



## Event & entertainment expertise from idea > execution

PAN International offers a holistic event service that produces world-class experiences

PAN International is the industry leader in developing clients' unique concepts to transform a vision into a highly successful event. We are driven by customer satisfaction, creating and managing events beyond client's expectations.

Led by Creative Director Peter Mousaferiadis with over 20 years of experience in the entertainment business, PAN International has produced exceptional public and private events in Australia and overseas for a range of clients including governments, associations, corporations and education institutions.

**Committed to excellence, PAN expertly produces extraordinary work and services for both large-scale events and smaller occasions staged in the world's best venues. Contact our events team today to discuss your idea or to obtain a quote.**

### > Since 1993, PAN International has produced hundreds of special events including:

Ceremonies for the Parliament of the World's Religions  
Conferences for United Nations Global Health and FIFA  
Launches for the Davis Cup and Melbourne Museum

### > PAN specialises in providing entertainment and artistic programming for the:

Melbourne Millennium Eve Celebrations  
Prime Minister's Olympics Dinner  
Commonwealth Games

### > Event Management

Ceremonies, Major Events, Festivals, Tours  
Conferences, Corporate Functions  
Exhibitions, Product Launches  
Award Nights, Gala Dinners, Private Celebrations

### > Production Services

Audio Visual, Lighting and Sound Design  
Live Show Production  
Logistics, Stage and Risk Management  
Event Staffing, Ticketing, Catering

### > Creative Services

Creative Direction and Concept Development  
Live Performances, Sports Entertainment  
Theming and Event Design, Multimedia  
Choreography, Speech and Script Writing  
Musical Composition and Direction  
Artist Management and Liaison  
Exhibition Curation, Photography

### > Marketing & Promotion

Advertising, Graphic Design  
Communications, Distribution  
Publicity, Market Research

## Building cultural harmony & wellbeing

Cultural Infusion recognises the benefits of cultural diversity and works to promote intercultural understanding. Our education, youth and community programs build cultural harmony and wellbeing through cultural presentations, workshops and engagement programs that act as a bridge to intercultural understanding. We reach an annual audience of more than 300,000 people, and have produced intercultural experiences at major events for organisations such as the United Nations, Commonwealth Games and the Parliament of the World's Religions.

### Discovering Diversity Schools Program

- Presentations and workshops presented by authentic cultural practitioners from a diversity of backgrounds.
- Well-being programs to address bullying, body image, cyber safety and emotional stress.
- Intercultural Citizenship Ambassador Program (ICAP).
- *Sound Infusion* – a free, online, interactive learning experience that blends music making and cultural awareness. Sound Infusion was a winner of the 2013 United Nations Alliance of Civilizations' Intercultural Innovation Award.

### Youth & Community

- Youth and community events, forums engagement programs and projects.
- Examples include *Freestyle* – National Masters of *Hip-hop*, and the *Contemporary Youth Culture Forum*.
- Official provider for *FreeZa*, the Victorian government's youth development program.

### Services

- Cultural productions, events, workshops and training for corporate and government clients.
- Producing experiences for major international events and organisations such as the United Nations, Parliament of the World's Religions and United Religious Initiative.
- Local highlights include Australia Day celebrations at Federation Square and Myer Music Bowl, NAIDOC Week Celebrations, the Red Earth Arts Festival (REAF), and the Opening of SBS at Federation Square.
- United Nations award-winning slogan and short video: '*Diversified We Grow*'

We partner with government authorities, corporates, community groups, schools, and NGO's to deliver high quality programs rich in diversity. Integrating art, theatre, music, multi-media design, and social media in consultation with communities and clients to deliver quality experiences and positive social impact.



PLEASE CONTACT US FOR FURTHER INFORMATION

p : (03) 9412 6666 or 1800 010 069 | e: [info@culturalinfusion.org.au](mailto:info@culturalinfusion.org.au)

**THE  
INTERCULTURAL  
INNOVATION  
AWARD**

A partnership between  
United Nations Alliance of Civilizations & BMW Group







**PAN INTERNATIONAL**

— CREATING THE EXPERIENCE —

Event Management & Entertainment Agency

## **YARRA CITY COUNCIL**

### **Fairfield Amphitheatre Summer Concert Series**

### **2015 - 2017**

*"This is such a favourite time of year for me and family to enjoy (free) as it should be open air concerts in Melbourne. Makes life worth living in the city. To see such happiness and togetherness + cheering, dancing, children happy!"*

**PAN International Fairfield Amphitheatre Summer Concert Series Attendee**

**Proposal prepared by**



**HEAD OFFICE:**

138 Cromwell Street, Collingwood, VIC, 3066

Telephone: 1300 884 984

[www.paninternational.com.au](http://www.paninternational.com.au)



# Index

Working Framework	3
Aims	4
Why PAN International?	6
Program Overview	11
Concert Program Management	11
- Expectations of Performers & Technicians	11
- Staffing	12
- Weather Contingency plan	12
- Catering	12
- Sponsorship	13
- Audience	13
- Promotions	13
- Safety Management	15
- Public Information	15
Key Staff Biographies	16
Company Profile	18
Testimonials	33
Sample Feedback Form	40
Environmental Policy	42
Equal Opportunity Policy	46



# Working Framework

PAN International utilises arts, culture, entertainment and event management to produce world class events and a range of services for local, state, federal government and corporate clients.

Since PAN International was established in 1993 it has been responsible for some of Australia's great event experiences such as the Parliament of the World's Religions Arts and Culture Programs, Opening, Closing Ceremonies and Plenaries, the Australia Day celebrations at Federation Square and the Sidney Myer Music Bowl, the Prime Ministers Olympic Dinners' entertainment, Freestyle: National Masters of Hip-hop, the Opening of SBS at Federation Square and event management for a variety of annual and biennial concert series' such as those at the City of Fairfield and the City of Subiaco, WA. Our creativity has seen our services being used by numerous event management companies. We are the service that other event companies use!

Our partner company, Cultural Infusion was set up as a not for profit initiative of PAN. It operates within a hybrid framework with PAN its associate company. Partnership is at the heart of the hybrid model: both entities (PAN Events & Cultural Infusion) draw upon each other's strengths and offer mutual support to build further cross-sector partnerships. This enables Cultural Infusion, as the not-for profit partner, to achieve its artistic, social and cultural development goals within the framework of a strong business model. Cultural Infusion's relationship with PAN has helped it source capital as well as assistance in the areas of administration, IT support, financial and business management. The entities share human resources, production and marketing expertise.

The relationship between Cultural Infusion and PAN is one of inter-dependence rather than dependence. Together they demonstrate and recognised the importance of cooperation with and between for-profit and not-for profit entities in order to secure needed resources, mutually validate their activities, and promote shared efforts of vision.

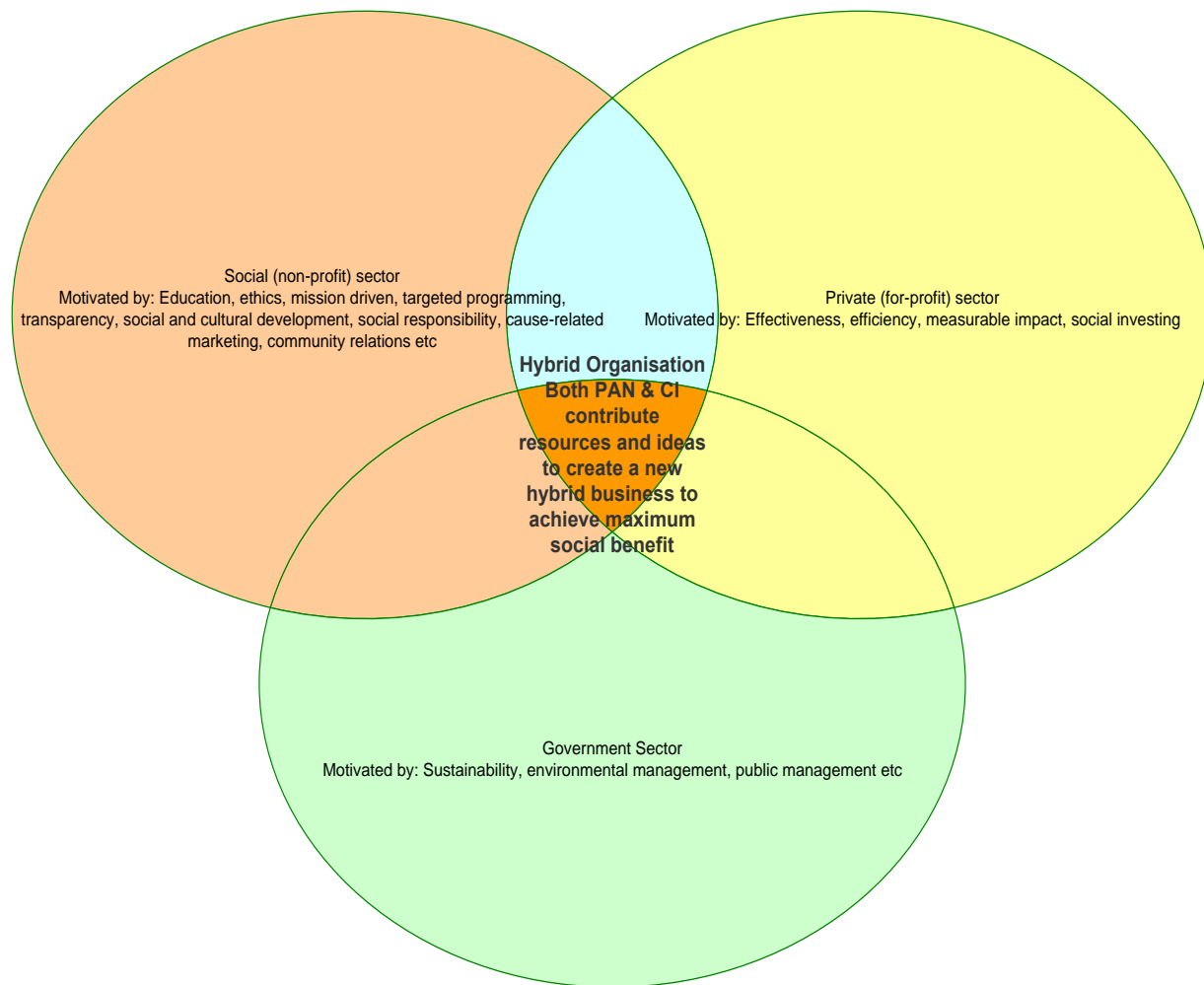
Corporate, government, philanthropic and community sector partners combine with PAN to support the focus on developing and delivering quality programs for long-term sustainability as well as building further capacity.

For further information on the range of partners developed that the Pan Orama Group can draw upon, visit <http://culturalinfusion.org.au/support-us/our-current-supporters/>

Henceforth in this document where PAN International is mentioned the support and co-operation of Cultural Infusion is to be assumed.



## PAN International Cultural Infusion– Hybrid Model Explained



## Aims

PAN International will strive to not only to meet the aims and objectives of the Yarra City Council but to surpass them. High quality outdoor events that will offer a wide appeal across a broad range of community tastes will be achieved through exceptional management and professional performers. Building on the popularity of past performances with a reinvigoration of the program to include other diverse artforms such as dance and spoken word, our team will aim to develop and promote this series to make it the most successful to date, incorporating local groups and people, highlighting the City of Yarra's scope of talent. Utilising the feedback that we have collected over six Summer Concert Series, we intend to create a program that will surpass those of previous years!

The performances chosen by PAN International are aimed to **entertain and engage all ages!** This variety of performances is guaranteed to cater to a wide range of tastes. From **music, dance, fashion to spoken word** we aim to incorporate different areas of the arts as well as represent a number of different local groups.



Cultural Infusion and PAN combined have the largest community database of performers in Australia, with a diverse range of ethnicities and art styles. We have strong links to the Indigenous community with the Wurrundjeri Nation leader a member of our Cultural Infusion board. We also have a number of Indigenous performers, not only in Melbourne but available from around Australia.

Through skilful programming, PAN International aims to achieve the following key objectives on any event:

- To communicate effectively and enhance the messages the client hopes to achieve at the event.
- To ensure the event runs smoothly and professionally and satisfies the needs of our client;
- To ensure the cost of the event falls within our client's budgetary framework;
- To act as an effective liaison between diverse communities and our client;
- To maximize the overall quality of experience for the audience;
- To facilitate insight into the diverse nature of Australia's artistic practice;
- To promote Australia as a tolerant and accepting society;
- To facilitate connectivity with the communities of Australia;
- To continually achieve excellence in event management.

