



CITY OF HOBART

AGENDA

ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE MEETING (OPEN)

THURSDAY, 28 APRIL 2016

AT 5.00 PM

SUPPLEMENTARY ITEM

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- 13. LUNAR NEW YEAR 2016 REVIEW – FILE REF: 25-1-1**

13. LUNAR NEW YEAR 2016 REVIEW – FILE REF: 25-1-1

22x's

Report of the Economic Development Project Officer of 20 April 2016, and attachment.

DELEGATION: Council

The General Manager reports:

“In accordance with the provisions of Part 2 Regulation 8(6) of the Local Government (Meeting Procedures) Regulations 2015, this supplementary matter is submitted for the consideration of the Committee.

Pursuant to Regulation 8(6), I report that:

- (a) information in relation to the matter was provided subsequent to the distribution of the agenda;
- (b) the matter is regarded as urgent; and
- (c) advice is provided pursuant to Section 65 of the Act.”

TO : Economic Development and Communications Committee

FROM : Economic Development Project Officer and Group Manager
Executive and Economic Development

DATE : 20 April 2016

SUBJECT : **LUNAR NEW YEAR 2016 REVIEW**

FILE : 25-1-1 :LK:DT (o:\council & committee meetings reports\edcc reports\2016 meetings\28 april\lunar new year 2016 review-apr16.docx)

1. INTRODUCTION

- 1.1. Events marking Lunar New Year took place in the city during January and February 2016.
- 1.2. The Council in September 2015 resolved to create and chair a Lunar New Year Working Group to facilitate the 2016 events and encourage coordination and co-working between community groups that had an interest in the festival.
- 1.3. This report will reflect on Lunar New Year 2016, evaluate the effectiveness of the working group and make suggestions for Council involvement in Lunar New Year 2017 for Council endorsement.

2. BACKGROUND

- 2.1. Significant Lunar New Year celebrations have taken place in and around the city in an organised manner since 2014 when the first lantern festival was held in Salamanca Square.
- 2.2. As momentum has gathered and more events have been added to the celebrations, it was proposed that the Council had a role in coordinating the various community groups that had an involvement, with the intention of encouraging more co-working.
- 2.3. The Council on 7 September 2015 resolved with respect to Lunar New Year 2016 the following:
“That: 1. The Council agree to auspicing a working group to be chaired by an Alderman, to work closely with community groups that organise events and activities for the 2016 Lunar New Year.
(i) The Council appoint Alderman Thomas as the Chairman.
2. Regular updates on the preparations for the 2016 Lunar New Year be provided to the Council.

3. *Council officers develop a model for implementation by the community groups, for the purposes of facilitating co-operation between all the community groups that organise events and activities for the 2016 Lunar New Year.*
 4. *The community groups that organise events and activities for the 2016 Lunar New Year be advised that funding opportunities may be tied to the model."*
- 2.4. The Lunar New Year Working Group (LNYWG) met three times following the above Council resolution, in November, early December and late December 2015 to discuss Lunar New Year arrangements.
- 2.5. On average over the three meetings, 19 people attended representing on average nine Asian community groups. A representative of the Royal Hobart Regatta Association also attended a number of the meetings as Lunar New Year celebrations coincided with the Royal Hobart Regatta weekend. Key discussions at the meetings included:
- (i) The sharing of details of events being organised which included the date, location, sponsors, key activities etc. Where events had been arranged for the same date and time, organisers were able to cooperate and re-schedule;
 - (ii) Funding opportunities through the City of Hobart Grants Programs;
 - (iii) State Government activities relating to Lunar New Year and the China Engagement Plan; and
 - (iv) The role that the City of Hobart could play with regards to Lunar New Year.
- 2.6. Following the three meetings of the LNYWG, the group agreed on a proposal that was taken to the Council via the Community, Culture and Events Committee which resulted in the following resolution made by the Council on 21 December 2015:
- "That: 1. The Council support the promotion of an overarching marketing campaign for the Lunar New Year 2016 under which a cohesive range of celebrations will occur in February 2016.*
2. *Support be provided at a cost of \$6,060, with this being met by operational savings in the 2015/2016 Annual Plan, with additional in-kind support to be provided as outlined in the report attached to item 7 of the Open Community Culture and Events Committee agenda of 10 December 2015."*

