

Moomba Festival Planning Phase 2020

12 November 2019

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Purpose and background

1. The purpose of this report is to present the planning phase for the 2020 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 celebrating the city's rich and diverse culture, its people, communities, arts, music and sport. 2020 will be the 66th Moomba Festival
3. MF 2019 attracted approximately 1.26 million people to Melbourne and injected an estimated \$33 million of economic impact into the municipality as a direct result of the event.

Key issues

4. MF will take place from Friday 6 March to Monday 9 March 2020 and will activate Alexandra Gardens, Birrarung Marr, the Yarra River and Kings Domain parkland.
5. The 2020 MF strategy and programming for 2020 has been designed to meet specific objectives:
 - 5.1. Increase economic impact by 5 per cent.
 - 5.2. Increase the free participation based activity on site.
 - 5.3. Increase the number of caterers offering healthy choice options to 20.
 - 5.4. Engage 20 community/cultural groups via the Moomba Parade.
 - 5.5. Increase Friday night attendance by 10 per cent.
 - 5.6. Increase media reach by 5 per cent.
 - 5.7. Achieve at least 95 per cent 'positive sentiment' from attendees at the event
 - 5.8. Increase visibility to accessible services and activity/program.
6. MF 2020 will present a rich curated program of events and entertainment and feature:
 - 6.1. Traditional MF parade on Monday 9 March in the Kings Domain parkland. The parade will feature a range of new floats, puppets and costumes, and over 1800 performers from cultural and community groups and representation from the emergency services and armed forces.
 - 6.2. Birdman Rally on Sunday 8 March along the Yarra River with participants constructing 'flying craft' and attempting to jump the furthest distance into the Yarra river to raise funds for their charity of choice.
 - 6.3. Moomba Master Water Ski competition 60th year celebration.
 - 6.4. Australian Skate League national final at Riverslide Skate Park and a series of competitions and clinics across skate, scooter and BMX.
 - 6.5. Additional free participation activities for children and youth.
 - 6.6. A diverse range of on-site catering including healthy options as part of the City of Melbourne's *Healthy Choices* program.
 - 6.7. Nightly fireworks.
 - 6.8. A range of carnival rides and amusements for all ages across the 4 days of the festival.
7. A comprehensive marketing and media approach will be undertaken to raise date awareness and promote the "Moomba Long Weekend". The campaign will target Moomba's two main audience demographics - youth and families.
8. The selection process for the 2020 Moomba Monarchs is underway. Candidates must have a strong connection to Melbourne and appeal to the family audience.
9. Channel 7 Melbourne has been confirmed as the official broadcast partner. Other commercial partnerships are currently being explored.

Recommendation from management

10. That the Future Melbourne Committee endorses the 2020 Moomba Festival event model.

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 2019-20 budget includes \$4,049,879 in operating expenditure budget for the delivery of the MF, excluding net revenue. A further \$400,000 in capital works funding is also allocated as part of the 2019-20 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.

Health and Safety

4. The 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. The MF is aligned to goal four of the Council Plan 2017–21: A Prosperous City.

Environmental sustainability

7. CoM 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.