Depending on the client requirements PAN International is able to manage an event completely or simply source artists. This dedicated and knowledgeable team offers professionalism and artistic diversity for your special event. Our infrastructure allows for any size event to be run in accordance with its administrative processes and systems – thus allowing for no errors should changes occur. Our commitment to quality is evident in our past event history and continuous building of a large clientele database. We pride ourself on our flexibility and communication skills, allowing our organisation to work in line with all of their client's needs. The PAN Orama group's experienced and creative team allows for a unique event every time. Our ability to work to a budget is proven, providing the best event possible to fit any size budget.

**Choosing Pan International will guarantee entertainment that is not only creative and unique, but memorable and uplifting!**





# Why PAN INTERNATIONAL?

Involving local people- investing in local practice and supporting a shared sense of place!

PAN International and Cultural Infusion Ltd's involvement in the Fairfield Amphitheatre Summer Concert Series is designed to be interactive, inclusive and unique. All age groups have been considered with a wide variety of interests covered. This program encourages all people to enjoy the Summer Concert Series. With such a huge range of exciting activities and performers our program will be the most exciting and outstanding ever!

## Why the PAN Orama Group for this event?

1. The PAN Orama Group has successfully delivered the Fairfield Amphitheatre Summer Concert Series securing the tender from 2006 - 2011. Delivering six years of concerts has given us an extensive Event Body of Knowledge (EBOK) to draw upon in regards to the creative development of the program, the event logistics and risk management at the venue. During this time, we have had the opportunity to become very familiar with the likes of the attendees – the relationship that we have established with concert goers has meant that our audience feedback surveys (see example in support material) have demonstrated a high number of people who have repeatedly attended, year after year. Some of the great comments that we have received from our feedback surveys are:

*"Fantastic event especially for my 4 kids who danced and felt safe amongst a crowd of appreciative audience (members), we all came especially to hear Sforzando, who were the best value!"*

*"A longer series-four weeks isn't enough! This is a fantastic family friendly high music quality event."*

*"These events are important for social consciousness and an education of cultures in our fantastic society."*

*"Can we have it in January + March as well!"*

*"Continued high standard of acts"*

*"Extend the Season!"*

*"Keep the diversity."*

*"Perfect!"*



Since Cultural Infusion ran the first Summer Concert the event area has gone from 100m<sup>2</sup> to 1000m<sup>2</sup>. This expansion of the event size is reflected in both the high percentage of return visitors and the influx of people from other suburbs. The large office space and venue has resulted in additional staff especially in the areas of audience development. The publicity achieved for the Yarra Concert series has been unsurpassed with mainstream TV (Channel 10) doing a 45sec spot publicizing the event as well as





publicity through a range of other print and electronic media. This data and network of media contacts built is available for all future Yarra Concert series.

---

**2. Storyteller Steve Delany** has been given special permission by the Wurrundjeri community to perform a Welcome to Country. We intend to invite him to open each weekly concert, clearly showing our dedication to involve and acknowledge the City of Yarra's Indigenous population.

PAN International has demonstrated a commitment to Wurrundjeri Reconciliation and Aboriginal social justice through our long affiliation with Wurrundjeri Elder Joy Murphy. In the past our large staged events have often incorporated a welcome ceremony and acknowledgement of the Wurrundjeri land.

The majority of artists and activities selected for the Series are performance options that **the PAN Orama Group has worked with in the past**. They are familiar with our methods and production requirements.

PAN International and Cultural Infusion's management of these performers is evident when looking at the successful organisation of the World Model United Nations Opening and Closing Ceremonies, Australia Day Voyages Concert and other similar scale events (such as the entertainment program during the 2006 Commonwealth Games) as well as regular programming for educational institutions, government departments, festivals and major venues. (see Company Profile)



---

**3.** The PAN Orama Group is particularly well suited to undertake the entertainment programming of the event, as in the past, bringing a creative and innovative approach to the *Series*.

Because PAN began life as an artist management business, we have access to and **a close relationship with thousands of entertainers and workshops facilitators** around Australia. We have worked in all areas of entertainment and events, and we understand who the best people are to call on for all event needs, from craft workshops, to story tellers and entertainers to staging, production and prop installations. Cultural Infusion has grown from PAN and encompasses the beliefs of an inclusive multicultural society. Cultural Infusion is the largest provider of culturally diverse entertainment in Australia – we run national programs across the nation reaching audiences in excess of 250 000 per year, especially with the Department of Premier and Cabinet's Anzac Centenary – Victoria's Journey of Remembrance Roadshow visiting 79 councils in Victoria from 2014 – 2015. When PAN's audiences are considered a combined audience of approximately 400 000 a year is reached. Due to this large audience and our extensive database we are well placed to market the event both within the City of Yarra and beyond.

Cultural Infusion is a well established organisation and currently has the following partnerships/agreements: Convener of the Strategic Partnerships Program - Performing Arts and Media Network (an initiative of the Victorian Government's Department of Education and Early Childhood Development) in addition to having been awarded the convener-ship we also receive funding to run our



Cultural Infusion Education Program in Victoria; Yarra Youth Services; we are the Freeza provider for the City of Yarra. In addition past partnerships have seen Cultural Infusion link in with “Adopt a Second Team” initiative with the 2006 Commonwealth Games; on a repeat basis Cultural Infusion has been invited to contribute to the Australian Day concert in Federation Square. All of these partnerships and large scale projects have given Cultural Infusion the experience, creative capacity and expert knowledge to provide the City of Yarra with a creative and innovative program for the next series of the Fairfield Amphitheatre Summer Concert Series. (Cultural Infusion has developed partnerships with over 100 organisations ranging from local, state, federal non government and philanthropic organisations.

---

#### **4. Understanding the need for Arts Events**

PAN International understands the value that the arts brings to the well-being of a community and that it forms one of the four pillars of society alongside the social, environmental, and economical factors that underpin the cultural wellbeing of any community.

Cultural wellbeing can broadly encompass values, shared beliefs, customs, behaviours and identity. It is these intangible attributes which can assist in shaping and defining who we are as Melburnians, and make the city the diverse place that it is.

Though the PAN Orama Group’s experience of working with artistic groups, youth, Indigenous, ethic communities and senior communities Cultural Infusion has developed an intimate understanding of the diverse aspects that make up Melbourne’s identity. It is this experience that will allow us to meet the objectives of the creative programming required to make the Yarra Concert series the success it deserves.

Cultural Infusion recognises cultural harmony and wellbeing as the vital ingredient which a community and individuals alike can enjoy through:

- Participation in recreation (including sports), creative and cultural activities
  - The freedom to retain, interpret and express their arts, history, heritage and traditions
-



**5. Management & Team Work** - Key management elements are evident in PAN's proficiency when working as a team with a set goal. Our staff is continuously showing their ability to perform their roles within each event production, and to successfully manage their area. Across the hybrid organisation 8 full time and 9 part time staff are employed to deliver and produce the various programs annually, across Australia. Two of these employees are a full time Financial Manager and an IT Manager. The organisation constantly invests in maintaining and developing organisational processes to reflect the continued growth of the organisation. Fortnightly meetings are held to maintain and update various aspects of the operational manual of the organisation. PAN International can also effectively manage each team member's needs, working within a team structure that is supportive and integrated.



Staff work on all aspects of production ranging from project management, marketing, sales, publicity, logistics, recruitment, community liaison, touring, and all areas of event production and communications, as required.

As part of our event assessment process for the past six *Summer Concert Series* we specially designed surveys in order to gauge the audience's reaction to the programs that we presented (part of our plan, do, and review methodology for continuous self assessment and improvement). Using this data we have, been able to target interests that survey participants expressed (such as including performances that taught the audience to dance). If we are given the opportunity to again produce the *Summer Concert Series* we will build on this data to provide programs that meet and exceed audience expectations.

---

**6. Budget and Coordination** – PAN International will provide the City of Yarra with a highly cost effective and high quality Entertainment Series. This will be achieved by our ability to manage and coordinate the entire program in-house. PAN International is able to recruit all entertainment from current databases and connections saving the client time and money in outsourcing this entertainment via other agencies and management firms. Less than 1% of entertainment provided by us is secured by another agency. Consequently, we are able to charge a more economical management fee. Through our industry service and by managing everything in-house we are able to offer competitive and more economical management fee whilst still maintaining the highest possible service. Our staff have experience in all areas of event implementation and are able to contribute in their specialised areas.

#### ***Capability to Plan, Prioritise & Organise Work***

PAN International has a proven track record in event management for its exceptional planning and organisational skills. Our methodology for the production of this event incorporates the use of systems and staff support to ensure the tasks are undertaken and successfully completed.





Throughout any event process PAN International will use a myriad of tools, including Gantt charts/time lines, check lists, organisational charts, contact sheets and run sheets. We will build on the past Risk Analysis Plans that Cultural Infusion has used for the past series. A SWOT Analysis will also be conducted. Using these structures PAN International will be able to produce a problem-free, environmentally-friendly (please see our Environmental Policy in the Appendix), event which meets the expectations of the City of Yarra and its residents.

### ***Demonstrated Ability to Develop Positive Relationships with Government and Businesses***

PAN International has a proven track record dealing with a diverse range of clientele. Since its inception we have worked with clients including the following – shopping centres, health facilities, large venues, festivals, sporting corporations, local, state and federal government departments, schools, universities, charities, corporate clients and private events. We understand the protocol of dealing with a variety of stakeholders, ensuring all communications are clear and followed through to ensure all areas are aware of their position in the event and coordination.

---

**7. PAN International is a business based in the City of Yarra**, with the majority of its staff members also living in the City of Yarra. With this proximity to the City of Yarra, we are able to understand the needs of the people, as well as realise the positive impact to local business should we entice people from outside of the City of Yarra area to attend the festival. Due to our location, we have developed strong business ties with local businesses and artists. Having access to these artists, who are also proud of their local community, will enable our organisation to represent, as it has in the past, the people of the City of Yarra, allowing them to express their talents to their neighbours and friends, whilst showcasing the vast degrees of skills the City of Yarra has to people from across Melbourne. We are committed to using as many local artists as possible throughout the entire concert series.





## Program Overview

Throughout the four-week period PAN International in partnership with Cultural Infusion will present an array of performers. This exciting presentation will allow for City of Yarra residents and others from further a field, to experience a wealth of talent, diverse and extraordinary in their productions.

**We intend to theme the concerts** as per great interest from attendees in previous years. By theming the mood of the audience can be further heightened as the theme is explored. The concerts are designed to encourage the crowd to take part, have fun with the music and with each other! For example for the first year we would propose on presenting a Compass theme of East, West, South and North to celebrate diverse artistic styles and genres. This is open to discussion as we have a range of creative ideas annually.

To create an concert series that endears and excites the community of the City of Yarra as a whole with a view to attracting visitors for the events from surrounding regional areas and beyond. Our quality program should create anticipation, excitement and deliver a memorable experience. The series will showcase creative works from external and local artists with a focus on community engagement to develop local sustainability. The program should underpin the Council's goal in creating a high quality series of outdoor summer performances.

The concerts are designed to be fun, interactive and inclusive. Below are listed a selection of artists/presenters PAN & CI plan to include in the first year of the next *Summer Concert Series*.

## Concert Program Management

### EXPECTATIONS OF PERFORMERS AND TECHNICIANS

- All performers and technicians will be required to sign a contract stating their liability and insurance cover.
- Arrangement for any provisions to be made by technicians are to be clearly laid out in a contract.
- Sound checks will take place up to one hour prior to performance in order to monitor sound levels and ensure a quality sound.
- Arrival and departure times will also be outlined in arrangements with performers to ensure a timely and smooth running event.
- Payment will also meet Industry recognised professional rates and all pay schedules outline in the artist's contract.
- An area for Parking will be defined for staff and performer use.





## **STAFFING**

A highly professional and entertaining master of ceremonies will be supplied to keep the event running smoothly in the appropriate order. Our experienced staff will be there to stage manage and coordinate the event. They will also be responsible for a site check prior to the event.

The sound, lighting and all other technical requirements will be met by Pro Lighting and Sound. Pro Lighting and Sound are highly experienced and reputable company who has worked with Cultural Infusion on a number of small to large scale events. They will also be responsible for monitoring sound levels, and recording at all times with a decibel meter to ensure they are within the noise limits at areas designated by the Council's Representative. They will be in charge of supplying the appropriate technical specifications as outlined by the Council. PAN International will also provide staff to help coordinate performers, as well as specified volunteers to help usher and assist audience members and notify senior staff of any problems.

