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Pettit, Eliza

From: Lasek, Jeremy
Sent: Wednesday, 15 May 2013 5:59 PM
To: President, GCC
Cc: Hobba, Julian; Stankevicius, Adam
Subject: RE: Sky Whale in Gungahlin

Hi

It was good to bump into you at the budget brekkie – no matter however briefly!

We are of course thrilled that you are keen to have Skywhale grace the skies of Gungahlin.

Believe it or not we are now getting requests from everywhere.

We (and the artist) are keen to examine the best opportunities for Skywhale appearances and so we would be keen to get a sense of what you have in mind that will best connect the art to the community.

It is fair to say we wouldn't be keen to have the Skywhale simply tethered in the supermarket car park on a Saturday morning.

Could you please give this some careful thought because we will have to carefully weigh up the merit of all the requests we get over the days, weeks and months ahead.

Best wishes

Jeremy

From: Jeremy
Sent: Wednesday, 15 May 2013 5:33 PM
To: Lasek, Jeremy
Subject: Sky Whale in Gungahlin

Hi Jeremy.

Following our brief conversation at the Budget Breakfast this morning I would like to request that a flight of the Sky whale be scheduled over Gungahlin to promote the Centenary. We seem to be significantly 'missing' from the events program in 2013 so would like some promotional focus in our region.

The concept is very clever as it really stirs up debate and is in a form that will be transported around the world. Can the balloon have a Centenary of Canberra logo for its interstate & overseas flights so that Canberra can gain maximum recognition?

(regards,

Gungahlin Community Council
PO Box 260 Gungahlin ACT 2912

Pettit, Eliza

From: Hobba, Julian
Sent: Thursday, 19 September 2013 1:21 PM
To: Hobba, Julian
Cc:
Subject: RE: Skywhale tether
Attachments: PRS13961Raw_2.jpg

Hi Julian,

Apologies for not touching base earlier.

We are so grateful that the SkyWhale came out on Saturday. had his hands full with the weather but got it up with perfect timing so that the flames and our flame dancers all seemed to be on a scripted show. Awesome.

Everything I have heard about the whale was positive. As much as I could we injected the Centenary involvement into the media so hoped that worked. I am still not sure I can explain the Sky Whale but it certainly raised the cultural bar of our event.

Thanks again for your involvement. Could you please pass my thanks to Anita as well.

Money was raised for several local community organisations which was great and we had record attendance.

Thanks again.

FIREWORKS AUSTRALIA
02 48451051 F 0248451052 M

From: Hobba, Julian [mailto:Julian.Hobba@act.gov.au]
Sent: Monday, 2 September 2013 5:33 PM
To:
Cc:
Subject: Skywhale tether

Hi,

I thought I'd get in touch to just recap the arrangement for the appearance of the Skywhale for your Fireworks Festival on the 14th, and you can correct me if I'm wrong about anything! I'm cc'ing in our pilot,

We will be endeavouring to tether the balloon from 4.30 – 6.30 in the evening on an oval adjacent to the Showgrounds oval where you will be running the fireworks from.

We would aim to arrive at 3.30 to do the inflation, and would deflate before the start of the fireworks. If you say the fireworks display starts at 6.30, then we would actually begin the deflation earlier than that, so we're into the pack up before you start going off.

There's not much more to it, except to make sure that any gate to the oval we will use is open in advance of our arrival.

We will advertise through social media and on our website that we will tether for that time; hopefully that will draw a few extra people up from Canberra to the festival.

Are you able to talk up the appearance in any media you do in advance of the day?

Cheers
Julian

Julian Hobba | *Program Manager - Arts and Culture*

Centenary of Canberra | Chief Minister and Treasury | ACT Government

Phone: +61 2 6205 9630 | Fax: +61 2 6207 0163 | Mobile: 0403 663 558 | Email: julian.hobba@act.gov.au

Level 4, Canberra Nara Centre | GPO Box 158 Canberra ACT 2601 | canberra100.com.au

To keep up to date with the latest Centenary news, subscribe to the Centenary of Canberra e-newsletter [here](#)



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Pettit, Eliza

From:
Sent: Wednesday, 15 May 2013 10:50 AM
To: Hobba, Julian
Subject: skycreature

Hi Julian

Any development on bringing the whale to NewActon?

Thanks

On 13/05/2013, at 12:35 PM, Hobba, Julian wrote:

ello,

This information for your consideration, and please forward to anyone you think would be interested in any of these forums. The Arts Marketing Summit in particular should be very relevant to anyone in culture-marketing generally.

