Department of Science, Information Technology and Innovation
DIVISION – STRATEGIC POLICY AND INNOVATION

SECURITY CLASSIFICATION: UNCLASSIFIED ESU Ref: 01191-2017
BRIEFING NOTE – DIRECTOR-GENERAL Division Ref:

Subject **Internal Myriad sponsorship evaluation report**

Approval required by: 10/07/2017

RECOMMENDATION

- It is recommended that the Director-General:
  - **note** the internal evaluation report compiled by the department in regards to the Queensland Government's sponsorship of Myriad in 2017 (refer to **Attachment 1**).

BACKGROUND

- In March 2016, Myriad Live (then Myriad Technology Conferences) approached the Department of the Premier and Cabinet (DPC) to present a sponsorship proposal for their innovation festival, Myriad. Assessment and consultation occurred in line with the Queensland Government sponsorship policy and guidelines.
- The Department of Science, Information Technology and Innovation (DSITI) was designated to manage the Queensland Government's sponsorship of Myriad.
- Myriad 2017, held from 29-31 March at the Brisbane Powerhouse brought together a world class line up of speakers, entertainment, entrepreneurs, investors, professional advisors, business owners, tech-lovers, and innovators.
- As part of the sponsorship agreement, Myriad Live has provided a final report as well as findings from the Tourism and Events Queensland's commissioned economic impact report. These documents will be briefed to the Minister for her noting.

KEY ISSUES

- The three year sponsorship agreement with Myriad Live offers strong potential to build on the momentum of the inaugural Advance Queensland Innovation and Investment Summit in 2016 by creating an annual focus for innovation and entrepreneurship in Queensland, and profiling the State as a vibrant place for investment in innovation.
- Under the Queensland Government sponsorship framework, departments are required to complete an internal outgoing sponsorship evaluation report at the expiry of the term of the sponsorship agreement. In this instance, an interim annual report has been completed to reflect on Myriad in 2017 to capitalise on these learnings for future years.
- A number of debriefs occurred with the various departments involved, as well as Myriad Live, to gather feedback and recommendations.
- From a sponsorship perspective, the partnership in 2017 delivered on the required measures and provides a platform for growth and leveraging.
- Although a different delivery of an innovation event, Myriad key statistics have been compared with those of the Queensland Government's Innovation and Investment Summit. Some notable increases were:
  - 65 per cent increase in event attendees (from 2000 to 3300)
  - 4 x increase in total media reach (from 6.07 million to 242.9 million)
  - 8 x increase in website views (from 12,036 to 119,634)
- To ensure ongoing success for Myriad throughout the agreement and beyond, the department will continue to work with Myriad Live to ensure the expectations of the Queensland Government are clearly articulated and considered.
- The department is currently working with Myriad Live to develop an operational and action plan to ensure deliverables are clearly defined, as well as the responsibilities of Myriad Live and DSITI.
- Emphasis will be placed on the requirement for Myriad Live to:
  - develop a comprehensive and longer term sponsorship strategy for the next two years
  - develop a revenue generating strategy, with a focus on target figures per sector
  - secure greater event delivery and management capability

Author: Renaye Kelis, Director, Special Events
Ph: 07 3215 3716
Date: 13/06/2017

Endorsed: Paul Russell, Executive Director, Innovation Programs and Partnerships
Ph: 07 3215 3797
Date: 03/07/2017

Published on RTIP Disclosure Log 8/11/2019
RTIP1718-001 Page No. 1
18-294 File A Page 1 of 85
Releas

  - develop key themes and a program with appeal to startups, investors and business
  - approach and secure high calibre speakers
  - ensure increased and ongoing communications with DSITI.
- DSITI will provide assistance and guidance to ensure the continued success of the event and grow its capability to become a self-sufficient model.

FINANCIAL IMPACTS

- The sponsorship of Myriad is funded by DPC.

CONSULTATION

- Myriad Live – Murray Galbraith, Martin Talvari, sch4p4(6) Personal Information
- Senior Leadership Team, Strategic Policy and Innovation, DSITI.
- Sean Cranny, Senior Project Officer; and Michelle Cahill, Innovation Policy and Programs; DSITI.
- Queensland Government concierge staff and Myriad IDC.
- Department of Communities, Child Safety and Disability Services; Department of Education and Training; Trade and Investment Queensland; Office of Small Business, Department of Tourism, Major Events, Small Business and the Commonwealth Games; Department of State Development.

Published on DTID Disclosure Log RTI Act 2019

Endorsed

sch4p4(6) Personal Information

Paul Martyn
Deputy Director-General, Strategic Policy and Innovation
5/7/17

Noted / Approved / Not Approved

sch4p4(6) Personal Informa

Jamie Merrick (or the Director on behalf of)
Director-General
7/9/17

Director-General or Director comments



Queensland
Government

Sponsorship provided evaluation report

FOR

Myriad 2017

Prepared by DSITI Special Events team

Initial draft	Candice Bridger, Project Coordinator
Review	Jules Burton, Manager
Final endorsement	Renaye Kelis, Director

Last updated: 6 July 2017 by Renaye Kelis

Published on DHID Disclosure Log RTI Act 2019

Releas

Contents

EXECUTIVE SUMMARY 4
BACKGROUND 5
ABOUT MYRIAD 5
SPONSORSHIP AGREEMENT AND MILESTONES 5
Deed of variation 7
SPONSORSHIP ENTITLEMENTS 7
ROLES AND RESPONSIBILITIES 7
Myriad Live 7
Special Events, DSITI 8
Strategic Policy and Innovation, DSITI 8
Communications and Engagement, DSITI 8
Inter-departmental Committee (IDC) 9
Queensland Police Service 9
MINISTERIAL BRIEFINGS AND KEY DOCUMENTS 9
Briefing notes 9
Briefings with Minister Enoch 9
Key documents 9
Daily updates 10
Event book 10
Premier's function pack 11
Minister's event packs 11
OPENING NIGHT 12
ADD-ON EVENTS 13
Planning 13
Menu and theming 14
Security and bike path closures 15
Invitation lists 15
Guest speakers and performers 15
Budget 15
Marketing 15
Key dates 16
Event operations 16
Risk management 17
Wet weather 17
Suppliers 17
ADVANCE QUEENSLAND COMMUNICATIONS 17
Communications kit 17
Media releases 18
Speeches 18
Videography and photography 18
QUEENSLAND GOVERNMENT DISPLAYS 18
Advance Queensland display 18
DSD podcast 19
Office of Small Business 19
REGIONAL SHOWCASE 20
MYRIAD HIGH 21
Program 21
INTERNATIONAL DELEGATION 23
SOCIAL INNOVATION 23
CONCIERGE 24
REGISTRATION AND TICKETING 25
ECONOMIC IMPACT REPORTING 25
DSITI MOBILISATION 26

Published on DITID Disclosure Log RTI Act 2019

RTIP1718-001 Page No. 4

Releas

EVALUATION 27
Planning 27
Venue and date 28
Sponsorship and contract 29
Programming 29
Speaker liaison 30
Roles and responsibilities 31
Add on events 31
Marketing and communication 33
AQ display 33
Regional showcase 34
Myriad High 35
International delegation 36
Social innovation 36
Concierge 37
Registration and ticketing 38
Myriad app 39
Sponsors and partners 40
BUDGET 41
Advance Queensland Contingency Fund (DSITI) 41
Regional Network Fund (DSITI) 41
Departmental Myriad budget (DSITI) 41
Office of the Chief Entrepreneur (DSITI) 41
Advance Queensland communications (DSITI) 42
Queensland Treasury 42
REPORTING 42
MEASUREMENT AGAINST OBJECTIVES 43
Qualitative measures 43
Expenditure 43
Attendees 43
Satisfaction levels and participant capacity 43
Participant connections 44
Investment 44
Marketing 44
Quantitative measures 45

Published on DITID Disclosure Log RTI Act 2019

Releas

EXECUTIVE SUMMARY

Myriad was a three-day innovation festival that brought together a world class line up of speakers, entertainment, entrepreneurs, investors, business owners, tech-lovers, government and innovators under one roof at the Brisbane Powerhouse from 29 to 31 March 2017.

The Queensland Government's three year sponsorship agreement with Myriad Live offers strong potential to build on the momentum of the inaugural Advance Queensland Innovation and Investment Summit by creating an annual focus for innovation and entrepreneurship in Queensland, and profiling the State as a vibrant place for investment in innovation.

The sponsorship in 2017 delivered on all key objectives and was successful in its execution. A list of key learnings and feedback has been compiled and will be used by both Myriad Live and internally to further leverage the partnership in 2018 and 2019.

Key learnings and observations

Event delivery

- Powerhouse was a great venue, however with a better understanding of the layout and its potential, there are ways to improve on the utilisation of space. The smaller spaces were conducive for informal meetings and conversations.
- Vibe of the attendees was excellent. It was the first time Brisbane and Queensland has seen an event like this. It was all about diversity and the creative fusion.
- Pitching was a valuable part of the program and something that should continue (and or grow) for next year. Start-ups are desperate to present their ideas and get connections.
- In one day speakers as part of the Myriad High outreach program connected to approximately 1000 high school and university students. The sessions were of the highest quality and incredibly relevant for students in terms of contemporary career pathways, dealing with challenges and the power of collaboration and community.
- Keynote speakers were of a high level, which added professionalism and intent.
- A lot feedback about the Myriad app and potential for greater functionality and connecting. It was invaluable for communicating changes to the program.
- People really want a larger showcase space, with more startups on display and more for investors to see.
- International investors were not the right fit for the international delegation. Now that the intent of the event is recognised, TIQ would focus on VCs.
- Although a different delivery of an innovation event, Myriad key stats have been compared with those of the Queensland Government's Innovation and Investment Summit. Some notable increases were:
    - 65 per cent increase in event attendees (from 2000 to 3300)
    - 3901.65% increase in total media reach
    - 893.97% increase in website views

Governance

- DSITI will continue to work with Myriad Live in the lead up to the 2018 to ensure the expectations of the department are clearly articulated and considered, including the requirement of Myriad Live to:
    - develop a comprehensive and longer term sponsorship strategy for the next two years
    - develop a revenue generating strategy to ensure the event becomes self-sufficient and not reliant on government funding
    - secure greater event management capability
    - develop key themes in a timely manner and seek agreeance from DSITI
    - approach and secure high calibre speakers
    - develop a program that resonates with both startups and corporates
    - ensure increased and ongoing communicate with DSITI.
- A lot of value in IDC and dedicated staff within DSITI, however planning needs to commence earlier to ensure enough lead time for departmental involvement. Most are keen to be more involved next year.

Publication on DITID Disclosure Log RTI Act 2009

- The formation of a dedicated team within DSITI to act as a conduit between Myriad and the Queensland Government was invaluable. It would be suggested to keep this team ongoing to commence planning for 2018 a lot earlier.

BACKGROUND

In March 2016, Myriad Live (formally Myriad Technology Conferences) approached the Strategic and Engagement and Protocol unit, within Department of the Premier and Cabinet (DPC), to present a sponsorship proposal for their event, Myriad. Assessment and consultation occurred in line with the Queensland Government sponsorship policy and guidelines.

The Premier of Queensland and Minister for the Arts and the Minister for Innovation, Science and the Digital Economy and Minister for Small Business announced Queensland had formed a sponsorship with Myriad Live (previously Myriad Technology Conferences) to host further innovation events from 2017 to 2019 during the Advance Queensland Innovation and Investment Summit (27–29 April 2016). AQIIS was a government run and delivered event.

ABOUT MYRIAD

Myriad was a three-day innovation festival that brought together a world class line up of speakers, entertainment, entrepreneurs, investors, business owners, tech-lovers, government and innovators under one roof at the Brisbane Powerhouse from 29 to 31 March 2017.

The Queensland Government was a sponsor of Myriad. All creative licencing and event IP sits with Myriad Live.

The three year sponsorship agreement with Myriad Live offers strong potential to build on the momentum of the inaugural Advance Queensland Innovation and Investment Summit by creating an annual focus for innovation and entrepreneurship in Queensland, and profiling the State as a vibrant place for investment in innovation.

SPONSORSHIP AGREEMENT AND MILESTONES

DPC agreed to provide cash sponsorship to Myriad, with the total amount committed to be $2.1 million (excluding GST) over three years:

- $1,050,000 for 2017
- $692,500 for 2018
- $357,500 for 2019.

These funds are provided by DPC, therefore an invoice is raised to DPC after DSITI pays each milestone.

The Department of Science, Information Technology and Innovation (DSITI) was designated to manage the Queensland Government's sponsorship of Myriad. The following key documents were created:

- Heads of Agreement between Queensland Government (DPC and DSITI) and Myriad, signed 28 April 2016
- Sponsorship Agreement between Queensland Government (DSITI) and Myriad, signed 1 September 2016
- Memorandum-of-Understanding (MOU) between DSITI and DPC, signed 31 October 2016.

Published on DTMR Disclosure Log RTI Act 2019

In accordance with the Sponsorship Agreement, all payments are made in milestones. For the 2017 event, these included:

MILESTONE REQUIREMENTS	Milestone payment (excluding GST)	
• Execution of the Initiative Agreement. • The Initiative Organiser's Head Office Establishment in Queensland.	Upon full execution of the agreement **$525,000**	Paid on 9 September 2016
• Draft Initiative Marketing Plan. • Draft Initiative Budget. • Draft Sponsorship Plan. • Management Committee Meeting timetable.		
• The State has received all monthly update reports. • Initiative Venue/s Booked. • Marketing Plan. • Draft Initiative Program and Supplier List. • Regional Engagement Strategy. • Budget Update. • Showcase. • Organising Committee.	1 October 2016 **$210,000**	Paid on 9 November 2016
• The State has received all monthly update reports. • Report on results of Marketing Plan, Showcase and Sponsorship. • Budget Update. • Regional Engagement Outcomes. • Final Initiative Program	Not before 6 weeks prior to the Initiative **$210,000**	Paid on 17 February 2017
• Successful delivery of the annual Initiative event • Final Initiative Report to the satisfaction of the department • Evidence of all Key Performance Indicators being achieved • Data on Initiative Leads • Budget Update	Not later than 30 days after the Initiative. **$105,000**	Final report received 9 May 2017.
Total funding	**$1,050,000**	

All milestone payments were approved with a briefing note and the required attachments.

s.73 - Irrelevant information -Department internal file path

Published on DITID Disclosure Log RTI Act 2019

Deed of variation

The Queensland Government requested additional elements in relation to the opening night and the technology showcase, to be delivered as part of 2017 Myriad. As this request was outside the scope of the agreement for year one, Myriad provided proposals for additional funding.

It was anticipated these additional program elements would further support and leverage the Queensland Government's sponsorship of Myriad and maximise event outcomes by:

- enhancing the event offering and program with additional opportunities, including with the enhancement of technology.
- expanding the footprint and involvement of Queensland startups, both local and regional, and providing an opportunity to showcase to a captive audience.

A deed of variation to the original agreement was created and signed to outline the terms and conditions in relation to the additional elements and additional funding of $268,000 (excluding GST).

SPONSORSHIP ENTITLEMENTS

As part of the sponsorship agreement, the Queensland Government was afforded the designation of 'Strategic Partner', as well as:

- signage rights
- naming rights
- acknowledgement
- logo placement
- opportunities for Premier and Ministerial attendance
- complimentary tickets (100 conference tickets and 20 VIP tickets for senior government officials)
- exhibition booth (six regional booths and one large prime positioned booth)
- opportunity for State to include additional program elements, such as
    - investor lounge
    - concierge service
    - VIP social functions
    - key themes
    - international delegation program
    - regional delegations
    - pre and post event surveys
    - delegate communication.

All sponsorship entitlements were delivered to DSITI as per the agreement.

Refer to the sponsorship agreement for further information regarding sponsorship entitlements.

ROLES AND RESPONSIBILITIES

Myriad Live

Myriad is curated by experts behind some of the world's most influential technology events (SXSW, Slush and Pause) who form Myriad Live, now headquartered in Brisbane.

Key staff throughout the 2017 event included:

- Murray Galbraith, Co-founder and CEO
- Martin Talvari, Co-founder and Chairman
- 4p4(6) Personal Infor Chief Operating Officer
- 4(6) Personal Inf Director of Marketing and Communications
- 6) Personal I Event Director
- p4(6) Personal Info Partnerships Advisor
- , Production Manager
- 4(6) Personal In Technical Production
- 6) Personal Executive Assistant

Published on DTID Disclosure Log RTI Act 2019

- p4(6) Personal Info Content Marketing and Social Media.

The team was also supported by interns sourced from local universities.

Special Events, DSITI

A core team was established within DSITI to manage the Queensland Government's sponsorship and coordination of Myriad:

- Renaye Kelis, Director, Special Events (16 January–20 June 2017)
- Jules Burton, A07 Manager, Special Events (6 February–7 April 2017)
- Candice Bridger, A05 Project Coordinator, Special Events (8 February–28 April 2017)
- Lara Canfield, A03 Support Officer, Special Events (20 March–7 April 2017).

Renaye, Jules and Lara were on secondment from Events Coordination, DPC. Candice held a temporary position with the same team, and has now returned.

This team was responsible for acting as the liaison between Queensland Government and Myriad Live, ensuring Queensland Government mobilisation around Myriad and coordinating leveraging activities.

Prior to the Special Events team commencing, the sponsorship was managed by the Commercialisation Unit, primarily by Richelle McNae (Senior Project Officer) and Kylie Hickling (Director), with a brief caretaker period by Innovation Policy and Insights.

Strategic Policy and Innovation, DSITI

Additional support was provided from across DSITI for specific elements:

- Innovation Policy and Insights was also heavily engaged in Myriad, through Jacki Steel (Director, Engagement and Insights). This team was responsible for secretariat support of the Inter-departmental Committee, organisation of the concierge service and distribution of complimentary tickets provided under the agreement. The team also ensured mobilisation of government to support the event. Key staff included Brett Gillespie (Senior Project Officer), Angelique Richmond (Principal Project Officer) and Trent Forbes (Project Support Officer).
- Regional Innovation, primarily through Michelle Cahill, Manager, and Sean Cranny, was responsible for coordinating the regional delegation.

Both Renaye Kelis and Jacki Steel reported to Natasha Neale (Executive Director, Innovation Policy and Insights) and Paul Martyn (Deputy Director-General, Strategic Policy and Innovation). This group met twice weekly to discuss Myriad updates.

Communications and Engagement, DSITI

Communication Services provided assistance with media opportunities, media event packs, media statements, media monitoring, social media, speeches and the coordination of the Advance Queensland display.

