TEQ CEO MEMO

To	Hon Kate Jones MP Minister for Education Minister for Tourism and Major Events Minister for the Commonwealth Games
From	Leanne Coddington, CEO
Date	7 August 2017
Subject	**International Travel Amendment– Group Executive and Director**

Dear Minister

I write to advise of an amendment to the pre-approved travel for Mr John Drummond-Montgomery, Group Executive – Events and Ms Rebecca Mantle, Director – Major Events, to the United State of America (USA) in September 2017.

In late 2016 an International Travel Approval for Mr Montgomery and Ms Mantle to travel to Nevada in the USA from 24 August to 4 September 2017, to attend the Burning Man festival and gain insights to create, grow and develop events for Queensland, particularly Outback Queensland, was approved.

Since this approval, additional opportunities while in the USA have been identified, specifically:

- a meeting in Nashville with the President and Chief Executive Officer (CEO) of the Nashville Convention and Visitors Corporation (NCVC), to continue discussions (which commenced in early 2017) regarding the creation of a strategy to position Brisbane as an internationally recognised music city.
- a meeting in Nashville with the CEO of the Country Music Association (CMA), to continue discussions associate with the opportunity to position Queensland as Australia's 'Home of Country Music' and promote Queensland in the USA.
- at the invitation of the World Surf League (WSL), attendance at the WSL Partners Summit in California. Attendance at the Summit will allow TEQ to: commence discussions/negotiations for the Quicksilver and Roxy Pro 2019-2021; and network with representatives from other WSL international host destinations to assist TEQ in its negotiations for the Quicksilver and Roxy Pro 2019-2021 and identify leverage opportunities.

Mr Montgomery and Mr Mantle will now undertake travel from 24 August to 9 September 2017 to participate in the opportunities outlined above. This extension of five days will incur an additional cost of approximately $7,720 bringing the total travel cost to $27,680. A revised itinerary is attached (Attachment 1).

These additional opportunities are in line with the objectives outlined in the approved International Travel Approval from 2016 (Attachment 2) and are consistent with TEQ's priorities to identify, attract develop and promote major events in Queensland that deliver significant value against the key objectives of: contributing to the Queensland economy; attracting visitors to Queensland; enhancing the profile of Queensland; and fostering community pride.

Kind regards

Category B information

Leanne Coddington

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Disclosure Log
RTI Act 2009

International Travel - John Drummond Montgomery and Rebecca Mantle - USA - August to September 2017

UPDATED ITINERARY

Date	Location	Activity
24 August 2017	Travel to Salt Lake City, Utah.	*Transit – Flight from Brisbane to Los Angeles, connecting flight Los Angeles to Salt Lake City*
25 August 2017	Salt Lake City, Utah	*Transit – Commence drive to Black Rock Desert with stopover in Winnemucca, Nevada.*
26 August 2017	Winnemucca, Nevada	*Transit – Continue drive from Winnemucca to Black Rock Desert. Total 10 hr drive (572 miles)*
26 August 2017 – 1 September 2017	Black Rock Desert / Black Rock City, Nevada	**Mr John Drummond Montgomery** Inspect traffic management systems and the festival site set-up / creation. Undertake site inspections of the theme camps and villages. Meet with Category B information regarding the Black Rock City Department of Public Works — A team of several hundred people responsible for the pre-event and post-event construction, logistics, and production. Attend the Burning Man opening ceremony. Undertake site inspections into the event safety measures in place (for the isolated nature of the event), event radio station (as the chief communications mechanism), 'leave no trace' principles and logistics, and set-up / pack-down tactics for the erection of the temporary community of Black Rock City. Meet with Category B information Category B information to discuss the festival transport and logistics, as well as Category B information contributions to the technology and innovation sector as it relates to TEQ's current activities in this area. Meet with Category B information regarding the growth and development of Burning Man over the past 30 years.
26 August 2017 – 1 September 2017	Black Rock Desert/ Black Rock City, Nevada	**Ms Rebecca Mantle** Meet with Category B information Category B information for a pre-event discussion regarding the artistic and creative vision behind the 2017 Burning Man theme *Da Vinci's*

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		Workshop, and future planning for the artistic direction of the event. Attend the Burning Man opening ceremony. Inspect the event program and attend workshops, exhibitions, performance art shows, musical concerts, and commence stakeholder discussions with musicians, artists, stallholders and event attendees. Meet with Category B information Category B information to discuss the development of the festival operations (in terms of staffing, budget, communications and marketing).
1 September 2017	Travel to Salt Lake City	*Transit – Drive to Salt Lake City*
2 September 2017	Travel to Nashville, Tennessee	*Transit – Flight from Salt Lake City to Nashville*
2 September – 5 September 2017	Nashville, Tennessee	Mr Montgomery and Ms Mantle to meet with Category B information Category B information and members of the Country Music Association
5 September 2017	Travel to Los Angeles, California	*Transit – Flight from Nashville to Los Angeles and transfer from Los Angeles to Dana Point.*
6 September – 8 September	Dana Point, Los Angeles	Mr Montgomery and Ms Mantle to attend World Surf League Partners Summit, 6-8 September 2017.
9 September 2017	Travel to Brisbane	*Transit – Transfer from Dana Point to Los Angeles and flight from Los Angeles to Brisbane. Arrive in Brisbane on 11 September 2017.*

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Tourism and Events Queensland

ETS252158/16

TEQ CEO Memo

COPY

To	Hon Kate Jones MP Minister for Education Minister for Tourism and Major Events
From	Leanne Coddington, CEO
Date	4 October 2016
Subject	**International Travel Approval – Group Executive, Events and Director, Event Operations and Value Optimisation**

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Dear Minister

Tourism and Events Queensland (TEQ) is seeking approval for Mr John Drummond Montgomery, Group Executive – Events, and Ms Rebecca Mantle, Director – Event Operations and Value Optimisation, to travel to Nevada in the United States of America (USA) from 24 August to 3 September 2017.

The primary purpose of the travel is to attend the Burning Man festival, meet with the festival's founders and gain insights to create, grow and develop events for Queensland, particularly in the Outback Queensland region.

The Minister previously approved the International Travel Application for Mr Montgomery and Ms Mantle to attend on 8 August 2016; however, due to the ballot nature of ticket allocation, TEQ was unable to secure tickets to this event. TEQ is therefore seeking early approval so we can enter the ballot for the 2017 event.

This travel is in line with TEQ's objectives to identify, attract, develop and promote major events in Queensland and to help build unique and appealing tourism experiences, generate local economic activity and development, and enhance the profile of Queensland in order to attract external visitation.

This travel is in accordance with Queensland Government policy and meets the minimum six week notice period requirement. Two economy class fares have been reflected.