## **BAD/WET WEATHER CONTINGENCY PLAN**

In the case of bad weather it is possible to have a couple of public halls on hold in order to move the event to a different location. Halls such as the Collingwood Town Hall or the Fitzroy Town Hall could be of use in this case. If this is a possibility on the day the decision will be made at 3pm to ensure the technical staff has time to set up at another location. Signs will be posted to notify the change to the public and the concert start time will be delayed by 30 minutes. If the changing of a location is not a possibility the decision to cancel the concert will be made by PAN International officials and the Council representative by 4pm.

- Signage will be posted around the amphitheatre with directions to the subsequent new venue. Delayed start times (approximately 30 minutes) would also be employed, ensuring audience members can make their way to said new venue.
- All performers and technical staff will be contacted 3 hours prior to the event and warned that there may be a venue change if inclement weather looks to be imminent. Should a change of venue apply we wish to make the decision (in conjunction with Council) by 3:00pm, giving technical crews enough time to dismantle, move and set up technical requirements.

In the event of Concerts being cancelled in entirety signs will be posted around the venue by 4:00pm on the day of performance.

## **CATERING**

PAN International will invite local catering businesses to partake in the festival, providing a diverse range of food for audience members to purchase. We will invite a different catering business (café / restaurant) each week to allow as many local businesses to partake in the festival as possible.

This will help support local businesses and allow them to promote their large range of cuisine. This will also attract new audience members who enjoy excellent food, who will find out about the concerts through their favourite cafes and restaurants.





## SPONSORSHIP

Through seeking sponsorship (both monetary and in-kind) from local businesses, we will offer an opportunity for local businesses to be involved in the Summer Series.

## AUDIENCE

We have built up a faithful audience over the last past six years of presenting the City of Yarra's *Summer Series*. Our surveys have shown that a large percentage of visitors have attended multiple times. In addition to this sustained audience PAN International will use its media contacts to full potential to ensure that the event is well publicised. We will be advertising in the local area, doing letter box drops and hanging posters in high traffic areas (such as local cafes).

## PROMOTIONS



The PAN Orama Group has the existing infrastructure and experience to publicise the Fairfield Amphitheatre Summer Concert Series throughout the City of Yarra and the greater Melbourne area. We intend to achieve the greatest promotional opportunities and coverage through our experienced team of highly skilled staff and in house media consultants. Our past experience with the *Summer Series* enables us to use a wide range of media and marketing resources. We are committed to excellence in artistic liaison and communication; with the guarantee of securing a high profile for events.....We do this extremely well!

- A handbill / flyer drop will encompass all residential areas of the City of Yarra.
- Signage will be placed around the venue weeks before the start of the series and banners hung in local streets.
- Utilising Cultural Infusion's links to all schools in Melbourne. Information will be sent to all schools, (especially those located in the City of Yarra) about the upcoming series.
- PAN International intends to have the required 500 posters placed around local shopping precincts and the venue both prior to and during the Concert Series.
- During the week prior to the series starting, selected performers will rove Smith Street, Rathdowne Street, Brunswick Street, and High Street, handing out flyers and handbills.
- Local businesses and Cafes and Galleries will be approached to have a small supply of handbills available on counter tops and displayed in windows.
- Any existing community notice boards in parks / streets / shopping precincts will have notices posted prior to, and during the Concert Series.



- PAN International will contact mainstream, community based and local press such as newspapers, radio, television and web based media to publicise the Concert Series extensively. Updated press releases will be sent out regularly both prior to and during the concert series.
- PAN International has also worked, on numerous occasions, with many non- English Speaking Background (NESB) newspapers, radio stations and television channels which will help reach the non- English speaking and culturally diverse communities in the City of Yarra.
- We will also follow council schedules for design and distribution of handbills, posters, and letterbox leaflets as well as submitting the Safety Management Plan.





# Safety Management

- All public facilities shall be inspected 2 days prior to the performance in order to arrange for any cleaning or maintenance.
- Security Guards will attend each performance to deal with any issues that may arise.
- St Johns Ambulance will be present at every concert
- Victoria Police, MFESB and Parks Victoria will be notified both in writing and followed up with verbal clarification two weeks before the event.
- PAN staff will be present at each event, all equipped with a mobiles that are turned on.
- PAN and chosen volunteers will be attending to ensure there is more than enough staffing. Their roles will be in managing the event, liaising with the public, performers and technical staff and assisting any member of public that requires help to access the venue.
- All equipment will be installed with safety as the top priority. Safety checks, and the use of professionals will ensure that risk is kept to the bare minimum
- PAN staff will be assigned the task of unlocking and locking public toilets and change rooms before and after the event.
- PAN staff will appoint a liaison officer to work with the Council's Recreation and Open Space Unit to ensure that all surrounding areas and the venue are maintained.
- If deemed necessary a qualified electrician (as approved by the Council's representative) will attend to stage equipment or lighting being used.
- A Safety Management Plan will be submitted to Council two weeks prior to the Program's commencement for appraisal.

# Public Information

- PAN International will nominate a Public Liaison officer who will respond to any enquiries or concerns at the concerts. Duties will include informing the Public on all aspects of the Concert series. They will also be in charge of the provision of information for all staff members, including running all briefings prior to the event. All complaints will be recorded on a designated form, see next page for form.
- The Public Liaison officer will also be responsible for displaying a minimum of five 'CANCELLED' signs in the event that the concert will not go ahead, as well as notification of any other locations the concert may have been moved to in the case of bad weather.
- Any complaints that may be received will be immediately forwarded to the Council Representative by the Public Liaison officer.

## OFFICIAL COMPLAINTS

### EVENT INFORMATION

EVENT: \_\_\_\_\_

DATE: \_\_\_\_\_

PERSONAL INFORMATION:





NAME: \_\_\_\_\_  
 PHONE: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 \_\_\_\_\_

**COMPLAINT:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

FILLED OUT BY: \_\_\_\_\_

FORWARDED TO: \_\_\_\_\_

DATE: \_\_\_\_\_

**ACTION TAKEN:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Key Staff Biographies

### CEO Peter Mousaferiadis

Bachelor of Music (VCA), Bachelor of Religious Studies/Konic Greek (Latrobe University) Executive Certificate in Event Management (Vic University)

Since 1988, Peter Mousaferiadis has had an extensive career in the arts as a creative director, producer, artistic director, music director, and composer. After completing his studies in Australia, Peter trained as a symphonic conductor in the Czech Republic, Italy and the USA from 1990 to 1995 before turning his attention to the direction and production of large scale intercultural productions and ceremonies for international events. Peter directed and produced the Australia Day concerts from 2004-2012 and has produced shows throughout Australia, China, the Philippines, and Malaysia for a range of clients including the United Nations, the Council for a Parliament of the World's Religions, and the United Religious Initiative.

Peter is the founder of Cultural Infusion, a national organisation that aims to facilitate intercultural contact through a range of sustainable arts and engagement programs aimed at building cultural harmony within communities and schools. Cultural Infusion's Education program, Discovering Diversity, is delivered to an annual audience of more than 200,000 students across Australia.



Peter has won many awards within Australia. In 2006 Peter was honoured by Victoria University being named a Faculty of Business and Law Legend. Peter was amongst ninety legends recognised by Victoria University for their active contribution over the Faculty's lifetime. In 2005 Peter was presented with the Victorian Business Corporate Award for Excellence in Multicultural Affairs. Peter regards this award as a validation of his mission to represent, more faithfully, Australian identity and culture, by elevating the status of "world artists" from the periphery toward the mainstream.

Cultural Infusion's work has been recognised internationally and in February 2013, Peter was invited to Vienna to be presented with the United Nations Intercultural Innovation Award for Cultural Infusion's Sound Infusion project. The organisation is now a member of The UN WIFI (World Intercultural Facility for Innovation). In 2013 Peter was presented with the **Cultural Revolution Award** by the Punjab Government of Pakistan in recognition of 25 years' of contribution to cultural diversity through arts and cultural programs. He was recently appointed as the Global Trustee representing Australia at the United Religions Initiative which is based in San Francisco.

### **Events and Projects Manager Sophia Sourris**

Bachelor of Creative Industries (QUT), Master of Tourism (Monash University)

Sophia is in charge of events and business development liaising with a broad range of industries and managing client accounts. With over ten years experience in the arts, events and education sector, Sophia has specialised in festival management, artist liaison, marketing and public relations. Her passion for international cultural events has been evident through her project and tour management skills leading an Australia Delegation for the Festival of Pacific Arts in the Solomon Islands and conducting research on the European Capital of Culture in Estonia for her Master of Tourism. With a background in film production and exhibition, Sophia has managed diverse media projects with stakeholders based locally and overseas.

### **Production Manager Douglas Montgomery**

Bachelor of Arts (BA), Theatre / Philosophy *Postgraduate Diploma of Education, Secondary Education and Teaching (Latrobe University)*

Douglas has worked extensively with the PAN Orama Group and has been production and touring manager on 19 national tours with Cultural Infusion. He was employed as Production Manager on United Nations Advance Global Health Conference 2010 and URI Parliament of World Religions 2009. He has also previously worked as Stage Manager on three Australia Day Concerts (2010 through to 2012).

Douglas is the Founder and Managing Director of Broken Mirror Productions, a company which supported mainstream and independent theatre and film in Melbourne by providing facilities and assistance. Broken Mirror has worked with Billy Elliot Australia, Bell Shakespeare Company, , ArtsAP (producers of Avenue Q), KAGE Physical Theatre, Lynne Ruthven Casting, Strut n'Fret Theatre, Eagle's Nest Theatre, Short + Sweet, and Zen Zen Zo Physical Theatre Company. He now continues to act as Creative Producer for the company.



Douglas has collaborated and produced works across Melbourne and nationally for companies including Sixxter's Grimm, Lab Kelpie Productions Walking into Bars, Baggage Productions, Steam Productions, Fly-On-The-Wall Theatre, Hoy Polloy, Komissar Kabaret, , Boroondara Theatre Company, Heidelberg Theatre Company, Defector Art Theatre, Ladymullet Productions, Melbourne Writer's Theatre, Bearing your Arts, Crash Test Drama, Company White Wolf, Subtext Theatre and Avid Theatre.

He has exhibited and created works in venues across Melbourne including La Mama Theatre, Theatreworks, Federation Square, The Arts Centre, Kew Renaissance Theatre, Sidney Myer Music Bowl, Brunswick MIPAC, and Cromwell Rd, Chapel off Chapel, Carlton Courthouse and Odeon Theatre. Douglas is an accomplished theatremaker, having directed productions of Australian and International classic and contemporary texts as well as designed and created shows from small to large scale performed throughout Australia. He has been nominated and won best director and best production on a number of theatrical short works over the last 8 years.

### **Marketing and Communications Manager Rob Nicholson**

Bachelor of Media Arts (Deakin University), Masters in Communication (RMIT)

Rob Nicholson has been gracing the world with his Marketing and Communication skills for over 10 years. He has created promotional content for ABC Kids shows, award-winning Australian films and musical acts as well as being the face of the Bendigo Tourism for over 5 years. Recently, his work with Cultural Infusion has won the Australian and New Zealand Internet Award 2014 (Diversity Category), a nomination at the 2014 Australian Multicultural Marketing Award (Youth Category) and resulted in the release of Cultural Infusion's first digital app, Joko's World.

### **Community and Youth Program Manager Kumari Middleton**

Diploma Community Development (Swinburne University of Technology)

Kumari Middleton was shortlisted as a State Finalist for Young Australian of the Year in 2013 having co-founded Mayibuye, an organisation which uses performing arts to facilitate educational opportunities for young people who are vulnerable to negative peer pressures and at risk behaviour. This program is now part of Cultural Infusion's global network with 20 projects across South Africa, Cambodia and Australia including afterschool programs, youth camps, school workshops, international volunteering tours, holiday programs and conferences. Kumari co-founded another organisation Vicdor Living Centres to support people recovering from alcohol and drug abuse. She sits on Women with Disabilities Victoria's Board of Directors and the Young Social Pioneers Advisory Board. As a lead tenant for the Melbourne City Mission, Kumari lives with vulnerable young people who are moving from care to independent living.

## **Company Profile**

### **AUSTRALIA'S PREMIER ARTS & CULTURAL EVENT MANAGEMENT COMPANY**

#### **Our Mission**

"To create innovative and memorable events and entertainment globally".



The PAN logo is a Ghanaian character from the Ashanti culture representing the pursuit of excellence and knowledge. It is this symbol that embodies the ethics and integrity of the company.