Under the leadership of Karen Broussard (Executive Director), key staff included:

- Advance Queensland communications - Sarah McCormack (Communications Manager), Sandy Mott (Events Officer)
- Social media - Felicity Loughrey (Principal Digital Strategist)
- Media – Liz Drew (Communications Officer).

Public Copy of DITID Disclosure Log RTI Act 2019

Inter-departmental Committee (IDC)

An IDC was established in November 2016 to provide support for the summit across government including program development, speaker suggestions and introductions, concierge staff nominations and involvement in the event, as well as, development of 'investor trails' or other activities and meetings for VIP or international delegates to look at opportunities/achievements in Queensland.

The committee members were to brief Executives and relevant Minister about the event, ensuring there was appropriate attendance and information sharing and link in with other related events and priorities.

Original members were selected based on involvement with the 2016 AQIIS Reference Group and invited via an email from the Deputy Director-General. Upon commencement of the Director, Special Events, it was identified this membership should be extended to all Queensland Government departments.

Meetings were held on:

- 30 November 2016
- 14 December 2016
- 11 January 2017
- 1 February 2017
- 23 February 2017
- 15 March 2017

s.73 - Irrelevant information - Department internal file path

Queensland Police Service

Contact was made by DSITI with Queensland Police Service's (QPS) Major Events unit in January 2017. In February 2017, Johan Temmerman, Security Operations Unit, was appointed as the contact for Myriad. QPS provided a security overlay commensurate with the threat/risk associated to the event. Site visits were arranged with QPS and any issues/concerns were discussed.

MINISTERIAL BRIEFINGS AND KEY DOCUMENTS

Briefing notes

A number of briefs were prepared for Minister Enoch's approval in regards to Myriad. These included both self-generated briefs, as well as those responding to incoming enquiries.

Letters were also provided to ministers, providing them with customised opportunities to engage with Myriad. A speaker matching process was undertaken to identify those speakers who may be of key interest to particular ministers.

s.73 - Irrelevant information - Department internal file path

Briefings with Minister

The DDG, Strategic Innovation and Policy, attended regular briefings with the Minister to provide updates on Myriad. The Director, DSITI Special Events, was also invited on occasion.

Key documents

A number of key documents were prepared by DSITI to assist with briefing the Minister:

- Myriad overview (presentation used to provide venue layout, key speaker details and statistics)
- Ministerial opportunities program (outline of opportunities for the Minister during Myriad, and alignment of Myriad tracks with ministerial portfolios) – this also became a key document for sharing with other departments
- Ministerial schedule (used by Communication Services for specific media opportunities)
- Opening night proposal (presentation used to provide an overview of the proposed run of opening night)
- Hot issues and talksheet (for use during Myriad)

Published on DITID Disclosure Log RTI Act 2019

s.73 - Irrelevant information - Department internal file path

Daily updates

On 20 February 2017, the Minister's office requested daily updates (by 9am) be provided from Myriad Live until the event and include:

- Ticket sales
- Confirmed speakers
- Website visits
- Marketing wins – any PR activities etc.
- Regional engagement
- Student engagement
- International engagement
- Key updates/milestones
- Next steps

s.73 - Irrelevant information - Department internal file path

Event book

A full event book was developed by DSITI's Special Events team for ministers and directors-general. This became the source of truth for Myriad 2017 and included:

- Background
- The founders
- Queensland Government support
- Program overview
- Hack the Reef
- Opening night
- Add on events: Investment in Queensland Breakfast, From startups to scale-ups entrepreneurs' function, Regional Innovation Breakfast
- Program – Thursday 30 March and Friday 31 March
- Speaker highlights and full biographies
- Powerhouse layout
- Exhibitors list and biographies
- Investor biographies
- International delegation
- Concierge
- Myriad High
- Partners
- Myriad app
- Social media
- Key DSITI contact details.

s.73 - Irrelevant information - Department internal file path

Published on DITID Disclosure Log RTI Act 2019

Premier's function pack

The Premier's Office confirmed the Premier's availability to host the opening night VIP function, provide a welcome address at the opening night main stage proceedings, and open the Thursday program.

The request for a full function pack came to the Special Events team, DSITI, via the Events Coordination Team within DPC. Documents created and provided for this purpose were:

- talking points
- Q&As
- runsheets
- guest lists
- biographies of speakers
- protocol forms
- Speeches
- Media release templates.

s.73 - Irrelevant information - Department internal file path

Due to the weather events associated with Cyclone Debbie, the Premier was not in attendance at Myriad. These roles were undertaken by the Treasurer and Minister Enoch.

Minister's event packs

Event packs were developed for the minister's various commitments during Myriad, including the provision of key documents:

- event brief
- order of proceedings
- run sheets
- speeches
- media releases
- biographies of speakers.

Published on DITID Disclosure Log RTI Act 2019

OPENING NIGHT

At the request of DSITI, Myriad Live developed a proposal to deliver an expansion of the original opening night scope. The expansion of the opening night event looked to deliver a series of activities demonstrating existing and potential innovation in Queensland, whilst maximising the impact and reach of the event.

Following briefing and approval, Myriad Live was provided with additional funding of $128,000 (excluding GST) which was paid on 23 February 2017.

Through a sensory experience and curated technology infusion, the opening night included three components:

- VIP opening night pre-function in the Investor Lounge (invited guests)
  - Official welcome (to be delivered by Premier, however delivered by Minister Enoch)
  - Unveiling of lighting installation 'Dot Connectors' by Mic Black
- official proceedings on the Powerhouse stage (for ticket holders)
  - Opening performance by the Aboriginal Centre for the Performing Arts (ACPA)
  - Welcome to Country by Shannon Ruska
  - Official welcome (to be delivered by Premier, however delivered by Treasurer)
  - Address by Minister Enoch
  - Opening keynote by Peter Schwartz
  - Panel discussion with Pip Marlow, Taavi Kotka and Tamzin Taylor, with Peter Schwartz
  - Integration of drones
- Entertainment (open to general public)
  - Live stream of official proceedings (Turbine Platform)
  - Food trucks and outdoor bar (Myriad Studio)
  - Axiom by Kit Webster lighting installation (Powerhouse façade)
  - Projections by Andrew Gibbs and Amanda Hayman (Powerhouse façade)
  - Performances by 7 Bit Hero and DJ Black Amex (Turbine Platform)
  - Exhibitions (Powerhouse precinct and Myriad Studio).

The expanded scope of the opening night program also allowed for the general public to be involved.

s.73 - Irrelevant information - Department internal file path



Published on DTMR Disclosure Log RTI Act 2019

Releas

ADD-ON EVENTS

Proposed extension events bordered Myriad programming and were managed by the DSITI Special Events project team. Add-on events were developed to further promote Advance Queensland initiatives and showcase investment, entrepreneurial and regional innovation priorities:

- **Thursday 30 March 2017**
  Investment in Queensland Breakfast
  Time: 7.30 am – 9.00 am
  Host: The Hon Curtis Pitt MP
  MC: Monica Bradley
  Guest speaker: Rui Ma, Silicon Valley
  Guest speaker: Toru Tokushige, CEO, Terra Drone
  Venue: WATT Restaurant, Brisbane Powerhouse
  Target audience: National/international investors, Myriad VIP ticket holders, AQ Expert Panel

- **Thursday 30 March 2017**
  From startups to scale-ups: Entrepreneurs networking function (event was cancelled due to inclement weather)
  Time: 6.00 pm – 8.00 pm
  MC: Mr Mark Sowerby, Chief Entrepreneur
  Host: The Hon Leeanne Enoch MP
  Guest speaker: Jonathan Teo, Co-Founder, Binary Capital
  Venue: WATT Restaurant, Brisbane Powerhouse
  Target audience: National/international investors, startup exhibitors, Myriad VIP ticket holders

- **Friday 31 March 2017**
  Regional Innovation Breakfast (event was cancelled due to inclement weather)
  Time: 7.30 am – 9.00 am
  Host: The Hon Leeanne Enoch MP
  MC: Wayne Gerard, CEO, RedEye
  Guest speaker: Patrice Brown, Corporate Environmental Advisor, CQG Consulting
  Venue: WATT Restaurant, Brisbane Powerhouse
  Target audience: Regional Ministers and startups.

All extension events were planned with the following requirements taken into account:

- venue availability and accessibility to public
- existing events
- reaching the appropriate target audience
- consultation with key stakeholders and industry specialists
- providing appropriate opportunities for Queensland Government Ministers.
- Queensland Police Service endorsement.

The Myriad 2017 Special Events program was developed to:

- provide appropriate opportunities for key ministers and senior government officials to engage with investors and startups from across the state
- strengthen the message that entrepreneurial culture is valued and supported by the government and community in Queensland
- showcase key Queensland Government initiatives through a combined and cohesive display within the event precinct.

Planning

Planning of the extension events, originally including the AQ display, began mid-February once the Special Events team had commenced at DSITI. Three key networking events focusing on investment, entrepreneurship and regional innovation were outlined in a briefing note for approval (dates above). Letters of invitation were drafted for the Premier, Treasurer and Minister O'Rourke to host these events. The Treasurer hosted the Investment in Queensland breakfast, and Minister Enoch was to host From Startups to

Published on DITID Disclosure Log RTI Act 2019

Releas

Scale-ups: Entrepreneurs networking function and, following a decline from Minister O'Rourke, the Regional Innovation breakfast.

Menu and theming

Based on early discussions of the event themes, the Event Coordinator began researching additional elements as MC discussion points, including drone technology, innovative robotics, and Queensland's top export food and beverages. The Watt Restaurant head chef was also asked to use Queensland produce to develop a 'farm to feast' specific menu to highlight local producers.

The following items were included as a display, menu item or food sample with information dot points provided to each MC:

- **Investment breakfast**
  - Sunny Queen eggs
  - Avocados
  - Lychees
  - Kalei apples (provided with assistance from Department of Agriculture and Fisheries and used in a smoothie)
  - Terra Drone (on loan from Terra Drone)

- **From startups to scale-ups entrepreneurs' networking function**
  - Mt Uncle Distillery gin samples (recently promoted as a successful small business export)
  - Macadamias
  - Ballandean Estate wine

- **Regional innovation breakfast**
  - Sunny Queen eggs
  - Avocados
  - Kalei apples
  - Chickpeas
  - Harvey the capsicum harvesting robot (provided with assistance from QUT)

s.73 - Irrelevant information- Department internal file path



Published on DITID Disclosure Log RTI Act 2019

Security and bike path closures

Initial plans were to have the Premier hosting/attending the events, and approval for temporary bike path closure was sought and granted by the Brisbane City Council to meet QPS security requirements.

Approvals, risk management procedures, visual plans of the restricted access, risk management procedures, and the closure signage:

s.73 - Irrelevant information - Department internal file path

Invitation lists

Invitation database advice was sought from Trade Investment Queensland, Myriad Live, Queensland Treasury, DSITI, the Chief Entrepreneur, and the Office of Small Business in order to compile an appropriate database for each event.

Invitations were drafted through Vision6 and registration pages were built in Eventbrite. Invitations were distributed on 23 March with RSVPs open until 29 March. Given the distribution date, it was only possible to provide an approximate number of attendees to Watt Restaurant for catering purposes, as they required final numbers 7 days prior to the event.

s.73 - Irrelevant information -Department internal file path

Guest speakers and performers

Myriad was contacted for recommendations on appropriate guest speakers at the extension events, and the following were proposed and accepted:

- Investment in Queensland: Monica Bradley (MC), Rui Ma and Toru Tokushige
- From startups to scale-ups: Mark Sowerby (MC) and Jonathan Teo
- Regional Innovation: Wayne Gerard (MC) and Patrice Brown.

Yarwah was contracted to perform at the From startups to scale-ups entrepreneurs' networking function.

Budget

A $35,000 total budget was allocated for all three events with the DSITI finance unit (the AQ display budget was determined at a later date with DSITI Marketing and Communications staff). The events budget covered venue hire, food and beverages, theming and AV equipment and a band.

Once the Treasurer confirmed attendance at the Investment in Queensland breakfast, Queensland Treasury also contributed the $5000 allocated to this event.

s.73 - Irrelevant information - Department internal file path

Marketing

Collateral was provided by the Media and Communications locked logo within DSITI. These included bike path closure signs, a Government) and (Myriad | Advance Queensland | Queensland Eventbrite headers:







Published on DTID Disclosure Log RTI Act 2019

Key dates

28 March	Marquee build and theming/infrastructure install
29 March	Powerhouse and marquee bump-in
	Watt restaurant bump-in (extension events)
	Powerhouse induction
	Staff & Concierge venue walk through
	Opening night ceremony rehearsals
	Innovation showcase marquee and indoor displays open
	Opening night VIP pre-function and 'Sunset Spectacular' ceremony
30 March	Myriad Day 1 (program suspended at 12pm due to weather)
	Extension event - Investment in Queensland breakfast
	Myriad event – Investor breakfast
	Extension event – From startups to scale-ups: Entrepreneurs networking function (cancelled due to weather)
31 March	Myriad Day 2
	Extension event – Regional Innovation breakfast (cancelled due to weather and delivered as a casual lunch)
	Bump-out – Myriad and extension events
3 - 11 March	Process invoices
	Finalise budget
4 - 12 March	Update report
	Complete all filing

Event operations

Staff from DPC's Events Coordination were rostered on to work at the Myriad add-on events.

All events staff onsite were based in Watt Restaurant only, before the Powerhouse was open to the public, and therefore did not end up requiring staff lanyards as originally planned (and outlined in the operations manual). As the evening event was cancelled there was no need to organize backstage access for performers or staff inside the Powerhouse. Security was onsite for the Investment in Queensland breakfast, as organised by the Powerhouse.

Public access to Watt Restaurant continued during bump-in on Wednesday 29 March as the theming and AV items were limited (small stage, two screens, speakers, AV desk and table décor) – all of which remained set up in the restaurant, with public access managed by Watt staff. Following this the venue was closed to the public by 6am Thursday 30 March for the Investment breakfast, reopened briefly after the event concluded at 9am, and then closed again for the remainder of the day due to the weather.

Event staff arrived onsite at 6am on Thursday 30 March to assist with the set up and delivery of the Investment breakfast (as per staff roles document). Staff managed registrations via Eventbrite on iPad minis (on loan from DPC) and assisted guests with the wet weather and safe access into the building. Extra time was given for late arrivals, including Minister Enoch, due to the severe weather. The event commenced only 5 minutes late, but the order of proceedings was changed (all speeches were delivered one after the other) to provide both extra networking time, and an early departure for the Treasurer who was now also required to deliver the Myriad opening speech at 9am, as the Premier's representative.

Staff were required to wear radios to communicate with one another at the extension events (and during Myriad programming), as well as carry mobile phones at all times. A detailed communication plan was drafted and included in the operations manual for incidents, emergencies and evacuations.

s.73 - Irrelevant information - Department internal file path

Published on DITID Disclosure Log RTI Act 2019

Releas

Risk management

A full risk management plan was drafted to cover all potential incidents before and during event operation. As well as this, an inclement weather plan was drafted, including tasks for action to ensure safety for all attendees and staff at these events. As such, at midday on Thursday 30 March, the Queensland Police Service, in consultation with Minister Enoch, Myriad Live and the Powerhouse, deemed it necessary to evacuate the Powerhouse in the interest of public safety and the oncoming aftermath of Cyclone Debbie. Evacuation procedures were followed, Watt Restaurant was closed no later than 3pm, and the inclement weather communication plan was actioned.

s.73 - Irrelevant information -Department internal file path

Wet weather

Change in planning occurred when Cyclone Debbie's aftermath hit Brisbane – the QPS deemed it unsafe to continue running the program and issued a notice to cease activities at midday on Thursday 30 March.

As a result, the From startups to scale-ups networking function as well as the Regional Breakfast were cancelled at the request of the Minister. Appropriate communication occurred with guests who had responded via RSVP. Notifications were also pushed out via the Myriad app.

Discussions occurred with Watt Restaurant on the Friday morning as to whether an alternative arrangement could occur with the food that had been ordered. Watt Restaurant was very accommodating and offered to host a lunch.

The regional delegation was then invited to a standup lunch, in place of the cancelled breakfast. Minister Enoch made a short address.

Suppliers

Company	Responsibility
AV Ideas	Provided the theming at Watt Restaurant and a tech operator for each event.
WATT Restaurant	Venue for extension events and additional Ministerial meetings/media ops where required
Yarwah	Brisbane band contracted to perform at the Entrepreneurs function
Mt Uncle Distillery	Provided three sample bottles of gin for the entrepreneurs function
Motorola	Leased radios for the duration of Myriad to communicate onsite with event staff
Powerhouse	Onsite security guard for all three events (minimum 4 hour call)
QUT Robotics	Engaged to provide a demonstration of Harvey the capsicum harvesting robot at the regional breakfast
Nigel Fletcher	Designed and built the AQ display

ADVANCE QUEENSLAND COMMUNICATIONS

The DSITI AQ Communications team was responsible for providing support for:

- departmental social media
- speeches
- media releases
- media opportunities
- coordination of AQ display

Communications kit

A Queensland Government communications kit was developed and distributed via the Myriad IDC.

Published on DITID Disclosure Log. RTI Act 2019

s.73 - Irrelevant information - Department internal file path

Media releases

During the lifecycle of Myriad 2017, various Queensland Government media releases were distributed.

s.73 - Irrelevant information - Department internal file path

Speeches

A number of speeches were prepared by Strategic Innovation and Policy, before being provided to DSITI Communications for approval and progression via approval channels. These included:

- VIP opening night function (for Premier, but delivered by Minister Enoch)
- Opening night official proceedings (for Premier, but delivered by Treasurer Pitt)
- Opening night (for Minister Enoch)
- Thursday opening (for Premier, but delivered by Treasurer Pitt)
- Regional innovation breakfast (for Minister Enoch, however format of event changed)
- Closing (for Minister Enoch)

The Treasurer's speech for the Investment in Queensland Breakfast was coordinated and drafted by Queensland Treasury.

s.73 - Irrelevant information - Department internal file path

Videography and photography

DSITI's AQ Communications team contracted a professional photographer and videographer for the duration of Myriad. A sizzle reel is currently being compiled.

s.73 - Irrelevant information - Department internal file path

QUEENSLAND GOVERNMENT DISPLAYS

Advance Queensland display

DSITI coordinated a 5m x 3m display as part of the Myriad Innovation Showcase, located on the Turbine level next to Bar Alto. The #StartNowQLD display featured four touch screens promoting key AQ stories, messages and case studies surrounding the 'Faces of Innovation'. This space was provided as a sponsorship entitlement to the Queensland Government.

