

MARKETING AND EVENTS COMMITTEE
REPORT

Agenda Item 5.1

8 May 2007

MELBOURNE WINTER MASTERPIECES 2007 SPONSORSHIP

Division Commerce & Marketing

Presenter Kristy Taylor, Program Manager Melbourne Destination Marketing

Purpose

1. To inform Committee of sponsorship proposals received for the upcoming Melbourne Winter Masterpieces events and seek approval for City of Melbourne to sponsor two events.

Recommendation from Management

2. That the Marketing and Events Committee recommends that Council approve a total sponsorship of \$50,000 for Melbourne Winter Masterpieces subject to the 2007/2008 budget process, resulting in a \$25,000 sponsorship each for *Guggenheim Collection: 1940's to Now*, and *Pixar – 20 Years of Animation*.

Key Issues

3. Over the past three years the highly successful Melbourne Winter Masterpieces event has consisted solely of a notable international exhibition at the National Gallery of Victoria. City of Melbourne has been a sponsor of this exhibition over the last three years for \$50,000 per annum.
4. In 2007, for the first time, Melbourne Winter Masterpieces will consist of two events – the Guggenheim Collection: 1940's to Now at the National Gallery of Victoria and Pixar – 20 years of Animation, at The Australian Centre for the Moving Image.
5. City of Melbourne has received proposals from both events requesting \$50,000 sponsorship funds each. Currently City of Melbourne has \$50,000 in the proposed 2007/2008 budget (subject to the outcomes of the 2007/2008 budget process).
6. Both events are of equal significance to the City's winter event calendar.

Time Frame

7. As both events commence in June, confirmation of cash sponsorship is required by 31 May 2007.

Relation to Council Policy

8. Sponsorship is in-line with the objectives of the Council approved 2007-11 Melbourne Marketing Strategy, specifically “*To attract more visitors to the City of Melbourne and contribute to the cultural, social and economic wellbeing of Melbourne and Victoria*”.

Finance

9. Budget of \$50,000 for the Melbourne Winter Masterpieces was approved in the 2006/2007 budget, and has been applied for in the 2007/2008 Budget submission.

Legal

10. No direct legal issues arise from the recommendation made in this report.

Sustainability

11. Sponsorship of Melbourne Winter Masterpieces will have a positive sustainability impact relating to the themes of Inclusiveness and Engagement.

Background

12. Guggenheim Collection: 1940s to Now will feature iconic artworks from the world famous Guggenheim Museum shown exclusively at NGV International from 30 June – 7 October 2007. This is the fourth exhibition in the Melbourne Winter Masterpieces series, following on from the highly successful exhibitions. The Impressionists, Dutch Masters and Picasso: Love & War. Up to 200,000 visitors are expected to attend the event.
 13. From 28 June to 14 October, ACMI will host Pixar: 20 years of Animation. In celebration of the twentieth anniversary of Pixar Animation Studios, the Museum of Modern Art in New York presented a retrospective of the company's works. The show has since toured to London, Japan and Edinburgh. Melbourne is the only city in Australia that will have the Pixar exhibition.
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FINANCE ATTACHMENT

MELBOURNE WINTER MASTERPIECES 2007 SPONSORSHIP

Funding of \$50,000 has been provided in the 2006/07 budget for the Melbourne Winter Masterpieces against activity code #24064 "Stakeholder Liaison & Support Activities".

This will pre-commit funds of \$25,000 prior to completion of the 2007/08 Budget process.

Joe Groher
Manager Financial Services

LEGAL ATTACHMENT

MELBOURNE WINTER MASTERPIECES 2007 SPONSORSHIP

No direct legal issues arise from the recommendation made in the report.

The *Local Government Act* 1989 (“the Act”) sets out facilitating objectives at section 3C (2) including:

“(a) to promote the social, economic and environmental viability and sustainability of the municipal district;

“(c) to improve the overall quality of life of people in the local community;”

Section 3D(f) of the Act provides that the role of Council includes, “fostering community cohesion and encouraging active participation in civic life;”.

Further, section 3E (1)(a) of the Act provides that the functions of Council include “*advocating and promoting proposals which are in the best interests of the local community;*”.

The subject matter of the report and recommendation are within the functions and role of the Council. It is therefore open to Council to provide sponsorship as set out in the report.

Kim Wood
Manager Legal Services