Kind regards

Category B information

Leanne Coddington

Overseas travel

Approval

Overseas travel approval

Prior to completing this form, you should consult the Queensland Government *Official Air Travel Policy*

Following receipt of all required approvals, you should submit this form to your Agency Travel Contact Officer at least six (6) weeks prior to travel.

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Traveller's details

Surname Montgomery / Mantle **First Name** John Drummond / Rebecca

Position Group Executive – Events / Director Event Operations and Value Optimisation Events **Agency** Tourism and Events Queensland

Are you an employee of the agency arranging the overseas travel? ☒ Yes ☐ No

Contact Phone Number (07) 3535 3535 **Contact Mobile Number** Category B information

Email JohnDrummond.Montgomery@queensland.com / Rebecca.Mantle@queensland.com

Is this a block approval form? ☐ Yes ☒ No

If yes, please complete the above for the contact person and list the names of the people, their positions and agencies for whom this approval form is submitted on the last page of this form.

Travel details

1a) Have you considered video-conferencing as an alternative to air travel?

☒ Yes ☐ No

1b) Please document your reasons for not using video-conferencing as an alternative to air travel?

It is proposed that Tourism and Events Queensland's (TEQ) Group Executive – Events, Mr John Drummond Montgomery, and Director – Event Operations and Value Optimisation, Ms Rebecca Mantle, travel to Nevada in the United States of America (USA) to attend Burning Man festival and gain insights to create, grow and develop events for Queensland, particularly Outback Queensland.

Consistent with the *Tourism and Events Queensland Act 2012*, TEQ's *Event Strategy 2025* requires TEQ to acquire major events, to grow and develop major events, and to create major events for Queensland. Category A information

Category A information

Category A information

Category A information - Burning Man. This event has been staged in the Black Rock Desert in Nevada for 30 years. Burning Man first began in 1986 as a small-scale event based on the concept of building and lighting up a wooden figure on a beach in San Francisco. Since then, the event has developed in format and moved location to Black Rock City, a temporary community erected annually in the Black Rock Desert in Nevada. The event has a unique vibrant participatory aspect and operates on a 'leave no trace' principle. The Burning Man festival is recognised as a temporary metropolis dedicated to community, innovation, art, creativity, and self-expression and has grown to attract tens of thousands of visitors to the event and the region each year (including international attendees, interstate attendees and Nevada locals). Attendees are active participants in the festival which offers workshops, performance art, music shows, and sound and lighting displays, culminating to each years' ceremonial burning event at the end of the week.

It is proposed that Mr Montgomery, Group Executive – Events and Ms Mantle, Director – Event Operations and Value Optimisation travel to Nevada to attend the Burning Man festival, which runs from 27 August to 4 September 2017. Mr Montgomery and Ms Mantle will lead separate investigations into the event. Mr Montgomery will inspect the site logistics, traffic management systems, set up / pack down process, and conduct meetings regarding the development and growth of the event (in an isolated / desert context with linkage to Queensland Outback events). Ms Mantle will undertake field research into the creative content, artistic vision, operational requirements, and future planning for the event. Mr Montgomery and Ms Mantle will also meet with Category B information

Category B information

Category B information

Category B information Mr Montgomery and Ms Mantle will conclude their trip in Los Angeles to meet with TEQ's International Director – Americas, Mr Leigh Arredondo.

Video conferencing is not considered an adequate alternative to air travel as the key outcomes of the proposed travel are reliant upon Mr Montgomery and Ms Mantle experiencing the Burning Man festival first-hand to take away key learnings applicable to the development and growth of events in Queensland. Category A information

Category A information

Category A information Mr Montgomery and Ms Mantle will attend workshops, exhibitions, performance art shows, concerts and other events during the Burning Man festival. These event experiences are offered through the unique, isolated, and sustainable nature of this event which is unlike any other in the world.

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As representatives of TEQ, Mr Montgomery and Ms Mantle have identified the value in attending Burning Man festival as providing insights into successful themes, trends, and ideas, as well as operational and logistical considerations related to desert based events. These insights and key learnings from attending a matured, globally recognised, and innovative desert event will assist TEQ with developing strategies and activities for Outback Queensland events as well as arts and cultural events in metropolitan areas of Queensland. Category A information

Category A information

The thematic elements of the Burning Man festival also aligns with the development and thinking behind a new event concept for Brisbane – Brilliant Ideas Brisbane (working title), which brings together several thematic streams – ideas, science and entertainment. Applying insights and key learnings from the event theming of Burning Man could inform strategies towards the development of Brilliant Ideas Brisbane, an event which would showcase Brisbane as a globally recognised thought leader in science and a leading cultural event destination.

This is in line with TEQ's objectives to identify, attract, develop and promote major events in Queensland and to help build unique and appealing tourism experiences, generate local economic activity and development, and enhance the profile of Queensland in order to attract external visitation.

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2) Itinerary Details

Departure date Thursday, 24 August 2017 **Return date** Sunday, 3 September 2017

Itinerary

Date	Location	Activity
24 August 2017	Travel to Sacramento, California	*Transit – Flight from Brisbane to Los Angeles, connecting flight Los Angeles to Sacramento*
25 August 2017	Travel to Reno, Nevada	*Transit – RV hire from Sacramento, drive to Reno*
26 August 2017	Travel to Black Rock Desert	*Transit – Drive to Black Rock Desert*
26 August 2017 – 1 September 2017	Black Rock Desert / Black Rock City, Nevada	**Mr John Drummond Montgomery** Inspect traffic management systems and the festival site set-up / creation. Undertake site inspections of the theme camps and villages. Meet with Category B information regarding the Black Rock City Department of Public Works — A team of several hundred people responsible for the pre-event and post-event construction, logistics, and production. Attend the Burning Man opening ceremony. Undertake site inspections into the event safety measures in place (for the isolated nature of the event), event radio station (as the chief communications mechanism), 'leave no trace' principles and logistics, and set-up / pack-down tactics for the erection of the temporary community of Black Rock City. Meet with Category B information Category B information to discuss the festival transport and logistics, as well as Mr Mikel's contributions to the technology and innovation sector as it relates to TEQ's current activities in this area. Meet with Category B information regarding the growth and development of Burning Man over the past 30 years.
26 August 2017 – 1 September 2017	Black Rock Desert/ Black Rock City, Nevada	**Ms Rebecca Mantle** Meet with Category B information Category B information for a pre-event discussion regarding the artistic and creative vision behind the 2017 Burning Man theme *Da Vinci's Workshop*, and future planning for the artistic direction for the event. Attend the Burning Man opening ceremony.

