Malouf, Carolyna

PUBLIC

SUB007

From:

Hyde, John [John.Hyde@mp.wa.gov.au]

Sent:

Monday, 28 March 2011 2:38 PM

To:

Malouf, Carolyna

Subject:

submission from John Hyde

Attachments: One Movement - LC submission-John Hyde MLA 3 11.docx

I am also happy to appear before the Committee if needed.

I have some copies of PQs from the Assembly and a letter from the Minister which I will put in an $\,$

internal envelope for you now.

Regards, John

JOHN HYDE MLA

Member for Perth

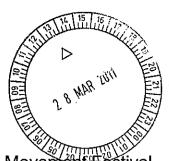
Shadow Minister for Culture and the Arts; Planning;

Heritage; Multicultural Interests and Citizenship

P: 9227 8040 F: 9227 8060



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Legislative Council into Tourism Value of One Moventer Estival

My concern with WA Tourism Commission's and Eventscorp's involvement in funding the One Movement Festival is that the processes and decision-making have not been able to demonstrate a measurable tourism benefit to WA.

While the committee will have full access to answered and unanswered questions I have submitted to the Assembly, I attach some pertinent answers.

A showcase music festival per se is a worthy arts endeavour – as was the original In The City concept – and if developed with local music industry and local, diverse private sector involvement, it can become a good tourism driver.

The SouthBySouthwest festival in Austin, Texas, and championed by local musicians and the local chambers of commerce succeeds as an arts event and a tourism driver. It has measureable economic multiplier results and meaningful private sector tourism sponsorship and partnerships. It also has airline sponsorship. Airline participation is a strong indication of the tourism viability of an event, ie. the travel industry thinks the event will encourage attendees to travel to the event and buy an air ticket. SXSW is assessed to have a \$110m annual economic impact on the regional city of Austin, Texas, with 12,000 paying registrants.

Interesting ly, SXSW has an Australian travel agent garnering Australian business for SXSW:

Transatlantic Air Travel

Media Travel offers great Transatlantic airfares from London with add-ons from other cities in the United Kingdom and Europe. See www.mediatravel.com.

Contact Carol Winter by email carol@mediatravel.com or phone 44-20-7627-2200

Australia/New Zealand Air Travel

Entertainment TravelManagers is SXSW's preferred air travel provider from Australia and New Zealand. Visit them at www.travelmanagers.com.au.

SXSW is proud to name <u>Southwest Airlines</u> the Official Airline of SXSW 2011. (source SXSW websiote)

Iceland Airwaves, in Reykjavik, Iceland, perhaps the world's second most isolated capital city also succeeds as an arts event and tourism driver. It also has airline sponsorship. Iceland Airwaves has major airline sponsorship and is bringing in American tourists from Seattle and Orlando to the festival from seven hours away on \$599US package deals to Reykjavik

Jetstar had sponsored the Nation Party in Phuket flying in thousands of tourists and Virgin Australia sponsored Mardi Gras in Sydney to bring in tens of thousands of

festival goers to NSW. There is a clear nexus between successful music festivals and airline sponsorship.

Despite a \$2.95m Eventscorp sponsorship, One Movement has not garnered any transparent airline sponsorship. One Movement's MuseExpo website in 2010 listed only two sponsors — Eventscorp and the City of Perth, with no airline sponsors despite Perth being just four and a half hours from Asia

As one of Eventcorp's major events, the One Movement Festival is failing to boost inbound tourism.

TourismWA's own figures reveal One Movement made no identifiable impact on our incoming tourist figures last year, and its international profile remains tiny.

In official annual visitor figures up to March 2010, which covered the previous October's One Movement, intrastate visitors declined by 14.4% and international visitors coming for holidays or pleasure declined 1.9% and at a higher decline than the national average. Interstate figures were demonstrably boosted by the Red Bull race which we've now lost.

The independent report (18 January 2010) by the Public Sector Commissioner, made within the narrow confines of his responsibilities, exposed the lack of transparency with Eventscorp decision-making and the conflicts of interest regarding One Movement, including employee Ms Saskia Doherty accepting a free trip to London from One Movement's financial backers.

The PSC found there was an actual conflict of interest in that Ms Doherty "worked directly on approval arrangements for the One Movement Festival, then went on and worked for a majority stakeholder in that event".

The PSC was unable to find any evidence of Sunset Events and others receiving a benefit, because of the lack of required documentation.

Importantly, despite the report, there does not seem to have been an improvement in transparency or decision-making conflicts when it comes to auditing or independently measuring the benefits of One Movement sponsorship.

Timeline – Secret board meeting of Tourism WA on September 9, 2009 one day after the State election, in caretaker mode, allocates \$2.95m to Sunset Events/One Movement on the advice of Eventscorp, with Ms Saskia Doherty as Director of Events.

14 November 2008 Ms Doherty leaves Eventscorp.

19 November 2008. Ms Doherty officially joins Sunset Events/One Movement as Event Director.

Dec 08-Nov 09 Ms Doherty blogs her way around the world at various music events. Very few real punters actually pay money to attend One Movement in 17-18 October 2009.

Oct 2, 2009. Applications close for Saskia Doherty's old job (which surprisingly remained unfilled) closed.

Between Oct 2 and 30 November 2009, Ms Doherty presumably interviewed, references cross-checked, offered her old job.

November 26, 2009. Minister Constable "wants to correct something that the Member for Perth said yesterday" and tells Parliament that "Saskia Doherty left the employment of Tourism WA on 14 November 2008..."

Just four days later after this statement to Parliament, on November 30, Ms Doherty was back at her desk in her old job at Eventscorp. Perhaps the Minister did not know that Ms Doherty was being reappointed - she gave an unqualified statement that Saskia Doherty wasn't working for Eventscorp when in fact Ms Doherty had already applied for and probably been advised that she had her old job back. Applications for the position closed on October 2. Clearly some people in Eventscorp knew this but didn't advise the Minister before her November 26 statement – it is unfathomable to accept that the Minister had not been briefed on One Movement issues before her speech, so the most generous assessment would be that TourismWA advisers deliberately omitted informing the Minister.

I made the point in parliamentary debates that it seemed ludicrous that Eventscorp's key officer, the Events Director, would have to leave the room every five minutes for a conflict of interest, as the One Movement sponsorship would surely be one of the largest commitments (and therefore workload) of Eventscorp.

I still believe it's important to know what firewalls are in place so as a former One Movement employee is not having input into, or able to influence sub-ordinates, regarding audits, acquittals and further triggers for payment in the following years to One Movement.

Hyde - Hansard

[ASSEMBLY - Thursday, 26 November 2009] p10021b-10036a

I also raised the issue of a conflict of interest, and the minister referred to Saskia Doherty in question time. This severely worries me. If members read my speech, they will see that I have made no allegations against any person. What I have asked for is the conflict of interest policy. Can I suggest to members here that if a Labor government were in place now and a retiring Labor government minister had allocated \$2.95 million to a private company, and then two months after that minister or his staffer had left the Labor government he went to work for the company that had been funded by the agency involved, members opposite would be asking the agency about its conflict of interest policy and whether it could guarantee that the former minister or staffer had no input down the chain. Everybody here knows that a CEO does not dream something and take it to a board to sign off on \$2.95 million—one would hope! Saskia Doherty was the events director at EventsCorp and it would be expected that all the top people would have had input. In answer to the direct question: were there any conflicts of interest declared over funding for the One Movement For Music festival, this minister advised this house that there were no conflicts of interest.

We raised this matter during the debate yesterday and the minister is still sticking by her answer that there are no conflicts. Surely the agency and the chief executive officer must have given a guarantee that any person who either is working for or who has worked for One Movement For Music or Sunset Events or any of the bodies funded under this scheme had no input into the decision making. More importantly, I raised the issue of having a modern conflict of interest policy. The people who work for an agency should not lobby the agency that has funded them, or lobby their previous co-employees or the people they might have promoted. Integral to this matter and the question that I put on notice are the eight different triggers. It is not about One Movement For Music getting a cheque on day one. That did not happen. It did not get its money until well into the term of this government and it still has not received the final payment.

Key information I have been denied through Assembly questions on notice and Freedom Of Information requests - (TourismWA contacted me this week to see if I would grant them an extension on my FOI requests so as they could get legal advice on whether they could tell me anything because they were having to provide information to the Legislative Council committee inquiry!!):

-transparent auditing of paying registrants to ensure that allegations registrants were told to pay for registration (and thus appear in official paid registrants tallies) and they would then have that fee reimbursed.

-how rigorous and independent the auditing of attendance figures and classes, which were used to guarantee and trigger payments from Eventscorp.

