

14.1. Mona Foma Partnership Agreement

FILE NO: SF6783

AUTHOR: Tracey Mallett (Manager Liveable Communities)

GENERAL MANAGER APPROVAL: Dan Ryan (Community and Place Network)

DECISION STATEMENT:

To consider entering into a Partnership Agreement with *Moorilla Estate* (trading as *Mona Foma*).

Motion 1 requires an absolute majority of Council

RELEVANT LEGISLATION:

Local Government (Meeting Procedures) Regulations 2015 (Tas)

PREVIOUS COUNCIL CONSIDERATION:

Workshop - 24 November 2022 - *Mona Foma* Presentation

RECOMMENDATION:

Motion 1

That Council:

1. by absolute majority and pursuant to Regulation 8(6) of the *Local Government (Meeting Procedures) Regulations 2015 (Tas)*, determines to deal with this matter, being one that was not included in the published Agenda in order to consider entering into a multi-year Partnership Agreement with *Moorilla Estate* (trading as *Mona Foma*); and
2. notes the advice from the Chief Executive Officer in respect of the reason it was not possible to include this matter in the Agenda and that the matter is urgent, that advice having been provided to Councillors by email on 14 December 2022 and in the Report to this Agenda Item.

Motion 2

That Council:

1. resolves to enter into a multi-year Partnership Agreement with *Moorilla Estate* (trading as *Mona Foma*) under the following terms:
 - a. a term of two years.
 - b. sponsorship of \$50,000 per year of the agreement to be paid by City of Launceston to *Morilla Estate* (trading as *Mona Foma*) (subject to continued State Government funding for the *Mona Foma Festival* in Launceston).
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- c. ongoing collaboration from *Mona Foma* with cultural institutions, arts and community organisations, artists and communities in Launceston to capitalise on the cultural and creative assets of the City and the community.
 - d. recognition of the contribution of the Council and promotion of Launceston in *Mona Foma Festival* marketing.
 - e. provision of a report to the Council each year by *Mona Foma* outlining the social, cultural and economic contribution made to Launceston and how the City of Launceston funding was used to support the *Mona Foma Festival's* outcomes.
2. authorises the Chief Executive Officer to prepare and execute the Partnership Agreement on behalf of the Council.

CHIEF EXECUTIVE OFFICER'S ADVICE:

Regulation 8(6) of the *Local Government (Meeting Procedures) Regulations 2015* states that:

A council by absolute majority at an ordinary council meeting, or a council committee by simple majority at a council committee meeting, may decide to deal with a matter that is not on the agenda if -

- (a) the general manager has reported the reason it was not possible to include the matter on the agenda; and*
- (b) the general manager has reported that the matter is urgent; and*
- (c) in a case where the matter requires the advice of a qualified person, the general manager has certified under section 65 of the Act that the advice has been obtained and taken into account in providing general advice to the council.*

In compliance with the above, I advise that: (a) it was not possible to include the matter on the Agenda because negotiations with *Mona Foma* were not sufficiently advanced for a considered Recommendation to be prepared; (b) the matter is urgent as Council's consideration of this matter prior to Christmas 2022 will, if the Recommendation is supported by Council, provide surety of funding to *Mona Foma* and permit planning to occur between now and 17 February 2023, which is the date the 2023 *Mona Foma Festival* commences and (c) qualified advice has been sought and obtained from the City of Launceston's Team Leader Legal Services in relation to the content of the Agreement. This advice has been taken into account in drafting the Recommendation and Report for Council's consideration.

REPORT:

The *Mona Foma Festival* (the Festival) is an arts and culture festival that brings high quality experiences to Launceston and helps to build Tasmania's cultural capital. The Festival has been held in Hobart since 2009, moving north in 2018 for three years of festivals, solely in Launceston and then jointly in Launceston and Hobart since COVID-19 impacted events.

