



CITY OF HOBART

AGENDA

Economic Development & Communications Committee Meeting

Open Portion

Thursday, 23 February 2017

at 5.00 pm

Lady Osborne Room, Town Hall

THE MISSION

Our mission is to ensure good governance of our capital City.

THE VALUES

The Council is:

about people	We value people – our community, our customers and colleagues.
professional	We take pride in our work.
enterprising	We look for ways to create value.
responsive	We're accessible and focused on service.
inclusive	We respect diversity in people and ideas.
making a difference	We recognise that everything we do shapes Hobart's future.

ORDER OF BUSINESS

Business listed on the agenda is to be conducted in the order in which it is set out, unless the committee by simple majority determines otherwise.

APOLOGIES AND LEAVE OF ABSENCE

1. CO-OPTION OF A COMMITTEE MEMBER IN THE EVENT OF A VACANCY	4
2. CONFIRMATION OF MINUTES.....	4
3. CONSIDERATION OF SUPPLEMENTARY ITEMS	4
4. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST	4
5. TRANSFER OF AGENDA ITEMS.....	5
6 REPORTS	6
6.1 Lighting up Council Facilities - National Road Safety Week 2017	6
6.2 City of Hobart Facebook Page.....	11
6.3 City of Hobart delegation to China January 2017	50
7 COMMITTEE ACTION STATUS REPORT	80
7.1 Committee Actions - Status Report.....	80
8. QUESTIONS WITHOUT NOTICE	85
9. CLOSED PORTION OF THE MEETING.....	86

**Economic Development & Communications Committee Meeting (Open Portion)
held Thursday, 23 February 2017 at 5.00 pm in the Lady Osborne Room, Town
Hall.**

COMMITTEE MEMBERS

Deputy Lord Mayor Christie (Chairman)
Zucco
Ruzicka
Thomas
Denison

ALDERMEN

Lord Mayor Hickey
Briscoe
Sexton
Burnet
Cocker
Reynolds
Harvey

APOLOGIES:

LEAVE OF ABSENCE:

Alderman Denison

**1. CO-OPTION OF A COMMITTEE MEMBER IN THE EVENT OF A
VACANCY**

2. CONFIRMATION OF MINUTES

The minutes of the Open Portion of the Economic Development & Communications Committee meeting held on Thursday 1 December 2016 are submitted for confirming as an accurate record.

3. CONSIDERATION OF SUPPLEMENTARY ITEMS

Ref: Part 2, Regulation 8(6) of the *Local Government (Meeting Procedures) Regulations 2015*.

Recommendation

That the Committee resolve to deal with any supplementary items not appearing on the agenda, as reported by the General Manager.

4. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST

Ref: Part 2, Regulation 8(7) of the *Local Government (Meeting Procedures) Regulations 2015*.

Aldermen are requested to indicate where they may have any pecuniary or conflict of interest in respect to any matter appearing on the agenda, or any supplementary item to the agenda, which the committee has resolved to deal with.

5. TRANSFER OF AGENDA ITEMS

Regulation 15 of the *Local Government (Meeting Procedures) Regulations 2015*.

A committee may close a part of a meeting to the public where a matter to be discussed falls within 15(2) of the above regulations.

In the event that the committee transfer an item to the closed portion, the reasons for doing so should be stated.

Are there any items which should be transferred from this agenda to the closed portion of the agenda, or from the closed to the open portion of the agenda?

6 REPORTS

6.1 Lighting up Council Facilities - National Road Safety Week 2017 File Ref: F17/9126; 14-1-1

Report of the Manager City Marketing and the Director Community Development of 16 February 2017.

Delegation: Council

REPORT TITLE: LIGHTING UP COUNCIL FACILITIES - NATIONAL ROAD SAFETY WEEK 2017**REPORT PROVIDED BY:** Manager City Marketing
Director Community Development**1. Report Purpose and Community Benefit**

- 1.1. This report proposes that the Council supports the National Road Safety Week 2017, which is being organised by the Road Safety Advisory Council and runs from 8 to 14 May 2017.
 - 1.1.1. Road Safety Week is an initiative to increase awareness about the need for all road users to be safe and courteous on the roads to reduce the chances of crashes that could result in death or serious injury.

2. Report Summary

- 2.1. The Road Safety Advisory Council will be lighting up various buildings around Tasmania in yellow throughout National Road Safety Week 2017 and has proposed to light the Hobart Town Hall yellow at its own expense.
- 2.2. Road Safety Week is an initiative to increase awareness about the need for all road users to be safe and courteous on the roads to reduce the chances of crashes that could result in death or serious injury. It is also about commemorating those who have been killed or injured on our roads.
- 2.3. It is proposed that the City of Hobart support the National Road Safety Week 2017 by approving the illumination of the Hobart Town Hall in addition to illuminating, where available, the Elizabeth Mall, Kennedy Lane and the Railway Roundabout Fountain with yellow lighting.

3. Recommendation***That:***

1. ***The City of Hobart approve the illumination of the Hobart Town Hall in the colour yellow to coincide with National Road Safety Week 2017, 8 to 14 May 2017 at the expense of the Road Safety Advisory Council.***
2. ***The City of Hobart further demonstrate its support of the National Road Safety Week 2017 by illuminating, where available, the Elizabeth Mall, Kennedy Lane and the Railway Roundabout Fountain yellow, with the fee of \$100 to be met by the City Marketing function in the 2016-17 Annual Plan.***

- 3. *The value of this support be recorded in the 2016-17 City of Hobart Annual Report in accordance with the Council's policy in relation to the disclosure of grants and benefits.***

4. Background

- 4.1. At its meeting dated 7 March 2016, the Council resolved the following:

- 'That:
1. The Council approve the request of the Road Safety Advisory Council to illuminate the Hobart Town Hall yellow, at its expense, to coincide with National Road Safety Week 2016 from 1 to 8 May 2016.
 2. The Council further demonstrate its support of the National Road Safety Week 2016 by illuminating the Elizabeth Mall and the Railway Roundabout Fountain yellow, with the fee of \$100 to be funded from the City Marketing Function in the 2015/2016 Annual Plan.
 - (i) The value of the support be recorded in the 2015/2016 City of Hobart Annual Report in accordance with the Council's policy in relation to the disclosure of grants and benefits.'

- 4.2. Due to statewide energy supply issues at the time, the lighting did not go ahead in 2016 and a request has again been received from the Road Safety Advisory Council (RSAC) for support for Road Safety Week in 2017.

- 4.3. Road Safety Week is a national initiative to increase awareness about the need for all road users to be safe and courteous on the roads to reduce the chances of crashes that could result in death or serious injury. It is also about commemorating those who have been killed or injured on our roads.

- 4.3.1. In Tasmania, the RSAC makes recommendations to the State Government about road safety policy, community, school-based and public education programs, expenditure of the road safety levy and oversees advertising campaigns.

- 4.4. The colour bright yellow is central to national Road Safety Week branding and a yellow ribbon pin has been used in previous years to create a broader awareness for the community.

- 4.5. The RSAC will be lighting up various buildings around Tasmania throughout National Road Safety Week in 2017 and has identified the Hobart Town Hall as a location for the Hobart region.

- 4.6. The RSAC will pay all costs associated with the operation and installation of the lighting on the Hobart Town Hall building.

- 4.6.1. The RSAC will coordinate the necessary arrangements with the external lighting company in conjunction with relevant Council officers.
- 4.7. A whole-of-Council lighting approach is proposed and therefore, as part of the Council's engagement with this national awareness campaign, it is proposed that the Elizabeth Mall, Kennedy Lane and the Railway Roundabout Fountain would also be lit yellow, if available.
 - 4.7.1. The fee for lighting the Railway Roundabout Fountain is \$100.
 - 4.7.2. There is an existing booking to light the other Council assets on 10 May 2017, however, it is proposed that the lighting assets be lit on 8 to 9 May 2017, and then again on 11 to 14 May 2017.
- 4.8. Further discussion would be held with the RSAC to encourage other promotional opportunities in the city such as, for example, the Council Civic Banner Program.

5. Proposal and Implementation

- 5.1. It is proposed that the City of Hobart again support Road Safety Week by approving the illumination of the Hobart Town Hall yellow by the RSAC and by activating its festive lighting assets yellow.
- 5.2. It is proposed that the costs associated with lighting the Hobart Town Hall would be borne by the RSAC.
- 5.3. The City's additional lighting assets would be lit on 8 to 9 May 2017, and then again on 11 to 14 May 2017, these include the Elizabeth Mall, Kennedy Lane and the Railway Roundabout Fountain. This lighting is split due to a pre-existing booking which falls on 10 May 2017.
- 5.4. It is further proposed that the fee for lighting the Railway Roundabout Fountain of \$100 would be met by the City Marketing function.

6. Strategic Planning and Policy Considerations

- 6.1. This proposal aligns with Goal 1 - Economic Development, Vibrancy and Culture within the *Capital City Strategic Plan 2015-2025*, in particular the following Strategic Objectives:
 - '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.'

