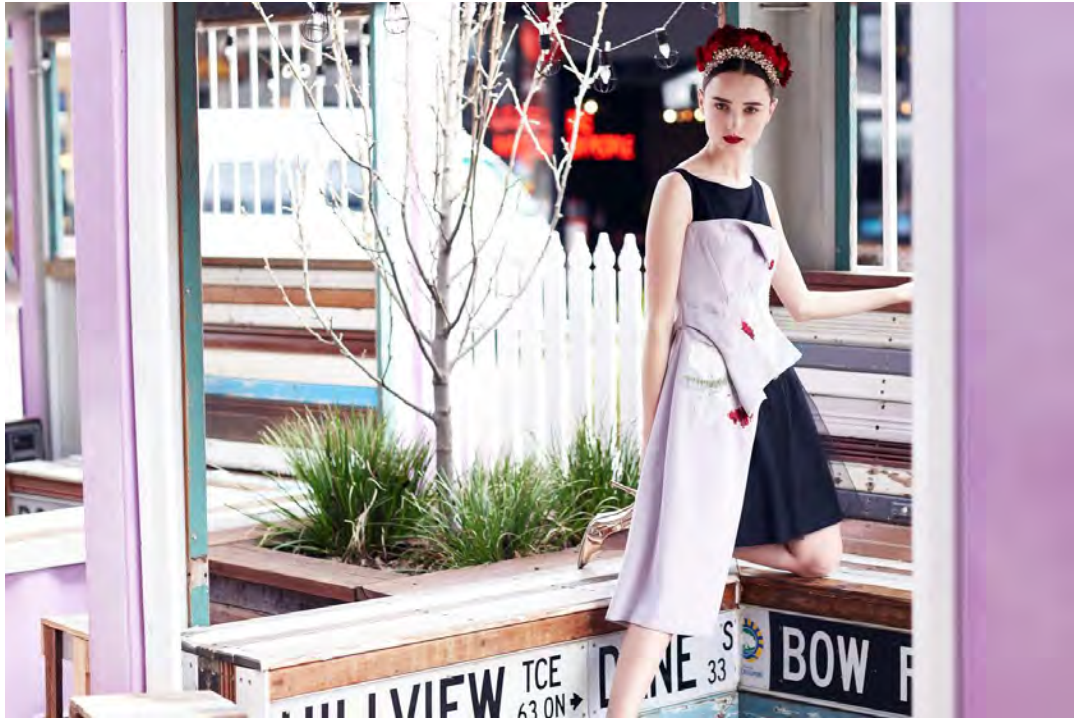
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Town of Victoria Park photoshoot for the International Runway.



# SUPPORT DOCUMENTATION PRESS

Town of Victoria Park photoshoot for International Runway.



# SUPPORT DOCUMENTATION PRESS

Town of Victoria Park photoshoot for International Runway.

## Chinese designer Zhou Yanti to star at Perth Fashion Festival's International Runway: China Fashion Association

September 15th, 2017, 12:30PM | Written by Denise S. Cahill | Western Suburbs Weekly **NEWS**



© Vivitor's model Ali Caldwell wearing Zoual by Yanti in Perth last night.

CHINESE designer Zhou Yanti will be the star of Perth Fashion Festival's (PFF) International Runway: China Fashion Association at Crown Pyramid tonight.

The event is a collaboration between Fashion Council WA and the China Fashion Association and is supported by the Federal Government and Town of Victoria Park.

The runway will pay tribute to China's strong history of textile and design excellence while recognising the country's fashion forward future.

Yanti is a graduate of Istituto Marangoni in Milan and is a pioneer of ready-to-wear haute couture in China.

PFF director Mariella Harvey-Hanrahan said Yanti's label Zoual by Yanti presented a stunning blend of European influences with Chinese craftsmanship to create refined silhouettes that would really speak to an Australian audience.

"I can't wait for guests at her show to fall in love with her designs as I have," she said.

Ms Harvey-Hanrahan said it was crucial for WA to engage with China's booming fashion market.

"The collaboration will build bridges between designers and the commercial market as well as promoting Chinese and WA fashion on an international level," she said.

"China is not only the biggest consumer of luxury goods in the world, but a country with great creative potential."

International Runway: China Fashion Association starts at 9.30pm.

**MORE:** Warwick man (24) charged over series of alleged break-ins and assault of off-duty police officer in Girrawheen

**MORE:** Alfred Krakouer charged over string of Champion Lakes incidents

**MORE:** Body of missing man John Ria Poe found in Bertram

We'd like to thank The Town of Victoria Park for your ongoing support of the Telstra Perth Fashion Festival and our WA designers.

We look forward to working together in 2018 and beyond.



---

NAME	Tanya Stephenson
POSITION	Chief Operating Officer
EMAIL	<a href="mailto:tanya@perthfashionfestival.com.au">tanya@perthfashionfestival.com.au</a>
TELEPHONE	(08) 9463 7777
MOBILE	0411 585 851

**8.1.3 TPF Impact Assessment 2017**



# TELSTRA PERTH FASHION FESTIVAL 2017

## IMPACT ASSESSMENT

PRODUCTION DATE  
JANUARY 2018

IN CONSULTATION WITH



SUPPORTED BY



City of Perth

Publication Date: 8 January 2018

Consultation with: Culture Counts  
Pracsys

Authors: Francesca Catalano  
Culture Counts - Consultant

Lucy Heales  
Pracsys - Analyst

Michael Chappell  
Culture Counts - Project Director

***Photography provided by Fashion Council WA***

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Telstra Perth Fashion Festival Impact Assessment Snapshot	6
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Cultural and Social Impact	14
Participation	18
Partnership	24
Economic Impact	28



1.0



# Executive Summary

Culture Counts Pty Ltd in association with Pracsys Economics were engaged by Fashion Council WA (FCWA) to measure the outcomes and impacts of the 2017 Telstra Perth Fashion Festival. This report provides an overview of the evaluation findings informed by a program of primary research across a sample of free and ticketed events. The assessment is founded on a holistic evaluation framework established for the event together with Fashion Council WA in 2016. The evaluation framework considers impact generated across economic, cultural and intrinsic domains.





## The 2017 Telstra Perth Fashion Festival Program

The 2017 Telstra Perth Fashion Festival (the Festival) program included 26 free and ticketed runway events held between September 6 and 17th. The theme for the Festival was 'Journey with Us' and the program included several new runway events showcasing fashion trends from diverse cultures. Events included an Aboriginal runway show, a multi-cultural runway show and an international runway show in partnership with China Fashion Association.

The Festival's expanded cultural program featured 33 independent events supported by the Festival through event development guidance as well as print and digital marketing campaigns. Cultural program events were held between the 1st of August and the 3rd of December. Events included student and emerging designer runway shows in partnership with Curtin University and North Metropolitan TAFE, art and photography exhibitions, workshops and fashion retail launch events held across the Perth metropolitan area.

In 2017, the program featured some key changes, with ticketed Fashion Paramount runway shows relocated from the forecourt of the Perth Concert Hall in the City of Perth to Crown Pyramid in the Town of Victoria Park. The Festival program continues to grow and integrate fashion, music, art and photography to increase reach and connection with audiences.

## About this Study

Culture Counts, together with Pracsys, used a combination of consumer research methodologies applied in the fields of market research, cultural value measurement and economic impact assessment to understand the way in which the Festival impacted on various stakeholder groups. This report is a consolidation of the research findings. It collates input from attendees to free and ticketed events as well as participating designers, volunteers and retailers.

A total of 437 survey responses were collected. Over 350 responses were collected from public attendees through intercept interviews at six free and ticketed runway events. In total, 138 attendees were interviewed at the following Fashion Central runway events: Culture Kings, Restyle, Chirriger: Aboriginal Runway, The Language of Fashion; and 220 attendees were interviewed at the following Fashion Paramount runway events: Opening Night and International Designers Runway. Survey data has been integrated with organisational revenue and expenditure data and attendance figures to provide a comprehensive evaluation of the economic, cultural and social impact of the Festival.

## Key Findings

### Audience Profile and Growth

- The Festival continues to appeal to a target audience of young female professionals and students
- Compared to 2016, the Festival attracted a higher proportion of male attendees between the ages of 20 and 30 years
- 55% of attendees were new to the Festival, a 4% increase in the share of new audience members since 2016

### Festival Outcomes

- Overall, attendees thought that the events were captivating, vibrant and engaged people from different backgrounds
- Fashion Central events achieved consistently higher outcome scores when compared to Fashion Paramount events
- 89% of attendees rated their experience as excellent or good and 91% of attendees stated that they would be likely to return to the Festival again in the future
- 80% agreed that their experience at the Festival made them want to attend more arts and cultural events
- 87% of participating creators (designers, stylists and artists) surveyed found their experience to be motivating and around 77% agreed that it created a platform for new work

- The majority of partners agreed that their organisation achieved its primary objectives and expect that the Festival will contribute to the ongoing success of their business
- 37% of retail partner respondents reported an increase in the level of trading during or immediately after the Festival, with reported increases ranging from 5% to 33%
- 82% of partners stated that they would be likely to support the Festival again in the future

### Economic Impact

Combining the impact of FCWA's expenditure and visitor spending as a result of events organised by FCWA the direct economic impact is estimated to be \$3.3 million. After application of relevant gross value add multipliers, the broader impact can be estimated to be in order of \$7.4 million<sup>1</sup>.

When the impact of visitor expenditure to events within the cultural program is added to the analysis, the economic impact of the overall TPF program is significantly greater, with direct impact estimated to be in the order of \$14.3 million.

While the economic impact of visitor expenditure to events led by independent parties cannot wholly be attributed to FCWA, it is reasonable to assume that a portion of this impact can be attributable to the support provided by FCWA including development guidance, print and digital marketing support.

<sup>1</sup> Note: When the impact of only FCWA organised events is considered, 2016 data reveals a direct economic impact in 2016 of \$3.2 million and a multiplied impact of \$7.2 million.

# 2.0

# Telstra Perth Fashion Festival Impact Assessment Snapshot

## Economic Impact



**59**

Events



**31**

Venues



**10,640**

Attendance to FCWA Organised Events



**157,700**

Attendance to Cultural Program Events\*



**168,400**

Total TPF Program Attendance

Total TPF Program Impact (Incl. Cultural Program Impact)\*



**\$14.3 million**

Direct



**\$33.3 million**

Indirect

\* Note: Cultural Program events included high profile exhibitions hosted by the Art Gallery of Western Australia, student runway events at fashion education and training institutions, design workshops and launch events at fashion retail stores across the Perth Metro area. While attendance to these events and associated visitor expenditure impact cannot wholly be attributed to FCWA, it is reasonable to assume that a portion of the attendance and spend impact was attributable to the support provided by FCWA including development guidance, print and digital marketing support.