As part of *Mona Foma's* move north, the budget allocation to dance programming was increased in recognition of Launceston's active dance community and audiences. Local music is a priority for the Festival with artist residencies focused on collaboration with local

artists and the creation of new work and unique site-specific projects. The Festival's visual arts program is a key audience draw-card. The program encompasses exhibition, installation, site-responsive and performative/live forms. The program engages artists of excellent caliber from all over Tasmania, presenting them in a beautifully curated program alongside their celebrated peers from the mainland and overseas. *Mona Foma's* award-winning music program is regarded as one of the nations' best, applying the same generous and curious ethos to the live art, theatre and cross disciplinary programming.

In its Cultural Strategy for Launceston, the Council described its vision for Launceston as *a culturally vibrant community which is an attractive place to establish and grow businesses and to ensure we have events and activities year-round*. The strategic driver for the Council is to have a successful City; to make Launceston one of Australia's most liveable and innovative regional cities. The Council supports festivals and events that celebrate, develop and engage the City's communities.

Since its first Festival in Launceston in 2018, *Mona Foma* has received financial and other support from the City of Launceston. In recent years this support has been through the Council's Special Event Sponsorship program, where their applications scored an average of 93%. The Festival consistently received high scores as the Festival exemplifies the assessment criteria of enables social connections to take place within the community, encourages and supports creativity, innovation and local talent, builds community spirit, demonstrates positive economic benefits supportive of the future strategic vision for growth and a continued emphasis on sustainability and utilisation and activation of community assets. The funding has been for individual program performances only, rather than the whole Festival which has made it challenging for the event to fit comfortably within this funding program. Aligning the City of Launceston funding to Events Tasmania funding would provide surety to both parties, as well as demonstrating the Council's support for the whole Festival, which delivers holistic cultural, social and economic returns to Launceston.

Mona Foma contributes significantly to the Launceston economy. During 2021 Launceston (64%) had a higher proportion of attendees than Hobart (55%) who travelled to the region in order to attend *Mona Foma*. The two-city model promotes regional dispersal of Tasmanian residents. Fourteen percent of Tasmanian *Mona Foma* attendees were located outside the host regions of Hobart and Launceston (Northern Region).

Mona Foma encourages lengthy inbound visitation to Tasmania. In 2021, 97% of surveyed inbound *Mona Foma* visitors cited the Festival as an important reason for their visit. The 2019 Festival - the first large scale festival solely based in Launceston - had more than 47,000 attendees of which more than 3,000 tickets were purchased by interstate and international visitors.

The most recent 2022 Festival, despite being impacted by COVID-19 and split across Hobart and Launceston, attracted 54,000 attendees of which more than 3,100 tickets were purchased by interstate visitors. Attendance in Launceston was 18,252 and made up over 5,000 of total ticket sales. The average length of stay in Tasmania of *Mona Foma* attendees is six days (and has been since the Festival has been held in Launceston).

Mona Foma's capacity to drive visitation was proven during the 2021 Festival, which was delivered amid COVID-19 disruptions, still achieved 35% interstate audiences. In 2021 *Mona Foma* was extremely effective in promoting Launceston to visitors of the State.

Since 2018, there has been a significant increase in media advertising value equivalency, which is raising the profile of Launceston. For the 2022 Festival there were over 2,366 total media clippings across print, online and broadcast. This represented over \$15 million in advertising value equivalency (AVE). The return on investment of marketing and media partnerships is now 142% (or \$2.42 for every \$1 spent). Festival organisers also hosted interstate journalists in Hobart and Launceston from publications such as *Herald Sun*, *Broadsheet*, *The Australian*, *Urban List*, *The Guardian* and *The Age*. *The Music* published the following quote about the Festival in Launceston: *the Festival felt sewn into the fabric of Launceston's cultural life, events drawing upon the unique character of the spaces in which they're housed*.

The Council's officers have been working with the Festival's Executive to develop roles and responsibilities under the proposed Partnership Agreement and have presented the benefits to Councillors at a Council Workshop. Entering into a Partnership Agreement with *Mona Foma* will allow for an approach to sponsorship, content development and delivered outcomes that are more tailored to the format of the Festival than can otherwise be achieved under the current Events Sponsorship Policy. This approach is consistent with the direction of the Cultural Strategy and is an expression of the evolving relationship that the Council has with cultural organisations. This Agreement Partnership will cement *Mona Foma* as a signature event and provide *Mona Foma* with critical certainty around funding from the City of Launceston that is aligned with State Government funding. It should be noted that Council supported a very similar approach with the adoption of a Partnership Agreement with *Ten Days on the Island* in October 2021.