Attendees were encouraged to book some time with featured AQ recipients, entrepreneurs and government staff with an interesting story and valuable insight, for a one-on-one informal 'ask me anything' style chat. Incentives included AQ branded coffee cups and a complimentary coffee from Bar Alto.

A Polaroid printer increased reach via Instagram through the hashtag #StartNowQLD. Attendees were able to post a pic on Instagram, print out two copies, take one home as a souvenir and attach the other to the Faces of Innovation photo wall.

The space also hosted the 612 ABC broadcast team on Thursday morning.

Some key stats were:

- 612 ABC Live broadcast coordinated by AQ & hosted out of AQ #StartNowQld space
- 100+ onsite referrals at AQ stand & 65 post-event
- 700+ delegates dropped by AQ space to have their photo instagrammed for the 'Innovation Wall'
- 60+ onsite AQ program assists

Published on DITID Disclosure Log RTI Act 2019

Releas

- Government partners profiled within AQ space included Department of State Development,; Trade and Investment Queensland; Queensland Treasury
- 27 AQ recipients helped staff the AQ stand to take part in 'ask me anything' sessions
- 25+ AQ innovator profiles shared on AQ publication at medium.com at stand
- Instagram#StartNowQld:
    - 453 uses
    - 121, 025 impressions
    - 70 contributors
    - 92,378 reach



DSD podcast

DSD partnered with Pop-up radio to provide podcasts at Myriad. This followed a series of disappointing negotiations with Whooskhaa. DSD's 1m square Podcast listening station was incorporated onto the AQ stand.



Office of Small Business

The Office of Small Business (OSB) hosted an exhibition stand that featured a virtual reality (VR) experience. The VR experience featured small business owners talking about their professional successes, and their experience with the programs and initiatives offered by OSB. The experience demonstrated the journey of Queensland small business owners, and the support Office of Small Business offers, to spark enthusiasm and inspire innovation in business intenders considering taking the leap into business ownership. Case studies featured within the virtual reality experience were selected from several different demographics and from a variety of regions across Queensland to represent the diverse backgrounds of small business owners across the State.

Published on DSD Disclosure Log RTI Act 2009

Releas





REGIONAL SHOWCASE

DSITI supported 12 regional delegations to attend and showcase at the event. The 12 regions were based on the regional categorisations under the Advancing Regional Innovation Program (ARIP), which is still in its formative stages.

This approach built on what was done for the Queensland Government's 2016 Advance Queensland Innovation and Investment Summit where approximately 50 regional startups from four regions (Cairns, Townsville, Toowoomba and the rest) were supported to attend and showcase.

The 2017 showcase was announced on 30 January and regions were given three weeks to identify applicants.

A requirement of Myriad as per the sponsorship agreement was to incorporate six regional showcase booths. It was later identified that the department would require 12 regional showcase spaces, which had to be negotiated with Myriad Live.

Due to the limited space available, the department received a proposal from Myriad Live to fund a showcase expansion space.

A marquee on the Powerhouse Performance Lawn allowed for additional exhibition space during the festival. This exhibition expansion provided:

- highly visible profiling of 30 startups and 12 regional showcases
- turnkey exhibition solutions for startups
- expanded food and beverage options
- an additional 'Myriad Studio' stage for curated opportunities for speakers in an intimate setting.

Approximately 120 regional innovators were supported to attend and showcase at Myriad. This approach enabled innovators from each region to share floor space and therefore spend some time at the exhibition hall and some time engaging in the other varied activities available such as workshops, keynote presentations, meetings and networking.

Published on DTID Disclosure Log RTI Act 2019

Releas



s.73 - Irrelevant information - Department internal file path

MYRIAD HIGH

Rob Seiler and Julie Gwynne-Jones (DET) met with Tim Bright (Myriad Live) in 2016, introduced by Devinka Wanigesekera and Sean Bohannon (TIQ), to explore opportunities for high school students to be part of the festival. The discussions focused on an offsite Outreach program as well as an onsite Myriad High series of workshops facilitated by FiftySix Creations. In addition DET was able to also facilitate opportunities for QUT students through DET networks.

DET worked to identify schools teaching courses specifically related to the innovator's spheres of work and interest. DET approached principals to identify students, organise permissions and supervision and transport where necessary for the Myriad High project.

Program

The Outreach program was a very successful addition to the Myriad project. Unfortunately the Myriad High sessions, to be held on-site at the festival, were cancelled due to weather.

The following program was what proceeded on Wednesday 29 March:

9-11 am	**Queensland Academy of Creative Industries, Kelvin Grove** 'Creative pathways' **Anouk Wipprecht, Fashion Tech** Based in Amsterdam and San Francisco, Anouk is a designer and innovator working in the emerging field of "FashionTech", a unique combination of fashion design, engineering, robotics, science and UX that makes fashion an experience that transcends mere appearances. **Sanoop Luke, YouTube Partnerships Manager: Kids & Learning Content (Australia, NZ & SE Asia)** Based in Singapore, Sanoop is an expert in digital media driving YouTube's Kids and Learning Content in Australia, New Zealand & South East Asia.

Published on Disclosure Log RTI Act 2019



9 – 11.30 am

Whites Hill State College, Camp Hill, Brisbane

4(6) Personal Int **Founder: Code Like a Girl**

Coder, diversity champion and movements leade p4(6) Personal Info Code Like a Girl is a booming meet up series encouraging girls and women to take up coding.

sch4p4(6) Personal information

Correspondence received re: (6) Personal In *visit*

Hi 4(6) Personal In

Just a quick email to once again say thank you for your time and presentation to our students yesterday. I am in awe of your passion and vision! Your thoughts and subject matter were extremely well received.

Even though we targeted our Junior Secondary we had a few senior students in the audience. A number told me later that if they had heard you speak before choosing their senior pathway they would have selected different subjects. My reply? "It's never too late"!

Cheers

p4(6) Personal Info

Head of Department - Innovative Practices

Whites Hill State College

11 am – 12 pm

Queensland University of Technology, Kelvin Grove

'Creating docos & winning Sundance'

Students from QACI and Kelvin Grove State College also attended

p4(6) Personal Info **Independent Filmmaker**

Person produced The Russian Woodpecker, which won the Grand Jury Prize at the 2015 Sundance Film Festival and was nominated for an Independent Spirit Award.

Published on DITID Disclosure Log RTI Act 2019

	
2 – 3 pm	**Balmoral State High School, Balmoral** ch4p4(6) Personal Informa, **Founder Neumann Space** Persona has a long history working in the fields of aerospace engineering and physics, refining the systems he inherited into ones that serve as a testbed for thruster prototypes, testing his systems through contracts with Airbus DS and the International Space Station.

INTERNATIONAL DELEGATION

Trade and Investment Queensland (TIQ) arranged delegations, through their commissioners, for representatives from:

- United Arab Emirates (two delegates)
- Japan (seven delegates)
- Latin America (one delegate)
- North America (ten delegates)
- Malaysia (one delegate)
- Korea (three delegates)
- Western Europe (two delegates)
- Taiwan (nine delegates)
- Indonesia (seven delegates)
- China (six delegates)
- Singapore (one delegate).

TIQ was responsible for travel arrangements and hosting of this delegation.

s.73 - Irrelevant information - Department internal file path

SOCIAL INNOVATION

The Department of Communities, Child Safety and Disability Services (DCCSDS) partnered with Community Services Industry Alliance (CSIA) to present social innovation content at Myriad. This was subject to a separate sponsorship agreement.

This aligned with DCCSDS's commitment to showcasing and exploring social innovations to help transform the community services industry, improve client outcomes and increase the state's productivity. Fostering social innovation is key to positioning the community services industry for success in a complex and competitive environment.

Through conversations with DSITI in late 2016, Myriad was identified as a significant opportunity to promote social innovation to the community services industry and to a much wider audience.

The department also partnered with the Community Services Industry Alliance (CSIA) to promote and encourage participation from the community services industry among their networks.

Published on DITID Disclosure Log RTI Act 2019

A joint sponsorship agreement (total $30,000) between DCCSDS ($25,000 commitment), CSIA ($5000 commitment) and Myriad to showcase and promote social innovation at the event was negotiated. DSITI was involved with working with both Myriad and DCCSDS to develop and negotiate a mutually beneficial agreement.

The agreement included three elements: a dedicated social innovation feature session, a discount ticket price for a limited number of community services stakeholders and the opportunity to attend an exclusive networking event hosted by the department and CSIA.

s.73 - Irrelevant information - Department internal file path

CONCIERGE

A key objective of Myriad was to facilitate investment opportunities in Queensland between startups, entrepreneurs, government staff and investors. A means of achieving this goal was to create a Concierge Service facilitated by DSITI with staff from the following departments and agencies:

- There were 38 Concierge staff from 10 agencies participate (slightly fewer than scheduled due to Cyclone Debbie)
- A feedback survey was distributed to concierge staff to get feedback on the experience and preparation and to seek input for options for future years. 95 per cent of respondents indicated they were likely or highly unlikely to nominate to participate as a concierge again in the future.
- All Concierge were asked to complete a spreadsheet recording their connections and activities during the event and any follow up activities required. The Strategy and Engagement team, DSITI, has received 11 so far which have recorded 149 interactions and 20 follow up activities remain outstanding (at time of survey).
- Part of the ongoing follow up planned will be with the regional delegations and 'Ask me Anything' participants.

Free supply of 28 iPad minis by Telstra was a significant cost saving and provided concierge staff with the tech they needed to undertake the role. The DSITI team was able to pre-load these devices with documents, resources and the Myriad Live app to support concierge staff during the event and ensure they were able to capture information and communicate with other concierges.

Key points of interest from the feedback survey:

- With two reminders, we received a 50% response rate. All those who started the survey completed it in full.
- The majority of people attended both days, therefore the short day on Thursday has not significantly affected our ability to capture feedback.
- Generally, people felt the activities that took place prior to the event prepared them well for their role with an average 4/5 rating on these measures.
- The sentiment around the tech and people support on the day were also very positive with just some concern that the App was not as useful as it could have been.
- 9 out of 10 concierges felt their role was valued by the delegates, the open comments showing perceived value was around a number of issues including navigating their way around the venue, facilitating valuable connections and delivery of Advance Queensland information.
- Over 80% of people felt that being a concierge was a valuable experience both professionally and personally. Those reasons can be summarised in the following points:
    - Talking and interacting with the delegates brought them closer to their "customers" allowing them to develop a sense of empathy and a higher level of understanding of the customers' needs. They feel this will help them to perform better in their role in delivering services and in the development of programs to better "fill the (needs) gap".
    - By attending some of the talks and workshops on offer at the event, concierges also gained knowledge that they would not have been able to attain elsewhere.
    - Facilitating connections between delegates was mentioned often, this gave the concierges a sense of real and immediate contribution.

Published on DITID Disclosure Log RTI Act 2009

- 74% of respondents also felt that they made valuable connections themselves (both within government and with delegates).

- Overall, a very positive and highly valued experience on both professional and personal development fronts with 95% of concierges indicating that they would be "Very likely" or "Likely" to volunteer at the next event.

s.73 - Irrelevant information - Department internal file path

REGISTRATION AND TICKETING

120 complimentary tickets were provided to the Queensland Government as part of the sponsorship agreement with Myriad:

- 100 tickets to the Initiative for international and regional delegations
- 20 VIP tickets to all official functional and subsidiary Initiatives for Senior Government officials.

Tickets were allocated as follows:

- DGs (24 tickets)
- Ministers (19 tickets)
- Trade and Investment Queensland (55 tickets)
- Premier's Office guests (5 tickets)
- Minister Enoch's guests (12 tickets)
- Director-General, DSITI (6 tickets)
- Director-General, DPC (5 tickets)

Tickets allocated were managed by DSITI's Engagement and Insights team via a portal on Myriad's ticketing system, Ticket Fairy.

As not all tickets were used, the department was able to accommodate requests from other departments for tickets.

Additional tickets were purchased at a discounted rate by DSITI for:

- Regional delegation
- Aboriginal and Torres Strait Islander Business and Innovation Reference Group
- Advance Queensland Expert Panel.

s.73 - Irrelevant information - Department internal file path

ECONOMIC IMPACT REPORTING

Through Tourism and Events Queensland (Leonard Chong and Natasha Marcinkewycz), an economic impact report has been commissioned for Myriad.

The event evaluation studies commissioned by TEQ focuses on the economic and tourism value of an event generated by visitor spending and the impact of the organiser's event budget. They have engaged an agency, IER, to design and manage a visitor/delegate survey collecting the information to make those estimates. In the survey, they will collect perceptions of legacy from the attendees on the community benefits. Survey also captures feedback on event elements including venue, program, content, speakers and delivery.

Published on DTID Disclosure Log RTI Act 2019

DSITI MOBILISATION

A number of DSITI staff were nominated roles to undertake during Myriad. These were in addition to Queensland Government concierge staff and those DSITI staff rostered on the Advance Queensland display.

Name	Position	Role
Jamie Merrick	Director-General	Ministerial interface - Attend Ministerial meetings, convey requests, Stakeholder Engagement
Alena Tracey	Ministerial interface	Attend Ministerial meetings, convey requests, Stakeholder Engagement
Paul Martyn	Deputy Director-General	Qld Government Lead - Integration of Queensland Government presence, interface with Myriad
Suzanne Miller, Christine Williams	Ambassadors	Stakeholder Engagement
Renaye Kelis	Event Director	Key interface between Queensland Government and Myriad, general requests and troubleshooting, event logistics, oversee delivery of supporting activities
Jules Burton	Event Manager	Interface between Qld Government requests and troubleshooting, delivery of supporting activities
Candice Bridger	Event Coordinator	Plan and deliver supporting activities
Lara Canfield	Support Officer	Assist with delivery of supporting activities
Natasha Neale	Executive Director Innovation Policy and Insights	Back up for Ministerial meetings, Stakeholder Engagement
Irene Violet, Paul Russell, Nicolle Kelly, Andrew Spina	Super Concierge	Back up for Ministerial meetings, Stakeholder Engagement
Liz Drew	Communications Officer	Liaison with AQ videographer
Karen Broussard	Executive Director Communications and Engagement	Queensland Government communications coordination
Kirsten Roos	Media Manager	Media liaison with ministerial office
Felicity Loughrey	Principal Digital Strategist	AQ social media liaison
Sarah McCormack	Communications Manager	General AQ media enquiries and communications coordination
Sandy Mott	AQ Stand	Coordination and management of AQ display
Kylie Hickling	Director Commercialisation	AQ marquee co-ordinator and regional showcase liaison
Jacki Steel	Director Engagement and Insights	Head Concierge, organisation and operation of Concierge

Published on DTMR Disclosure Log RTI Act 2009

RTIP1718-001 Page No. 28

Releas

EVALUATION

A number of debriefs and collection of information has occurred in order to facilitate feedback on Myriad and Myriad Live.

1. Debrief between Myriad Live and DSITI was held on Thursday 6 April 2017 to discuss general feedback, provide specific examples, and generate a specific target outcome on a range of topics. This debrief was attended by:
    - DSITI – Paul Martyn, Renaye Kelis, Jacki Steel, Jules Burton, Candice Bridger
    - Myriad Live – Murray Galbraith, Martin Talvari, sch4p4(6) Personal Information 4(6) Personal In
2. Debrief with Queensland Government concierge staff and Myriad IDC
3. Collection of specific information from:
    a. Special Events, DSITI
    b. Department of Communities, Child Safety and Disability Services
    c. Department of Education and Training
    d. Trade and Investment Queensland
    e. Office of Small Business, Department of Tourism, Major Events, Small Business and the Commonwealth Games
    f. SLT, Strategic Policy and Innovation, DSITI
    g. Regional Innovation, DSITI
    h. Advance Queensland Communications
    i. Department of State Development

The following feedback has been grouped into sub-sections and will be provided to Myriad Live to assist with 2018 planning.

Planning

Source	Feedback	Recommendation and action
1	Myriad Live needs to be figuring out proposition and direction for 2018 immediately so they can maximise their opportunities to lock in sponsors, speakers, buy in	Now that Myriad Live has established the brand, there needs to be more structure, continuity of AQ support and need to move much quicker to capitalise input for 2018
1	The continuity of a senior point of contact and conduit from dedicated team within DSITI was important so Myriad Live could operate as an agile startup in a government environment.	Need to maintain that conduit to operate and plan the business in 2018
1	Potential for Myriad to plug in to other events and other departments and organisations from a consultancy perspective to further pervade the brand, expertise and ensure that other QLD innovation events and agendas are better facilitated.	Need to define how Myriad can infiltrate government bodies and corporate bodies to unlock innovation from a consultancy perspective. A business plan for this will need to be created

Published on DITID Disclosure Log RTI Act 2019

Venue and date

Source	Feedback	Recommendation and action
1	The 2018 event timing – we need to decide the who, what, when, why and how for 2018 and why. Need to consider if it's the right move to move to a convention centre this early. Slush did not move until year 3. We can either look at scaling growth in year M18 or creating more desire. Strong pros for staying at Powerhouse but challenges around revenue for food and beverage – food and beverage sponsorship missed also.	Need to go through and analyse how Myriad used the space, how we could have used it better. We also need to have the conversation first around target outcomes for 2018 i.e. Audience numbers. Government needs to provide feedback on the direction they want for Myriad as well as objectives to plug into our overall decision. Myriad Live needs to review and prioritise its KPIs to work out what the most important outcomes and indicators are from the event. This could assist is helping them work out the most positive direction.
1	Needed extended options for food and beverage at event.	Will be explored dependent on venue chosen for 2018 Myriad.
1	Could have used Watt Bar and better capitalise the private meeting rooms in this area.	Explore this option should Myriad return to the Powerhouse in 2018.
3d	Lack of seating in the walkways to have on the fly discussions or a sit down break, including in the investor lounge.	Explore this option should Myriad return to the Powerhouse in 2018.
3d	Lack of seating at the startup stage.	Explore this option should Myriad return to the Powerhouse in 2018.
3d	Became very crowded in the main hallway and difficult to maneuver.	Explore this option should Myriad return to the Powerhouse in 2018.
3d	Lack of food choices and food vendors were not well placed.	Water should be supplied to concierge staff and delegates.
2	Lots of small spaces, conducive to collaboration and conversation.	Look to continue in 2018.
2	Venue was great for sessions, investment lounge was under-utilised.	Need to think about strategies to properly utilise that space. No buzz.
2	Good for startups–not appropriate venue for Asian investors.	Consider this when deciding on venue for 2018.
2	No map, people confused as to where rooms were.	Better directional signage needed.
2	Changing the room names of the Powerhouse was really confusing. Vibe on pitching stage was great. Fostered informal conversations. Didn't allow for formal. Confused with flow of event. All in all it is a cool venue and can see why it was picked.	More thought around how to utilise space better.
2	Investor lounge—no concierge staff guarding the door. People walked in off the street.	Could be more central to the venue or in a special marquee? Must have private meeting spaces.
2	Wasn't enough food trucks. Not enough food.	Ticketing tier could include food.
2	Venue was great – just need to make it work better.	Explore this option should Myriad return to the Powerhouse in 2018.
2	The external verandah of the Powerhouse was used a lot for informal meetings.	Look to continue in 2018.
2	Regional exhibitors were a bit isolated.	Bring marquee closer to venue with a connection.
3d	Venue too small for 2000 people. Flow of people was difficult due to having so many different speaking sessions in hard to find areas	Consider when deciding on venue for 2018.