-the transparency of the originally negotiated attendance figures triggers and contract, given that Ms Doherty would have had involvement in Eventscorp's input, and then when she moved to One Movement and had involvement in One Movement's compliance with those conditions and their acquittals; and again now that she is back at Eventscorp either firewalled or if not, assessing acquittals she had input into.

- Section 81 and 82 of the *Financial Management Act 2006*, obliges a Minister not to enter into a contract that prohibits her from tabling a contract in Parliament, according to the Auditor-General. This should ensure your committee can access the contract and importantly determine who was involved with input into its conditions, payment triggers, etc.
- Lack of evidence regarding due diligence by Eventscorp on accepting the same One Movement model that had failed in Sydney and Melbourne (Australian Music Week 2001-05; Pacific Circle Music Conference 1997-2000), conducted by the same backers.
- Transparency regarding whether acts being paid by publicly-funded One Movement were pressured or even contractually agreed to perform at other commercial events held by Sunset Events / Chugg or One Movement associates at a later/earlier stage. A Facebook posting on One Movement's site by "Southbound 2011 (official)" states: "We also plan on getting a sweet preview of Southbound artists including Paul Kelly, Cloud Control, Dan Sultan, Boy & Bear and local acts like The Chemist, Split Seconds and heap, heaps more." (7 October 2010, 09.16) There appeared to be a blurring of boundaries between a fully commercial event and a \$2.95m publicly funded event surely the justification for State arts funding would be to provide exclusive activities or activities that the private sector could not undertake commercially. If a commercial artist such as Paul Kelly were appearing in WA at two events, you would expect to have a transparent sharing of airfare, accommodation and other costs.

- City of Perth minutes committee meeting 13 January 2009 (page 40-45) indicated a feasibility study was given to Eventscorp. I have been unable to get this document from TourismWA or any confirmation that due diligence was done on the claims or the premises based in it.
- -Assembly QON 2686 and 4002 denied me access to and refers to alleged independent economic impact analysis; independent financial audit; independent audit of attendance for 2009 One Movement.
- Assembly QON 2474 confirms that Eventscorp had no facility in place to enable it to ascertain how many gratis tickets were utilized. Facebook entries on One Movement's page, 20 September 2010 11.07 states "Our friends at Tourism WA are giving away free tickets to the Twilight and Weekend festivals." I would expect proper auditing by TourismWA of its free and giveaway tickets.
- Assembly QON 3990 denied me access to a letter from TourismWA to Sunset Events signed by Saskia Doherty, referred to in the 18 January 2010 report by the Public Sector Commissioner.
- Assembly QON 4206 asserts that "it is not possible to compare (One Movement) with other events that receive Eventscorp sponsorship". Yet every other agency/department in Government which grants funding has to undertake due diligence so as objective, informed decisions and priorities can be made on what projects/events/activities are funded, and which ones are not, given a finite pool of funding.
- Assembly QON 4179 claims that the 2009 audit details accurate numbers of free tickets. However the same question reveals that the web marketing companies involved in allocating free tickets were not part of any promotion agreements. It would make an authentic audit very unlikely if you weren't able to audit the actual companies allocating the tickets or verify their third-hand claims.
- -Assembly QON 4230 refers to TourismWA monitoring "budget authorisation" of One Movement.
- Facebook entries on One Movement's page reveal a constant referral to the ease of getting free tickets, including Gold Passes, people wanting to sell or giveaway their free tickets. Also a disturbing post from a minor who won four free tickets and seemed unaware of the need for a legal guardian to be accompanying minors at all times. (7 October 2010, 14.07) You would expect that an Eventscorp funding agreement would address access of free tickets to minors and for that to be properly audited.
- 1 October 2010 08.57 posting by One Movement itself advises a non-transferable free ticket winner she can give the ticket to her sister.

- 27 September 2010 12.35, 20 September 2010 19.06 official posts by One Movement states that "Sunset Events is giving you the chance to win Double Gold Passes or Weekend Festival Tickets". Again, there seems to be a blurring between the legal entity One Movement which Eventscorp is sponsoring and its commercial co-parent Sunset Events.
- Transparency of interstate delegates. Facebook entries on One Movement's page by Arts Victoria, 10 September 2010 14.20, state they have received three free delegates passes plus \$1000 cash each for living expenses in Perth.

JOHN HYDE MLA
MEMBER FOR PERTH
March 27, 2011

[ASSEMBLY - Tuesday, 18 May 2010] p2820d-2821a Mr John Hyde; Dr Elizabeth Constable

ONE MOVEMENT FOR MUSIC FESTIVAL 2009 - AUDIT

2686. Mr J.N. Hyde to the Minister for Tourism

Why is the Minister allowing the One Movement for Music (OMFM) 2010 to be held between 6 October to 9 October 2010 without completing a proper audit of the first OMFM and releasing the audit outcomes?

Dr E. CONSTABLE replied:

Eventscorp has received and is satisfied with the following reports on the 2009 One Movement for Music Festival:

- 1. An independent economic impact analysis which found that visitors to the event stayed 3,700 nights and injected \$1.3 million into the WA economy;
- 2. An independent financial audit; and
- 3. An independent audit of attendance.

Tourism Western Australia has advised that the abovementioned audit documents contain commercial information sensitive to third parties from the public and private sectors. I am advised by Tourism WA that the release of such information would have a significant adverse effect on its business, professional, commercial and financial affairs, as well as those of third parties.

[ASSEMBLY - Tuesday, 20 April 2010] p1687c-1688a

Mr John Hyde; Dr Elizabeth Constable

ONE MOVEMENT FOR MUSIC FESTIVAL - FREE TICKETS AND SASKIA DOHERTY

2474. Mr J.N. Hyde to the Minister for Tourism

In response to an answer provided to Question on Notice No. 1828 during 2009 in the Legislative Assembly:

- (a) did the Minister state that Eventscorp was offered 68 free tickets to the One Movement Festival;
- (b) did the Minister state that Eventscorp had advised that it had no facility in place to enable it to ascertain how many tickets were utilized;
- does the Minister continue to maintain that she was unaware that Eventscorp employee Saskia Doherty received a free trip to London from a funding recipient while she was an Eventscorp employee until the Minister received a report from the Public Sector Commissioner 13 months after the event; and
- (d) what changes has the Minister made to ensure that Eventscorp now has a facility to ascertain who is getting freebies, be they free tickets to concerts or free tickets to London?

Dr E. CONSTABLE replied:

- (a)-(b) Yes.
- (c) I was first advised on 21 December 2009.
- (d) None. Eventscorp has always recorded the names of individuals and organisations that receive corporate hospitality and event tickets.

[ASSEMBLY - Tuesday, 19 October 2010] p7954b-7954b

Mr John Hyde; Dr Elizabeth Constable; Replied

TOURISM WESTERN AUSTRALIA — LETTER TO SUNSET EVENTS

3990. Mr J.N. Hyde to the Minister for Tourism

Can the Minister provide the funding letter dated 9 September 2008 from Tourism Western Australia to Sunset Events signed by Saskia Doherty and referred to in the report dated 18 January 2010 by the Public Sector Commissioner relating to details of funding arrangements?

Dr E. CONSTABLE replied:

As advised by the State Solicitor's Office, information relating to funding support to bring this event to Perth is commercial-in-confidence as the release of such information would provide rival host cities with an unfair advantage over Perth and would have an adverse effect on Eventscorp's business, commercial and financial affairs, and possibly those of associated third parties. As a matter of procedural fairness to all parties concerned, it would be necessary for this information to be requested through the Freedom of Information process.

[ASSEMBLY - Wednesday, 20 October 2010] p8106b-8106b Mr John Hyde; Dr Elizabeth Constable

ONE MOVEMENT FOR MUSIC FESTIVAL 2010 — TOURIST ATTENDANCE

- 4002. Mr J.N. Hyde to the Minister for Tourism
- (1) How many extra flights from overseas has the Minister negotiated with Singapore, Emirates, Thai, Garuda or other airlines to bring in tourists exclusively for the One Movement Festival next month?
- (2) How many full-paying cultural tourists did the Minister's \$3 million commitment attract last year?
- (3) What has the Minister done to ensure that the Western Australian taxpayer can transparently assess this year the real number of full-paying overseas and interstate tourists travelling into Perth to attend the Festival?

Dr E. CONSTABLE replied:

- (1) It is not my role to negotiate flights in association with events, as I am not a travel agent.
- (2) The Member will need to be more specific about which \$3m commitment he is referring to.
- (3) Eventscorp undertakes an independent economic impact analysis every two to three years on its major events. An independent economic impact analysis was conducted on the 2009 One Movement for Music event, which determined that visitors to the event stayed 3 700 nights and injected \$1.3m into the Western Australian economy. Another independent economic impact analysis is scheduled for the 2011 One Movement for Music event.