- 2.7. The aforementioned overarching marketing campaign included the creation of a Lunar New Year design which was to be included on street banners (Davey Street and the Brooker Highway), Town Hall banners, pull up banners and a printed event listing. Other support provided was the coordination of media (including draft media releases) and digital promotion (via Council website and Facebook page).
- 2.8. The LNYWG met in March 2016 for a final time to reflect on the Lunar New Year Festival and the function of the working group.

Post Lunar New Year 2016 Reflections

- 2.9. The LNYWG meetings were on the whole well attended.
- 2.10. Although the desire of the working group was to involve all nations that celebrate Lunar New Year, those involved in celebrations and the working group were predominantly from the Chinese community.
- 2.10.1. Representatives from the following nations were invited to be a part of the LNYWG:
- (i) Japan;
 - (ii) Philippines;
 - (iii) Korea;
 - (iv) Karen Community (Thailand / Burma);
 - (v) Bhutan;
 - (vi) Indonesia;
 - (vii) Malaysia;
 - (viii) Nepal; and
 - (ix) Singapore.
- 2.10.2. Representatives of the Korean Community Volunteer Association of Tasmania and the Philippines-Australia Community of Tasmania attended one meeting each respectively.
- 2.11. This project did have a considerable impact upon officer time. It is estimated that over the four month period the project required 24 officer days, directly involving five staff members from a number of teams.
- 2.12. This included negotiation with several working group members on aspects of the printed event listing such as imagery, wording of description of events was required to achieve final sign off, which was later than desired.

- 2.13. The working group operated well in deciding on a final design for the marketing collateral.
- 2.14. Some ad hoc funding requests were made by LNYWG members out of round, despite communication about the available funding and the funding round dates.
- 2.15. It was difficult to get details of events in a timely manner to be able to create the printed events listing.
- 2.16. It appeared difficult for event organisers to secure commitment from other community groups to contribute to their events.
- 2.17. Although the group agreed that the Council designs would be the overarching marketing campaign for the festival, some groups promoted their own events independently and did not use the overarching marketing collateral.
- 2.18. The Tasmanian Chinese Art and Communication Society presented a report on the Lantern Festival that they staged at Wrest Point Casino (refer **Attachment A** to this report).

Suggestions for 2017

- 2.19. The LNYWG members requested that this group is reformed to coordinate the 2017 events.
- 2.20. Suggestions for 2017 from the working group included more street banners, an Asian food market, more art, street parade and Chinese film festival. The Royal Hobart Regatta Association also suggested the staging of a dragon boat event.
- 2.21. Given the level of activity facilitated by the Federal Group at Wrest Point Casino, it could be advantageous to include this company in the LNYWG.
 - 2.21.1. Initial conversations with Wrest Point indicate that it is open to this suggestion.
- 2.22. Should the LNYWG come together for the 2017 festival, it is felt that terms of reference setting out the expectations of group members and Council may be of use.
- 2.23. Additionally, a clear timetable of key dates such as Council funding deadlines, deadlines for providing details of events for promotion etc. could be of use to members.

3. PROPOSAL

- 3.1. It is proposed that the 2017 Lunar New Year Working Group is formed and chaired by an Alderman of the City of Hobart (to be selected by the Council), with the first meeting to be held in June 2016.
- 3.2. The Community Development Division takes the lead role in providing administrative support to the 2017 Lunar New Year Working Group Chair and meetings.
- 3.3. The Community Development Division provides the following assistance with respect to Lunar New Year 2017:
 - (i) Capacity building developmental support and advice for working group members looking to stage events; and
 - (ii) Overarching marketing and media support for the event program at the level provided in 2016, using the design templates and promotional materials (street banners, Town Hall banners and pull up banners) as endorsed by the Lunar New Year Working Group in 2016.
- 3.4. The Lunar New Year Working Group members be encouraged to apply for monetary and in-kind assistance through the August 2016 round of the City of Hobart Community Grants Program.

