

# MONA

## MEMORANDUM OF UNDERSTANDING

**Between:** MOORILLA ESTATE PTY LTD  
ABN 34 120 281 656  
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:** ~~17 February 2014~~ ~~19 April 2013~~ ~~16 April 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 Hobbs  
Program Manager, Arts and Culture

Date:

Date:

## SCHEDULE 1 - THE EVENT, TICKETING AND CONTRIBUTION

<b>Event:</b>	"The Sky Whale"
<b>Details:</b>	Full-size hot air balloon commissioned from artist Patricia Piccinini (hereafter the Artist) by the Centenary of Canberra.
<b>Billing:</b>	Dark Mofo and the Centenary of Canberra present
<b>Credit:</b>	"The Sky Whale" is a Centenary of Canberra project, proudly supported by the ACT Government.  "This commission made by the Centenary of Canberra Creative Director Rebyn Archer celebrates Canberra's rich legacy and collection of sculpture and its love of hot air ballooning" (wording can be modified, approval required)
<b>Venue:</b>	to be confirmed (footprint 50m x 50m)
<b>Season:</b>	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 Event 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.* "World-renowned sculptor and visual artist, Patricia Piccinini, who grew up in Canberra, has been commissioned to design an artwork that will be delivered as a hot air balloon for the Centenary of Canberra.

The hot air balloon will be a highly visible presence in Canberra in 2013 and beyond. Its maiden flight will happen as part of the SCULPTURE: Space and Place symposium being held at the National Gallery of Australia.

Through the balloon design, Patricia continues her artistic exploration of questions about what is natural and what is artificial; these have been central to her artistic output. They are ideas Patricia can trace back to her youngest memories of living in a planned city like Canberra. From its earliest

days, the design of the city has provoked ideas about, and responses to, the integration of the manmade with the environment; about the blurred boundaries between the imposed, or the artificial, and the organic.

**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 Mofó
- 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 \$1,000, to witness the first Hobart flight of the Event for Dark Mofó. 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 include Dark Mofo logo and acknowledgement of the Dark Mofo Principal Sponsor and/or Dark Mofo Event Sponsor(s) on all venue signage, promotional/marketing materials, and all communication materials, including press releases produced for the Event.~~

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Note: MONA has the right to attach Dark Mofo Principal Sponsor or other Dark Mofo Event Sponsor(s) to the Event.

- 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).

b.

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- c. ~~that MONA has the right to approve any materials produced by the Centenary of Canberra on which MONA, Dark Mofo and/or Dark Mofo Sponsor(s) are acknowledged.~~

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**2. COMPANY EVENT SPONSORSHIP BENEFITS**

MONA agrees:

- a. to acknowledge the Centenary of Canberra’s Event Sponsor(s) with ~~line 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) where it is also a Dark Mofo Sponsor~~ on the following marketing materials:

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- 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. B. i. ii. and iii.:

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

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- ~~e.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.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 Sky Whale")	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 Skyw-Whale" in Canberra	Saturday 11 May
Launch of Dark Mofo – Printed Program with "The Sky Whale" 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. electronic company biographies/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~~ 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; ~~to ensure the Event's national publicity schedule does not conflict with Dark Mofo's media schedule~~
- 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 ~~now 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.

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The MONA publicity department will refer any publicity opportunities to the Centenary of Canberra for direct follow up.

**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. Centenary of Canberra will be given opportunity to proof the relevant part of any such mail or social media activity.

~~MARKET RESEARCH~~

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~~The Centenary of Canberra agrees to provide access to the performance venue for the purpose of market research surveying Dark Mofo if required.~~



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. The Centenary of Canberra indemnifies MONA against any losses, damages, expenses and costs (on a full indemnity basis) that MONA may sustain or incur as a result, whether directly or indirectly, as a result of:~~

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- ~~a. the negligence of the Centenary of Canberra, any employee or subcontractor of the Centenary of Canberra (including the key artists) in relation to this MOU;~~
- ~~b. the non-performance of any of its obligations under this MOU; or~~
- ~~c. any Claim.~~

3. 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.

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4. 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.