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		Inspect the event program and attend workshops, exhibitions, performance art shows, musical concerts, and commence stakeholder discussions with musicians, artists, stallholders and event attendees. Meet with Category B information Category B information to discuss the development of the festival operations (in terms of staffing, budget, communications and marketing).
1 September 2017	Travel to Sacramento	*Transit – Drive to Sacramento*
2 September 2017	Travel to Los Angeles, California	*Transit – Flight from Sacramento to Los Angeles* Mr Montgomery and Ms Mantle to meet with TEQ's International Director – Americas, Mr Leigh Arredondo.
3 September 2017	Travel to Brisbane, Australia	*Transit – Flight from Los Angeles to Brisbane*

3) **What are the estimated costs of this travel and how will the travel be funded?**

		Funding source details	
	Total Amount ($AUD rounded)	**Agency cost (TEQ)**	**External cost****
Airfare*	$5,600	$5,600	-
Accommodation	$2,000	$2,000	-
Conference / forum registration	$1,160	$1,160	-
Other associated costs** (meals/car hire/visas etc)	$11,200	$11,200	-
Total Cost	**$19,960**	**$19,960**	**-**

* This includes economy class fares only
** Access to Burning Man is only via vehicle transport in the form of an RV as no on-site accommodation or facilities are available. The cost of the RV is approximately $8,500 for the duration of the event.

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4) **What is the purpose of the travel?** Please tick the appropriate box/es

Agency employees

- ☐ Study Tour/Cultural Exchange
- ☐ Student/Client/Custodial Escort
- ☒ Research
- ☐ Operational/part of duties
- ☐ Receive training/Attend a course(s)
- ☐ Deliver training/Set-up a course(s)
- ☐ Attend conference/seminar/workshop/forum
- ☐ Deliver paper(s) at conference/ seminar/ workshop/ forum
- ☐ Committee Representation/meetings/councils/boards
- ☐ Professional development
- ☐ Promotions and marketing
- ☐ Purchasing
- ☐ Signing of contracts/agreements
- ☐ Project management/project work/consultancies
- ☒ Investigations/inspections/fact finding/data gathering
- ☐ Law enforcement
- ☐ Medical
- ☒ Trade related/business delegations/commercial activities
- ☐ Formalise relations with international clients
- ☐ Participate in a cooperative partnership program
- ☐ Activities associated with Sister State and other bilateral relationships
- ☐ Other, please specify _____

Non-Employees

- ☐ Other, please specify _____

5) **What are the objectives of the travel?**

It is proposed that Tourism and Events Queensland's (TEQ) Group Executive – Events, Mr John Drummond Montgomery, and Director – Event Operations and Value Optimisation, Ms Rebecca Mantle, travel to Nevada in the United States of America (USA) to attend the Burning Man festival and gain insights to create, grow and develop events for Queensland, particularly Outback Queensland.

The key objectives of the proposed travel include:

- Category A information
- gaining increased global event and market intelligence from event attendance, meetings with event organisers, promoters, artists and international stakeholders, which will contribute towards the development of new Outback events, growth strategies for existing Outback events, and the promotion of existing arts and cultural events in metropolitan Queensland;
- fostering and establishing relationships with international event organisers; and
- knowledge sharing with key event stakeholders in the arts, music; interactive, innovation, technology and entertainment industries to maximise tourism and events opportunities in Queensland and further development of Brilliant Ideas Brisbane (working title).

The proposed activities are consistent with TEQ's priorities to identify, attract develop and promote major events in Queensland that deliver significant value against the four key objectives of: contributing to the Queensland economy; attracting visitors to Queensland; enhancing the profile of Queensland; and fostering community pride.

The proposed travel aligns with Mr Montgomery's role as Group Executive – Events where he is responsible for leading the Events Group in working with event proponents on developing current and future event opportunities and securing a range of major, destination and business events for the Queensland events calendar.

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The proposed travel aligns with Ms Mantle's role as Director – Event Operations and Value Optimisation Events in terms of her management of event operations and the generation of ideas for the value optimisation of events in Queensland.

6) **What are the consequences of not travelling?**

This travel opportunity will provide Mr Montgomery and Ms Mantle with insights into trends, ideas, and key successes of the Burning Man festival which could then be applied to current and future events supported by TEQ to help build unique and appealing tourism experiences, generate local economic activity and development, and enhance the profile of Queensland in order to attract external visitation.

Category A information

Category A information Attending this event presents the unique opportunity to gain valuable insights and learnings into the development and growth of events with direct correlation to events currently held and / or being developed in Queensland. This travel opportunity aligns with the timing of TEQ's current work on the feasibility of new events for the Outback and presents a timely opportunity towards the development of these strategies. Not pursuing this opportunity would impact on TEQ's progress towards developing Outback, artistic and cultural event strategies which, in turn, would impede the development of unique and appealing tourism experiences in the Outback, the generation of local economic activity, and the enhancement of the profile of Queensland.

7) **Which sector/industry does your travel relate to?** Please tick the appropriate box/es

- ☐ Trade and Business
- ☐ Education and Training
- ☐ Export of Education and Training Services
- ☒ Cultural and Social Development
- ☐ Health
- ☐ Government
- ☒ Environmental Management and Sustainable Development
- ☒ Research and Development, Science and Technology
- ☒ Traditional Industries (agriculture, food, mining, manufacturing, transport, tourism, energy, forestry, fisheries)
- ☒ Emerging Growth Sectors, Innovation and Knowledge
- ☒ Investigations/Inspections, Fact Finding/Data Gathering
- ☐ Other, please specify _____

Security risk destinations

8) **Have you read and understood the Department of Foreign Affairs and Trade (DFAT) travel advisory for the country/ies to which you are travelling?** Travel advisories are located at www.smartraveller.gov.au.

☒ Yes ☐ No

9) **What is the advice by DFAT regarding the level of security risk of the country/ies to which you are travelling?**

1. ☒ Exercise normal safety precautions
2. ☐ Exercise a high degree of caution
3. ☐ Reconsider your need to travel
4. ☐ Do not travel.

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10) **What is the advice by DFAT regarding the level of significant health risks in the country/ies to which you are travelling?**

N/A

Traveller's confirmation

I have read the Queensland Government Official Travel Policy and have fulfilled my obligations under this policy.

I am aware of and accept the security risks associated with this travel as outlined in the DFAT travel advisory (e.g. notifying the relevant High Commission of proposed travel arrangements).

Traveller's signature Category B information **Date** 26-9-16.

Traveller's signature Category B information **Date** 26-9-16

Approval

Group Executive approval	Category B information (signature) John Drummond Montgomery (printed name)	**Date** 26-9-16
Chief Executive's approval (or Delegated Officer)	Category B information (signature) (printed name)	**Date** 3/10/16
Minister's approval	(signature) (printed name)	**Date** 18/10/16

Premier's approval of Chief Executive's travel **Date**

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Notification of overseas travel

Information provided in this form may be used for the following purposes:

- briefings, and/or
- to identify and assess potential strategic international collaborations and, where appropriate, may be released to other Queensland Government officers, departments and agencies, and/or
- to inform annual reporting requirements.