By entering into the Partnership Agreement with *Mona Foma*, the Council seeks to enhance civic pride, increase community engagement and promote the City's culturally vibrant community to visitors (intrastate, interstate and international).

RISK IMPLICATIONS:

Not considered relevant to this report.

ECONOMIC, ENVIRONMENTAL AND SOCIAL IMPACT:

Addressed within the report.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Corporate Strategic Plan 2014 - 2024

Strategic Priority 4: We value our City's unique identity by celebrating our special heritage and culture and building on our competitive advantages to be a place where people choose to live, work and visit.

10-Year Goal: To sustain and promote Launceston as a unique place to live, work, learn and play.

Focus Areas:

1. To promote and enhance Launceston's rich heritage, culture and natural environment.
3. To promote and attract national and international events and support the sector to ensure a diverse annual events calendar.

BUDGET AND FINANCIAL IMPLICATIONS:

There are sufficient funds left in the overall Events Sponsorship budget due primarily to cancelled events. There is \$47,500 currently remaining in the Special Events budget and with surplus funds of \$16,650 from Small Events and \$32,125 from Major Events, thus raising the Special Events budget to \$96,275. There is also \$50,000 currently remaining in the Signature Events budget due to the cancellation of *Launceston City Cycling Festival* (\$15,000), *Symphony Under the Stars* (\$20,000) and the *Launceston International* (\$10,000).

The budget adjustment consideration of this item has been approved by the General Manager Organisational Services Network.

DISCLOSURE OF INTERESTS:

The Author and General Manager have no interests to declare in this matter.

ATTACHMENTS:

1. Mona Foma 2023 - Workshop Presentation [14.1.1 - 36 pages]



MONA FOMA
X
CITY OF LAUNCESTON



MONA FOMA 101

A (SHORT) HISTORY

2009	Central Hobart	2017	Mona
2010	Central Hobart	2018	Mona + mini Mofo Launceston
2011	Central Hobart + Mona opening	2019	Launceston
2012	Central Hobart	2020	Launceston
2013	Central Hobart	2021	Launceston + Hobart
2014	Central Hobart	2022	Launceston + Hobart
2015	Central Hobart	2023	Launceston + Hobart
2016	Mona		



WHY LAUNCESTON?





MONA
FOMA

mona





MONA
FOMA

MOFO





MONA
FOMA

mona





MONA
FOMA

MONA





MONA
FOMA

MONA



Harvest Market

Princess Theatre

Albert Hall

Earl Arts Centre

Pilgrim Church

Workers Club

Quadrant Mall

Sawtooth Ari

Old Car Museum

QVMAG

Pilgrim Church

Fairy Dell

St John's Church

Brisbane St Mall

Design Tasmania

Riverbend Park

**City Baptist
Church**

Princes Square

MONA
FOMA

MONA





**MONA FOMA 2023
OLD TAFE SESSIONS**





Fantastic Futures





The graphic shows a conductor from behind, wearing a black shirt, with his hands raised. The background is a blurred image of a choir. The entire scene is set against a bright yellow background. There are decorative elements: a blue scribble at the top, a blue scribble on the right side, and a blue scribble at the bottom left.