Cheers
Julian

UPCOMING

NATIONAL PERFORMING ARTS EVENTS

AUSTRALIAN THEATRE FORUM TO THE HEART OF IT

Urgent conversations. Compelling ideas. Inspiring vision. The Australian Theatre Forum is a biennial event that brings together theatre practitioners, producers and cultural provocateurs from across the sector – from independent artists and small companies to venues, major performing arts organisations and national festivals – to engage in a vibrant dialogue about the things that matter.

In 2013, To the Heart of It takes place in the capital as part of the Centenary of Canberra, a year-long program curated by Robyn Archer. It draws inspiration from Canberra both as a traditional and continuing gathering point for Indigenous culture and as a multifaceted twenty-first century city.

From a starting point of 'what is not possible', we enter into a three-day conversation that acknowledges the impossibility of what we do – so we can move our talking, thinking and re-imagining beyond that. In discussion with scientists, architects, academics, restaurateurs and politicians – we focus on the big and small ideas that shape our art-making and the possibilities for change. ATF invites and demands an exchange of ideas, a deepening of relationships, and a conversation around practice itself.

Date: 29-31 May 2013

Venue: Canberra Theatre Centre

Registration and program details at www.australiantheatreforum.com.au/atf-2013/ registration

AUSTRALIA COUNCIL MARKETING SUMMIT 2013

The Australia Council's Marketing Summit brings together arts and cultural marketers for two days of creative exchange and insights on contemporary arts marketing.

Focusing on issues around audience engagement, this year's program opens with a keynote presentation from Rachel Botsman, a global thought leader on how the power of collaboration through digital technologies is transforming the way we live, work and consume. Following this Andy Levey, from Cirque du Soleil in Las Vegas, will share his strategy for engaging fans using the full spectrum of digital media. Additional international speakers include Lisa Baxter (UK) explaining how the arts need to compete in an experience economy and Tim Baker (UK) discussing consumer psychology and purchasing behaviour. Delegates will also hear from multicultural marketing expert Thang Ngo and Celestine Doyle, Deputy Marketing Director of Queensland's Gallery of Modern Art. The Australia Council's Deputy Chair, Robyn Archer AC, will close the 2013 program.

Date: 28-30 May 2013

Venue: Museum of Australian Democracy, Old Parliament House

Registration and program details at www.marketingsummit.australia.council.gov.au

MARKETING SUMMIT 2013
AUSTRALIA COUNCIL FOR THE ARTS

AUSTRALIAN PERFORMING CENTRES ASSOCIATION FEAR NO ART

Fear No Art is the 2nd performing arts conference of the Australian Performing Centres Association. Described as 'the performing arts networking event you can't miss', the conference brings together hundreds of Australia's arts practitioners to absorb and examine trends in arts management and cultural development.

In 2013 the theme Fear No Art the ways in which the full spectrum of performing arts practice, from the radical, can be accessed and engaging. On another level, exactly what it is that the performing arts contributes to liveable communities and what we might fear in the future.

Fear No Art comprises a series of addresses, this year by cultural and entrepreneurship expert panel sessions and breakout program will also include panel sessions at some of Canberra institutions including the NG Gallery and the Museum of Democracy, to name but a few.

Date: 26-28 May 2013

Venue: Canberra Theatre Centre

Registration and program details at www.apaca.com.au/conference

APACA

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Julian Hobba | Program Manager - Arts and Culture

Centenary of Canberra | Chief Minister and Treasury | ACT Government

Phone: +61 2 6205 9630 | Fax: +61 2 6207 0163 | Mobile: 0403 663 558 | Email: julian.hobba@act.gov.au

Level 4, Canberra Nara Centre | GPO Box 158 Canberra ACT 2601 | canberra100.com.au

To keep up to date with the latest Centenary news, subscribe to the Centenary of Canberra e-newsletter [here](#)



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molonglogroup.com.au

please be green, read from the screen

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Pettit, Eliza

From:
Sent: Wednesday, 31 July 2013 2:28 PM
To:
Cc: Hobba, Julian
Subject: Fwd: Skywhale MoU
Attachments: MoU with Mona re skywhale.pdf

Hi

I don't think that I ever sent a counter-signed agreement re Skywhale to Julian. Could you please organise this?