## Participation



**81**

International and interstate guests



**179**

Local, national and international designers



**100**

Volunteers



**331**

Hair stylist and make-up artist bookings



**25**

Retail partners



**500**

Entrants into the Bettina Model Management Talent Search



**1**

Industry forum event



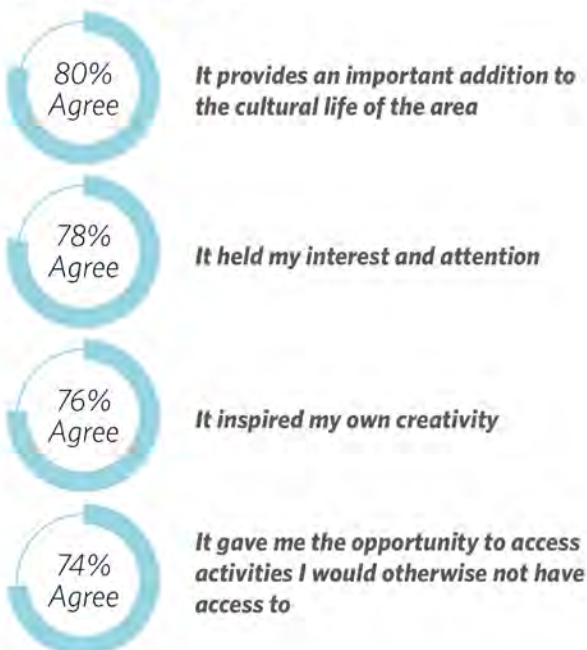
### Place Impact



### Social Impact



### Cultural Impact



### Social Media

Facebook Impressions:

2,032,695



Facebook Views on Video Performance:

59,100



Instagram Fans:

23,540

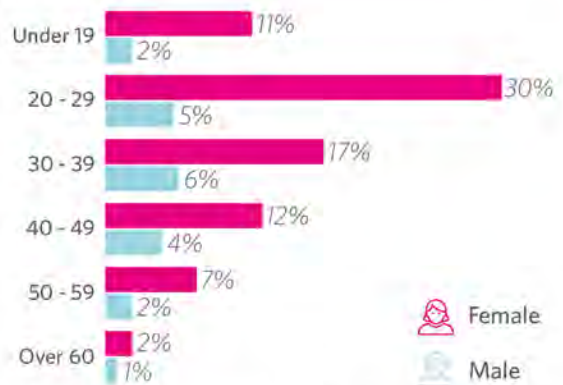


Twitter Followers:

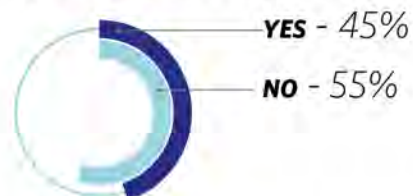
5,760



### Audience

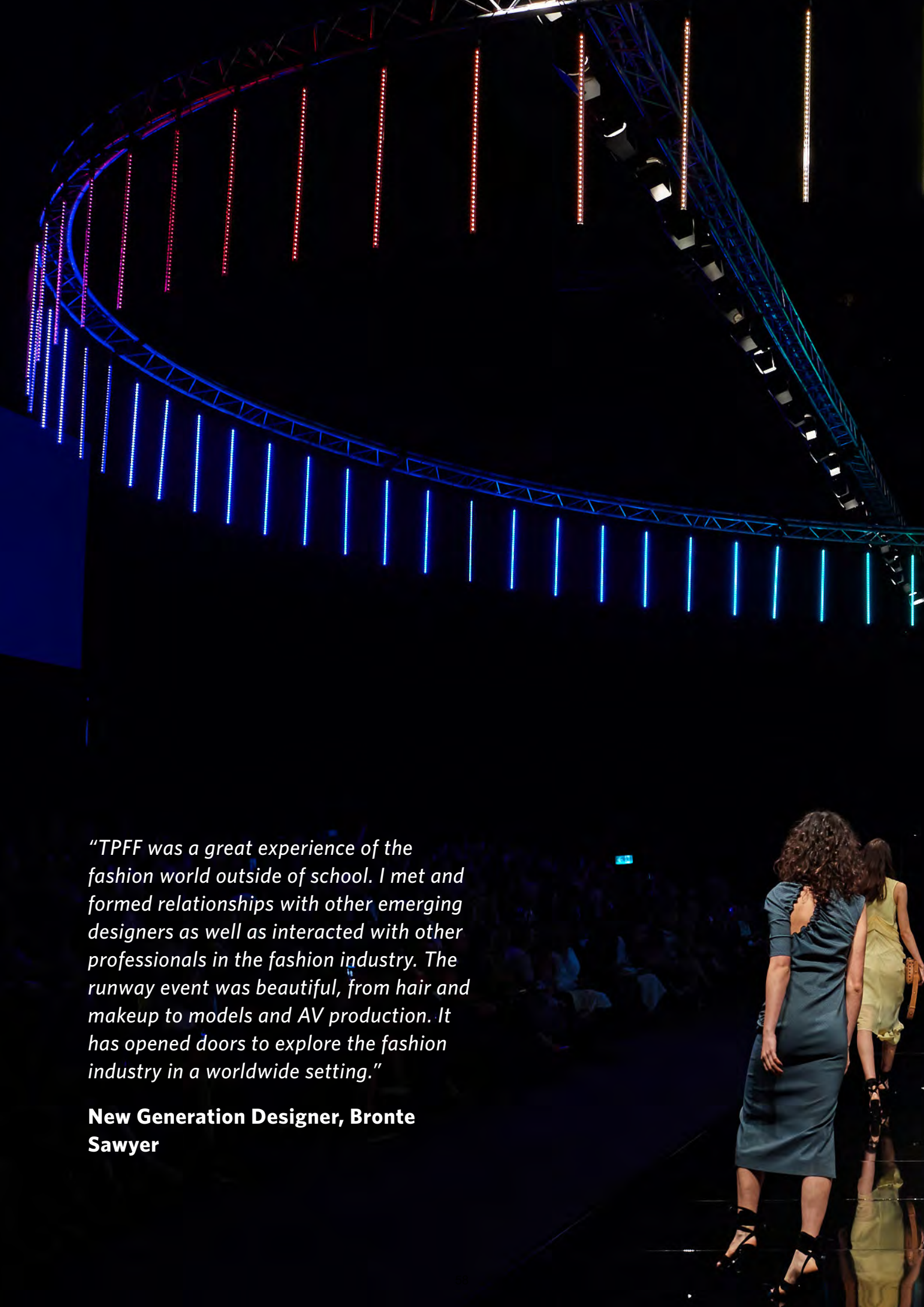


Have you attended Perth Fashion Festival events in the past?



Do you think at this stage you will be likely to return for the 2018 Festival?





*"TPFF was a great experience of the fashion world outside of school. I met and formed relationships with other emerging designers as well as interacted with other professionals in the fashion industry. The runway event was beautiful, from hair and makeup to models and AV production. It has opened doors to explore the fashion industry in a worldwide setting."*

**New Generation Designer, Bronte Sawyer**





# 3.0

## Audience Profile and Growth

*The 2017 Festival's audience was more demographically diverse with higher representation of male attendees. The Festival continues to attract new attendees and grow the number of visiting international and interstate designers, media and guests. The Festival's NPS score has significantly improved on last year demonstrating the effectiveness of strategies implemented to improve attendee experience.*

In 2017, attendance to ticketed and invite only events was 6,348 and attendance to non-ticketed events is estimated by FCWA to be in the order of 4,300. Attendance to events of varying scale within the Festival's cultural program was estimated to be in the order of 157,000. Events included high profile exhibitions hosted by the Art Gallery of Western Australia, student runway events at fashion education and training institutions, design workshops and launch events at fashion retail stores across the Perth Metro area.

Demographic profiling of attendees demonstrates that the Festival continues to appeal to an audience of young female professionals and students. Compared to 2016, the Festival attracted a higher proportion of male attendees between the ages of 20 and 30 years, likely because of the inclusion of a men's runway event in the 2017 program for the first time.

In 2017, 55% of attendees were new to the Festival, a 4% increase in the share of new audience members since 2016.

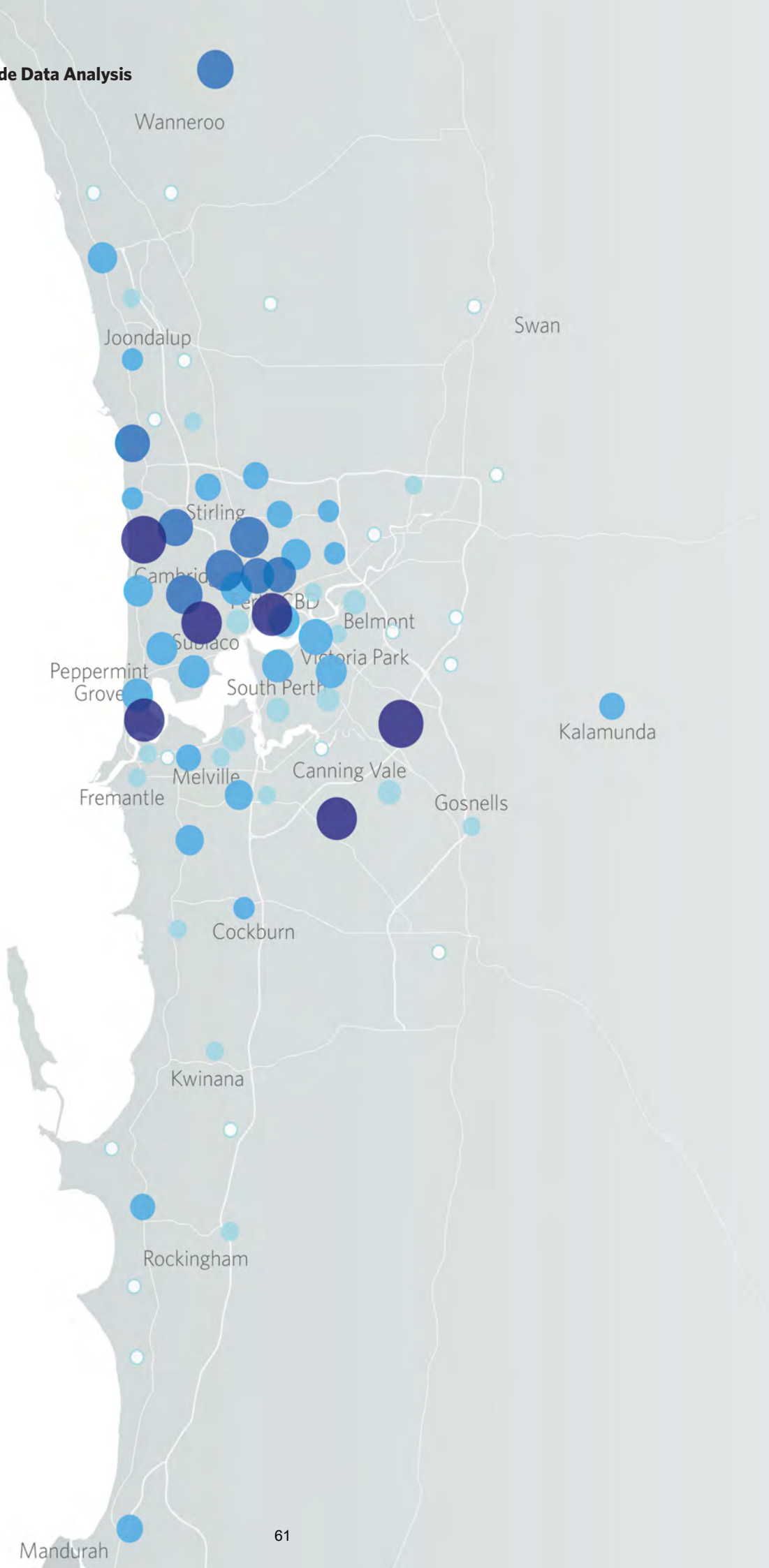
The majority of survey respondents live in the Perth Metropolitan Area with the highest concentration coming from the Perth's western suburbs. The percentage survey respondents who live overseas or interstate was consistent with last year (2%) however, the Festival attracted an increased number of international and interstate designers, media and guests to Perth, compared to 2016.

Overall, the Festival was very well received with 89% of attendees rating their experience as excellent or good and 91% of attendees stating that they would be likely to return to the Festival again in the future. The Festival's Net Promoter Score (NPS) has significantly improved since last year, with more promoters of the Festival than ever and significantly less detractors resulting in a NPS score of +19.

### Where did attendees come from?

The Festival primarily attracts a domestic audience with the highest concentration of respondents coming from households in Perth's central and western suburbs including Scarborough/Wembley Downs, Subiaco/Daglish/Shenton Park, Mosman Park and Perth. There was also a number of attendees coming from Perth's eastern suburbs including Cannington and Canning Vale.