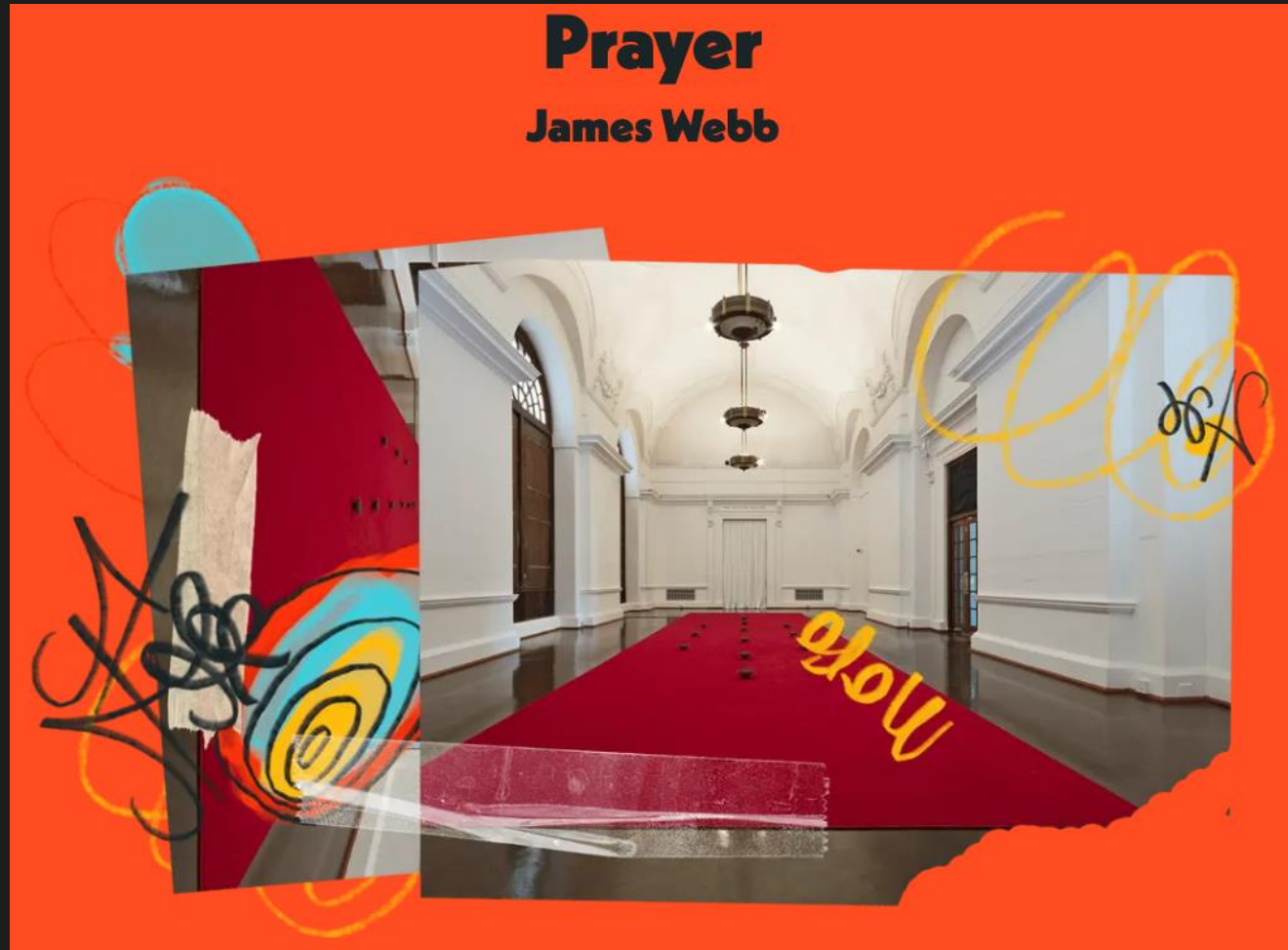
Complaints Choir
Tellervo Kalleinen + Oliver Kochta-Kalleinen