Published on DPMP Disclosure Log RTI Act 2019

Releas

Source	Feedback	Recommendation and action
3d	Difficult to understand locations – physical maps/signage are required in addition to the app	For consideration in 2018 planning.
3d	Regional tent and exhibitors were isolated and difficult to find	For consideration in 2018 planning.
3d	Other venues may be more appropriate for a weather-proof event	For consideration in 2018 planning.

Sponsorship and contract

Source	Feedback	Recommendation and action
1	Contract goal posts continued to shift as Myriad expanded etc.	Need to maintain and build an agreeance between teams that on the integrity of relationships, although contract was written for an evolving concept and goal posts change
1	The current contract has a particular focus on the reporting against payments – Myriad Live needs to look ahead for a reporting strategy that will provide the government with what is required.	Need to consider an additional operational manual to help Myriad benchmark itself and its success. Need to make sure contract and any operational docs work in harmony.
3a	As the contributors to the cash sponsorship, DPC should play a more prominent role in facilitating and managing this sponsorship. This will assist with buy-in across government	For further discussion.

Programming

Source	Feedback	Recommendation and action
1	Need to take on feedback in detail and arrange for earlier planning. Also need to better commercialise tracks, themes and structure and how we integrate ecosystem and partners	Myriad offsite nest week planned to throw these ideas against the wall for further engagement and commercialisation from partners and ecosystem
1	Tracks – more a marketing term, rather than program infrastructure	Look at option of having individual curators for each 'stream' or program influence
1	No printed program presented issues for government when having to extract information for presenting to other departments/ministers/interested parties	Explore this option for 2018.
1	Also need to be cognoscente of activating academia – a medium conduit that can help comfortably unite diverse 'suits' and 't-shirts'.	Hackathons and similar are good catalysts to help executives participate in a way that they understand.
1	It was a more successful event for startups than Executives.	Represents a particular growth opportunity to unite these demographics as well as ensure there's a sufficient value add for execs, corporates
3f	Not enough industry/corporates there.	Improve industry/corporate involvement (engaging the customers!) – could perhaps have one day really focussed on industry involvement (lower ticket cost) and have it themed, such as some agtech, medtech, fintech themes and then get industries involved.
3f	The opening night was very engaging and really positive – kicked the event off well, however only worked so well because the VIP event was only a component, there was still plenty of other activities going on and kept the crowd there	For consideration in 2018 planning.
3d	Great event all around.	For consideration in 2018 planning.

Released under Disclosure Log RTI Act 2019

Source	Feedback	Recommendation and action
3d	Good quality of speakers and relevant content.	For consideration in 2018 planning.
3d	Timing of sessions needs to be better managed – it was difficult to get between sessions as some ran over or started early which meant sessions were missed.	Allow for change over time within programming.
3d	Great atmosphere, lots of energy.	For consideration in 2018 planning.
3d	Positive feedback from local startup and entrepreneur community.	Encourage more pitching events so delegates can understand the various talent at the event
3d	Organisers need to be conscious of offensive language during speeches; some cultures and international delegates might view this as unprofessional.	For consideration in 2018 planning.
3d	Overall feedback is that the event requires more professionalism to compare with other major global tech conferences and events.	If the same venue is used again next year, perhaps have a few establishment shots of the audience in the power stage when they are filming the sessions. It just reinforces to the people outside the stage viewing on the big screen how many people are actually at Myriad.
2	Difficult to pinpoint a target audience.	This will become clearer in planning for 2018 event now that 2017 event has been held.
2	Confusion around speaker titles – didn't really meet expectations of content. Examples – Smart Cities and Storytelling presentations.	Ensure speaker session titles match content – earlier planning will assist.
2	Speakers were not briefed properly prior to and on event day.	Speakers to be better facilitated and introduced.
2	Startup Stage – other people were drawn to that space. Fair amount of interaction took place.	To be considered when choosing a venue for 2018.
2	Myriad Studio – also good for people on the peripheral	To be considered when choosing a venue for 2018.
2	Startups pitch – some people were required to go through a registration process, then it was opened to everyone to participate. This was frustrating to the registered startups.	More focus on pitch sessions – startups are desperate for this opportunity as it provides a platform for them to step into the startup world. That's what Myriad is all about.
2	Smaller stages were well liked – more interaction.	To be considered when choosing a venue for 2018.
1	The Hack the Reef event was invaluable at cementing a presence regionally.	Grow this presence in the leadup to the 2018 event – these satellite events were a great addition to the Brisbane centric program.

Speaker liaison

Source	Feedback	Recommendation and action
1	Need better communications between stakeholders i.e. speakers, moderators, volunteers	Myriad Live needs a community manager to manage these relationships.
3f	Speakers/panelists advised they had not been asked to speak and found out via email they were on program, or seeing their details on the program. Speaker was approached early on, and had agreed to participate, but then only found out they were on program when released	Communication improved with speakers/panelists.

Published on DITID Disclosure Log RTI Act 2019

Source	Feedback	Recommendation and action
3f	A number of speaker bios were not sourced from speakers (pulled from LinkedIn, websites etc.) and in some instances out-of-date and incorrect info	Ensure all bios are pre-approved or supplied by speakers before they are uploaded to website.
3f	Panelists/pitch participants were not provided details about timing or what equipment they could use/access	Ensure all participants are provided with detailed information.
3d	The consistency of speaker details across the website was not always evident.	Perhaps a check where the speaker team works with the web team to ensure all details are consistent.
3d	Some of the international speakers were contacted very late in the piece, though they were advised of their speaking opportunity early on many expressed concern that no follow up communication had occurred until very close to the event.	For consideration in 2018 planning.

Roles and responsibilities

Source	Feedback	Recommendation and action
1	Need to determine how DSITI will be involved in 2017/2018.	Myriad to advise when we hold the event and DSITI to provide intel on how Myriad can best navigate election year and change to government, and how Myriad can provide the right tools and information to give an incoming government confidence.
1	There needs to be a translation engine between gov't and Myriad at every point as Myriad do not have the capacity to work as we work and then translate that work for the government	Teams to agree on better timelines and better structure for getting the government information they need to support us. Will need to work from a T-minus perspective that is clear and shared from commencement.
1	Need more transparency with all documents and protocols with government to assist them in helping us mitigating risk	Myriad Live to provide copies of all key documents to DSITI.
3d	Passes were not being checked on entry, anyone could've entered	For consideration in 2018 planning.
2	Get investors on board as ambassadors.	For consideration in 2018 planning.
3i	IDC was an important link to Myriad on behalf of the government participants.	Continue role of IDC in 2018 planning. It could have been convened much earlier to allow maximum time to understand the participation opportunity and develop appropriate concepts given Myriad was announced in April last year.

Add on events

Source	Feedback	Recommendation and action
3a	Good response rate for all Queensland Government add on events – Investment in Queensland: 94; From startups to scale-ups: 168; Regional Innovation: 147.	Need more transparency on the kind of people that will be attending this extension events so we curate the experience

Published on DTMB Disclosure Log RTI Act 2009

Source	Feedback	Recommendation and action
3a	Watt Restaurant and Bar was an ideal location to host the extension events for a number of reasons, including flexibility, menu design, and location. • Flexible • Able to close the venue to the public at the last minute • Accommodated catering numbers/requirements with less than 24 hours' notice • Printed menus that included dietary requirements and produce information • Allowed theming company to install festoon lights outside and leave staging/tech set-up indoors	Consider when planning for 2018 add-on events.
3a	Significant delays in event approvals and lack of communication to the events team resulted in last minute changes to planned speakers and event hosts.	Need to land a date as soon as possible so we can plan these accordingly.
3a	Delays also meant invitations were only sent with less than a week to rsvp which affected attendance numbers, and negatively impacted on the venue's ability to cater for exact numbers (the venue required a standard week notice for final catering requirements).	Better plan on how we package this up and how we can scale it and take components offsite.
3a	The lack of a centralized database made it difficult to source appropriate guests and relied heavily on assistance from external agencies.	DSITI currently trialing departmental CRM pilot.
3a	The special events unit had no direct access to a graphic designer to assist with collateral, therefore a few issues arose: • The corflute A-frame signage was incorrectly ordered twice by Communication Services and was quite costly • The Eventbrite headers were designed without adhering to Myriad Live's logo or image guidelines and had to be recreated at the last minute.	Request early support from Communication Services for a dedicated/allocated graphic designer.
1	Early lead time will assist Myriad Live with incorporating these elements into their programming and offering.	Continue discussions with Myriad Live.
3d	Government sessions that did occur were very well attended.	Formal government meetings and events should occur the day before as opposed to having various events drawn over three days.
1	Confusion with Myriad Live regarding these events and its own commitment to VIP ticket holders	Communicate early with Myriad Live regarding the intention of government events.

Published on DITID Disclosure Log RTI Act 2019

Marketing and communication

Source	Feedback	Recommendation and action
2	Hard to get an understanding of what Myriad was – only able to get a handle on things by coming to Myriad IDC meetings. Myriad didn't articulate the 'why' very well.	Need to communicate messaging better in a brief way. Commas kit to be provided earlier. Follow-up videos for further promotion.
2	Very hard to pin down involvement by departments – DSD options almost fell through. Less than satisfactory participation by DSD. Departments still need to see their involvement in a physical sense.	Earlier planning and timing would be useful to better determine involvement.
2	From a PR perspective, the Melbourne based team wasn't useful with local media.	Use a PR company that understands and has relationships with the local market. Don't underestimate the power of localised media.
1	Myriad should consider partnerships with local media eg. The Weekend Edition. DSITI Special Events provided a contact, however it was too late to activate a worthwhile partnerships. An early approach will assist with building a local following, allow public inclusion and deliver promotional pieces.	For Myriad Live to consider early with 2018 planning.
3h	Need to start the coordination of the AQ program of activity at Myriad earlier.	DSITI to consider when planning for 2018.
1	The roles and responsibilities of DSITI Communications vs. Special Events team were unclear.	Ensure each team member is aware of their responsibilities and approval chains.
1	Seek greater assistance from Tourism and Events Queensland to promote the event. No wrap around support was provided by local marketing agencies such as Tourism and Events Queensland, or Brisbane Marketing, which is invaluable when promoting an Asia-Pacific event.	Talk with Tourism and Events Queensland early when planning for 2018 (Myriad did create an event listing on the Australian Tourism Data Warehouse). Myriad Live should also commence early discussions independently with Brisbane Marketing.

AQ display

Source	Feedback	Recommendation and action
3h	In future years we would provide a co-break out/presentation space for AQ recipients within the AQ space	Consider in DSITI planning for 2018. Space is as agreed to within the sponsorship agreement.
3h	Would revisit merchandise giveaways as call to engage/action	Consider in DSITI planning for 2018.
3h	Need structured program/advisory staff roster at stand	Consider in DSITI planning for 2018. This was impacted by absences due to Cyclone Debbie.
3h	Find more of a balance between showcasing AQ recipient stories and providing onsite AQ program and mentoring advice.	Consider in DSITI planning for 2018.

Released on DTMR Disclosure Log RTI Act 2019

Source	Feedback	Recommendation and action
3i	DSD's podcast listening station was accommodated on the AQ display. The ABC OB was stationed immediately adjacent to this station, confusing attendees as to what they were listening to on DSD's headphones.	In hindsight, the podcast listening station, whilst a clever idea, didn't work in this circumstance.

Regional showcase

Source	Feedback	Recommendation and action
1	There was confusion between the Regional Showcase application process and that run by Myriad Live for startups	Ensure there is clear communication between DSITI and Myriad Live early. This process should be streamlined to avoid confusion.
1	Sponsorship agreement included only six regional showcase spaces, however DSITI announced regional showcase without communicating with Myriad Live	Ensure there is a dedicated team to manage the liaison between Myriad Live and DSITI.
1	Need to expand the showcase – feedback from exhibitors was that they were crammed	We may not be able to scale the marquee space with ease or while managing costs. Myriad need to plan this earlier to make smarter, cheaper decisions.
1	Questions around if can sell some spaces and give away some spaces	We could look at offering a base level expo space for each region and giving the options to pay to upgrade their space and footprint. Need to seek feedback on the experience for the regions
1	Feedback from regions was that maybe expo space was not the best way to add value to those regions.	Need to capitalise on the success of activations like reef hackathon both during the year and at the event. And to better commercialise ecosystem involvement state wide.
1+2	The regional delegation approach strongly aligns with the department's strategic intent under Advance Queensland.	Grouping delegations as regions is an effective strategy.
1+2	The ARIP lead applicants were not the most effective communication point getting nominations due to the very short lead time and the fact that these hubs are not yet established.	Nominations to participate in the regional delegations need to be sought much earlier. The role of coordinator for each delegation is critical to its success – this made the difference for successful exhibits/communication within each delegation. Suggest this is a standalone ticket in addition to the 10 delegates.
1+2	Better systems to distribute event information to regional delegations are needed, including existing stakeholders know to be active and collaborative in the innovation space	A much longer lead time will ensure each region is able to identify a sufficient number of high calibre applicants and then coordinate with accepted delegates on how the space will be set up and used during the event.
3g	The regional delegation approach strongly aligns with the department's strategic intent under Advance Queensland and provides a great showcase of the depth and breadth of innovations being developed across the state	A refinement of the support offered by DSITI could include a flat rate offered to delegates based on their region in the form of a sponsorship, rather than a reimbursement of expenses. This will vastly improve communications to applicants, reduce administrative overheads and streamline allocation and acquittal procedures.

Published on DSITI website following RTI Application

Source	Feedback	Recommendation and action
3g	The showcase marquee made a significant and highly valued contribution to Myriad, however it did feel detached from the main activities.	Consideration of where the regional showcase is located relative to other event activities is needed, and closer proximity to the Advance Queensland presence would be ideal
3g	Regional delegates have provided initial positive feedback about connections made, with a number indicating they are pursuing business leads and partnerships as a result of the event. This will be monitored through ongoing engagement with regional delegation participants over coming months.	Continued engagement with regional delegation participants will enable business leads and outcomes generated to be monitored and captured and help promote the opportunity for future years.
3g	A lot of time was wasted clarifying what expenses were being supported and how expenses already incurred would be dealt with of people were successful in gaining a place in one of the delegations.	Nominations to participate in the regional delegations need to be sought much earlier and the criteria for participation needs to be more clearly articulated.
3g	Regions made adjustments in their delegations right up to the event and this needs to be better accommodated in how the process is administered.	Regional groupings of the delegations are recommended for future delivery of this initiative as they are effective both in terms of planning and delivery of Advance Queensland support and in how the innovators showcase during the event.
1	A lot of the logistic issues were pushed back onto Myriad Live, when this should have been dealt with by Myriad. The regional showcase was only one element within the entire event.	Ensure Regional Innovation (DSITI) takes more of a coordination role, rather than each regional coordinator contacting Myriad Live for minor details.

Myriad High

Source	Feedback	Recommendation and action
3c	In one day speakers connected to approximately 1000 high school and university students. The sessions were of the highest quality and incredibly relevant for students in terms of contemporary career pathways, dealing with challenges and the power of collaboration and community.	Investigate growing program in 2018. Investigate web conferencing/recording sessions to schools. Explore opportunity for Youth Panel at Myriad 2018. Investigate primary school student opportunities.
3c	Confirmation of speakers and timing for sessions needed to be improved	Ensure this is provided early to ensure DET appropriate time to coordinate and plan with schools
3c	Communication between Myriad, speakers and government agencies was lacking at times	Keep communication channels open.
3c	Age appropriate content and code of conduct was not always considered	Provide DET Code of Conduct fact sheet and documentation for speakers.
3c	Protocols, media attendance, media approvals and permissions.	Ensure DET protocols and procedures clearly defined.

Published on DITID Disclosure Log RTI Act 2019

Releas

International delegation

Source	Feedback	Recommendation and action
3d	International investors need more information on products being profiled and on the program – and they need it sooner. They also would like an official function with Ministers.	For TIQ to consider in its planning for 2018.
3d	The purpose of the event needs to be reviewed and clarified to inform and attract the right audience. The general makeup of TIQ's International delegates did not fit with the audience of the event; many of the delegates would only invest in startups with a pre-existing level of domestic investment due to the nature of the due diligence that these firms would run prior to investing.	There may need to be reassessment of the type and level of international delegate that TIQ brings to the event, with perhaps more of a focus on international startups and international VC's rather than traditional multinationals.
2	Investors that were targeted were mismatched with event.	More boardroom style preferred – TIQ could work to target VCs for 2018 event.
2	Separate events for investors and investees	Different stream, even different location.
2	Ran program at TIQ offices for pre-meetings.	If there was the space, this could be integrated into Myriad.

Social innovation

Source	Feedback	Recommendation and action
3b	Extended time to negotiate sponsorship arrangements and the associated impact of shortening the time to organise the event, influence the level of social innovation across the program, invite speakers, and promote attendance.	Finalising collaborative arrangements earlier will support longer times to develop, set up and promote events.
3b	Triangular communication of working through DSITI to communicate with Myriad	Direct contact with Myriad was more efficient, prompt and accurate to the need.
3b	The location of the networking event was not ideal and did not lend itself to "networking". The designated area was small, hot, removed and noisy. There were limited catering options (which was what was agreed to in sponsorship agreement) and some participants were not able to access the catering options.	Dedicated networking and showcasing areas need to consider and allow for large numbers of people and noise levels with increased catering options.
3b	Recognition of the agency involvement was inconsistent and access to government specific information was at times difficult. Some agencies' involvement was clearly identified (ie use of agency logo), contradicting the advice DCCSDS received that agency involvement was to come under than banner of "Qld Government". It was also difficult to confirm information related to access to tickets and materials to support ministerial and executive briefings.	Clear and upfront information related to government involvement is required including: consistent use of logos, knowledge of access to tickets, Ministerial briefing materials.

