

2023 ToMBF - Participation Memorandum of Understanding (MOU)

This 2023 Funding Support Memorandum of Understanding (MOU) sets out framework, expectations and deliverables between Moreton Bay Region Industry & Tourism (MBRIT) and the Participant.

DEFINITIONS

In this MOU:

Term	Definition
ToMBF	Tastes of Moreton Bay Feastival 2023
The Participant	Refers to the organisation/individual delivering the event as outlined below on page 2 of this MOU
Event	Means the event/activation/tour as outlined below in this MOU.
Funding Support	Refers to the financial funding support which has been awarded to assist in delivery of the event.
Local or Locally	From the Moreton Bay Regional Council catchment. Refer to map

FUNDING SUPPORT DETAILS

To assist with the delivery of the event as part of the feastival program, the Participant has been awarded funding support.

As a condition of this funding support, the Participant acknowledges that the event must:

- Be delivered between **Friday 1st September till Sunday 1st October 2023**
- Have met the submission criteria:
 - a. Location of event/activation
 - b. Locally sourced menu items
 - c. Storytelling and profiling of local personalities
 - d. Bespoke nature of experience
 - e. Current tourism marketing activity via ATDW business listing, Google Reviews and Best of Queensland Experience program
- Have been approved for inclusion by the ToMBF Panel.
- Be ticketed, with all ticketing for the event going through the “Tastes of Moreton Bay” feastival website, with 5% commission retained for admin fees to manage the event listings and ticketing enquiries.
- EventBrite (ticketing provider) admin and transaction fees will be transferred to the ticket purchaser on point of purchase
- Be actively marketed, following the marketing program and deadlines outlined by the MBRIT Marketing Team, including upload event into the following third-party event directory platforms:
 - a. Australian Tourism Data Warehouse (ATDW)
 - b. Google My Business – Event Listing

The Participant also acknowledges that:

- **They are required to attend/participate in the ToMBF Participant Workshop - Thursday, 20th April 2023.**
- They are required to collaborate with the Moreton Bay Food and Agriculture Network (FAN) to source and connect with local producers and manufacturers
- They will actively participate in the promotion of the Feastival, including using marketing collateral and digital assets supplied by MBRIT. This includes using preferred online design tool Canva, unless otherwise negotiated by the Participant with MBRIT. Participants will be trained on using Canva at the **ToMBF Participant Workshop - Thursday, 20th April 2023.**
- MBRIT will be not financially responsible for unsold tickets to the event under this funding support agreement and will keep ticket sales open 24 hours prior to event delivery date and time or as agreed to by the Recipient.
- MBRIT will transfer ticket sales (minus the 5% commission and admin fees) no later than seven (7) days prior to event delivery. For tickets sold in this seven (7) day period, transfer of ticket sales (minus the 5% commission and admin fees) will be paid within seven (7) days post delivery date.
- They will have access to their respective ticket sales throughout the entirety of the Feastival promotion, to track dieteries and attendee lists. MBRIT will provide training on the EventBrite platform at the ToMBF Participant Workshop on **Thursday, 20th April 2023.**
- All ticket sales are subject to the Tastes of Moreton Bay Feastival event ticket terms and conditions, which will be published on the festival website.
- If the event is cancelled for unforeseen circumstances (such as COVID-19 impacts), the Recipient will not be required to repay the funding support.
- If the Recipient makes the decision to terminate participation in the Tastes of Moreton Bay Feastival program between Friday 1st September till Sunday 1st October 2022 for reasons outside of unforeseen circumstances, funding support will be repaid in full to MBRIT, unless otherwise negotiated with MBRIT.
- If MBRIT makes the decision to terminate the event in the ToMBF program prior to, or during the feastival period due to:
 - a. Lack of ticket sales,
 - b. Failure of the Recipient to meet participation requirements (including marketing and attendance to workshops),Funding support will be refunded in full to MBRIT, unless otherwise negotiated.
- Communicate regularly with MBRIT, ensuring that there is transparency on all major decisions and that the other Party is informed before any key decisions are made.
- The Participant must hold their own current public liability and MBRIT will not be held liable for any losses or damage incurred as a result of running the activation.

As a condition of this funding, MBRIT will:

- Provide training and mentoring support, via workshops and MBRIT staff resources
- Lead the overarching feastival marketing activity, to include:
 - Digital Campaign into intra and interstate markets
 - Media buy and leveraging of PR opportunities
 - Print collateral

- Billboards and other public signage
- Manage the ticketing administration, including:
 - Ticketing transactions, including management of the festivals ticketing refund and transfer policy (which will be available on festival website), along with associated cancellation fees.
 - Communication with attendees prior to event with additional details on parking and transfer offerings, unless otherwise negotiated with the Participant.
- Develop creative to assist in the marketing of the event, tour or activation.
- Pay awarded funding support by end of July 2023.
- Communicate regularly with the Recipient, ensuring that there is transparency on all major decisions and that the other Party is informed before any key decisions are made.

GOVERNING LAW

The laws in force in Queensland govern this MOU.

TASTES OF MORETON BAY
feastival