4. IMPLEMENTATION

- 4.1. The 2017 LNYWG meet for the first time in June 2016, ahead of the Community Development grant round (August 2016) and Lunar New Year 2017 taking place on 28 January 2017. The first meeting would involve the following:
 - (i) Terms of reference for the group would be agreed;
 - (ii) The City of Hobart Community Development Grants (open in August 2016) will be discussed which will be the only source of funding available for individual Lunar New Year 2017 events;
 - (a) Advice and support would be provided to members on how to submit applications to this fund;
 - (b) The competitive nature of the fund would be explained; and
 - (iii) Key dates will be discussed such as when information on events will be required in order to create a printed events listing.

5. STRATEGIC PLANNING IMPLICATIONS

- 5.1. The *Capital City Strategic Plan 2015 - 2025* identifies the community's main priorities and aspirations for the future and sets out how to achieve them.

- 5.2. Relevant strategic objectives in support of this request include:
- “1.2 - Strong national and international relationships.*
 - 1.3 - Vibrant city centre and suburban precincts.*
 - 1.4 - An enriched visitor experience.*
 - 1.5 - Cultural and creative activities build community wellbeing and economic viability.*
 - 4.1 - Community connectedness and participation realises the cultural and social potential of the community.*
 - 4.4 - Community diversity is encouraged and celebrated.*
 - 5.2 - Opportunities are embraced and risks are recognised and managed.”*
- 5.3. The proposal aligns with eight of the nine Creative Hobart strategic framework objectives:
- (i) Creating a sense of place;
 - (ii) Activating public space;
 - (iii) Opening Council facilities;
 - (iv) Nurturing creativity;
 - (v) Celebrating quality and diversity;
 - (vi) Connecting creative people;
 - (vii) Gathering and spreading knowledge; and
 - (viii) Brokering connections.
- 5.4. The City of Hobart has endorsed a stance that has recognised the importance of China in terms of cultural and economic exchanges, evident in the signing of a ‘Friendship City Agreement’ with the city of Xi’an and the soon to be signed friendship agreement with Fuzhou. Supporting Lunar New Year events would be in line with this continued relationship development.

6. COMMERCIAL OPPORTUNITIES

- 6.1. Events attract attendees who both spend money at the event and in the surrounding area. It is clear that a well promoted and cohesive program of events celebrating the Lunar New Year would bring economic benefits to different locations in the City.

7. FINANCIAL IMPLICATIONS

7.1. Funding Source(s)

- 7.1.1. Funding for individual Lunar New Year 2017 events will be available only through the August 2016 round of the Community Development Community Grants program.

7.2. Impact on Current Year Operating Result

- 7.2.1. The level of support provided in the 2015/2016 year (not including the sponsorship of individual events) was \$6,060. This figure met the costs of production for marketing and promotional materials, though it did not include in-kind support for the Lunar New Year Festival (officer time, provision of meeting location etc).

7.3. Impact on Future Years' Financial Result

- 7.3.1. Support for individual Lunar New Year events would be considered through the August 2016 round of the Community Development Community Grants program.
- 7.3.2. The cost of marketing and promotional support at the same level as provided in 2016 is anticipated to be minimal, given that much of the material has been already produced.
- 7.3.3. There is however, no specific allocation in the Council's 2016/2017 budget estimates for additional street banners and more comprehensive Lunar New Year 'umbrella' marketing material.

7.4. Asset Related Implications

- 7.4.1. Not applicable.