Published on DITID Disclosure Log RTI Act 2019

Concierge

Source	Feedback	Recommendation and action
1	Need better briefing and information delivery from Myriad to allow concierge to do their jobs.	Look at function – is this an internal function only? Government, ministers, international delegation.
1	Look at whether the concierge function should be rearranged to have specific staff head up separate areas.	DSITI to revisit what the concierge is, its role, if it has value to this type of event and how it should function.
3f	VIP/Investor area – very isolated location, and hence wasn't fully capitalised – also didn't seem to be matchmaking/networking facilitated.	A concierge desk would probably be helpful for attendees.
1+2	The service was well received by delegates but was not well known – there was also communications about the service that raised expectations above what could be delivered (specifically in relation to introductions to investors) because the data was not available to concierge.	Future delivery of the service could be targeted at specific stakeholder groups such complimentary ticket holders, international and regional delegations, and/or other ticket types.
1+2	The concierge role is a good way to get visible and appropriate participation from government officers from multiple agencies.	Consideration when determining role of concierge
1+2	The concierge model will need refinement for future years.	Better definition of the role is needed, particularly in terms of differentiation between services delivered by the Myriad team and that which can be offered by government officers as a third party provider.
1+2	More bookable meeting areas and a dedicated concierge desk is needed.	Consideration for 2018 planning
1+2	Now that the event is delivered by an external agency, the department does not have access to sufficient data and information about delegates to undertake the role (*as per the model designed for 2016 AQII Summit).*	Look at Privacy Act. Registration could include an 'opt in' question for people to receive concierge support.
2	Delegates hadn't considered how they wanted to plan their day.	Worksheet for all delegates – provide a narrative about what they'd like to get out of it. This is where pre-event engagement is critical.
2	Understand government staff who are on site that can assist with different topics	For consideration when determining concierge role.
2	Difficult connecting people as there was little to no attendee data.	App to have better functionality and for registration to collect greater detail. Could consider dedicated concierge access.
2	220 connections made by concierge to date. Over 100 referrals with follow-ups occurring.	All concierge to get together at end of the day to validate and follow up on outstanding actions.
2	Survey was sent by DSITI to concierge staff.	This should happen in 2018.
2	Guest list was sent out to attendees prior to event – allowed people to attend networking function.	Could book in slots for up to 90 mins – format used at TMR MixR (speed dating).
2	No station to monitor activity. Needed operations desk 'ask concierge desk'.	For consideration in planning for 2018.
2	A lot of investors don't want to be identified. Didn't need assistance to make those connections. Would prefer to be able to approach people themselves.	For consideration in planning for 2018.

Released on DHD Disclosure Log RTI Act 2009

Source	Feedback	Recommendation and action
3b	The scope of concierge role was not clearly articulated in IDC briefings – the role was much larger in scope than what was understood and the basis on which representatives originally agreed to participate.	The wrap around support for concierges, for example in terms of catering and transport, should also be reconsidered.
1	The 'ask concierge' function was well used by delegates, but was jointly administered by Myriad Live and DSITI, which meant some questions were missed.	Consider in planning for 2018.

Registration and ticketing

Source	Feedback	Recommendation and action
1	Ticket tiers were confusing to the end consumer	Myriad is reviewing its ticketing structure, price points and sales strategy (options include different tiers, day tickets)
1	Data integrity for ticket sales needed work as well as consumer experience at ticket registration	Need to review inside Technology stack – best tech to use to improve consumer experience and our ability to attain maximum data
1	List the delegate's company name, what they want and what they can give on their lanyard	Look to implement in 2018
1	Offering bulk tickets to sponsors and not following these up until late in the timeline impacted on a strong view on tickets sold/remaining	Bulk tickets allocated to sponsors and partners need a due date for registration, before being re-allocated
3f	Those holding VIP and Investor tickets were not communicated with effectively	More focus on VIPs/Investors if they have paid for these tickets to network/connect
1+2	Easy issue of tickets and use of Ticket Fairy websites. Name and email address only required.	Consideration for 2018 planning when determining a ticketing platform.
1+2	Ticketing enabled names and category of ticket to be clearly identified among all attendees	Consideration for 2018 planning when determining a ticketing platform.
1+2	Overwhelming positive feedback from attendees and especially regional delegations	Consideration for 2018 planning when determining a ticketing platform.
1+2	Lead time for requests for VIP tickets from Premier's office and Minister's Office was too short.	More lead time gives higher priority to the event.
1+2	Seemingly minimal take up from DGs across Queensland Government departments. Value to department delegates was not well communicated early enough.	Present to other departments and government executives well in advance opportunity Myriad presents and invite their involvement and nominations.
1+2	A number of tickets remained unallocated due to the short lead time and short notice we gave invitees	VIP ticketing can be used as leverage for building attendees from sectors not well represented. In future years we could use the complimentary tickets to target specific stakeholder types (e.g. investors) and also engage with them in the lead up to the event in order to support introductions and meetings for them during the event.
1+2	Minimal data gained from general ticket issue point. Business/sector intelligence missed due to ticketing under control of organizers.	Build into contract minimum information gathering requirements for ticketing. Even include quick survey of attendee's aims and objectives.

Released under DTID Disclosure Log RTI Act 2009

Releas

Source	Feedback	Recommendation and action
1+2	Strategy around issue of VIP tickets with increased clarity could have targeted sectors not as well represented. (i.e. Investors) and gained more in return.	Consideration for early planning in 2018. Greater promotion of work already undertaken by Myriad Live on blog.
1+2	Different categories of tickets (i.e. Startup, Investor, VIP etc.) had different costs but did not have clearly defined benefits and values.	Consideration when determining ticket tiers for 2018.
2	Breakdown analysis couldn't be done as concierge weren't able to collect data.	Do more preliminary work. Access to this data is needed.

Myriad app

Source	Feedback	Recommendation and action
1	Include functionality to allow introductions (e.g. person A can introduce person B to person C)	Myriad Live to assess.
1	Provide a discount or a prize to attendees who make 10 or more introductions via the app	Myriad Live to assess.
3f	The app was not particularly functional; venue details were confusing; people didn't seem to use it.	Consideration re the use of the app.
3d	Could have come out earlier, delegates wanted to use it to arrange meetings and check speaking sessions.	Consideration for 2018 app platform.
3d	With the program of sessions on the app each day you had to scroll through the full day before getting to the session you wanted, which was frustrating from 1pm onwards each time you checked it.	Consideration for 2018 app platform.
2	Pre-event matching facility and introductions via app	Consideration for 2018 app platform.
2	Segmented via startup, investor etc.	Consideration for 2018 app platform.
2	Couldn't export notes/connections out of app – didn't have this functionality	Consideration for 2018 app platform.
2	Couldn't make notes after you QR scan delegate's profile.	Consideration for 2018 app platform.
2	Last year (referring to Government run event, AQIIS Summit) had a separate login for concierge – individual access this year.	Consideration for 2018 app platform and role of concierge.
2	More time needed with the app to understand what it included – to better assist concierge with questions.	Consideration for 2018 app platform.
2	Better understanding on how to connect through the concierge.	Visibility of the stats of connections that have been made
2	Had to go to someone's profile to message them.	Better connectivity between profiling and messaging.
2	Ask concierge function required you to manually find people in app, after email came through.	Consideration for 2018 app platform and role of concierge.
2	Look at having a self-booking system for investor lounge.	Consideration for 2018 app platform.
2	Reschedule of program was via app. Very useful.	Consideration for 2018 app platform.
2	Notifications disappeared after you read them.	Store these somewhere to read again.

Published on DFID Disclosure Log RTI Act 2019

Source	Feedback	Recommendation and action
2	Too many options on app – should all be on one page	Need to be able to see on one page. Even reorder.
2	Account profile should include mandatory fields e.g. Organisation, and the ability to hide VIP profiles if preferred.	Consideration for 2018 app platform.
2	Ask the concierge function – no record of what was asked of concierge.	Needs an 'actioned' notice. Has the request happened? Has it worked? How do they continue a conversation?
2	Questions submitted through the 'ask concierge' function displayed minimal information about the delegate. Responding to questions was clunky and there was no way to mark questions as 'responded to'.	Consideration for 2018 app platform.

Sponsors and partners

Source	Feedback	Recommendation and action
1	Myriad needs to look at sponsorship opportunities early, as government funding decreases over the next two years.	Myriad will keep DSITI up to date with how we shape our future corporate offering. Additionally we can also curate exhibitions of particular interest to corporate sponsors as well as provide them the opportunity to sponsor these areas

Published on DITID Disclosure Log RTI Act 2019

Releas

BUDGET

To further leverage the Queensland Government's sponsorship of Myriad, DSITI allocated budget against the following activities:

Advance Queensland Contingency Fund (DSITI)

Element	Budget allocation	Actual
Enhancement of opening night	$128,000	$128,000
Expansion of showcase (part payment)	$50,000	$75,000
Launch event (held in November 2016)	$3,200	$3,200
Airfares for two speakers • Jonathan Teo ($9814) • Jaleh Daie ($14,922)	$30,000	$24,736
Entrepreneur networking function (part payment) • Food (Watt Restaurant - $7273, split payment) • Entertainment (Top Shelf Productions - $2500) • Bike path signs (JSA - $890)	$15,000	$10,663
Contingency • Shuttle bus charges for Thursday - $2291 • Security charges for add-on events - $514 • IER economic impact report – $1200 • Taxis (part payment) - $1000	$20,800	$4796
Concierge • Caps ($1039) • Food vouchers ($251.83) • Room hire for briefings ($368) • Accommodation incl deposit ($640)	$3000	$2299
TOTAL	**$250,000**	**$248,694**

Regional Network Fund (DSITI)

Element	Budget allocation	Actual
Expansion of showcase (part payment)	$90,000	$65,000
Regional innovation breakfast • Food (Watt Restaurant - $3596, split payment) • Theming (AV Ideas - $4105) • Radio hire (Motorola - $36, part payment)	$10,000	$8738
Regional Showcase - Payments to 12 coordinators towards the cost of centralised regional coordination, stand fit out, tickets, travel and accommodation costs for the delegates	$73,730	*Yet to be finalised at time of report*
Regional Showcase - additional ancillary expenses	$5270	
TOTAL	**$270,000**	

Departmental Myriad budget (DSITI)

Element	Budget allocation	Actual
Taxis (part payment)	$500	$430
ID cards for Myriad Live staff	$30	$30
Workstations for Myriad Live staff	$500	$459
Stationery	$500	$361
TOTAL	**$1530**	**$1280**

Office of the Chief Entrepreneur (DSITI)

Element	Budget allocation	Actual
Entrepreneur networking function (part payment)	$5,000	$0*

**not required due to cancellation of event (wet weather). Incurred expenses covered under Advance Queensland Contingency Fund.*

Published on DITID Disclosure Log
DSITI Act 2019

Releas

Advance Queensland communications (DSITI)

Element	Budget allocation	Actual
Advance Queensland display • Khemistry ($9893) • Travel ($118) • Shirts ($1065) • Promotional coffee cups ($620) • Photo booth ($3440) • iCatchers build ($15,880) • Snapchat filter ($140) • Regional Myriad campaign ($273) • Media famils ($1291)	$30,000	$31,429
TOTAL	**$30,000**	**$31,429**

Queensland Treasury

Element	Budget allocation	Actual
Investment in Queensland Breakfast (part payment) • Food (Watt Restaurant - $3596, split payment) • Venue hire deposit (Watt Restaurant - $909) • Radio hire (Motorola - $500, part payment)	$5,000	$5000

Additional funds were subject to approval by the Deputy Director-General, Strategic Policy and Innovation, via briefing notes (SPI342 and SPI346).

Approval for funds from the Advance Queensland Contingency Fund were subject to endorsement by the AQ Program Board.

Amounts are excluding GST.

REPORTING

As part of the sponsorship agreement, Myriad Live is required to deliver final report within eight weeks of the completion date.

The final report was submitted by Myriad Live on 9 May 2017. An economic impact survey was commissioned by Tourism and Events Queensland. The infographic was provided on 12 June 2017.

Published on DLHD Disclosure Log RTI Act 2019

MEASUREMENT AGAINST OBJECTIVES

As part of the sponsorship agreement, Myriad aims to support the Advance Queensland agenda of the Queensland Government and deliver on a series of outcomes. The following outcomes were included to measure the success of the event. Whilst targets may not be met in the first year, these measures relate to the growth of the event over the three year contract.

Qualitative measures

Expenditure

Direct and incremental expenditure associated with the event is to increase each year.

Target	Actual
$2.6 million	$1.2 million

Myriad generated direct and incremental expenditure of $721,454 attributable to the Brisbane economy and $492,175 attributable to the Queensland economy.

Attendees

The attendance levels of local, interstate and international participants at Myriad are to increase over three years.

2017 target	Actual
2000 attendees	3300 (including general public and satellite event)

Attract visitors to Queensland and build our brand as a dynamic, innovative place to work, live and visit.

Target	Actual
50 per cent out of state visitation	44.1 per cent out of state visitation

It should be noted that the largest number of delegates outside of Queensland came from New South Wales, make up 52 per cent of interstate delegates. Sydney, the capital of New South Wales, if often considered the startup capital of Australia. Therefore it is encouraging to have high representation of that ecosystem participating and connecting with Myriad delegates.

Satisfaction levels and participant capacity

Increase participant satisfaction levels (using the results of the 2016 State-run event as a baseline) with the initiative year on year using an agreed methodology between the parties.

Increase participant (using the results of the 2016 State-run event as a baseline) capacity as a result of the event.

Question	Average satisfaction score (out of five)
I learnt something interesting and relevant at Myriad	4.2
Myriad left me feeling inspired	4.1
Myriad provided a platform for presenting new innovation ideas and technology	4.16

When assessing agreement with prompted statements, Myriad rates high to very high on all indicators. The highest level of agreement was recorded for the statement 'I learnt something interesting and relevant at the Myriad Conference' (4.2/5).

Published on DTID Disclosure Log RTI Act 2019

Participant connections

Increase participant (using the results of the 2016 State-run event as a baseline) connections as a result of the event:

- Average number of new connections made – 8.9

Question	Average satisfaction score
How valuable do you believe these contacts to be for your career or business	2.94/4
I made new business connections and improved my network	4.1/5

Investment

Increase annual investment outcomes as measured by a report using globally recognised data such as Crunchbase, with 2017 figures forming the base.

Gross expenditure from outside Brisbane	$872,285
Gross expenditure from outside Queensland	$1.237,105
Estimated per cent of income obtained from outside Brisbane	18.9 per cent
Estimated per cent of income obtained from outside Queensland	10.4 per cent
Total obtained from outside Brisbane	$164,878
Total obtained from outside Queensland	$128.724

Marketing

Initiative Broadcast coverage realised (includes paid, owned and earned impressions; average conversion rate of 1 per cent):

Type	2016	2017
Print	17	22
Online	14	86 (plus 5 online videos)
TV	7	1
Radio	28	1
TOTAL REACH	6.07 million	242.9 million

Social media

Measure	2016	2017
Mentions	10,660	22.1 million
Reach	20.5 million	8.5 million

It should be noted different measurement metrics may have been used, which does not allow for accurate comparisons.

Website

Measure	2016	2017
Views	12,036	119,634
Live stream	3176 views 92,206 minutes	1293 views 10,817 minutes

All content from the three main stages will be shared over the coming months via Myriad's social media channels.

Published on DTID Disclosure Log RTI Act 2019

Releas

Quantitative measures

Creation of a landmark event

Create a landmark event that includes conference, workshops, VIP dinners, networking and consumer trade show to inspire and create momentum for innovation-led economic growth and job creation in Queensland; and promotes a culture of innovation and entrepreneurship

- The Myriad Live final report details key successes of the event.

Networks

Build new networks and partnerships of entrepreneurs, business, researchers and investment communities in Queensland with each other and with global networks:

- By fostering interactions between international communities and across industries, Myriad catalyses innovation and investment opportunities for businesses of all sizes: from startups to scale-ups.
- Myriad presented more than 100 global thought leaders, representing more than 20 countries across six continents.

Capability and skills

Build capability and skills in innovation and commercialisation for Queensland innovators:

- For decades, Australia has been punching above its weight in the innovation stakes, yet trails in commercialisation. Myriad aims to change all that, with a number of programs and platforms designed specifically to help connect the region's best products, teams and companies with the resources to go global (and beyond).

Help local Queensland innovators find their next deal:

- Myriad has been designed by entrepreneurs for entrepreneurs. Myriad offers a unique opportunity to connect entrepreneurs with investors, while showcasing their company to a truly global audience.

Investors

Attract local, national and international investors:

- The event attracted investors worth over $10 billion in funds under management.

Engage

Engage Queenslanders about the importance of innovation in a knowledge-based economy:

- Advance Queensland is a $405 million transformational agenda to maximise and harness the opportunities science and innovation offers to build a new economy, create sustainable jobs and deliver better outcomes for our communities. The sponsorship of Myriad provides a perfect platform to promote this agenda.
- Collaborative partnerships between business, community, government and academia in the area of economic, social and business policy development offer promise of the development of an informed and effective knowledge economy/society in Queensland.

Diversity

Reflect the diversity of Queensland and the globe and encourage innovation across many different groups and interests:

- Myriad's program was designed around five main tracks—the future of health, money, cities, work and play, and culture—which ensured broad appeal and interest to a varied target audience.

Positioning

Position Queensland as a hub for innovation in the Asia-Pacific

- Myriad brought together the Queensland, Australian and international startup and innovation ecosystems for two and a half days of inspiration and education.

Showcase

Provide a platform for attendees to showcase their talents:

- Myriad provided opportunities for participation by attendees through exhibition spaces, elevator pitches and networking.

Published by DTHD Disclosure Log RTI Act 2019

- Myriad has been designed by entrepreneurs for entrepreneurs. No matter what stage your idea is at or what you're looking for, Myriad offers a unique opportunity to connect with the best, while showcasing your company to a truly global audience.

Headquarters

By the end of 2016, the Organiser to establish a headquarters in Brisbane for the duration of the Agreement:

- Key Myriad staff have now relocated from interstate and are based in Brisbane.
- Myriad Live commenced a lease of office space in February 2017 at the Queensland Startup Precinct (TC Beirne Building)
- The Startup Precinct brings together Queensland startups, incubators, investors and mentors under the one roof to help foster collaboration and build a thriving entrepreneurial culture.

