

Report to the Future Melbourne (Major Events) Committee

Agenda item 6.2

Moomba Festival Producing Phase 2019

5 February 2019

Presenter: Katrina McKenzie, Director City Economy and Activation

Purpose and background

1. The purpose of this report is to present the producing phase for the 2019 Moomba Festival (MF) as part of the events management cycle.
2. MF is Australia's largest free community festival. It is the people's festival and celebrates the city's rich and diverse culture, people, communities, arts, and music. 2019 will be the 65th MF.
3. The 2018 MF attracted approximately 1.3 million people to Melbourne and directly contributed an additional \$31 million into the municipality.

Key issues

4. In addition to MF's much loved staples of the traditional parade, Birdman Rally, water sports and nightly fireworks, MF will also feature a rich program of entertainment and activations including a carnival, cultural performances, music, performing artists and free activities for children and youth.
5. MF will take place from Friday 8 March to Monday 11 March, and will activate Alexandra Gardens, Birrarung Marr, the Yarra River (Birdman Rally and water sports) and Kings Domain parkland (parade).
 - 5.1. The Moomba Masters Water Ski competition will commence on Wednesday 6 March and features the Junior Moomba Invitational, the Moomba Masters Invitational championships and exhibition content. The competition attracts some of the world's best water sports athletes.
 - 5.2. The Moomba parade will take place on Monday 11 March. The parade will follow the same route as 2018, running south to north on Birdwood Avenue into Linlithgow Avenue in Kings Domain. The parade will feature a range of new floats, puppets and costumes. Over 1800 performers from cultural and community groups along with representation from the emergency services and armed forces will feature in the parade.
 - 5.3. The Australian Skate League national final will be held at Riverslide Skate Park. The skate park will host a series of competitions and clinics open to the public across the event.
 - 5.4. A diverse range of catering will be available on site including healthy options as part of the City of Melbourne's *Healthy Choices* program.
6. A comprehensive marketing and media approach will be undertaken to raise date awareness and drive attendance, targeting Moomba's two main audience demographics - youth and families.
7. The selection process for the 2019 Moomba Monarchs is underway, with an announcement expected in February. Candidates must have a strong connection to Melbourne and appeal to the family audience.
8. MF will include a pilot to test the viability of merchandise sales. One limited edition line of merchandise - a fair trade tote bag, will be available for pre-sale in the lead up to MF via City of Melbourne channels such as Visitor Centres.
9. Commercial partners for the Moomba Festival include Schweppes, Streets, LEGO, Universal Pictures and the National Basketball League (NBL). Media partners include Channel 7, oOh! Media and SmoothFM.

Recommendation from management

10. That the Future Melbourne Committee endorse the 2019 Moomba Festival event model.

Attachment:

1. Supporting Attachment (Page 2 of 2)

Supporting Attachment

Legal

1. No direct legal issues arise from the recommendation from management. Legal advice will be provided as and when required.

Finance

2. Council's 2018-19 budget includes \$4,058,885 in operating expenditure budget for the delivery of the Moomba Festival, excluding net revenue. A further \$300,000 in capital works funding is also allocated as part of the 2018-19 Council Works Program for the delivery of Moomba parade assets.

Conflict of interest

3. 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.

Occupational Health and Safety

4. The Occupational Health and Safety of the staff, contractors and event attendees is at the forefront of planning for the MF. A number of strategies are put in place to ensure the event environment is safe and enjoyable for all. CoM and the appointed Risk Manager are responsible for all safety and emergency management plans for this event.

Stakeholder consultation

5. During the planning phase of MF, consultation has occurred with a range of external stakeholders including emergency services, transport authorities, key contractors and other stakeholders to ensure they are across all elements of the event delivery model.

Relation to Council policy

6. This report is consistent with the overall strategies contained in the Council Plan 2017-21.

Environmental sustainability

7. City of Melbourne will engage with internal and external sustainability leaders for feedback, collaboration and innovative approaches to sustainable event practices, including engagement of suppliers that undertake environmental and social sustainability practices.