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~~3.5. The Centenary of Canberra Centenary of Canberra will ensure that Global Ballooning (as the balloon operator) mhas ust take out and maintain public and product liability insurance to a minimum of AU\$10,000,000 in respect to the Event. The Centenary of Canberra must provide to MONA on execution of this MOU Contract satisfactory evidence that the balloon operator Centenary of Canberra 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~~ 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. MONA must return to the Centenary of Canberra any unused tickets issued to MONA; and~~
- ~~c. each party must remove its signage (if any) from the Venue.~~

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**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.

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Pettit, Eliza

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From:  
Sent: Monday, 29 April 2013 1:49 PM  
To: Hobba, Julian  
Subject: Re: Your composite logo

Thanks Julian

This all looks good, I'll be able to get back to you soon.



Museum of Old and New Art

[mona.net.au](http://mona.net.au)  
[mofo.net.au](http://mofo.net.au)  
C/- GPO Box 1948  
ADELAIDE SA 5001



The Museum of Old and New Art

On 29 April 2013 12:59, Hobba, Julian <[Julian.Hobba@act.gov.au](mailto:Julian.Hobba@act.gov.au)> wrote:

.d|

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<sup>[K1]</sup>.

**Pettit, Eliza**

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**From:**  
**Sent:** Wednesday, 17 April 2013 10:46 AM  
**To:** Hobba, Julian  
**Cc:**  
**Subject:** Re: Patricia Piccinini Skywhale Sculpture

Hi Julian

The travel costs will only be one trip down to Hobart and back to Melbourne. Basically this includes Pilot and Crew to Hobart - Balloon Vehicle and Trailer on Spirit of Tassie and milage to Hobart etc plus all the return costs back to Melbourne. Once all is confirmed I will begin to get exact figures on all of this.

The balloon equipment and vehicle will stay down in Hobart between the weeks and MONA has agreed to pay for the pilot and crew to fly back to Melbourne and then return to Hobart the following week.

Minimising crew costs with volunteers would be excellent.

Basically we need muscles and enthusiasm - we are not gender biased

I would generally pay

It also means I do not have to worry about accomodation and meals.

Let me know if you have people around for the two days.

On 17/04/2013, at 10:06 AM, Hobba, Julian wrote:

anks

is what's in the budget for each flight, so that figure's good.

In terms of travel, I'd intended that Canberra would only pay for the pilot/crewperson to go down and back once, as would be the case if it had been the one day flight originally envisaged. It would be good to know what that figure/cost is, so we (Canberra) know we're not paying for one return trip. I am happy to then have that conversation with too.

While talking about minimising crew costs – might we (Centenary) provide you with ground crew in the same way Hobart are to save crew costs for Canberra? What type of people are required – any special skills?

Thanks  
 Julian

**From:**  
**Sent:** Wednesday, 17 April 2013 9:50 AM  
**To:** Hobba, Julian  
**Subject:** Fwd: Patricia Piccinini Skywhale Sculpture

FYI - My correspondence with [redacted] regarding costs.

Her reply is the final agreed cost commitment by MONA and COC

Begin forwarded message:

**From:** [redacted]  
**Subject:** Patricia Piccinini Skywhale Sculpture  
**Date:** 31 March 2013 2:00:40 PM AEDT  
**To:** [redacted]

Hi [redacted]

I apologise for the tardy response - I was waiting for your email and have just located in My Junk email box ('bloody spam filters').

I have looked at our operations budget and basically Canberra is prepared to fund one flight/tether in Tassie.

This effectively should cover transport and accommodation to Hobart.

The cost for the operation of the Skywhale is \$3500 plus GST for a two hour tether or a free flight.

Basically the Skywhale needs a crew of Commercial Pilot plus at least 4 ground assistants.

Ideally we could get away with coming to Hobart with one pilot and one crew if the festival could arrange for some able bodied helpers. This would reduce the operations cost by [redacted]

So to have the Skywhale tethered at the event during the period

- Sat 15-Sun 16 June
- Sat 22-Sun 23 June

The operations Budget would stand as

Travel -	Melbourne Hobart Melbourne - with vehicle trailer and crew
(covered by Canberra)	
Accommodation -	At cost (Approx \$1200)
Meals for Pilot/Crew	At Cost (Approx \$600)
Operations	4 days - \$12000 plus GST (Canberra to cover \$3500)

If the weather is unsuitable for event only 50% of operation cost applies.

Ideally we can fly the pilot crew back to Melbourne during the week to save on accommodation/food. We would need somewhere to store the vehicle and trailer.