Published on DITID Disclosure Log RTI Act 2019

RTIP1718-001 Page No. 48

Releas

Department of Innovation, Tourism Industry Development and The Commonwealth Games
SPECIAL EVENTS

BRIEFING NOTE – DEPUTY DIRECTOR-GENERAL

Unit Ref:
Division Ref:

Subject Milestone payment seven for MYRIAD sponsorship

Action	☒	Approve	☐	Note	☐	Sign
Urgent	☒	No	☐	Yes		Due by:

Reason

RECOMMENDATION

- It is recommended that the Deputy Director-General, Innovation:
  - **approve** milestone payment seven ($50 000 excluding GST) for Myriad as part of the sponsorship agreement between the State of Queensland and Myriad Live (refer to **Attachment 1**)
  - **note** the milestone deliverables achieved
  - **approve** an invoice to be raised to the Department of the Premier and Cabinet to receive this milestone payment as per the Memorandum of Understanding.

Endorsed

sch4p4(6) Personal Information

Paul Russell
Executive Director
Innovation Programs and Partnerships
22/2/18

Noted / Approved / Not Approved

sch4p4(6) Personal Information

Paul Martyn
Deputy Director-General
23/2/18

Deputy Director-General comments

Published on DTID Disclosure Log RTI Act 2019

Author: Renaye Kelis
Unit: Special Events
Ph: 07 3215 3716
Date: 16/02/2017

Endorsed: Paul Russell
Position: Executive Director, Innovation Programs and Partnerships
Ph: 07 3215 3797
Date: / 02 /2018

KEY ISSUES

- In accordance with the sponsorship agreement between the State of Queensland and Myriad Technology Conferences Pty Ltd (now MYRIAD Live), milestone payment seven and eight are payable on the delivery of status reports.
- Under the sponsorship agreement, a status report should detail the progress made by Myriad Live towards the planning of the events and specifying individual actions taken to ensure the initiative will be completed in a timely and professional manner and in compliance with the agreement.
- As at end November 2017, Myriad provided copies of the following documents (refer to **Attachment 2**):
  - Projected income
  - Ticketing approach
  - Projected expenditure for the event
  - List of potential sponsors
  - Proposed program tracks
  - Team list.
- In January 2018, the department engaged Excalibre Insights to analyse Myriad Live's current sponsorship approach and budget, and to provide high level insights into the challenges and opportunities surrounding Myriad Air and Myriad Festival 2018. High level observations included ambiguity and conflict between Myriad Live and the Office of the Queensland Chief Entrepreneur regarding decision making, roles, and responsibilities for Myriad Air.
- In particular, the Myriad Air project reached a crucial stage and required further independent analysis of the vision of the project, its viability and feasibility for delivery in 2018.
- Ms Theresa Famularo has now been engaged by the department as Executive Producer to oversee and deliver this project including full production, stakeholder engagement and integration into Myriad Festival.
- Ms Famularo has provided her endorsement to release this milestone payment of $50 000 excluding GST (refer to **Attachment 3**).

BACKGROUND

- On 1 August 2016, an outgoing sponsorship agreement was signed between the former Department of Science, Information Technology and Innovation, on behalf of the State of Queensland, and Myriad Technology Conferences Pty Ltd for a three year sponsorship of Myriad.
- The agreement commits cash sponsorship of $2.1 million over three years for Myriad Technology Conferences to deliver an annual technology and innovation festival from 2017–2019.
- A Memorandum of Understanding (MOU) was executed with Department of the Premier and Cabinet (DPC) to provide funding for this sponsorship arrangement.

FINANCIAL CONSIDERATIONS

- The Queensland Government has committed funding of $2.1 million (excluding GST) over three years (2017 – 2019) for this event.
- An invoice will be raised to DPC to receive this milestone payment as per the MOU against cost centre 1030415.

CONSULTATION

- Mr Martin Talvari and Murray Galbraith, Co-Founders, Myriad Live
- Ms Theresa Famularo, Executive Producer, Cre8ion (on behalf of the Queensland Government)
- Mr John Moore, Excalibre Insights (on behalf of the Queensland Government)
- Ms Katie Erbacher, A/Sponsorship and Policy Manager, Events Coordination, DPC.

Published on RTIID Disclosure Log RTI Act 2009

ROBERTS Brioney

From: Theresa@Cre8ion.com.au
Sent: Friday, 16 February 2018 4:33 PM
To: Renaye Kelis
Subject: FW: Myriad Payment - Release

FYI

From: "theresa@cre8ion.com.au" <theresa@cre8ion.com.au>
Date: Wednesday, 14 February 2018 at 2:00 pm
To: Paul Martyn <Paul.Martyn@dsiti.qld.gov.au>
Subject: Re: Myriad Payment - Release

Hi Paul,

As per our conversation, can the 1 November payment of $50,000 now be released to Myriad.
Renaye has advised she has the briefing note ready.

Thank you
Theresa Famularo I Producer | **Cre8ion**
e: theresa@cre8ion.com.au |**t:** s4p4(6) Personal Inforr| **s:** Cre8ion_T
www.cre8ion.com.au <http://www.cre8ion.com.au/> | Facebook <https://www.facebook.com/Cre8ion> | Twitter <https://twitter.com/Cre8ionTweets>



Confidentiality: This e-mail is from Cre8ion. The contents are intended only for the named recipient of this e-mail. If the reader of this e-mail is not the intended recipient you are hereby notified that any use, reproduction, disclosure or distribution of the information contained in the e-mail is prohibited. If you have received this e-mail in error, please reply to us immediately and delete the document from your system. Any personal views expressed in this communication are those of the individual sender unless the sender expressly states them to be the views of Cre8ion. No liability will be accepted for any loss or damage whatsoever (whether direct or consequential) resulting from the use of the email or any attached files.

Published on DITID Disclosure Log RTI Act 2019

Last updated 19.12.17 by R.Kelis, 11.40 am

Income	2017 actual	2018 projection	Variance	Assumptions
Queensland Government sponsorship (DPC)	$ 1,344,800.00	$ 692,500.00	-$ 652,300.00	As per sponsorship agreement. 2017 included additional $294,800 to fund opening night ($140,800) and expansion of showcase ($154,000)
Other sponsorships/partnerships	$ 371,735.00	$ 600,000.00	$ 228,265.00	Based on securing $100k sponsors x 7 (offset by expenses associated with leveraging/entitlements)
Ticket sales	$ 205,564.00	$ 1,056,600.00	$ 851,036.00	Based on selling 90% of 2500 target (ie. 2000 tickets purchased). Refer to ticketing justifications and pricing
Exhibition space sales	$ -	$ 150,000.00	$ 150,000.00	New revenue source. Scalable to interest (capacity is 250, with overflow potential).
Bank interest and overseas revenue	$ 296.00	$ -	-$ 296.00	
Total income	$ 1,922,395.00	$ 2,499,100.00	$ 576,705.00	

Expenses	2017 actual	2018 projection	Variance	Assumptions
Marketing and communications				
Advertising and marketing	$ 90,460.00	$ 108,000.00	$ 17,540.00	
Wayfinding and signage	$ -	$ 19,031.00	$ 50,000.00	
Videography	$ -	$ 17,000.00	$ 17,000.00	
Photography	$ -	$ 11,220.00	$ 11,220.00	
Platform, App, Hardware	$ 55,000.00	$ -	-$ 55,000.00	
Operating costs				
Accounting and legal	$ 8,250.00	$ 3,000.00	-$ 5,250.00	
ASIC filing fees	$ 249.00	$ -	-$ 249.00	
ATO general interest charge	$ 840.00	$ -	-$ 840.00	
Bank fees/banking and tax management	$ 1,385.00	$ 1,800.00	$ 415.00	
Building cost and office fitout	$ -	$ 22,120.00	$ 22,120.00	
Lead generation and activations	$ 13,969.00	$ 24,000.00	$ 10,031.00	Silicon Valley Bank dinner, Silicon Beach launch
Car insurance	$ 550.00	$ -	-$ 550.00	
General/admin/small equipment	$ 2,424.00	$ 5,280.00	$ 2,856.00	
IT infrastructure	$ 1,529.00	$ 9,000.00	$ 7,471.00	
Online services (Digital/IT)	$ 22,119.00	$ -	-$ 22,119.00	
Printing and stationery	$ 1,843.00	$ -	-$ 1,843.00	
Relocation expenses	$ 25,761.00	$ -	-$ 25,761.00	
Rent (The Precinct)	$ 4,490.00	$ 51,504.00	$ 47,014.00	Not a full financial year in 2016-17. Myriad provided with free rent at beginning of 2017.
Rent (Gold Coast)	-	$ 10,000.00		Myriad now occupies another office at the Gold Coast
Subscriptions (Saas)	$ 2,984.00	$ 9,600.00	$ 6,616.00	Not full financial year in 2017. Additional subscriptions for more staff
Telephone and internet	$ 1,943.00	$ 6,000.00	$ 4,057.00	Not a full financial year in 2016-2017
Core team				
Contractors	$ 514,435.00		$ 150,565.00	2017 event was based on costs for 6 months vs 12 months for 2018. Only lump sum provided.
CEO/Cofounder (Martin Talvari)		$ 132,000.00		
Co-Founder (Murray Galbraith)		$ 132,000.00		
Sales (Tom Docking)		$ 88,000.00		
Partnerships (Andrew Tynan)		$ 88,000.00		
Growth (Jacob)		$ 88,000.00		
Tickets (Dan)		$ 77,000.00		
Book keeping (Elizabeth)		$ 12,000.00		
Social media (Brittany)		$ 48,000.00		
Contractors				
Sales target bonus	$ -	$ 84,000.00	$ 84,000.00	Offset by lower base income for consultants. Only used in full capacity if sponsorship targets are reached.
GST	$ -	$ 180,000.00	$ 180,000.00	
Extra resources	$ -	$ 33,335.00	$ 33,335.00	Required to upscale the event
Human resource consultant	$ -	$ 6,650.00	$ 6,650.00	HR consultant if needed
Strategy consultancy/managing production team	$ -	$ 15,000.00	$ 15,000.00	Required to upscale the event
Project oversight/operations	$ -	$ 65,000.00	$ 65,000.00	Required to upscale the event
Entertainment, artist contracting and management	$ -	$ 28,500.00	$ 28,500.00	Required to upscale the event
Event crew	$ -	$ 35,000.00	$ 35,000.00	Required to upscale the event
Event production				
Event production	$ 439,674.00		-$ 87,144.00	Total event production budget projection for 2018 is $352,530. 2018 projection allows for breakdown of bulk figure (see below cells). Includes salaries for Event Director and Producer.
Event production (AV and design)	$ -	$ 160,000.00		
Event production (theming)	$ -	$ 79,530.00		
Event production (opening night)	$ -	$ 100,000.00		Offset in 2017 by additional Queensland Government funding
Event production (travel)	$ -	$ 13,000.00		Transport for staff to meetings and event transport
Event delivery				
Public liability insurance	$ 6,712.00	$ 10,000.00	$ 3,288.00	
Exhibition space infrastructure	$ -	$ 182,000.00	$ 182,000.00	Offset by Queensland Government funding of $154,000 for 2017 event. Scalable to interest (offset against income)
Catering	$ -	$ 40,000.00	$ 40,000.00	Catering for VIP ticket holders
R&D matchmaking technology	$ -	$ -	$ -	Alchemy, Token - inkind
Speaker logistics	$ 106,975.00	$ 100,000.00	-$ 6,975.00	Travel, accommodation
Ticketing	$ -	$ 42,264.00	$ 42,264.00	TIcto fees
Travel	$ 110,653.00	$ 66,000.00	-$ 44,653.00	Myriad travel
Venue costs	$ 31,388.00	$ 56,550.00	$ 25,162.00	Larger venue at RICC plus full hire over three days of Tivoli
Security	$ -	$ 16,946.00	$ 16,946.00	Required by venue
Volunteers	$ 5,069.00	$ 8,000.00	$ 2,931.00	
WiFi	$ -	$ -	$ -	Included in venue hire
Total expenses	$ 1,448,702.00	$ 2,284,330.00	$ 856,597.00	
Net profit/loss	$ 473,693.00	$ 214,770.00		

Published on DITID Disclosure Log RTI Act 2019

Queensland Government

Department of Science, Information
Technology and Innovation
Level 4, Forestry House
160 Mary St, Brisbane
GPO BOX 5078
BRISBANE, QLD, 4001
ABN: 41841375926

TAX INVOICE

Invoice Date	27.04.2018
Invoice No.	1800005587
Customer No.	20000798
Due Date	30.05.2018
Amount Due	$55,000.00

Contact Details

International	+61 7 4036 5110
Contact	Accounts Receivable Officer
Phone	07 4036 5110
Fax	07 4057 3074
Email	CNS.ARinvoicing@dsiti.qld.gov.au

ATTN: KATIE ERBACHER
DEPARTMENT OF THE PREMIER AND CABINET
PO BOX 15185
CITY EAST QLD 4002

Payment Terms: within 30 days Due net

Line Item	Description	Amount excl GST	GST	Total
0001	REIMBURSEMENT - MYRIAD MILESTONE 7 PAYMENT	50,000.00	5,000.00	55,000.00
	TOTAL	50,000.00	5,000.00	55,000.00

Total Amount Payable excl GST	$	50,000.00
GST Amount Payable	$	5,000.00
Total Amount Payable incl GST	$	55,000.00

Published on DITID Disclosure Log RTI Act 2019

Payment Options



Payment by Mail

Tear off the payment slip and complete payment details. Cheque or money order to be made payable to:

Department of Science, Information Technology and Innovation
GPO Box 173
Brisbane Qld 4001



Payment by Direct Deposit

Please deposit your payment directly into the following account quoting the reference number provided.
Deposit details are to be forwarded via one of the following methods:

Email CNS.ARreceipting@dsiti.qld.gov.au
Fax 07 4057 3074
BSB/Account 064-013 10041606
Reference Number 1800005587



Biller Code: 8763
Ref: 0000 0180 0005 5872 5010

Telephone & Internet Banking - BPAY®
Contact your bank or financial institution to make this payment from your cheque, savings, debit, credit card or transaction account. More info: www.bpay.com.au
® Registered to BPAY Pty Ltd
ABN 69 079 137 518

Published on DITID Disclosure Log RTI Act 2019

Privacy

The Queensland Government is committed to protecting your privacy. Your personal details will be securely stored on a Queensland Government database which will only be accessible by authorised persons of government agencies where the disclosure is necessary to fulfil statutory, administrative or other public responsibilities. The personal information will only be used for the purpose for which you provide it and will not be given to another person or body without your consent, or unless required by law. Details of the Queensland Government Privacy Scheme can be accessed through https://www.qld.gov.au/gov/information-security-records-and-privacy.

Change to Personal Details

Please direct any changes of personal details to the contact person listed in the 'Contact Details' section on the first page.

Department of Science, Information Technology and Innovation
GPO Box 173
Brisbane Qld 4001

Payment Slip

Office Use Only
Bank Key/Bank Acc: 064-013 10041606

DEPARTMENT OF THE PREMIER AND CABIN

Customer Number	20000798	Due Date	30.05.2018
Invoice Number/Reference	1800005587 2501	Amount Due	$55,000.00

Method of Payment

☐ Cheque ☐ Money Order Cheque/Money Order Total $ _____

Payment Slip must be provided when making payment. Refer to the payment options for further details.

MYRIAD forecast 2018

INCOME (projected)	$AUD	Comments
s.37(3)(d) Deferral of access		
QLD Gov Funding FY18	$ 692,500	Gov funding for the 2018 financial year
s.37(3)(d) Deferral of access		

EXPENSES	$AUD	Comments
s.37(3)(d) Deferral of access		

NET after expenses	$AUD	Comments
	$ 183,676	

Published on DITID Disclosure Log RTI Act 2019

MYRIAD Live Forecast 2018

INCOME (projected)	$AUD
Qld Government Funding FY18	$692,500
s.37(3)(d) Deferral of access	
TOTAL	$2,499,100

EXPENSES	$AUD
Accounting & Legal (ave monthly, per hour, Ian)	
Advertising & Marketing	
Bank Fees (average monthly)	
Lead Generation and Activations (SVP Dinner, Silicon Beach,	
Sales target bonuses (offset by lower base income for Consul	
New Hires (Contractors)	
Contractors	
General/Admin Expenses & Small Equipment	
HR (approx 1% of contractors)	
GSTs	
Insurance	
IT Infrastructure	
Travel	
R&D (Alchemy, Token)	
HQ Rrent	
Renovation & Fitout (=Myriad House)	
Myriad GC Rent	
Speaker logistics (travel accommondation)	
Subscriptions (Saas)	
Telephone & Internet	
Venue Costs (paid I)	
Security (TBD)	
Volunteer Costs	
Strategy Consultancy / managing production team	
Project Oversight / operations	
Sigmage & Wayfinding	s.37(3)(d) Deferral of access
Capture / event documentation - PHOTO	
Capture / event documentation - VIDEO	
Registration - at the event (covered)	
Catering - Venue	
Catering - Partnerships	
Partnership fulfillment - physical production (covered)	
Expo space - upstairs 50 exhibitors. (covered)	
Slides & digital - motion graphics	
AV Design & management	
Live streaming (other than the main stage)	
Stage management, run sheet, speaker management (at ever	
Entertainment, artist contracting & management	
Transportation - transfers, drivers and crew	
Human Resources / Event Crew	
WiFi (included in Venue)	
Opening night event (budgeted) 1000 pax	
Design & Theming (inc Food)	
Govt and major partner obligations	
Vendor communications	
Ticketing (see comment for ticket fees)	
Development- App and Web	
TOTAL	
NET PROFIT/LOSS AFTER EXPENSES	

Published on DITID Disclosure Log RTI Act 2019

Pages 57 through 58 redacted for the following reasons:
- -
s.37(3)(d) Deferral of access

Published on DITID Disclosure Log RTI Act 2019

Name	Role	Salary	Tax	Total
Martin Murray p4(6) Personal Info	CEO, CoFounder Co-Founder Sales Partners Growth Tickets Bookkeeping Social Media	sch4p4(6) Personal Information		

Published on DITID Disclosure Log RTI Act 2019

Department of Science, Information Technology and Innovation
UNIT INNOVATION POLICY AND INSIGHTS

BRIEFING NOTE – DEPUTY DIRECTOR-GENERAL

Unit Ref:SPI453
Division Ref:

Subject Milestone payment five for MYRIAD sponsorship

Action	☒	Approve	☐	Note	☐	Sign
Urgent	☐	No	☒	Yes	Due by:	6 September 17.
Reason	N/A					

RECOMMENDATION

- It is recommended that the Deputy Director-General, Strategy and Innovation:
  - **approve** milestone payment five ($346,250 excluding GST) for MYRIAD as part of the sponsorship agreement between the State of Queensland and MYRIAD Live (refer to **Attachment 1**)
  - **note** the milestone deliverables achieved (refer to **Attachments 2–5**)
  - **approve** an invoice to be raised to the Department of the Premier and Cabinet to receive this milestone payment as per the MOU.

