**Table 3 – Payment Schedule and Reporting**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Description | **Due Date and Payment Amount** | **Cumulative Amounts** | | | | | | | | | | | | | | | | |
| Progress ReportingIn addition to the Milestones below, you must provide MCB with the following updates:(a) registration updates together with country of origin data (by email) upon closing of Abstract Submissions, Early Bird Registrations; and(b) electronic Delegate, sponsor, exhibitors and media lists (subject to privacy conditions only name, position, organisation and country); and(c) marketing reports – website statistics, social media statistics, Delegate boosting, media and PR activities, evidence of destination content within social media posts, EDMS and event website.on the following dates:  1. (i) 6 months prior to the Event (17 November 2022); 2. (ii) 3 months prior to the Event (17 February 2023); 3. (iii) 1 month prior to the Event (17 April 2023); 4. (iv) 1 week prior to the Event (10 May 2023); and 5. (v) 1 week post event (26 May 2023) including the interim number of final registrations received together with country of origin and state of origin (for Australian Delegates). |  |  | | | | | | | | | | | | | | | | |
| **Milestone 1**  **Preconditions to payment**   1. 1. Written confirmation of securing the Event for Melbourne from the Governing Body of the 2023 IEEE International Conference on Software Engineering (ICSE) (on letterhead)      1. 2. Signed Sponsorship Agreement with MCB (this agreement)      1. 3. Letter from MCEC confirming booking or executed MCEC Licence | 31 August 2021  **Total Payment 1**  **AUD $65,000**  **GST $6,500**  **Total $71,500** | Cumulative  Total excluding GST        $ 65,000 | | | | | | | | | | | | | | | | |
| **Milestone 2**  **Preconditions to payment**   1. 1. Event Business Plan including      1. a) Management structure (including Local and/or International Organising Committee structure and Professional Conference Organiser)      1. b) Conference Planning Schedule      * 1. o Marketing Activities Schedule (as detailed in Table 2 of Schedule 2) Including:   2. o EDM schedule and Social media post schedule highlighting when destination content will be featured.   3. o evidence of interstate and international marketing   4. o evidence of destination integration into the event’s marketing channels   5. o evidence of media and PR plan   6. o evidence of [www.melbournecb.com.au/welcome-to-melbourne/](http://www.melbournecb.com.au/welcome-to-melbourne/) embedded onto event website destination page.      1. c) Regional Victoria pre and post touring promotional initiatives plan      1. d) Details of any Legacy/Social Impact Plan      1. e) Details of any sustainability related plans or initiatives      1. 2. Detailed Event Budget including separate line item “Victorian State Government Sponsorship” AUD$ 145,000      1. 3. Provisional Conference / Event Program      1. 4. Electronic list of organisations and members that have attended previously and to date current organisations that will attend/sponsor/exhibit (subject to privacy conditions only position, organisation and country).      1. 5. Executed MCEC Licence (if not provided for Milestone 1) | 17 May 2022  **Total Payment 2**  **AUD $50,000**  **GST $5,000**  **Total $55,000** | $115,000 | | | | | | | | | | | | | | | | |
| **Milestone 3**  **Preconditions to payment**   1. 1. Updated Event Budget including separate line item “Victorian State Government Sponsorship” AUD$145,000      1. 2. Final Conference / Event Program      1. 3. Possible Ministerial involvement opportunities      1. **4.** Evidence of [www.melbournecb.com.au/welcome-to-melbourne/](http://www.melbournecb.com.au/welcome-to-melbourne/) embedded onto event website conference landing page and Logo Recognition 2. 5. Evidence of EDM and Social media posts including destination content featured.      1. 6. Evidence of Regional Victoria pre and post touring promotional initiatives plan      1. 7. To date current organisations that are either attending, sponsoring or exhibiting (subject to privacy conditions only position, organisation and country).      1. 8. Attendance at a meeting/teleconference with representatives of MCB. Representatives of MCEC and Department of Jobs, Precincts and Regions may also attend. The purpose of the meeting is to provide an update on the progress and expectations of the 2023 IEEE International Conference on Software Engineering (ICSE)      1. 9. COVID Safe/Risk Mitigation plan | 17 January 2023  **Total Payment 3**  **AUD $30,000**  **GST $3,000**  **Total $33,000** | $145,000 | | | | | | | | | | | | | | | | |