With regards to location - ideally places that are at least 50m x 50 m square that are flat and protected from the wind are perfect. This Skywhale is quite precious so I would envisage that a site survey would be advisable prior to the event to determine the best places available to place the Skywhale to best effect.

We are currently developing all of the media material surrounding this project as the Skywhale arrives in Australia next week. We will be generating a fantastic library of images and video of Patricia Piccinini's work ready for the launch of the Skywhale in May at the National Gallery.

The good news is that your event would be the first event after the official launch so it would be a very interesting attraction.

I am sure we shall talk more but please fire back any questions you may have?

Thanks

On 31/03/2013, at 1:26 PM, wrote:

Global Ballooning Australia  
Melbourne | Yarra Valley

1st Floor, 173 - 175 Swan Street | Richmond Vic 3121 |

Website: <http://www.globalballooning.com.au>  
Facebook: <http://www.facebook.com/www.globalballooning.com.au>  
Twitter: <http://www.twitter.com/GlobalTeam>

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**From:**  
**Sent:** Wednesday, 27 March 2013 4:09 PM  
**To:**  
**Subject:** Some Info on Dark Mofo

Hi

Great to speak before.

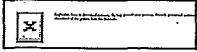
Please find attached some detail about Dark Mofo as requested - this is confidential document so please don't spread widely.

We really have to get this project locked away if we are to proceed with it.

Can you please provide some costings on the scenarios we discussed before Easter, in fact that's tomorrow. Sorry but we're hitting our budget and print deadlines.

Looking forward to chatting further.

best wishes



Museum of Old and New Art

[mona.net.au](http://mona.net.au)  
[mofo.net.au](http://mofo.net.au)  
C/- GPO Box 1948  
ADELAIDE SA 5001



The Museum of Old and New Art

<DARK; MOFO Overview.pdf>

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This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.  
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**Pettit, Eliza**

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**From:**  
**Sent:** Wednesday, 17 April 2013 10:02 AM  
**To:** Hobba, Julian  
**Cc:**  
**Subject:** Fwd: Patricia Piccinini Skywhale Sculpture  
**Attachments:** Piccinini Balloon.xlsx

Hi Julian

Further to our chat this morning - here is the dialogue regarding Sky Whale attending the Dark MOFO event. Please find the spreadsheet of costs assigned to both COC and MONA in regards to the trip to Tassie in June.

Let me know if you have any questions or thoughts?

I will require sign off on costs from yourself and [redacted] in regards to budget and also from [redacted] in regards to use.

[redacted] have not spoken with [redacted] regarding her involvement - obviously it would be wonderful to have her around but I have not budgeted her costs to do such a thing.

I will await your and [redacted] response.

Thx |

Begin forwarded message:

**From:** |  
**Subject:** Re: Patricia Piccinini Skywhale Sculpture  
**Date:** 31 March 2013 4:19:42 PM AEDT  
**To:** |

d |

To understand your figures, I've attached a simple spreadsheet of the costs of the project to MONA.

I've based this on:

1. two visits to Hobart for 1 pilot + 1 crew (both from Melbourne), the freight and road trip to Hobart already covered by Centenary of Canberra, MONA to provide airfares
2. 4 days of operation and 4 nights of accom
3. 3 local crew

I haven't yet included the cost of an airfare for you to do a site inspection, but that's okay.

We have a store where we can safely store the balloon, how many cubic metres does it occupy when packed down? The truck can also be safely locked at night.

Best wishes



<b>ARTIST COSTS</b>	<i>pax</i>	<i>nights</i>	<i>rate</i>	<b>budget</b>
Fee (Operations)				
less \$3,500 Canberra contribution			-\$ 3,500	
local crew				
Accommodation (Pilot + Crew)	2	4		
Meals	2	4		
Airfares (middle of week)	2			
<b>VENUE AND PRODUCTION COSTS</b>				
3 x Local Crew	3	6		
<b>TOTAL EXPENDITURE</b>				

**Pettit, Eliza**

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**From:** |  
**Sent:** Wednesday, 27 February 2013 12:46 PM  
**To:** Hobba, Julian  
**Cc:**  
**Subject:** RE: Touch: Sculpture and Land

All fine with me team.

As I mentioned yesterday – I am happy to be where you all decide is best so long as you have heard and understood my assessment of weather risk and are happy to proceed.