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Tourism and Events Queensland

ETS252158/16

TEQ CEO Memo

To	Hon Kate Jones MP Minister for Education Minister for Tourism and Major Events
From	Leanne Coddington, CEO
Date	4 October 2016
Subject	**International Travel Approval – Group Executive, Events and Director, Event Operations and Value Optimisation**

Dear Minister

Tourism and Events Queensland (TEQ) is seeking approval for Mr John Drummond Montgomery, Group Executive – Events, and Ms Rebecca Mantle, Director – Event Operations and Value Optimisation, to travel to Nevada in the United States of America (USA) from 24 August to 3 September 2017.

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The Minister previously approved the International Travel Application for Mr Montgomery and Ms Mantle to attend on 8 August 2016; however, due to the ballot nature of ticket allocation, TEQ was unable to secure tickets to this event. TEQ is therefore seeking early approval so we can enter the ballot for the 2017 event.

This travel is in line with TEQ's objectives to identify, attract, develop and promote major events in Queensland and to help build unique and appealing tourism experiences, generate local economic activity and development, and enhance the profile of Queensland in order to attract external visitation.

This travel is in accordance with Queensland Government policy and meets the minimum six week notice period requirement. Two economy class fares have been reflected.

Kind regards

Category B information

Leanne Coddington

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Overseas travel

Approval

Overseas travel approval

Prior to completing this form, you should consult the Queensland Government *Official Air Travel Policy*

Following receipt of all required approvals, you should submit this form to your Agency Travel Contact Officer at least six (6) weeks prior to travel.

Published on DTID Disclosure Log RTI Act 2009

Traveller's details

Surname Montgomery / Mantle **First Name** John Drummond / Rebecca

Position Group Executive – Events / Director Event Operations and Value Optimisation Events **Agency** Tourism and Events Queensland

Are you an employee of the agency arranging the overseas travel? ☒ Yes ☐ No

Contact Phone Number (07) 3535 3535 **Contact Mobile Number** Category B information

Email JohnDrummond.Montgomery@queensland.com / Rebecca.Mantle@queensland.com

Is this a block approval form? ☐ Yes ☒ No

If yes, please complete the above for the contact person and list the names of the people, their positions and agencies for whom this approval form is submitted on the last page of this form.

Travel details

1a) Have you considered video-conferencing as an alternative to air travel?

☒ Yes ☐ No

1b) Please document your reasons for not using video-conferencing as an alternative to air travel?

It is proposed that Tourism and Events Queensland's (TEQ) Group Executive – Events, Mr John Drummond Montgomery, and Director – Event Operations and Value Optimisation, Ms Rebecca Mantle, travel to Nevada in the United States of America (USA) to attend Burning Man festival and gain insights to create, grow and develop events for Queensland, particularly Outback Queensland.

Consistent with the *Tourism and Events Queensland Act 2012*, TEQ's *Event Strategy 2025* requires TEQ to acquire major events, to grow and develop major events, and to create major events for Queensland.

Category A information

Category A information

Category A information

Category A information – Burning Man. This event has been staged in the Black Rock Desert in Nevada for 30 years. Burning Man first began in 1986 as a small-scale event based on the concept of building and lighting up a wooden figure on a beach in San Francisco. Since then, the event has developed in format and moved location to Black Rock City, a temporary community erected annually in the Black Rock Desert in Nevada. The event has a unique vibrant participatory aspect and operates on a 'leave no trace' principle. The Burning Man festival is recognised as a temporary metropolis dedicated to community, innovation, art, creativity, and self-expression and has grown to attract tens of thousands of visitors to the event and the region each year (including international attendees, interstate attendees and Nevada locals). Attendees are active participants in the festival which offers workshops, performance art, music shows, and sound and lighting displays, culminating to each years' ceremonial burning event at the end of the week.

It is proposed that Mr Montgomery, Group Executive – Events and Ms Mantle, Director – Event Operations and Value Optimisation travel to Nevada to attend the Burning Man festival, which runs from 27 August to 4 September 2017. Mr Montgomery and Ms Mantle will lead separate investigations into the event. Mr Montgomery will inspect the site logistics, traffic management systems, set up / pack down process, and conduct meetings regarding the development and growth of the event (in an isolated / desert context with linkage to Queensland Outback events). Ms Mantle will undertake field research into the creative content, artistic vision, operational requirements, and future planning for the event. Mr Montgomery and Ms Mantle will also meet with Category B information

Category B information

Category B information

Category B information Mr Montgomery and Ms Mantle will conclude their trip in Los Angeles to meet with TEQ's International Director – Americas, Mr Leigh Arredondo.

Video conferencing is not considered an adequate alternative to air travel as the key outcomes of the proposed travel are reliant upon Mr Montgomery and Ms Mantle experiencing the Burning Man festival first-hand to take away key learnings applicable to the development and growth of events in Queensland.

Category A information

Category A information

Category A information Mr Montgomery and Ms Mantle will attend workshops, exhibitions, performance art shows, concerts and other events during the Burning Man festival. These event experiences are offered through the unique, isolated, and sustainable nature of this event which is unlike any other in the world.

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As representatives of TEQ, Mr Montgomery and Ms Mantle have identified the value in attending Burning Man festival as providing insights into successful themes, trends, and ideas, as well as operational and logistical considerations related to desert based events. These insights and key learnings from attending a matured, globally recognised, and innovative desert event will assist TEQ with developing strategies and activities for Outback Queensland events as well as arts and cultural events in metropolitan areas of Queensland

Category A information

Category A information

The thematic elements of the Burning Man festival also aligns with the development and thinking behind a new event concept for Brisbane – Brilliant Ideas Brisbane (working title), which brings together several thematic streams – ideas, science and entertainment. Applying insights and key learnings from the event theming of Burning Man could inform strategies towards the development of Brilliant Ideas Brisbane, an event which would showcase Brisbane as a globally recognised thought leader in science and a leading cultural event destination.

This is in line with TEQ's objectives to identify, attract, develop and promote major events in Queensland and to help build unique and appealing tourism experiences, generate local economic activity and development, and enhance the profile of Queensland in order to attract external visitation.