PAN is a member of the PAN Orama Group which comprises of a group of businesses working in the areas of arts, culture, education, entertainment and events.

### **Who Is PAN?**

PAN was initially founded in 1993 as PAN Artist Management: a dedicated cultural artist agency. Since this time our focus has grown to embrace all areas of production incorporating a large section of Australia's arts community. From booking cultural artists to staging production, we have the ability to create events that run seamlessly.

### ***What We Do***

In addition to arts promotion, PAN's experience in producing events, both large and small, means that we also offer a comprehensive event production service to our clients working with any budget.

Our key functions include:

- Artistic direction and entertainment programming
- Themed event conceptualization and design
- Stage and technical production co-ordination
- Festival production, co-ordination and logistics (indoor and outdoor)
- Marketing, publicity and promotion
- Project administration and event management
- Corporate functions, gala dinners, fund-raisers and product launch productions
- Conferences, award presentations and Festive season functions
- Large scale outdoor productions and logistics management
- Sports events – main stage and roving entertainment
- Venue, catering and Audio/Visual sourcing
- Photography and dvd recordings
- Musical direction, composition and CD production
- Choreography for special events
- Cultural and Artist liaison and management
- Arts and entertainment research and risk assessment reports

Through skilful programming, PAN aims to achieve the following key objectives on any event:

- To communicate effectively and enhance the messages the client hopes to achieve at the event;
- To ensure the event runs smoothly and professionally and satisfies the needs of our client;
- To ensure the cost of the event falls within our client's budgetary framework;
- To act as an effective liaison between culturally diverse communities and our client;





- To maximize the overall quality of experience for the audience;
- To facilitate insight into the cultural diverse nature of Australia;
- To promote Australia as a tolerant and accepting society;
- To facilitate connectivity with the communities of Australia;
- To continually achieve excellence in event management.

Depending on the client requirements PAN is able to manage an event completely or simply source artists. The dedicated and knowledgeable PAN team offers professionalism and artistic diversity for your special event.

## EVENTS PORTFOLIO

### **Anzac Centenary Roadshow – Journey of Remembrance Production & Logistics, Victoria: 2014 - 2015**

On behalf of the State Government of Victoria, Cultural Infusion is producing free events for Victorian secondary schools (60 minutes) and the general public at community meeting places (90 minutes) to commemorate Victoria's involvement in the First World War. PAN International, part of the PAN Orama group is responsible for Production and Logistics for the show combining video, theatre and narrative to explore the Anzac story.

### **Oakleigh Greek Glendi Event Plan and Risk Management, Vic: 2014**

PAN International provided the Risk Management Plans assisting with logistics to deliver a safe event for the Greek community. The Greek Orthodox Community of Oakleigh and District's "Oakleigh Greek Glendi- Unity through Diversity" free outdoor multicultural festival occurred on 1 – 2 November. 2014's event expanded to Warrawee Park and on Drummond Street which enjoyed large audiences. Proudly supported by the Victorian Multicultural Commission and the City of Monash, the Glendi is recognised as an outstanding community event that draws Australians from various ethnic communities together, for a great outdoor celebration.

### **Pakistan Australia Day in Spring Western Creation Tour: 2014**

[Western Creation](#) and the CEO toured to Karachi, Islamabad and Lahore, accompanied by an exhibition of Indigenous artwork. 'Big' Alan Harris and his two sons, Tristan and Azlan presented Indigenous culture on behalf of the **Department of Foreign Affairs and Trade** for 'Australia Day in Spring', an annual festival in Lahore organised by the Australian High Commission to Pakistan in order to showcase the best of Australian talent.

### **Naidoc Week City of Swan – Logistics: 2013-2014**

The Swan NAIDOC Celebration was held on Midland Oval during NAIDOC Week 2013. Cultural Infusion partnered with Midland CfC/ Ngala and Derbarl Yerrigan to work with the local community to coordinate a day which brought together people of all ages and backgrounds in a positive celebration of Aboriginal and Torres Strait Islander Culture. Planning for the event was done in conjunction with the local Aboriginal and Torres Strait Islander community through weekly yarn-ups. Strong interest



from local communities resulted in the event growing significantly (in both size and popularity) beyond original expectations.

### **Hot Australian Xman in Jinan, China Tour: 2013**

In December 2013, Jinan – a city in eastern China – hosted PAN International's fourth big event in the region with a three day tour. On the 21st of December CEO Peter Mousaferiadis travelled to Jinan, China, to produce and direct a sold out show titled *Hot! Australian Christmas Show*. The show featured performers from Australia and a range of China's leading artists and groups.

### **World Model United Nations Opening and Closing Ceremonies: 2013**

PAN International succeeded in upholding the strong reputation of the World Model United Nation Conference by providing a professional, engaging and memorable entertainment showcase for the opening and closing events at the Melbourne Convention and Exhibition Centre. More than 2,200 delegates from over 65 countries attended the events, which each featured a number of local performers including a professional sand artist, Indigenous performers, and several speakers.

### **Red Earth Arts Festival, Pilbara, Western Australia: 2012**

PAN produced the Red Earth Arts Festival a three week-long event which involves more than 200 hours of programming in the month of September. The themes developed for the festival include the following: 2012 Bringing the World to the Pilbara, 2013 – Flights of Fantasy, 2014 – Looking into the Future. Artists from all over Australia will be participating in the festival. PAN has also produced 2 major flagship events including the Voices and Lights Concert (a vocal and light installation) at Hearson's Cove and Many Faces Event (about showcasing the many diverse expressions in the Shire of Roebourne). PAN is providing the total event management including the marketing and creative direction for the event. PAN is also responsible for the Karratha Community Celebration – a 2 day street fair comprising of more than 40 stalls, major staged performances and various workshops.

### **Australia Day Concert (Vic): 2004 – 2012**

PAN produced the annual Australia Day Concert for the Australia Day (VIC) Committee for 9 years and was recognised as the largest diverse concert in Australia and involves an annual cast of between 300 to 800 people. PAN provides the total event management and creative direction for the event. Themes for the concert have included the following: 2004 – Stories of Migration, 2005 – Bunjil the Eaglehawk, 2006 – The Way of the Bagpipe, 2007 – Drum on Drum Oz! 2008 – The Big Bang: Creation Stories of the World, 2009 – Luna Niu: Moon Cow 2010: Just Me 'n My Guitar, 2011: Blow Your Horn for Australia Day & 2012: What's In Your Suitcase! All scripting, theming, artistic direction and music direction is provided by PAN and executed by the Creative Director Peter Mousaferiadis.

### **City of Subiaco – 2008-2012**

Total Event Management of 24 concert series each year for the City of Subiaco in Perth WA. Includes programming, design, production, marketing and all other elements of this series of annual Summer and Winter based series of events.



## **United Nations Advance Global Health Conference - 2010**

Cultural Infusion produced the United Nations 63rd annual United Nations DPI/NGO (Department of Public Information/Non-Governmental Organization) Conference Welcome Ceremony, Opening and Closing Ceremonies 2010 from the Aug 30 to Sep 1, 2011.

The Welcome Ceremony themed "We're all Connected" included a cast of more than 300 artists and featured an original score and choreography including a crescendo of more than 120 drummers and solo percussionists from all over the world. The event also included the first ever 360degree laser light show, a laser award winning illusion act which utilizes newly engineered state-of-the-art stage, complimented by a soundtracks and new, previously impossible effects.

The opening ceremony was a display of old and new expressions of Indigenous culture. It featured Don Bemrose, Indigenous baritone, performing a preview of a piece from the first Australian Indigenous opera, 'Pecan Summer', written by internationally acclaimed soprano and composer Deborah Cheetham, which is set to premier in October.

The closing ceremony was a representation of unity, featuring more than 170 children. The events were streamed to more than 250 million people worldwide.

More than 500 performers and artists worked over several weeks to interpret the 8MDGS (Millennium Development Goals) in each of the creatives. The United Nations Advanced Global Health Conference helped with developing knowledge of each of the 8MDGs.

## **May 2011 – The Streets of Melbourne at the National Gallery of Victoria for the Intel Gala Dinner – PAN provided all the creative elements themed to the Streets of Melbourne.**

**Feb 2011** - A 'flash mob' is an unanticipated group performance taking place in a public space. The first was performed at a Manhattan Macy store in 2003. Since then, flash mobs have taken over commercial and public areas all over the world. PAN has created numerous flashmobs since the beginning of 2009 for a range of clients including shopping centres and international events including for the guests at the welcoming reception of the 19th Asia-Pacific Incentives and Meetings Expo, PAN International produced the choreographed set and St Kilda beach was their unsuspecting stage. The spectacular kick-off to an evening of networking at one of the biggest gatherings of the events industry in the Asia-Pacific was praised by attendees and the organizer, the Melbourne Convention and Visitors Bureau (MCVB).

## **FIAV 2010 Integrated Indian Festival of Australia: Unity in Diversity – April 18, 2010**

PAN provided total event management for this festival held at the Sandown Racecourse.

## **La Plaza del Mercado Sixth Annual Fiesta – April 18 2010**

PAN provided event management for this Spanish festival held at the Queen Victoria Markets.

## **Asia-Pacific Incentives & Meeting Expo (AIME) 2010 - Welcome Reception – March 1 2010**

PAN coordinated three hours of entertainment for the Asia-Pacific Incentives and Meetings Expo (AIME) Welcome Reception on behalf of The Melbourne Convention and Visitors Bureau at The Goods Shed in the Docklands. With a "streets" theme, guests were greeted by a fire twirling stilt performer and roving wild street grunge percussion. The roving musicians were



integral to the entire event and were joined by a street circus performer. The entertainment that continued on a centralised stage was hosted by a Commedia Dell'Arte duo. They introduced demonstrations from Breakdancers, Capoeira artists, Crumpers and Tap & Stomp Dancers. It ended with a “battle” of styles to the music created by local DJ legend, Wasabi.

### **Aerial Carnivale – 26 January 2010**

PAN was contracted by Parramatta City Council to provide stage shows, roving performers and children’s interactive workshop activities for the city’s Australia Day Celebrations.

### **Parliament of World Religions Dec 3-9 2009**

Peter Mousaferiadis was appointed as Creative Director and producer of the Parliament of World Religions Opening and Closing Ceremonies, Melbourne and International Plenaries as well as the Arts and Cultural Programs. An audience of 8000 delegates attended the once in five year interfaith event over the 7 days including his Holiness, The Dalai Lama. Coverage of the event was digitally streamed across the world. [www.parliamentofreligions.org](http://www.parliamentofreligions.org)

### **AIME – February 2009**

PAN coordinated three hours of entertainment for the Asia-Pacific Incentives and Meetings Expo (AIME) Welcome Reception on behalf of The Melbourne Convention and Visitors Bureau at The Queen Victoria Markets. Roving stilt walkers, a hula hooper and a juggling MC welcomed guests at the door while, across two stages, performances from Acrobats, Aboriginal, Bollywood, Swing and Tap dancers gave the audience more visual amusements to feast on. Contemporary duo, The Buskerz also provided a musical element to the showcase of exceptional talent.

### **Australia Day Voyages: Moon Cow 2009**

Creative Director Peter Mousaferiadis, in his sixth year of producing the VOYAGES Concert, drew on the talents of local artists, community performers and experienced percussionists, producing a breathtaking themed event for the Australia Day celebrations. Audiences experienced a mythical journey of art and culture channelled through the motif of the cow, involving over 400 musicians, singers and performers

### **2005-2011**

Over 100 National Tours in particular regional and remote Australia of Diverse Artists two of which were 5 months in duration of two productions produced by PAN. This has included a major tour for Cultural Infusion that was funded by Playing Australia.

### **Prime Ministers Olympic Dinner – July 2008**

PAN directed and provided the entertainment for the opening of the Prime Minister’s Olympic Dinner at the Vodaphone Arena. This event is held once every four year in Melbourne.



**FIFA Conference – May 2008**

Co-ordination and provision of entertainment aspects at the 58<sup>th</sup> FIFA Congress

**Free Your Style @ Coca-Cola Zone – Sydney Royal Easter Show 20 Mar – 2 April 2008**

PAN produced 14 days of interactive Hip Hop performances, crowd participation, crowd judged competitions and ‘how to’ sessions during The Show. Sydney’s Royal Easter Show is one of the biggest events in Australia, with over 1 million people attending the showgrounds each year.

**AMWAY CHINA Conference – March 2008– MECC – Entertainment Provider**

PAN created a children’s choir comprising of children of Chinese extraction and a Australia’s first visual sandartist along with tango dancers that featured at the International Amway conference which attracted more than 7000 international guests.