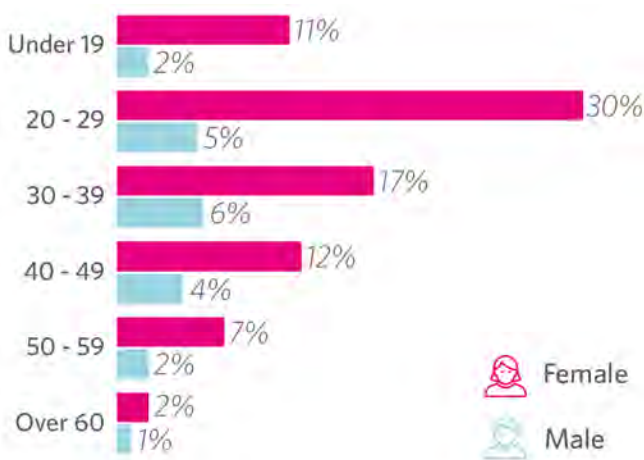
**Figure 1: Attendee Postcode Data Analysis**



## Age, Gender and Occupation

The vast majority of attendees to the Festival are female and most fall within the 20 to 29 age range. Compared to 2016, there was a higher representation of male attendees, particularly in the 30 to 39 age range. Almost half of the attendees to the Festival in 2017 were professionals and almost a sixth of the attendees were students.

**Figure 2: Audience Age by Gender**



**Figure 3: Audience Occupation**



## Audience Experience and Growth

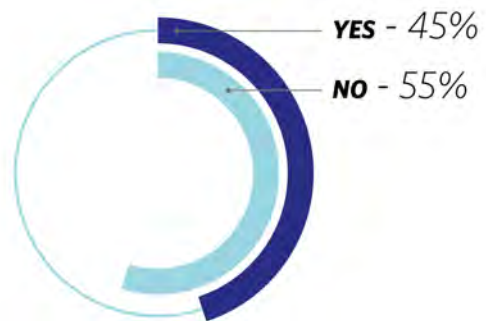
Just over half of surveyed attendees (55%) were attending the Festival for the first time in 2017 and 91% of attendees stated that they would return again next year. Comparing Fashion Paramount (ticketed) and Fashion Central (un-ticketed), the majority of Fashion Paramount attendees have attended the Festival previously compared to only 35% of Fashion Central attendees.

**Figure 4: Overall Experience - Public Attendees**



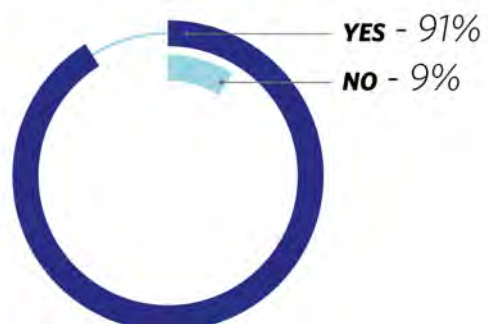
**Figure 5: Previous Attendance**

Have you attended Perth Fashion Festival events in the past?



**Figure 6: Likelihood of Returning**

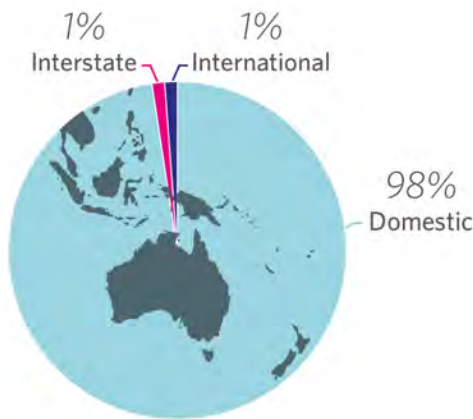
Do you think at this stage you will be likely to return for the 2018 Festival?



## Interstate and International Visitation

Consistent with the findings of the 2016 evaluation, 2% of surveyed public attendees live interstate or overseas. In addition, the Festival attracted 69 interstate guests and 12 international guests. This included visitors from the China Fashion Association, international designers and media, established Australian designers from interstate, representatives of sponsor organisations from interstate and other VIP guests.

**Figure 7: Audience by Postcode**

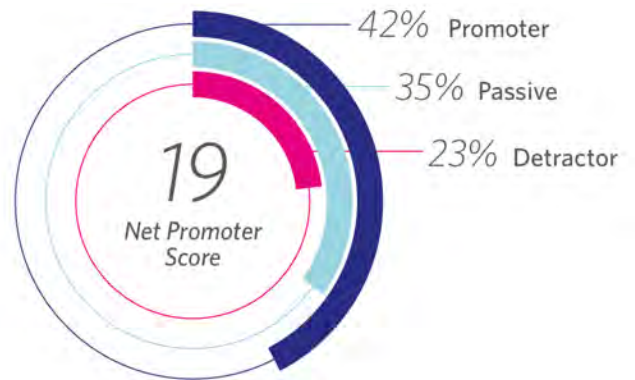


## Net Promoter Score

Net Promoter Score (NPS) is a standard metric used to rate how likely it is that a customer will recommend a company, service or event to people they know. It is calculated by subtracting the percentage of Detractors from the percentage of Promoters. The NPS indicates that on average there are significantly more promoters of the Festival than detractors. This is a marked improvement on last year's results.

**Figure 8: Net Promoter Score**

*How likely is it that you recommend this event to people you know?*

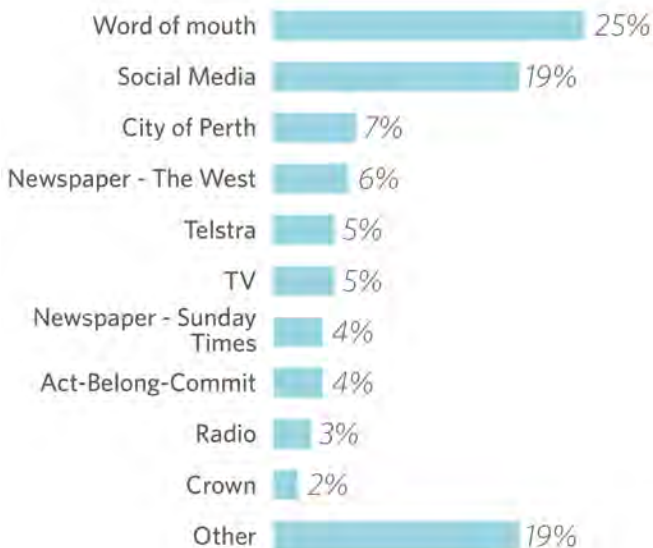


## Marketing

The primary marketing channels for the Festival continue to be word of mouth and social media.

**Figure 9: Sources of Awareness**

*How did you hear about the event?*



The Festival's social media presence continues to grow with a 7% increase in the number of Instagram Fans since 2016.

**Figure 10: Social Media Headline Statistics**

**Facebook Impressions:**

2,032,695



**Facebook Views on Video Performance:**

59,100



**Instagram Fans:**

23,540



**Twitter Followers:**

5,760



# 4.0

## Cultural and Social Impact

The evaluation framework uses a standardised set of metrics called 'dimensions' used to measure the intrinsic impact of events and festivals. They have been internationally tested and academically validated, enabling benchmarking of experiences provided by different types of arts and cultural events and activities.

Each survey contained 'dimension' questions, asking the public about their experience of the event. Survey respondents moved a slider to indicate whether they agreed or disagreed with the dimension statement using a Likert Scale. The following charts contain data for all public responses, showing the average score and the percentage of people that agreed or disagreed with each of the statements. Dimensions selected for this year's evaluation were in alignment with those applied last year, with some minor changes to capture the impact of events targeting cultural outcome such as Diversity and Respect.

*Average scores achieved this year across cultural and social impact measures are stronger when compared to results of the 2016 evaluation, particularly in relation Local Impact, Connection and Vibrancy. Local Impact again stands out as the Festival's highest scoring dimension, with respondents agreeing that it is important that the Festival is happening in Perth. Free Fashion Central events received significantly higher average scores across all dimensions, when compared to ticketed Fashion Paramount events.*

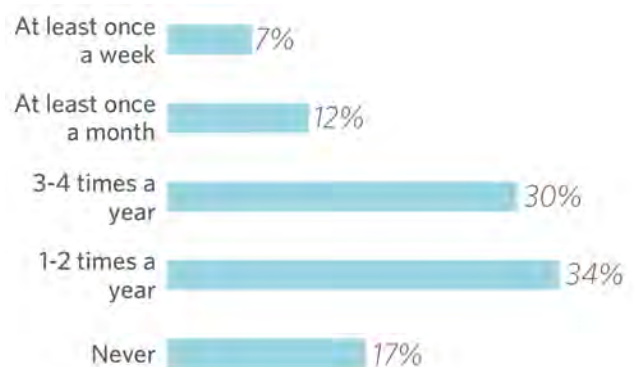
### Cultural Attendance

As in 2016, the Festival attracts a mainstream audience of people that don't regularly attend arts and cultural events. Just over one eighth of surveyed attendees could be described as strong cultural consumers, attending arts or cultural events at least once a month. However, the vast majority rarely attend arts or cultural events or don't attend at all.

80% agreed that their experience at the Festival made them want to attend more cultural events in the future, demonstrating the Festival's role in reaching out to new audiences and encouraging them to engage with culture.

**Figure 11: Cultural Attendance**

*Over the past 12 months, how often did you attend arts or cultural events?*



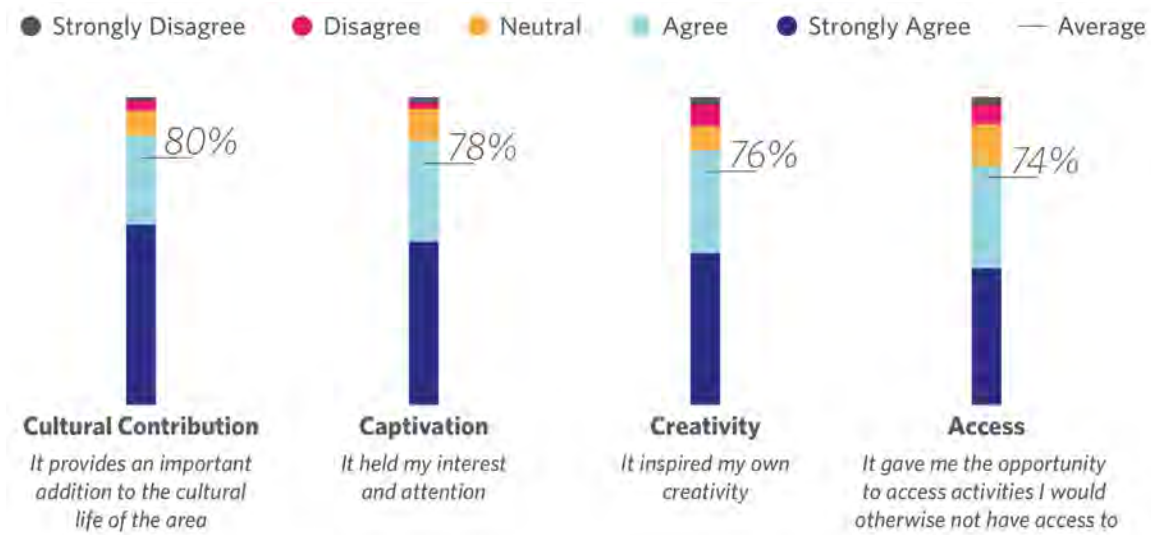
**Agree that their experience makes them want to attend more cultural events**



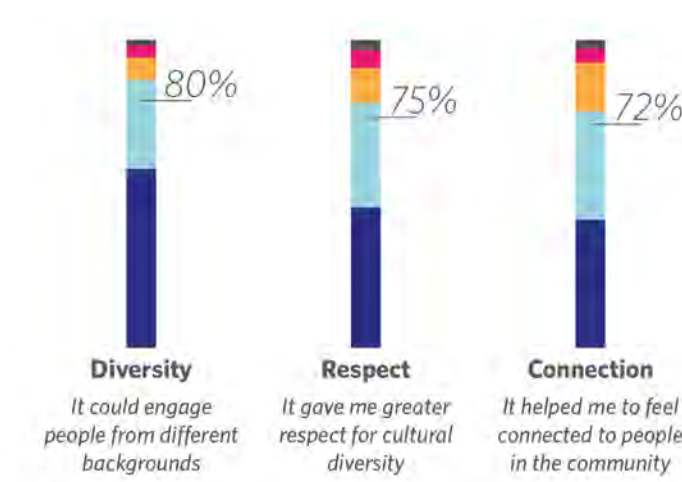
## Cultural Value

Average scores for the 2017 Festival are significantly higher than those received in 2016, mainly driven by high scores for Fashion Central events. Overall attendees think that the events were captivating, vibrant and engaged people from different backgrounds.

