

Management report to Council

Agenda item 6.4

Melbourne Knowledge Week Growth

Council

Presenter: Michelle Fitzgerald, Manager Smart City Office

11 December 2018

Purpose and background

1. The purpose of this report is to seek endorsement of multi-year funding to incrementally grow the Melbourne Knowledge Week (MKW) festival over 2019–21, in alignment with Council's Knowledge City Strategy 2014–18 that states, '*Melbourne Knowledge Week will undergo managed growth, in partnership with a range of organisations, businesses and individuals within the sector, to reach premier event status.*'
2. Melbourne Knowledge Week is the City of Melbourne's annual multidisciplinary and cross-sectoral festival showcasing the knowledge sector's diversity and innovation. The City of Melbourne and its event partners present knowledge related events that appeal to an increasingly diverse audience.
3. In 2018, MKW delivered 100+ events across the city, attracting more than 22,500 participants in person.
4. To leverage the success of MKW17 and MKW18, a multi-year MKW Growth Plan has been developed for the next three years. As part of the 2018-19 Annual Plan & Budget, an increased budget for MKW19 was endorsed.
5. The growth of Melbourne Knowledge Week to premier event status aligns with the following actions:
 - 5.1. Advance the delivery of the Melbourne Innovation Districts (MID) – City North – (2018–19 API 4.2 Major initiative)
 - 5.2. Deliver year two of the Startup Action Plan, including investigating and testing opportunities to provide publicly accessible innovation space, better marketing of Melbourne's Startup landscape and exploring support for commercialisation opportunities. (2018–19 API 4.3)

Key issues

6. It is proposed that MKW is supported to grow to "Premier Event" status by financial year 2020–21 (refer Attachment 1).
7. MKW has attracted both cash and in-kind support from external sponsors over recent years, and it is intended that a cash sponsorship target is set each year. This target is outlined in the below table – increasing annually until cash sponsorship is approximately 25 per cent of total budget.
8. There will be no financial impact for the current financial year 2018–19 budget. The proposed managed growth of Melbourne Knowledge week to premier event status by 2021 will require additional Council funding for subsequent years. The proposed budget impact is outlined in the following table:

Financial Year	Council budget allocation increase	Total Council budget allocation
2017–18	-	\$370,000
2018–19	+ \$110,000	\$480,000
2019–20	+ \$150,000	\$630,000
2020–21	+ \$170,000	\$800,000

In additional, Smart City Office establish the following sponsorship targets:

Financial Year	Sponsorship Targets	Total Budget
2017–18	\$30,000	\$400,000
2018–19	\$60,000	\$540,000
2019–20	\$120,000	\$750,000
2020–21	\$240,000	\$1,040,000

Recommendation from management

9. That Council:

- 9.1. Endorse the proposed Melbourne Knowledge Week Growth Plan and budget increase for an additional \$150,000 in 2019–20, and \$170,000 in 2020–21. This budget increase, along with the external sponsorship target of \$360,000 for 2019–20 and 2020–21.
- 9.2. Notes this will result in a total operating budget of \$1,040,000 for Melbourne Knowledge Week from 2020–21.

Attachment:

1. Supporting Attachment (Page 3 of 4)

Supporting Attachment**Legal**

1. No direct legal issues arise from the recommendation from management.

Finance

1. There will be no financial impact for the current financial year 2018–19 budget.
2. The Melbourne Knowledge Week Festival (MKW) growth plan sets out a pathway to sustainably grow MKW over four years, by using the measurable of ‘Premier Event’ criteria to quantify the value it will provide the community and Council.
3. Aligned with the increased Council budget allocation, a corresponding increase in sponsorship targets is also proposed. In addition co-funding with the Victorian Government is also being explored.
4. The proposed managed growth of MKW to premier event status by 2021 will require the additional Council funding for subsequent years:

Financial Year	Council budget allocation increase	Total Council budget allocation
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Through this proposal the festival's impact will grow year-on-year:

Financial Year 2018–2019:

- Deliver a commercial partnerships plan to enhance the role and support from partners and sponsors.
- Targeted programming to significantly grow the online audience.
- Align festival management with professional standards for Premier Events across resourcing, customer experience, OH&S and risk management including media and issues management.

Financial Year 2019–2020:

- More than double in-person festival attendance from MKW17 to 30,000 through program design, enhanced partnership model and a focused media strategy.
- Expand festival footprint to activate multiple city precincts.

Financial Year 2020–2021:

- First year as a ‘Premier Event’.
- Festival programming will focus on large scale public realm activations across the municipality – enhancing physical spaces through interactivity and digitally enhanced physical spaces.
- In-person festival attendance greater than 40,000.

Conflict of interest

5. 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

6. In developing this proposal, OH&S issues or opportunities have been considered.
MKW undertakes risk management plans for all aspects of festival delivery and utilises the services of a Risk Management Consultant to undertake an independent review of all plans and ensure OH&S processes are adhered during festival delivery.

Stakeholder consultation

7. Management is not seeking input from other stakeholders as the initiative is being guided by existing Council strategies and projects that have undergone stakeholder engagement activities.

Relation to Council policy (if applicable)

8. Knowledge City Strategy 2014–18. 1.1 MKW will undergo managed growth, in partnership with a range of organisations, businesses and individuals within the sector, to reach premier event state.
9. 2018–19 API 4.2 (Major initiative) Advance the delivery of the Melbourne Innovation Districts (MID) – City North
10. 2018–19 API 4.3 Deliver year two of the Startup Action Plan, including investigating and testing opportunities to provide publicly accessible innovation space, better marketing of Melbourne's Startup landscape and exploring support for commercialisation opportunities.

Environmental sustainability

11. In developing this proposal, environmental sustainability issues or opportunities have been considered:
 - The festival operations team and event partners track total emissions over the course of the festival. Festival attendees are provided an opportunity to purchase an optional Carbon Offset Fee for attendees when booking their tickets.
 - In 2018, the total emissions at MKW was 88.7 tonnes CO2-e.
 - Through the booking process 537 people elected to purchase the optional carbon offsets, raising \$1879.50. This enabled City of Melbourne to purchase 94 tonnes of the ACCU WA savannah burning 'on behalf of people attending MKW 2018 who chose to offset their attendance'.
 - MKW programs many events every year on sustainability and sustainable practices, in order to educate the public and encourage behaviour change in audiences.

Attachment:

1. Supporting Attachment (Page 3 of 4)