8. SOCIAL IMPLICATIONS

- 8.1. The proposal aligns with the City of Hobart Multicultural Strategy 2014 - 2019 and its unique role in promoting and providing for culturally and linguistic diversity in the Hobart municipal area. Specifically, the role of the City of Hobart is:

- (i) Leadership;
- (ii) Advocacy;
- (iii) Management;
- (iv) Connection;

(v) Informing; and

(vi) Facilitation.

8.2. Involvement in the coordination of Lunar New Year events in 2017 presents the City of Hobart with an opportunity to further enhance its relationships with local Chinese and Asian communities.

8.3. The City of Hobart has the opportunity to build stronger inter-relations within the local Asian communities and in the future, a larger single Lunar New Year event may be achieved.

9. MARKETING AND BRANDING IMPLICATIONS

9.1. In 2016, The City of Hobart designed an overarching marketing theme for Lunar New Year in the form of street banners, pull up banners and Town Hall banners, all of which could be rolled out in subsequent years. This not only represents a cost saving but also presents an opportunity to further build on a brand that was endorsed by the LNYWG.

9.1.1. In addition to the existing banners, 2017 represents the year of the Rooster. This aspect can be added to the existing design template and promoted via on line media and in a printed event listing.

10. COMMUNICATION AND MEDIA IMPLICATIONS

10.1. Media assistance was provided to the Lunar New Year Working Group in 2016. It is anticipated that the same overarching support which may include media assistance such as the preparation of draft press releases would be provided to support Lunar New Year 2017.

11. DELEGATION

11.1. This matter is delegated to the Council for determination.

12. CONSULTATION

12.1. The Director Community Development and Manager Community and Cultural Programs have been consulted in the preparation of this report.

13. COMMUNICATION WITH GOVERNMENT

13.1. A representative of State Government was a member of the working group and this involvement would be anticipated for 2017.

14. CONCLUSION

14.1. Significant Lunar New Year celebrations have been taking place in the city since 2014.

- 14.2. Momentum is gathering year on year, with more events being added to the celebrations.
- 14.3. The Council for the 2016 Lunar New Year celebrations resolved to auspice and chair a working group with the intention of coordinating events and encouraging co-working.
- 14.4. The working group agreed on the assistance required from the Council for the 2016 year which was to provide an overarching marketing campaign under which all of the independently organised events could be promoted.
- 14.5. The working group operated relatively well, members appeared happy with the arrangements and have requested that this occurs again for 2017.
- 14.6. It is proposed that the 2017 Lunar New Year Working Group is formed and chaired by an Alderman of the City of Hobart (to be selected by the Council), with the first meeting to be held in June 2016.
- 14.7. It is proposed that the Community Development Division takes the lead role in providing administrative support to the 2017 Lunar New Year Working Group Chair and meetings.
- 14.8. The Community Development Division provides the following assistance with respect to Lunar New Year 2017:
 - (i) Capacity building developmental support and advice for working group members looking to stage events; and
 - (ii) Overarching marketing and media support for the event program at the level provided in 2016, using the design templates and promotional materials (street banners, Town Hall banners and pull up banners) as endorsed by the Lunar New Year Working Group in 2016.
- 14.9. The Lunar New Year Working Group members be encouraged to apply for monetary and in-kind assistance through the August 2016 round of the City of Hobart Community Grants Program.

15. RECOMMENDATION

That:

- 15.1. *The report (o:\council & committee meetings reports\edcc reports\2016 meetings\28 april\lunar new year 2016 review-apr16.docx) be received and noted.*
- 15.2. *The 2017 Lunar New Year Working Group is formed and chaired by an Alderman of the City of Hobart (to be selected by the Council), with the first meeting to be held in June 2016.*

15.3. The Community Development Division takes the lead role in providing administrative support to the 2017 Lunar New Year Working Group Chair and meetings.