Endorsed

sch4p4(6) Personal Information

Paul Russell
Executive Director
Innovation Programs and Partnerships
30/ 8 /17

Noted / Approved / Not Approved

sch4p4(6) Personal Information

Paul Martyn
Deputy Director-General
1 /9 /17

Deputy Director-General comments

Support review as a group.

Published on DLTD Disclosure Log RTI Act 2019

Author: Renaye Kelis
Unit: Special Events
Ph: 07 3215 3716
Date: 18/08/2017

Endorsed: Paul Russell
Position: Executive Director, Innovation Programs and Partnerships
Ph: 07 3215 3797
Date: / 08 /2017

KEY ISSUES

- In accordance with the sponsorship agreement between the State of Queensland and Myriad Technology Conferences Pty Ltd (now MYRIAD Live), milestone payment five is payable on the delivery of key draft documents.
- The following have been provided by MYRIAD Live:
  - draft initiative marketing plan (**Attachment 2**)
  - draft initiative budget (**Attachment 3**)
  - draft sponsorship plan (**Attachment 4**)
  - management committee meeting timetable (**Attachment 5** – as part of a broader MYRIAD/DSITI operational plan)
- MYRIAD Live provided early draft copies of each document, and sought feedback on the approach and information within these plans. DSITI suggested further refinements to these plans, which are designed to be fluid and constantly updated and adapted. DSITI will continue to work closely with MYRIAD Live to finalise these documents before they are required for milestone six.
- This milestone payment is also dependent on all conditions of payment from the previous year's initiative being met. All deliverables for 2017 were provided by MYRIAD and endorsed by the department.

BACKGROUND

- On 1 August 2016, an outgoing sponsorship agreement was signed between the Department of Science, Information Technology and Innovation (DSITI), on behalf of the State of Queensland, and Myriad Technology Conferences Pty Ltd for a three year sponsorship of Myriad.
- The agreement commits cash sponsorship of $2.1 million over three years for Myriad Technology Conferences to deliver an annual technology and innovation festival from 2017–2019.
- A Memorandum of Understanding (MOU) was executed with DPC to provide the funding for this sponsorship arrangement.

FINANCIAL CONSIDERATIONS

- The Queensland Government has committed funding of $2.1 million (excluding GST) over three years (2017–2019) for this event.
- A total of $1,050,000 has been paid to MYRIAD Live to date.
- An invoice will be raised to the Department of the Premier and Cabinet to receive this milestone payment as per the MOU against cost centre 1030415.

CONSULTATION

- Murray Galbraith, CEO and Co-founder, MYRIAD Live
- n4p4(6) Personal Inform, Chief Operating Officer, MYRIAD Live
- 4p4(6) Personal Infor, Marketing, MYRIAD Live
- 4p4(6) Personal Infor Partnerships, MYRAID Live
- (6) Personal I previous Event Director, MYRIAD Live
- Prue Laven, Sponsorship and Policy Manager, Events Coordination, DPC

Published on DTMR Disclosure Log RTI Act 2019

TAX INVOICE

Queensland Gov DSITI
Attention: Renaye Kelis / Director, Special Events - Myriad
Level 17 Forestry House
160 Mary Street
BRISBANE QLD 4000
ABN: 41 841 375 926

Invoice Date
16 Aug 2017

Invoice Number
INV-0064

ABN
66 608 924 938

Myriad Asia Pacific
Myriad Technology
Conferences P/L
Level 2, 315 Brunswick Street
Fortitude Valley Qld 4006
enikias@
capitalebookkeeping.com.au

Description	Quantity	Unit Price	GST	Amount AUD
MYRIAD Milestone 5	1.00	346,250.00	10%	346,250.00
			Subtotal	346,250.00
			TOTAL GST 10%	34,625.00
			TOTAL AUD	**380,875.00**

Due Date: 30 Aug 2017
Myriad Asia Pacific
Myriad Technology Conferences Pty Ltd
BSB: 063-104
Account: 1054 1524

Elizabeth Nikias 0437 665 497

VISA MasterCard AMERICAN EXPRESS

View and pay online now

Published on DITID Disclosure Log RTI Act 2019

PAYMENT ADVICE

Customer	Queensland Gov DSITI
Invoice Number	INV-0064
Amount Due	**380,875.00**
Due Date	30 Aug 2017
Amount Enclosed	

Enter the amount you are paying above

To: Myriad Asia Pacific
Myriad Technology Conferences P/L
Level 2, 315 Brunswick Street
Fortitude Valley Qld 4006
enikias@
capitalebookkeeping.com.au

ABN: 66 608 924 938. Registered Office: Attention: Elizabeth Nikias , PO Box 5037, East Bentleigh, Vic, 3165.

LAUNCH EVENT 1:
Early August 2017 - TBA government

PURPOSE

The purpose of this launch milestone is to release Myriad's 2018 dates, new festival location & early highlights as well as open EOIs for ticket sales, exhibitors, speaking gigs and partnerships

LAUNCH OBJECTIVES

- To generate excitement and interaction online (measured by reach of posts, PR clips and sentiment)
- Grow Myriad's database for prospective attendees, exhibitors, speakers and partners
- Engender participation and user generated content (measured by how people engage in competitions we run inline with the launch)
- Set the tone and momentum for the M18 campaign cycle (approx 7 months; OCT 17 - MAY 18)
- Add value to M17 ticket holders and collaborators and provide them early opportunities and perks

KEY ANNOUNCEABLES FOR DATE ANNOUNCEMENT
To be released in consultation with ministers office

- Myriad 2018 dates
- Myriad new location / increased size
- Myriad 2018 tracks
- First 3-5 Myriad headliners
- First 3-5 confirmed investors

KEY MESSAGES FOR THE DATE ANNOUNCEMENT

1. Double the size, new location at Royal International Convention Centre
2. more spaces for people to connect
3. More sideline events and partner events
4. Exciting new offering of speakers and investors
5. More workshops
6. Exponentially more exhibitor opportunities
7. Further student engagement onsite at main event
8. Live-streaming of all main-stage sessions

Published on DITID Disclosure Log RTI Act 2019

9. No cyclones (hopefully)

CAMPAIGN ROLLOUT

The myriad dates launch will be rolled out predominantly online and focus on encouraging user generated content from Myriad 2017 event attendees and ambassadors

1. Website

https://docs.google.com/a/themyriad.org/document/d/1SmsN18Ch0ACPmDf2QhFx2u8-4MR4UCN0A7CBK85BiWI/edit?usp=sharing

- Website updated to single focused landing page
- Release of Myriad 2017 highlight reel as supportive material for Myriad 2018
- EOIs open for ticket sales, exhibition spaces and partnerships
- Allusion to the larger plane announcement in Launch V2 by way of imagery and text[1]

2. Social Media

ASSET/TACTIC	PURPOSE / BRIEF	PLACEMENT	RESPONSIBLE
Facebook cover image	Announcement of the dates	FB page - above the fold	
Organic Posts	Announcement of the dates	Posted on Myriad's Facebook/Twitter wall, also to be provided to Myriad partners & collaborators	
Paid FB ads	• Dates released • EOI for exhibitors • EOI released for partners	Predominantly for paid ads but will also use for organic posts on FB & Twitter	
Youtube thumbnails	To provide branding and consistency for each video on our	youtube	

1

Published on DITID Disclosure Log RTI Act 2019

	youtube		
M17 Wrap video	Brand awareness - CTA to M18 landing page	Paid video post, organic video FB + Twitter	
M17 Cyclone video	Supplementary content in market for brand awareness	Paid video post, organic video FB + Twitter	
Myriad Facebook Event	To announce the dates and generate a vested audience	Facebook Event - that is also boosted	
Myriad Twitter Video Campaign	Central platform for Myriad user generated content campaign	Invited guests to tag Myriad Twitter and #Myriad2018 in a quick video	
Myriad 2018 poll & shout out for requests	#Myriad2018 - casual crowdsource efforts that drive audience to EOI forms on website		
Testimonials from M17	Circulate key testimonials from speakers and investors as social collateral	All social media	
Assets for speakers we announce	Approved name, title, image, bio	All social media + website	
Supporting blog content for track we announce	From Martin + Murray's perspective		

Published on DITID Disclosure Log RTI Act 2019

3. **PR/Media**

ASSET/TACTIC	PURPOSE / BRIEF	PLACEMENT	RESPONSIBLE
Myriad Media Release	To notify select online news platforms about Myriad's 2017 dates and supporting announcements	1. Startup Smart	
Government Media Release		Government channels	

PR angles for release:

- Myriad 2018 dates
- Myriad new location / increased size
- Myriad 2018 tracks
- First 3-5 Myriad headliners
- First 3-5 confirmed investors
- Focus on M18 as a international conference not just an Australian conference
- That Startup Show Grand Final on opening night
- Collaboration with other key national communities to put forward a 'best of Australia, best for Australia' focus

4. User Generated Campaign

Overview:
Myriad will offer M17 ticket holders an exclusive opportunity to get the ONLY discounted tickets to the event byhelping us launch our M18 dates!
How it will work:
Myriad will alert M17 ticket holders about the opportunity by email on the same morning that the government releases a press release.
Audience:
M17 ticket holders, Myriad influencers, Key Myriad partners and stakeholders
Platform:
Email, Twitter, Facebook, Instagram
Incentives for participation:
Objectives:

- Increase the reach of the launch announcement
- Increase the third party endorsement in market for Myriad 2018
- Increase Myriad's digital & content footprint
- Add value to attendees from M17

5. Email Marketing / Email workflows

Published on DITID Disclosure Log RTI Act 2019

EMAIL	PURPOSE / BRIEF	RECIPIENTS	WHEN
Generic Dates Announcement Email	To announce the dates / announceables & drive people to the website	Whole database	Midday of launch day (post gov't media release)
Help us launch Myriad - UGC Campaign	To drive M17 ticket holders to post a video about the event for XXXX	M17 ticket holders	Morning of launch day (simultaneous to gov't media release)
(Ticket Holder Workflow) Signs up to Databse	Thank you email with notification that they will receive a fortnightly update and also get first opportunity to buy tickets. Secondary CTA for exhibiting or partnering in this email	Individuals who fill out the form	When someone fills out the stay updated form
(Exhibitor Workflow V1) Thanks for your interest	Thank you, we will be in touch with next steps in next 30 days, you will be first to apply, here's a deck advertising the opportunity	Individuals who fill out the form	When someone fills out the stay updated form
(Partner Holder Workflow) Thanks for signing up!	Thanks for your interest our partnership team will be in touch (connects to partnerships workflow)	Individuals who fill out the form	When someone fills out the stay updated form

Published on DITID Disclosure Log RTI Act 2019

6. CRM Workflows

Releas

1. **Newsletter**

Audience:

Website visitors who opt to stay updated for ticket sales, festival news etc

Workflow Trigger:

Form on website

- Full Name
- Position
- Name of business
- Email address
- Ticket type

Call to action:

Sign up to be first to access tickets to M17

Workflow:

1. Trigger from form submission
2. Immediate automated email 'thanks for signing up - here's what will happen next'
3. Tag to M18 newsletter list
4. Workflow ends

(to receive tickets on sale announcement 24 hours early)

2. Exhibitor EOI

Audience:

Website visitors who would like to express interest in exhibiting at M18

Workflow Trigger:

Form on website

- Full Name
- Position
- Name of business
- industry
- 50 words about what you'd like to showcase
- Email address

Call to action:

Request more information about exhibiting at M18

Workflow:

1. Trigger from form submission
2. Immediate automated email 'thanks for your interest, contact in 30 days, here a deck'
3. Workflow ends

(To then be transferred into exhibitor sales workflow when it is ready to go)

3. Partnership EOI

Audience:

Website visitors who would like to express interest partnering at M18

Workflow Trigger:

Published on DITID Disclosure Log RTI Act 2019

Form on website

- Full Name
- Position
- Name of business
- industry
- Email address

Call to action:

Download M18 partnership deck

Workflow:

1. Trigger from form submission
2. Immediate automated email 'thanks for your interest, someone will be in touch, here a deck'
3. User transferred into partnership workflow
4. Workflow ends

(To then be transferred into exhibitor sales workflow when it is ready to go)

7. Launch assets required overall

1. **Website**

ASSET/TACTIC	PURPOSE / BRIEF	PLACEMENT	RESPONSIBLE / DUE DATE
Design & development for website	To relaunch the website **https://docs.google.com/a/themyriad.org/document/d/1SmsN18Ch0ACPmDf2QhFx2u8-4MR4UCN0A7CBK85BlWl/edit?usp=sharing**	FB page - above the fold	
Testimonials from M17	Circulate key testimonials from speakers and investors as social collateral	All social media	
Assets for speakers we announce	Approved name, title, image, bio	All social media + website	

Published on DTID Disclosure Log RTI Act 2019

2. Social Media

ASSET/TACTIC	PURPOSE / BRIEF	PLACEMENT	RESPONSIBLE
Facebook cover image	Announcement of the dates	FB page - above the fold	
Organic Posts	Announcement of the dates	Posted on Myriad's Facebook/Twitter wall, also to be provided to Myriad partners & collaborators	
Paid FB ads	• Dates released • EOI for exhibitors • EOI released for partners	Predominantly for paid ads but will also use for organic posts on FB & Twitter	
Youtube thumbnails	To provide branding and consistency for each video on our youtube	youtube	
M17 Wrap video	Brand awareness - CTA to M18 landing page	Paid video post, organic video FB + Twitter	
M17 Cyclone video	Supplementary content in market for brand awareness	Paid video post, organic video FB + Twitter	
Myriad Facebook Event	To announce the dates and generate a vested audience	Facebook Event - that is also boosted	
Myriad Twitter Video Campaign	Central platform for Myriad user generated content campaign	Invited guests to tag Myriad Twitter and #Myriad2018 in a quick video	
Myriad 2018 poll & shout out for requests	#Myriad2018 - casual crowdsource efforts		

Published on DFID Disclosure Log RTI Act 2019

	that drive audience to EOI forms on website		
Testimonials from M17	Circulate key testimonials from speakers and investors as social collateral	All social media	
Assets for speakers we announce	Approved name, title, image, bio	All social media + website	
Supporting blog content for track we announce	From Martin + Murray's perspective		

3. PR/Media

ASSET/TACTIC	PURPOSE / BRIEF	PLACEMENT	RESPONSIBLE
Myriad Media Release	To notify select online news platforms about Myriad's 2017 dates and supporting announcements	Startup Smart	
Government Media Release		Government channels	

4. User Generated Campaign

(please see email marketing)

5. Email Marketing / Email Workflows

EMAIL	PURPOSE / BRIEF	RECIPIENTS	WHEN

Published on DITID Disclosure Log RTI Act 2019

Generic Dates Announcement Email	To announce the dates / announceables & drive people to the website	Whole database	Midday of launch day (post gov't media release)
Help us launch Myriad - UGC Campaign	To drive M17 ticket holders to post a video about the event for XXXX	M17 ticket holders	Morning of launch day (simultaneous to gov't media release)
(Ticket Holder Workflow) Signs up to Databse	Thank you email with notification that they will receive a fortnightly update and also get first opportunity to buy tickets. Secondary CTA for exhibiting or partnering in this email	Individuals who fill out the form	When someone fills out the stay updated form
(Exhibitor Workflow V1) Thanks for your interest	Thank you, we will be in touch with next steps in next 30 days, you will be first to apply, here's a deck advertising the opportunity	Individuals who fill out the form	When someone fills out the stay updated form
(Partner Holder Workflow) Thanks for signing up!	Thanks for your interest our partnership team will be in touch (connects to partnerships workflow)	Individuals who fill out the form	When someone fills out the stay updated form

Published on DTID Disclosure Log RTI Act 2019

8. Launch Budget

SEGMENT	RESOURCES REQUIRED	APPROXIMATE COSTS	PROVIDER	TOTAL
Website	design & development	**$3000-5000**		
Social Media	Graphic design	**$500 - 1000**		
PR/Media	PR Agency	**NIL - not utilisation at this stage**		
				$3500 - 6000

9. Confirmed action timeline/ critical path for roll out (for Asana)
Can be created after confirmation from the government.

MILESTONE	RESPONSIBLE	DUE DATE
Dev agency sourced	Team	4/8/2017
Design & Development complete	Agency	20/08/2017
Announceables sourced & completed	Murray & Martin	07/08/2017
Social media collateral brief complete	Jess	10/08/2017
Social media assets complete	Jess	21/08/2017
Gov't media release complete	Jess	22/08/2017
Myriad media release complete	Jess	23/08/2017
CRM workflows built	Jess	23/08/2017

Published on DITID Disclosure Log RTI Act 2019

All email drafts complete	Jess	25/08/2017
Launch Day		Based on 28/08/2017

GOVERNMENT REQUESTS

Published on DITID Disclosure Log RTI Act 2019

Releas

Department of Science, Information Technology and Innovation
DIVISION – OFFICE OF THE QUEENSLAND CHIEF ENTREPRENEUR

SECURITY CLASSIFICATION: UNCLASSIFIED | ESU Ref: 001751-2017
BRIEFING NOTE – DIRECTOR-GENERAL | Division Ref:

Subject **Myriad Festival - Qantas flight from San Francisco to Brisbane**

Approval required by: 25 August 2017

RECOMMENDATION

- It is recommended that the Director-General:
  - **approve** the Business Case (refer to **Attachment 1)** to sign the contract with Qantas for the flight from San Francisco to Brisbane
  - **sign** the letter of agreement for Mr Mark Sowerby to underwrite the full cost of the flight (refer to **Attachment 2**)
  - **sign** the Qantas Flight Services Agreement (refer to **Attachment 3**).

BACKGROUND

- On 17 February 2017, the Premier and Minister for the Arts wrote to Mr Alan Joyce, CEO, Qantas seeking sponsorship of an aircraft and direct flight from San Francisco to Brisbane as part of the Myriad Festival (refer to **Attachment 4**).
- On 17 March 2017, the Minister for Innovation, Science and the Digital Economy and Minister for Small Business wrote to the Premier advising that the Queensland Chief Entrepreneur was progressing discussions with Qantas on the basis that there would be no financial contribution from the Queensland Government (refer to **Attachment 5**).