Published on DTMR Disclosure Log RTI Act 2009

2) Itinerary Details

Departure date Thursday, 24 August 2017 **Return date** Sunday, 3 September 2017

Itinerary

Date	Location	Activity
24 August 2017	Travel to Sacramento, California	*Transit – Flight from Brisbane to Los Angeles, connecting flight Los Angeles to Sacramento*
25 August 2017	Travel to Reno, Nevada	*Transit – RV hire from Sacramento, drive to Reno*
26 August 2017	Travel to Black Rock Desert	*Transit – Drive to Black Rock Desert*
26 August 2017 – 1 September 2017	Black Rock Desert / Black Rock City, Nevada	**Mr John Drummond Montgomery** Inspect traffic management systems and the festival site set-up / creation. Undertake site inspections of the theme camps and villages. Meet with Category B information regarding the Black Rock City Department of Public Works — A team of several hundred people responsible for the pre-event and post-event construction, logistics, and production. Attend the Burning Man opening ceremony. Undertake site inspections into the event safety measures in place (for the isolated nature of the event), event radio station (as the chief communications mechanism), 'leave no trace' principles and logistics, and set-up / pack-down tactics for the erection of the temporary community of Black Rock City. Meet with Category B information Category B information to discuss the festival transport and logistics, as well as Category B information contributions to the technology and innovation sector as it relates to TEQ's current activities in this area. Meet with Category B information regarding the growth and development of Burning Man over the past 30 years.
26 August 2017 – 1 September 2017	Black Rock Desert/ Black Rock City, Nevada	**Ms Rebecca Mantle** Meet with Category B information Category B information for a pre-event discussion regarding the artistic and creative vision behind the 2017 Burning Man theme *Da Vinci's Workshop*, and future planning for the artistic direction for the event. Attend the Burning Man opening ceremony.

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		Inspect the event program and attend workshops, exhibitions, performance art shows, musical concerts, and commence stakeholder discussions with musicians, artists, stallholders and event attendees. Meet with Category B information Category B information to discuss the development of the festival operations (in terms of staffing, budget, communications and marketing).
1 September 2017	Travel to Sacramento	*Transit – Drive to Sacramento*
2 September 2017	Travel to Los Angeles, California	*Transit – Flight from Sacramento to Los Angeles* Mr Montgomery and Ms Mantle to meet with TEQ's International Director – Americas, Mr Leigh Arredondo.
3 September 2017	Travel to Brisbane, Australia	*Transit – Flight from Los Angeles to Brisbane*

3) What are the estimated costs of this travel and how will the travel be funded?

		Funding source details	
	Total Amount ($AUD rounded)	**Agency cost (TEQ)**	**External cost****
Airfare*	$5,600	$5,600	-
Accommodation	$2,000	$2,000	-
Conference / forum registration	$1,160	$1,160	-
Other associated costs** (meals/car hire/visas etc)	$11,200	$11,200	-
Total Cost	**$19,960**	**$19,960**	**-**

* This includes economy class fares only

** Access to Burning Man is only via vehicle transport in the form of an RV as no on-site accommodation or facilities are available. The cost of the RV is approximately $8,500 for the duration of the event.

Published on DTID Disclosure Log RTI Act 2009

4) What is the purpose of the travel? Please tick the appropriate box/es

Agency employees

- ☐ Study Tour/Cultural Exchange
- ☐ Student/Client/Custodial Escort
- ☒ Research
- ☐ Operational/part of duties
- ☐ Receive training/Attend a course(s)
- ☐ Deliver training/Set-up a course(s)
- ☐ Attend conference/seminar/workshop/forum
- ☐ Deliver paper(s) at conference/ seminar/ workshop/ forum
- ☐ Committee Representation/meetings/councils/boards
- ☐ Professional development
- ☐ Promotions and marketing
- ☐ Purchasing
- ☐ Signing of contracts/agreements
- ☐ Project management/project work/consultancies
- ☒ Investigations/inspections/fact finding/data gathering
- ☐ Law enforcement
- ☐ Medical
- ☒ Trade related/business delegations/commercial activities
- ☐ Formalise relations with international clients
- ☐ Participate in a cooperative partnership program
- ☐ Activities associated with Sister State and other bilateral relationships
- ☐ Other, please specify _____

Non-Employees

- ☐ Other, please specify _____

5) What are the objectives of the travel?

It is proposed that Tourism and Events Queensland's (TEQ) Group Executive – Events, Mr John Drummond Montgomery, and Director – Event Operations and Value Optimisation, Ms Rebecca Mantle, travel to Nevada in the United States of America (USA) to attend the Burning Man festival and gain insights to create, grow and develop events for Queensland, particularly Outback Queensland.

The key objectives of the proposed travel include:

- Category A information
- gaining increased global event and market intelligence from event attendance, meetings with event organisers, promoters, artists and international stakeholders, which will contribute towards the development of new Outback events, growth strategies for existing Outback events, and the promotion of existing arts and cultural events in metropolitan Queensland;
- fostering and establishing relationships with international event organisers; and
- knowledge sharing with key event stakeholders in the arts, music, interactive, innovation, technology and entertainment industries to maximise tourism and events opportunities in Queensland and further development of Brilliant Ideas Brisbane (working title).

The proposed activities are consistent with TEQ's priorities to identify, attract develop and promote major events in Queensland that deliver significant value against the four key objectives of: contributing to the Queensland economy; attracting visitors to Queensland; enhancing the profile of Queensland; and fostering community pride.

The proposed travel aligns with Mr Montgomery's role as Group Executive – Events where he is responsible for leading the Events Group in working with event proponents on developing current and future event opportunities and securing a range of major, destination and business events for the Queensland events calendar.

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The proposed travel aligns with Ms Mantle's role as Director – Event Operations and Value Optimisation Events in terms of her management of event operations and the generation of ideas for the value optimisation of events in Queensland.

6) What are the consequences of not travelling?

This travel opportunity will provide Mr Montgomery and Ms Mantle with insights into trends, ideas, and key successes of the Burning Man festival which could then be applied to current and future events supported by TEQ to help build unique and appealing tourism experiences, generate local economic activity and development, and enhance the profile of Queensland in order to attract external visitation.

Category A information

Category A information Attending this event presents the unique opportunity to gain valuable insights and learnings into the development and growth of events with direct correlation to events currently held and / or being developed in Queensland. This travel opportunity aligns with the timing of TEQ's current work on the feasibility of new events for the Outback and presents a timely opportunity towards the development of these strategies. Not pursuing this opportunity would impact on TEQ's progress towards developing Outback, artistic and cultural event strategies which, in turn, would impede the development of unique and appealing tourism experiences in the Outback, the generation of local economic activity, and the enhancement of the profile of Queensland.

7) Which sector/industry does your travel relate to? Please tick the appropriate box/es

- ☐ Trade and Business
- ☐ Education and Training
- ☐ Export of Education and Training Services
- ☒ Cultural and Social Development
- ☐ Health
- ☐ Government
- ☒ Environmental Management and Sustainable Development
- ☒ Research and Development, Science and Technology
- ☒ Traditional Industries (agriculture, food, mining, manufacturing, transport, tourism, energy, forestry, fisheries)
- ☒ Emerging Growth Sectors, Innovation and Knowledge
- ☒ Investigations/Inspections, Fact Finding/Data Gathering
- ☐ Other, please specify _____

Security risk destinations

8) Have you read and understood the Department of Foreign Affairs and Trade (DFAT) travel advisory for the country/ies to which you are travelling? Travel advisories are located at www.smartraveller.gov.au.