[ASSEMBLY - Wednesday, 17 November 2010] p9080c-9081a

Mr John Hyde; Dr Elizabeth Constable

ONE MOVEMENT FOR MUSIC FESTIVAL 2009 — FINANCIAL RETURN

4206. Mr J.N. Hyde to the Minister for Tourism

In relation to comments in *The West Australian* on 6 October, 2010 by Eventscorp executive director David van Ooran that the 2009 One Movement visitors injected close to \$1.4million into the Western Australian economy, I ask:

- (a) will the Minister table audited financial information proving this assertion; and
- (b) given Eventscorp, Healthway and other Government bodies injected over \$1million into One Movement in 2009, is an unproven \$400,000 return comparable to other Eventscorp sponsorships?

Dr E. CONSTABLE replied:

- (a) Refer to question on notice 2686.
- (b) The One Movement for Music Festival is a new event in the development stage that delivered a range of benefits over and above the injection of \$1.36m into the WA economy from interstate and overseas visitor spend last year, including:
 - National and international publicity via television, print, radio and online exposure from 286 event specific media items.
 - Tangible outcomes and opportunities for local, national and international performers from exposure to many of the world's influential music industry leaders and decision makers.
 - Reinforcing Perth's reputation as a major music hub and breeding ground for upcoming bands.
 - Complementing and enriching Perth's vibrant arts and cultural scene, and adding to the atmosphere
 of the inner-city entertainment hubs.
 - Providing a different and unique event for thousands of Western Australians, as well as interstate
 and overseas visitors, who were entertained in the streets of Perth and at a variety of venues around
 the city.

As One Movement for Music is multifaceted and the benefits it generates are quite different, it is not possible to compare it with other events that receive Eventscorp sponsorship.

[ASSEMBLY - Wednesday, 17 November 2010] p9078b-9079a Mr John Hyde; Dr Elizabeth Constable

ONE MOVEMENT FOR MUSIC FESTIVAL 2010 — EVENTSCORP FUNDING

4179. Mr J.N. Hyde to the Minister for Tourism

In relation to the funding agreement between Eventscorp and One Movement, I ask:

- (a) which web marketing companies were listed in the agreement to provide services for promotion of One Movement;
- (b) did the 2009 One Movement audit reveal how many giveaway or competition free tickets were provided to potential attendees;
- (c) will the 2010 One Movement audit reveal how many giveaway or competition free tickets were provided to potential attendees;
- (d) can the Minister confirm that from one web marketing company alone doing competition giveaways for One Movement, more than 2,000 free tickets were distributed;
- (e) what other channels for distribution of complimentary tickets to One Movement were used this year and how many tickets were given away from each; and
- (f) as attendance is a key performance indicator which triggers future funding in the One Movement agreement with Eventscorp, will the Minister produce all attendance figures, transparently broken down into fully paid, concessional, free and complimentary etc; and
 - (i) if not, why not?

Dr E. CONSTABLE replied:

- (a) None.
- (b)-(c) Yes.
- (d) Not applicable.
- (e)-(f) As the Member is aware from a previous question he has asked, the attendance of a predetermined number of interstate and international delegates at the conference component of One Movement for Music triggers milestone payments put in place for each annual event. There are no key performance indicators related to general public attendance that trigger future funding.

Tourism Western Australia advises that information relating to the distribution of tickets and attendance is commercially sensitive to third parties from the public and private sector, and that the public release of such information would provide rival host cities and similar competing events with an unfair advantage over Perth. This would have a significant adverse effect on the agency's business, professional, commercial and financial affairs, as well as those of associated third parties. As a matter of procedural fairness to all parties concerned, it would be necessary for this information to be requested through the Freedom of Information process.

[ASSEMBLY — Tuesday, 15 February 2011] p220b-220b

Mr John Hyde; Dr Kim Hames

ONE MOVEMENT FOR MUSIC FESTIVAL 2010 — EVENTSCORP FUNDING

4328. Mr J.N. Hyde to the Minister for Tourism

In relation to the poorly attended One Movement events and Eventscorp funding of them, I ask:

- (a) as of today, how much Government funding has been paid to One Movement;
- (b) what legal entity has received the Government funding and via what means;
- (c) were authorised acquittals received prior to payments being made and which officers in the Minister's agencies signed off and authorised these payments; and
 - (i) will the Minister please table the acquittals received thus far?

Dr K.D. HAMES replied:

- (a)-(b) As of 17 November 2010, a total of \$450,000 in sponsorship milestone payments has been paid to One Movement Pty Ltd in relation to the 2010 event by electronic transfer.
- (c) Yes. All payments associated with Eventscorp's contract with One Movement Pty Ltd are milestoned against key deliverables. Milestone payments are only made to One Movement Pty Ltd once Eventscorp receives formal verification that the milestones have been achieved, including the independent auditing of registration figures. Eventscorp's Contract Manager and Executive Director authorise payments.
 - (i) Tourism Western Australia advises that information relating to the acquittal documents received by Eventscorp are commercially sensitive to third parties from the public and private sector, and that the public release of such information would provide rival host cities and similar competing events with an unfair advantage over Perth. This would have a significant adverse effect on the agency's business, professional, commercial and financial affairs, as well as those of associated third parties. As a matter of procedural fairness to all parties concerned, it would be necessary for this information to be requested through the Freedom of Information process.

[ASSEMBLY — Tuesday, 15 February 2011] p218c-219a

Mr John Hyde; Dr Kim Hames

ONE MOVEMENT FOR MUSIC FESTIVAL 2010 — FUNDING

4322. Mr J.N. Hyde to the Minister for Tourism

In relation to the Minister's answer to Question on Notice 4002, I ask:

(a) how many commitments of around \$3 million have agencies within the Minister's Tourism portfolio made to One Movement?

Dr K.D. HAMES replied:

(a) I am advised that in relation to the former Minister for Tourism's response to LA 4002, there was one such commitment.

[ASSEMBLY — Tuesday, 23 November 2010] p9387b-9387b

Mr John Hyde; Dr Elizabeth Constable

ONE MOVEMENT FOR MUSIC FESTIVAL 2010 — FINANCIAL VALUE

4230. Mr J.N. Hyde to the Minister for Tourism

In relation to the thousands of free tickets given away to the One Movement concerts due to the lack of paying customers, I ask:

- (a) will the Minister ensure that her own Financial Register and those of her tourism officials, record the true financial value of her attendance and hospitality at One Movement events; and
 - (i) if not, is this due to commercial-in-confidence considerations surrounding the \$3 million sponsorship; and
- (b) as the Minister's press release on One Movement stated there were obvious economic benefits being generated through visitation to the State, will the Minster outline the real financial operation of One Movement?

Dr E. CONSTABLE replied:

- (a) As Minister I am routinely required to attend and open events on behalf of the Government. My attendance at One Movement for Music was in accordance with my official duties as Minister for Tourism and at no cost to the organisers. With respect to tourism officials, I can confirm that Tourism Western Australia meets all its financial management requirements under the Financial Management Act 2006 and is subject to audit by the Auditor General.
 - (i) Not applicable.
- (b) The financial operation of One Movement for Music is monitored by Tourism Western Australia and involves budget authorisation, payments based on the proven achievement of agreed milestones and the provision of an audit of financial records by an independent auditor.

[ASSEMBLY — Tuesday, 15 February 2011] p219c-219c Mr John Hyde; Dr Kim Hames

ONE MOVEMENT FOR MUSIC FESTIVAL 2010 — EVENTSCORP FUNDING

4326. Mr J.N. Hyde to the Minister for Tourism

In relation to the poorly attended One Movement events and Eventscorp funding of them, I ask:

- (a) prior to releasing funds to One Movement entities, what probity or auditing activities did the Minister's agencies undertake to ensure that suppliers who provided One Movement or its associated entities with services included in the funding agreement had actually been paid;
- (b) has the Minister, her Ministerial office or portfolio agencies been made aware of complaints by suppliers who have not been paid for services they provided to One Movement;
- (c) has the Minister, her Ministerial office or portfolio agencies been made aware of complaints by suppliers who have not been paid in full for services they provided to One Movement and are being pressured to accept lesser payment; and
- (d) what reason was offered by any complainants as to why some One Movement entities were unable to pay in full, or at all, for agreed services?

Dr K.D. HAMES replied:

- (a) None. The funding agreement with One Movement Pty Ltd is based on a series of payments in return for the achievement of agreed milestones.
- (b) No.
- (c) No. Tourism Western Australia has been informed by the event holders that no suppliers were asked to take a reduction in payment.
- (d) Not applicable.