Many thanks

onsultant
MONA

C/- GPO Box 1948
Adelaide SA 5034

Sent from my iPad

Begin forwarded message:

From: "Hobba, Julian" <Julian.Hobba@act.gov.au>
Date: 31 July 2013 2:00:33 PM AEST
To:
Subject: FW: Skywhale MoU

Hi

We were just going back through records and I noticed I don't have a signed version of this MoU for the Skywhale appearance.

Would you mind re-sending it to me?

Many thanks
Julian

Julian Hobba | *Program Manager - Arts and Culture*
Centenary of Canberra | Chief Minister and Treasury | ACT Government
Phone: +61 2 6205 9630 | Fax: +61 2 6207 0163 | Mobile: 0403 663 558 | Email:
julian.hobba@act.gov.au
Level 4, Canberra Nara Centre | GPO Box 158 Canberra ACT 2601 | canberra100.com.au

MONA

MEMORANDUM OF UNDERSTANDING

Between: MOORILLA ESTATE PTY. LTD
ABN 84 120 281 656
of 655 Main Road Berriedale
Hobart. TAS 7011 (MONA)

And: Centenary of Canberra Unit
Chief Minister and Cabinet Directorate
ACT Government
of Level 4, Canberra Nara Centre
1 Constitution Avenue
Canberra City ACT 2601

GPO Box 158
Canberra City ACT 2601 (Centenary of Canberra)

Date: 14 May 2013

The Centenary of Canberra and MONA have agreed to co-partner for an Event to be included in Dark Mofo under the terms of this MOU.

Dark Mofo is the annual multi-arts festival produced by MONA (14 June to 23 June 2013) in Tasmania.

MONA agrees to deliver the Event, outlined in Schedule 1, including all costs pertaining to the Event such as fees, travel, freight, accommodation, visas, per diems, venue costs, technical and front of house staff etc.

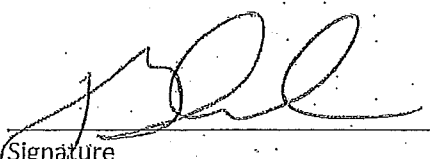
The Centenary of Canberra agrees to provide the balloon for the Event as well as secure rights from the Artist Patricia Piccinini to present the Event at Dark Mofo as outlined in Schedule 1.

The details of the Event and the agreement between the parties are listed in the attached schedules.

Signed for and on behalf of
MONA by:

Signed for and on behalf of
the Centenary of Canberra by:

Signature



Signature
Julian Hobba
Program Manager, Arts and Culture

Date:

Date: 14/5/13

SCHEDULE 1 - THE EVENT, TICKETING AND CONTRIBUTION

- Event:** "The Skywhale"
- Details:** Full-size hot air balloon commissioned from artist Patricia Piccinini (hereafter the Artist) by the Centenary of Canberra.
- Billing:** Dark Mofo and the Centenary of Canberra present
- Credit:** "The Skywhale" is a Centenary of Canberra project, proudly supported by the ACT Government.

"This commission by the Centenary of Canberra celebrates Canberra's rich collection of sculpture and its love of hot air ballooning" (wording can be modified, approval required)
- Venue:** to be confirmed (footprint 50m x 50m)
- Season:** Sat 15-Sun 16 June (2 hrs each day - tether or free flight, times tbc)
Sat 22-Sun 23 June (2 hrs each day - tether or free flight, times tbc)

ANNOUNCEMENT AND COPY:

Dark Mofo not to release specific details [title or images of balloon] and photos of/for the Event until after Centenary of Canberra launches the balloon on Saturday 11 May. Dark Mofo full announcement of the Event to occur on Sunday 12 May.

In Dark Mofo pre-launch online publication, the event may be described as follows:

"a sculpture commissioned by the Centenary of Canberra from Patricia Piccinini to be delivered as a hot air balloon"
(copy can be re-written but must be approved by the Centenary of Canberra and the Artist)

Wording from Centenary of Canberra website:

Sculptor Patricia Piccinini, who grew up in Canberra, has been commissioned by the Centenary of Canberra to design an artwork that will be delivered as a hot air balloon. The commission fuses two great visual attributes of the national capital, its rich collection of sculpture, and its loving embrace of hot air balloons. In the balloon's design, Patricia continues her exploration of questions about what is natural and what is artificial. These questions, which she can trace back to her childhood in Canberra, are central to her artistic output.