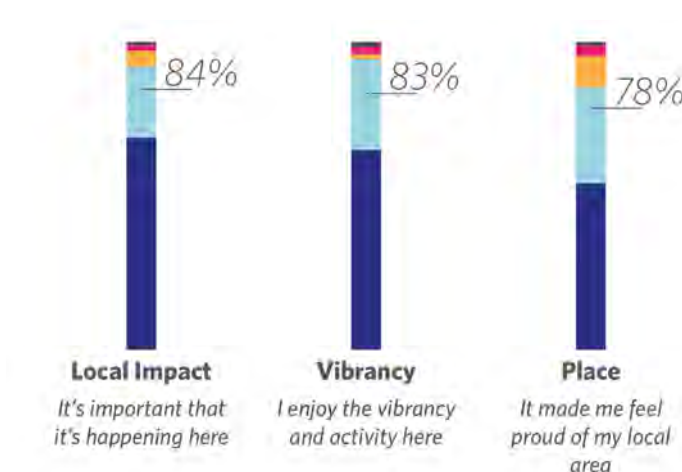
**Figure 12: Cultural Impact**



**Figure 13: Social Impact**



**Figure 14: Place Impact**

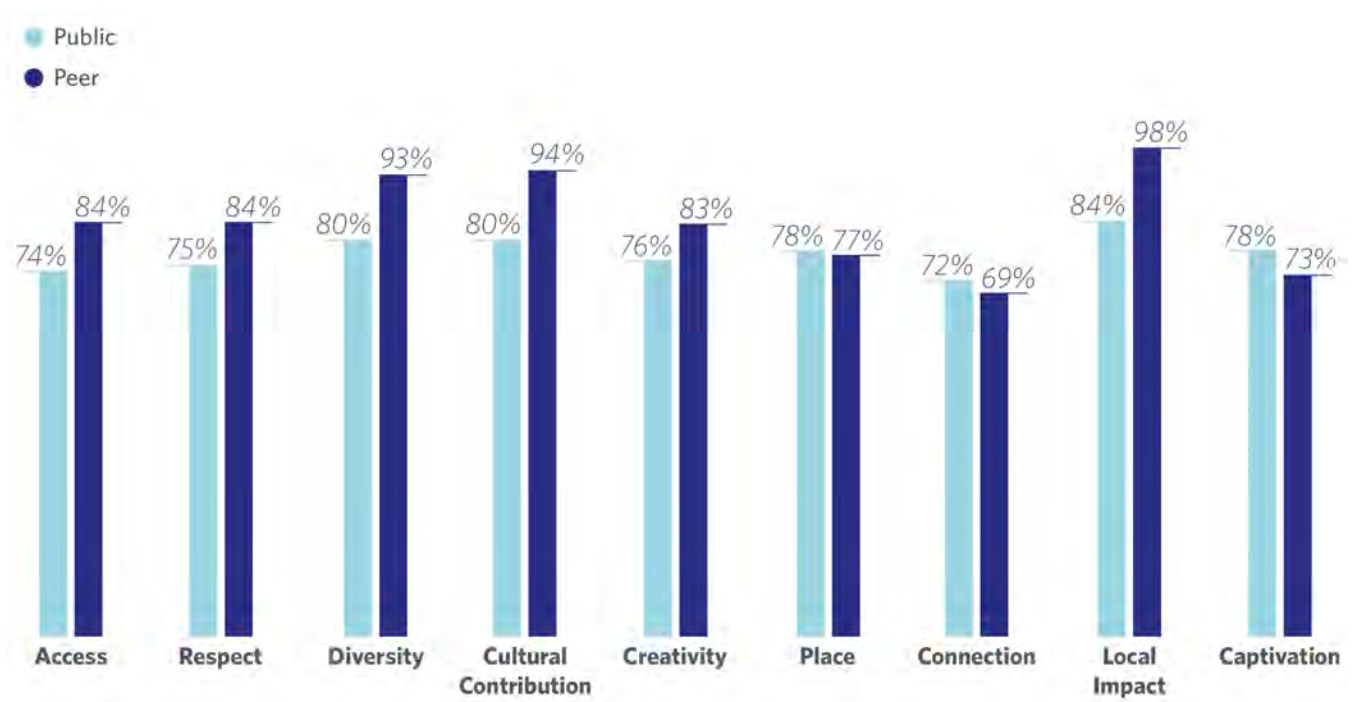


## Peer and Public Experience

The Culture Counts platform has a three-pronged evaluation process, with participation from self, peer and public assessors. Average scores from each group can be compared to see whether the public and peers understood the creative intentions of the artists or organisers. The below chart compares peer and public scores from after the event, illustrating the experience of each user group across the ten dimensions.

In general, the peer assessor’s experience was more positive than that of attendees, particularly for Local Impact and Cultural Contribution. Place and Connection were the only dimensions that were scored higher by the public than peer assessors. The results reinforce the findings that Local Impact, Cultural Contribution and Diversity are the Festival’s strengths.

**Figure 15: Peer and Public Comparison**

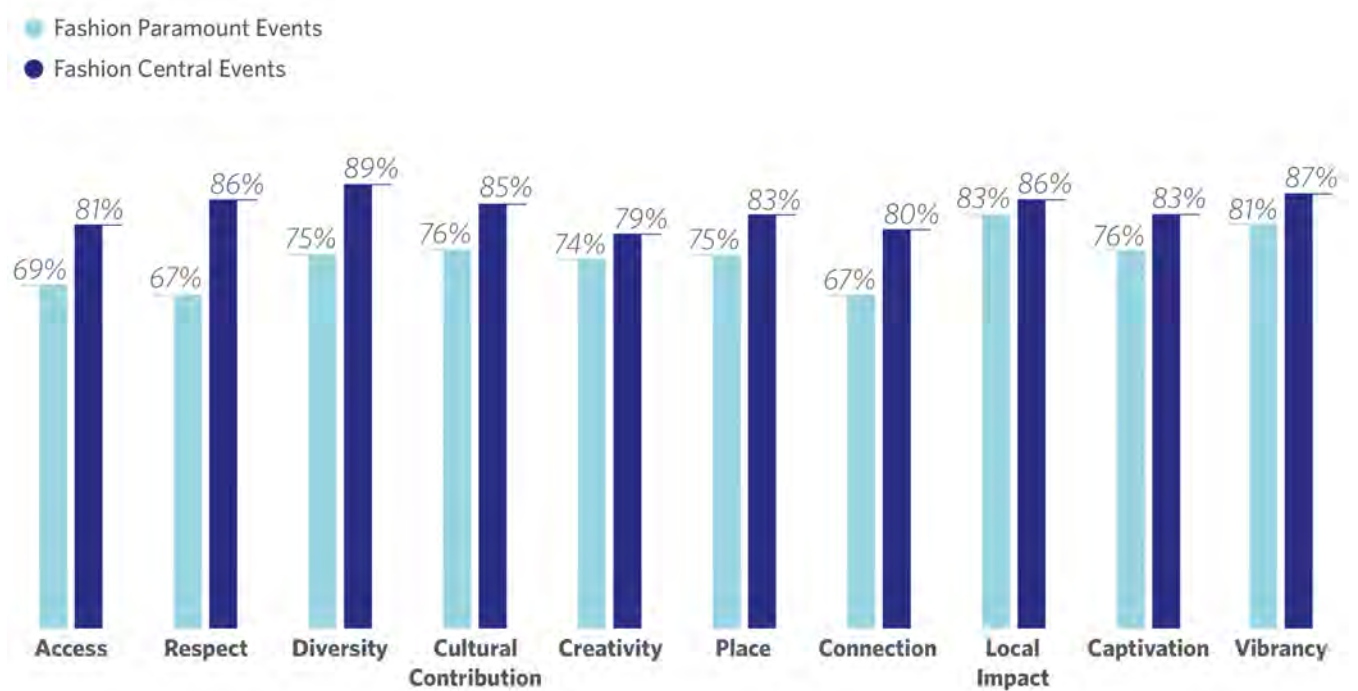


Note: A small number of self-evaluators completed a survey after the event, however, their responses have not been included in the comparative analysis given the relatively small sample size.

## Fashion Paramount and Fashion Central Comparison

Fashion Central events achieved consistently higher scores when compared to Fashion Paramount events. The greatest differences were in Diversity, Respect and Connection. The comments suggest that significantly higher scores in these three dimensions are due to several unique events showcasing the diversity of Australian fashion, such as Chirriger: Aboriginal Runway and Language of Fashion: Multicultural Runway.

**Figure 16: Fashion Central and Fashion Paramount Comparison**



# 5.0

## Participation

The Festival aims to nurture local talent and support the development of a strong market for fashion in Western Australia. It is the State's largest annual fashion event and a critical platform for local designers to showcase their collections to consumers, industry and media.

Survey results indicate that the Festival motivates participants, creates a platform for new work, contributes to their personal development and supports the expansion of networks within the sector. Over two thirds of participants stated that they achieved their aims and 89% rated their overall experience as good or excellent, demonstrating the high value participants place on their experience of the Festival.

*"Telstra Perth Fashion Festival was an absolute pleasure to be a part of. We have seen an immense increase in brand awareness in Perth as well as a change in customer demographic, from casual browsers to dedicated buyers."* – **Designer, Rachel Gilbert**

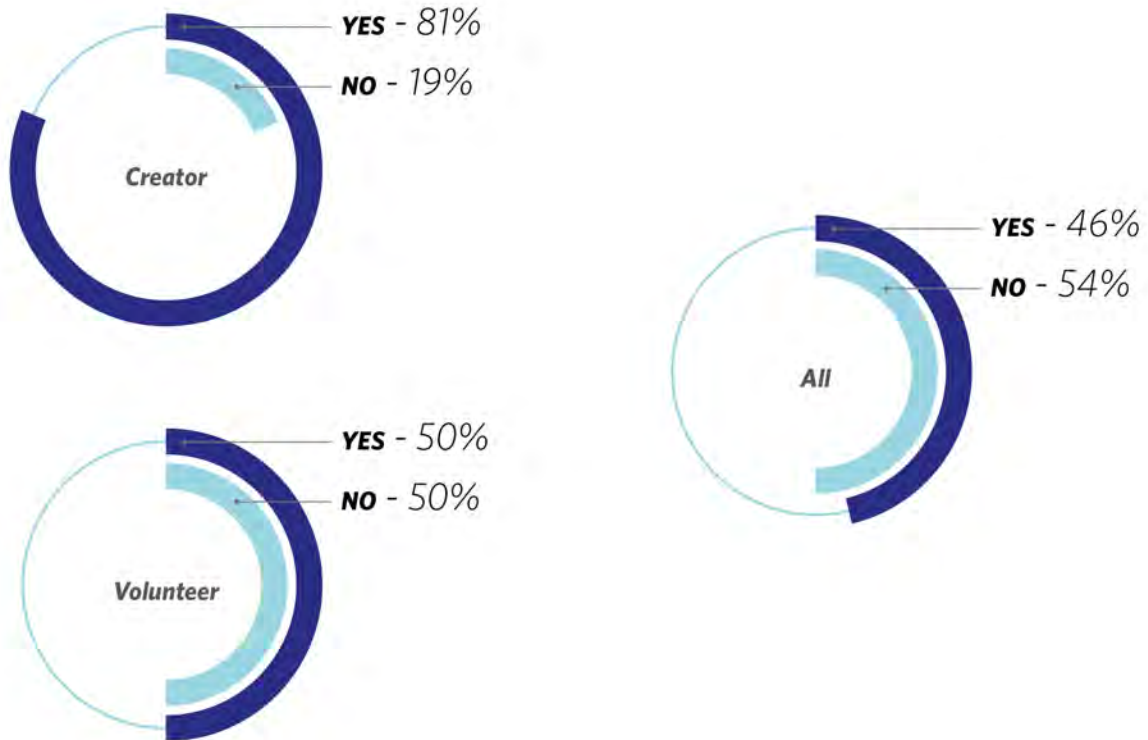
### Participants

**Figure 17: Participation Statistics**



**Figure 18: Prior Participation**

*Have you participated in the Festival in the past?*



Note: 50 participants provided responses including volunteers (n=32), creators i.e. designers, stylists, artists, curators or other roles that involve using creativity or self-expression (n=16) and enablers i.e. organisers, facilitators, guides, other support roles outside of the creative process (n=2). Given small sample sizes, results for volunteers and creators only have been reported.