**Australian Day Voyages: Drum On Drum Oz! – 2008 – Producer**

Drum on Drum Oz! featured drummers from all over the world including 48 44 gallon drums painted in the colors of the Australian flag which acted as a barrier between the audience and stage. The event culminated with a crescendo of more than 400 drummers coming together for the fireworks display. The concert involved professionals working with community drumming groups along with drumming and brass departments from 15 Melbourne metropolitan schools.

**Diversity in Health Conference – NSW – March 2008**

Provider of all entertainment for the duration of the conference.

**The Official Closing Ceremony and Cultural Show – International Congress of Psychiatry The Meeting Planners – Dec 1, 2007**

The one hour Cultural Show programmed for the International Congress of Psychiatry at The Melbourne Convention Centre featured traditional and unique, workshopped and choreographed performances by performing groups representative of Australia, New Zealand, China, Greece, Italy and India. The finale of the show featured a specially choreographed, five minute fusion show to an original track developed specifically for the fusion. The five minute ‘fusion’ piece featured performers adapting traditional dance movements of other countries in a contemporary, interpretive and extremely raw dance style.

**Shenzhen – China – Australia Experience – May 2007**

PAN presented and staged 27 performances of indigenous performers at the “Australia Experience”, Shenzhen, China as well as at the 3<sup>rd</sup> China International Cultural Industries Fair.

**Councils Throughout Australia**

PAN has been the ongoing source of entertainment and event management for councils throughout



Australia for various events including weekly programming for Liverpool Council, New Year's Eve entertainment, major public holidays, etc.

#### **Nokia Launch - Jack Morton Feb 2007**

PAN provided all entertainment for duration of the one month launch of Nokia's phone throughout Melbourne CBD.

#### **Perth Zoo – Spirit of Asia 2006-2007**

PAN provided and co-ordinated ongoing entertainment aspects throughout the months of Dec to Feb

#### **Australian Day Voyages: The Big Bang! Creation Stories of the World - 2007 – Producer**

The 2007 Australia Day VOYAGES: Big Bang Concert featured a small selection of creation and recreation stories which have made their way via many voyages to Australia. The concert explored the Big Bang theory and had a strong focus on creation stories, and addressing human questions: 'Where do we come from? Where are we going?' The concert also explored the link between creation myths as a metaphor for science. Over 400 performers, new costumes, new scores were created for this event. A multimedia dimension was also created with new footage featuring interviews, space images and images of life matter on a molecular level.

#### **Royal Melbourne Show – Main Stage “City of Melbourne Celebrates Multicultural Monday” - September 2006 & 2007**

PAN produced an exciting, interactive all day feature show and roving entertainment program for the Royal Melbourne Show's "Multicultural Monday" - Main Stage. Performances featured traditional dance and music from a number of countries in addition to a Hip Hop show in 2007 that was programmed specifically as a one off for the Royal Melbourne Show.

#### **Universal Zulu Nation Supa Jam Tour – Sep 2006**

National Tour of 4 Australian states with internationally acclaimed New York Hip Hop artists including Lord Finesse and supported by local Australian artists.

#### **API Conference, Sanctuary Cove – QLD 11 July 2006**

PAN was invited to coordinate and provide all entertainment for the national API conference.

#### **Maribyrnong Aquatic Centre Opening 25 June 2006**

APN coordinated an entire day of entertainment for the opening of this new venue. The day was a huge success, with a large number of attendees. PAN also provided entertainment for the VIP opening and member nights prior to the official opening. All entertainment was well received and has led to many referrals.



### **Samsung Roadshow 2006**

PAN created and provided entertainment for the Samsung Roadshow and launch in Melbourne.

### **Fun4Kids Festival, Warrnambool June 2006**

PAN provided workshops for the largest children's festival in Australia.

### **Sumnation Fusion City of Greater Dandenong Sunday 26 March 2006**

Based in the City of Dandenong, **the Sumnation Fusion** was an event that linked the Sumnation World Cultural Festival with the live telecast of the 2006 Melbourne Commonwealth Games Closing Ceremony. The Sumnation Fusion incorporated new choreographed performances and music based on field recordings with each of the participating groups featured throughout the concert. Musically, the concert was based on a stirring mandarin folk song "The Sea is My Home" which formed the basis of the music structure for the concert and was a metaphor for all personal journeys. The finale featured over 15 cross-cultural groups in a choreographed performance by Claire Naffah and a drumming finale crescendo; this fed into the live telecast of the Closing Ceremony of the Commonwealth Games.

### **Freestyle @ Federation Square/Docklands National Youth Hip Hop Day – annually since 2006 to 2014**

PAN has been contracted to create and produce the first of an annual event celebrating the youth hip hop culture in Melbourne. The event attracts an audience of 8,000 and participants from over 63 culturally diverse backgrounds with ages ranging from 2 to 80 across Australia. The event maintained a strong crowd of approximately 3,000 people throughout the entire day and evening with a positive atmosphere. Workshops and competitions were held between community hip hop groups, and performances by some of Australia's best known talent were featured. PAN created the concept of the event, as well as running all areas of production and delivery.

### **Australian Day Voyages: The Way of the Bagpipe - 2006 – Producer**

When Captain Cook sailed for Australia, he took a bagpiper on board. The 2006 Australian Voyages performance explored the world through bagpipes in a fast moving, world music event. The VOYAGES concert feature original music composed specifically for the event and over 600 world artists, musicians, and dancers will come together for a spectacular crescendo, building the audience's excitement as the fireworks brighten the skies over Melbourne.

### **City of Yarra World Music Summer Concert Series – Sunday's in February 2006 – 2011**

PAN was the successful tenderer for the Fairfield Amphitheatre concerts for 2006 – 2008. PAN will present four afternoon concerts featuring local world musicians performing for crowds of up to 500, along with coordinating the catering, production, marketing, publicity, and all other aspects of these weekly events.

### **Australian Day Voyages: Bunjil the Eaglehawk Concert 2005 – Producer**



The performance devised by creative director and composer for the event Peter Mousaferiadis was based on a story of Bunjil the eaglehawk who was called up to stop the seas rising and destroying the Kulin nations. The story depicted the belief that if, and when, people work together chances of survival and success are increased. The performance brought together over 400 Australian performers from various cultural backgrounds, Voyages recreated the story of “How the Yarra River was Created”. Costumes, lighting, performances and sets combined to journey through the creation of the Kingdom we know today as Australia – a myriad of cultures, beliefs and social endeavours.

### **City of Strathfield Strathfield Spring Fair – October 9 2005**

PAN was contracted to coordinate and produce the Strathfield Spring Fair, as the council aimed to expand the fair to more than ten times its previous size. PAN was responsible for publicity, entertainment, stallholders and all equipment.

### **CITY OF HUME – April - Aug 2005 World Fusion Project**

Director of PAN Peter Mousaferiadis has been contracted as the Artistic and Music Director of the 2005 Global Winter Music Festival of the City of Hume. The performance brought together established professional cultural artists with aspiring artists from 12 community groups. Peter acted as a mentor for community groups and will devise a fusion work that will include community performers from the City of Hume.

PAN brought together established professional cultural artists with aspiring artists from 12 community groups. Some of the artists included a Sri Lankan singer, the Broadmeadows singers, Samoan dancers and singers, Australian Turkish Cultural Academy, Somalian, Bollywood Dancers and the Hume en(dis)abled community. The professional artists acted as mentors for the aspiring artists as they performed alongside each other in the final presentation. The theme of this project is based on the principles of diversity, uniqueness and commonalities.

### **DIMIA and RAS Easter Show – Sydney – National Harmony Day Parade – March 21 2005**

PAN has been contracted as event managers to program and produce the National Harmony Day Parade.

### **City of Sydney – as from March 21 2005 Panel of Preferred Consultant**

PAN's Sydney Office has secured an ongoing position on the panel with the City of Sydney as a Preferred Consultant/Contract Managers for the City of Sydney.

### **DIMIA Australian Open Celebrates Harmony – Jan 2005**

PAN Event Entertainment was awarded the contract as event managers for Australian Open Celebrates Harmony. PAN was responsible for programming, staging, liaising with the various stake holders, and all other aspects of the entire event management.

### **City of Liverpool – NSW Entertainment Programming – 2004-05**





PAN was awarded the tender by the City of Liverpool to provide ongoing entertainment for 2004-2005.

#### **GLOBAL PRUDENTIAL CONFERENCE Nov 2004**

PAN was appointed event managers for the Global Prudential Conference which involved over 1300 delegates from TAIWAN.

#### **National Harmony Day Launch Federation Square March 12 2004**

The **Department of Immigration and Multicultural and Indigenous Affairs** contracted PAN to event manage Australia's first nationwide simultaneous citizenship ceremony. Forty-three people in eight states and territory capitals were conferred. Entertainment included acts that reflected the nationality of conferees, choreographed cross cultural performances between various diverse entertainment groups, choir and indigenous performers.

#### **MOOMBA Waterfest – March 6-8 2004**

Pan Event Entertainment continued their longstanding involvement with the Moomba festival. Within the festival itself, Pan worked successfully to present River Rhythms by Day stage. Pan's responsibilities included sourcing of artists and programming of interactive workshops as well as fused performances. Dancers, musicians and choirs from many cultures were all part of the entertainment offered! During the days, PAN also provided MC services and general stage management support. In addition, PAN also provided programming and consulting for various parts of the MOOMBA parade.

#### **City of Hume Festival 2003-2004**

PAN has been asked to consult for the City of Hume for their 2003 & 2004 Community Festivals.

#### **Davis Cup Media Launch Rod Laver Arena function room, Melbourne - November, 2003**

A media launch for **Getronics**, an international Swiss company, for a tennis product. PAN choreographed two performers in a unique 'duel' featuring authentic dance techniques from Australian Indigenous and Spanish Flamenco traditions, -- accompanied by fusion music involving the Didgeridoo and the guitar, from either tradition.

Attendance: approximately 200.

#### **XIX International Congress of Genetics - July 2003**

Hailed by Peter Ellingsen of 'The Age' newspaper as the greatest gathering of gene experts Melbourne has seen – the Olympics of Genetics - PAN was contracted to provide creative and artistic direction for the opening ceremony, held in the auditorium of the Melbourne Convention Centre for an audience of 2700 people. With a thoughtfully prepared programme of dancers, singers and musicians showcasing the Asia Pacific region, and a keen awareness of the beauty inherent in the flowing double helix structure of DNA, the seamless performance included a 30 metre Chinese Dragon weaving spectacularly through the audience and the mesmerising, chrysalis-like transformation of a lone performance artist into a



butterfly against the visually stunning backdrop of a cell dividing- life begins! This striking image was captured and featured on the front page of 'The Age' the following day.

### **SBS Federation Square Opening Celebration March 2003**

PAN was awarded the tender to produce and direct the SBS Federation Square Opening Celebrations which involved in excess of 1300 performers from over 50 ethnic groups, themed as "Drumming for Global Harmony" and "the Many Voices of One Australia". PAN worked with DIMIA (Department of Immigration, Multicultural and Indigenous Affairs) to incorporate a Citizenship Ceremony amid the celebrations, as well as supervising all aspects of production including a team of 65 volunteers daily. In addition to the above, PAN directed and co-coordinated the spectacular Mass Choir and drumming finales which involved all musical arrangement and composition, with over 350 drummers and 1000 singers positioned around Federation Square. An inspirational experience!

### **City of Melbourne Arts and Culture Panel – 2003 – 2005**

PAN Event Entertainment has secured an ongoing position on the Arts and Culture Panel with the City of Melbourne, and has been placed on the City of Melbourne's preferred supplier list to provide event management & entertainment requirements for the city. We believe that our success in obtaining this contract is a testament to the fact that the comprehensive services we provide are of the highest standard. The City of Melbourne is at the forefront of multicultural arts promotion, and this alliance will strengthen the community perception of Melbourne as a city that values, indeed, thrives on cultural diversity.

### **Melbourne MOOMBA Waterfest Parade - March 2003**

PAN was contracted by the City of Melbourne to be on the creative team for development of the MOOMBA Waterfest Parade, and to provide 12 cultural entries for this event. Highlighting Moomba's intimate association with Yarra River festivities, and understanding that the word 'Moomba' itself is a Koori word meaning "getting together and having fun", the marriage of the parade with water, the essence of life – and to some a symbol of the journey taken over water to reach their new homeland, Australia – is inevitable. Drawing upon Melbourne's unique cultural heritage – often thought of as the city of arrivals – the crowd was entertained by artists from the many communities of Melbourne – Greek, Italian, Afghani, Korean, Indonesian, Chinese, Pacific Islander, and Maori cultures were represented, to name but a few.

