

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

19 July 2016

Agenda Item 6.1	Australian National Piano Award Shepparton - Council Sponsorship Memorandum of Understanding	
Attachment 1	Australian National Piano Award - Memorandum of Understanding - 2018 and 2020	155

Event Agreement

Australian National Piano Award

Shepparton

2018 & 2020

Australian National Piano Award Inc
&
Greater Shepparton City Council

Australian National Piano Award 2018 & 2020

This agreement is made on the _____ day of _____ 2016.

PARTIES:

Between: Australian National Piano Award Inc, whose office is currently situated at registered address 38 Welsford Street, Shepparton VIC 3630 ("**ANPA**")

and: Greater Shepparton City Council whose office is situated at 90 Welsford Street, Shepparton VIC 3630 ("**GSCC**")

EVENT: 2018 Australian National Piano Award
2020 Australian National Piano Award

LOCATION: Shepparton

This Event Agreement confirms discussions regarding the above-mentioned event. Both ANPA and GSCC, in signing this agreement, are committed to fulfilling their agreed responsibilities.

Greater Shepparton City Council Obligations:

- Greater Shepparton City Council will provide the financial support for the items that have been listed in Schedule 1.

Australian National Piano Award Inc. Obligations:

- Australian National Piano Award Inc. will be obligated to accept all responsibility for the items that have been listed in Schedule 2.

Confidentiality

Each party agrees not to disclose information in regards to the contents of this agreement and any minutes/discussions from meeting held in regards to the event, to any third party unless with the approval of the other party.

Intellectual Property

Each party maintains rights to their intellectual property including but not limited to: trademark, logos, plans, drawing, confidential information, systems etc. Neither party shall be entitled to use the intellectual property of the other without the express consent of the other party, such consent to be granted at the absolute discretion of the owner of the intellectual property.

General

Each party agrees to work in good faith, to ensure that the event has a successful outcome for all parties.

This MOU should be read in conjunction with the APNA Steinway Care MOU Agreement 2014.

This MOU is to be used as the basis for the preparation of a formal agreement (or agreements) as may be required.

It is agreed that this MOU reflects only the understanding between GSCC and ANPA to potentially create a legal relationship in the future and does not create any binding legal relationship at this time. In order for there to be a binding enforceable legal relationship between the ANPA and GSCC it will be necessary to enter into a formal agreement or multiple agreements as may be appropriate.

Name: Darryl G. Coote - President of the Board, Australian National Piano Award Inc.

Date:

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Signature

Name: Kaye Thomson – Director, Community, Greater Shepparton City Council

Date:

.....
Signature

Schedule 1**Contribution from Greater Shepparton City Council to the Australian National Piano Award 2018 & 2020**

Criteria	Contribution details	Cost/Value
1.1 Cash funds	Provide funds for the 2018 & 2020 Australian National Piano Awards as follows: 2018 \$22,000 first prize \$27,000 additional funding support 2020 \$22,000 first prize \$27,000 additional funding support	\$ 98,000
1.2 Marketing Support	<ul style="list-style-type: none"> • Promotion of the ANPA event as part of the performing arts and cultural event calendar. This will include representation in <ul style="list-style-type: none"> ○ Riverlinks annual calendar of events, ○ Riverlinks quarterly leaflet, ○ inclusion on Riverlinks website, ○ social media, ○ Electronic direct mail to suitable addresses from Riverlinks database, ○ Production and distribution of posters ○ At least one media press advertisement in the Shepparton News. • Ensure that any promotion follows consultation with the Secretary and/or Publicist of ANPA • Production and installation of town entry flags 	\$8,000
1.3 Marketing Networking	Attendance at network events	\$ 500
1.4 Tourism & Events Support Advice	Tourism & Events support advice regarding: <ul style="list-style-type: none"> • Event planning with respect to cultural tourism, 	In - Kind
	TOTAL VALUE OF SUPPORT	\$106,500

Special conditions of contribution by GSCC – Schedule 1**1.1 Cash funds**

Cash funds of \$49,000 in 2018 and \$49,000 in 2020 will be paid in three installments for each Award, upon presentation of an invoice from the Australian National Piano Award Inc.