7. Financial Implications**7.1. Funding Source and Impact on Current Year Operating Result**

- 7.1.1. There is a programming fee associated with lighting the Railway Roundabout Fountain of \$100 which would be attributed to the City Marketing function in the 2016-17 Annual Plan.

8. Legal, Risk and Legislative Considerations

- 8.1. Not applicable.

9. Marketing and Media

- 9.1. The City of Hobart would promote its support for the Road Safety Awareness Week through the City's social media accounts.

10. Community and Stakeholder Engagement

- 10.1. This report has been prepared in consultation has been undertaken with the Road Safety Advisory Council Marketing Officer, Department of State Growth, as well as with the Parks and City Amenity Unit.

11. Delegation

- 11.1. This matter is delegated to the Council.

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.



Iris Goetzki
MANAGER CITY MARKETING



Philip Holliday
**DIRECTOR COMMUNITY
DEVELOPMENT**

Date: 16 February 2017
File Reference: F17/9126; 14-1-1

6.2 City of Hobart Facebook Page
File Ref: F17/13919

Report of the Manager City Marketing and Director Community Development of 16 February 2017 and attachments.

Delegation: Council

REPORT TITLE: CITY OF HOBART FACEBOOK PAGE

REPORT PROVIDED BY: Manager City Marketing
Director Community Development

Report Purpose and Community Benefit

- 1.1. This report outlines the governance and security of the City of Hobart social media, in particular, the corporate Facebook page.
- 1.2. As a form of social media, the corporate Facebook page provides opportunities for interactive two-way communications, which can complement existing communication and further improve information, access and delivery of key services to the community.

Report Summary

- 2.1. An external specialist provider has assisted the City at various times with reviews and recommendations to ensure City of Hobart social media aligns with best practice.
- 2.2. Social media enables organisations to connect and engage in real-time dialogue with a variety of audiences. Shared content and conversations contributes to developing community spirit, greater awareness of events, news and information, and enable monitoring of public opinion.
- 2.3. The City of Hobart owns 22 social media accounts although not all are equally active, a proportion are currently actively utilised.
- 2.4. In just over one year City of Hobart Facebook page likes have grown to 6600 fans and engagement has steadily increased. There is a very low rate of unlikes, suggesting that once people like the page they elect to remain a fan.
- 2.5. A draft social media policy has been developed over the past year based on best social media governance practices adopted by other national and international capital cities. The draft policy can be found at **Attachment A** to this report and is submitted for endorsement by the Council.
- 2.6. The policy includes a set of terms and conditions to be used on all City of Hobart Facebook pages and an agreed approach across all of the City's social media platforms. The City of Hobart terms and conditions have been drafted using examples from other capital city pages and encourage a broad range of respectful commentary and opinion.
- 2.7. Specifically, the terms and conditions recognise the potential for public confusion caused by social media accounts that purport to be the City of Hobart or Hobart City Council. Posts and comments from ambiguous accounts will be deleted.

- 2.8. The policy also includes roles and responsibilities, response times, style, legal responsibilities, security, and developing a business case for a new account.
- 2.9. The corporate City of Hobart Official Facebook page and other City of Hobart pages have been set up with default settings that include a review function and unmoderated visitor posts. In keeping with the majority of other capital city councils, the review function has been disabled on the corporate page.
- 2.10. All City of Hobart Facebook pages have profanity filters turned on. This means that Facebook automatically hides comments or posts, which use offensive language without the page administrator having to manually do it.
- 2.11. On the corporate Facebook page, direct questions are acknowledged as soon as possible, usually within the same day.
- 2.12. During the past year, Hootsuite was introduced for social media managers as a tool to make social media easier and more efficient. Hootsuite is a dashboard that facilitates post scheduling, reporting, monitoring and campaign management and it supports social network integrations across other platforms.
- 2.13. The City has also transitioned its record keeping to Digi.Me. Digi.Me retains a searchable database of all posts and files which are saved in TRIM ensuring the City meets its obligations under the *Archives Act 1983*.
- 2.14. Having more video of events and activities is recognised as the next stage of development for the City of Hobart Official Facebook page and this is currently being scoped as a priority for the page.
- 2.15. The next planned social media account to activate is LinkedIn. Progressing this account will require a resourcing commitment and this is being scoped.
- 2.16. Twitter and Instagram have not been fully activated due to resourcing constraints.
- 2.17. Resourcing of social media remains a challenge if the City wishes to grow engagement with a number of its social media platforms and accounts. It is proposed that the review of strategic corporate communications currently underway would be useful to inform any future resource investment.
- 2.18. Based on current best practice, the integrity of the Facebook page will be maintained while it values different opinions in a transparent manner, and this approach will ultimately contribute to positive reputational outcomes for the City.

Recommendation***That:***

- 1. The Business Use of Social Media Policy and Procedure showing as Attachment A to this report, including terms of use for all City of Hobart social media accounts, be approved by the Council.***
- 2. The decision taken to disable the review function on the City of Hobart Official Facebook page, in keeping with other capital cities' practice, be endorsed.***
- 3. The decision to retain the visitor post function on the City of Hobart Official Facebook page, in line with other capital cities' practice, be endorsed.***
- 4. The General Manager be delegated the power to authorise administrative and operational changes to the Business Use of Social Media Policy and Procedure as required.***
- 5. The strategic corporate communications review commissioned by the City be used to inform future resource investment in social media communications.***

Background

- 4.1. At its meeting of 6 February 2017, the Council resolved *inter alia* that the governance and security of the City of Hobart Facebook page be reviewed and in doing so the Council look at best practice adopted at other city councils.
- 4.2. In late 2014, it was recognised within the City Marketing Unit that the City would benefit from improved understanding of best practice in regard to its social media. More specifically, it was recognised that social media could play a greater role in how the City would connect with, engage and communicate with stakeholders.
- 4.3. An external provider, the Content Clinic, was engaged to deliver social media services for three accounts across a period of approximately 12 weeks. The project focused on positive messaging relating to each account's marketing objectives and delivered an evaluation report to guide future use of social media accounts by the City.
- 4.4. This piece of work was pivotal as it laid the foundation for the organisation's professional management of social media accounts. Notably, this trial project made a number of recommendations including the following:
 - 4.4.1. Hire appropriately skilled personnel to support the management of social media operationally and empower social media providers as active members of internal teams.
 - 4.4.2. Create a social media strategy for each account and tailor content to the channel and platform.
 - 4.4.3. Develop policies for social media as well as processes, procedures and protocols.
 - 4.4.4. Invest in appropriate software for social media analytics reporting and streamline analytics delivery.
 - 4.4.5. Consider social media when setting marketing budgets.
 - 4.4.6. Provide ongoing social media training/professional development for staff.
 - 4.4.7. Institute a regular forum to encourage sharing ideas, content, and advice and improve collaboration between City of Hobart social media account managers.
- 4.5. A Digital Content Coordinator was recruited to the City Marketing team in mid-2015 (responding to item 4.4.1) and this officer commenced working with internal social media account managers to address the governance and operational requirements of social media, as well as attending to the governance and operational requirements of the corporate website.

Social media generally

- 4.6. Social media provides opportunities for dynamic and interactive two-way communications, which can complement existing communication and further improve information, access and delivery of key services.
- 4.7. Social media channels are different from other broadcast or information distribution channels like email, radio, TV or print because they enable one-to-many and many-to-one dialogue. These opportunities for transparent conversations are a powerful new addition to the traditional media mix.
- 4.8. Social media enables organisations to connect and engage in real-time dialogue with a variety of audiences.
- 4.9. Posting information online is a public activity and is in the public domain and may be picked up by news media organisations or other unintended audiences.
- 4.10. Shared content and conversations contribute to developing community spirit, greater awareness of events, news and information, and enables monitoring of public opinion.
- 4.11. Employees operating in social media are expected to maintain the same high standards of conduct and behaviour online as would be expected for all matters that relate to their work at the City.
- 4.12. As an example, the City of Melbourne aligns its social media policy with its corporate values as follows:
 - **Integrity** – employees should be open, honest and reliable when using social media, conducting activities professionally and ethically.
 - **Courage** – employees should have the courage to use social media as a way of engaging with our audiences, where appropriate.
 - **Accountability** – employees should take personal accountability for what they say and do while using social media.
 - **Respect** – employees should respect the people they communicate with through social media, valuing different opinions and building relationships.
 - **Excellence** – employees should aim to improve their performance by using social media, listening to their audience and engaging with them.

City of Hobart social media accounts

- 4.13. The following table outlines the number of social media accounts held by the City. It is noted that not all accounts are equally active and the Hobart.Tasmania account is inactive.

