

## **Management report to Council**

**Agenda item 6.10.1.1**

### **Contractual matter**

**Council**

### **Good Friday Appeal Sponsorship Recommendation**

**15 December 2015**

**Presenter:** Martin Cutter, Director City Economy and Activation

#### **Purpose and background**

1. The purpose of this report is for Council to consider a two-year sponsorship of the annual Good Friday Appeal Kids Day Out.
2. The Good Friday Appeal (GFA) is an annual event for the purpose of raising funds for Melbourne's Royal Children's Hospital (RCH). Since its inception in 1931, the GFA has raised more than \$292 million for the RCH (refer Attachment 2 for further detail on RCH and how donated funds are used). The GFA involves a 15-hour telethon, broadcast live across Victoria on Good Friday from the Melbourne Convention and Exhibition Centre (MCEC), and 2016 will celebrate 85 years of giving. The event also includes a dedicated Kids Day Out (KDO) program introduced in 2003 (refer Attachment 2).
3. With the relocation of the GFA and KDO to MCEC in 2014, the event has grown exponentially from 15,000 to 80,000 attendees in 2015. This growth is anticipated to continue for 2016, with up to 100,000 attendees expected over the day. Whilst this growth is welcome, it presents a number of challenges for the organisers; the costs to deliver the event have increased and, for the event to remain successful, organisers have identified this growth needs to be carefully planned and managed.
4. The GFA has presented Management with a sponsorship proposal in connection with the KDO (refer Attachment 4).

#### **Confidentiality**

5. The information contained in this report has been designated as confidential information by the Chief Executive Officer because it contains information about contractual matters.

#### **Key issues**

6. The GFA is seeking cash support from Council to cover the increasing event costs and expand programming (including new indigenous and multicultural activities), attract more families into the municipality, better manage security and accreditation requirements, conduct audience research to identify opportunities for improvement, and ultimately raise more funds for the RCH. The total cost of the KDO event is currently \$230,000.
7. CoM would gain presenting rights for the KDO (*Good Friday Appeal Kids Day Out, brought to you by the City of Melbourne*) including a benefits package that offers Council substantial media profile around the event through the Herald Sun, Channel 7 and 3AW 693 as event media partners. If this opportunity was assessed against the criteria for Triennial Sponsorship Partnerships, its value would be \$200,000.
8. The item satisfies the criteria for funding through the Triennial Sponsorship Program (TSP) however as it has been received outside the funding cycle it is ineligible. Furthermore, given its applicability to a Council grants program it is therefore ineligible for funding under the guidelines of the Discretionary funding process. Council would need to consider the item outside the Discretionary funding process.
9. Any allocation of funding outside the TSP funding cycle would potentially give rise to arguable positions of inconsistent treatment of former applicants or potential applicants.
10. Due to the financial level of support sought by GFA the item is unsuitable for support via the annual Event Partnership Program (EPP) however, if the level of funding was reduced to around \$50,000, they may be eligible for the EPP program for 2017. Of course, the value of the benefits to Council would be reduced.
11. There is currently \$80,000 budget unallocated within the existing TSP, following the cancellation of SummerSalt Festival for 2016 and 2017. Should Council choose to allocate sponsorship based on \$200,000 value outlined above, it would result in additional unbudgeted expenditure for Council of \$120,000 per year for two years (FY2015–16 and FY2016–17).

12. Regardless of the outcome of the Council's consideration of this matter, management would advise organisers that any support for the 2018 event and beyond will require submission of an application as part of the next TSP period (July 2017 to June 2020) opening in early 2017.

**Recommendation from management**

13. That Council resolves:
- 13.1. Not to allocate cash support for the Good Friday Appeal Kids Day Out as the request has not been made through the required eligible funding cycle of the Triennial Sponsorship Program and further, is ineligible for funding through the Discretionary funding process.
  - 13.2. Request Management inform the Royal Children's Hospital Good Friday Appeal that the request would be eligible for funding:
    - 13.2.1. through the Triennial Sponsorship Program for the 2018 event onwards if they were to prepare a submission at the appropriate time
    - 13.2.2. through the Event Partnership Program for the 2017 event if the level of funding was restricted to around \$50,000 and they were to prepare a submission at the appropriate time.