15.4. The Community Development Division provides the following assistance with respect to Lunar New Year 2017:

- (i) Capacity building developmental support and advice for Lunar New Year Working Group members looking to stage events; and***
- (ii) Overarching marketing and media support for the event program at the level provided in 2016, using the design templates and promotional materials (street banners, Town Hall banners and pull up banners) as endorsed by the Lunar New Year Working Group in 2016.***

15.5. Lunar New Year Working Group members be encouraged to apply for monetary and in-kind assistance through the August 2016 round of the City of Hobart Community Grants Program.

As signatory to this report, I certify that, pursuant to Section 55(1) of the Local Government Act 1993, I hold no interest, as referred to in Section 49 of the Local Government Act 1993, in matters contained in this report.



(Lucy Knott)

ECONOMIC DEVELOPMENT PROJECT OFFICER



(Tim Short)

GROUP MANAGER EXECUTIVE AND ECONOMIC DEVELOPMENT

Attachment A: Tasmanian Chinese Art and Communication Society report on the Chinese New Year of the Monkey Lantern Festival (12)

2016 Chinese New Year of the Monkey Lantern Festival

Held in Hobart, Tasmania - Report with Pictures

The 2016 Lantern Festival was held in the Tasman Room in Wrest Point Casino on Sunday 21st of February. This was a free community event featuring an array of performances such as lion dancing, martial arts and dances from many different cultures.



The Lantern Festival is a traditional Chinese festival originating from the Han Dynasty, dating back to 2000 years ago. This festival marks the end of celebrating the 15 days of Lunar New Year festivities in China. Traditionally, people will hang lanterns and showcase lion dancing to celebrate this event.



This year's Lantern Festival celebration, in its third year running in Tasmania, was funded by the Tasmania Chinese Business Association, with performances provided by the Tasmania Chinese Art and Communication Society. The event drew many sponsors, such as Wrest Point, the University of Tasmania, Hoji and the Jin-Gang-Dhyana Buddhism Group. The Tasman room was decorated with more than 1000 lanterns. With both Chinese and Australian performers, this event provides a fresh and new audio-visual feast for the audience. Mr. Xu, the speaker of Tasmania Chinese Business Association, said: 'the purpose of this event is not only for promoting traditional Chinese culture to our society and providing Chinese students and immigrants an opportunity to enjoy hometown traditional festival abroad, it also offers all the participants and audiences a stage to share their culture and enjoy the international performance'.



Lion dancing

The Jin-Gang-Dhyana Buddhism Group kicked off the event with their impressive lion dancing. This was followed by speeches from Speaker of the House of Assembly the Hon Elise Archer MP, Lord Mayor Alderman S L Sue Hickey, Senator the Hon Eric Abetz, and the president of Jin-Dhyana Buddhism Group.



The Hon Elise Archer MP, Lord Mayor Alderman: Sue Hickey, Senator the Hon Eric Abetz, the president of Jin-Gang-Dayana Buddhism master Xinde Wang



Mr. Jason Xu

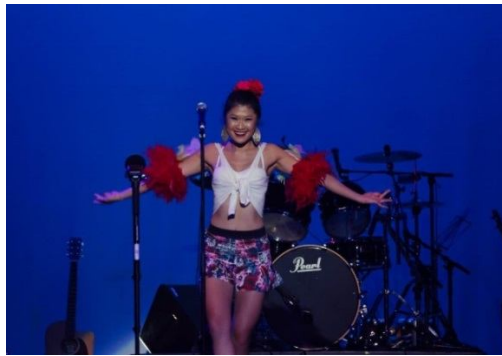
MC: Joe Southey, Summer Zhao, Tony Carew, and Rebecca Hua

MC's Rebecca Hua, Summer Zhao, Joe Southey and Tony Carew were very engaging and entertaining as hosts of the event. Mia from the Tasmania Chinese Art and Communication Society (TCACS) brought the first

performance with Beijing opera 'Hometown is Beijing', which was loved by the audience.