Regards

Global Ballooning Australia  
Melbourne | Yarra Valley

1st Floor, 173 - 175 Swan Street | Richmond Vic 3121 |

Website: <http://www.globalballooning.com.au>  
Facebook: <http://www.facebook.com/www.globalballooning.com.au>  
Twitter: <http://www.twitter.com/GlobalTeam>

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**From:**  
**Sent:** Wednesday, 27 February 2013 9:50 AM  
**To:** Hobba, Julian  
**Cc:**  
**Subject:** Re: Touch: Sculpture and Land

Hey Julian,

All sounds good and I'd also be placing into the conversation the CoC is funding one flight, however the conversation is open to greater flight opportunities if MONA chooses to invest???

From yesterday, my notes were such that Hobart is tricky all year round so tying into MoFo was fine so long as there was awareness in regards to the risk of weather.

Great and thanks.

On 27/02/2013, at 9:41 AM, Hobba, Julian wrote:

Hi guys,

Can I check how we want to proceed with this? I mean, I know we decided that we would ask presenters to leave open a window of five days on which the balloon could be presented, so that's fine.

But there was also talk of moving the Hobart flight back to a warmer part of the year. Given this one is an offer Robyn made specifically to do with Dark MoFo, my inclination is to push ahead with it, understanding that it is not an ideal time of year – and then to concentrate on pushing Melbourne and other appearances (Melbourne/elsewhere) into Spring/Summer.

I think it is probably good to follow up the launch with another one about five – six weeks later too.

If you're okay with that, I'll get back to you right away.

Cheers  
Julian

---

**From:** |  
**Sent:** Tuesday, 26 February 2013 10:12 AM  
**To:** |  
**Cc:** Hobba, Julian; |  
**Subject:** Re: Touch: Sculpture and Land

Hi |

Thanks so much for the email. Really delighted.

By absolute coincidence, Julian is in Melbourne for a meeting with | and I today at 11 am

So we can discuss the points you raise and get back to you this afternoon.

I will also be visiting Mona on May 17 so might be a great opportunity to meet with your new-ops person and or yourself.

Kind regards,

<image001.jpg>

On 26/02/2013, at 10:01 AM, | wrote:

Hi Julian, |

Thank you so much for this info - we are very keen to have Touch as part of Dark MOFO for the full period - 14-23 June. Confirming that we understand that we will be covering any costs for clearance of the balloon flights. We are looking at two sites for the balloon to fly between - the carpark next to TMAG and the regatta grounds, where we are staging Ryoji Ikeda's spectra.

We would like to also run rides between these two sites for members of the public throughout the festival - would this be possible? Shortly we will have a project manager coming on board to manage the art projects, of which this is one. Once this person has joined the team I will put them in touch with you to liaise on operational requirements.

What do you require from me to help confirm the inclusion of the balloon in our Dark MOFO program? Are you able to send me a blurb, image for the program and any billing and presentation credits you would like me to include please?

Let's speak over the phone this weekend regarding details.

All the best,

<mona.jpg>

useum of Old and New Art

[mona.net.au](http://mona.net.au)

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<crosses.jpg>

[The Museum of Old and New Art](http://TheMuseumofOldandNewArt)

On 05/02/2013, at 11:29 AM, "Hobba, Julian" <[Julian.Hobba@act.gov.au](mailto:Julian.Hobba@act.gov.au)> wrote:

Hi again

I am cc'ing into this email [redacted] of Global Ballooning, and [redacted] of Blue Boat Marketing. They are both engaged on the Sky Whale project [redacted] to operate the balloon, obviously, and [redacted] to manage a communications strategy.

I am also attaching the design of the Sky Whale. PLEASE keep this confidential, and show only those who really must see it.

I think 14 – 23 June would be good dates from a Centenary perspective. [redacted] notes that June in Hobart will carry a somewhat higher risk of bad weather than would be ideal. But obviously that is a risk right across the project, and we need to push boldly ahead; Robyn is keen on this Hobart appearance.

Perhaps, in speaking with [redacted] as things proceed, a site most sheltered from wind could be considered?