CONTRACT WITH GLOBAL BALLOONING

MONA to contract and make arrangements with the balloon operator Global Ballooning directly regarding the operation of the balloon for the Event in Hobart.

PATRICIA PICCININI

The Centenary of Canberra

- a. warrants that it has the right to represent the interests of the Artist with respect to the

Event

- b. has secured the rights from the Artist to present the Event in Hobart as part of Dark Mofo
- c. shall make the Artist available, within reason, to participate in publicity and promotional events arranged by MONA.

MONA agrees to provide for the Artist an economy class airfare (Melb/Hobart/Melb), one night's accommodation in Hobart, airport transfers and a living allowance of _____, to witness the first Hobart flight of the Event for Dark Mofo. Arrangements for flights, accommodation and participation in the Event or for media calls for the Event will be made directly between MoNA and the Artist.

CONTRIBUTIONS

The Centenary of Canberra agrees to contribute the following to the Event:

- a. Costs of vehicle/trailer and crew road travel (Melb/Hobart/Melb) payable to Global Ballooning
- b. \$3,500 payable to Global Ballooning to offset the operating cost of one flight in Hobart

SCHEDULE 2 – SPONSORSHIP & ACKNOWLEDGEMENT

DEFINITIONS

Centenary of Canberra Event Sponsor(s) means the sponsor of the Event (NB not the sponsor of the Centenary of Canberra) obtained by the Centenary of Canberra.

Dark Mofo Event Sponsor(s) means the sponsor of the Event obtained by MONA.

Dark Mofo Principal Sponsor means Dark Mofo's Principal Sponsor obtained by MONA.

1. DARK MOFO SPONSORSHIP BENEFITS

The Centenary of Canberra agrees:

- a. to use its best endeavours to ensure that the Centenary of Canberra Event Sponsor(s) do not denigrate the value of Dark Mofo Principal Sponsor or Dark Mofo Event Sponsor(s).

2. COMPANY EVENT SPONSORSHIP BENEFITS

MONA agrees:

- a. to acknowledge the Centenary of Canberra's Event Sponsor(s) with logo acknowledgment on the dedicated section for the Event in the Dark Mofo Booking Guide.
- b. to acknowledge the logo of the Centenary of Canberra and its Event Sponsor (being a logo lock-up featuring Centenary of Canberra / ACT Government / ACTewAGL) on the following marketing materials:
 - i. the dedicated section for the Event on the Dark Mofo website
 - ii. at the rear of Dark Mofo Booking Guide
 - iii. all other materials produced for the Event by MONA, subject to space limitations
- c. to use the following line acknowledgement with the appearance of the Centenary of Canberra and its Event Sponsor logos as described in 2. a. b. (i) and (iii) :

The Skywhale is a Centenary of Canberra project proudly supported by the ACT Government.

- d. to use its best endeavours to ensure that Dark Mofo Event Sponsor(s) do not denigrate the value of the Centenary of Canberra Event Sponsor(s).
- e. that the size of acknowledgment of Centenary of Canberra Event Sponsor(s) by MONA will not exceed the size of acknowledgment of Dark Mofo Event Sponsor(s) or Dark Mofo Principal Sponsor, as determined by MONA and the colour of any logo acknowledgment or font of any written acknowledgment will be consistent with individual promotional and marketing materials, as determined by MONA.

Where there is an unacceptable conflict between a Centenary of Canberra Event Sponsor and Dark Mofo Principal Sponsor and/or Dark Mofo Event Sponsor, MONA will not acknowledge the Centenary of Canberra Event Sponsor.

3. MONA CATERING SUPPLIERS

Subject to venue restrictions, MONA reserves the first right to supply of catering and related supplier services for the Event.

SCHEDULE 3 - MARKETING

KEY FESTIVAL DATES

MONA to produce 150 word 'copy' for approval by Centenary of Canberra	Monday 8 April
Launch of Dark Mofo – online (generic description of "The Skywhale")	Friday 19 April
Dark Mofo - Tickets on Sale	Monday 22 April
Centenary of Canberra to supply images to MONA	Monday 29 April
Launch of Balloon Event – "The Skywhale" in Canberra	Saturday 11 May
Launch of Dark Mofo – Printed Program with "The Skywhale" released	Sunday 12 May
Dark Mofo Opens	Friday 14 June
Weekend One - (2 hours each day)	Sat 15-Sun 16 June
Weekend Two - (2 hours each day)	Sat 22-Sun 23 June
Dark Mofo Closes	Sun 23 June