**Attachments:**

- 1. Supporting Attachment
- 2. The Royal Children's Hospital, the Good Friday Appeal, the Kids Day Out
- 3. Sponsorship Opportunity and Benefits
- 4. Proposal from Good Friday Appeal

## Supporting Attachment

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### Legal

1. There are no direct legal issues arising from the recommendation from management.

### Finance

2. There is currently \$80,000 excluding GST budget unallocated within the existing TSP due to the cancellation of SummerSalt Festival for 2016 and 2017 that could be considered by Council towards allocating funding for this matter.
3. Should Council choose to allocate sponsorship based on the requested funding of \$200,000, it would result in additional unbudgeted expenditure for Council of \$120,000 excluding GST per year for two years (FY2015–16 and FY2016–17).

### Conflict of interest

4. 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.

### Stakeholder consultation

5. Stakeholder consultation is not part of the TSP or Event Partnership Programs.

### Relation to Council policy

6. Council policies that relate to this report include the Council Plan 2013–17, and the Future Melbourne Community Plan.

### Environmental sustainability

7. This event is recommended for management in the same manner as events receiving sponsorship from Council's TSP. As such, the organiser at the Good Friday Appeal will be asked to demonstrate how they are achieving Council's sustainability objectives, with commitments documented in the contractual key performance indicators.

## Attachment 2

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### The Royal Children's Hospital, the Good Friday Appeal, and Kids Day Out

#### 1. History of the Good Friday Appeal

- 1.1 The Good Friday Appeal (GFA) started in 1931 when a group of sportsmen and journalists from The Herald and Weekly Times organised a sporting carnival, with the proceeds going to The Royal Children's Hospital (RCH). In 2016, the event will celebrate 85 years of giving.
- 1.2 The GFA is now organised by The Royal Children's Hospital Good Friday Appeal, a public company in its own right. The organisation engages six full-time staff that are all employed by The Herald and Weekly Times, and also engages a third party event management firm (Cuckoo Creative, formerly Ready, Set, Go) to help deliver both the Kids Day Out and the Good Friday Appeal telethon.
- 1.3 Since its inception, the GFA has raised more than \$292 million for the RCH with funds used for the purchase state-of-the-art medical equipment and to support research and education programs. The 2015 event raised more than \$17 million, with 90 cents in every dollar donated to the RCH. See below for further detail on RCH and how the funds are used.
- 1.4 In 2014, the GFA changed venues moving from Etihad Stadium in Docklands to Melbourne Convention and Exhibition Centre (MCEC) on the Yarra River. This relocation has increased the capacity of the event and provided an all-weather indoor venue to improve the event's resilience.

#### 2. Melbourne's Royal Children's Hospital

- 2.1 The RCH is a world-leader in child and adolescent health and has been providing outstanding care for children and their families for over 140 years. Offering a full range of clinical services, tertiary care and health promotion and prevention programs for children and young people, the RCH is the major specialist paediatric hospital in Victoria, extending to children from around Australia and overseas, The RCH is also the designated state-wide major trauma centre for paediatrics in Victoria and a Nationally Funded Centre for cardiac and liver transplantation.
- 2.2 Each year, more than 800,000 children attend the Emergency Department, over 240,000 specialist clinic appointments are held, nearly 12,000 surgeries are performed and more than 42,000 children stay overnight in the RCH.
- 2.3 The Royal Children's Hospital Foundation is the fundraising arm of the RCH, and Trustee for all funds donated to the Hospital. Its role is to raise, manage and distribute donated funds back to the Hospital. Almost half of the funds currently received by The Royal Children's Hospital Foundation are donated through the Good Friday Appeal and are directed to the Hospital.
- 2.4 Recent Good Friday Appeal donations have contributed towards:
  - Intraoperative Magnetic Resonance Imaging System (IMRIS, \$12.65million)
  - In-house TV, play therapy, Comfort Kids Program (\$1.2m)
  - Music therapy at the Children's Cancer Centre (\$411,620)
  - CRW frame for neurosurgery (\$170,000)
  - Paediatric Intensive Care Unit Ventilator and Blood Gas Machine (\$81,000)
  - Hydrotherapy pool equipment (\$50,000).