2 2 FEB 2011

Tuesday, 16 November 2010

4317. Mr J.N. Hyde to the Minister for Tourism.

In relation to the answer to Questions on Notice 3047 and 3990 where the Minister for Tourism cites commercial-in-confidence as the reason for not providing Parliament with certain information, I ask:

- (a) has the Minister complied fully with Section 82, of the Financial Management Act 2006, which includes requiring the Minister to give written notice within 14 days to the Auditor General; and
- (i) if not, why not?

Answer

The Member was advised to seek the information required under the *Freedom of Information Act 1992*, as offering more appropriate procedural fairness.

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Tuesday, 19 October 2010

4206. Mr J.N. Hyde to the Minister for Tourism.

In relation to comments in The West Australian on 6 October, 2010 by Eventscorp executive director David van Ooran that the 2009 One Movement visitors injected close to \$1.4million into the Western Australian economy, I ask:

- (a) will the Minister table audited financial information proving this assertion; and
- (b) given Eventscorp, Healthway and other Government bodies injected over \$1 million into One Movement in 2009, is an unproven \$400,000 return comparable to other Eventscorp sponsorships?

Answer

(a) Refer to question on notice 2686.

(b) The One Movement for Music Festival is a new event in the development stage that delivered a range of benefits over and above the injection of \$1.36m into the WA economy from interstate and overseas visitor spend last year, including:

- National and international publicity via television, print, radio and online exposure from 286 event specific media items.
- Tangible outcomes and opportunities for local, national and international performers from exposure to many of the world's influential music industry leaders and decision makers.
- Reinforcing Perth's reputation as a major music hub and breeding ground for upcoming bands.
- Complementing and enriching Perth's vibrant arts and cultural scene, and adding to the atmosphere of the inner-city entertainment hubs.
- Providing a different and unique event for thousands of Western Australians, as well as interstate and overseas visitors, who were entertained in the streets of Perth and at a variety of venues around the city.

As One Movement for Music is multifaceted and the benefits it generates are quite different, it is not possible to compare it with other events that receive Eventscorp sponsorship.

Ayelul Coursabe

Wednesday, 13 October 2010

4158. Mr J.N. Hyde to the Minister for Health.

In relation to banners at One Movement festival and fringe events stating 'Smoke Free WA' and 'sponsored by Healthway', I ask:

- (a) why was Smoke Free WA and Healthway signage absent from One Movement websites;
- (b) what was the total amount of all sponsorship;
- (c) what guarantees were given regarding the smokefree conduct of staff and patrons at events;
- (d) why was Healthway sponsoring an exclusive function only open to private company Sunset Events and One Movement officials at the Belgian Cafe on 9 October 2010; and
- (e) will the Minister provide the final signed sponsorship agreement with One Movement; and
- (i) if not, why not?

Answer

(a) Healthway did not sponsor any activities or events associated with the 2010 One Movement festival and the promoter was therefore under no obligation to promote the 'Smoke Free WA' message or acknowledge Healthway's support.

Healthway has been advised that banners promoting 'Smoke Free WA' and carrying the Healthway logo were on display at some events associated with the 2010 Festival. The appearance of the Healthway logo at events associated with the 2010 Festival was not appropriate however this appears to have come about as the banners in this instance were cobranded. Healthway will be discussing this issue with One Movement management.

(b - e i) Not applicable.



Thursday, 14 October 2010

1.6 NOV 2010

4174. Mr J.N. Hyde to the Minister for Tourism.

In relation to the 2010 One Movement events, I ask:

- (a) how many paid Media tickets were issued;
- (b) how many complimentary Media tickets were issued;
- (c) how many paid Artist Friday tickets were issued;
- (d) how many complimentary Artist Friday tickets were issued;
- (e) how many paid Artist Saturday tickets were issued; and
- (f) how many complimentary Artist Saturday tickets were issued?

Answer

It is standard practice for event holders to issue complimentary tickets to the media, artists performing at events and certain touring party members.

- (a) Nil
- (b) 40
- (c) Nil
- (d) 91
- (e) Nil
- (f) 208

Blyalud boursahe

Thursday, 16 September 2010

3990. Mr J.N. Hyde to the Minister for Tourism.

Can the Minister provide the funding letter dated 9 September 2008 from Tourism Western Australia to Sunset Events signed by Saskia Doherty and referred to in the report dated 18 January 2010 by the Public Sector Commissioner relating to details of funding arrangements?

Answer

As advised by the State Solicitor's Office, information relating to funding support to bring this event to Perth is commercial-in-confidence as the release of such information would provide rival host cities with an unfair advantage over Perth and would have an adverse effect on Eventscorp's business, commercial and financial affairs, and possibly those of associated third parties. As a matter of procedural fairness to all parties concerned, it would be necessary for this information to be requested through the Freedom of Information process.

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Q Time

Financial Management Act 2006

Part 6

Miscellaneous

Division 3

Miscellaneous powers and duties

s. 80

80. Act of grace payments

- (1) If the Treasurer is satisfied that it is appropriate to do so because of special circumstances, the Treasurer may authorise an amount to be paid to a person even though the payment would not otherwise be authorised by law or required to meet a legal liability.
- (2) The Treasurer cannot authorise the payment under this section of an amount that exceeds the amount prescribed by the regulations for the purposes of this subsection unless that payment is approved by the Governor.
- (3) A payment under this section may be made subject to conditions and, if any such condition is breached, the amount paid may be recovered as a debt due to the State in a court of competent jurisdiction.
- (4) A request or recommendation to make a payment under this section may be made to the Treasurer in accordance with the Treasurer's instructions.

81. Certain actions and arrangements not to be taken or entered into

The Minister and the accountable authority of an agency are to ensure that —

- (a) no action is taken or omitted to be taken; and
- (b) no contractual or other arrangement is entered into,

by or on behalf of the Minister or agency that would prevent or inhibit the provision by the Minister to Parliament of information concerning any conduct or operation of the agency.

82. Minister to report decisions not to provide certain information about agencies

(1) If the Minister decides that it is reasonable and appropriate not to provide to Parliament certain information concerning any conduct or operation of an agency, then within 14 days after

page 52

No. 76 of 2006

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making the decision the Minister is to cause written notice of the decision —

- (a) to be laid before each House of Parliament or dealt with under section 83; and
- (b) to be given to the Auditor General.
- (2) A notice under subsection (1)(a) is to include the Minister's reasons for making the decision that is the subject of the notice.

Division 4 — General

83. Supplementary provision about laying documents before Parliament

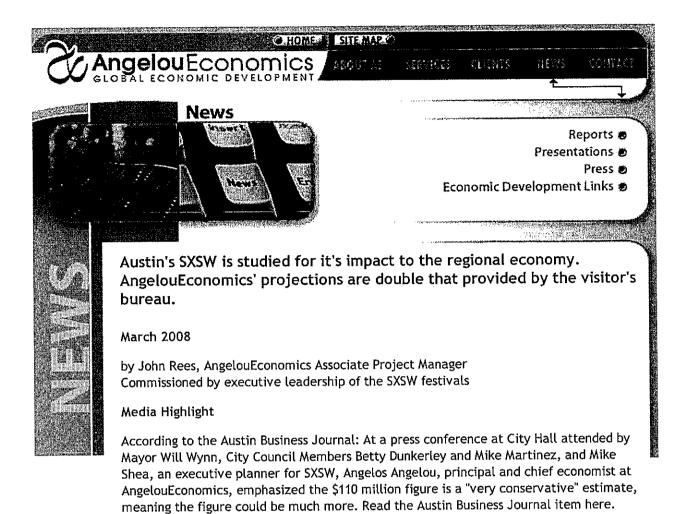
- (1) If—
 - (a) at the start of a period referred to in section 23(5), 64(1) or 82(1) in respect of a document a House of Parliament is not sitting; and
 - (b) the Minister is of the opinion that that House will not sit during that period,

the Minister is to transmit a copy of the document to the Clerk of that House and, in the case of the transmission of a copy of an annual report and opinion referred to in section 64(1), the Minister is to make the report and opinion available to the public.

- (2) A copy of a document transmitted to the Clerk of a House is to be regarded as having been laid before that House.
- (3) The laying of a copy of a document that is regarded as having occurred under subsection (2) is to be recorded in the Minutes, or Votes and Proceedings, of the House on the first sitting day of the House after the Clerk received the copy.

84. Regulations

The Governor may make regulations prescribing all matters that are required or permitted by this Act to be prescribed, or are



An except from a recent article from the Austin-American Statesman quotes Mayor Will Wynn, whom introduced the AE report as saying, "Cities that are fun are going to do better economically," highlighting SXSW's blend of trade show, professional conclave and entertainment provider. Continue reading the Statesman article here.