☒ Yes ☐ No

9) What is the advice by DFAT regarding the level of security risk of the country/ies to which you are travelling?

1. ☒ Exercise normal safety precautions
2. ☐ Exercise a high degree of caution
3. ☐ Reconsider your need to travel
4. ☐ Do not travel.

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10) What is the advice by DFAT regarding the level of significant health risks in the country/ies to which you are travelling?

N/A

Traveller's confirmation

I have read the Queensland Government Official Travel Policy and have fulfilled my obligations under this policy.

I am aware of and accept the security risks associated with this travel as outlined in the DFAT travel advisory (e.g. notifying the relevant High Commission of proposed travel arrangements).

Traveller's signature Category B information **Date** 26-9-16.

Traveller's signature Category B information **Date** 26-9-16

Approval

Group Executive approval	Category B information (signature) John Drummond Montgomery (printed name)	**Date** 26-9-16
Chief Executive's approval (or Delegated Officer)	Category B information (printed name)	**Date** 3/10/16
Minister's approval	(signature) (printed name)	**Date** 18/10/16

Premier's approval of Chief Executive's travel **Date**

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Notification of overseas travel

Information provided in this form may be used for the following purposes:

- briefings, and/or
- to identify and assess potential strategic international collaborations and, where appropriate, may be released to other Queensland Government officers, departments and agencies, and/or
- to inform annual reporting requirements.

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TOMASI Kalala

From: Colin Morrison <Colin.Morrison@queensland.com>
Sent: Wednesday, 5 October 2016 9:35 AM
To: Corro DTESB Minister and DG
Cc: Merinda O'Brien; Kirsty Langford; Rebecca Bligh
Subject: International Travel - John Drummond Montgomery and Rebecca Mantle - USA - August 2017 - CEO Approved
Attachments: International Travel - John Drummond Montgomery and Rebecca Mantle - USA - August 2017 - CEO Approved.pdf

Categories: Lala

Hi MCU,

Please find attached the International Travel Approval for Mr John Drummond Montgomery and Ms Rebecca Mantle.

The TEQ CEO, Ms Leanne Coddington, has approved.

It would be greatly appreciated if you could progress to the Minister's Office for consideration.

Thanks,

Colin

Colin Morrison Manager, Ministerial and Government Relations Corporate Affairs Tourism and Events Queensland

T +61 7 3535 5285 * M Category B information * E colin.morrison@queensland.com * W teq.queensland.com * S twitter.com/teqld A Level 10, 30 Makerston Street, Brisbane, QLD, 4000 * GPO Box 328, Brisbane, QLD, 4001, Australia

Where to plan your next Queensland holiday: queensland.com *

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INDIVIDUAL OVERSEAS TRAVEL REPORT

This report must be completed within two (2) weeks of return from overseas travel and submitted to Corporate Affairs.

Traveller's details

Surname 1 Mantle **First name** Rebecca
Surname 2 Drummond Montgomery John

Position Director – Major Events **Agency** Tourism and Events Queensland
Group Executive – Events

Are you an employee of the agency arranging the overseas travel? ☒ Yes ☐ No

Contact phone number Category B information **Contact fax number** n/a

Email rebecca.mantle@queensland.com

Is this a block report? ☒ Yes ☐ No

If yes, please complete the section above for the contact person, and attach the list of people (and their position and agency) who have travelled overseas for official purposes for whom this report is submitted.

Travel details

Departure Date: Thursday, 24 August 2017 **Return Date:** Monday, 11 September 2017

Destinations (Country/ies) United States of America

1) What were the costs of the travel and how was the travel funded?

Please include the ***actual*** expenditure of the overseas travel, including all expenses incurred as part of the travel. It is important that the source of funding for the visit is clearly distinguishable as being either TEQ funding or from another source (for example, Qantas contra travel). If the visit was part funded, please provide the actual break up of Dept/Agency funding as well as any other sources of funding. Please include the value of flights booked through contra arrangements as "external costs".

	Funding source details		
	Agency cost	**External cost** *(funding provided by an external body)*	**Combined cost** *(agency and external)*
Airfare	$4,942	nil	$4,942
Accommodation	$7,120	Nil	$7,120
Conference Registration	$2,110	nil	$2,110
Other associated costs (meals/car hire/visas, etc.)	$12,888	nil	$12,888
Total Cost	**$27,060**	nil	**$27,060**

b) Agent airfare booked through: **Main Beach Travel**

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2) What was the purpose of travel as it was provided on your travel approval form?
It was proposed that Tourism and Events Queensland's (TEQ) Mr John Drummond Montgomery, Group Executive – Events and Ms Rebecca Mantle, Director – Major Events, travel to the United States of America (USA) to attend the Burning Man festival, meet with the prominent tourism and event organisations in Nashville and participate in the World Surf League Partners Summit.

The purpose of this travel was to gain insights to create, grow and develop events for Queensland, in particular Outback Queensland, foster and establish relationships with industry leaders in music events, and commence discussions around the Quiksilver and Roxy Pro for 2019 and beyond.

Consistent with the *Tourism and Events Queensland Act 2012*, TEQ's Event Strategy 2025 requires TEQ: to acquire major events; to grow and develop major events; and to create major events for Queensland.

Category A information

Category A information

- Although Burning Man is now a mature event, it is important to understand that it commenced as a small-scale event and has grown to its current form over 31 years.
- Burning Man is staged on a remote desert plateau in the harshest of summer conditions; with daytime temperatures in excess of 40 degrees Celsius and night time temperatures as low as 10 degrees Celsius.
- There are no amenities at Burning Man as everything must be transported to the event site.
- Aside from ice and coffee, event attendees cannot purchase anything at Burning Man.
- When the event concludes there is no 'actual' trace of the event having been staged on the desert. The event's 'leave no trace' policy is actually and effectively implemented.
- Burning Man is predicated upon both individuals and communities coming together and through joint effort overcoming any issues encountered.
- Burning Man is a minimum eight hours' drive from the nearest major city (San Francisco) and in more than three hours from secondary cities. Category A information

Category A information

Category A information

Category A information

In addition, subsequent to the original travel approval, additional opportunities were identified and approved prior to Mr Montgomery and Ms Mantle travelling in market. These opportunities included:

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- meeting with the Category B information of the Nashville Convention and Visitors Corporation (NCVC), to continue discussions (which commenced in early 2017) regarding the creation of a strategy to position Brisbane as an internationally recognised music city.
- meeting in Nashville with Category B information to continue discussions associated with the opportunity to position Queensland as Australia's home of country Music' and promote Queensland in the USA.
- Attending the World Surf League (WSL) Partners Summit in California to commence discussions/negotiations for the Quiksilver and Roxy Pro 2019-2021 and network with representatives from other WSL international host destinations to assist in negotiations and identify leveraging opportunities.