3. Good Friday Appeal event detail

- 3.1 The GFA sees thousands of people volunteer their time, expertise and creativity to organise fundraising activities throughout the year. These activities lead up to an all-day telethon on Good Friday, broadcast live across Victoria from the Melbourne Convention and Exhibition Centre (MCEC).
- 3.2 In addition to the thousands of volunteers, businesses and community groups that are part of the day, the GFA enjoys the support of three major media companies that provide extensive media exposure leading up to and on Good Friday.
  - 3.2.1 Channel 7: pre-promotion of the event via pre-recorded promos, and 15 hour broadcast of the telethon on Good Friday.
  - 3.2.2 Herald Sun and Leader newspapers: extensive editorial and advertising coverage leading up to the day, throughout the Appeal, as well as post event day.
  - 3.2.3 3AW radio: pre-promotion of the event via live spots; outside broadcast from the event throughout the Appeal; regional radio partner support.

4. Kids Day Out event detail

- 3.1 A major component of the event is the Kids Day Out (KDO), which is now a major Easter attraction that brings families from greater Melbourne and regional Victoria into the city. The KDO is a day of celebration and participation for the community, where families can play an active role in the Appeal.
- 3.2 The primary audience is young families, with children 2 to 12 years old, and over 80,000 people attended the event in 2015. Projected attendance for 2016 is 100,000 people.
- 3.3 With entry by gold coin donation, the event is free to participate in once inside the venue. The GFA Board wishes to maintain the goodwill and participation of the community with the KDO and has no desire to charge an entry fee other than the gold coin donation to participate.
- 3.4 Activities extend throughout the MCEC and South Wharf precincts and both Crown and Southbank promenades and the event is broadcast live on Channel 7 and radio station 3AW.
- 3.5 Featuring approximately 35 activities, some of the highlights include:
  - University of Melbourne Teddy Bear's Hospital
  - NAB AFL Auskick activities
  - Woolworths Hawker's Market
  - Meet the stars of Channel 7
  - Joy rides in limousines, Harley Davidsons, and classic cars
  - Roller skating
  - Polly Woodside pirate tours
  - Carnival rides
  - Laser skirmish
  - Dance workshops and performances
  - Vietnamese lantern making
  - Cooking classes
  - Soccer skills workshops
  - Little Athletics races.
- 3.6 The costs to deliver the KDO are \$230,000 excluding GST, and are capped to ensure 90 cents of every dollar raised during the GFA is donated to the RCH. The event costs include event management by a third party, equipment hire, amusement costs, and security and accreditation. MCEC donates use of the venue and its staff and other partners also donate infrastructure, staff and services as value-in-kind.

## Attachment 3

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### Sponsorship Opportunity and Benefits

#### 1. The Opportunity

- 1.1 The Kids Day Out has experienced enormous growth with the change in venue, and it is anticipated this growth will continue in 2016 with attendance of up to 100,000 projected.
- 1.2 Whilst this growth is welcome, it presents a number of challenges for the organisers: the costs to deliver the event have increased and, for the event to remain successful, organisers have identified this growth needs to be carefully planned and managed.
- 1.3 The GFA Board believe the strength of the event lies in the goodwill and participation of the community, and it has no desire to charge entry other than the gold coin donation to participate.
- 1.4 The GFA Board has confirmed the cost of running the event is \$230,000 excluding GST. In order to continue to stage the event at the existing level, and to sustainably grow the event in the future, support is being sought from the City of Melbourne in return for presenting rights of the event and an accompanying benefits package.