| **Milestone 4**  **Preconditions to payment**   1. 1. 1. Final Event Report (due 90 days after the conclusion of the Event) summarising: 2. a) a) Breakdown of attendance:    * + i. i. the total number of Delegates (paying and non-paying) attending the Event (as per example in Attachment B);      + ii. ii. number and origin of International Delegates;      + iii. iii. number and origin of Interstate Delegates;      + iv. iv. number of Victorian Delegates;      + v. v. number of Virtual Delegates and country of origin (if applicable)      + vi. vi. number of accompanying persons; and      + vii. vii. gender breakdown of speakers and Delegates. 3. b) b) Accommodation booked by Delegates (where available) including hotels and room nights. 4. c) c) Event budget versus actual Event income and expenditure. 5. d) d) Details of spend at MCEC – space hire, AV, catering, other and confirmation of receipt of final payment from MCEC 6. e) e) Victorian Government involvement in the Event i.e. attendance 7. f) f) Details of satellite meetings held before or after the event – name of meeting/workshop, number of attendees, venue. 8. g) g) Victorian pre and post touring booked by Delegates (including region, attractions and room nights where available) 9. h) h) Details of engagement with and/or promotion of Australian indigenous culture e.g. Welcome to Country at opening ceremony, cultural performance, promotion of indigenous cultural activities and/or businesses 10. i) i) List of Victorian suppliers and Melbourne Convention Bureau (MCB) partners utilised   MCB’s current Industry Members available via this link <https://www.melbournecb.com.au/supplier-search/>   1. j) j) Short narrative analysis (1 – 2 pages maximum) of the Event in terms of :    * + i. i. its success or otherwise in achieving its overall aims;      + ii. ii. an overview of the general profile of Delegates and speakers;      + iii. iii. outcomes/social impacts of the Event (where applicable) such as partnerships, joint ventures, export potential and business conducted,      + iv. iv. summary of public events, media coverage, site visits and Corporate and Social Responsibility Programs (where applicable); and      + v. v. summary of activities undertaken to make the event more environmentally, socially and economically sustainable 2. k) k) Marketing report summary of:    * + i. i. website statistics      + ii. ii. social media statistics      + iii. iii. media and PR activities and press clippings (where applicable)      + iv. iv. Monetary value of total media generated (applicable if a media monitoring service is used by You)      + v. v. Hybrid Events Only - Evidence of the content provided online to enhance the profile of Victoria to virtual delegates 3. l) l) At least 6 different high resolution (300 dpi) still photographs of the event for MCB’s promotion and publicity purposes. The stills should include 2 photographs of the event at the Melbourne Convention and Exhibition Centre and 2 photographs of other aspects of the event such as social functions and/or pre and post touring. In providing the photographs to MCB you grant MCB a non-exclusive, irrevocable, world-wide royalty-free licence to use, reproduce, publish the photographs. 4. m) m) Final Event Business and Marketing Plan 5. n) n) Delegate survey results (see template Attachment C) 6. o) o) One copy of the Event Program.   2. Report including:   * a) a) A written report (signed and dated) as to whether, in all material aspects, the accounts are fairly presented and a copy of the Income and Expenditure Statement; * b) b) Written report showing amount equivalent to the Victorian State Government sponsorship of AUD$145,000 was expended on Event activities; and * c) c) Confirmation of the number of Delegates, with country of origin, at the Event.       3. At least 500 Delegates attended the Event, as verified by an independent Auditor in the Auditor’s Report. | 26 August 2023  **Total Payment 4**  **AUD $ 15,000**  **GST $ 1,500**  **Total $16,500** | $160,000 | | | | | | | | | | | | | | | | |
| **Milestone 5**  **Preconditions to payment**  **Attendance payment on achievement of 1,000 or more attendances, with at least 45% (450) being international delegates, as verified by an Independent Auditor to qualify for payment as follows:**   |  |  |  |  | | --- | --- | --- | --- | | Attendance | Funding Increment Excluding GST | Funding Increment Including GST | Total funding Ex GST | | 1,000 | $40,000 | $44,000 | $200,000 | | 1001 – 1,499 | $65,000 | $71,500 | $225,000 | | 1500 + | $90,000 | $99,000 | $250,000 | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Attachment A – ‘Melbourne’ brandmark and MCB Logo**

Upon receipt of signed agreement MCB will provide:

* a copy of the Logo Usage Guidelines
* different versions of the logo (PDF, EPS, colour, mono etc)

Please link the ‘Melbourne’ Brandmark from your website to [www.visitmelbourne.com](http://www.visitmelbourne.com)



Please link the MCB logo from your website to [www.melbournecb.com](http://www.melbournecb.com)