EXECUTIVE SUMMARY

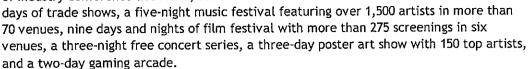


The following assessment represents the first attempt to capture the full economic impact of the 2007 South by Southwest Music, Film and Interactive Conferences and Festivals (SXSW) on the City of Austin; previous economic impact studies of SXSW failed to account for the truly unique nature of SXSW.

Only a handful of events in the world can compare to SXSW in the size and range of activities, performers, presenters, and attendees. Two qualities in particular distinguish SXSW from other festivals and professional conferences. Perhaps most importantly, SXSW does not focus on a sole industry or discipline. While SXSW initially started as a music festival and conference, subsequent additions of film and interactive media have become integral components of the



event. In 2007, SXSW featured nine days of industry conference activities, six



SXSW is also unique in that the event serves as both a conference for industry professionals and a festival for music and film aficionados in the public at large. SXSW hosts many industry oriented lectures and seminars that are not available to the general public. Importantly, this component of SXSW makes the event more than just a festival providing entertainment for the consumer audience. Despite its professional leanings, however, SXSW also includes significant components that allow thousands of people to attend film screenings and live concerts.

In 2007, SXSW was directly and indirectly responsible for injecting approximately \$95 million into the Austin economy:

- Operational Output The direct, indirect, and induced local economic benefit of the year-round operations of SXSW as well as festival-specific expenditures by SXSW and its sponsors. In 2007, the economic impact of SXSW operations totaled nearly \$18 million.
- Attendance Expenditures The direct, indirect, and induced local economic benefit of all attendees of the conference and festival. Attendees include official SXSW badgeholders, primary industry professionals, and wristband holders, festival exhibitors, and single visitors of events such as film screenings and music concerts. In 2007, SXSW attendance expenditures represented over \$77 million.

In addition to SXSW expenditures and attendance, the 2007 SXSW economic impact analysis also considers the "soft" economic impacts of the festivals and conferences. Traditional economic impact assessments are often ill equipped to measure the ephemeral qualities of an event; previous economic impact studies of SXSW wholly ignored the subject. While everyone recognizes that worldwide media coverage of SXSW provides significant value to the city of Austin, however, there has never been a formal attempt to quantitatively gauge this value. Despite the methodological limits of such an endeavor, SXSW media coverage clearly creates value for the City of Austin.

Finally, it must be noted that the following economic impact analysis is limited to events officially sanctioned by SXSW. Although SXSWeek attracts private marketers that attempt to co-opt SXSW attendees for their own benefit, such activities do not generate significant additional benefit to the city and are not recognized by this economic impact analysis.

OPERATIONAL OUTPUT

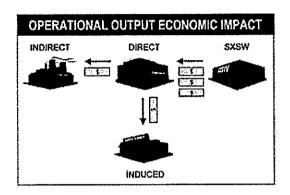


One of the greatest limitations of previous economic impact assessments was the failure to account for SXSW's permanent presence in the City of Austin. Specifically, the Austin Convention & Visitor's Bureau's economic impact model assumes that SXSW is a discrete event. Under this scenario, the total economic impact of SXSW is limited to 10 days of activities. While this model may be appropriate for most festival and professional conferences, SXSW is an Austin-grown enterprise that operates throughout the calendar year. In this respect, SXSW is no different than any other private company doing business in Austin. For example, SXSW maintains a full-time staff of approximately 60 workers. Temporary festival workers in areas such as security and event production represent the equivalent of an additional 40 full-time workers. To fully account for the permanent presence of SXSW within the City of Austin, an operational output analysis was performed

as the first component of the total economic impact analysis.

Operational output includes total expenditures by SXSW, in addition to all expenditures made by official sponsors of the festivals and conferences. The economic impacts of expenditures by SXSW and its attendant sponsors are calculated and categorized as direct, indirect, and induced economic impacts. All calculations were made using IMPLAN, an input-output model developed by the University of Minnesota. Inputs included all direct expenditures by SXSW and its sponsors.

Direct economic impacts are limited to direct expenditures into the local economy by SXSW and official sponsors. A direct economic impact attributable to SXSW, for example, might include revenues from a printing company related to the production of festival collateral materials. Indirect effects include increases in sales, income or jobs in industrial sectors that support the direct beneficiaries of SXSW expenditures. A typical indirect impact attributable to SXSW might include the



increased revenue of a paper company that supplies products to SXSW's printing company. Induced effects are the household spending of individuals who experience increased earnings as a result of SXSW. Groceries and other goods and services purchased by a printing company employee with the earnings from SXSW related projects are representative of induced impacts.

Direct expenditures of SXSW and official sponsors total nearly \$12 million annually. At \$9.5 million, the permanent operations of SXSW represent the great bulk of direct operational impacts. Official SXSW parties and sponsors represent another \$2.4 million in direct expenditures. The combined indirect and induced economic impact of SXSW operations is an additional \$5.7 million annually. All together, the total economic impact of SXSW operations represents the injection of nearly \$18 million into the local economy.

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ATTENDANCE EXPENDITURES

Attendance at all sanctioned SXSW events totaled 126,900 in 2007. Official badge holders for the conferences and festivals numbered exceeded 21,000 and included all Platinum, Gold, Film, Interactive, Music, and Student registrants. Although 1,500 artists officially played the SXSW music festival, over 7,300 musicians attended and participated.

Wristband holders for the music festival accounted for an additional 7,600 attendees. Based on crowd estimates,

ATTENDANCE

attendance for film screenings, the Town Lake Stage concert series, the Flatstock poster convention, and the Screenburn interactive video arcade totaled 87,000. Finally, an estimated 4,000 additional visitors spent time in Austin due to SXSW festivals and conferences. Collateral attendance includes individuals such as band managers, spouses of official registrants, and trade show booth workers.

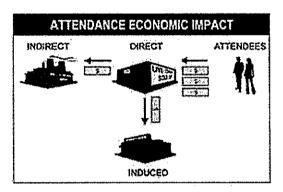
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the operational output includes direct, indirect, and induced economic impacts. Direct economic impacts are limited to direct expenditures into the local economy by all attendees and exhibitors. A direct economic impact attributable to SXSW attendee, for example, includes expenditures on hotels, restaurants, bars, and retailers. Indirect impacts might include increased revenues of producersand wholesalers who provide beverages and foods to Austin clubs and restaurants. Induced effects remain similar to those of the operational output model, including goodsand services purchased by a bartender with the tips garnered from SXSW visitors.

The attendance economic impact, like the operational output includes direct, indirect,

and induced economic impacts. Direct economic impacts are limited to direct expenditures into the local economy by all attendees and exhibitors. A direct economic impact attributable to SXSW attendee, for example, includes expenditures on hotels, restaurants, bars, and retailers. Indirect impacts might include increased revenues of producers and wholesalers who provide beverages and foods to Austin clubs and restaurants. Induced effects remain similar to those of the operational



output model, including goods and services purchased by a bartender with the tips garnered from SXSW visitors.

General attendance expenditures include the aggregated totals of all SXSW related visitor spending in Austin during the festivals and conferences. Separate attendance lengths and daily expenditure estimates were calculated for each category of visitor, including badge holders, musicians, collateral attendees, and visitors to events such as the Town Lake Stage concert series, Flatstock, and Screenburn. Over the 10 days of the SXSW festivals and conferences, visitors poured more than \$50 million into the local economy. An additional \$27 million in indirect and induced economic impacts can be attributed to SXSW attendees. The combined impact of SXSW attendee expenditures to Austin is over \$77 million.

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MEDIA VALUE

Placing a concrete quantitative value on publicity is beyond the scope of traditional economic impact studies. While positive publicity does benefit a community, the impact has not yet been proven to translate into direct local investment. In this regard, any value created by media coverage must be accounted for outside the framework of direct, indirect, and induced impacts.

The economic importance of Austin's reputation as a haven for film, technology, and most notably music, partially fueled by the presence of SXSW, cannot be easily dismissed. Economists at Brown and Harvard, for example, have recently suggested that a rising demand for urban amenities such a music concerts is associated with a growing number of educated workers within central cities. SXSW itself has certainly contributed to Austin's relatively recent ascendancy as one of the country's most attractive cities for the widely heralded "creative class"—the forward-thinking, high-earning demographic aggressively recruited as residents, employees, and customers. Thanks to SXSW-related media exposure, millions of creative professionals throughout the world read articles and watch television segments promoting life in Austin.

Without spending a dollar on advertising or marketing, Austin and the surrounding area reap great benefits from the positive coverage of SXSW by newspapers, magazines, television stations, and radio stations around the world. Although SXSW and Austin receive significant free media exposure, such coverage does have a value. SXSW is all the more powerful because it contributes to a coherent message about Austin.