This travel and activities undertaken were consistent with TEQ's priorities to identify, attract develop and promote major events in Queensland that deliver significant value against the four key objectives of: contributing to the Queensland economy; attracting visitors to Queensland; enhancing the profile of Queensland; and fostering community pride.

The travel aligns with Mr Montgomery's role as Group Executive – Events where he is responsible for leading the Events Group in working with event proponents on developing current and future event opportunities and securing a range of major, destination and business events for the Queensland events calendar. It also aligned with Ms Mantle's role as Director – Major Events in terms of her management of event operations and the generation of ideas to optimise the value of events in Queensland.

3) What were the outcomes of the travel?

Mr Montgomery and Ms Mantle achieved the objectives of travel which included:

Category A information

- gaining increased global event and market intelligence from event attendance, meetings with event organisers, promoters, artists and international stakeholders, which will contribute towards the development of new Outback events, growth strategies for existing Outback events, and the promotion of existing arts and cultural events in metropolitan Queensland;
- fostering and establishing relationships with international event organisers; and
- knowledge sharing with key event stakeholders in the arts, music, interactive, innovation, technology and entertainment industries to maximise tourism and events opportunities in Queensland and further development of Brilliant Ideas Brisbane (working title).
- Commence discussions around the Quiksilver and Roxy Pro 2019 to 2021.

A summary of the activities undertaken are outlined below. Please note some information may be commercially sensitive.

Nevada/ USA/ Burning Man;

Key Burning Man operations and creative personnel were identified and discussions were held to elicit key insights. A summary of key insights is below.

Category B information

- Work begins three months out from event start for plotting and structure of site.
- Different coloured ground markers for designated camps and free camping. Double marker to signal each camp boundary.
- Commissioned artists in five months from event start.
- Shipping container entry stations.
- Staggered entry and exit waves. 13 lanes down to six. (see photos at end of report).
- Recreation Vehicle (RV) and car inspection separate and prior to ticket scan point.
- Will Call (ticket collection point) loops off at six lane stop point and re-joins at ticket scan point (see photos at end of report).

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- Volunteer greeters spend time to initiate new 'Burners' with bell and roll in the dust. Creative way to stagger waves of cars through entry.
- All camp generators are checked and 'tagged' by qualified electrician employed by Nevada state employees.
- All art cars are inspected twice prior to receiving approval to leave the camp site – one in a day time conditions and one in a night conditions.

Why is this important?

Category A information

Category B information

- Burner Express bus from San Francisco (San Fran). Essential well used and efficient according to those who used this service.
- 780 gate volunteers man the gates 24/7 for the nine days of the festival. Still not enough according to Category B information
- All staff are volunteers except for a small group of more permanent employees. All volunteers choose their own roster and pre-and post-Burn activities specifically for this group is used as incentive.
- Cars can move freely throughout and leave the festival and return for a $20 per person fee.

Category A information

Category B information

- Commissioned artists to create large scale structures on the deep Playa. Volunteer attendees encouraged to help over the festival (see photos at end of report).
- Attendees then make up the remainder of the artistic program through their dress, camp activity offering and art cars.
- An extensive 191-page program of activities offered by participant camps over the six official festival days.

Category A information

Category B information

- Moved to an artistic representation of the venue map in 2017 to fall in line with other artistic elements.
- Well established marketing and communications strategy with strong assistance from cult social and mainstream media attention and word-of-mouth on ticket sales.

Category A information

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Category A information

Tennessee/ Nashville

Category B information

- Met to discuss next step and advice on Music City Strategy feasibility currently being drafted for Brisbane.
- Invited and discussed content for Keynote Speaking spot at DestinationQ in November 2017.

Category B information

- Discussed opportunities to further position South East Queensland (SEQ) as the home of Country Music through leveraging TEQ's relationship with the Country Music Association (CMA) in Nashville to elevate credibility of SEQ as Country hub through CMA activities hosted in Queensland.
- Outcomes:
  - CMA to host an annual CMA event in Queensland.
  - Specifically, discussed the potential for the CMA to host their annual Christmas concert in Queensland. This is important as for a 'modest investment' the concert and embedded tourism and destination messages can be carried Live on ABC network in the USA. This would be a coup for Queensland.

Category B information

- Met regarding the broader Americana music style and how it can possibly amplify the Country Music genre in SEQ.
- Explored the work that Category B information undertakes with Griffith University Music students (hosts annual two-week, university funded study trips to Nashville and surrounds for eligible student incorporating song writing and broader music production themes) can eventually strengthen the Music City strategy being created to position Brisbane as an internationally recognised music city.

Category B information

- As an accomplished and respected songwriter and Producer who was born in Queensland. TEQ met with Category B information to ascertain his willingness to help facilitate a number of elements which will underpin the broader Music City strategy for Brisbane – including but not limited to songwriter sessions and involvement in Music Heritage initiatives (group facilitated by Arts Queensland on behalf of Queensland University of Technology Creative Industries and attended by representatives from TEQ, Brisbane Marketing, Brisbane City Council, State Library of Queensland, Department of Environment and Heritage Protection and Queensland Performing Arts Centre.)

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- Due to Category B information passion for music, development of artists in the industry, preserving the history of Brisbane's music history and his proud Queenslander status, he is keen to be involved and help activate Brisbane's Music City strategy wherever possible.

Category B information

- Identified potential opportunity to leverage Category B information our company, to bring inbound Country Music fans from the USA to Queensland for music events and attach relevant tourism product to build a holiday. The initiative will not only support the SEQ Home of Country Music ideal by expanding awareness of Queensland's country music product in the United States (US), but also increase international visitors to Queensland and associated economic benefit from a key source market.

California/ Dana Point/ World Surf League (WSL) Partners Summit

Category B information

- Attended the World Surf League Partners Summit where a number of insights related to the parent company's future direction and how these impact the Quiksilver and Roxy Pro (QSRP) events on the Gold Coast, were gained in addition to other key speaker insights on related industry topics.
- WLS's new CEO gave presentation on new direction of the company which have the below direct outcomes for TEQ and the QSRP event at Snapper Rocks.
    - WLS look to expand their event experience offering, to fill down-time due to surf conditions – perfect opportunity to showcase Gold Coast attractions and local traders.
    - WLS look to expand their lifestyle footprint – opportunity to leverage Queensland lifestyle experience pillar.
    - Raise profile of surfers and make them more mainstream – further promotion of the sport.
    - Further explore links with destinations – opportunity to create custom event/destination footage showcasing the Gold Coast.
    - More focused on relationships rather than sponsorships – assists our continued negotiations for the 2019 event onwards.
    - Changes to 2019 Tour structure which will affect our position as the first event of the tour.