Account	Platform	Account and content owner	Primary officer resource	Fans
City of Hobart official	Facebook	City Marketing	Communications Advisor	6678
Hobart City Guide	Facebook	City Marketing	Digital Content Coordinator	3672
Hobart.Tasmania	Instagram	City Marketing	Digital Content Coordinator	252
Hello Hobart	Facebook	City Marketing	Senior Marketing and Promotions Coordinator supported by Cromer Milne consultancy	569
City of Hobart	LinkedIn	Human Resources	HR/City Marketing	455
Salamanca Market	Facebook	Events	Senior Marketing and Promotions Coordinator / Digital Content Coordinator	17 001
Salamanca Market	Instagram	Events	Senior Marketing and Promotions Coordinator / Digital Content Coordinator	3227
Salamanca Market	Twitter	Events	Senior Marketing and Promotions Coordinator / Digital Content Coordinator	1878
Salamanca Market	YouTube	Events	Senior Marketing and Promotions Coordinator / Digital Content Coordinator	6
The Taste of Tasmania	Facebook	Events	Digital Content Coordinator	15 268
Taste of Tasmania	Twitter	Events	Digital Content Coordinator	2265
The Taste of Tasmania	Instagram	Events	Digital Content Coordinator	1258
Youth Arts & Recreation Centre	Facebook	Youth Arts & Recreation	Youth Arts & Recreation team	2208
Youthartsandrec	YouTube	Youth Arts & Recreation	Youth Arts & Recreation team	50
Youthartsandrec	Instagram	Youth Arts & Recreation	Youth Arts & Recreation team	159
Light up the Lane	Facebook	Youth Arts & Recreation	Youth Arts & Recreation team	536
BushCare	Facebook	Open Space Group	Bushcare Coordinator	800
Doone Kennedy Hobart Aquatic Centre	Facebook	DKHAC	Marketing Coordinator	6609
Doone Kennedy Hobart Aquatic Centre	Instagram	DKHAC	Marketing Coordinator	41
Tasmanian Travel and Information Centre	Facebook	TTIC	Digital Content Coordinator	6705
Tastravel	Twitter	TTIC	Digital Content Coordinator	1058
Tasmania_Travel	Instagram	TTIC	Digital Content Coordinator	1219

Corporate Facebook page

- 4.14. In late 2015, the City introduced a corporate Facebook page (City of Hobart Official) with the support of the Content Clinic who provided guidance on best practice content strategy and risk management.
- 4.15. In addition to this, a Communications Advisor was recruited who, together with a range of other communications responsibilities, is responsible for the corporate Facebook site.
- 4.16. As a result, the City of Hobart Official Facebook page has been operating for just over one year and in that time page likes have grown to 6600 fans (as at 8 February 2017) and engagement has steadily increased along with the page like numbers. There is a very low rate of unlikes, suggesting that once people like the page they elect to remain a fan.
- 4.17. The Facebook page has been run according to the initial content strategy and in line with available resourcing. Generally there are one to two posts per day and they highlight what is coming up and endeavour to feature the full gamut of City programs, services and events.

Social media governance

- 4.18. A draft social media policy has been developed over the past year based on best practice of other national and international capital city social media governance.
- 4.19. The draft policy can be found as **Attachment A** to this report and is submitted for endorsement by the Council. The policy will be applied to all current and future City of Hobart social media accounts.
- 4.20. The policy includes a set of terms and conditions to be used on all City of Hobart Facebook pages and an agreed approach across all of the City's social media platforms. These terms and conditions have been drafted using examples from other city pages and encourage a broad range of respectful commentary and opinion.
- 4.21. Specifically, the terms and conditions recognise the potential for public confusion caused by social media accounts that purport to be the City of Hobart or Hobart City Council. Officers are aware of social media accounts, including Twitter and Facebook that could be mistaken for the official City of Hobart accounts. Posts and comments from ambiguous accounts will be deleted.
- 4.22. The policy also includes roles and responsibilities, response times, style, legal responsibilities, security, and developing a business case for a new account.
- 4.23. It is accompanied by Social Media Guidelines which cover writing for social media, content planning, post types, promotion, responding and resourcing.

- 4.24. As further internal accountability, a quarterly social media report is being presented to the Executive Leadership Team.
- 4.25. A fortnightly meeting of the City of Hobart social media account managers allows for collaboration, presentations on emerging social media trends, and advice and assistance in problem solving and decision making.

Social media management and record keeping tools

- 4.26. During the past year, Hootsuite was introduced for social media managers as a tool to make social media easier and more efficient.
- 4.27. Hootsuite is a dashboard that facilitates post scheduling, reporting, monitoring and campaign management and it supports social network integrations across other platforms.
- 4.28. The City has also transitioned its record keeping to Digi.Me. Digi.Me ensures the City meets its obligations under the *Archives Act 1983*. It retains a searchable database of all posts, comments and likes, downloads content to a PC, as opposed to retaining it in the cloud and files are exportable as a PDF, and then saved in TRIM.

Security

- 4.29. The corporate Facebook page and other City of Hobart pages have been set up with default settings.
- 4.30. All of the City of Hobart Facebook pages have profanity filters turned on. This means that Facebook automatically hides comments or posts, which use offensive language without the page administrator having to manually do it.
- 4.31. The default settings also include a review function and unmoderated visitor posts.
- 4.32. While the review function allows people to rate the City highly, it also allows people to give the City a low rating and make negative comments.
- 4.33. The advantage of the review function is that Facebook sees reviews as evidence a page is engaging and so will place it higher in search results, or display it in more users newsfeeds. The disadvantage of the review function is that individual reviews cannot be moderated by the page administrator.
- 4.34. Of other capital city Facebook pages the City of Adelaide (3.8 stars) has the function turned on while the City of Melbourne, City of Sydney, City of Darwin, Brisbane City Council and City of Perth have turned it off.

- 4.35. The reviews that have been received to date for the City of Hobart page included ten one-star reviews, one three-star, and five five-stars to give the City an overall rating of 2.4 out of 5 stars.
- 4.36. In light of the concerns from Aldermen and in keeping with the majority of other capital city councils, the review function has now been disabled on the corporate page.
- 4.37. The review function has been retained on all other Facebook accounts except for the Youth Arts and Recreation Centre. Due to the fact that reviews cannot be deleted or hidden, it was determined that the review function should not be activated as this could pose a possible threat to persons in a vulnerable position. The Youth Arts and Recreation Centre works with a younger audience, who may not yet be fully aware of the impact that their words or actions can have on a person or organisation, and they could use 'slang' that the profanity filter might not pick up.
- 4.38. The setting for visitor posts remains unmoderated because individual posts can be hidden or deleted from the page if they breach the page's terms and conditions. All other capital city Facebook pages have visitor posts turned on, except for the City of Perth.

Opinion and online commentary

- 4.39. All Australian capital city Facebook pages allow a wide range of opinion and commentary on their pages. The exception is content which is offensive, hateful, threatening, defamatory or constitutes spam.
- 4.40. While private companies and people with personal pages have the discretion to delete negative commentary, publically funded organisations such as local government generally allow negative commentary on their pages.
- 4.41. This is because Facebook is seen as a forum (not unlike a meeting) that happens online. In such forums people may express dissatisfaction with a decision or target an individual's opinion yet they are not ejected from the meeting, they are listened to and dealt with.
- 4.42. Following are some examples of negative commentary on other capital city Facebook pages.

Adelaide



Mick Searles reviewed City of Adelaide — 1★
December 19, 2015 · 🌐

Extortionists who rob people blind by changing road conditions and what seems like deliberately inadequate signage - stealing from multiple motorists at once - ingenious parasites.


Melbourne



Stephen Wood
1 hr · 🌐

Listening to the Lord Mayor Robert Doyle, discuss yesterdays new bi-laws passed on Melbourne's homeless on RN this morning. So sad, to listen to such an entitled, sheltered and privileged individual, referring to peoples only possessions as rubbish, using disabled access as justification. And talking them and us. We should [#notmymelbourne](#) him. [#melbourne](#) City of Melbourne

👍 Like 💬 Comment ➦ Share




Phil O'Neill ▶ City of Melbourne
February 6 at 6:13pm · 🌐

Robert Doyle - the Donald Trump of Australia. Not sure whether he's more stupid than he is evil - but to think that you can eliminate homelessness by making it illegal takes a special combination of both.

👍 1 📷 📷

👍 Like 💬 Comment ➦ Share

Sydney



Mickey Tee ▶ City of Sydney
15 hrs · 🌐

So 'this'.... is how the council makes money?

I used a valid Parking Permit #410198 to park all day, 27th Dec 2016. When I came back to my car, incredibly.... I'd been 'booked'?? "How" I thought... then I noticed.. I'd accidentally pushed the permit 'too far' into the windscreen and obscured the day from being visible.

Even though I produced a photo of the 'exact' permit with the same serial number, the SDRO tell me the fine 'stands'....

I hope you are 'proud' of yourselves? You get \$108 for 'nothing'!!! THIEVES!!! No wonder your parking patrol officers are 'hated'...



Neighbours not Strangers shared [ShareBetter SF's](#) post.

February 6 at 5:23am · 🌐

MAYOR OF SAN FRANCISCO: "Airbnb is getting away with murder — they're taking away precious housing. We need to crack down."