MARKETING MATERIAL REQUIRED

1. MONA to provide to Centenary of Canberra: 150 word 'copy' on the Event, to be approved the Centenary of Canberra
2. Centenary of Canberra [through its contractor Blue Boat Marketing] to provide to MONA:
 - a. digital photographs (high resolution jpeg files @ 200mm x 300mm - 300dpi) with relevant image credits (after Sunday 28 April)
 - b. Broadcast quality footage (Quicktime files) and/or audio recordings (MP3 files) or digital links to footage
 - c. complete list of creatives and artists associated with the Event
 - d. artist biographies where available and relevant
 - e. copies of media reviews
 - f. other existing marketing materials, suitable for reproduction by no later than the dates noted above.
3. The Centenary of Canberra hereby agrees to MONA using the supplied materials for marketing and publicity purposes, with the agreement of the Artist. The Centenary of Canberra warrants that they have the right to licence the use of all such material where the Artist agrees, and hereby indemnifies MONA against any claim which may arise from any infringement.
4. The Centenary of Canberra shall make Artist available, within reason, to participate in publicity and promotional events arranged by MONA.
5. The Centenary of Canberra must provide to MONA the following details:
 - a. Media release copy and publicity contact details
 - b. Details of relevant announcements, launches, media calls etc.

MONA STYLE

MONA takes great care when preparing marketing copy for its festivals and events. The style and voice of MONA copy, whilst unorthodox, is a key component of the MONA brand and is a proven success with audiences. For this reason, MONA reserves the right to edit, amend and re-write copy in keeping with the company style. Any copy is not intended to be offensive, intimidating or

humiliating. MONA style notwithstanding, MONA agree to obtain the permission of the Artist and the Centenary of Canberra for any copy describing the Project. The Centenary of Canberra acknowledges that MONA style will be employed and will not unreasonably object to its use.

ADVERTISING AND PRINTED MATERIAL

MONA will be responsible for the festival marketing campaign and associated costs. Scope and nature of Festival marketing campaign to be at the sole discretion of MONA.

PUBLICITY

MONA:

- a. shall be responsible for Festival publicity and associated costs in relation to the Hobart performance of the Event
- b. agrees to advise the Centenary of Canberra's publicity department in advance of any proposed publicity activity including key media interviews, press calls etc to ensure the Event's publicity schedule does not conflict with the national media schedule

The Centenary of Canberra:

- a. shall be responsible for national tour publicity and associated costs in relation to the Event
- b. agrees to advise MONA's publicity department in advance of any proposed publicity activity including key media interviews, press calls etc that relate to the Event taking place for MONA
- c. permits MONA to use up to 3 minutes of recorded footage and photographs of the Event for publicity and promotional purposes for Dark MOFO at the time of the Event and in the future, and that MONA must not do anything that would breach Patricia's IP in the work either now or in the future
- d. also seek the permission of the Artist for the use of publicity and promotional materials at the time of the Event or in the future.

DARK MOFO AND MONA - ACKNOWLEDGMENT

1. The Festival must always be referred to as "Dark Mofo".
2. All artwork with the Festival logo must be approved by MONA's Marketing Manager with 3 full working days to approve artwork.

MONA MARKETING

The Event will be included in the:

- a. Dark Mofo Booking Guide - size, placement and final artwork will be at the discretion of MONA - Centenary of Canberra will be given opportunity to proof artwork which must be returned in 24 hours
- b. Dark Mofo website and associated electronic direct mail, social media activity as deemed appropriate by the MONA marketing team.

- c. Dark Mofo website and associated electronic direct mail, social media activity as deemed appropriate by the MONA marketing team. Centenary of Canberra will be given opportunity to proof the electronic direct mail content associated with the balloon.