**Figure 19: Future Participation**

*Do you think at this stage you will be likely to participate in the Festival again in the future?*

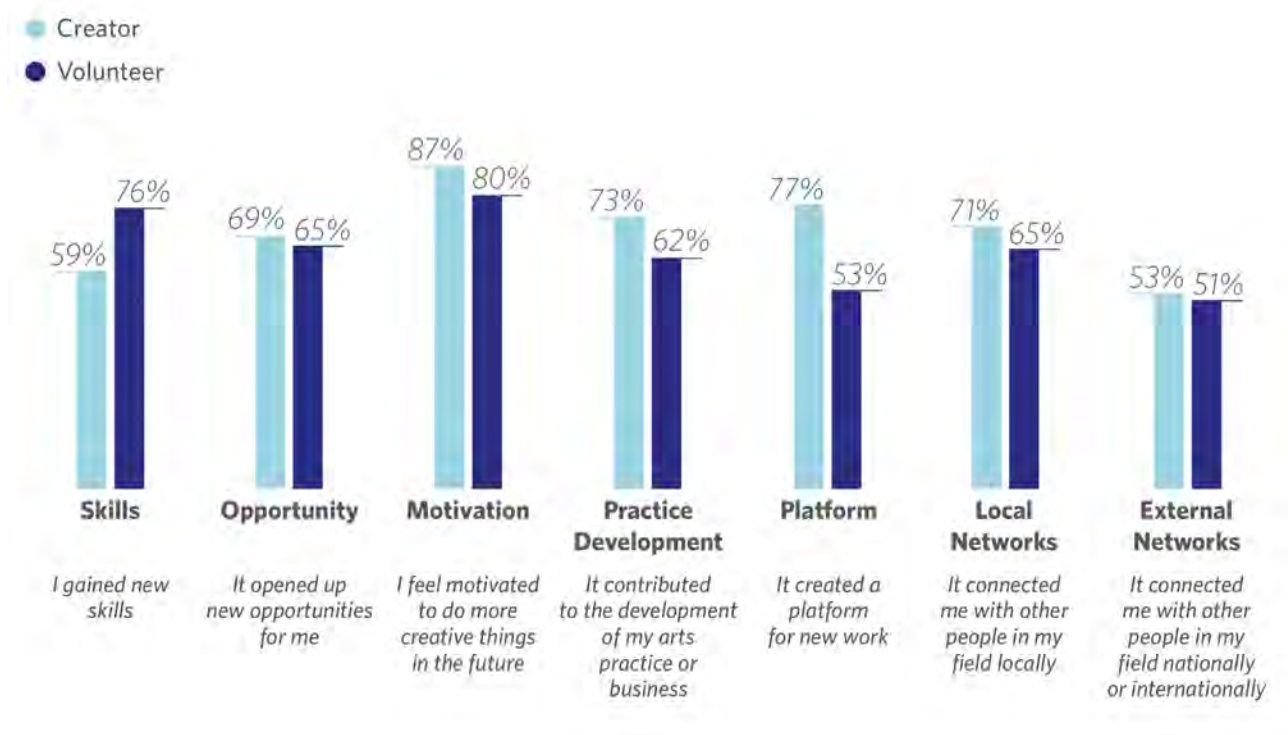


Note: 45 participants provided responses including volunteers (n=29), creators (n=14) and enablers (n=2). Given small sample sizes, results for volunteers and creators only have been reported.

## Value to Participants

87% of participating creators (designers, stylists, artists) surveyed found their experience to be motivating and around 77% agreed that it created a platform for new work. Volunteers also found their experience to be motivating and almost two thirds of those surveyed agreed that they gained new skills. Overall, participants scored higher in Skills, Opportunity and Motivation dimensions compared to last year, indicating that participants attributed more value to their experience.

**Figure 20: Participant Experience**



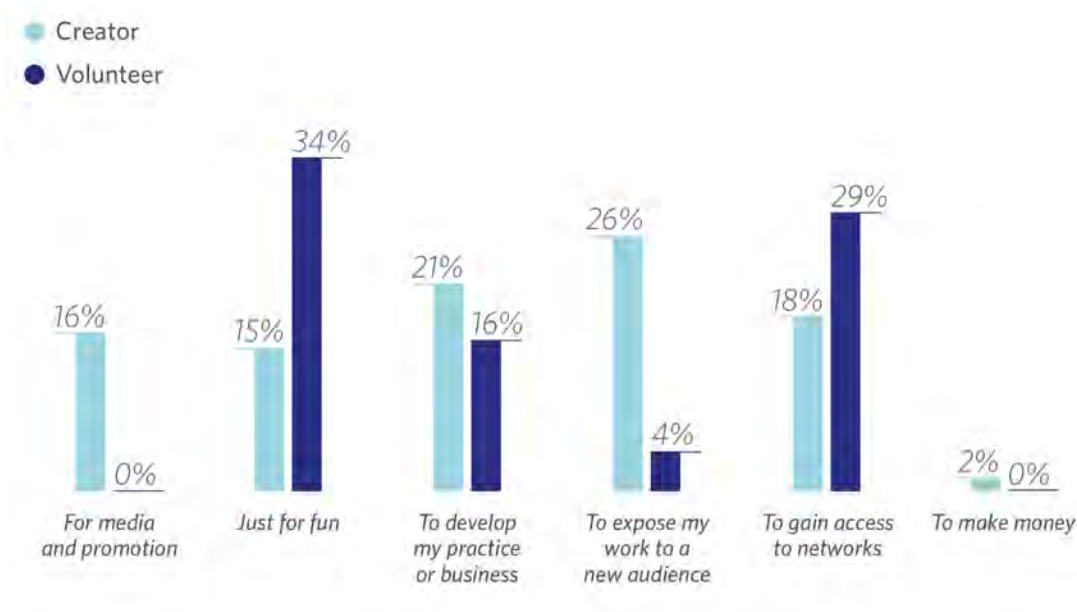
Note: 50 participants provided responses and included volunteers (n=32), creators (n=16) and enablers (n=2). Given small sample sizes, results for volunteers and creators only have been reported.

## Participant Aims and Outcomes

Participants involve themselves in the Festival for a range of reasons with creators largely seeking to expose their work and develop their practice or business. Volunteers are largely seeking to gain access to networks and have a good time. Over 69% of participants agreed that they achieved their primary aims.

**Figure 21: Participant Aims**

What were your primary aims in participating in the Festival?

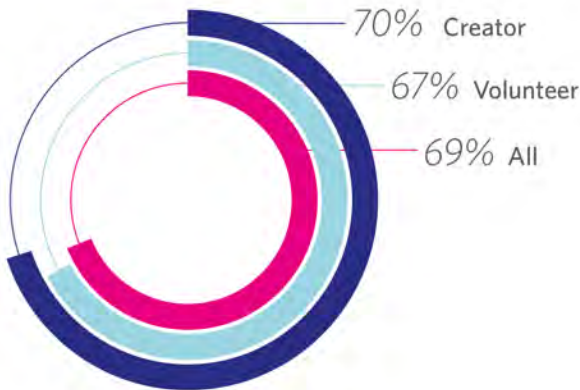


Note: 50 participants provided responses and included volunteers (n=32), creators (n=16) and enablers (n=2). Given small sample sizes, results for volunteers and creators only have been reported.

*“We loved doing Telstra Perth Fashion Festival this year, it’s an exciting time of year, all the local designers getting together, and some imports, it’s a real buzz. The press and social media alone are great platforms for not only young up and coming designers to showcase their talent, but established businesses like myself. It’s an important event to boost our profiles, which in turn boosts our sales and bottom line!!” - Designer, Morgan Marks*

**Figure 22: Participant Outcomes**

To what extent do you feel these aims were achieved? (Respondent answered this question on a slider from 0% - not at all, to 50% - somewhat, to 100% - completely).



Note: 48 participants provided responses and included volunteers (n=32), creators (n=15) and enablers (n=2). Given small sample sizes, results for volunteers and creators only have been reported.

**Figure 23: Overall Experience - Participants**



*“This was a very fun and different experience! I’m extremely interested in being a part of the fashion industry and this gave me a taste of it, which has made me excited for the future.”* - **Volunteer Respondent**

*“I’ve learnt valuable skills and gained practical experience that I’m able to apply to my professional background.”* - **Volunteer Respondent**

*“It was fantastic to be involved in TPF for the first time this year, which coincided with the opening of our first boutique in Claremont Quarter. So it was very beneficial for our brand to have exposure to Perth’s fashion elite & work with a high calibre styling team in the premier fashion festival of the state.”* - **Designer, Alice McCall**



# South Metro Tafe Eco Design



# 6.0

## Partnership

The Festival is presented by FCWA with support from a range of public and private sector partners that provide cash sponsorship and in kind donations, critical to the success of the event.

A number of retailers participated in the Festival, including large national and international retailers such as Mimco, Nine West and Myer, shopping centres including Wesley Quarter, London Court and Enex100 as well as a number of boutique fashion retail stores across Perth.

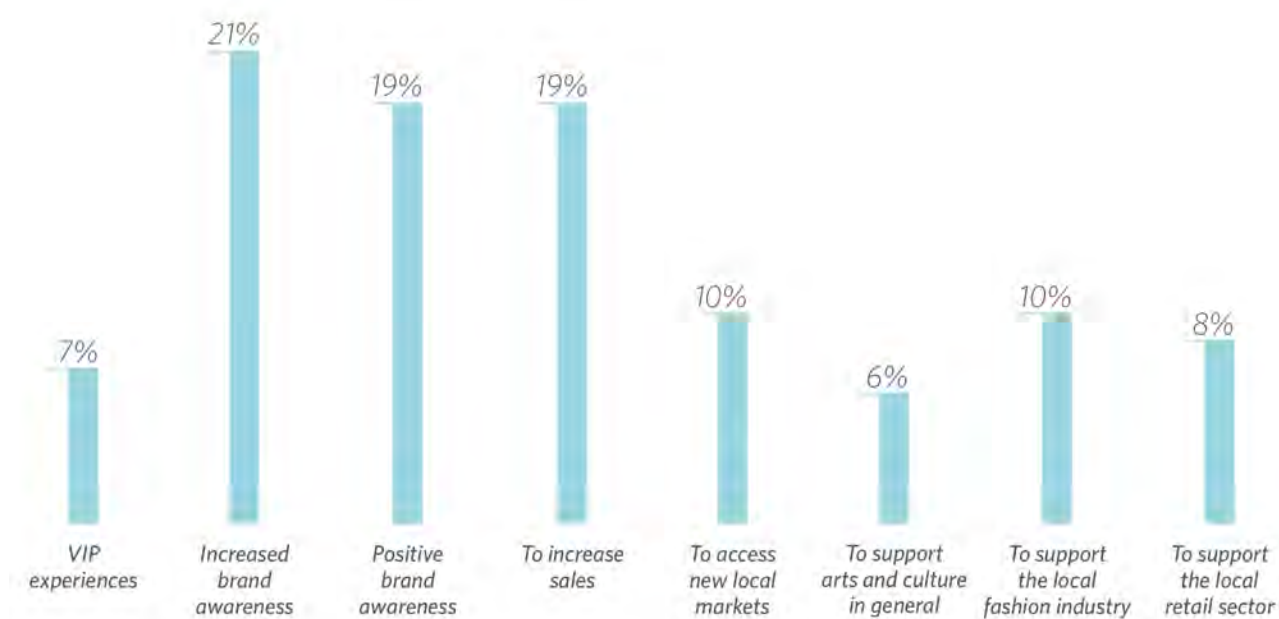
A number of other organisations partner with the Festival through the TPFF Cultural program, which featured 33 independent events supported by the Festival through event development guidance, print and digital marketing campaigns. Partners included Curtin University and North Metropolitan TAFE, art organisations and performing arts centres including the Art Gallery of Western Australia, Perth Institute of Contemporary Arts and the State Theatre Centre as well as retail and food and beverage venues.