### **"Cultural Infusion" – National schools program Interactive performance/workshops March 2003 - Present**

Designed for primary and secondary schools, and featuring more than 100 culturally diverse acts, "Cultural Infusion" aims to create an atmosphere of inclusion, participation and celebration through the multicultural performing arts medium. "Cultural Infusion" supports key learning areas and the objectives of the Education Department's Curriculum and Standards Framework (CSF).

In 2005 the program will be extended nationally. Brochures sent upon request.

### **City of Brimbank Belonging Project - 2002-2003**



PAN has been contracted to act as cultural liaison consultant for non- English speaking cultural groups and facilitate discussion and workshops for the Belonging project.

### **World Masters Games Opening Ceremony - October 2002**

PAN provided 40 mins of cultural activity at the World Masters Games Opening Ceremony, and was responsible for selection and pre-recording of material.

### **“Eye of the Dragon” 10<sup>th</sup> Anniversary celebration for the Fred Hollows Foundation – Melbourne Concert June 2002**

The “Eye of the Dragon” concert was held to celebrate the 10<sup>th</sup> Anniversary of the Fred Hollows Foundation. PAN was appointed Event Producer and provided all theming and entertainment. A program was carefully devised to reflect the countries in which the Fred Hollows Foundation has worked. PAN choreographed all opening segments and set them to music. Key artists included the Three Chinese Tenors, celebrated soprano Shu Cheen Yu, the Wu Lin Dance Theatre, One Fire indigenous troupe, Quan Am Buddhist Youth Group and much more.

### **Boxing Day Cricket - December 2001**

PAN was appointed by Great Big Events to provide the half time entertainment for the South Africa Vs Australia cricket match. Pan choreographed the show, composed, arranged and pre-recorded all music, for a fusion performance of South African and Indigenous music.

### **FEC - 2001**

Melbourne’s largest annual corporate theatre event held in Rod Laver Arena for an audience of over 10,000 independent business operators. PAN provided all the entertainment and choreography for the Opening Ceremony as well as musical arrangement and composition.

### **Optus - 2000-1**

PAN consulted for Optus and was instrumental in developing strategic and sponsorship alliances with various Non-English speaking background community festivals. PAN secured major sponsorship for the Hispanic Festival in 2000.

### **Launch of Melbourne Museum - October 2000**

PAN was the major supplier of parade entries for the official Melbourne Museum launch. Over 300 performers took part in this event including acts sourced from regional Victoria.

### **Arts “In A Multicultural Australia Policy” launch for the Australia Council for the Arts. 2000**

PAN Event Entertainment was called upon to produce a CD showcasing Australia’s cultural diversity through music for the Australia Council.



## **Olympic Games 2000 MCG Olympic Football Tournament**

For events held in Melbourne (Olympic Football at the MCG), PAN won the tender for the provision and co-ordination of all roving and pre-match field of play entertainment at the MCG for SOCOG. All the nationalities of the football teams were reflected in the entertainment program. Over 400 accredited performers were contracted by PAN for this enormously popular project.

## **National and State Soccer Leagues 1999 – 2001**

PAN has provided ongoing half-time entertainment for Soccer Victoria, Soccer Australia, and the Melbourne Knights and South Melbourne teams throughout the 1999 – 2001 soccer seasons.

## **Melbourne's Millennium Eve Celebrations - December 1999**

PAN provided all the entertainment for the World Dance and Instrumental stages and an amazing drumming finale for an audience in excess of 500,000 people. PAN was also contracted to provide a large mass choir. This included the provision, rehearsal, organisation and composition for the Aurora Australis Choir, whose 200 members performed along the banks of the Yarra River and on the Southgate footbridge to herald in the new millennium.

## **Looking Back and Thinking Forward - December 1999**

This particular event, aimed at Melbourne's senior citizens for the New Year's Eve Millennium Celebrations showcased over 150 performers, provided by PAN, on the World Stage. PAN was also contracted to provide promotional and publicity materials to Melbourne's ethnic communities in the planning stages of the event.

## **Melbourne Festival - 1998**

Melbourne's biggest cultural festival, PAN's major involvement was with the spectacular Flinders Street opening, providing both a creative concept and over 200 performers. PAN also supplied ten major musical acts throughout the festival period.

## **President's Cup Gala Dinner - December 1998**

One of the largest gatherings of world leaders in Australia's history, this major event also catered for some of the world's finest golfers. PAN was awarded directorship of this multicultural event which was televised to over 250 million viewers around the world.

## **Moomba - March 1997, 1998 & 2002**

PAN was involved across the board with Melbourne's oldest cultural event. PAN's responsibility included programming of stages for Peter's Family Day and all Asian entertainment in the Alexandra Gardens, involving more than 400 performers across the Moomba program. In 2002 PAN was also invited to provide creative concepts and performers for the Moomba Tram Parade.





### **Multicultural Month at Southgate - 1995, 1996, 1997 and 2002**

PAN provided a full month of multicultural programming at Southgate. PAN has been involved in many other events, including the International Cultural Games, Australasian Public Sector Games, Around the World in 80 Dishes, Olympic Torch Relay celebrations and much more, including entertainment provision for countless conferences, corporate events and tertiary institutions around Australia. Worthy of note are the other fields of expertise that PAN can bring to your next event, as below.

### **Multicultural Programs – Melbourne Metropolitan Shopping Centres - 1995 ongoing**

PAN both developed and realised various multicultural programs for Northland Shopping Centre, Epping Plaza, Keilor Downs Plaza and Broadmeadows Town Centre.

### **Orana Chamber Orchestra - 1995 – 2000**

Between 1995 and 2000, Peter Mousaferiadis has co-ordinated all performances by the Orana Chamber Orchestra – an orchestra incorporating elite Melbourne musicians from Eastern Europe. Over 20 full scale concerts were staged in this period, securing massive media attention throughout Australia and establishing new audiences for chamber music. In 1996, PAN, through the Orana Chamber Orchestra, was awarded a **National Multicultural Marketing Award**. Major stories on the Orana Chamber Orchestra appeared in both ABC and SBS television programming, and in all mainstream and ethnic print and electronic media. Leslie McGarvie was patron to Orana who were appointed good will ambassadors to AUSTCARE, Australia's specialist refugee organisation.

(A video of the Orana Chamber Orchestra can be presented on request).

### **Orchestral Concerts - 1988 ongoing**

Initially within the Greek Community, Peter Mousaferiadis has been staging large choral and orchestral concerts in venues which include National Gallery of Victoria, Dallas Brooks Hall, Caulfield Town Hall, St Mary's Star of the Sea and St Paul's Cathedral. Some of these concerts included a visual component utilising large screen images as a background for the orchestra and choir.

### **Ongoing Programming for following Councils in NSW & QLD**

City of Parramatta, Shire of Tara, Sutherland Shire Council, Lane Cove Council, Canterbury Council, Woollahra Council, Campbelltown Council, Marrickville Council, etc.

### **Mabuhay Records**

Mabuhay Records, a subsidiary of PAN, produced over 20 "world" music albums showcasing Australian Artists ranging from Vietnamese Buddhist chants to the music of Bolivia. Some of these albums were licensed to overseas companies, with 2 albums becoming CDs of the month with a Scandinavian distributor.



# Testimonials

We gambled and we won!

My heartfelt thank you to the great Team and the fantastic Entertainers from Pan International. From the very Beginning to the great End we felt guided, advised and supported not only with professionalism but also enjoyment and kindness!

Peter Mousaferiadis and his team topped my expectations and I look forward to work with them together for our next Xmas event!

## **Rene Tobler – Australian`s Xmas in China – 2013**

---

The bestchance multicultural food festival has been and gone for 2013 and despite the bad weather throughout the day, the event was as successful as it could be with a good presence from local families. Yesterday would not have been possible without the sterling work of all staff and volunteers, including the work of our event management company Pan International. I'd like to say a big **THANK YOU** to everyone who played a role on the day, in particular to those who stayed for the half/whole day (Raymond, Martin, Ron, Wendy, Jason, Vicki and Ian Teese, Kevin, Pan International). There are a large number of people who are not on my email list, if you work with them please pass on my thanks. I was lucky enough to have a professional photographer who volunteered his services on the day so I hope to share some photos with you soon.

If you have any suggestions/comments for next year's festival please let me know so I can add it to the event evaluation.

## **Diana Khanom - Marketing and Fundraising Coordinator bestchance Child Family Care and bestchance Training 2013**

---

"Thank You for working with us so closely and for producing such phenomenal opening and closing ceremonies. Asking for your help was probably one of the smartest decisions we made in conference planning" – 2013 Melbourne Host Directorate

### ***The Melbourne Host Directorate***

---

Brilliant! Bloody Brilliant Peter!

I am over the moon about the Melbourne Plenary.....professional, on message, engaging, never a dull moment and really good fun. Believe me praises will be sung far and wide.

A discovery: The more closely the 'template' was followed, the further toward disaster. You discarded it for the Melbourne Plenary and it was a total JOY.

**Professor Emeritus Gary D Bouma FAICD - Monash University**

**UNESCO Chair in Interreligious and Intercultural Relations - Asia Pacific PSI – Sociology – Parliament of World Religions 2009**

---



My thanks for what veterans of the Parliament movement are saying was the best plenary we've ever had, going back to the 1993 Parliament in Melbourne. What you did to capture the particularity, goodwill, blessings and performances of the various religious communities was masterful. The orchestra, chorus and music were magnificent. Your vision was realized for this, and everyone was moved.

Thanks again for a phenomenal start to the Parliament.

---

***Dirk Ficca – Director Chicago – Parliament of World Religions – 2009***

---

And of course, we can never forget the genuine interest of Peter Mousaferidis and his very creative team who patiently tried to understand the tenets of our religion and gave us a chance to bring our whole Zoroastrian contingent in for the Blessing Ceremony in the Opening Plenary. We must mention that the people at Cultural Infusion lived up to their name and succeeded in infusing the legacy of so many different cultures and religions. And they did it in a very creative and entertaining manner.....We are sure you succeeded "in making a world of difference to humanity in a very positive manner."

---

***Perviz Dubash – on behalf of the Zoroastrian Community of Victoria – 2009***

---

Peter and his team choreographed a magnificent opening for the Parliament last night. The flow of speakers, readers, musicians and artists was seamless, and their contributions challenging, inspiring and uplifting. To members of the audience the night appeared to be flawless thanks to the expertise behind the scenes. The Opening Plenary hit a high note, setting the scene for genuine dialogue and friendship between all present from diverse religious backgrounds over the next few days.

---

***Majorie Tidman – Bahai Representative - 2009***

---

"[Yarra City] Council recognises PAN's contribution to the cultural life of Yarra. As a producer of high quality arts programs and activities, PAN greatly enhances Council's vision of Yarra as a leading place for diverse and vibrant arts, cultures and communities."

---

***Craig Kenny, Director Community Programs, City of Yarra (2008)***

---

"Over the course of my life I have been privileged to enjoy a wide range of theatrical, dance, musical and cultural events throughout the world but the Concert you directed and produced was one of the very best.....Images from the concert have recurred in my mind over the past few days because of the way in which you integrated traditional dance and music with very modern international musical forms. ....I have been raving about the Voyages Concert to family and friends and have let them know, in no uncertain terms, that they missed one of the great nights of music and theatre the Melbourne has experienced".