Category B information **(Neilsen) and** Category B information **(Facebook)**

- Key insights into capturing an audience, building an online fanbase, future trends and behaviours of surfing event attendees and those who are engaged online.
- Interesting data presented relating to the assessment of events, the growth in video and how to reach the Millennial market.

Category B information – World Surf League
– World Surf League
Category B information – World Surf League
– Quiksilver
– Tourism Western Australia
Category B information – Jeep

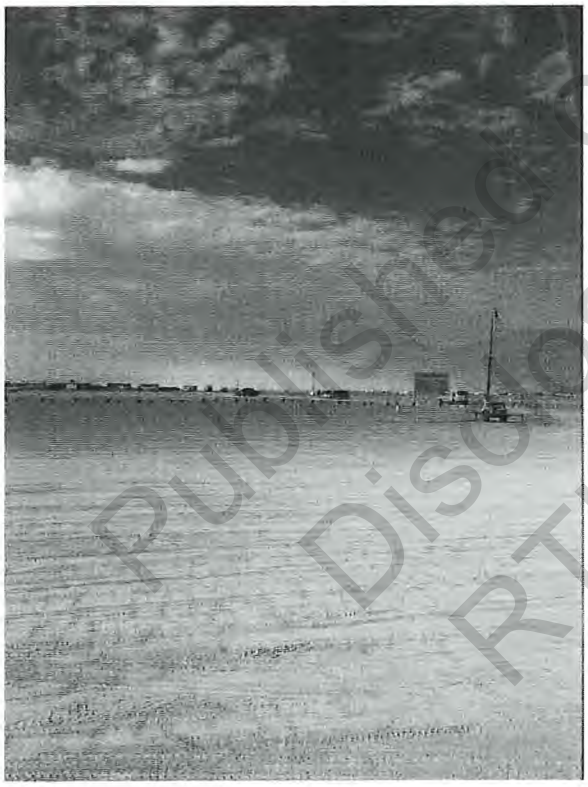
- Met and established relationships with the outcome of aiding in the event contract negotiation for 2019 and beyond.
- Discussions related to working collaboratively with other stakeholders to leverage the WSL brand but also destinations/experiences in Queensland other than Gold Coast – Outback and Tropical North Queensland in particular.

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Burning Man Photos
Entry/Exit Logistics





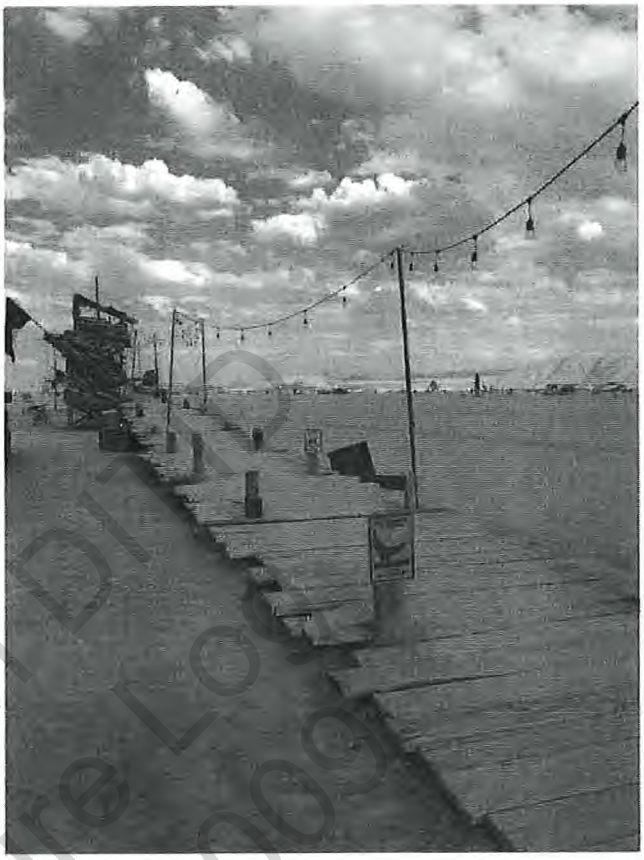


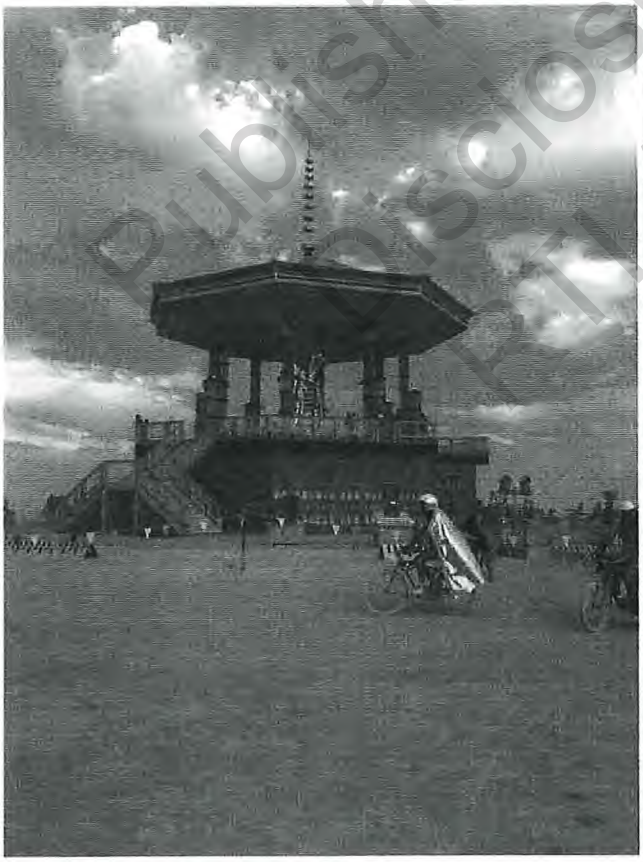


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Curated Art Works









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Confirmation

Traveller 1 signature Category B information **Date** 6/10/17

Traveller 2 signature Category B information **Date** 6/10/17

Group Executive Endorsement Category B information **Date** 6/10/17

Chief Executive Officer Endorsement Category B information **Date** 16/10/17

Lodgement of report

Please return this completed report to Corporate Affairs within two (2) weeks of return from travel.

Some information provided in this form may be used for the following purposes:

- inclusion in Departmental Annual Reports
- use by the Department of the Premier and Cabinet for briefing purposes and, where appropriate, outcomes of travel may be disclosed to other Queensland agencies, or
- aggregation into a departmental travel report submitted every month to OPSME for inclusion in a report to the Premier.

Enquiries

For further details on overseas travel please refer to the Queensland Government *Air Travel Policy* at www.opsme.qld.gov.au.

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