Although the branding benefits to Austin remain difficult to calculate, the efforts of other cities in promoting their communities provide potential benchmarks.

In 2005, Atlanta announced a \$14 million marketing campaign to market the city as a place to live and do business. Since its inception, Brand Atlanta has garnered more than 450 million advertising and public relations impressions. Impressions are defined as the count of a delivered basic advertising unit from an ad distribution point. The number of media impressions created by a newspaper story on SXSW, for example, would be represented by the paper's circulation. This year alone, SXSW achieved 180 million broadcast, print, and online impressions. In an era where consumers are increasingly resistant to obvious paid placement, such media coverage as enjoyed by SXSW is even more valuable precisely because it was provided without charge. Despite large public investments, for example, Atlanta's branding tagline, "Every Day is an Opening Day" has far less resonance than Austin's official slogan. Austin remains "The Live Music Capital of the World" because it is continually authenticated through events such as SXSW.

Due to the lack of prevailing economic development models, combined with insufficient tracking of SXSW media mentions in 2007, attempts to properly quantify the value of SXSW related media coverage invariably suffer from methodological limitations. Despite such formal difficulties, media activity touting SXSW was analyzed and assessed across three categories: entertainment broadcasts, news coverage, and sponsor advertising. The combined value of SXSW media coverage in 2007 totaled \$12.8 million.

Using wholesale advertisement rates, the approximate value of entertainment broadcasts on satellite television totaled \$7.2 million. To determine the value of print media coverage, a sample of more than 150 SXSW articles was analyzed to determine average length. Representative word counts were then converted into physical page dimensions. Next, a weighted average advertising rate based on a review of dozens of publications was applied to the 350 discrete newspaper, magazine, and wire service articles regarding SXSW. Such media exposure was subsequently estimated at \$1.2 million. Advertising

outside of Austin by official SXSW sponsors in 2007, including 256 ads in 122 publications, represented an additional \$4.4 in expenditures. Media coverage not accounted for in this examination includes more than 120 blogs and websites, radio coverage, and foreign TV broadcasts. The preceding calculations, though imprecise, represent an important first attempt to properly quantify the fiscal impact SXSW's "buzz" factor generates for the city of Austin.

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Tuesday, 19 October 2010

4179. Mr J.N. Hyde to the Minister for Tourism.

In relation to the funding agreement between Eventscorp and One Movement, I ask:

- (a) which web marketing companies were listed in the agreement to provide services for promotion of One Movement;
- (b) did the 2009 One Movement audit reveal how many giveaway or competition free tickets were provided to potential attendees;
- (c) will the 2010 One Movement audit reveal how many giveaway or competition free tickets were provided to potential attendees;
- (d) can the Minister confirm that from one web marketing company alone doing competition giveaways for One Movement, more than 2,000 free tickets were distributed;
- (e) what other channels for distribution of complimentary tickets to One Movement were used this year and how many tickets were given away from each; and
- (f) as attendance is a key performance indicator which triggers future funding in the One Movement agreement with Eventscorp, will the Minister produce all attendance figures, transparently broken down into fully paid, concessional, free and complimentary etc; and
- (i) if not, why not?

Answer

(a) None.

(b) - (c) Yes.

(d) Not applicable.

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(e) – (f) As the Member is aware from a previous question he has asked, the attendance of a predetermined number of interstate and international delegates at the conference component of One Movement for Music triggers milestone payments put in place for each annual event. There are no key performance indicators related to general public attendance that trigger future funding.

Tourism Western Australia advises that information relating to the distribution of tickets and attendance is commercially sensitive to third parties from the public and private sector, and that the public release of such information would provide rival host cities and similar competing events with an unfair advantage over Perth. This would have a significant adverse effect on the agency's business, professional, commercial and financial affairs, as well as those of associated third parties. As a matter of and financial fairness to all parties concerned, it would be necessary for this information to be requested through the Freedom of Information process.

Wednesday, 20 October 2010

4229. Mr J.N. Hyde to the Minister for Tourism.

In reference to the Minister for Health's and Healthway's appropriate decision not to finance, or support, this year's failed One Movement Festival, I ask:

- (a) is the Minster aware that at 10pm on Saturday night there were just 14 attendees at a free One Movement concert in the CBD and just four in the audience in a nearby One Movement-Sunset Events exclusive event;
- (b) is the Minster aware that despite having Sponsored by Healthway and SmokefreeWA giant banners at free concert sites and laneways, staff were smoking in One Movement uniforms;
- (c) as even a commercial sponsor like The West Australian has admitted there were scarce audiences at One Movement events, will the Minster reveal the full \$3 million sponsorship deal, with free and paid audience numbers, between the Government and One Movement; and
- (d) will the Minister acknowledge that One Movement has been a \$3 million disaster for Western Australia; and
- (i) will the Minister cancel next year's sponsorship?

Answer

Despite the Member's best efforts to denigrate this event, One Movement for Music has not failed. Support from audiences, the media, performers and international music industry identities and executives continues to grow, and the 2010 event was even more of a success than last year's. I remind the Member that it was under the previous Labor Government that this event was supported and developed first as 'In the City Perth' music events/conference which later became 'One Movement for Music'. Despite the change in the event name, the concept remained similar.

- (a) The Member needs to be specific as to the concert and exclusive event he refers to. Please note that the One Movement for Music event incorporated 25 Showcase events in six venues over five days, featuring 84 bands/artists and information provided by Sunset Events suggests that almost 6 000 people attended the Showcase events. They were part of the total audience of almost 69 000 people who attended the conference and music components over the five days.
- (b) As the Member can appreciate, it is not possible to monitor the personal habits and choices of individuals referred to in his question.

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- (c) I note that a WA Today article published on 11 October 2010 under the headline of "Perth Catches on to One Movement" included the comments that "Perth's One Movement Music Festival is growing rapidly after a bigger number of spectators enjoyed the marathon music event the second time around" and "it seems people are catching on to the idea of a jam-packed weekend of about 100 different acts playing short sets inside the festival grounds and throughout the city". Please refer to PQ2119 for details of the three year \$2.975m sponsorship arrangement. Free and paid audience numbers for the 2010 event totalled almost 69,000 people.
- (d) On the contrary, One Movement for Music is going from strength to strength with a greater number of delegates at this year's MUSEXPO Asia Pacific Music, Media and Technology Conference and audience attendance at the Multi-Stage Music Festival, Industry Showcases and Fringe Festival almost 69 000 people attended the 2010 event across all components. Media reports acknowledged that the concept, now in its second year, is gaining in popularity and recognition and many new local, interstate and international bands received positive exposure to key music industry decision makers. In addition, the event created vibrancy and atmosphere around the Perth CBD.

(d)(i) No.



Minister for Education; Tourism

Our Ref: 28-15858

Mr John Hyde MLA Member for Perth 446 William Street PERTH WA 6000

Dear Mr Hyde John

I am in receipt of your letter regarding the process behind the funding and contractual arrangements for the One Movement for Music festival.

The process in relation to the funding of events is very thorough and one that has been used by Eventscorp, a division of Tourism Western Australia (Tourism WA), for many years during the terms of successive Governments.

Please find below the event approval process in order of sequence:

- An event proponent approaches Eventscorp with an event for which Government funding support is requested. (Eventscorp also seeks event concepts from the market).
- Eventscorp undertakes a due diligence process and assesses the event against a set of criteria to determine the tourism benefits (economic, media, social and community), as well as its alignment with the State's tourism brand.
- If, after assessment, Eventscorp believes the event has merit and should be funded, a paper is prepared for consideration by the Tourism WA Board, either at a regular meeting or out-of-session, depending on the urgency of the situation.
- Taking into account the strategic objectives and direction of the agency, the Board will either agree to support an event financially, reject support or seek additional information.
- Proponents are advised of the Board's decision and, if favourable, negotiations
 commence on the terms and conditions of a contract, which will include a funding
 payment schedule based on the achievement of appropriate and agreed milestones.
- The Minister receives advice of the Board's decision via regular meetings with the Chief Executive Officer (and on occasions the Chairman) and various briefing notes.
- If Tourism WA is unable to fund the event from its existing operational budget, the
 matter is discussed with the Minister and a decision is made as to whether the
 Minister will take a submission for supplementary funding to Cabinet for consideration
 and support.

Page 2 of 2

- Only after the funding source has been identified and funds secured, and negotiations with the event proponent have achieved an acceptable outcome for the Government and people of Western Australia, is the contract signed. All contracts over \$500,000 are signed by the Chairman.
- Management of the contract, including payment against contractual milestones, is undertaken by staff within Eventscorp who specialise in contract management.