MAYOR OF SYDNEY: "The City believes the capacity of strata to manage short-term letting should be enhanced. We intend to consult with the community and work closely with the NSW Government to ensure the regulations strike the right balance to protect residential amenity, neighbourhood character and provide a safe visitor experience consistent with the original intent of the share economy."

NO COMMUNITY CONSULTATION took place prior to the City of Sydney's submission to the NSW Parliament.

THE CAPACITY OF STRATA TO MANAGE SHORT-TERM LETTING is in many, many, instances a GREEN LIGHT for majority investor-owned residential buildings to reintroduce rampant short-term letting.

CITY OF SYDNEY: REPORTEDLY RANKS NO. 4 FOR GLOBAL AIRBNB LISTINGS after New York, Paris and London.

CITY OF SYDNEY FAILS, FAILS, FAILS, FAILS ITS RESIDENTS AND THE RESIDENTS OF NSW.

Brisbane



Danera Wilkinson added a new photo to [Brisbane City Council's](#) timeline — at 📍 [Pacific MWY](#).


9 hrs · Brisbane, QLD · 🌐

Oh Brisbane City Council you've done it again!!!!

Who the hell does road works closing two lanes when a major concert like Guns N Roses is on and thousands of people are trying to get home????

Same thing happened last time Coldplay was on...

Get your act together Brisbane and Graeme Quirk! 😡😡😡



Michael Froemmcke ▸ **Brisbane City Council**

▼

Yesterday at 9:11am · 🌐

Bullying and public humiliation!!!

Though the "English Conversation" at the Garden City branch of the BCC library is usually the most adequate because people gathering for this event usually benefit from a sort of benign neglect, i.e. Participants are left in peace. It came therefore as a surprise when I was bullied by a staff member (name tag "Soraya"). The staff member's intervention of which I was the target amounted to a totally unjustified act of public humiliation as I was having a conversation with another participant.

The staff member told me that I was not allowed to use an atlas and engage in a dialogue. I swiftly pointed out to her that several people were engaged in dialogues, but this person continued to bully me.


I reported the incident, which was the second attack of this nature by the same staff member, to the team leader at the library.

I expect a written statement by the person in charge.

It is inappropriate that staff members indulge in "power trips" while being paid.

During my conversation With the team leader I was told that the conversations were "themed". I pointed out that the very first question on the sheet provided was in relation to the "participant's country". I find atlases and maps very helpful tools.

At this occasion I reminded the team leader that it might be a good idea to use library resources rather than wasting more paper by printing out sheets of dubious value.

1 Comment


4.43. It is noted that some of the other capital city Facebook pages shy away from posting anything controversial or likely to evoke negative reactions. The City of Perth and City of Sydney, for example, mostly post about positive events and activities rather than Council decisions or projects.

4.43.1. Unlike some other capital cities, the City of Hobart has a number of social media accounts that are designed to promote events.

4.44. The City of Hobart Official page publishes Council agendas and promotes projects and decisions; it is therefore inevitable that there will be some negative commentary on the page.

4.45. In recent times, local government in Tasmania has been closely scrutinised for its transparency by the media. The City of Hobart Official page provides an avenue to alert people to a wide range of council decisions and activities.

4.46. Negative commentary can be constructive and can provide the opportunity to review the approach being taken by the City to better meet public expectations.

- 4.47. It is also the case that attempts to moderate negative commentary, which is not offensive, hateful, threatening or defamatory, can be seen in a more negative light than the original comment.
- 4.48. One example of where attempts to remove negative commentary became a bigger news story than the original comment is the case of former Tasmanian MP Andrew Nikolic's deletion of comments and blocking fans, which led to the creation of a satirical "I've been blocked by Andrew Nikolic" Facebook page, the production of "I've been blocked by Andrew Nikolic" t-shirts, and a number of negative news articles.
- 4.49. It is acknowledged, as is the case with customer and public interactions more generally, that social media interactions can be uncomfortable.
- 4.50. When considering best practice, a British local government social media manager was quoted in *The Guardian* giving key reasons for why local government should embrace social media:

'You get to know how people really feel. The distance Facebook gives people to make their views known allows a degree of boldness and honesty that many people may be uncomfortable showing face-to-face with a councillor or council staff. Facebook is helping councillors and councils understand how people really feel. It might not be easy to hear but it is useful in the long run to better understand opinions and needs.'

'Local government communications people used to only hear from the public when they wrote angry letters to the papers. Now, we see residents for what they are on Facebook – funny, angry, eager and committed to their communities. They're not the enemy, they're people like us. They deserve our very best work. So we've upped our game.'

'Facebook is a local government consultation game changer. We still pitch up in town centres and run consultation events in community halls. ... not everyone wants to leave their house at a time set by the council to talk about issues that affect them. Facebook gives us an easy way to talk about where we live and allows us to do it in our own time – on our phones, at school or work, or in the comfort of our homes.'

- 4.51. Social media also provides for positive acknowledgements and comments. In the following examples, City of Hobart officers are recognised for their good work.

**Sally Hill** ▶ **City of Hobart**
December 29, 2016 · 🌐


Thanks to the shuttle bus drivers today - had arrived at kids in the park with 3 kids and went to take a photo of them having fun and realised phone was no longer in pocket so we headed back to bus stop and different driver in that bus but was very helpful in contacting the other bus via radio to check for phone. We waited for other bus to come and very grateful for the driver finding my phone which must of slipped out of pocket.

👍 Sharon Bygrave, Lorraine McConnell and 4 others 2 Comments 🌐 ▼

👍 Like 💬 Comment ➦ Share Chronological ▼

**City of Hobart** Glad to hear our drivers helped you out Sally. Hope you enjoyed the day at Kids in the Park.
Like · Reply · 👍 1 · December 29, 2016 at 5:52pm

**Sally Hill** Yes, thank-you. Kids had a lot of fun.
Like · Reply · 👍 1 · December 29, 2016 at 5:57pm


**Lena Callaghan** ▶ **City of Hobart**
December 28, 2016 · 🌐

Please thank your fantastic staff collecting the bins in South Hobart today. As I sat pinned under a feeding baby, I realised I'd forgotten to put the bins out. I watched one of your staff get out and move my bin from my driveway out onto the street so it could be emptied. Above and beyond, and very much appreciated.

Thank You!

👍❤️ Ann Den Otter, Sue Williams and 39 others 1 Comment 🌐 ▼

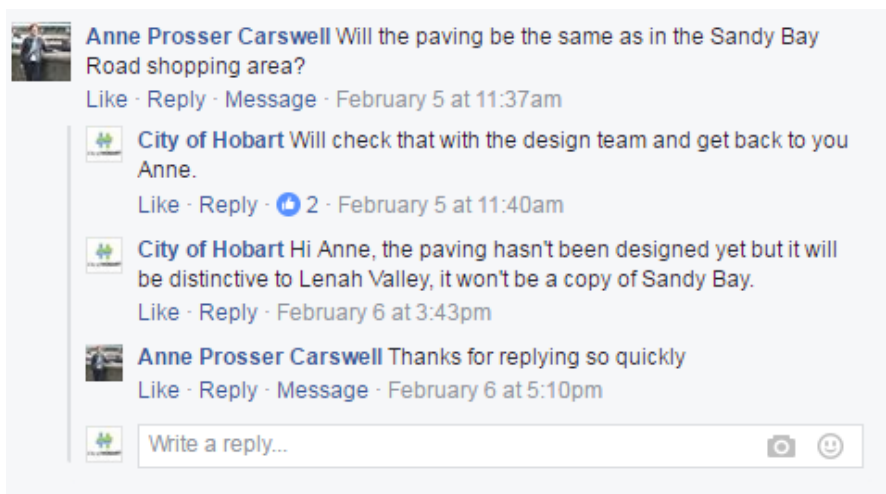
👍 Like 💬 Comment ➦ Share Chronological ▼