---

***Bruce C Hartnett, Acting Chair, Australia Day Committee – Victoria (2006)***

---



“The performances were very well received and attracted lots of attention and coverage from the local press.....performances were dynamic and interesting, and were extremely well received by the many different audiences”

**Sean Kelly, Consulate General, “Australia Experience”, Shenzhen China – May 2007**

---

“The event was an overwhelming success and the performance by the newly formed Melbourne Chinese Children’s Choir, new sand artists and other performers were a major factor in this.....we would also like to thank the PANstaff for all of the hours they put into this event to ensure the elements that PAN delivered were perfect”

**Peter Jones – PJSE – Amway China Gala Dinners 2008**

---

“There was a great feel in Fed Square and BMW Edge and large numbers. It seems like our trail goals were well and truly met”. Thank very much to all involved”

**Kate Brennan – “Fed Square Freestyle”, Fedearation Square (2006)**

---

Just want to thank you for the truly inspirational shows directed by you. They have become a big part of my fond memories of the conference, which I will cherish for the rest of my life. **Yasmin Rumjahn student of Bhagavan Zhi Ji Vimalakirti attended the PWR 2009**

---

What a wonderful concert and turnout last night - the crescendo and finale were inspirational! Federation Square is proud to be your partner on such an important day. **Joy Villalino – Program Manager Fed Square 2011**

---

“Fusion was put together by creative director Peter Mousaferiadis, choreographer Claire Naffah and Akash was the DJ mixer. Afterwards the Commonwealth Games closing ceremony was telecast on the main screen. It did not have the vibe, spontaneity, verve, fun and inclusiveness of Sumnation Fusion”

**Mike Morris, Journalist, Dandenong Independent (2006)**

---

Congratulations on yet another fantastic show. I personally felt the finale was a ‘mind blower’. The crowd was jumping for joy, pardon the pun. Having the vuvuzelas stole the show and I think everyone felt so good joining in together with the fireworks. You and you staff are professional and fun loving souls. **Joy Murphy – Senior Wurrendjeri Elder - Jan 2011**

---

I am so grateful for what you did Peter on the United Nations Ceremonies. I have never doubted your genius and I am glad to have had the chance to share your talents with others. Thanks for your sensational work on this conference.

**Phil Batterham - Conference Conveor United Nations Advance Global Health Conference 2010**

---





“Just a quick note to you and the team to say well done on a great Fairfiled Amphitheatre Summer Concert series! I think they were a terrific success”

**Sandra Margulius, Arts & Cultural Development Officer, City of Yarra**

---

“I think it was refreshing and appropriate to have such entertainment where it enticed guests to engage with each other while Stephanos’s pics were unfolding and discuss what they may or may not see in the sand pics. Very clever indeed.

**Sean Scallan – Conexus Financial**

---

“I would like to sincerely thank PAN and all staff involved in the conference for providing quality artistic direction and management of artists for the opening ceremony. PAN has set the benchmark for quality and excellence for future conferences both for the City of Ballarat and the League of Historical Cities”.

**Tanje Ruddick, Ballarat 2006 10<sup>th</sup> World Conference of Historical Cities.**

---

Peter has been an outstanding collaborator, with a depth of knowledge that is hard to rival, in terms of local and national talent that exemplifies this country’s richness in world music, in cultural fusion and in the creation of exciting and uplifting sounds and spectacle. He carries performers, collaborators, committee members, and even those who initially can’t envisage the outcome, by the passion and certainty he embodies for what can be achieved. He’s a very convincing person. But what inspires trust is that he delivers.

**Alison Fraser, Senior Manager, Events & Communications, Executive Director, Australia Day – Victoria (2005)**

---

Peter from Pan Event Entertainment is always respectful of protocols for any major event they are involved in...time is taken to ensure that ceremonies are in accordance with the wishes of the elders and participants of the Aboriginal community."

**Joy Murphy Wandin Murphy – Aboriginal Elder – Wurrundjeri Tribe (2005)**

---

Peter, we think of you often with huge gratitude for your amazing work at the Parliament and the work you continue to do in the world. Yes, you have a gift for beauty and the profound.

**Amelia Perkins, Executive Assistant to the CEO, Parliament of World Religions**

---

Thank you once again for your efforts; the opening was fantastic and set a great tone for the entire event.

**John Switzer – head of regional development Singapore International Baccaulaureate**

---

I am familiar with much of the work that Pan Event Entertainment has undertaken over the past



few years and am continually impressed with the level of creativity, integrity and professionalism given to each project.

---

**George Lekakis – Chairperson – Victorian Multicultural Commission (2004)**

---

"I thought the VOYAGES concert was absolutely superb and quite deservedly received a standing ovation at the end. It really was a clever and amazing show stopper. The crowds (and the performers) were fantastic and both reacted to each others excitement.

---

**Nick Lam - Design Manager - Strategic Communications - Department of Premier and Cabinet (2004)**

---

What a great night! The setting was simply breathtaking, the cuisine fantastic-the suckling pig and duck delicious and presentation outstanding, the wines superb, the entertainment brilliant; the sand painting was so exotic and the drums and other instruments quite amazing

I know everyone around me really enjoyed the evening (even the speeches!)

**Don McCallum, Partner, Minter Ellison**

---

Pan International (Australia) were a delight to work with. They understood and delivered our brief completely. The energy, creativity and joy their dancers and the choreography brought to our event delighted everyone. The emails and letters of praise have been flowing in ever since the Flashmob was performed. **Sandra Chipchase, CEO – MCVB – 2011 AIME Convention**

---

It was such fun playing with the vuvuzelas; the entire concert was a blast.

**Eva Hamilton Protocol & Special Events Branch | DPC 2011**

---

One of the guys who was taking photos - Greg - said it was one of the most touching events he ever witnessed and I agree. Bringing all those different cultures together in such a creative manner is amazing and what the world needs right now - and always! **Ela Filar – Director 2009**

---

Thank you also for the gift of your talent at our cultural night "Beyond Differences" in Quezon City, Manila, Phillipines. Each presentation was colourful and unique. It was commendable how the whole show came together with the direction of Peter Mousaferiadis. Thank you Peter! It was a joy to watch the program. The audience also loved it. **Shakuntala URI SEAPAC Regional Co-ordinator 2010**

---

"The Opening Ceremony of the 19<sup>th</sup> International Genetics Conference was spectacular. Thanks for your great work".

---

**Dr. Phillip Batterham - Secretary General - XIX International Genetics Conference (2003)**

---

"On this occasion Peter and the PAN team were able to captivate audiences and reflect the spirit of the SBS charter wonderfully.....They also delivered an event that, despite the large number of performers, ran smoothly on the day...Peter has a flair for managing complex events, combining excellent skills in both the logistical as well as artistic areas. He gives a sense of grandeur and integrity to the work he does..."

---

**Mike Zafiropoulos – General Manager - SBS Melbourne (2003)**

---



---

"The "Eye of the Dragon Concert" was the first major event in Melbourne for the Fred Hollows Foundation..... The Concert has captured the imagination of so many people.....Pan Event Entertainment has been instrumental in making this event a great success by coordinating such talented artists, music and themes which reflected so appropriately the many regions around the world where the Foundation currently has projects."

---

**Gabbi Hollows – Founding Director - Fred Hollows Foundation (2002)**

---

"Where Aboriginal involvement is required, that PAN will make every attempt to consult with the relevant community about their inclusion. PAN will ensure that ceremonies are in accordance with the wishes of the Elders and participants of the Aboriginal Community. The most recent performance of "Voyages" 26 January 2005 which I was involved highly accentuated PAN's desire of cultural inclusion."

---

**Joy Murphy Wandin– Aboriginal Elder (2002)**

---

On behalf of the Meetings Industry Association of Australia we would like to sincerely thank you for your continued support.....Specifically, we really appreciated the time and effort you spent organizing the entertainment for the MIAA Awards Presentation at the Melbourne Convention Centre.....the only complaints were from those with sore feet from too much dancing!"

---

**Rhona Walker & Victor Goldstein – co-chairs - Functions Sub Committee MIAA (2001)**

---

"On behalf of the Victorian Major Events Company, I would like to thank you for helping us launch the World Cup Qualifier and the Soccer International against France in November. Your assistance throughout the day, and the professionalism of your talent, ensured that these events received the attention and media focus they deserved, and that the press conference had a unique atmosphere."

---

**Peter Abraham - CEO - Victorian Major Events Company (2001)**

---

"The 2001 World Golf Championship Federation Dinner was a major success and our client is extremely pleased. Special thanks should go to all of the artists whom you arranged to perform on the night; every one of them was fantastic!"

---

**Peter Jones Special Events (2001)**

---

"I would like to take this opportunity to thank you, the Hellenic dancers and the Spartan Parading Guards for making the Olympic Torch Relay Community Celebration at Monash a most memorable one. The Spartans in particular were a big hit, with many people enjoying their presence!" **Karen Hadfield - Community Celebration Coordinator - City of Monash (2000)**

---

"I would like to express my thanks for all the hard work and effort you made to make the roving entertainment for the Olympic Soccer at the MCG such a success."

---

**Mathew Joy - Operations - Department of Sport & Recreation Victoria (2000)**

---



---

"Entertainment programs presented by PAN saw enormous interest from customers - with increased traffic levels drawn from a broad geographic area."

#### **Marketing Manager - Keilor Downs Plaza (1999)**

---

"The diverse and colourful Entertainment Program PAN created delighted audiences of all ages and cultures providing a unique multicultural experience for visitors to Melbourne's newest food and wine extravaganza."

#### **Event Coordinator - International Corporate Event Services**

---

"[Peter's] commitment to community arts and his passion for the celebration of cultural diversity have been a valuable asset appreciated by all associated with these projects and the Centre in general. Peter is a wonderful example of an artist making things happen in the community."

#### **Duncan Foster - Footscray Community Arts Centre (1999)**

---

"...Thanks for providing a professional, well presented, hassle free program. The Spirit of Asia Stage received many positive comments from audience members and staff. The program you delivered was certainly of top quality, even on the budget you were given to work with."

#### **Christie – Production Coordinator - Moomba Festival (1998)**

---

"We all agree that Multi Cultural week was a success and this can be largely attributed to [PAN's] professionalism. We were very impressed with the quality of the groups performing and the way in which the week was organized. Multi Cultural week ran very smoothly and generated a great deal of public interest."

#### **Marketing Manager - Northland Shopping Centre (1997)**

---

"Pan and Peter are extremely aware of the sensitivity and diversity of both the indigenous culture of Australia and of those who make up the multicultural county within which we live. Peter endeavours to create performances unlike most others in that he takes on board the depth of existing cultures and builds on what has taken centuries to develop rather than trying to re-create a "new" and different image for the sake of commercialism.....show's choreographed by Pan Event Entertainment are so incredibly successful and amazing to watch that PAN will no doubt develop into a niche company ....very few others could deliver an end product with such diverse material."

#### **Carol Cody – Lecturer, Ganai Education, Gippsland**

---

I was very impressed with the quick response from Peter, and yourself to come and have a look at the site and offer suggestions that would suit the venue and the budget. Thank you.

#### **Leanne Mccready – Retail Development – City of Greater Dandenong**



PAN were professional and easy to work with, the performer was of a high standard and really engaged the children in the audience.

**Anne Marie Kierce – Education Officer – Sovereign Hill**

We have used PAN International for one of the Shire's biggest events for the past two years. They have given us great options of performers to choose from and the performers who have come to our event were fantastic, cooperative and a pleasure to deal with.

**Therese Crane Tourism Support Officer Indigo Shire Council**

## Sample Feedback Form

Summer Series 2008



**SO, WHAT DID YOU THINK?** Today's event was brought to you by PAN Events & Cultural Infusion. We value your input greatly...it assists us in improving our festivals and events in the future, so please complete this form and return it to us.

For more information please visit: [www.culturalinfusion.com](http://www.culturalinfusion.com) or [www.panevent.com.au](http://www.panevent.com.au)

### **Fairfield Amphitheatre Summer Concert Series – February 2008**

1. **Have you attended this event previously?**  
Yes/ No      When?: \_\_\_\_\_
2. **How did you hear about this event? *Please tick...***  
☐ Newspaper: \_\_\_\_\_  
☐ Radio: \_\_\_\_\_  
☐ TV: \_\_\_\_\_  
☐ City of Yarra newsletter  
☐ Word of mouth  
☐ Signage  
☐ Flyer in my letterbox  
☐ Poster or flyer in café/library/centre:  
     Where? \_\_\_\_\_  
☐ Internet:  
     e-newsletter/web site: \_\_\_\_\_  
☐ Other: \_\_\_\_\_
3. **Did you enjoy the concert/series?**    Yes / No
4. **How many concerts did you attend?**  
1 2 3 4
5. **How would you rate today's event on a scale of 1 to 10?** (10 = outstanding)  
1 2 3 4 5 6 7 8 9 10
6. **Which aspects of the concert did you enjoy?**  
***Circle all applicable...***      Music      Dance  
 Outdoor Venue      Location      Atmosphere  
 Culture      Free Event  
 Other \_\_\_\_\_
7. **Any suggestions/improvements?**  
 \_\_\_\_\_  
 \_\_\_\_\_
8. **Who/what else would you like to see at Fairfield Amphitheatre Concerts in future?**  
 \_\_\_\_\_  
 \_\_\_\_\_





\_\_\_\_\_  
 \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_  
 \_\_\_\_\_

**9. At other local events/venues?**

\_\_\_\_\_

Please rate your agreement with the following statements:

	Strongly Disagree	Disagree	Disagree Somewhat	Neutral	Agree Somewhat	Agree	Strongly Agree
Fairfield Amphitheatre Summer Concert Series information was easy to find	1	2	3	4	5	6	7
The event introduced me to and educated me about world music	1	2	3	4	5	6	7
This event promoted Australian World Music	1	2	3	4	5	6	7
The program was interesting, varied and accessible	1	2	3	4	5	6	7
You are interested to attend other PAN or <i>Cultural Infusion</i> events?	1	2	3	4	5	6	7
You would encourage your friends to attend this type of event?	1	2	3	4	5	6	7

\_\_\_\_\_

**THANK YOU !!! YOU'VE BEEN MOST HELPFUL.**  
*We hope you enjoyed yourself today*

***NOW, just a little bit about yourself...***

**Are you:** Male / Female **How old are you?**

\_\_\_\_\_  
**Were you born in Australia?** Yes / No

**If not, where?** \_\_\_\_\_

\_\_\_\_\_  
**Are you an Indigenous Australian/Torres Strait Islander?** Yes / No

**Do you live/work/study in the City of Yarra?** Yes / No **What is your Postcode?** \_\_\_\_\_

**Did you travel to Fairfield Park specifically for this event?**

Yes/No

**How did you travel here today?** *Please circle:*

Private vehicle - solo/shared Bicycle Motorbike

Train/Bus/Tram Walk

Other \_\_\_\_\_

***Would you like to know more about our upcoming events? If so, please provide your name and email address....***

# ENVIRONMENTAL POLICY

## Introduction

PAN International is committed to environmental sustainability. We recognise that sustainable resolutions to environmental issues can be brought about through a cultural agenda. This provides us not only with opportunities to engage and advocate in this area, but a responsibility to do so.