#### 2. The Benefits

- 2.1 The City of Melbourne (CoM) has the opportunity to partner with an iconic Melbourne event that is:
  - Community focused;
  - Highly visible;
  - Widely recognised;
  - Well attended; and
  - Family-friendly.
- 2.2 Providing cash and in-kind sponsorship at the level requested will allow the GFA team to expand the event programming (including indigenous and multicultural activities), attract more families into the city of Melbourne, better manage security and accreditation requirements, conduct audience research to identify opportunities for improvement, and ultimately raise more funds for the RCH.
- 2.3 In return, CoM will secure presenting rights, with the event to be known as *The Good Friday Appeal Kids Day Out, brought to you by the City of Melbourne*.
- 2.4 CoM would also receive recognition across all KDO communication channels:
  - Event attendance 80,000 people, mostly families with young children.
  - Channel 7 TV broadcast 118,000 Melbourne daytime average audience.  
179,000 Melbourne primetime average audience.
  - Herald Sun print media 347,000 circulation (Saturday).  
1.1 million readership (Saturday).
  - 3AW 85,000 Melbourne daytime average audience
  - Facebook 127,000 followers.
  - Twitter 3,000 followers.
  - Instagram 4,000 followers.
- 2.5 CoM's specific brand exposure opportunities would include:
  - Promotional spots on Channel 7 in the lead up to the event.
  - Live and pre-recorded promotional spots on 3AW/Nova/Smooth.
  - Editorial and advertorial promotional exposure with the Herald Sun.
  - Signage at the event.

- The opportunity to have various branches across CoM represented and involved on site during the event.
- 2.6 The entitlements offered exceed the value of those received via CoM's partnership with Australia Day, which is a single day event that receives \$130,000 cash and in-kind via the Triennial Sponsorship Program (TSP).
- 2.7 The entitlements offered are less than those received from CoM's TSP partnership with the 10-day Melbourne Food and Wine Festival which receives \$350,000 cash and in-kind.
- 2.8 With this comparison considered, management advises that the value to CoM of the Good Friday Appeal partnership would be valued at \$200,000 cash (excluding GST) being sought.



# Kids Day Out

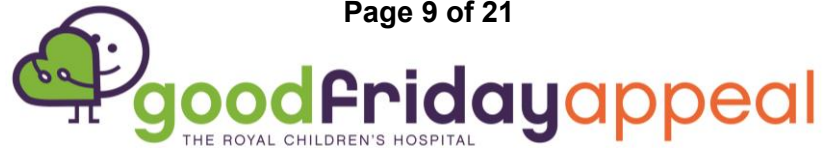
**Herald Sun**   
WE'RE FOR VICTORIA

  
**good  
Friday  
appeal**

THE ROYAL CHILDREN'S HOSPITAL







The **Good Friday Appeal** started in 1931 when a group of sportsmen and journalists from The Herald & Weekly Times organised a sporting carnival, with the proceeds going to The Royal Children's Hospital. In 2016 we will celebrate **85 Years of Giving**.

The strength of the Good Friday Appeal lies with the thousands of people who volunteer their time, expertise and creativity to organise fundraising activities throughout the year. Involvement comes from all aspects of the community and each year millions of dollars are donated for the kids.

The epicentre of activities is the Melbourne Convention and Exhibition Centre on Good Friday. The **live telethon** is broadcast across Victoria.

A major component of the event is the **Kids Day Out** which offers all Melburnians the opportunity to come together and celebrate this tradition of generosity.



## Good Friday Appeal Kids Day Out

The Kids Day Out is a major Easter attraction full of colour, joy and generosity which brings families from all over Melbourne into the city.

### FAST FACTS

- The Kids Day Out started alongside the telethon at Etihad Stadium in 2003
- With the move to the MCEC in 2014, the event has grown in popularity from 15,000 to 80,000 visitors
- Activities extend throughout the entire MCEC and South Wharf precincts and both Crown and Southbank Promenades
- Entry is free – participation by donation
- An all-weather, undercover event
- Primary audience is young families (with kids 2-12 years old)
- Live telecast on Channel 7
- Live broadcast on radio station 3AW

The event is managed by the Good Friday Appeal team, in consultation with an external Event Management company and group of enthusiastic stakeholders from Ch7, MCEC, Telstra, NAB and 3AW.

“We have 4 kids and have not missed one appeal in the last 10 years. It’s now a tradition” - Patricia



“We will be there will bells on, just like every year... no other place we would be on Good Friday” - Brooke

## Kids Day Out Objectives

- To provide a day of celebration and participation for the community on Good Friday where families can play an active role in the Appeal
- To create a unique experience for children – a kids wonderland
- To provide a backdrop and content for the Good Friday Appeal telethon
- To raise funds for the Good Friday Appeal.



