

Management Report to Council

Agenda item 6.9

MPavilion Program Extension

14 December 2021

Presenter: Rob Adams, City Architect

Purpose and background

1. The purpose of this report is to seek approval for the extension of the Melbourne Contemporary Pavilion (MPavilion) program for a further two years, 2022 and 2023.
2. The MPavilion is a not for profit project by the Naomi Milgrom Foundation (Foundation) to create a summer meeting place for creative events in the Queen Victoria Gardens.
3. At its August 2013 meeting, Council:
 - 3.1. committed \$1.3 million over the four years of the MPavilion project
 - 3.2. noted that future Councils will have to decide on relocation, storage or sale of the Pavilions at a cost of up to \$250,000 each in future budgets.
4. On 27 June 2017, Council resolved to approve a two year extension of MPavilion for 2018–19 and 2019–20 financial years to the value of \$300,000 per annum with the relocation costs to be covered by the Foundation.
5. On 31 July 2018, Council again resolved to approve a two year extension of MPavilion for 2020–21 and 2021–22 on the same terms as on 27 June 2017.
6. The MPavilion program continues to grow in both visitation and design recognition. MPavilion 2014–2021 organised 2,828 free events which were attended by 645,927 people in 918 days. The pavilion designs have won a number of awards both locally and internationally. (Attachment 2)

Key issues

7. The Foundation has requested a further two years 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 future pavilions will also require Heritage Victoria approval.
10. 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. In addition to the contribution to MPavilion a further \$50,000 has been allowed annually to cover the internal project management costs.
11. The MPavilion has not formally applied for funding through Council's arts grants program, however have been associated with numerous applications lead by other major creative organisations such as Photo 2020.
12. In August 2022 Council will open the Arts and Creative Investment Program for two year funding opportunities commencing 2023. The organisation could be considered for support for up to \$100,000 per annum in this funding cycle within this program.
13. 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 Pavilions but would be required to fund their relocation.
14. At conclusion of MPavilion 2023 program, the Foundation will be responsible for restoring the Queen Victoria Garden site to its original state including the removal of the foundations utilised throughout the project.

Recommendation from management

15. That Council agrees:
 - 15.1. to extend the support for the MPavilion Program into 2022 and 2023 (two years) to the value of \$300,000 per annum with relocation costs to be provided by the Naomi Milgrom Foundation, and a further \$50,000 per annum to cover CoM costs for project management.
 - 15.2. 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.

Attachments:

3. Supporting Attachment (Page 3 of 5)
4. MPavilion Program Benefits (Page 4 of 5)

Supporting Attachment

Attachment 1
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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 \$350,000 per annum will be required in Council 2022 – 2023 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 material or general conflict of interest in relation to the matter of the report.

Health and Safety

5. In developing this proposal, no Occupational Health and Safety issues or opportunities have been identified.

Stakeholder consultation

6. 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

7. The proposal is consistent with 'Council Plan 2021-2025:
 - Page 21: Continues to strengthen Melbourne economic recovery
 - Page 21: Public events driving visitation showcasing Melbourne creative strength
 - Page 23: Deliver public art projects attracting visitors and help stimulate city's recovery
 - Page 23: Champion high quality development and public realm design
 - Page 23: Aboriginal Melbourne Strategy; support partnership forum
 - Page 27: Activate public spaces to create a vibrant and inclusive public realm with diversity of uses
 - Page 31: Implement the new strategic direction for the Creative Spaces Program
 - Page 33: Create more public art. Piloting diverse and creative artists and community groups

Environmental sustainability

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

MPavilion Program Benefits

1. MPavilion achievements 2014 – 2021:

- Positioned Melbourne as Asia-Pacific's hub of design and architecture with over 4,628 media articles.
- Generated international audiences through tourism, social media and international design media with an online community of 40 million.
- Raised awareness and celebrated contemporary Australian and international architecture and design.
- Five internationally acclaimed pavilions for Melbourne.
- 645,927 visitors in 918 days.
- 2,828 free and diverse events for all ages
- Collaborated with over 2,799 designers, architects, cultural and educational institutions.
- 90 percent of visitors reported that MPavilion enabled them to understand the social, economic and environmental value and impact of design.
- 95 percent of visitors reported that MPavilion increased appreciation of design and architecture.

2. MPavilion Awards:

- Winner
 - 2..1. Australian Institute of Architects' Presidents Prize 2015.
 - 2..2. Australian Institute of Architects' 2015 Victorian Architecture Award, Small Project Architecture.
 - 2..3. Creative Partnerships Philanthropy Leadership Award 2016.
 - 2..4. Detail Magazine (Germany) Prize for Architecture 2016.
 - 2..5. Melbourne Design Awards, Architecture Proposed Award, 2017.
 - 2..6. Gold Accolade: Architectural Design; Good Design Award, 2018
 - 2..7. Best Temporary Structures list for 2019
- Finalist
 - 2..1. World Architecture News Awards 2015 and 2014.
 - 2..2. Melbourne Awards for contribution to Melbourne's profile 2015 and 2016.
 - 2..3. International Institution of Structural Engineers Awards 2016.
 - 2..4. Best Festival, Music Victoria, 2020