### Partner Aims and Outcomes

Partners including participating retailers and sponsors support the Festival for a range of reasons, primarily to increase brand awareness, create positive brand association and to increase sales. The majority of partners agreed that their organisation achieved its primary objectives and expect that the Festival will contribute to the ongoing success of their business. While only 61% of partner respondents agreed that participating in the Festival yielded a positive return on investment for their business 82% stated that they would be likely to support the Festival again in the future.

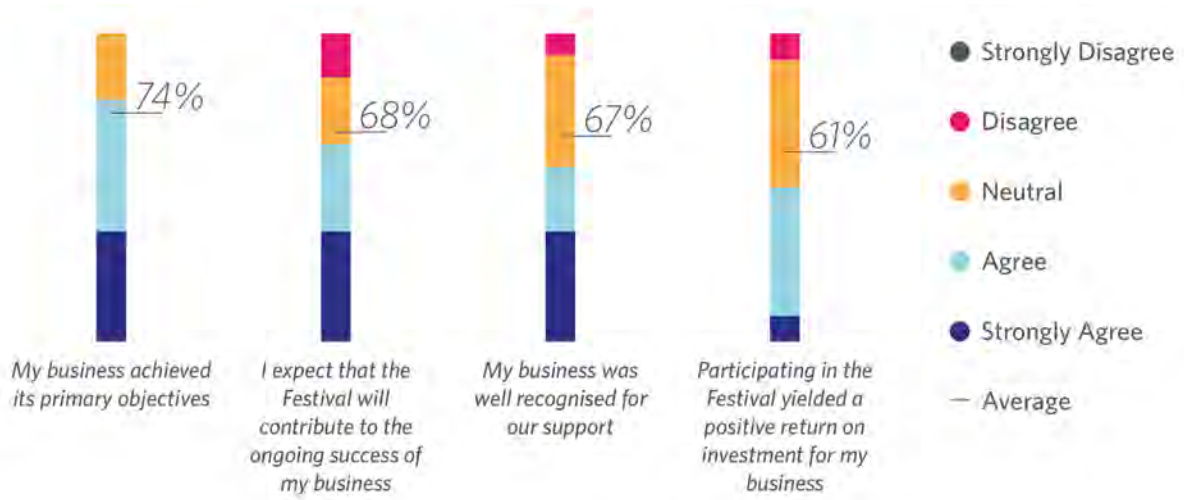
**Figure 24: Partner Aims**

*What were your primary aims in participating in the Festival?*



Note: 19 organisations provided responses and included Retail - fashion/jewellery (n=16), Retail - Department Store (n=1), Retail - Other (1), and Publishing, Advertising or Media (n=1).

**Figure 25: Partner Outcomes**



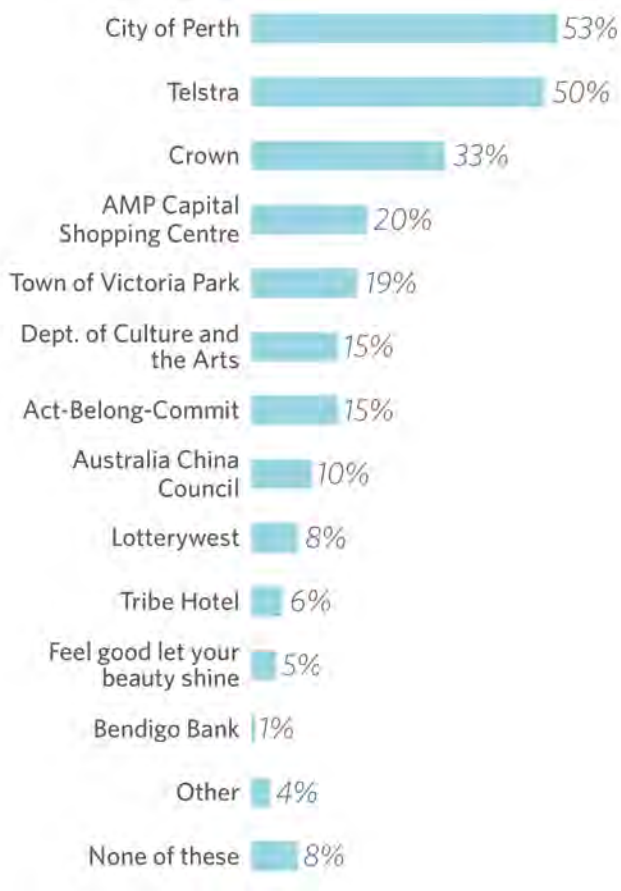
**Figure 26: Retail Impacts**



## Brand Recall

Public attendees were asked if they could recall seeing the names of any of the Festival partners. Brands that were most likely to be recalled by attendees were The City of Perth, Telstra and Crown with 53%, 50% and 33% of public attendees recalling their association with the Festival respectively.

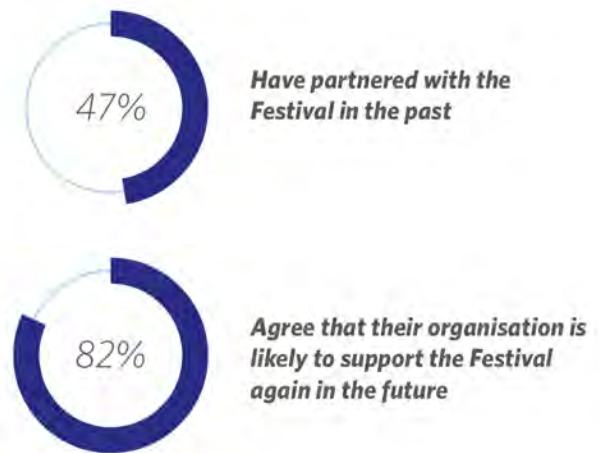
**Figure 27: Brand Recall**



## Continued support

53% of partners partnered with the Festival for the first time in 2017 and 82% agreed that they would be willing to support the Festival in future, a significant (12%) increase compared to last year results.

**Figure 28: Continued Support**



*“Thank you so much for the terrific exposure given to my fashion illustration workshop in your Cultural Program. Being part of the 2017 TPF Cultural Program gave me tremendous exposure to a broader fashion market that continues to show in my current student bookings of workshops.”*

**- Michelle Pike, Michelle Pike Illustration Runway Edition (Cultural Program Event Partner)**

*"As an impact of the Parker & Co International mens runway show at TPF, retail sales for the luxury menswear boutique have steadily grown over the past month. This increase in sales means for the first time the annual sales campaign for the spring racing season has not been required as sales have been consistent since the show."* - **Parker & Co.**

*"PR support for the show would have been beneficial in helping drive an audience. The Fashion Central structure also has a challenge for people on the outside seeing what's happening inside, and bringing an audience in from the mall."* - **Partner Respondent**

*"Being part of the 2017 TPF Cultural Program helps bring an awareness of what NMTAFE has to offer in terms of formal study, workshops and hobby courses."* - **Zerin Wong, North Metropolitan TAFE (Cultural Program Event Partner)**

*"Being part of the 2017 TPF Cultural Program was highly beneficial for Propel because it raised our profile outside of the youth arts sector, into more of a mainstream space. It definitely raised general awareness about this year's project and exhibition."* - **Jamie, Propel Youth Arts WA (Cultural Program Event Partner)**

*"It was so great to be able to co-incide the launch of my brand during the cultural program week. It really helped my brand take off and I think people saw us as something to watch for the future. It really was a great launching pad for us. (The Cultural Program) allows start up brands to put something big and well known like TPF on their brand resume early on."* - **Designer, Ambra Maddelena (Cultural Program Event)**

*"Our participation in the Telstra Perth Fashion Festival Cultural Program was a great opportunity for our students to connect and share their work with the local industry and be involved in a key event in the Perth fashion calendar."* - **Lisa Piller, South Metropolitan TAFE (Cultural Program Event)**

*"At ILKA we aim to promote different areas of fashion, and by taking part in the festival itself and then backing our runway show up with an in store event supported by the TPF Cultural program it gave a great overall depiction of our brand"* - **Erin and Kate, ILKA (Cultural Program Event)**

# 7.0

## Economic Impact

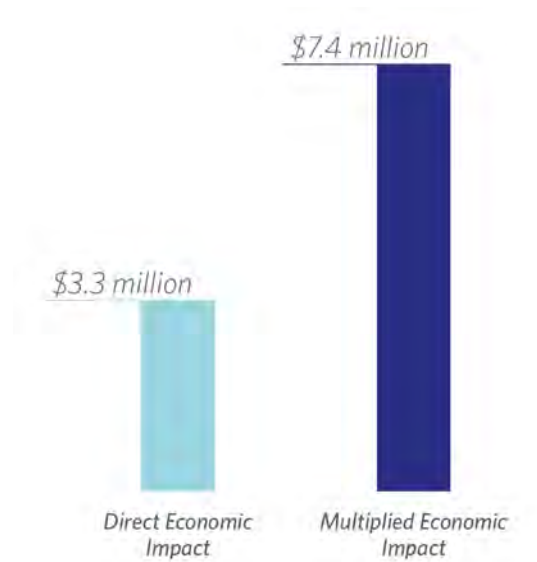
An economic impact assessment of the 2017 Festival has been undertaken based on the analysis of visitor expenditure and expenditure undertaking to organise and present the Festival. Approximately 10,600 people attended runway and industry events across the Festival's primary program and FCWA estimates that over 157,000 people have attended events included in the TPF cultural program.

The assessment estimates that the direct economic impact of FCWA led events was \$3.3 million. The promotion and advocacy of third-party led events through the cultural program contributed to additional increases in attendances and visitor spend to these events. After application of relevant gross value add multipliers, the broader impact of the events led by FCWA on local economy can be estimated to be in order of \$7.4 million.

The preceding cultural and community impact assessment illustrates that the value of the Festival goes far beyond just economic terms, however, the economic impact assessment provides clear evidence of the contribution it makes to the local economy.

### Economic Impact Summary

**Figure 29: Total Economic Impact (FCWA Organised Events) only**



## Visitor Expenditure Impact

Attendance figures provided by FCWA have been used to estimate the economic impact of visitor expenditure. Attendance to ticketed and invite only events was 6,348 and estimated attendance to non-ticketed runway events included in TPF’s main program was 4,300.

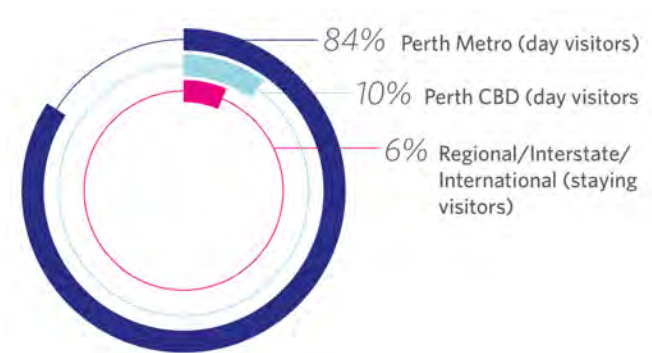
Attendance to events included in the cultural program is estimated to be in the order of 157,000.