Singer: Mia



Brazilian samba by Ting Yuan



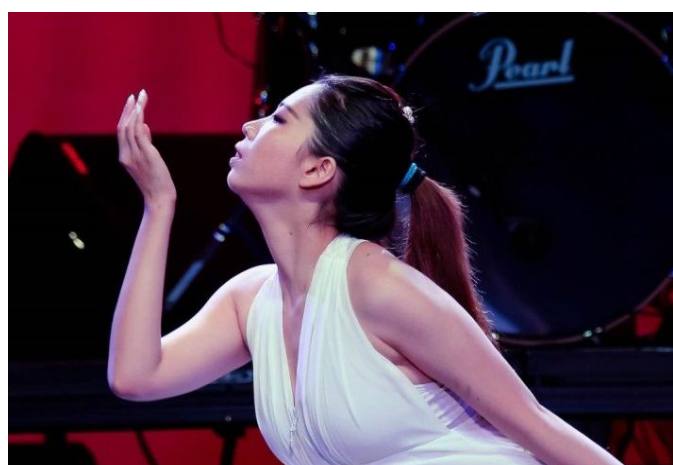
TCACS then provided a showcase of multicultural dance performances, which proved a crowd favorite. There were Brazilian samba (choreographed and performed by Ting Yuan), Indian dance (choreographed and performed by Renee Xu), contemporary dance (choreographed and performed by Tina Wang), and dancehall (choreographed by Ting Yuan and performed by Ting Yuan, Renee Xu and Sharon Long).

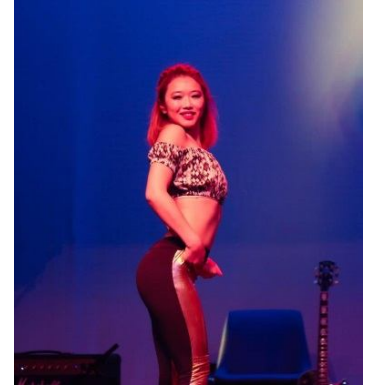
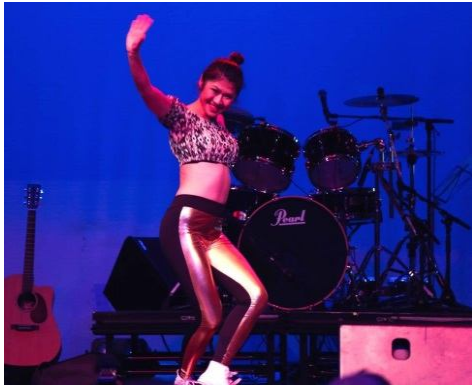


Indian dance by Renee Xu



Contemporary dance by Tina Wang





Dancehall by Ting Yuan, Sharon Long and Renee Xu



Renee Xu, Ting Yuan, and Sharon Long

Other dance performances included folk dancing of Dai Nationality - Spirit of Peacock and Color Yunnan. Tina Wang, Renee Xu and their sisters demonstrated the beauty of traditional Chinese culture to us. Suhua Lu led a group of ladies in a special dance performance with fitness balls.

The event also showcased a wide range of talents such as a collaboration of a rock band named: Jason and the jaggernauts singing a Chinese song in Cantonese, Anastasia Gall enchanting the audience with her beautiful voice when she sang 'Let it go' and 'Titanium'. We had students from Exit Left Art School playing a special opera about the year of the monkey, and a local prize-winning Taiko drumming team demonstrated the essence of Japanese art of Taiko drumming. Another mixed cultural performance was the Chinese and Western instrumental ensemble of the Song of The Returning Boat (performed by Jamie Chen) and Happy Chinese New Year (performed by Lai Wei and Yuan Sheng).