SCHEDULE 4 – GENERAL CONDITIONS

WARRANTY AND INDEMNITY

1. The Centenary of Canberra warrants:
 - a. it has and will maintain all rights necessary to comply with this MOU;
 - b. it will not infringe the intellectual property rights (including moral rights) of any person in performing this MOU or staging the Event; and
 - c. all promotional materials produced by the Centenary of Canberra are accurate and not misleading or deceptive.
2. MONA indemnifies the Centenary of Canberra, its employees and agents against liability in respect of all claims, costs and expenses in relation to all loss, damage, injury or death to persons or property caused by the Contractor, in connection with the obligations under this MOU, except to the extent that the Centenary of Canberra caused the relevant loss, damage or injury.
3. The Centenary of Canberra indemnifies MONA, its employees and agents against liability in respect of all claims, costs and expenses in relation to all loss, damage, injury or death to persons or property caused by the Contractor, in connection with the obligations under this MOU, except to the extent that MONA caused the relevant loss, damage or injury.
4. The Centenary of Canberra will ensure that Global Ballooning (as the balloon operator) has public and product liability insurance to a minimum of AU\$30,000,000 in respect to the Event. The Centenary of Canberra must provide to MONA on execution of this MOU satisfactory evidence that the balloon operator has the insurance required under this Clause, unless MONA has otherwise obtained such evidence from Global Ballooning.

CONFIDENTIALITY/EXCLUSIVITY

Each party must keep confidential the terms of this MOU and information relating to this co-production, including without limitation, the Production Benefits and Dark Mofo program (until it is made public) except information:

- a. relating to the appointment of the Centenary of Canberra;
- b. that is required by law to be disclosed.

The MONA reserves the right of first announcement of the Event.

TERMINATION

Either party may terminate this MOU with immediate effect by giving written notice to the other party if:

- a. an Insolvency Event happens to that other party;
- b. that other party breaches a material term of this MOU and fails to remedy the breach within 30 days (or 48 hours during the Event) after receiving notice requiring it to do so;
- c. for any reason MONA is unable to stage Dark Mofo

If this MOU has not been terminated under this Termination clause it will expire 7 days after the end of the Season.

CONSEQUENCES OF TERMINATION

After termination of this MOU by either party for any reason:

- a. MONA may continue to use existing stocks of promotional materials bearing the Centenary of Canberra's name and logo;
- b. each party must remove its signage (if any) from the Venue.

DISPUTE RESOLUTION

1. Neither party may start arbitration or court proceedings (except proceedings seeking interlocutory relief) in respect of a Dispute, unless it has first complied with this Clause.
2. A party claiming that a Dispute has arisen must notify the other party.
3. Within 2 working days after a notice is given each party must nominate in writing to the other party an employee authorised to settle the Dispute on its behalf.
4. During the 2 day period after a notice is given (or if the parties agree a longer period, that longer period) each party's nominee must use his or her best efforts to resolve the Dispute.
5. If a Dispute is not resolved within that time, the Dispute must be referred:
 - a. for mediation, in accordance with the Australian Commercial Disputes Centre (ACDC) Mediation Guidelines; and
 - b. to a mediator agreed by the parties, or if the parties do not agree on a mediator, a mediator nominated by the then current chief executive officer of ACDC or the CEO's nominee.
6. This MOU shall be construed in accordance with the laws of Tasmania and shall be deemed to have been in Tasmania, and any dispute arising hereunder or in any way relating to this MOU or its performance shall be justiciable in the Courts of the State of Tasmania.

GENERAL

1. Neither party may assign part or all of its rights under this MOU.
2. This MOU:
 - a. supersedes all previous agreements between the parties, whether oral or written, in relation to the Centenary of Canberra's co-production of the Event;
 - b. is the entire agreement of the parties in respect of its subject matter; and may not be varied by the parties other than in writing.
3. Nothing in this MOU shall be interpreted as constituting a partnership between the parties or shall render them liable to or for the others debt and/or liabilities of the other.
4. If any provision of this MOU is held invalid, unenforceable or illegal for any reason this MOU shall remain in full force apart from such provision which shall be deemed deleted.

- 5. This MOU is binding upon executors, successors and permitted assigns of the parties hereto.
- 6. All attached riders, addenda, attachments, schedules and specifications are to be considered an integral part of the MOU and are adhered to accordingly.

DEFINITIONS

Claim means any claim by any third person for loss or damage to any property, injury to or death of any person or economic loss arising out of or relating to the Event or this MOU.

Dispute means any dispute arising out of or in relation to this MOU, including without limitation, regarding the performance or non-performance of this MOU.

Event means the event co-produced by MONA and the Centenary of Canberra.

Insolvency Event means the happening of any of the following:

- a. an application is made to a court for an order that a party be wound up;
- b. a liquidator or provisional liquidator is appointed in respect of a party, or a scheme arrangement is entered into by a party with its creditors;
- c. a party resolves to wind itself up, or otherwise dissolve itself, or gives notice of intention to do so;
- d. a party is unable to pay its debts as and when they fall due; or
- e. anything analogous or having a substantially similar effect to any of the events specified above happens under the law of any applicable jurisdiction.