In any case, to explain: the Centenary is providing the budget to operate the balloon, that is, [redacted] costs in coming to Hobart with the balloon and managing the flight. What we would ask is that if the Hobart City Council or others want to impose a fee for flying, that MoNA meet that expense. Those charges vary from place to place – from \$50 in Canberra, to sometimes a couple of thousand dollars charged by Sydney City Council. However, those are commercial fees, and are likely to be reduced or even waived if the proposal or request to fly comes from MoNA / the Centenary of Canberra, rather than [redacted]

Obviously we would like that Blue Boat and/or the Centenary and MoNA can have some coordinated communications around the appearance, and coordinating that with you and your efforts would obviously be much appreciated.

It could be that, depending on where the balloon was flown, some help with contacts for or some technical expertise that MoNA has, could be useful. If this is presented as a project for Dark MOFO, then it would good if it can be given the kind of production support that would come with other parts of that program, with the standard risk management planning you would do, and so on. And that comes in to present.

Around the Hobart city and waterfront area sounds wonderful and his team would have to look at the feasibility of different potential sites, and is likely to have an opinion if a short-list can be developed from the potential sites.

The balloon will cover an area 17 x 34m; has further technical details, load weight etc.

Feel free to give me a call to discuss further, or I will give you a call,

Cheers  
Julian

---

**From:**  
**Sent:** Friday, 1 February 2013 10:48 AM  
**To:** Hobba, Julian  
**Subject:** Re: Touch: Sculpture and Land

Great Julian,

Look forward to receiving more info and understand the confidentiality of the project.

All the best,

<image001.jpg>

Museum of Old and New Art

[mona.net.au](http://mona.net.au)

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<image002.jpg>  
[The Museum of Old and New Art](http://The Museum of Old and New Art)

On 01/02/2013, at 10:43 AM, "Hobba, Julian" <[Julian.Hobba@act.gov.au](mailto:Julian.Hobba@act.gov.au)> wrote:

Hi

No worries about the delay, there's not a major rush except that I'm keen to get things locked in where I can; and being an unusual project, need to allow time for flight approvals and so on.

If not today, then at the start of next week, I will give you a look at the design – which is highly confidential until the launch – and more detail about our arrangement to fly it and what would be required. That will put you much more in the picture.

Speak again shortly,

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](mailto:julian.hobba@act.gov.au)

Level 4, Canberra Nara Centre | GPO Box 158 Canberra ACT 2601 | [canberra100.com.au](http://canberra100.com.au)

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<image001.jpg>

<image002.jpg> <image003.png> <image004.png>

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**From:**

**Sent:** Friday, 1 February 2013 10:38 AM

**To:** Hobba, Julian

**Cc:**

**Subject:** Fwd: Touch: Sculpture and Land

Hi Julian,

Apologies for my delay in getting to you. I'm the Program Manager working with [redacted] on Dark MOFO. We are interested in hosting TOUCH: Sculpture and Land as part of our program in June.

Our preferred dates are 14-23 June, around the Hobart city and waterfront area. Can you please send me through details of this work and what it will require of us? I am also available on the mobile most of today to discuss details.

I look forward to working with you.

All the best,

<image005.jpg>

Museum of Old and New Art

[mona.net.au](http://mona.net.au)

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<image006.jpg>  
[The Museum of Old and New Art](#)

Begin forwarded message:

**From:** "Hobba, Julian" <[Julian.Hobba@act.gov.au](mailto:Julian.Hobba@act.gov.au)>  
**Date:** 29 January 2013 11:10:28 AM  
**To:**  
**Subject:** RE: Touch: Sculpture and Land

Thanks | look forward to speaking with whoever is appropriate.

Cheers  
Julian

---

**From:** |  
**Sent:** Tuesday, 29 January 2013 10:55 AM  
**To:** Creative Director  
**Cc:** Hobba, Julian  
**Subject:** Re: Touch: Sculpture and Land

Thanks Robyn,

I'm not sure we would get it past the AFL anyway! at least we know where we stand now.

Great news re: June though, I'll ask our Program Manager to make contact with Julian immediately.

Regards,

On 29/01/2013, at 10:33 AM, Creative Director wrote:

Dear

I hope I may be seeing you in Melbourne on Wednesday. Wanted to let you know that **TOUCH: sculpture and the land** is May 10-12, and May 11 is the very day we will be launching Patricia's new work in Canberra, so alas, the MCG thing won't work. But the June period would almost certainly work to have the balloon in Hobart for Dark Mofo. I am copying Julian Hobba, the Canberra Centenary team member who has been looking after Patricia's Project: he can start discussing the details of its presentation with you. All the best, and hope to see you Wednesday.