Exit Left Art School playing a special opera



fitness ball by Suhua Lu, YouYou, Liying Feng, Fang Wang, Juhua, Sam Zhang, YunYun;



Jason and jarganouts: singers by Jason Xu and Madeline Southey



Folk dancing of Dai Nationality by Tina Wang



folk dancing of Dai Nationality by Renee Xu, Summer Zhao, Ying Wang, Sharon Long and Yan Yan



Lit it go & Titanium, singer: Anastasia Gall



Japanese art of Taiko drumming



Zheng: player: Jamie Chen



Violin and piano concertos:



Violinist: Wei Lai; The pianist: Sheng Yuan

The ceremony ended with a Chinese fashion parade with Chinese girls and their beautiful, short cheongsam and the ladies with their elegant long cheongsam. A group of and Australian girls also paraded in traditional Chinese costume to show us that art and culture do not have boundaries.



Cat walk; playwright-director: Tina Wang and Renee Xu



Cat walk; playwright-director: Tina Wang and Renee Xu





The Lantern Festival celebration was successfully concluded with the music

The Lantern Festival celebration was successfully concluded with the music of Dj Le Yon Rex. Deputy mayor Ron Christie, Master Xinde Wang from Jin-Gang-Dhyana Buddhism Group, joined all the artists, performers, crew and volunteers on stage.



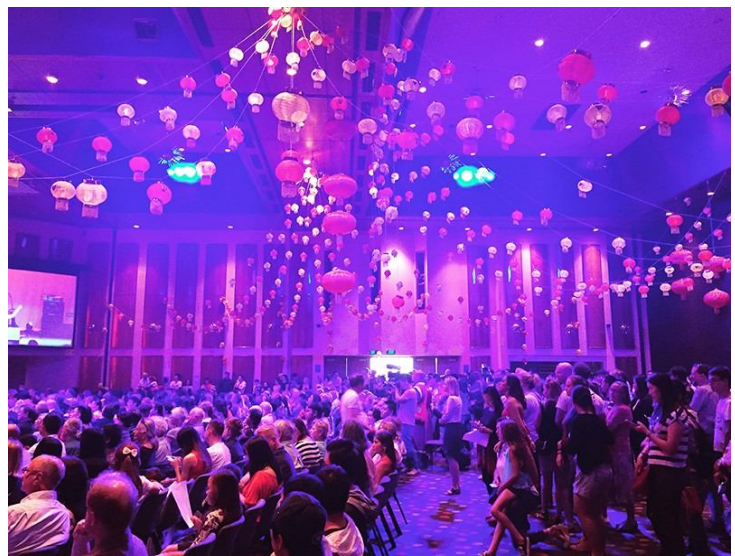
All performers, crew and volunteers on stage

These four hours of celebration attracted thousands of attendees and was warmly received by all.

Tim attended this event with his two children said: "this is a very good opportunity to experience the culture of China on the scene, and the dance and song are fascinating."

Mr. Wong, a Chinese immigrant who has living in Tasmania for more than 20 years, came with his wife, said: "we joined the Lantern Festival event every year; we should keep and promote our traditional festival no matter where we are."

Joe, an international student came with her friends and classmate, said: "all of my friends came, we enjoy the shows, I think it is a special to celebrate Lantern Festival, and I love it!"



Script and Music Director: Mr. Andy Chen; Studio Manager: Wenjun Liu;

Makeup artist: Qian Ru

Text/ Cain Huang, You You; Photos & Video/ Ziqing Yuan, Master Wang and Janson Xu
Translation: Ting Yuan

Videos on the list:

<https://youtu.be/XlDmkYBvt5k> Show case dances (Samba, Indian style, Modern and Dancehall)

<https://youtu.be/0w8dmv5u6wI> Sporty dance (Chinese style of exercise ball)

<https://youtu.be/UU0EzQLVHHY> Beijing Opera

<https://youtu.be/Oej307iispw> Dance of Dai nationality

https://youtu.be/_mlpk2m190Y guzheng and violin

<https://youtu.be/d8Rs0hOjOCc> Costume show

https://youtu.be/oCLEHqP_A3k a curtain call