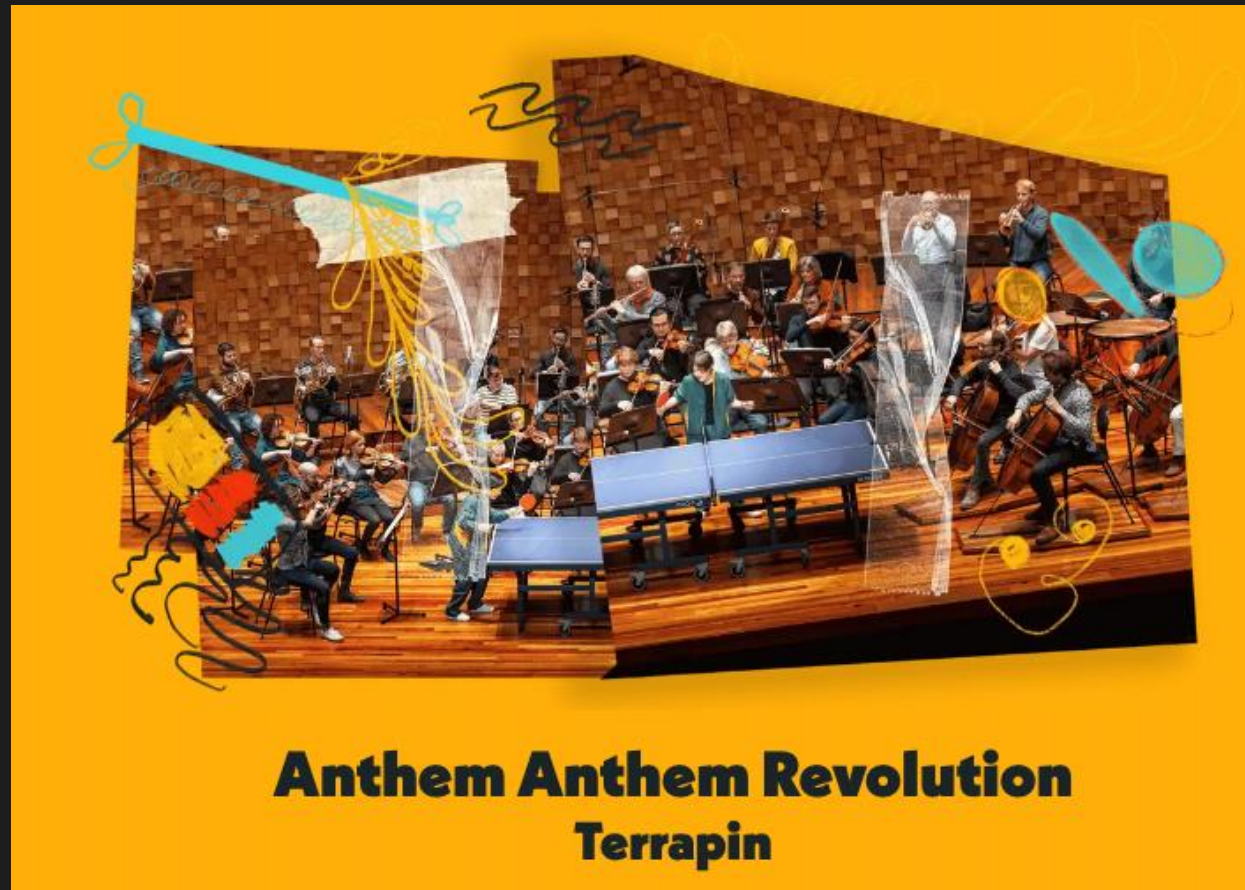


Prayer

James Webb







**Anthem Anthem Revolution
Terrapin**



OLD TAFE SESSIONS - FRIDAY





OLD TAFE SESSIONS - SATURDAY





OLD TAFE SESSIONS - SUNDAY





Punk Bunker





Book Club



A close-up photograph of a person's face, focusing on the eyes and mouth. The person has their eyes closed. Bright orange body paint is applied around the eyes and mouth, with a yellow highlight around the eyes. The text "AROUND TOWN" is overlaid in white, bold, sans-serif font across the center of the image.