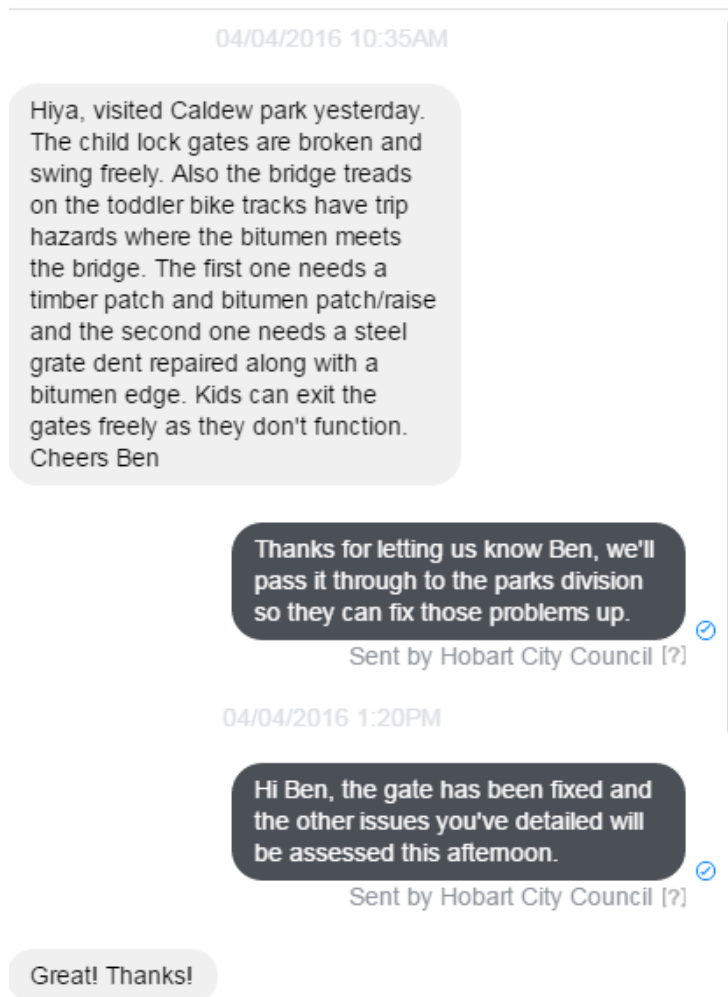
**City of Hobart** Thanks for your message Lena, will certainly pass it on to our team.
Like · Reply · 👍 1 · December 28, 2016 at 9:12am

Response times

- 4.52. On the corporate Facebook page, direct questions are acknowledged as soon as possible along the lines of “Thanks for your question Ben, we’ll chase up an answer with our parks team and get back to you as soon as possible”, usually within the same day.
- 4.53. A request is then sent to the director, unit manager or responsible officer for the correct information to answer the question. Most City staff are cognisant of the immediacy of social media and get back to the Facebook administrator as soon as they can.

This approach is generally very well accepted by our Facebook users. For example:





- 4.54. Other council Facebook pages will often specify that questions will only be answered within business hours. We do not do this for the corporate Facebook page because we recognise there is a public expectation that Facebook pages are administered out of hours.
- 4.55. If someone posts a comment that indicates they are misinformed we will provide the correct information. 'He said, she said' arguments are avoided so that the City does not look defensive. It is preferable for the discussion to be taken up by the Facebook community so the commenter can see genuine public support. For example:



Strategies for engagement

- 4.56. To boost engagement, posts are scheduled for those times when most of our audiences are online. This information comes from the account analytics. For the City of Hobart Official, page posts are typically scheduled for between 3 and 5 pm on weekdays. Weekends are more variable and posts scheduled early in the morning often do as well as posts in the late afternoon.
- 4.57. Posting about new services, events and changes to road conditions often receive high engagement. Posts about council agendas, information of interest to a limited number of people, and information for young people and older people, don't receive high engagement.

Options for corporate social media

- 4.58. The Digital Content Coordinator and Communications Advisor track the performance of the City's accounts on a month-by-month and quarterly basis.
- 4.59. In regard to the corporate City of Hobart Official Facebook page, having more video of events and activities is recognised as the next stage of development and would liven up the page and engage the community. However, this approach does require extra staff time to travel to the activity, time at the activity recording and getting permissions and then video editing, overtime arrangements if an activity is out of hours. Nonetheless, this is currently being scoped as a priority for the page.
- 4.60. The next planned social media account to activate is LinkedIn. While only 5 per cent of Tasmanians use the channel, its use in other states is 20–30 per cent. Most other capital city councils run a LinkedIn page as a recruitment tool and to build up their brand to align with their recruitment objectives. Progressing this account will require a resourcing commitment and this is currently being scoped.
- 4.61. Twitter and Instagram have not been fully activated due to resourcing constraints.

- 4.62. It is recognised that Twitter is used by people to find out what is happening in the moment. If there is traffic congestion, for example, people may head to Twitter to see if someone has posted about an accident or roadworks and may warn others of the problem. Using this example, the City could use Twitter in events such as snow closing the Pinnacle Road, wind shutting the tip, or emergency roadworks temporarily closing a street.
- 4.63. Twitter also tends to be used by journalists and opinion leaders so it is an appropriate place to post links to media releases, tweets from media calls, responses to misinformation.
- 4.64. Twitter must be monitored frequently as issues can evolve and escalate in a very short time frame. People who tag or comment on Twitter also expect immediate responses so to establish and maintain a good reputation in the medium it must be adequately staffed.
- 4.65. The Tasmanian Travel and Information Centre account uses Instagram and at this point in time, is making a contribution to the promotional needs of Hobart as a destination, noting that this is a crowded space with numerous 'destination' marketing accounts, including Hobart and Beyond, Tailored Tasmania, Discover Tasmania (and regional accounts Cradle Coast Tasmania, East Coast Tasmania, Tasmania's North West, Instatasmania).
- 4.66. Snapchat is the fastest growing social media platform; however, it is still predominantly used by teenagers and people in their early 20s and is very socially orientated with a distinctly light-hearted tone. The City's biggest audience on Facebook is women aged 25 to 54 (45 per cent). People aged under 24 account for about 12 per cent of our audience.
- 4.67. The opportunity for Snapchat lies with the Youth Arts and Recreation Centre before it would be considered as a corporate channel.
- 4.68. In regard to the future strategy for Salamanca Market, this Facebook account enjoys a healthy following of over 17 000 fans and officers are concentrating on competitions, video and themed feature months drawing upon the market stallholders to tell a richer story.
- 4.69. Similarly, The Taste of Tasmania will draw from stallholders to create content as a driver for engagement. It is envisaged that monthly 'Taste talk' segments could take on the format of a question and answer theme in which interesting facts can be gathered from stallholders to keep festival patrons motivated and serve as a way to keep The Taste of Tasmania brand alive and interactive.

Reputation

- 4.70. When compared to other capital city accounts, the first 12 months of the City of Hobart Official corporate Facebook page can be considered successful from an engagement and a reputation perspective.

- 4.71. New initiatives such as video and competitions are needed to keep growing engagement with the account and to better tell City stories and these are currently being scoped.
- 4.72. Based on current best practice, the integrity of the account will be maintained while it values different opinions in a transparent manner, and this approach will ultimately contribute to positive reputational outcomes for the City.

Proposal and Implementation

- 5.1. Resourcing of social media remains a challenge if the City wishes to grow engagement with a number of its social media platforms and accounts. A number of initiatives such as video and LinkedIn have been marked as priorities for 2017, however, it is proposed that the strategic corporate communications review currently underway may be useful to inform any future resource investment.

Strategic Planning and Policy Considerations

- 6.1. This initiative aligns with the *Capital City Strategic Plan 2015-2025* Goal 1 - Economic Development, Vibrancy and Culture “City growth vibrancy and culture comes when everyone participates in city life”.

Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result
 - 7.1.1. There is no impact on the current years operating result.

Legal, Risk and Legislative Considerations

- 8.1. The City is meeting its risk and legislative obligations through the application of the Business Use of Social Media Policy and Procedures that was developed in consultation with the City’s Legal and Governance Unit and that requires risk mitigation planning and record keeping, amongst other expectations.

Social and Customer Considerations

- 9.1. Effective community engagement provides a means for incorporating the community’s values, interests, needs and desires into decisions that affect their lives. Social media is a tool for engagement that can improve decision making, as multiple perspectives contribute to a richer understanding of the scope of any problem or opportunity.

Marketing and Media

- 10.1. The City of Hobart Official Facebook page provides an avenue to alert people to a wide range of council decisions and activities.

- 10.2. Posting information online is a public activity and is in the public domain and may be picked up by news media organisations or other unintended audiences.

Delegation

- 11.1. This matter is delegated to the Council.

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.




Iris Goetzki
MANAGER CITY MARKETING



Philip Holliday
**DIRECTOR COMMUNITY
DEVELOPMENT**

Date: 16 February 2017
File Reference: F17/13919

Attachment A: Draft Business Use of Social Media Policy and Procedure ↓

 City of HOBART	Business Use of Social Media Policy and Procedure		
TRIM Reference:	Category: City Marketing Unit	Division: Community Development	
Doc Type: Procedure	Application: Whole of City of Hobart	Date Created: – insert date once endorsed	
Owner: Manager City Marketing		Approver:	Director Community Development

1 PURPOSE

- This procedure provides direction for officers using social media on behalf of the City to ensure that City of Hobart accounts are managed well.
- Social media is one of a number of tools to show that the City cares about our customer experience, and can increase the credibility of our brand.
- City of Hobart social media accounts should be appropriate in tone and content, should effectively meet the objectives that have been set for them and should not compromise the City's reputation nor the confidentiality of its proprietary information.
- City of Hobart social media accounts should provide a benefit for the community.

2 SCOPE

- This document applies to all employees and volunteers of the City of Hobart as well as external contractors who are authorised to represent the organisation on any social media platform.
- This document does not apply to the personal use of social media. For use of social media by officers for personal purposes, please see the City of Hobart Communication Devices Policy.