A key step in examining overall economic impact is to assess the proportion of expenditure that is truly additional to the economy. The proportion of expenditure that would have occurred anyways has been accounted for through an adjustment that takes in consideration what respondents stated that they would have otherwise done, had they not attended the event. Relevant multipliers have been applied in order to estimate the total impact of expenditure as it flows through the economy.

*“A few retailers experienced busy afternoons as a result of the show which was fantastic”* - **Partner Respondent**

*“5% of the attendees mentioned they had seen the event as part of the TPF program”* - **Dwi Panduwinata, Curtin Incubator: Kiyakaya Market (Cultural Program Event Partner)**

**Figure 30: Visitor Types**



Note: Visitor types were sourced from the 2016 economic impact survey.

**Disclaimer:**

Achieving larger sample size ensures that the average scores of the survey group are representative of the total audience. The 2017 Economic Impact survey captured a relatively small sample compared to the total audience of the Festival.

Based on the sample obtained in 2017, at 95% confidence interval, the margin of error for the expenditure of attendees averages around 50%. Margins of error under 5% are considered reasonable representation of the behaviour of population. This means that the sample for the 2017 Economic Impact survey cannot be deemed statistically significant and does not give an accurate representation of the Festival audience. Hence, for the purposes of the economic impact analysis, average visitor spend (indexed), number of visits and adjustments for additionality have been sourced from surveys delivered in 2016 and applied to 2017 attendance numbers.

**Figure 31: FCWA Organised Runway Events - Visitor Expenditure Impact**

Visitor Type	Estimated Visitors	Average days visited	Estimated Unique Visitors	Average spend per day	Additionality Adjustment	Direct Impact	Multiplied Impact
Perth CBD	967	1.7	569	\$134	56%	\$72,500	\$172,000
Perth Metro	8,122	1.7	4,778	\$92	76%	\$ 567,900	\$1,345,900
Regional/ Interstate/ International	580	3.9	149	\$375	50%	\$108,800	\$257,800
<b>Total</b>	<b>9,669</b>		<b>5,495</b>			<b>\$749,200</b>	<b>\$1,775,700</b>

## Notes:

- Includes attendance to the Fashion Paramount and Fashion Central runway events only
- Attendance for ticketed and non-ticketed events provided by FCWA
- Average days visited based on 2016 TPF Economic Impact Survey data
- Average spend based on 2016 TPF Economic Impact Survey data converted to 2017 dollars by applying the relevant CPI
- Breakdown of visitor types based on 2016 TPF Economic Impact Survey data
- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32 to calculate multiplied impact

**Figure 32: FCWA Organised Industry and Invite Only Events - Visitor Expenditure Impact**

Visitor Type	Estimated Visitors	Average days visited	Estimated Unique Visitors	Average spend per day	Additionality Adjustment	Direct Impact	Multiplied Impact
Perth CBD	97	1.7	57	\$134	56%	\$7,300	\$17,200
Perth Metro	814	1.7	479	\$92	76%	\$59,900	\$134,900
Regional/ Interstate/ International	58	3.9	15	\$375	50%	\$10,900	\$25,800
<b>Total</b>	<b>969</b>		<b>551</b>			<b>\$78,100</b>	<b>\$177,900</b>

## Notes:

- Includes Claremont Quarter Lunch, Industry Forum, Program Launch, TRIBE - Wearable Technology, AMP Dinner, TRIBE Partner Thank You
- Attendance for ticketed and non-ticketed events provided by FCWA
- Average days visited based on 2016 TPF Economic Impact Survey data
- Average spend based on 2016 TPF Economic Impact Survey data converted to 2017 dollars by applying the relevant CPI
- Breakdown of visitor types based on 2016 TPF Economic Impact Survey data
- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32



**Figure 33: Cultural Program Events - Visitor Expenditure Impact**

Event Type	Estimated Visitors	Average days visited	Estimated Unique Visitors	Average spend per day	Additionality Adjustment	Direct Impact	Multiplied Impact
FCWA organised cultural program events	710	1.7	418	\$92	76	\$49,600	\$117,700
FCWA supported cultural program events	157,043	1.7	92,378	\$92	76%	\$10,980,400	\$26,023,700
<b>Total</b>	<b>157,753</b>		<b>46,398</b>			<b>\$11,030,000</b>	<b>\$26,141,400</b>

## Notes:

- FCWA supported events covers a total of 31 events, including major exhibitions at AGWA - The Rise of Sneaker Culture with estimated attendance of 75,000 and Health Ledger: A Life in Pictures with estimated attendance of 57,800, as well as the Little Italy by the Sea Gala with estimated attendance of 18,200
- FCWA organised events included Clique: WA Fashion Through the Lens and London Court's 80th Birthday
- Estimated attendance to cultural program events was provided by FCWA
- Average days visited based on 2016 TPF Economic Impact Survey data
- Average spend based on 2016 TPF Economic Impact Survey data converted to 2017 dollars by applying the relevant CPI
- All visitor types assumed to be Perth Metro
- Average Output Multiplier of 2.37 applied based on retail multiplier of 2.42 and Food and Beverage multiplier of 2.32

## Organisational Expenditure Impact

The total impact of expenditure undertaken by FCWA to present the Festival is estimated to be \$5.4 million.

**Figure 34: Organisational Expenditure Impact**

Impact	Value
Direct Impact	\$2,468,900
First Round and Consumption Multiplier	2.17
Multiplied Economic Impact	\$ 5,357,700

## Notes:

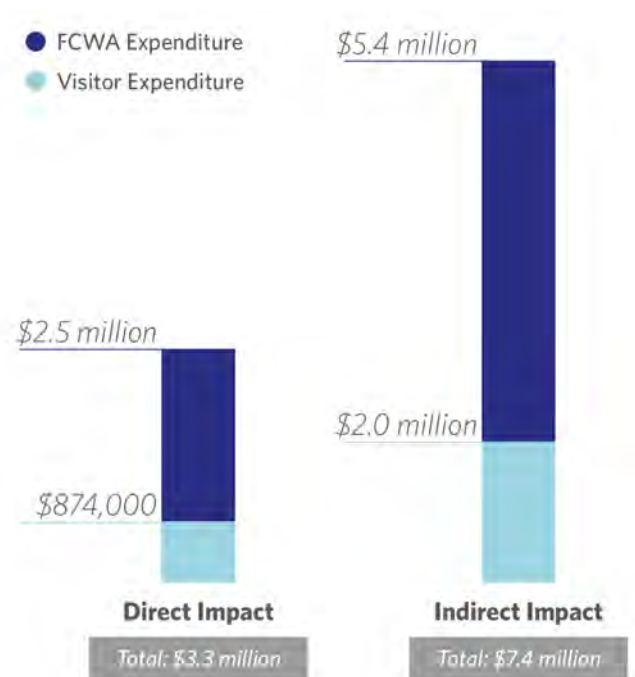
- Organisational spend data provided by FCWA
- Excludes: Sponsorship - WAFAs, General & Administrative Exp, Occupancy Costs and Admin Staff Costs
- Average Output Multiplier based on Arts, Recreation and Sports multiplier of 2.17

## Overall Economic Impact

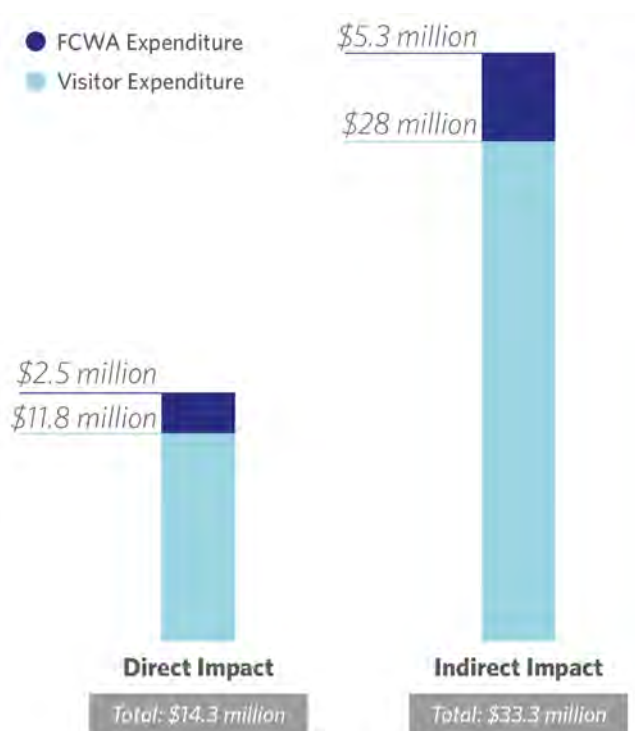
Combining the impact of visitor expenditure for FCWA organised events and data on expenditure by FCWA to present these event results in a direct expenditure impact of \$3.3 million. Taking into account multiplier effects of spending in the economy through the use of gross value add multipliers, the total economic impact of FCWA's expenditure and visitor expenditure for FCWA organised events is estimated to be in the order of \$7.4 million.

When the impact of visitor expenditure to events within the cultural program is included in the analysis, the direct and indirect economic impact is significantly greater, estimated to be in the order of \$14.3 million and \$33.3 million respectively. While the economic impact of visitor expenditure to these events cannot wholly be attributed to FCWA, it is reasonable to assume that a portion of this impact can be attributable to the support provided by FCWA including development guidance, print and digital marketing support.

**Figure 35: Direct and Indirect Economic Impact (FCWA Organised Events Only)**



**Figure 36: Direct and Indirect Economic Impact (including Cultural Program)**







**CultureCounts**



**8.1.4 Sponsorship Agreement**

# Sponsorship Agreement

## Town of Victoria Park and Fashion Council WA

This Sponsorship Agreement ('Agreement') is between:

- (a) The Town of Victoria Park , 99 Shepperton Road, Victoria Park WA 6100 ('the Sponsor'); and
  - (b) Fashion Council WA Limited 207 Murray Street Perth WA 6000 (FCWA or 'the Recipient')
1. The parties agree to be bound by the terms and conditions of this Agreement, which includes this document, and Schedule 1 and Schedule 2.
  2. This Agreement commences and then ends on the dates specified in Schedule 1.
  3. The contact persons of each party for the purposes of this Agreement are set out in Schedule 1. All notices in relation to this Agreement must be directed to the contact person.
  4. The Sponsor agrees to sponsor the Recipient; and the Recipient agrees to accept sponsorship from the Sponsor:
    - (a) having the title, for the purpose and with the scope specified in Schedule 1; and
    - (b) otherwise on the terms and conditions of this Agreement.
  5. The Recipient agrees to comply with its obligations as specified in Schedule 2 and may exercise its independent discretion as to the manner in which it complies with any obligations in Schedule 2.
  6. The Sponsor agrees to pay or provide to the Recipient the cash and/or in kind support specified in Schedule 1 (Support) by the date or dates specified in Schedule 1. The Recipient must use or apply the Support as specified in Schedule 2.
  7. The consideration provided for a supply under this Agreement is GST exclusive as specified in Schedule 1. The parties acknowledge that GST is payable in respect of each taxable supply under this Agreement.
  8. If GST is imposed on a supply under this Agreement.

