

**28 November 2006****CITY OF MELBOURNE SUPPORT FOR THE PARLIAMENT OF  
THE WORLD'S RELIGIONS 2009****Committee**    Finance and Governance**Presenter**    Cr Shanahan**Purpose**

1.    To seek endorsement for the City of Melbourne's financial and in-kind support for the Parliament of the World's Religions in December 2009.

**Consideration at Committee**

2.    As a result of consideration at Committee, the recommendation contained in the Management report was referred to Council for its consideration.

**Subsequent to Committee**

3.    Following the meeting of the Finance and Governance Committee a supplementary report has been prepared by management which provides Council additional background information to assist Council in its deliberations.

**Recommendation**

4.    That Council support the Parliament of the World's Religions 2009, subject to State and Federal Government support.

**Council Report Attachment:**

1.    Supplementary Management Report
2.    Finance and Governance Committee, Agenda Item 5.9, 21 November 2006

## **SUPPLEMENTARY MANAGEMENT REPORT**

### **CITY OF MELBOURNE SUPPORT FOR THE PARLIAMENT OF THE WORLD'S RELIGIONS 2009**

**Division:** Marketing, Tourism and Major Events

**Presenter:** Jenny Ford, Manager Tourism Melbourne

#### **Purpose**

1. To provide additional information to Council on the request for financial and in-kind support for the Parliament of the World's Religions to be staged in Melbourne in 2009.

#### **Background**

2. The Parliament of the World's Religions is the world's largest inter-faith event. Held every five years, it brings together and 8,000 religious leaders and faith community members for forums and meetings. At the previous event, staged in Barcelona in 2004, there were over 400 sessions.
3. The organising committee for this event is known as the Council for a Parliament of the World's Religion (CPWR). The Council is based in Chicago.
4. High profile delegates such as Dalai Lama, Kofi Anan, Nelson Mandela and senior Vatican officials are expected to attend in 2009.
5. The proposed event dates are 2 to 8 December 2009.
6. During the 2 years prior to the event, some 40-50 interfaith congresses and seminars will be held in over 20 countries around the world as a build-up towards the Parliament. These events bring great publicity to the host city and its country as well as generating delegates for the Parliament.
7. In the lead up to the Parliament of the World Religion's in 2009, a meeting of 300-400 world religious leaders will be staged in either in Lorne or at the Royal Exhibition Buildings.

#### **Purpose of the event**

8. The mission of the CPWR is to cultivate harmony among the world's religious and spiritual communities.
9. The vision of the CPWR is of a just, peaceful and sustainable world in which:
  - The Earth and all life are cherished, protected, healed and restored
  - Religious and cultural fears and hatreds are replaced with understanding and respect
  - People everywhere come to know and care for their neighbours
  - The richness of human and religious diversity is woven into the fabric of communal, civil, societal and global life
  - The world's most powerful and influential institutions move beyond narrow self-interest to realize the common good
  - Religious and spiritual communities live in harmony and contribute to a better world from their riches of wisdom and compassion
  - All people commit to living out their highest values and aspirations

10. Over the next 12 months a program committee will be convened to develop the themes for 2009. The themes will be aligned with the above vision. Cr Wilson has indicated that he intends to stand as a member of the program committee.

## **Benefits to Melbourne**

11. The expected attendance at the 2009 Parliament is 8000 to 10 000 people. The previous event in Barcelona (2004) attracted over 8 000 delegates despite being 3 weeks after the Madrid train bombing. The economic impact of the event is expected to be in excess of \$75 million based on MCVB's economic model.
12. The event will leave positive legacies and will build on Melbourne's reputation as a centre for many faiths and ethnicities, as a liveable and harmonious city, as a safe city for tourists and conference attendees, as a major city in the global network, and will promote Melbourne and Australia as a multi-faith society.

## **The Bid Process**

13. A 300 page written proposal submission was presented to the CPWR in Chicago in June 2006. The document outlined
  - i. Melbourne's suitability as host city;
  - ii. Agreement in principle of funding from State and Federal Governments;
  - iii. Letters of support from over 20 government and private sector organisations including the Prime Minister, the Premier and the Lord Mayor.
14. In September 2006 a Site Evaluation Team conducted inspections of the facilities in Melbourne. MCVB reported the Bid Team were impressed with everything they saw and experienced in Melbourne, in particular the inter-faith and multicultural activities at grass roots levels. They noted the ability of the Bid Team to arrange meetings with the three tiers of government including the Lord Mayor, the State Minister for Tourism, John Pandazopoulos and Federal Parliamentary Secretary Andrew Robb and the Attorney General, Philip Ruddock.
15. Melbourne was announced as the successful host city on 31 October 2006, pending private and public funding support.

## **Funding Model and Business Plan**

17. A comprehensive funding model and business plan has been developed which outlines the approach for securing funding for the event. The total target is \$8.8 million.
18. The State and Federal Governments have given in principle support of \$2 million each. This commitment is expected to be finalised by the end of November 2006.
19. A significant number of philanthropic and corporate partners have been approached for support as part of the bid process. The financial commitment from these organisations is currently being sourced to the value of \$2 million.
20. It is anticipated that the local community and religious groups will contribute \$300 000. Additional funds of approximately \$2 million are expected via registrations and international sources.