2.1 Related resources

- City of Hobart Communication Devices Policy
- City of Hobart Media Policy
- City of Hobart Code of Conduct
- City of Hobart Brand Identity Style Guide
- City of Hobart Global Information Systems Security Policy
- City of Hobart Privacy Policy
- City of Hobart Language Style Guide
- City of Hobart Customer Service Charter
- City of Hobart Social Media Guidelines

2.2 Related legislation

- *Defamation Act 2005* (Tas)
- *Criminal Code Act 1995* (Cwlth) – offences related to telecommunications (e.g. section 474.17 deals with using a carriage service to menace harass or cause offence).
- *Criminal Code Act 1924* (Tas)
- *Anti-Discrimination Act 1998* (Tas)
- *Archives Act 1983* (Tas)
- *Personal Information Protection Act 2004*
- *Local Government Act 1993* (Tas).

3 DEFINITIONS

Term	Definition
Account	The individual social media accounts on different platforms. Example: City of Hobart, The Taste of Tasmania, Tasmania Travel and Information Centre, etc.
Account owner	The line or group manager ultimately accountable for the social media account.
Authorised City of Hobart representative on social media	An officer or other City of Hobart representative who represents the City of Hobart by providing information, links, or answers to comments or inquiries on social media, as an individual. They are able to use a personal account where it is not possible or practical to use an official City of Hobart social media account.
Blogs	Blogs allow users to create content on any subject that interests them, which can then be discussed in-depth by readers. Examples may include food blogs, travel blogs, or fashion blogs.
Content	Any words, images, videos, or other media that is posted or created for social media.
Content calendar	A day-by-day schedule of the content planned for publication on a social media account or accounts.
Content creator	An officer who provides content for social media posts for social media managers to use, or is authorised to post to a particular City of Hobart account.

Term	Definition
Content expert	Able to provide expert responses to particular online enquiries. Example: customer service officer, legal officer, events officer etc.
Content strategy	A document which includes a plan for the creation, development, delivery, risk treatment and management of content – written, or other media – for a social media account or accounts.
Defamatory	Statement, comment, image or any material, the effect of which is to lower the reputation of the person who is the subject of that material in the eyes of the public at large.
Forums	A place where users can gather online and share information in a threaded and searchable format. Example: Whirlpool, Reddit.
Microblogging sites	Microblogging sites are a form of social media that enable users to broadcast short messages to followers. Example: Twitter.
Offensive	Comments that are derogatory, disrespectful, abusive, coarse or vulgar, particularly when a reasonable person would anticipate the possibility that the reader or the person who is the object of the comment would feel offended, humiliated or intimidated.
Photo and video-sharing social media sites	Photo and video-sharing social media platforms enable users to upload digital photos or videos and comment on other users' content. Example: Pinterest, Instagram, Flickr and YouTube.
Platform	<p>The type of social media being used. Example: Twitter, Facebook, YouTube, LinkedIn etc.</p> <p>Social media platforms enable two-way conversations using the internet as a medium.</p>
Profile	An individual's personal profile on different social media platforms.
Repost	A piece of writing, image or other items of content that has been posted online for a second or further time.

Term	Definition
Social media	<p>A term used to describe the online tools that people use to share content, profiles, opinions, and information, facilitating conversations and interaction online between groups of people.</p> <p>The different forms of social media are defined and this policy is not restricted to those platforms, but encompasses social media in its broadest sense.</p>
Social media manager	The officer responsible for overall management of a social media account on behalf of the City of Hobart, including creating content strategy, creating and maintaining content calendars, monitoring online conversations, comments and discussions, posting to the account, evaluating the strategy and performance of the account and ensuring social media records are filed in accordance with the requirements of this procedure.
Social networks	Social networks are made up of various social media platforms that are used to allow users to add friends, send messages and share content. Example: Facebook, MySpace and LinkedIn.
Spam	Unsolicited commercial electronic messages.
Users	City of Hobart employees or City of Hobart audience members who visit, access or make comments on its social media pages.

4 POLICY

- 4.1** The City of Hobart uses social media for the promotion, development and delivery of services and is committed to ensuring its reputation is managed and any risks that may arise through social media activities are monitored and managed.
- 4.2** City of Hobart social media communication aims to:
- give the City a voice in social media
 - increase awareness of the full range of services offered by the City as well as our activities and events, including marketing initiatives
 - encourage community participation in City programs

- provide a channel for the community to inform the City of Hobart of issues and concerns
 - enable conversations on topics of interest and relevance
 - broaden the City's engagement with our audiences
 - reach new audiences and demographics.
- 4.3** The City of Hobart requires that social media activities are adequately resourced to allow for content development, monitoring, interpreting the volume and content of messages and responding as required.
- 4.4** Where an employee is required to respond to customer enquiries or complaints on a social media account, this should be included within their position description, together with the scope of their responsibilities.
- 4.5** The City of Hobart will provide employees with regular training and professional development to undertake social media marketing and communications.
- 4.6** The Facebook profanity filter must be turned on for all City of Hobart Facebook accounts. Employees who notice content that contravenes the City of Hobart terms of use for social media (detailed in 6.16) should report it by email or phone to the appropriate social media manager and the Digital Content Coordinator, or in his/her absence, the Communications Advisor.
- 4.7** New social media accounts may only be created on the basis of a completed business case in line with existing policies and procedures.
- 4.8** Every social media account requires an individually developed:
- content strategy
 - risk management plan
 - content calendar
 - reporting process
 - Hootsuite profile
 - For Facebook pages – a separate (instead of personal) Facebook account, using the officer's City of Hobart email address.

5 ROLES AND RESPONSIBILITIES

5.1 General

- 5.1.1 Social media governance:** the City Marketing Unit is responsible for the overall governance of social media for the City of Hobart. This includes maintaining relevant procedures, templates, evaluation and record-keeping tools, and facilitating training and support.

- 5.1.2 The **Digital Content Coordinator**, from within the City Marketing Unit, will provide planning, management and strategic advice to City of Hobart social media managers, chair the Social Media Stakeholders Group, operate as the social media manager and/or provide planning, management and content for the City's of Hobart's events and tourism accounts. The Digital Content Coordinator is responsible for developing and maintaining templates, evaluation and record-keeping tools, and facilitating training and support. The Digital Content Coordinator also provides back up for the Communications Advisor in the case of annual leave, illness, resignation, or any other unforeseen absence. The Digital Content Coordinator will advise officers of any leave for an extended period and who will be undertaking social media duties during this time.
- 5.1.3 The **Communications Advisor**, from within the City Marketing Unit, is the social media manager for the corporate City of Hobart social media accounts. The Communications Advisor provides back up for the Digital Content Coordinator in the case of annual leave, illness, resignation, or any other unforeseen absence. The Communications Advisor will advise officers of leave for an extended period and who will be undertaking social media duties during this time.
- 5.1.4 **Social media managers** are responsible for maintaining their assigned social media accounts in accordance with this policy and procedure.
- 5.1.5 **Account owners** are the unit managers who are ultimately accountable for their unit's social media accounts.
- 5.2** Divisional
- 5.2.1 **Social media managers** must take responsibility for the following actions:
- Regularly monitor their City of Hobart social media accounts, at least daily.
 - Ensure appropriate coverage is maintained outside of normal business hours relative to the volume of communication that is usual for the account.
 - Develop and maintain content strategies and calendars and lead planning activities for the account.
 - Provide reporting on activity on the account and regularly review the account in terms of the objectives that have been set for it and its ongoing sustainability.
 - Complete a risk management strategy and ensure that all of the necessary precautions to address and manage risks are undertaken.
 - Monitor and remove inappropriate content and inappropriate links, images or videos as soon as possible, in a timeframe not exceeding 24 hours.

- Remove comments requiring action from a duty-of-care standpoint, such as comments containing personal information about an individual or remarks about self-harm, within 24 hours, where possible.
 - Respond to each comment, post or message that requires a response with a holding message as the minimum, by the close of business next working day.
- 5.2.2 **Content creators** are responsible for ensuring any information that they provide for use on any of the City's accounts is factually correct and suitable for public release.
- 5.2.3 **Content experts** must make any request for their expertise a priority to enable social media managers to respond to online enquiries quickly and with accurate information. The ability to respond quickly and with accurate information is considered essential to maintaining the credibility of the corporate brand, particularly in regard to the Customer Service Charter and to encouraging trust in the City's commitment to customer service.
- 5.2.4 **Account owners** must support the business case for operating a social media account in their unit and ensure the necessary resources for the sustainable operation of social media communications.
- 5.2.5 **Authorised City of Hobart representatives on social media** must have written approval from the City Marketing Unit to become an authorised City of Hobart representative on social media.