KEY ISSUES

- The proposal is to bring a landmark flight direct from the world's heart of entrepreneurialism, Silicon Valley in San Francisco, to Brisbane.
- The flight will transport some of Silicon Valley's finest entrepreneurs, creators, investors and Australian expatriates to attend the 2018 Myriad Festival where they will inspire and be inspired by the entrepreneurial ecosystem rapidly taking hold in Queensland.
- The flight itself is a unique experience as it will facilitate full interaction between Silicon Valley talent and all other passengers. Everyone on the flight will be free to move around the plane, providing the ability to engage in conversations with and ask questions of people that are otherwise largely unattainable.
- The flight is an initiative designed to assist in fast tracking the development of talent, increasing the number of people taking up entrepreneurship, and building and scaling Queensland based businesses.
- The publicity generated by the flight both in Australia and California will have a significant benefit for Queensland's businesses.
- Qantas will use the flight as a platform to build their own innovation strategy and will leverage off the significant public relations exposure that will be generated.
- The flight will leave San Francisco on 12 May 2018 (11:25pm) and arrive in Brisbane on 14 May 2018 (6.10am). The Myriad Festival dates are planned for 16 to 18 May 2018.
- There is no financial impact to the Queensland Government as the cost of the flight and the associated taxes will be underwritten by Mark Sowerby.

ELECTION/CABINET/PUBLIC COMMITMENTS/LEGISLATION

- The Office of the Queensland Chief Entrepreneur is an Advance Queensland program.
- Queensland Government is contracted to support the Myriad Festival for three years from 2017 to 2019.

Released under RTIP Disclosure Log 31 Aug 2019

Author: Jane Crichton, Business Manager
Ph: 07 3719 7656
Date: 07/08/2017

Endorsed: Steve Wilson, Chief Operating Officer, Office of the Queensland Chief Entrepreneur
Ph: 0499 168 607
Date: 07/08/2017

FINANCIAL IMPACTS

- Qantas have offered a Boeing 747-400 charter (seats: 270 economy, 58 Business, 36 Premium economy) at a cost of s(d) Deferral (GST exclusive).
- The opportunity cost to Qantas of providing the flight is s(d) Deferral as they have taken the aircraft off sale, directly impacting the company's revenue. Qantas will also provide the fuel, crew, landing fees, meals and aircraft handling fees at no cost.
- Mr Mark Sowerby has advised that he will underwrite the full cost of the contract with Queensland Government. Apart from Queensland Government being required to refund Mr Sowerby's outlay as sponsorships and ticket sales funds are received, the only other stipulation is that sponsors he identifies be approached. Legal Services has prepared a letter of agreement, in consultation with Finance, between the department and Mr Sowerby to formalise this arrangement.
- As the contracting party, the Queensland Government is required to sign the contract with Qantas.
- Upon signing of the contract, Mr Sowerby will pay the 50% fee required to be paid upfront.
- The Office of the Queensland Chief Entrepreneur will raise funds to meet the contractual costs through corporate sponsorship and tickets sales.
- Qantas will issue tickets on receipt of passenger information from the Office of the Queensland Chief Entrepreneur.
- The Queensland Government is required to provide public liability insurance of $20 million for any one occurrence. It is assumed that there is no incremental cost to the Queensland Government.
- There is a possible reputational risk to the Government if the public perceive that they are paying for the flight. This can be mitigated at the announcement.

CONSULTATION

- Mark Sowerby, Queensland Chief Entrepreneur.
- Drew Koppe, Legal Services has provided legal advice throughout negotiations and reviewed the Qantas Flight Services Agreement.
- Corporate will be consulted on the sponsorship agreements upon approval of the business case.

Endorsed

sch4p4(6) Personal Informa

Alena Tracey
Senior Director
Office of the Director-General
25/ 8 /17

Noted / Approved / Not Approved

Jamie Merrick
Director-General
25/ 8 /17

Director-General or Director comments

Published on DITID Disclosure Log RTI Act 2019

Premier of Queensland
Minister for the Arts

1 William Street Brisbane
PO Box 15185 City East
Queensland 4002 Australia
Telephone +61 7 3719 7000
Email ThePremier@premiers.qld.gov.au
Website www.thepremier.qld.gov.au

For reply please quote: *DSITI – TF/17/1813 – DOC/17/31488*

17 FEB 2017

Mr Alan Joyce
Chief Executive Officer
Qantas
alanjoyce@qantas.com.au

Dear Mr Joyce

The Myriad Festival is scheduled to be held in Brisbane from 29–31 March 2017. This year's event, to be hosted at the Brisbane Powerhouse, will be a celebration of the best new talent, technology and ideas happening right here in Queensland. For three days, a global spotlight will focus on Queensland as a centre for innovation in the Asia–Pacific.

The Queensland Government is supporting the delivery of the annual Myriad Festival between 2017 and 2019. The festival will build on the momentum we began in 2016 with the inaugural Advance Queensland Innovation and Investment Summit. This event, last April, attracted over 1700 delegates from 17 countries, as well as an impressive line-up of local and international speakers, exhibitors, entrepreneurs, investors, corporates and startups.

Queensland's first Chief Entrepreneur, Mr Mark Sowerby, has been working with the Myriad team to identify opportunities to engage industry partners in unique and iconic opportunities. Mr Sowerby has identified an opportunity for a partnership with Qantas, which he would like to pitch directly to you. I understand you and Mr Sowerby have spoken about this.

With your support, it is proposed to bring a landmark flight direct from the world's heart of entrepreneurialism, Silicon Valley in San Francisco, to Brisbane. The flight would transport top-level executives, major investors, successful entrepreneurs and startups to attend the Myriad Festival and forever strengthen Queensland's ties with this important market.

The flight would provide an opportunity for Qantas to be at the heart of international networking, which could benefit Queensland's innovation sector for many years to come.

I know Qantas has a proud history of being at the forefront of innovation in the aviation industry. This, coupled with Qantas's roots and history in Queensland, provides a perfect partnership with Myriad. I would therefore be grateful if you could meet with Mr Sowerby to review this proposal in more detail.

Published on DITID Disclosure Log RTI Act 2009

The Office of Chief Entrepreneur will be in contact with you shortly. In the meantime, Mr Sowerby can be contacted by email at chief.entrepreneur@dsiti.qld.gov.au or on telephone 4p4(6) Personal Infor

It has been our strong desire for some time to secure a direct airline route between Brisbane and San Francisco. I hope this opportunity will also help to reinforce those discussions into the future.

Yours sincerely

ANNASTACIA PALASZCZUK MP
PREMIER OF QUEENSLAND
MINISTER FOR THE ARTS

Published on DITID Disclosure Log RTI Act 2019

Queensland Government

Minister for Innovation, Science and the Digital Economy
Minister for Small Business

COPY

GPO Box 5078 Brisbane
Queensland 4001 Australia
Telephone +61 7 3719 7110
Email innovation@ministerial.qld.gov.au
Website qld.gov.au

Ref: 00295-2017

17 MAR 2017

The Honourable Annastacia Palaszczuk MP
Premier and Minister for the Arts
PO Box 15185
CITY EAST QLD 4002

Dear Premier

I refer to your letter of 17 February 2017 to Mr Alan Joyce, Chief Executive Officer, Qantas regarding the sponsorship proposal for the Myriad Festival.

The proposal to Qantas requested the sponsorship of a Qantas aircraft and a direct flight from San Francisco, United States of America to Brisbane. The Queensland Chief Entrepreneur, Mr Mark Sowerby, has progressed this request to Qantas on the basis that there is no financial contribution from the Queensland Government. Mr Sowerby has advised that while it is unlikely a partnership can be arranged in time for the 2017 Myriad Festival, current discussions with all parties are constructive for a 2018 relationship.

If you require any further information, please contact Mr Mark Sowerby, Queensland Chief Entrepreneur, Department of Science, Information Technology and Innovation by email at chief.entrepreneur@dsiti.qld.gov.au or on telephone 4p4(6) Personal Infor

Yours sincerely

Leeanne Enoch MP
Minister for Innovation, Science and the Digital Economy
and Minister for Small Business

Published on DITID Disclosure Log RTI Act 2019

Department of Science, Information Technology and Innovation
INNOVATION PROGRAMS AND ENGAGEMENT

BRIEFING NOTE – DEPUTY DIRECTOR-GENERAL

Unit Ref:SPI496
Division Ref:

Subject Milestone payment six for MYRIAD sponsorship

Action	☒	Approve	☐	Note	☐	Sign
Urgent	☐	No	☒	Yes	Due by:	15 November 2017

Reason To assist MYRIAD Live with timely and effective use of sponsorship funding to deliver the Myriad 2018 event.

RECOMMENDATION

- It is recommended that the Deputy Director-General, Strategy and Innovation:
  - **approve** milestone payment six ($138,500 excluding GST) for MYRIAD as part of the sponsorship agreement between the State of Queensland and MYRIAD Live (refer to **Attachment 1**)
  - **note** the milestone deliverables achieved (refer to **Attachments 2–5**)
  - **approve** an invoice to be raised to the Department of the Premier and Cabinet to receive this milestone payment as per the MOU.

sch4p4(6) Personal Inform

Endorsed

sch4p4(6) Personal Information

Paul Russell
Executive Director
Innovation Programs and Partnerships
15/11/17

Noted / Approved / Not Approved

sch4p4(6) Personal Information

Paul Martyn
Deputy Director-General
16/11/17

Deputy Director-General comments

Published on DTID Disclosure Log RTI Act 2019

Author: Renaye Kelis
Unit: Special Events
Ph: 07 3215 3716
Date: 26/10/2017

KEY ISSUES

- In accordance with the sponsorship agreement between the State of Queensland and Myriad Technology Conferences Pty Ltd (now MYRIAD Live), milestone payment six is payable on the delivery of key draft documents.
- The following has been provided by MYRIAD Live:

Initiative venue booked	The Royal International Convention Centre has been booked for the event. A copy of the Event Facilities Agreement has been provided as evidence (**Attachment 2**).
Draft marketing plan	A full plan will be provided shortly. The high level updates are: • Launch event planned for 14 November • Launch campaign video in progress, 30 sec video trailer about the Flight • Influencer Marketing strategy in place and human resources engaged • Launch tour planned in major cities to promote M18 in partnership with the key community stakeholders like Startmate.
Draft initiative program	Speakers have started to be approached, with the working spreadsheet provided (**Attachment 3**). Nine speakers have been confirmed. The proposed program tracks and themes are at **Attachment 4**.
Regional engagement strategy	MYRIAD Live is working with DSITI to develop an appropriate engagement strategy to incorporate the Advancing Regional Innovation Program (ARIP) project leads. It is proposed MYRIAD Live present to the project leads at an upcoming meeting. Streaming to regional hubs during Myriad is also being investigated.
Budget update	MYRIAD Live provided copies of live documents for the projected income, projected expenditure and ticketing approach (**Attachment 5**). The Department of Science, Information Technology and Innovation (DSITI) met with MYRIAD Live to discuss these documents in detail. DSITI suggested further refinements to the budget and is continuing conversations with MYRIAD Live on this element.
Showcase update	Options for the exhibition space are currently being scoped in the context of the budget. Premium expo space will be available for significant partners/sponsors on Level 2.

- This payment is also dependent on the receipt of monthly update reports. Myriad holds monthly government working group meetings, which serve as verbal updates on the event. DSITI is represented by the Special Events and Communication teams.

Published on DTID Disclosure Log RTIA 1718-0

BACKGROUND

- On 1 August 2016, an outgoing sponsorship agreement was signed between DSITI, on behalf of the State of Queensland, and Myriad Technology Conferences Pty Ltd for a three year sponsorship of Myriad.
- The agreement commits cash sponsorship of $2.1 million over three years for Myriad Technology Conferences to deliver an annual technology and innovation festival from 2017–2019.
- A Memorandum of Understanding (MOU) was executed with Department of the Premier and Cabinet (DPC) to provide the funding for this sponsorship arrangement.

FINANCIAL CONSIDERATIONS

- The Queensland Government has committed funding of $2.1 million (excluding GST) over three years (2017–2019) for this event.
- An invoice will be raised to DPC to receive this milestone payment as per the MOU against cost centre 1030415.

CONSULTATION

- Murray Galbraith, Co-founder, MYRIAD Live
- Martin Talvari, Co-founder, Myriad Live
- h4p4(6) Personal Inform Chief Operating Officer, MYRIAD Live
- p4(6) Personal Info Manager, Commercialisation, Strategic Policy and Innovation, DSITI
- Prue Laven, A/Director, Events Coordination, DPC.

Published on DITID Disclosure Log RTI Act 2019

RTIP1718-001 Page No. 217

INN002

DEPARTMENT OF INNOVATION, TOURISM INDUSTRY DEVELOPMENT AND THE COMMONWEALTH GAMES

Approved / Not Approved

Deputy Director-General .....

Date 11/4/18

Date Action Required By:

☐ Copy to Minister's Office

GENERAL BRIEFING NOTE

TO: **DEPUTY DIRECTOR-GENERAL**

SUBJECT: Release of milestone payments eight and nine to Myriad Technology Conferences Pty Ltd

RECOMMENDATION

It is recommended the Deputy Director-General:

- **Approve** milestone payments eight ($50,000 excluding GST) and nine ($47,750 excluding GST) for MYRIAD as part of the sponsorship agreement between the State of Queensland and Myriad Technology Conferences Pty Ltd (refer to **Attachments 1 and 2**)
- **Note** the milestone deliverables achieved as outlined in **Attachments 3, 4, 5, 6 and 7**
- **Approve** an invoice be raised to the Department of the Premier and Cabinet to receive these milestone payments as per the Memorandum of Understanding (MOU).

Deputy Director-General Comments:

Please continue to monitor contract closely and maintain risk management approach.

BACKGROUND

1. On 1 August 2016, an outgoing sponsorship agreement was signed between the Department of Science, Information Technology and Innovation (DITID), on behalf of the State of Queensland, and Myriad Technology Conferences Pty Ltd (Myriad Technology Conferences) for a three year sponsorship of the Myriad Festival (Myriad).
2. The agreement commits cash sponsorship of $2.1 million over three years for Myriad Technology Conferences to deliver an annual technology and innovation festival from 2017 to 2019.
3. A MOU was executed with the Department of the Premier and Cabinet (DPC) to provide the funding for this sponsorship arrangement.
4. In November 2017, the State of Queensland made a decision to withhold milestone payments until further notice due to concerns with Myriad Technology Conferences' budget assumptions on key elements of Myriad (i.e.) sponsorship, ticketing and exhibition revenue.
5. In January 2018, Excalibre Insights was appointed to conduct an audit of Myriad Technology Conferences' operations and budget forecasting. The audit concluded that: sponsorship forecasting was off-track, but achievable; ticketing sales needed urgent marketing support and the delivery of Myriad Air was beyond the current capability of Myriad Technology Conferences.

Published on DITID Disclosure Log RTI Act 2019

Action Officer: Melissa Golledge, Director, Special Events
Telephone: 3215 3716
Date brief completed by Action Officer: 11/04/2018

EMG member: Paul Martyn
Telephone: 3719 7849
Date endorsed:

6. Event production agency, Cre8tion was appointed by the Queensland Government to deliver Myriad Air in February 2018. Ms Theresa Famularo, Cre8tion's Executive Producer, is delivering Myriad Air and providing informal festival production guidance to Myriad Technology Conferences.
7. The government's concerns regarding the company's ability to deliver on its contracted commitments have abated, as a direct result of the operational rigor implemented by Cre8tion to both Myriad Air and Myriad Live.
8. The Cre8tion team now lead weekly working group meetings with representatives from Myriad and DITID, including the Office of the Chief Entrepreneur, to ensure all parties are clear on delivery status of all program elements.
9. With Cre8tion's guidance and support from the DITID Special Events and Communications teams, Myriad Technology Conferences is now meeting its sponsorship targets, and has a clear delivery plan for the festival operations and a viable ticketing strategy, meaning that Myriad has now met its milestone requirements.

KEY ISSUES

10. In accordance with the sponsorship agreement between the State of Queensland and Myriad Technology Conferences (now Myriad Live), milestone payments eight and nine are payable on the delivery of status reports.
11. Under the sponsorship agreement, a status report should detail the progress made by that the company towards the planning of the events and specify individual actions taken to ensure that the Initiative will be completed in a timely and professional manner and in compliance with the Agreement.
12. Milestones have now been met with provision of detailed monthly reports, evidence that operational delivery is being managed appropriately, sponsorship income being secured and accurately forecasted, evidence of the Myriad program reaching an expanded audience from 2017 and implementation of regular scheduled meetings between the two parties.

Milestone Payment	Milestone Requirements	Met by
Milestone Eight	Monthly Report as per Schedule 2 ***(Att 3)*** - Additional supporting evidence:Excalibre Insights Audit ***(Att 6)***	25 January 2018
Milestone Nine	Monthly Report as per Schedule 2 - Cre8tion appointed to deliver Myriad Air - Cre8tion implemented weekly WIP meetings for Myriad Air and Myriad Live with minuted actions list ***(Att 5)*** - Digital advertising campaigns to drive ticket sales launched (Myriad Air & Myriad) - Keynote speakers announced and program line-up confirmed ***(Att 7)*** - Actual sponsorship income confirmed for Myriad Air and Myriad ***(Att 4).***	9 April 2018

Published on DITID Disclosure Log RTI Act 2019

Action Officer: Melissa Golledge, Director, Special Events
Telephone: 3215 3716
Date brief completed by Action Officer: 11/04/2018

EMG member: Paul Martyn
Telephone: 3719 7849
Date endorsed:

LEGAL IMPLICATIONS

13. Not applicable.

FINANCIAL CONSIDERATIONS

14. The Queensland Government has committed funding of $2.1 million (excluding GST) over three years (2017 to 2019) for this event.
15. An invoice will be raised to DPC to receive this milestone payment as per the MOU. This will be against cost centre 1030415 (Myriad).

MEDIA IMPLICATIONS

16. Non-payment of milestone payments eight and nine could negatively impact Myriad Technology Conference's cashflow position leading to potential non-payment of third party suppliers and inability to deliver on some program elements of Myriad 2018.

CONSULTATION

17. Mr Martin Talvari, CEO & Co-Founder, Myriad Live
18. Mr Murray Galbraith, Co-Founder, Myriad Live
19. Ms Theresa Famularo, Executive Producer, Cre8tion
20. Mr John Moore, Founder, Excalibre Insights
21. Ms Katie Erbacher, A/Sponsorship and Policy Manager, Events Coordination, DPC.

Published on DITID Disclosure Log RTI Act 2019

Action Officer: Melissa Golledge, Director, Special Events
Telephone: 3215 3716
Date brief completed by Action Officer: 11/04/2018

EMG member: Paul Martyn
Telephone: 3719 7849
Date endorsed:

RTIP1718-001 Page No. 277

Releas