This was the process when at a meeting on 28 March 2008, during the term of my predecessor, the Hon Sheila McHale, the Board approved funding of \$2.7 million over three years for proponent, Sunset Events, working in partnership with In The City, to conduct In The City Perth. At the same meeting the Board approved a further \$275,000 over 3 years for Eventscorp marketing and research associated with the event.

After much due diligence and industry research undertaken by Sunset Events following the tragic death of In The City founder and key music industry figure, Mr Tony Wilson, the Board, on 29 August 2008, considered a request from Sunset Events to change the international event partner from In The City to MUSEXPO. The change of partnership resulted in the event name changing from In the City Perth to One Movement for Music Perth.

The Board sought additional information which was provided in an out-of-session paper on 6 September 2008 and on 8 September 2008 approved a recommendation to:

- note minor variations in the terms relating to the relationship with the proponent that had been negotiated;
- approve Sunset Events' request to partner with a different event associate (MUSEXPO and Chugg Entertainment);
- note a change of name for the event to One Movement for Music Perth/MUSEXPO as a consequence of change in partners; and
- note a change of timing for the event from April 2009 to October 2009.

I note that the range of documents you have requested relate to third parties from the public and private sectors and the release of commercial information sensitive to those parties. I am advised by Tourism WA that the release of such information would have a significant adverse effect on its business, professional, commercial and financial affairs as well those of third parties. As I am sure you understand, your request also raises important issues of procedural fairness for those third parties. Furthermore, I am advised that Tourism WA is contractually barred from disclosing the agreements you seek.

Information on officials involved in negotiations has been provided to you in Parliamentary Question 1898. The legal recipient of the funding for this event is One Movement Pty Ltd, with the contract being signed by David Chitty, Andrew Chernov and James Legge, signatories for Tourism WA were Kate Lamont, Chairman and Richard Muirhead, the then Chief Executive Officer. The first payment to One Movement Pty Ltd was approved by Mr Muirhead on 12 March 2009.

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Page 3 of 3

Given that approximately 90% of Eventscorp funding is directed to sporting events, I was pleased at the prospect of having an international music event and conference, staged in Perth when I made my 27 October 2008 statement. Despite your public criticism of One Movement for Music, I would be surprised if you did not find some comfort in the knowledge that the Tourism WA Board and Eventscorp are increasing the level of funding support it provides to cultural events.

I have been encouraged, as I am sure you are as the Member for Perth, at the energy and vibrancy One Movement for Music created in the city over the weekend of 16-18 October 2009. The City of Perth certainly recognized One Movement for Music's potential and contributed \$200,000 as a sponsor. Furthermore, feedback from members of the music industry that attended was impressive. For example Philip Stevens, Founder, Philip Stevens Management and Jarrah Records, representing The John Butler Trio, The Waifs, and King George, said:

"One Music Movement was a hugely ambitious project. When it was first touted it was hard to see how they could achieve such a grandiose plan in little old Perth. Well the event is now over, and I can safely say they delivered on all that was promised without compromise. It was extremely well run, the site looked fantastic, the musical performances from all bands – local, national and international were exciting. I have travelled to many music conferences around the world, and Perth's One Music Movement topped the lot."

You may also care to note that *The West Australian* (Wire Magazine) rated One Movement for Music the number one highlight for Perth in 2009.

Yours sincerely

Dr Elizabeth Constable MLA MINISTER FOR TOURISM

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The Music Network — One Novement For Music Parth has added one final round of speakers & bands



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One Movement For Music Perth Want to win a double pass to this year's One Movement Music Festival? Our friends at Tourism WA are giving away tickets to the Twilight and Weekend festivals. Click below to enter - Competition only open to those who can be in Perth on October 8-10!



Competition - Tourism Western Australia www westernaustralia.com









Xavier Rudd - Official Antgonish at SEFX University TONIGHTIII
Then it's back to Australia starting with the One Movement For Music Perth October 10th & a
Tumber of AUS dates throughout the mooth ending with Stonelest October 30th THEN - back to
Europe and back to Australia again in December!! Some shows are selling fast - secure your tx ...





Xavier Rudd > shows · Koonyum Sun

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One Movement for Music Perth On our blog: Q+A with Thomas Rawle from Sydney post-shoegaze band Papa vs Pretty, who are playing at the One Movement industry showcases next month



One Movement 2010 Industry Showcase artist Papa Vs Pretty (One Movement & For Music Perth official b www.onesn.ementerd.com Heaving Desminement.com H

17 September at 11 48 Share Flag

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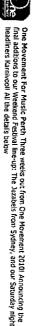


FOOTSTOMP MUSIC Congrats to The Honey Month for being the Unearthed winner to go to One Movement For Music Perthl Also, listen to 42.22/m tomorrow at 8...for no particular reason;) tő Esptemier at 15:47. View pest



Jimmy Drums This festival is gonna need an injection of Oz music to save it's sorry assi Forget the imports, local talent is abundant in our country and we need to show the world that we don't need there copyrat bands. What we have is home grown and I urge you all to attend the Triple I and ENI stages and only support our ozzie ki...

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Heath Bradby I think someone has missed the point...
16 September at 05/45 — 3 people - Flag



OMFM 2010: Final Weakend Fastival Line-Up Additions | One Movement For Music Parth official blug - O

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limmy Drums DON'T MISS THE BEST SHOWCASES:

1- One movement favourites BRITISH INDIA Fri 8th Oct 11.30-12am at DILATTENTE.

2- EMI favourites REDCOATS and BRITISH INDIA Sun 10th Oct from 11pm at the CAPITOL.

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Jimmy Drums Thank you Tessal 00 October At 05:05 1 person

Fag.



Sunset Events After many a sold out show, including recent Petth sell outs, local lads Karnivool have been freshly announced to headline the Saturday One Novement For Music Perth, ALRIGHT.

15 September at 14:45 View post



One Movement For Music Perth On our blog: Q+A with Damian Trotter, Managing Director of Sony/ATV Music Publishing since 1992. Damian is appearing at MUSEXPO Asia Pacific 2010 as a guest speaker

riva Minutes With: Darnian Trotter, Sony/ATV Music Publishing Australia (One Movement For Music



http://www.youtube.com/watch?v=IAGKImI3x4 The Lost Souls Club - Romeo - Official Video www.youtube.com The debut single from The Lost Souls Club Released October ...



The Lost Souls Club - Romeo - Official Video www.youlube.com The debut single inter The Lost Souls Club Released Ciclobes 1st 2016 Onedex: Garde Revisal Kingle Inductions Company: Hellin's Point Media Sohia thanks to Nick Welto & PoryClear

Kris Solberg likes this.



Blackchords LIVE UPDATE: We are heading to Perth in a week to play One Novement for Music Perth , followed up by a residency Gracebook Grace Darling on the 14th, 21st and 28th of October. This is all in lead up to our Powderfinger support on Friday the 29th of October at the Myer Music Bowl. Check out the Events page for details.





30 Septenber at 19 51 - View pust



Benjamin Arthur Lupton One Novenent For Music Perth 4 days of non stop music! Hell YEAH! Best festival of the year no doubt. Right now deciding my Trunsday night! It's just all tooocoo goood!

In September or 12:30. Mew past





Xavier Rudd - Official Many AUSTRALIA, EUROPE / UK dates coming upili www.xavierrudd.con/sinovs <--- who has their T177? AND who will be @ One Movement For Music Perth, Fesbuval Of The Sun, Stonefest & PYRAMID ROCK FESTIVAL - OFFICIAL??? p.s. tell your friends, ALL are set to be an AMAZING time!

Y, Relix - Video - Live at Relix - Xavier Rudd "Time To Smile" www.reliv.com Relix of a resource, alternative for many color and the resource of the reliable with a form, calculation and a face trade, with a form of both reliable and a resource of the reliable form of the reliable form. A resource of the reliable form of the

at Seatember at 10:02. New post



One Movement For Music Perth On our blog: get to know the Sydney rock act The Jezabels, who are playing One Movement Music Festival in just over a week!



at 07,17 Share - Flag

i people like this.



Jinimy Drums Good luck Jezabdsi Support OZ musici 92 October at 04-31 Hag



Kris Solberg Hey one Movement people! I have one question, I won a ticket through the Mudoch Unt. competition but I would like to give my ticket to my sister. Is there any way I can do that cause I noticed it soil it was not intansferable but it it possible to get around that when I am giving, not selling or anything, my ticket to my sister!? Please get back to me about this!

'n Septembes at 91, 28. Flag



Katy Farrell not sure I won from murdoch too ...s it one or bwa??? 20 Septianber at 20.51 Flag



Kris Solberg I looked at the extinated value of the price (it said on the posters harging around hundoth) and it said if was 198 foliate and since one stack cooks 99 oblies topic should citate that we gotting two... any possibility of getting this confirmed by One Hovement officials?