Employees approved to engage on social media platforms on the organisation's behalf must:

- if required to use a personal account, wherever possible they should refer users to the relevant official City of Hobart social media account for information or an official response
- disclose only publicly available information
- not comment on, disclose or upload photos or information on confidential City of Hobart matters (such as client or financial information, business plans)
- ensure that any content and photos published are factually accurate and comply with relevant organisational policies, particularly those relating to confidentiality, disclosure and permission to publish (example: permission from subject and/or photographer)
- only offer comment on topics that fall within their area of expertise and responsibility at the City of Hobart, or seek advice from a **content expert**

- refer issues outside their sphere of expertise that may need advice, support or comment to the relevant City of Hobart **content expert**. If the situation requires an immediate response, let the user know that the request has reached the City of Hobart for response.

6 PROCEDURE

6.1 This procedure should be used for the following:

- when planning a new City of Hobart social media account
- when planning and writing posts and comments for City of Hobart accounts
- when providing information for posts for any City of Hobart accounts
- when responding, commenting or posting on social media where representatives make note of their affiliation with the City.

6.2 Opening a new social media account

6.2.1 The decision to create a new social media account will be based on a completed business case, showing the objectives and benefits of opening the account, stating which social media platform is being considered for the account, and detailing the resources available to manage the account.

6.2.2 The use of any social media should also be consistent with the overarching communications plan for the organisation or individual program that may be in effect at that time. See appendices for the process and guidelines relating to setting up a new social media account.

6.3 Tone and inclusiveness

- Language, tone and content must always be professional, despite the less formal nature of social media sites. This means using the same language as if speaking at a public event. Officers responsible for social media accounts should be sensitive to the diversity of the community in online forums and refer to the City Marketing Unit for advice if at all unsure.

6.4 Response times

- As a guide, you should respond to a direct inquiry made via social media on the same day. All messages, posts or comments that require a response must be responded to with a holding message at the very minimum by the close of business next day. See the Customer Service Charter for the City of Hobart's commitment to responding to enquiries on social media.
- Each account should also have an account-specific risk management plan, which will list the appropriate risk-mitigation message, process and response times for each identified risk.
- Inappropriate content and inappropriate links, images or videos must be removed as soon as possible, in a timeframe not exceeding 24 hours. Swear words must be removed and the Facebook profanity filter must be turned on for all City of Hobart Facebook accounts.
- Comments requiring action from a duty-of-care standpoint must be removed within 24 hours. The use of an after-hours roster is encouraged to ensure the account is monitored on a continuous basis.
- Positive feedback or general statements may not necessarily require an official response, however, this is at the discretion of the officer responding.
- In order to facilitate optimal response times, social media enabled devices, such as a tablet or smartphone, should be considered. Together with this, the mobile numbers of the Digital Content Coordinator and Communications Advisor should be stored on the device.

6.5 Style

- Any social media presence should look professional and be consistent with the City of Hobart Brand Identity Style Guide, the City of Hobart Language Style Guide, and any other brand profiles and style guides held by the City of Hobart.

6.6 Records management

- Social media managers are to use Digi.Me to keep records of all social media content contained on official City of Hobart social media accounts.
- To comply with the requirements of the *Archives Act 1983* and the State Archivists Guidelines on digital record management, social media managers must use Digi.me to export and save all social media content on at least a monthly frequency.
- Officers should also export and save any posts or comments which they plan to delete from the account before their deletion.
- Record-keeping requirements will be detailed in the City of Hobart Social Media Records Management Procedure.

6.7 Employee Position Description

- Where an employee is required to respond to customer enquiries or complaints on a social media account, this should be included within their position description, together with the scope of their responsibilities. An escalation protocol should exist within the unit, as would be the case for any customer enquiry or complaint.

6.8 Training

- The City Marketing Unit will facilitate training and professional development opportunities for officers who undertake social media communications.

6.9 Evaluation

- City of Hobart social media activity must be evaluated at least quarterly through simple metrics that are sustainable and related to the stated outcomes. Officers may make use of Hootsuite, Facebook Insights, and other digital monitoring tools whenever available as part of their evaluation of social media activities.
- The mechanisms for evaluation will be determined for each social media account by the Digital Content Coordinator.

6.10 Social Media Stakeholders Group

- All **social media managers** are expected to participate in the Social Media Stakeholders Group, which will focus on:
 - information and content sharing across divisions
 - problem solving
 - resource sharing
 - ongoing education and professional development
 - discussion of emerging social media trends, new platforms, and innovative use of social media.

6.11 Legal responsibilities

- 6.11.1 All content published on social media accounts managed by the City of Hobart is public information and, depending on access rights, may be accessible worldwide. In addition, this content may be permanently available and can be reproduced in other media. Such content is subject to federal, state and local laws (and the laws of other nations where relevant), and City of Hobart policies, processes, governance-level principles.
- 6.11.2 Every City of Hobart social media account with internal or public access must be monitored and unlawful content breaching federal, state and/or local laws (and the laws of other nations where relevant) or City of Hobart policies, processes and governance level principles must be removed within 24 hours.
- 6.11.3 City Marketing will remove City of Hobart social media accounts that breach City of Hobart's legal responsibilities.

6.12 Privacy

- 6.12.1 All content published on City of Hobart social media services must comply with the City of Hobart Privacy Policy and relevant state and federal privacy legislation (example: *Personal Information Protection Act 2004* and the *Local Government Act 1993*).
- 6.12.2 All information collected from City of Hobart websites, web services, or Information and Communication Technology (ICT) facilities must comply with the City of Hobart Privacy Policy.
- 6.12.3 Where employees require further information on the implications of privacy legislation, they should contact the Legal and Governance Unit.

6.13 Copyright

- 6.13.1 Copyright policies apply to social media. The same rules apply for distributing images on social media as any other publication. Only photos and images owned by, or licensed to, the City of Hobart should be published on one of our social media sites.
- 6.13.2 Where content that is not owned by the City of Hobart is planned for use, permission must be sought from the owner in writing and saved in the relevant folder in Trim.
- 6.13.3 If content is shared from another social media account, it should be clearly labelled as shared content, and the original poster and/or owner of the content should be credited.
- 6.13.4 Where employees require assistance in assessing ownership of content, they should contact the Legal and Governance Unit.

6.14 Security risks

- 6.14.1 The City Marketing Unit will maintain a register of City of Hobart social media accounts and the related account owners, social media managers, content creators and content experts.
- 6.14.2 Employees, volunteers and representatives should be cognisant of security risks to the City by the use of social media and must comply with the City of Hobart Global Information Systems Security Policy in relation to use of equipment.
- 6.14.3 Officers responsible for use of social media communications should set up a separate Facebook account, using their City of Hobart email address, to link to City of Hobart Facebook pages. Officers should not use their personal Facebook accounts to manage City of Hobart Facebook pages. Social media managers should ensure that all devices that have access to City of Hobart social media accounts, whether personal or work related have appropriate security measures, including but not limited to pass codes, passwords, and appropriate security or antivirus software.
- 6.14.4 All pass codes and passwords should be difficult to guess (example: not “1234”, “qwerty” or dates of birth), and should comply with ICT minimum password standards, including but not limited to:
- At least one capital
 - At least one number
 - Minimum of 8 characters long

6.15 Terms of use for social media

- 6.15.1 The following terms of use must be listed or linked to on all City of Hobart social media accounts, and the City of Hobart website:

To make sure this page is a positive and welcoming place for everyone we ask that our fans respect the following terms of use:

- a. *Respect the privacy of yourself and others by not including email addresses, phone numbers or home addresses in public posts or comments.*
- b. *Harassment, abuse and obscene, offensive or threatening language will not be tolerated.*
- c. *Do not post comments that are likely to offend others, including but not limited to references to race, age, gender, sexuality, political leaning, religion or capabilities.*
- d. *Do not post defamatory remarks, or information that is factually inaccurate and may mislead others.*
- e. *Do not post anything that may constitute spam, such as commercial solicitations or advertisements.*
- f. *If you find an image or post offensive, or which you believe should*

be removed for other reasons, please contact us via private message.

- g. City of Hobart does not accept any responsibility for content published on third party sites.*
- h. By posting, commenting, liking or sharing content on this account, you accept that this content may be retained as a record by the City of Hobart, as required by the Archives Act 1983.*
- i. By posting any images, links or information on this account you are giving permission to (account name) to use them, unless you expressly state otherwise. We will provide appropriate acknowledgement of the authors of any images, links or information posted on this account.*
- j. City of Hobart social media accounts are not a forum for counselling or help seeking. If you need support in a crisis, contact Lifeline 24/7 on 13 11 14.*
- k. Any posts or comments made by social media accounts or people impersonating the City of Hobart or Hobart City Council, or passing off, will be deleted from official City of Hobart corporate social media accounts in order to avoid public confusion caused by ambiguity.*
- l. Any posts or comments that violate these guidelines will be deleted, and any person who repeatedly violates these guidelines will be banned from (account name).*

6.15.2 These terms of use may be altered slightly in conjunction with the Digital Content Coordinator to allow for differences in tone of voice, or brand identity of the individual account.

6.16 Annual review

6.16.1 The Manager City Marketing is responsible for ensuring an annual review of this policy and procedure.

APPENDICES

Appendix A: Business case and purpose

The establishment of a social media account should be the result of the following process.