## Activities

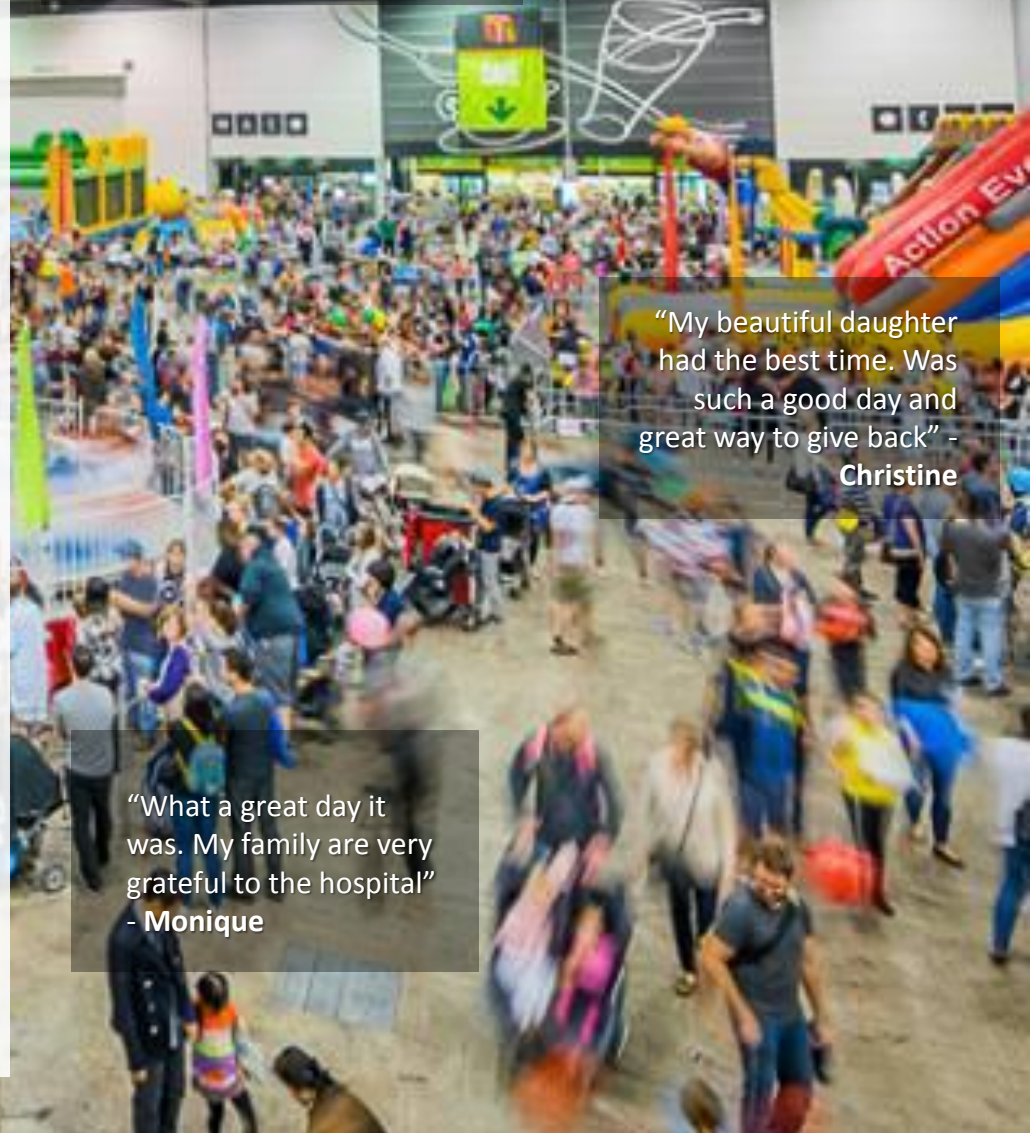
The Kids Day Out is an affordable day of fun for families and features around 35 activities, including:

- University of Melbourne Teddy Bear Hospital
- NAB AFL Auskick activities
- Roller skating
- Polly Woodside pirate tours
- Carnival rides
- Laser Skirmish
- The very popular Woolworths Hawker's Market
- Joy Rides
- Dance workshops and performances
- Vietnamese lantern making
- Cooking classes
- Soccer skills workshops
- Little Athletics races

"Spent the day at the event was awesome we all had a ball thanks guys" - Tracey

"My beautiful daughter had the best time. Was such a good day and great way to give back" - Christine