AROUND TOWN



Nico Muhly + Nicholas Tolpelt





A Dread of Voids





MofO at Harvest





Jenni Large

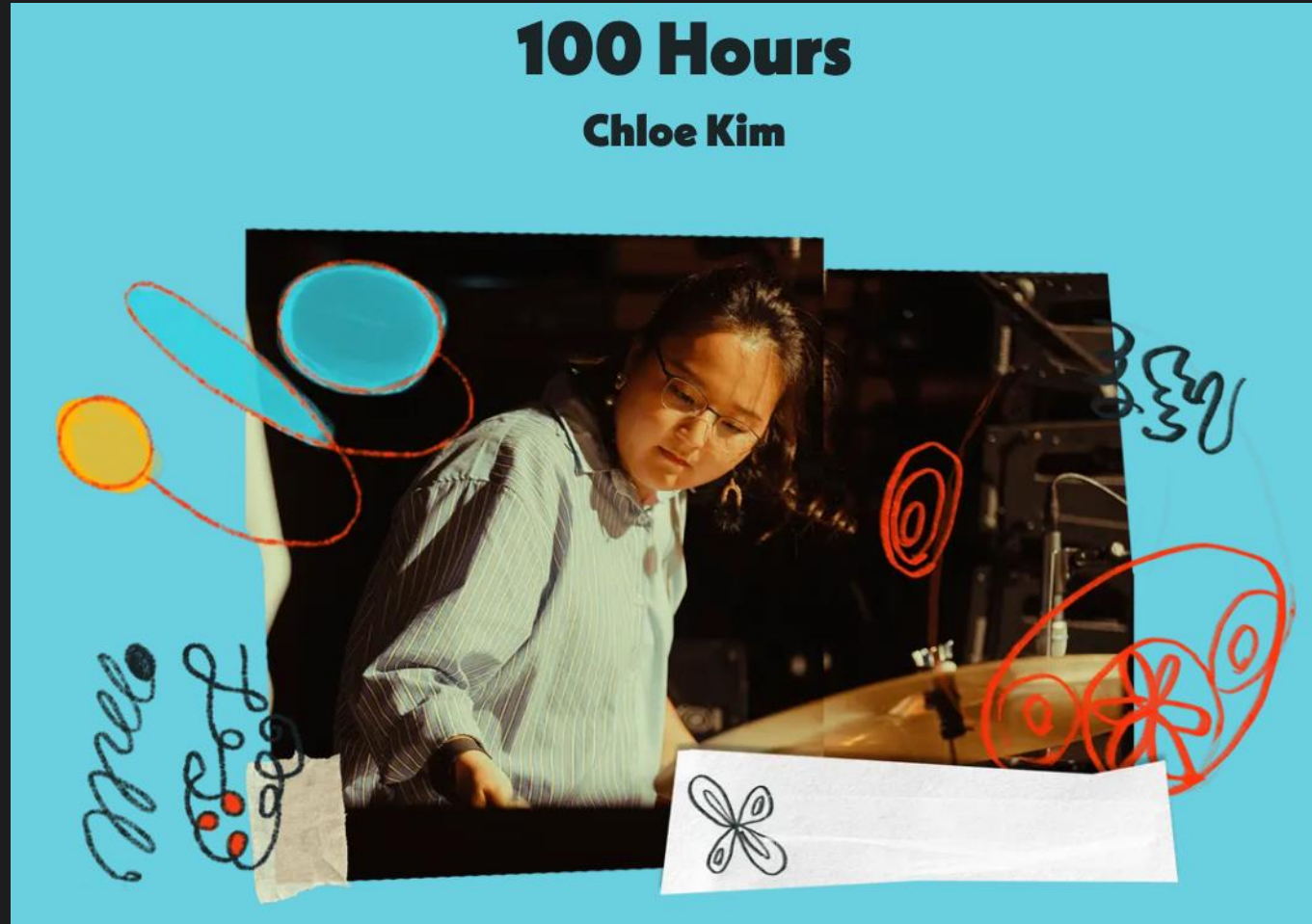
Body Body Commodity





100 Hours

Chloe Kim









Floors of Heaven

Leon Vynehall



DEEPENING OUR PARTNERSHIP





How can we help deliver on City of Launceston's Cultural Strategy?

- Accessible art and music for Launceston
- Cultural Tourism and placemaking
- Diversity - arts events which embrace the diversity of Launceston
- Economic development
- Partnerships with University of Tasmania & the community



How is funding spent?

- Artist Fees and commissions with local and Tasmanian artists
- Production costs – lighting, sound and activating Launceston sites
- Marketing to interstate and intrastate visitors

COUNCIL PARTNERSHIP

Mona is seeking to negotiate an MOU for support for the festival in 2023 and beyond.

- Cements Mona Foma as a signature event
- Provide Mona Foma certainty around funding from Council
- State Government funding does not align with City of Launceston's signature event funding currently. And this alignment is critical for us
- Reduces the need to apply for special event funding each year