## **Request for Funding from City of Melbourne**

21. A funding request of \$500 000 has been submitted to the City of Melbourne.
22. It is proposed that, if approved, the city's support to the Parliament of the World's Religions 2009, be subject to State and Federal Government support of \$2 million each.
23. The funding would be provided as both financial and in kind up to an amount totalling of 500,000.
24. It is recommended that the funding be allocated across three years commencing financial year 2007/2008.

25. It should be noted that the City of Melbourne can, in future years, expect an increase in similar funding requests in relation to the forecasted increase in the number of successful conference bids of over 5000 delegates to be staged in Melbourne.

21 November 2006

**CITY OF MELBOURNE SUPPORT FOR THE PARLIAMENT OF  
THE WORLD'S RELIGIONS 2009**

**Division** Marketing, Tourism and Major Events

**Presenter** Jenny Ford, Manager Tourism Melbourne

**Purpose**

1. To seek endorsement for the City of Melbourne's financial and in-kind support for the Parliament of the World's Religions in December 2009.

**Recommendation from Management**

2. That the Finance and Governance Committee recommend that Council support the Parliament of the World's Religions 2009, subject to State and Federal Government support.

**Key Issues**

3. Melbourne was provisionally announced as the successful city on 31 October 2006. This win is pending private and public financial support.
4. The Parliament of the World's Religions is expected to attract around 8,000 people to Melbourne and inject \$75 million into the economy. The previous event in Barcelona 2004 attracted over 8,000 delegates.
5. The Parliament is the world's largest interfaith event, held every five years. It brings together religious leaders and faith community members for a conference and forums in interreligious partnership.
6. High profile delegates such as Dalai Lama, Kofi Anan, Nelson Mandela and senior Vatican officials are expected to attend.
7. MCVB is responsible for preparing the bid documentation.
8. Cr David Wilson is on the Melbourne bid steering committee.
9. In addition to the increased visitor numbers and resultant economic impact, benefits include exposure through naming rights of the opening ceremony, the opportunity to meet high profile international religious leaders, knowledge exchange on issues of interfaith and social cohesion and opportunities for exposure through international media coverage.

**Time Frame**

10. The proposed dates for the Parliament are 2 to 8 December 2009.

### **Relation to Council Policy**

11. The business events market has been identified as an important segment for Melbourne. Involvement in events such as the Parliament provides an opportunity to meet objectives set out in such strategies as:
  - 11.1. the Melbourne Marketing Strategy (particularly City Visitation and Tourism & Business Strategies);
  - 11.2. the City of Melbourne Tourism Plan; and
  - 11.3. Business Melbourne initiatives.

### **Consultation**

12. All internal elements have been consulted.

### **Government Relations**

13. MCVB have requested \$2 million from each the State and Federal Governments. Both have given in-principle support and will finalise the commitment by the end of November 2006.

### **Finance**

14. MCVB have requested \$500,000 from the City of Melbourne. It is proposed that any City of Melbourne support would be subject to both State and Federal Government support.

### **Legal**

15. No direct legal issues arise from the recommendation to the report.

### **Sustainability**

16. Sponsorship of the Parliament of the World's Religions will have a positive sustainability impact relating to the themes of Innovation and Business Vitality and Inclusiveness and Engagement. There is likely to be a positive impact on city businesses and job creation. Staging of the Parliament will enhance Melbourne's reputation as a dynamic and multicultural city with a rich and vibrant cultural and community life. It will promote Melbourne as a destination of choice for staging business events, and showcase its capability in tourism and destination management.

### **Background**

17. The Parliament is coordinated by the Council for a Parliament of the World's Religions (CPWR).
18. The purpose of the CPWR is to cultivate harmony among the world's religious and spiritual communities and foster their engagement with the world and its other guiding institutions in order to achieve a peaceful, just and sustainable world. Its motto is "*embracing difference, transforming the world*".
19. A site evaluation was conducted in September 2006, and the panel were reportedly impressed in the interfaith and multicultural activities at grass roots level and with their meetings with the Lord Mayor, State Minister for Tourism, John Pandazopoulos, the Federal Parliamentary Secretary for the Minister for Immigration and Multicultural Affairs, Andrew Robb MP and Attorney General, Philip Ruddock MP.

20. Competing cities for the Parliament were Singapore and New Delhi.
  21. Council needs to determine the level of support to ensure the successful running of this major initiative.
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**FINANCE ATTACHMENT**

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**CITY OF MELBOURNE SUPPORT FOR THE PARLIAMENT OF THE WORLD'S  
RELIGIONS 2009**

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MCVB have requested \$500,000 from the City of Melbourne. The financial support for this program has not been included in the 2006/07 budget. Any future commitments would be subject to the normal budget process.

**Joe Groher**  
Manager Financial Services

**LEGAL ATTACHMENT**

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**CITY OF MELBOURNE SUPPORT FOR THE PARLIAMENT OF THE WORLD'S  
RELIGIONS 2009**

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No direct legal issues arise from the recommendation to the report.

**Kim Wood**  
Manager Legal Services