"What a great day it was. My family are very grateful to the hospital" - Monique





# Kids Day Out

## Exhibition Centre

### Classic cars

Walk through the collection of classic cars on display

### Art Play & Shows

- BIC Kids Museum
- Bubble Muffin kids cooking classes
- Vietnamese lantern making and bamboo walking
- Build-A-Bear Workshop and Jeep craft activities
- Harry's Place chill-out zone

### Entertainment stage

- 10am The Red Austins band
- 11am Looney Tunes show
- 11.30 CFA Captain Koala
- 12pm Zumba workshop
- 12.40 Belly dancing workshop
- 1pm Looney Tunes show
- 1.30 CFA Captain Koala
- 2pm Zumba workshop
- 3pm Luna Moonies performance
- 3.40 Yoggling (yoga + giggling)
- 4.20 Zumba workshop
- 5pm Bollywood performance and workshop

### Woolworths Fresh Food Zone

Sample your way through some of Victoria's best produce

### Action Zone

- Little Athletics running games
- Soccer skills workshops with Melbourne Victory & the Victorian Police Soccer Club
- Laser Strike
- Kids Carnival Rides
- Mini Golf
- Jumping Castles

### Skate Zone

Roller skating sessions, Roller Derby exhibition games, roller disco and skate hire

### NAB AFL Auskick

Play kick-to-kick and test your footy skills

### Haul for a Cause

Take a peek as the Haulers sweat it out to raise money

## Convention Centre

### TV STAGE

Watch the Good Friday Appeal from behind the scenes with the **Channel 7** live telecast and the **3AW 693** broadcast

### Meet the Channel 7 stars

Meet the stars for a Q&A session. Entry is limited. Pick up your free entry pass from the 7News Photo Booth in the Convention Centre Foyer.  
10.40am My Kitchen Rules  
12:30pm Home & Away

### Joy rides

Take a trip in a Mustang, Hummer Limo or on a Harley Davidson

### Teddy Bear Hospital

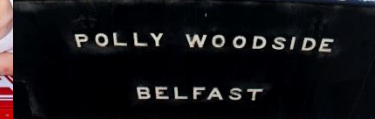
Get your bear treated by a trainee doctor from The University of Melbourne

### Polly Woodside

Climb aboard and take a pirate tour

**Food** There are food outlets throughout the Melbourne Convention and Exhibition Centre and the South Wharf precinct

Proceeds from the Kids Day Out activities go to the Good Friday Appeal. To donate call **1300 277 325** or visit [goodfridayappeal.com.au](http://goodfridayappeal.com.au)



## Public engagement

In addition to the thousands of volunteers, businesses and community groups that are part of the day, the Good Friday Appeal is fortunate to have the support of three major media companies which results in extensive exposure leading up to and on Good Friday.

### This includes:

- **Channel 7**  
Pre-promotion of the event via pre-recorded promos 15 hour telethon on Good Friday
- **Herald Sun and Leader Newspapers**  
Extensive editorial & advertising coverage and leading up to, on event day and post event day
- **3AW**  
Pre-promotion of the event via live spots  
Outside broadcast from event on event day
- Other radio partners (regional & FM)



## The Proposal

- The event has experienced enormous growth and it is anticipated this growth will continue – up to 100,000 in 2016
- While this is welcome it does present some challenges:-
  - ❖ Event management
  - ❖ Equipment hire
  - ❖ Logistics
  - ❖ Security and Accreditation
- The strength of the event lies in the goodwill and participation of the community
- The GFA Board wishes to maintain this and has no desire to charge other than 'gold coin donation' to participate
- The cost of running the event is \$230,000
- In order to continue to stage an event of this size, financial support is sought from the City of Melbourne in return for event partnership recognition.