In staging events PAN International's first responsibility is to create a safe and healthy site for the audience. As presenter of events we believe we have an obligation to conserve and enhance the natural environment.

Through this policy we set out to become a leader amongst cultural organisations in environmental matters.

## Our Environmental Management Commitment and Aims

PAN International recognises its environmental obligations to present to future generations both locally and globally. Our organisation recognises the strategic importance of an Environment Policy to enhance the quality of event services that it provides to its clients and customers and to provide leadership within events within Australia and more broadly.

We aim for environmental best practice and the integration of environmental responsibility in all aspects of its operations. This policy statement provides a framework for establishing:

- environmental objectives;
- targets;
- action plans;
- procedures;
- review and evaluation mechanisms.

## Objects

- Minimise Impacts and Provide Net Gains Where Possible
- Aim to contribute more to the environment than that which the events impacts on the environment;
- Provide Educative Opportunities
- The inclusion of consideration of environmental issues in all of our activities;
- Profile the environment through cultural activity; and
- Enhance current environmental programmes with our activities.
- Lead by example

## Scope and Priorities

The scope of this policy embraces all PAN International activities including:

- ticketing;
- food, beverage and catering services;

- event infrastructure, furniture, equipment and displays;
- staging and landscapes;
- transportation;
- exhibits, displays, and promotional materials;
- energy supply and utilisation;
- water and waste water supply and disposal;
- waste reduction;
- air pollution and noise;
- localised impacts on the natural environment;
- associated administrative and operational support functions;
- engagement and participation of PAN International staff, partners and volunteers;
- engagement of the broader community.

The following criteria are used to determine priorities:

- compliance with statutory requirements and other environmental commitments;
- impact on the physical and biological environment;
- contribution to innovation and definition of best environmental practice;
- availability of resources.

## **Implementation**

The PAN International Environment Policy advises and provides the framework for the following associated plans, guidelines and documentation:

- Environment Management Plan;
- Annual Environment Action Plan.
- Contractor Environmental Compliance;
- Site Environmental Induction;

### **The Environment Management Plan will:**

- identify and prioritise objectives;
- establish targets;
- document individual actions and time frames to achieve targets;
- allocate resources and responsibilities to enable realisation of the overall Plan;
- set performance indicators and mechanisms to monitor and report progress.

## **Strategies**

PAN International adopts the following strategies to implement its Environment Management Plan:

- Develop and promote a culture of environmental leadership, responsibility and continual improvement across the Cultural Infusion community;
- Audit, monitor and ensure compliance with environmental legislative and regulatory obligations, and other relevant Partner organisational policies and to integrate with these where possible.

## **Responsibilities**

Successful implementation of the PAN International Environment Policy requires clear identification of the responsibilities and allocation of resource across the joint venture:

- Senior Management is responsible for the ultimate approval of the PAN International Environment Policy and to provide direction and support for its delivery to those reporting to them;
- Operational groups are accountable to Senior Management for achieving the goals and objectives of the Policy, including allocation of sufficient resources to enable implementation;

An Environment Committee representing the partners in the joint venture will be established and maintained and will be responsible for providing strategic advice to Senior Management and to determine priorities for resourcing purposes. Internal and external expertise may be co-opted to assist the Committee to carry out this function; PAN International expects all contractors, performers and event attendees to be aware of and to act in accordance with their Environment Policy.

### **Evaluation**

The Environment Committee reviews the Environment Policy and advises Senior Management of recommended changes. The Environment Committee will review progress of achieving outcomes of each year's Environment Management Plan to determine effectiveness and implementation of the Policy and to inform the annual Environment Report.

### **PAN International adopts the following mechanisms to monitor performance:**

Set clear objectives for each priority area;

- Establish performance indicators to monitor progress in achieving these objectives;
- Prepare an annual Environment Report and publicity as appropriate, documenting actions taken during the year to improve PAN International's environmental performance and identifying opportunities for further improvement in the following year;
- Include channels for stakeholder feedback in reporting structures.

The following strategies are implemented for the areas below:

#### **Power Generation**

- Investigate neutralising the effect of the PAN International on greenhouse emissions by investigating alternative energy sources and generation.

#### **Recycling**

- Capture all recyclable waste materials generated by site activities;
- Encourage the use of recyclable or bio-degradable materials by all contractors at on site activities;
- Investigate with a view to implementing practices minimising the waste stream.

#### **Sewerage**

- Actively seek alternative methods for the disposal of wastewater (“black” water) produced by on site activities.
- Continue the practice of utilising shower wastewater for irrigation.

#### **Public Transport**

- Seek to minimise carbon emissions associated with public events through actively encouraging the use of public transport by patrons employing incentive schemes and vigorous promotion of public transport options.

#### **Noise Levels**

- Recognise that noise levels need be maintained at a maximum of 2db above background levels.

### **Strategies to Provide Educative Opportunities**

#### **Education**

- Continue public education through environmental presentations at all PAN International events.
- Use the Internet web site to publicise all presentations providing wider availability of information for people visiting the PAN International home pages.

#### **Participation**

- Continuing the practice of involving many people in the execution of environmental projects providing wider experience and ownership of outcomes.

### **Strategies for Leading by Example**

#### **Advocacy**

- Use our participation in any public forum to influence individuals and community groups in favour of environmental concerns
- Use our unique position to create alliances between the environmental lobby group and Government agencies.
- Use our web pages to publish our environmental policy and appropriate article, in line with our desire to remain both environmentally responsible and proactive.

### **Strategies for Market Leadership**

#### **Marketing**

- Aim to create and promote a stronger image of our events as being environmentally friendly and responsible.
- Enter into “partnerships” only with organisations and agencies having a strong commitment to the environment.

#### **Accounting**

- Establishing performance criteria and introducing an auditing and reporting system to accurately measure our environmental performance each year.



# Equal Employment Opportunity Policy

At PAN International and Cultural Infusion, we are committed to ensuring a workplace free of discrimination and harassment. This commitment is based, in part, on the need to ensure that our organisation complies with equal opportunity laws. We are also committed to providing a safe and pleasant working environment for all employees and encouraging good working relationships between employees.

The PAN Orama Group will endeavor to ensure that in the application of all company policies, practices and procedures, no discrimination takes place and that all employees enjoy equal access to opportunities within the organisation. The basis of employment decisions is the individual merit of employees. The PAN Orama Group will also endeavor to ensure that no sexual, racial or other harassment occurs in the workplace.

PAN International is committed to achieving the following Equal Employment Opportunity (EEO) objectives:

- to ensure all employees subcontractors and audience at PAN Orama events are treated fairly
- to fully utilise and develop the potential of every employee
- to keep all policies and procedures consistent with EEO principles
- to augment employee morale and motivation by increasing staff confidence in the fairness of our human resource practices and access to employment opportunities
- to ensure achievement of our objectives through our EEO program which includes the training of staff on EEO and related issues

## What is Equal Employment Opportunity?

Equal employment opportunity, or EEO, means the absence of discrimination or less favourable treatment in employment based on an attribute, such as a person's sex, age, race, disability, etc. – in other words, a 'fair go' for all employees.

The following grounds of discrimination apply in Victoria under Federal and State laws:

- sex
- marital status
- pregnancy or potential pregnancy
- race, colour, nationality, ethnic or national origin
- impairment/disability (past, present or future)
- parental status
- lawful religious belief or activity
- lawful political belief or activity
- age
- industrial activity
- lawful sexual activity
- physical features
- carer status
- breastfeeding
- gender identity
- sexual orientation
- personal association with person identified by reference to one of the above attributes

## **What is discrimination?**

Discrimination can be either direct or indirect. Direct discrimination occurs when unlawful distinctions are made between individuals and groups based on any of the above grounds. Indirect discrimination occurs when a seemingly harmless policy, rule or practice has a discriminatory effect against an individual or group.

## **What is harassment?**

Unlawful harassment can be based on any of the prohibited grounds of discrimination. Harassment is any form of unwelcome behaviour or language of a sexual or other nature that has the effect of offending, intimidating or humiliating a person.

Harassment will usually be repeated behaviour, but can also consist of a single act. It makes the work environment unpleasant, sometimes hostile and may affect work performance. Harassment can often be the result of behaviour that is not intended to offend or harm, such as jokes or unwanted attention. However, the fact that it is unintentional does not mean that it is not unlawful.

## **Types of harassment**

There are many types of harassment. These can range from direct forms, such as abuse, threats, name calling and sexual advances; to less direct forms, such as where a hostile work environment is created but no direct attacks are made on an individual.

## **What to do if you are harassed**

If you feel that you are being harassed, tell the person to stop, that their behaviour is unacceptable and that they must not do it again. It is important to say these things to the harasser as they might interpret silence as tacit consent. If, however, you are too frightened or embarrassed to say anything, this does not mean your complaint will not be taken seriously.

If the behaviour does not cease, inform your manager or supervisor. Alternatively, you may wish to speak to an EEO contact person or the Director, Finance & Administration who will advise you of your options.

Be frank and open with the representatives who are investigating the complaint. This will enable appropriate action to be taken.

## **What PAN International will do**

It is PAN International's responsibility to ensure that harassment does not happen in the workplace. If it does occur, complaints of harassment will be taken seriously by the organisation. The complaint will be investigated in a sympathetic, fair and confidential manner. Action will be taken to ensure the harassment stops. Appropriate warnings or disciplinary action will be taken where harassment is found to have occurred.

An employee will not be victimised or treated unfairly for making a harassment complaint.

## **Responsibilities of Management**

It is part of the role of management to ensure that harassment does not occur in the workplace. Managers and supervisors must ensure they do not engage in harassing behaviour themselves.

When a manager or supervisor observes harassment occurring in the workplace, they should take steps to stop it and warn the person involved of the consequences if the offending behaviour continues.

Management is also responsible for ensuring that all staff are aware that harassment will not be tolerated in the workplace and that complaints will be dealt with in accordance with the terms of the Cultural Infusion EEO Complaint Handling procedure as set out in this policy.

If you inform a manager or supervisor about harassment, he/she is obliged to maintain confidentiality in the handling of your complaint. If however, the manager or supervisor feels that he/she is not the appropriate person to handle the complaint, he/she will refer the matter to an EEO contact person or to the Director, Finance & Administration who will be able to assist you.

### **Responsibilities of employees**

Employees are legally obliged to ensure that they do not harass other employees, managers, or supervisors, subcontractors and participants in Cultural Infusion events.

### **Consequences of discrimination and harassment**

Employees are expected to comply with company policy and refrain from engaging in discriminatory or harassing behaviour. Should a complaint of discrimination or harassment be made, it will be investigated in a confidential manner. If proven, the person responsible will be disciplined. In serious cases, this may involve dismissal.

The EEO Complaint Handling procedure set out in this policy details the action employees can take if they feel that they have been harassed or discriminated against. The procedure also explains what will happen if a complaint of harassment or discrimination is made against you.