Robyn

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<image001.jpg>

*Robyn Archer AO* | Creative Director, Centenary of Canberra  
Phone: +61 2 6207 6869 | Fax: +61 2 6207 0163 | Email: [Creative.Director@act.gov.au](mailto:Creative.Director@act.gov.au)  
Centenary of Canberra Unit | Chief Minister and Cabinet | ACT Government  
Level 4, Canberra Nara Centre | GPO Box 158 Canberra ACT 2601  
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<Attachment A - GR.463 CANBERRA SP.jpg>



> It is so refreshing to read of your delight and enthusiasm regarding Patricia's Skywhale.

## Not Relevant to Request

> So with regards to costs - It basically costs \$3500 plus GST per flight/tether to provide all the crew and equipment at an event.

> The Skywhale would be able to tether for up to two hours which is the amount of gas we carry. It can also free fly although looking at the coastal terrain around Bermagui this looks unlikely. I also feel it would not serve your purposes.

> We would also require travel expenses from Melbourne and back. This would most likely be around [redacted] and also travel wages, accommodation and meals for the crew.

> We are saying to events if you are able to supply four strong volunteers to assist around the Skywhale then we can reduce the operation costs to [redacted] and also save on accommodation and meals.

> I would envisage you would need a budget of around [redacted]

> I do appreciate the difficulty you face getting funding for projects such as these so this may be out of your reach. We would love to be there and I am sure Patricia would take great pleasure in having her work represented at your Sculpture Festival.

> So [redacted] I am available to chat about this further on [redacted] I shall be away overseas for 6 weeks from mid-June otherwise I am only too happy to work with you to hopefully bring your wishes to reality.

> All the best

Global Ballooning Australia  
Melbourne | Yarra Valley

> 1st Floor, 173 - 175 Swan Street | Richmond Vic 3121 | [redacted]

> Website: <http://www.globalballooning.com.au>  
> Facebook: <http://www.facebook.com/www.globalballooning.com.au>  
> Twitter: <http://www.twitter.com/GlobalTeam>

> -----Original Message-----

> From: [redacted]  
> Sent: Sunday, 26 May 2013 6:14 AM  
> To: [redacted]  
> Subject: Re : Patricia Piccinini's Skwhale

> Dear [redacted]  
> Julian Hobba gave me your email address.

> After seeing the launch of the gorgeous Skywhale at the recent sculpture Symposium, Space & Place, & hearing Patricia Piccinini speak, I was wondering how possible it might be to bring the balloon down to Bermagui for our annual Sculpture on the Edge exhibition in early March 2014 ,& also what sort of cost would be involved. Let me know?

>  
> Our event will be in its eighth year in 2014 & is community based , not for profit ,& volunteer run . I'm in the midst of funding applications at present & thought that there might be one to cover a Skywhale visit.

>  
> Our website is [www.sculpturebermagui.org.au](http://www.sculpturebermagui.org.au)

>  
> --  
> Best

>  
>  
>  
>  
>  
>  
> Sculpture on the Edge  
> PO Box 22a BERMAGUI NSW 2546

> -----  
> - This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.  
> -----

> -  
> -

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**Pettit, Eliza**

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**From:** [redacted]  
**Sent:** Thursday, 23 May 2013 3:31 PM  
**To:** Hobba, Julian  
**Subject:** Re: skywhale contact

Dear Julian,

Thank you so much for that information. I'll follow up. I'm definitely a Skywhale fan !

Best,

Sculpture on the Edge,  
Bermagui.

On 23 May 2013 09:38, Hobba, Julian <[Julian.Hobba@act.gov.au](mailto:Julian.Hobba@act.gov.au)> wrote:

( rfi )

The best person to be in touch with about the Skywhale in 2014 and beyond is [redacted] at Global Ballooning.

His email is [redacted]

Cheers

Julian

**Julian Hobba** | *Program Manager - Arts and Culture*

**Centenary of Canberra** | Chief Minister and Treasury | ACT Government

Phone: [+61 2 6205 9630](tel:+61262059630) | Fax: [+61 2 6207 0163](tel:+61262070163) | Mobile: 0403 663 558 | Email: [julian.hobba@act.gov.au](mailto:julian.hobba@act.gov.au)

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