

Management report to Council

Agenda item 6.4

MPavilion Program Extension

Council

Presenter: Rob Adams, Director City Design and Projects

31 July 2018

Purpose and background

1. The purpose of this report is to request Council consider approving the extension of MPavilion Program into 2020–21 and 2021–22 financial years.
2. The MPavilion is a not for profit project initiated by the Naomi Milgrom Foundation (the Foundation) to create a summer meeting place for creative events in the Queen Victoria Gardens. For the last four years it has provided a new temporary pavilion, designed by renowned architects. Each pavilion remained in the gardens for a period of four months between October and February. After the conclusion of program, the pavilion is relocated to a permanent location.
3. The Council has supported the MPavilion Program as one of the principal partners. In August 2013, a Council resolution committed \$2.3 million over the four years to the MPavilion, commencing with \$400,000 during the first year and \$300,000 in subsequent years towards the design and installation efforts. At the conclusion of each season, the MPavilion is gifted to the Council. The Council contributes a further annual payment of \$250,000 towards the relocation of the pavilion to a suitable permanent site.
4. Under the initial agreement, the MPavilion Program was supported between 2017–18 financial years.
5. A two year extension was granted for 2018–19 and 2019–20 financial years on 27 June 2017, under Council resolution, to the value of \$300,000 per annum with the relocation costs to be covered by the Foundation.
6. According to the MPavilion Report, the program continues to grow in both visitation and design recognition. MPavilion 2014–2017 organised 1600+ free events which were attended by 355,000 people in 513 days. The pavilion designs have won a number of awards both locally and internationally.

Key issues

7. The Foundation has requested a further two year extension to the MPavilion Program.
8. The request will require a further approval from the responsible Minister under the *Crown Land (Reserves) Act 1978* to allow the further licence for the use of event space at Queen Victoria Gardens.
9. The Foundation has further requested that the Council continues to contribute \$300,000 per annum towards the design and installation efforts for another two years.
10. The MPavilion has been reviewed against the Triennial Arts Grant Program eligibility and it is determined that MPavilion meets the 2018—20 Triennial Grants requirements.
11. Under the new proposal all costs associated with the relocation and reinstatement of further pavilions will be borne by the Foundation. Council could, with the agreement of the Foundation, elect to keep any of the remaining two Pavilions but would be required to fund their relocation.

Recommendation from management

12. That Council:
 - 12.1. agrees to extend the support for the MPavilion Program into 2020–21 and 2021–22 years to the value of \$300,000 per annum with relocation costs to be provided by the Naomi Milgrom Foundation
 - 12.2. notes the proposal is subject to necessary approval being obtained from Heritage Victoria and the Department of Environment, Land Water and Planning for use of the Queen Victoria Gardens.

Attachment:

1. Supporting Attachment (page 2 of 4)

Supporting Attachment

Legal

1. The Council is the trustee for the Queen Victoria Gardens and the Committee of Management for the Gardens pursuant to the *Crown Land (Reserves) Act 1978*.
2. The use of Queen Victoria Gardens for MPavilion Program will require the consent of the Minister responsible for the *Crown Land (Reserves) Act 1978* and a further licence from the Council under that Act.

Finance

3. A sum of \$300,000 per annum will be required in Council 2020–21 and 2021–22 budgets. If supported, the recommendation will pre-commit the Council in future years as detailed in the report.

Conflict of interest

4. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Stakeholder consultation

5. The project is led by the Foundation with City of Melbourne as one of the principal partners providing funding support. The program has been operating for the last four years, no further stakeholder consultation is proposed.

Relation to Council policy

6. The proposal is consistent with 'Draft Council Plan 2017–21':
 - 6.1. Goal 2: A city of people
 - 6.1.1. Item 2.1: People feel welcomed and included.
 - 6.2. Goal 3: A creative city
 - 6.2.1. Item 3.1: Artists are supported to test, develop and realise ideas
 - 6.2.2. Item 3.3: People participate in the creative life of the city.
 - 6.3. Goal 4: A prosperous city
 - 6.3.1. Item 4.2: Melbourne prospers through global business relationships and investment attractions.
 - 6.4. Goal 5: A knowledge city
 - 6.4.1. Item 5.1: Melbourne has thriving knowledge sector and industry.

Environmental sustainability

7. The design and installation practices will comply with sustainability guidelines.
8. The MPavilion also hosted a number of education events under design, architecture and environmental disciplines.

MPavilion Program Benefits

9. MPavilion achievements 2014 – 2017:
 - 9.1. Positioned Melbourne as Asia-Pacific's hub of design and architecture with over 2,000 media articles.
 - 9.2. Generated international audiences through tourism, social media and international design media with an online community of 40 million.
 - 9.3. Raised awareness and celebrated contemporary Australian and international architecture and design.
 - 9.4. Five internationally acclaimed pavilions for Melbourne.
 - 9.5. 355,000 visitors in 513 days.
 - 9.6. 1600+ free and diverse events for all ages
 - 9.7. Collaborated with over 1000 designers, architects, cultural and educational institutions.
 - 9.8. Every year supports over 2000 students.
 - 9.9. 90 percent of visitors reported that MPavilion enabled them to understand the social, economic and environmental value and impact of design.
 - 9.10. 95 percent of visitors reported that MPavilion increased appreciation of design and architecture.
10. MPavilion Awards:
 - 10.1. Winner
 - 10.1.1. Australian Institute of Architects' Presidents Prize 2015.
 - 10.1.2. Australian Institute of Architects' 2015 Victorian Architecture Award, Small Project Architecture.
 - 10.1.3. Creative Partnerships Philanthropy Leadership Award 2016.
 - 10.1.4. Detail Magazine (Germany) Prize for Architecture 2016.
 - 10.1.5. Melbourne Design Awards, Architecture Proposed Award, 2017.
 - 10.2. Finalist
 - 10.2.1. World Architecture News Awards 2015 and 2014.
 - 10.2.2. Melbourne Awards for contribution to Melbourne's profile 2015 and 2016.
 - 10.2.3. International Institution of Structural Engineers Awards 2016.

Triennial Grants Eligibility Review

11. 2018—20 Triennial Grants requirements and MPavilion review:
 - 11.1. *Be a not-for-profit, independent or non-government organisation:* Yes. Naomi Milgrom Foundation is a not-for-profit charitable organisation that exists to initiate and support great public design, architecture and cultural projects.
 - 11.2. *Propose activities for each year of the Triennial period that have public outcomes within the CoM boundaries:* Yes. The Foundation continues its leading design and event initiatives through MPavilion at Queen Victoria Garden. In last four years, MPavilion has organised 1600+ free and

diverse events for all ages. The events have Raised awareness and celebrated contemporary Australian and international architecture and design

- 11.3. *Apply for one level of funding annually i.e. applicants cannot apply for varying amounts of funding across the three period:* Yes. The Foundation is seeking one level of funding, \$300,000 per year which is the maximum amount awarded under the Triennial Arts Grant.
- 11.4. *Carry no financial deficit:* Yes. The Foundation does not have any outstanding debts to the Melbourne City Council.