Pettit, Eliza

From:
Sent: Wednesday, 19 June 2013 12:38 PM
To:
Cc: Hobba, Julian
Subject: Skywhale is coming to Launceston

Hi

Confirming Launceston for Sunday.

Sunday 23 June - Royal Park, Launceston

7am - set up
then fly as much as possible, subject to weather
10am - bump out

Please organise the volunteers as discussed for 7am.

The contact person on the ground is (Global Ballooning) We will have another crew member there as well.

Given that Dark Mofo is still running in Hobart, there won't be a MONA person attending the Launceston event. will be your contacts on the day. But I'll be standing by the phone in case of emergencies. My mobile is

Regarding the hotel you've organised Sebel Launceston, confirming two rooms for the Global Ballooning crew as follows:

Global Ballooning
Global Ballooning

I've copied them on this email. So they know, your mobile phone number is
Can you please keep your phone on both Saturday and Sunday.

est wishes



Museum of Old and New Art

Mobile:
mona.net.au
mofo.net.au
C/- GPO Box 1948
ADELAIDE SA 5001



Pettit, Eliza

From:
Sent: Wednesday, 22 May 2013 9:30 PM
To:
Cc: Hobba, Julian;
Subject: Skywhale - Communication Plan (Version 1)

Hi

This is the current schedule for Skywhale:
(Brooke, please adjust the online schedule of the program which says that the balloon flies from 9am-11am, it's now 8am-10am and stay with "Hobart Skies"):

Saturday 15 June - 8am-10am flight, Regatta Grounds

<http://www.whereis.com/?id=112901A5DD3B37>
- Media Call, Patricia Piccinnini to attend, Centenary of Canberra representative to attend
Balloon passengers: 2 winners of ABC radio competition

Sunday 16 June - 8am-10am, Parliament House Grounds

Balloon passengers: 2 sponsors (RACT) competition winners

Saturday 22 June - 8am-10am, Playing field near Sandy Bay

<http://www.whereis.com/tas/sandy-bay?id=11253213A06A54&intref=emailmap>
Balloon passengers: 2 sponsors (RACT) competition winners

Sunday 23 June - 8am-10am, Campbelltown (location tbc)

- no passengers yet confirmed
- quite possibly a free flight, not tethered

Possible evening flight/s tbc.

This is all subject to weather. We don't know whether the flights will be tethered or free flying and there is a chance that we could move locations at short notice.

o the **Communication Plan** is as follows:

to be in contact with the balloon pilot the whole time.

1. Please proceed with the above events and times unless you hear from
2. If the location or time changes will send a text message to the **Skywhale Communication Team** (below). Unless you hear from the venues and times remain unchanged.

Skywhale Communication Team

- (Director)
- (Production)
- (Marketing)
- (Media) - to advise ABC Radio
- (Social Media)

Have I forgotten anyone or missed anything?



Museum of Old and New Art

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Pettit, Eliza

From: [redacted]
Sent: Tuesday, 7 May 2013 10:10 AM
To: Hobba, Julian
Subject: Fwd: Site Inspection

FYI - I have followed up with [redacted] this morning

Begin forwarded message:

From: [redacted]
Subject: Site Inspection
Date: 7 May 2013 10:09:05 AM AEST
To: [redacted]
Cc: [redacted]

[redacted] I met with [redacted] on a balmy Hobart day yesterday.

The locations were all suitable and we took time to discuss opportunities.

Ideally it would be good to get an idea of how we can maximise the media exposure for the Skywhale in Hobart given this will be the first event after the official launch.

I have spoken [redacted] about her coming to Tassie with the Skywhale which I believe she is happy to do on the first weekend. If she were to come it would be good to have an idea of what role she would play.

I guess the important thing is to determine is how we can leverage this opportunity to promote Dark MOFO, Centenary of Canberra [redacted]. I am keen to establish the Skywhale as a bonafide sculpture of significance. Certainly the attachment to MONA would be a wonderful connection.

[redacted] We spoke about having the balloon on the lawn area outside of Government House in Salamanca and also perhaps putting it up on the lawns of MONA itself. Certainly yesterday would have been perfect for this.

A few points that do need clarification in the contract.

We will only have enough LPG for two hours of tethering of the Skywhale so the suitable timing for the tethers will need to be determined.