- (a) the party making a taxable supply must issue a tax invoice to the recipient for that taxable supply; and
  - (b) the recipient of the supply must pay to the supplier, on receipt of a tax invoice, an additional amount equal to GST imposed on the supply.
- 9. The parties agree to issue tax invoice/s in respect of the Support on or before the dates specified in Schedule 1.
- 10. The Recipient is able to use the Sponsor's name, logo or other identifying mark to promote the Recipient's association with the Sponsor, and the Sponsor agrees to provide the Recipient with an electronic copy of this. The Recipient is required to reissue or change any promotional material if the Sponsor subsequently changes its logo.
- 11. Prior to use of the Sponsors' name, logo or other identifying mark, the Recipient is required to seek the Sponsor's expressed authority and approval in writing.
- 12. Unless otherwise specified in Schedule 2:
  - (a) the Sponsor remains the owner of all intellectual property rights owned by the Sponsor prior to commencement of this Agreement; and
  - (b) all intellectual property rights created in connection with this Agreement shall be vested in and will be the sole property of the Sponsor as and when created.
- 13. Each party agrees:
  - (a) not to take any action in connection with this Agreement which may damage the value or reputation of the other party's name, business, products, logo or other identifying mark; and
  - (b) not to make any misleading statements to any third party in relation to any matter in connection with this Agreement or the other party.
- 14. The Sponsor's maximum liability to the Recipient out of or related to any claim in connection with this Agreement shall not exceed the total value of the support provided under this Agreement.
- 15. In no circumstances is the Sponsor liable for, and the Recipient releases the Sponsor from any, consequential, incidental, indirect, or special damages, including lost profits, lost revenue or other commercial or economic loss of any kind relating to, in connection with or arising out of this Agreement.
- 16. The parties must attempt to resolve any dispute arising out of or relating to this Agreement through negotiations between senior executives of the parties, who have authority to settle the dispute.

17. Nothing in this Agreement creates any relationship of employment, agency or partnership between the parties.
18. Each party will bear its own costs in relation to the preparation and execution of this Agreement.
19. Unless otherwise agreed between the parties, the Recipient must bear its own costs relating to:
  - (a) recipient requested evaluation over and above evaluation provided in Schedule 2; and
  - (b) signage, advertising and/or promotion
20. The Sponsor is permitted to disclose details of this Agreement to the public in accordance with its obligations under the *Freedom of Information Act 1992 (WA)* and otherwise as required by law.
21. Any changes to this Agreement must be agreed between the parties in writing.
22. Neither party may assign this Agreement without the prior written agreement of the other party.
23. The Sponsor may terminate this Agreement:
  - (a) immediately on notice to the Recipient in the event of a material breach of this Agreement by the Recipient; and
  - (b) otherwise on 14 days written notice to the Recipient.
24. This Agreement constitutes the entire agreement between the parties and supersedes all prior negotiations, representations, proposals, undertakings and agreements, whether written or oral, relating to the subject matter of this Agreement.



**Executed by the parties as an agreement**

<b>Town of Victoria Park (Sponsor):</b>	<b>Fashion Council WA:</b>
Signed for and on behalf of the Sponsor by its authorised signatory:	Signed for and on behalf of the Recipient by its authorised signatory:
_____	_____
Signature	Signature
_____	_____
Name	Name
_____	_____
Position	Position
_____	_____
Date	Date

### Schedule 1 – Sponsorship Details

Item	Particulars
<b>Sponsor</b>	<p><b>Name:</b> Town of Victoria Park</p> <p><b>Address:</b> 99 Shepperton Road, Victoria Park 6100</p> <p><b>Postal:</b> Locked Bag 437, Victoria Park WA 6979</p> <p><b>ABN:</b> 77 284 859 739</p>
<b>Commencement Date</b>	6 September 2017
<b>End Date</b>	30 September 2017 or upon conclusion of Telstra Perth Fashion Festival.
<b>Contact Persons</b>	<p><b>Sponsor Contact:</b> Town of Victoria Park <b>Name:</b> Kellie Todman <b>Position:</b> Acting Executive Manager Communications <b>Address:</b> 99 Shepperton Road, Victoria Park 6100 <b>Postal:</b> Locked Bag 437, Victoria Park WA 6979 <b>Phone:</b> 9311 8194 <b>Email:</b> ktodman@vicpark.wa.gov.au</p> <p><b>Recipient Contact:</b> Fashion Council WA <b>Name:</b> Tanya Stephenson <b>Position:</b> Chief Operating Officer <b>Address:</b> Level 9, Carillon Office Tower, 207 Murray St, Perth WA 6000 <b>Phone:</b> 0411 585 851 <b>Email:</b> tanya@fashioncouncilwa.com.au</p>
<b>Sponsorship Title</b>	Sponsorship Agreement –Telstra Perth Fashion Festival.
<b>Sponsorship Purpose</b>	<p>To provide financial sponsorship to the Fashion Council WA for the delivery of ;</p> <ul style="list-style-type: none"> <li>• Fashion Paramount</li> <li>• Future Runway- Education &amp; Community &amp; Creativity</li> </ul>

	<ul style="list-style-type: none"> <li>International Runway Fashion Paramount Show</li> </ul> <p>A cash contribution of \$57,000 (excluding GST), subject to conditions as outlined in Sponsorship Scope.</p>
<b>Sponsorship Scope</b>	<p>At the Town of Victoria Park Special Meeting of Council on Tuesday 5 September 2017, Council approved the sponsorship of Telstra Perth Fashion Festival 2017 (TPFF) delivered by Fashion Council WA with a cash contribution of \$57,000 (excluding GST) subject to conditions as follows:</p> <ul style="list-style-type: none"> <li>Post event, a copy of the report measuring the impact of the festival across cultural, economic, creative and social outcomes is to be provided to the Town.</li> </ul>
<b>Support</b>	<p><b>Cash:</b> \$57,000 (GST Exclusive) – contribution from the Town.</p> <p><b>In Kind:</b> The Town undertakes to promote TPFF through its marketing channels where appropriate and where resources allow.</p>
<b>Tax Invoice Due Date/s</b>	<p><b>Cash:</b> \$57,000(GST Exclusive)</p> <p><b>Invoice due to the Town by:</b> 30 September 2017</p>
<b>Measurable Deliverables</b>	<p>In addition to playing an integral role in expanding the footprint of one of the State’s foremost events TPFF, the Town will also receive numerous additional benefits, as highlighted below:</p> <ul style="list-style-type: none"> <li>Royalty free access for the Town to official TPFF campaign images, content and videos for use across Town marketing platforms;</li> <li>Future Runway Graduate Designer Exhibition and Meet ‘n’ Greets – an exhibition at the Victoria Park Centre for the Arts where students from Curtin University and South West Metropolitan TAFE will showcase their collections;</li> </ul>

	<ul style="list-style-type: none"> <li>• TPF video featuring Crown Perth to include Town's logo and to be shared across TPF digital platforms;</li> <li>• International Runway Victoria Park Photoshoot - leading up to the International Runway event a photoshoot with the China Fashion Association's (CFA's) designer's collection will take place featuring key locations in the Town;</li> <li>• Entertainment Precinct Tour – CFA's presence provides the opportunity to showcase the Town as a leading entertainment precinct to an international market;</li> <li>• Logo inclusion on all relevant Future Runway and International Runway event material;</li> <li>• Logo inclusion on TPF and FCWA websites' Partner pages;</li> <li>• Features in 'Front Row' e-newsletter promoting Future Runway and International Runway;</li> <li>• Dedicated marketing and communication strategy activating the Town events;</li> <li>• All Future Runway and International runway social media posts to include appropriate Town references handles and hashtags;</li> <li>• Opportunity to collaborate on joint media statements and photo/interview opportunities with designers and Telstra Perth Fashion Festival representatives; and</li> <li>• Allocation of Fashion Paramount tickets to the value of 10% of the partnership value, which can be used internally by the Town or for community competitions.</li> </ul>
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## Schedule 2 – Sponsorship Deliverables

Item	Particulars
<p><b>Terms and Conditions</b></p> <p>Terms and conditions of the proposed management arrangements including:</p> <ul style="list-style-type: none"> <li>• roles;</li> <li>• responsibilities; and</li> <li>• deliverables of each party to the agreement.</li> </ul>	<p><b><u>Fashion Council WA</u></b></p> <ul style="list-style-type: none"> <li>• That post event Fashion Council WA submits a copy of the report measuring the impact of the festival across cultural, economic, creative and social outcomes is to be provided to the Town; and</li> <li>• That Fashion Council WA delivers upon the measurable objectives and any other benefit as detailed in 11 of the Fashion Council WA sponsorship package as presented to Council (attachment 1).</li> </ul> <p><b><u>Town of Victoria Park</u></b></p> <p><b>Promotion (in-kind)</b> The Town undertakes to promote the TPF through its marketing channels where appropriate and where resources allow.</p>

<p><b>Critical Path including:</b></p> <ul style="list-style-type: none"> <li>• Ownership and reporting responsibilities;</li> <li>• the reporting cycle and timeframes;</li> </ul>	<ul style="list-style-type: none"> <li>• That post event Fashion Council WA submits a copy of the report measuring the impact of the festival across cultural, economic, creative and social outcomes is to be provided to the Town.</li> </ul>
<p><b>Media requirements and responsibilities</b></p>	<p>Fashion Council WA are to acknowledge the Town as a Sponsor verbally at performances, amongst members and in the community.</p> <p>The Town’s logo as Sponsor is to be included on promotional and informational material when appropriate for example, but not limited to:</p> <ul style="list-style-type: none"> <li>• TPF video featuring Crown Perth to include Town’s logo and to be shared across TPF digital platforms;</li> <li>• Logo inclusion on all relevant Future Runway and International Runway event material;</li> <li>• Logo inclusion on TPF and FCWA websites’ Partner pages;</li> <li>• Features in ‘Front Row’ e-newsletter promoting Future Runway and International Runway;</li> <li>• Dedicated marketing and communication strategy activating the Town events;</li> <li>• All Future Runway and International runway social media posts to include appropriate Town references handles and hashtags.</li> </ul> <p>When using the Town’s logo approval is to be gained by sending a copy of the material prior to use or public display. Approval is to be sought from the Town’s Acting Executive Manager, Communications.</p>
<p><b>Details of exclusivity if appropriate</b></p>	<p>Nil</p>

<p><b>Strategic alignment.</b></p>	<p>The benefits of the sponsorship align with the objectives of the Town’s policy – RECNS – Sponsorship, being to:</p> <ul style="list-style-type: none"> <li>• complement Council’s strategic objectives;</li> <li>• increase economic vibrancy by raising the profile of the Town and achieving the Town’s marketing and communications objectives (e.g. brand exposure); and</li> <li>• Build relationships with key stakeholders.</li> </ul> <p>It further aligns to the Town’s vision as stated in “The Town of Victoria Park Strategic Community Plan 2017-2032- a dynamic place for everyone. We are Perth’s premier place for entertainment and entrepreneurship – The Town is the leading place in Perth where people look to be entertained or to design, launch and run their own small business. As a part of this, the Town’s education establishments are contributing to fostering a feeling of entrepreneurship.</p> <p>Strategic Outcomes:</p> <p>Social – To promote sustainable, connected, safe and diverse places for everyone.</p> <ul style="list-style-type: none"> <li>• S4 - A place where all people have an awareness and appreciation of arts, culture, education and heritage</li> </ul> <p>Economic - To promote sustainable, diverse, resilient and prosperous places for everyone.</p> <ul style="list-style-type: none"> <li>• Ec1 – A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.</li> </ul>
<p><b>Sponsor approval of promotional materials</b></p>	<p>As per points 11 and 12 of the Sponsorship Agreement, the Fashion Council WA are to provide copies of all promotional materials utilising the Town’s logo prior to printing or use to ensure that usage aligns with the Town’s Style Guide.</p> <p><b>Contact Details:</b>  Kellie Todman  <b>Position:</b> Acting Executive Manager  Communications  <b>Phone:</b> 9311 8194</p>

	<b>Email:</b> ktodman@vicpark.wa.gov.au
<b>Acquittal and evaluation of sponsorship arrangements</b>	The FCWA is to provide the Town by 30 November 2017 or as negotiated, with an evaluation report measuring the impact of the festival across cultural, economic, creative and social outcomes is to be provided to the Town.