## The Opportunity

To partner with an iconic Melbourne event that is:

- Community focussed
- Respected
- Highly visible
- Widely recognised
- Family-friendly

Ownership branding:  
eg. Good Friday Appeal Kids Day  
Out brought to you by the City of  
Melbourne

City of Melbourne activation at  
Kids Day Out







Herald Sun and Leader Newspaper advertisements

Digital branding



Event signage



Yarra Trams on-board posters

## Benefits to City of Melbourne

- Highlights the City of Melbourne's support of a grassroots, community event
- Showcases MCEC as a destination point
- Brings an audience into the city on an otherwise quiet day
- Exposure opportunities through media partners – Herald Sun, Channel 7, 3AW and new radio relationships
- Genuine goodwill partnership
- Key branding opportunities



## RESPONSES TO CITY OF MELBOURNE

### A greater understanding of your other current event partners and/or content providers and the nature of their support

#### Good Friday Appeal Major Event Partners:

- Herald Sun – Founding Partner
- Channel 7 – 15 hour telethon partner since 1957
- MCEC – Donates venue and skilled staff
- 3AW – Event promotion and OB set up on event day
- Telstra – Donates infrastructure
- NAB – Donates skilled staff
- Ace Radio Network
- Nova Entertainment (Nova FM & Smooth FM)

#### Kids Day Out Event Partners:

Over 30 organisations volunteer time & services to make up the Kids Day Out activities some of which include:

- 13 Cabs
- University of Melbourne
- Woolworths
- Pied Pipers
- Uncle Bobs Club
- Laverton Skate Centre
- Polly Woodside
- Victoria Police
- Vietnamese Community of Australia
- NAB Auskick
- Little Athletics Victoria
- Melbourne Victory
- Melbourne Costume Group
- Yarra Trams

### A breakdown of the \$230k to give us a better understanding of the event expenditure

Event Management	\$ 56,250
Equipment Hire	\$ 37,200
Amusement Cost	\$ 37,600
Security & Accreditation	\$102,500
<b>Total</b>	<b>\$233,550</b>

## Audience demographics, particularly where people travel from to attend the event

We recognise that City of Melbourne would benefit from audience demographics and in 2016 the Good Friday Appeal will engage a group of volunteers to conduct surveys to capture this information.

2015 Fast Facts:

- 80,000 people attended the event in 2015, mostly families with young children
- More than 14,000 children enjoyed carnival rides
- 5,000 children attended the University of Melbourne Teddy Bear Hospital
- More than 1,600 kids cleaned the deck on the Polly Woodside
- 1,750 people attended the Channel 7 Gala on Good Friday evening at Plenary, Melbourne Convention Centre
- 800 volunteers were involved in the Kids Day Out event

## More detail about the media opportunities and potential profile for City of Melbourne

- Radio and television interviews with the Lord Mayor leading up to and on event day
- City of Melbourne activation within KDO event
- Editorial and advertising coverage leading up to and on event day in Herald Sun/Sunday Herald Sun/Leader Newspapers including two page spread in Herald Sun Run for the Kids results lift-out
- Pre-recorded promo spots on Channel 7
- Live and pre-recorded spots on Smooth/Nova/3AW
- Signage opportunities within MCEC

## Clarification regarding City of Melbourne's association – would we take a presenting partner position for the overall appeal, or is the offer connected only with the Kids' Day Out?

This proposal is offering the City of Melbourne ownership branding for the Kids Day Out event -

*Good Friday Appeal Kids Day Out **brought to you by the City of Melbourne***

Note: Our Major Event Partners contribute a minimum of \$500,000.

**Some statistics about how the money raised has helped Melbourne/Victorian families, and also any information you can provide about the (inter)national standing/reputation of the Royal Children's hospital.**

Since 1931, the Good Friday Appeal has raised more than \$292 million for The Royal Children's Hospital.

Ninety cents in every dollar raised is used by The Royal Children's Hospital to purchase state-of-the-art medical equipment and to fund research and education programs.

Recent Good Friday Appeal donations have contributed towards funding for:

- IMRIS – Intraoperative Magnetic Resonance Imaging System (\$12.65 million)
- Melbourne Clinical Trials Centre (\$4.6 million)
- In House TV, Play Therapy, Comfort Kids Program (\$1.2 million)
- Music Therapy - Children's Cancer Centre (\$411,620)
- Hydrotherapy Pool Equipment (\$50,000)
- Paediatric Intensive Care Unit Ventilator and Blood Gas Machine (\$81,2018)
- CRW Frame - Neurosurgery (\$170,000)

The Royal Children's Hospital (RCH) is a world leader in child and adolescent health and has been providing outstanding care for Victoria's children and their families for over 140 years.

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