The PP Sky Whale will not be able to tether in winds in excess of 5 knots given its size - so we do need to find protected locations from the wind if possible.

Our insurance is only capable of \$20 million cover. I not the contract asks for \$30M

We would like to have help around the Sky Whale when packing up as it is very big and heavy. Ideally up to 10 people would be excellent otherwise 4 strong abled people at a minimum.

I have invited [redacted] to join our team at the launch of the Sky Whale at the National Gallery this Saturday which I feel would give her a better understanding of what she is dealing with and also the line that Canberra are taking in the promotion of the Sky Whale. It would be great if she can make it.

I will be in touch with you by phone but I did just want to touch base after yesterday whilst it is fresh in my

2

mind.

All the best

Pettit, Eliza

From: Stankevicius, Adam
Sent: Friday, 3 May 2013 1:01 PM
To: Hobba, Julian; Growden, Beverly
Subject: RE: Your composite logo

Importance: High

We usually like the MOUs to be on the standard ACT Government template, to ensure all our rights are protected, so you should check with Grant whether anything is missing from the MONA version that might cause us concern.
Adam

Adam Stankevicius | *General Manager*

Centenary of Canberra | Chief Minister and Treasury | ACT Government

Phone: +61 2 6207 5909 | Fax: +61 2 6207 0163 | Mobile: 0434 601 659 | Email:

adam.stankevicius@act.gov.au

From: Hobba, Julian
Sent: Friday, 3 May 2013 11:49 AM
To: Stankevicius, Adam; Growden, Beverly
Subject: FW: Your composite logo

Hi Adam, Bev,

Just need to check whether I or someone else should be signing the letter of agreement with Mona for the appearance of the Skywhale there in June.

No money is changing hands, it's an MoU, so just a question of whether someone more senior than me signing or not.

Is attached.

Julian

From:
Sent: Monday, 29 April 2013 5:25 PM
To: Hobba, Julian
Subject: Re: Your composite logo

Hi Julian

I've now included your updated edits and altered the clause under Publicity (c) to the following (below) which is halfway between what you and I wanted. MONA is all about the integrity of the artist and their work so I'm sure MONA will be careful with how it represents the work seeking the artist's permission if in doubt.

- a. permits MONA to use up to 3 minutes of recorded footage and photographs of the Event for publicity and promotional purposes for Dark MOFO at the time of the Event and in the future, and that MONA must not do anything that would breach Patricia's IP in the work either now or in the future

Please double-check my changes then I think that we're ready to roll. If you're happy, please show your GM, then sign, date, scan and return a copy to me and we'll get a counter-signed version back to you.

Best



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On 29 April 2013 12:59, Hobba, Julian <Julian.Hobba@act.gov.au> wrote:

Hi

Didn't mean to suggest we need to see all social media, so changed that we should be able to proof the electronic direct mail content.

- a. Dark Mofo website and associated electronic direct mail, social media activity as deemed appropriate by the MONA marketing team. Centenary of Canberra will be given opportunity to proof the electronic direct mail content associated with the balloon.

On this:

- a. permits MONA to use up to 3 minutes of recorded footage and photographs of the Event for publicity and promotional purposes for Dark MOFO at the time of the Event and in the future, while stating that MONA must also seek the permission of the Artist for the use of publicity and promotional materials at the time of the Event or in the future [K1].

I am just trying to ensure that in the future, Patricia has some capacity to influence the use of images and footage. Happy for it to be re-worded, or it could be that in the normal course of events you are not allowed to do anything that would breached Patricia's IP in the work ...

, I am happy to run content past Patricia. For future contact Patricia's details are:

I'm fine that there are no line acknowledgements in the rear of the publication if that is the convention.

I think that may be all the comments you had. I changed to The Skywhale throughout as that is PP's title.

reers
Julian

From: \\
Sent: Saturday, 20 April 2013 6:56 PM
To: Hobba, Julian
Subject: Re: Your composite logo

H Julian

Your MOU amendments look fine but I do have a few queries. I've accepted the tracked changes we agree to and then added a few points for clarification. Please review the marked up document (attached).

I note that you require us to liaise directly with the artist regarding her approval of the brochure/website artwork. Can you please supply her direct contact details so I can ensure this is turned around quickly.

Best wishes



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On 18 April 2013 15:07,

wrote:

Hi Julian

I've checked with the other sponsor now and they're agreed that your composite logo can go with The Sky Whale.

Waiting for your final feedback on the agreement.

Best wishes



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