

UNESCO REPORT BUDGET

BUDGET NOTES

This attachment outlines budget models for Option 1 and Option 2.

The recommended minimum budget is \$175,000.

This budget:

Does not account for in-kind support provided by the City of Hobart, including staff time.

Does not include or place a value on in-kind support of partner organisations.

Assumes that the \$15,000 fee referred to in 4.5.8 to use the UNESCO branding will not be imposed.

Demonstrates that:

Model for the City of Literature includes essential expenses of \$20,000 travel to attend a compulsory international meeting annually and \$5,000 in reporting costs to submit 6 monthly and 4-yearly reports.

Model for The World Book Capital reallocates that \$25,000 to public programs.

The greatest public outcomes from a \$175,000 investment are from the World Book Capital where public programs value \$55,000.

Potential State Government Partnership:

A hypothetical contribution from the State Government has been inserted to illustrate the type of partnership that could be proposed.

The proposed investment could equate to an additional 50% of the Curator fee (to be allocated to curatorial tasks outside of the greater Hobart) and a matched investment in the public programs budget.

In this case, the total City of Literature budget would increase from \$175,000 to \$230,000 or the World Book Capital budget would increase from \$175,000 to \$250,000.

UNESCO BUDGET OPTIONS	City of Literature Annual	World Book Capital
	Model 1	Model 1
Annual Cash Costs - not in-kind amounts		
Curator/Producer create and promote program and public presence, set up and maintain partnerships, strategic planning, reporting and funding applications	\$ 100,000	\$ 100,000
Web presence including set up and maintenance of site and social media	\$ -	\$ -
Marketing and Communications budget including staff, advertising and promotion	\$ 15,000	\$ 20,000
Administration budget for office space, equipment, stationery, printing, phone, internet, domestic travel, appointment of Curator, etc.	\$ 5,000	\$ 5,000
Travel obligations (World Book Capital option this amount allocated to grants)	\$ 20,000	\$ -
Reporting obligations (World Book Capital option this amount allocated to grants)	\$ 5,000	\$ -
Public Program budget dispersed through a grants program.	\$ 30,000	\$ 50,000
CITY OF HOBART TOTAL	\$ 175,000	\$ 175,000
Potential State Government Investment as 25% curator fee and match public outcomes	\$ 55,000	\$ 75,000
HYPOTHETICAL CITY OF HOBART / STATE GOVERNMENT PARTNERSHIP	\$ 230,000	\$ 250,000
NOTES		
Curator/Producer	Full time including on-costs or at consultant rate	Full time including on-costs or at consultant rate
Marketing		Marketing is budgeted for 1.5 years to allow for the lead-up campaign.
Public Outcomes	17% of budget is allocated to public outcomes = \$30,000	28% of budget = \$50,000 Highest public value