39 Septembro ut 22 47 flag:



tool. Hovement for Music Petth hey there Kris, you will be fine tu give your sis the ideal. Kalby - winning tideals come as pairs nt Octaver स GP 57 - Rag





One Movement For Music Perth Win double passes to One Movement festival via our friends at Tourism WAI Details below

Win Tickets To 2010 One Movement Music Festival | One Movement For Music Pearth official blog - One M Pearth official blog - One M West One Movement Mark One Movement Mark One Movement Mark One Movement Mark One Federal I floris to the West One Movement Mark Federal I floris to the feature of Tourism Medicin Australia, now you can They're officing 9

19 September of 21:53 Share - Rag

2 people like this.



Nicole Blennerhassett Thanks for the tickets:) stoaked!!!!

Selbenter at 1859 Had



123 September at 20:30 Hag

One Movement For Music Perth all winners are doubles

Andrehabteyton



www.cnemovenientword.com Neet Danisa) Tretter, the Handgesy Driector of Sony/ATV Music (SATV) Publishing Austraka Danish is Jahr a Umerim of APTA (Australiseka) Performeny Rights

15 September at 14.16 - Share - Rag

Brayden Styles likes this.



Dead Letter Chorus are so very happy to announce we will be playing at One Movement For Music Perth on Sunday 10th October!! It's our first trip to Perth so please be nice and come see us play! Check out all the amazing artists over here -> http://www.onemovementmusic.com/



www.oremovementmusic.com

14 September at 2010 11 View post



One Movement For Music Perth On our blog: meet Kyle Hopkins, who oversees music supervision for Microsoft Media Acquisitions. He's appearing as a guest speaker at MUSEXPO Asia Pacific 2010, PS just over three weeks til One Movement!



Five Minutes With: Kyle Hopkins, Microsoft Media Acquisitions | One Movement For Music Perth official www.onemovementword.com Meet Kyle Ingeling, vino oversees music supervision for Natiosoft Kyle curates varieties for Visia games and places music in Visiosoft, Visios Minible, Xino Live

14 September at 12:56 - Share - Flag

Brayden Styles likes this.



Dianne Bortoletto Gutted I'm missing OMFM this year

14 September at Ge-27 Flag



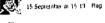
Msnix Nix MIYAVIIII I think I will have to fly over from Melbourne for this



Patty Granja at least you can!! 13 September 9t 22.21 · Flag



Mei Mei Park does anyone know how long he'll play for?





Msnlx Nix Not sure, but it looks like he might be playing both sat and sunday I'm sure it work be a huge sat

15 September at 15 C) Ray



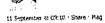
Jinja Safari Guess what, Perth peoples? We're playing a showcase at One Movement For Music Perth on Friday 8th October at the Dilettante Carpark Stage, Just a little after midnight. West Coast Safari... (Tell your friends!)

13 September at 19:97 View post



One Movement For Music Perth On our blog: Q+A with James Foley, music editor at Record of the Day and guest speaker at MUSEXPO Asia Pacific 2010

Five Minutes With: James Foley, Record Of The Day | One Movement For Music Perth official blog - One www.nemovementword.com Next James Foley, Mark Foldor for UK music industry publication Record Of The Day. With a great trach respect of priving up 66th Successes, Record of the Day.





Jimmy Drums Don't miss the Aussie talent matel
16 September at 05-01 - Rap



Sunii Chandurkar Exclusive community for performing arts is corong up. "My Theatre Cafe".. till then join our facebook group:



my Theatre Cafe Comparing the renaissance of air. While the otherwises of Personning arts, was an Article, Else at 197 Ham the Cafe of the one hallowing a name particle of the otherwise of the View of the Article of the otherwise.

11 September at 90:06 Share : Hag



One Movement For Music Perth On our blog: Q+A with Melbourne band The MELODICS, who are playing One Movement Music Festival. "Think David Bowle meets Kanye West or Joy Division meets Santogold... minus the eye-patch, ego, depression and gold leggings", according to the band



One Movement Music Festival 2010 artist: The Melodies | One Movement For Music Perth official blog - www.onemovementwisd.com size the Melodies are a Spiece live re-mainst hydrog act, with swith heavy rock grazines and new-wave rap tlayours. There the will flower meets know view or sky.

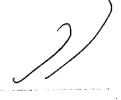
16 September at 15:00 - Share - Flag

4 people like this.



Arts Victoria

Victoria Rocks scholarships available for Victorian musicians and music managers



Andreba0t89ton



to attend One Movement For Music Perth, 6 -10 October 2010. Three spots up for grabs including a delegation pass and \$1,000 towards travel, accommodation and living away from home expenses. Applications close October 19, See our website to apply.



Arts Victoria - Victoria Rocks

Viction Rivis is a Relevated program that supports victionan conference and The Proceedings of the and distinct strengthen the real conference are maken addition.

* 16 September at 14:20 - view post



One Movement For Music Perth On our blog: Q+A with Jarrah Records founder - and John Buder Trio manager - Philip Stevens, who's appearing at One Movement as a guest speaker at MUSEXPO Asia Pacific 2010



Five Minutes With: Philip Stevens, Jarrah Records | One Movement For Music Perth official blog - One was negatived common open commonwealth of the Philip Stevens, who carrends manages to be Batter Than the Walls, and the Philip Philip Steres and the Philip Steres and

69 September at 04 07 Share Hag

Inhe White likes this



Julie White . . . gotta love this guy. ② JBT, an Australian citizen and 2 beloved door



MUSEXPO Take a lister to One Movement For Music Perth MUSEXPO Showcase artist Ronit!



RONIT - Heavy

www.youtube.com Ponit Heavy single film vydeo clip Melbourne Australia

09 September at 03:40 View post



Matt Ford www.triplejunearthed.com/rivalry

00 September of 26:49 Rag



One Movement For Music Perth On our blog: Q+A with Indian rock band The Circus, who are playing at the Asia Sounds Industry showcase as part of One Movement next month!



One Movement 2010 Industry Showcase artist: The Circus $\,|\,$ One Movement For Music Perth official blog.

For Music retain or now.

www.unknitworenthieved conwww.unknitworenthieved conFunkt, Grown, Edeler, Yalases, Happy, Mellow Fixeous Conky, Anjob, Source Their
of a musical religion which has a healthy religion of all these aspections.

08 September at 10142 Share : Rad

2 people like this.



TYRANOCORP One Movement For Music Perth approaches us this octobert what will we be doing? We'll be rolling out a new Tyranocorp sampler CD featuring tracks from all our artists, New T-shirts with our new logo on the front and list of our acts on the back, the official launch of our completed website, the massive bounch of The El...



Welcome to Tyranocorp...

Welcome to Tyranocorpu.

Tewn-Infancing-promise

Twenty-transcript produces and the adjustment action ely to invariation whotis Management
to Bond south as the Potopless, call prefix and the Training, free of Contesty, Rodge et
Carrier, 18th Earl, Car Read, Natur Bonds, the Edith Baphers, Bonding reject for Turins
Find, Cristialize Houlers, Trash Houlers,

08 September at 02:09 - View post



The Seed congratulations to NGAIIRE who The Seed and One Movement For Music Pertit have chosen to play at this years showcase...



OMFM 2010: Rolling Stone industry showcase program announcement $\}$ One Movement For Music Perth offic

www.onemovementword.com Industry storocase program presented by Rolling Sisne; The Seed partnership assissanced Perfly, Australia – Monday, 6 September, 2010; In just one month from

06 September At 16:49 - view post



One Movement For Music Perth Announcing our exhaustive One Movement industry showcase program, presented by Rolling Stone Australia, Also, an exciting opportunity for Aus music managers involved with The Seed 2010. Click below for showcase line-up and location details; timetables to be released in the coming weeks. PS - one month til One Movement!



OMFM 2010: Rolling Stone industry showcase program announcement and The Seed partnership | One Movem

Seed planters and processors of the control of the Seed participant and statistics of the seed participant and statistics of the seed participant and statistics of protection and the seed of the see

06 bepřember & 10.05 Shake : Hag

Brayden Styles likes this.



One Movement For Music Perth Thanks to Sonicbids, the 2010 Australian Indigenous Music Scholarship (AIMS) is up for grabs! Entries close TODAY!



OMFM 2010: Australian Indigenous Music Scholarship (AIMS) and Sonicbids (

Edity Secretads Supports Indigeneus Arters with First-Even No Cost Listing of Australia 50/STEN, IAA Suprember 1, 2010 — Senicods, the website may helps bends

00 September at 68:54 · Share · Flag