- 1st installment January pre event - \$20,000
- 2nd installment July pre event - \$17,000
- 3rd and final installment upon the completion of a post event acquittal - \$12,000

1.2 Marketing Support

Delegated attendance (at the cost to Greater Shepparton City Council) at special functions in relation to the 2018 & 2020 Australian National Piano Award. The Arts, Events & Tourism Department within the Greater Shepparton City Council will provide support in relation to:

- Promotion of the ANPA event as part of the biannual performing arts and cultural event calendar
- Production and installation of town entry flags

1.3 Event Support Advice

The Arts, Events & Tourism Department within the Greater Shepparton City Council will assist the Australian National Piano Award Inc with event support advice in relation to:

- Potential funding opportunities
- Event planning
- Creative ways in which to increase the profile of the Award
- Ideas for extra publicity and promotion

Schedule 2**Contribution from the Australian National Piano Awards Inc to the Greater Shepparton City Council as part of the MOU**

Criteria	Responsibility
2.1 Governance	Management of the Board, development of procedures and decision making
2.2 Financial	Development and management of the event's budgets and accountability and acquittal of Council grants
2.3 Sponsor Recognition	<ul style="list-style-type: none"> • Recognition of the GSCC as the host presenting partner • Mayor or Council delegate to present the Award • Logo inclusion in all printed materials including (but not limited to) the ANPA Newsletter, Programs, Invitations, Banners, Stage dressing and event signage • Invitation for the Mayor, Councillors, CEO, Director Community, Manager Arts, Events & Tourism and/or their delegates from Greater Shepparton City Council, to attend the Award and special functions (e.g.. Government House launch)
2.4 Initiatives	Development of initiatives that will increase awareness of and visitation to the Australian National Piano Award and to the region

Special conditions of contribution by the Australian National Piano Award Inc– Schedule 2**2.1 Governance**

The Board of the Australian National Piano Award Inc. will continue to develop and follow procedures for the management of the Australian National Piano Award. This should include a Business and Marketing plan along with a detailed risk management plan. All decisions associated with the operation of the 2018 & 2020 Australian National Piano Award will be made by the Board of the Australian National Piano Award Inc..

2.2 Financial

The delegate Treasurer/Chief Finance Officer from the Board of the Australian National Piano Award Inc. will assist the Board in developing budgets for the 2018 and 2020 events. The Council grant will be acquitted by way of an appropriately audited report, provided within 60 days of the 2018 and 2020 Awards respectively. The report should include: financial reporting, details

regarding entrants, including point of origin of entrants and publicity received attendances and point of origin of attendees.

2.3 Sponsor Recognition

The Board of the Australian National Piano Award Inc will provide recognition of the GSCC as the host presenting partner and will invite the Mayor or delegate to present the Award in 2018 & 2020. The GSCC logo is to be included in all printed materials including (but not limited to) the ANPA Newsletter, Programs, Invitations, Banners, Stage dressing and event signage. This inclusion is to be in line with GSCC style guidelines and is to be approved by the Manager, Arts, Events & Tourism.

ANPA will provide invitations for the Mayor, Councillors, CEO, Director Community and/or their delegates from Greater Shepparton City Council to attend the Award and special functions (e.g. Government House launch).

2.4 Initiatives

The Board of the Australian National Piano Awards Inc will work with Riverlinks and GSCC to develop initiatives that will increase the profile and raise the value of the events. Some initiatives could include:

- Tours for groups that would include attendance at one of the finals concerts
- Transporting people into the region from other areas by bus
- Accommodation/golf-ticketing package
- Social networking
- Forums/conferencing opportunities
- Alternative piano events held as part of ANPA and designed to promoted ANPA