1. The officer requesting the account should fill out the new account checklist.
2. If the account meets the majority of the criteria included in the table, the officer should seek endorsement from the relevant unit manager to consult with the City Marketing Unit.
3. Following consultation with the City Marketing Unit, the officer should complete a business case, including (but not limited to):
 - the completed table
 - an explanation of why the account is needed, and why any existing social media accounts, or other communications accounts cannot meet these needs
 - what benefit the new account will provide to the project, program, or the public
 - the intended lifetime of the account
 - how it will be resourced, including which officers will be the **account owner** and **social media manager** for the account, names of potential content creators and content experts, as well as details of whether there will be a promotional budget
 - a draft content strategy and an example of a content schedule
 - information about how the officer intends to promote the account and build the audience.
4. The officer's unit manager should sign off the business case and content strategy.
5. If approved by the relevant unit manager and endorsed by the City Marketing Unit, the business case and content strategy, as well as the evaluation by the City Marketing Unit, will be sent to the relevant divisional director for approval.
6. If approved by the divisional director, the officer will be able to set up the account, following the below steps:
 - liaise with the Digital Content Coordinator to finalise the content strategy
 - complete an approved content calendar for the first month
 - undergo social media training with the Digital Content Coordinator
 - establish processes for the management of the account.

•

New account checklist	
Why is it needed	
Is the new account necessary for outcomes identified in the City of Hobart strategic plan?	Yes/No
Is the content unlikely to be promoted through other avenues (example: media release, radio advertising, City of Hobart website, <i>Capital City News</i>)?	Yes/No
Is the content you plan to share of public interest?	Yes/No
Is the content you plan to share unsuitable for posting on another City of Hobart social media account (example: the City of Hobart Facebook page, Hobart City Guide Facebook page)?	Yes/No
Is the potential audience likely to be users of social media?	Yes/No
Is there a specific reason why the content should be promoted on social media, instead of or in addition to other avenues, such as media releases, radio advertising, City of Hobart website or <i>Capital City News</i> (example: need for greater reach, affordability of advertising, audience)?	Yes/No
Have you determined how the account will be promoted?	Yes/No
What is needed	
What is the proposed lifetime of the account?	
What is the estimated size of your audience?	
Which platform do you want to use?	
Resources	
Will the account have a promotional budget?	Yes/No
Will the account have a dedicated social media manager ?	Yes/No
Is the proposed social media manager confident and familiar with social media?	Yes/No
Do you have sufficient human resources within your area to ensure daily monitoring of the page?	Yes/No
Do you have sufficient human resources within your area to create and curate appropriate content?	Yes/No
Do you have sufficient human resources within your area to review and report on the page?	Yes/No
Do you have sufficient human resources within your area to provide back-up if the primary social media manager is absent, example: in the case of illness, annual leave, resignation, redundancy, or termination?	Yes/No

Governance	
Will you be able to complete a content strategy and risk management plan as part of your business case?	Yes/No
Are you able to regularly update the content calendar, and store it in a central location (example: CBC)?	Yes/No
Have you received approval from your unit manager to put forward this request?	Yes/No

-

Appendix B: Risk mitigation process

The following general risk mitigation procedure applies to all City of Hobart social media. However, individual risk documents should be prepared for each account.

Risk	Mitigation Process
Offensive or potentially defamatory material is posted on a City of Hobart social media site, including photos or links to offensive or inappropriate material.	<p>Social media manager immediately deletes/hides content.</p> <p>If the poster is a repeat offender, or if the post is particularly offensive, the poster should be blocked from the account.</p>
A violent threat of harm or perceived serious threat is made towards the Council, any employee, volunteer or Alderman.	<p>The post indicates that immediate and assertive response is required.</p> <p>The social media manager will inform the account owner or divisional director who will notify the general manager and/or contact police.</p> <p>Where appropriate the account manager or divisional director will inform the subject of the threat.</p>
A user posts a criticism of or dissatisfaction with City of Hobart.	<p>Social media manager responds to the comment directly within the platform in which it appears, in consultation with the City of Hobart Communications Advisor/Media Advisor, so that other users can also see the response.</p> <p>Alternatively, if the comment involves a more complex or lengthy response, the social media manager may post a comment asking the user to contact him/her providing a telephone number or private message the person.</p> <p>Comments or posts should only be deleted if they contravene the City of Hobart terms of use for social media.</p>
Spamming or undue prominence of a particular service, product or event on City of Hobart social media site that is not relevant.	Social media manager deletes/hides content and photos.
User posts too much private information or inappropriate content or photos about themselves.	Social media manager deletes/hides content and photos, and if possible contacts the user via private message to let them know why their comment has been deleted.

Risk	Mitigation Process
<p>User posts comment about intent to suicide or self-harm; or harm a partner or family member.</p>	<p>The post indicates that immediate and assertive response is required.</p> <p><i>Business hours:</i></p> <p>Do not attempt to counsel people by engaging them in ongoing conversation.</p> <p>At most, respond with one message only and refer the person to the appropriate help seeking avenues.</p> <p>Refer any instances to the police if there is any risk of a person self-harming or attempting to take their own life.</p> <p><i>Thank you for reaching out. For 24/7 crisis support and suicide prevention services call Lifeline on 13 11 14 or visit www.lifeline.org.au</i></p> <p><i>If you're thinking about harming yourself or ending your life, call Lifeline on 13 11 14 or chat online every night at http://www.lifeline.org.au/crisischat</i></p> <p><i>Need crisis support now? Lifeline can help – contact 13 11 14 or chat online every night at http://www.lifeline.org.au/crisischat</i></p> <p><i>After hours:</i></p> <p>The social media manager should direct the user towards Lifeline (see above).</p> <p>Where appropriate, the social media manager will inform police if any threat towards the organisation or individual is perceived.</p>
<p>You have made a mistake</p>	<p>Be the first to admit it, and where possible make public corrections.</p>

6.3 City of Hobart delegation to China January 2017
File Ref: F17/14672

Report of the Group Manager Executive & Economic Development of 17 February 2017 and attachments.

Delegation: Council

**REPORT TITLE: CITY OF HOBART DELEGATION TO CHINA
JANUARY 2017****REPORT PROVIDED BY:** Group Manager Executive & Economic Development**1. Report Purpose and Community Benefit**

- 1.1. The purpose of this report is to provide the Council with an overview of the delegation to China in January 2017, the signing of the friendship agreement with Fuzhou and the performances given by the Tasmanian Symphony Orchestra (TSO).

2. Report Summary

- 2.1. This report provides an overview of the City of Hobart delegation to China in January 2017.
- 2.2. The delegation was led by the Deputy Lord Mayor and consisted of Alderman Briscoe, Alderman Denison, Mrs Lili Christie and the Group Manager Executive and Economic Development.
- 2.3. The activities of the delegation were:
 - 2.3.1. The signing of the friendship city agreement with Fuzhou
 - 2.3.2. The accompaniment of the TSO through Fujian Province and Shanghai
 - 2.3.3. The furtherance of the already strong relationship with Bangde College in Shanghai.

3. Recommendation***That:***

1. ***The Council note the friendship city agreement with Fuzhou is now signed.***
2. ***The Council seek to develop opportunities for the Hobart community arising from the agreement and further seek to engage the State Government in exploring these opportunities given the Tasmania Fujian relationship.***
3. ***As part of the regular reporting on the International Relations Action Plan, updates on the relationship with Fuzhou be provided.***

4. Background

- 4.1. At its closed meeting of the 10th October 2016 the Council resolved to financially support the TSO tour of China.
- 4.2. Aldermen will recall there was some debate as to whether this item should remain in closed Council. The matter was in closed Council at the request of the TSO due to some information provided by the TSO regarding the tour.
- 4.3. Subsequently it has become a matter of public record that The Council made a grant of \$20,000 to the TSO to support the tour and that the Deputy Lord Mayor, Alderman Briscoe and Alderman Denison would accompany part of the tour given that the TSO were playing three concerts in Tasmania's sister state, Fujian. In particular the TSO were to play a concert in Fuzhou city.
- 4.4. The Council will also recall that it had previously resolved to finalise a friendship city agreement with Fuzhou and that a suitable time for the signing needed to be agreed upon.
- 4.5. It had originally been suggested that this would take place when Fuzhou visited Hobart in November last year but as that delegation was not led by the Mayor or Vice Mayor of Fuzhou it was not appropriate.
- 4.6. As a result, the visit to Fuzhou in January this year presented the opportunity to finally sign the friendship city agreement.
- 4.7. The delegation also included the Group Manager Executive and Economic Development and the Deputy Lord Mayor's wife, Ms Lili Christie who also acted as interpreter for the delegation.
 - 4.7.1. The Minister for the Arts, Vanessa Goodwin MLC also travelled with the TSO during the Fujian and Shanghai concerts.
- 4.8. The itinerary for the visit was as follows:
 - Tuesday 3 January – arrive Fuzhou, site visits and friendship city signing
 - Wednesday 4 January - site visits and TSO concert
 - Thursday 5 January travel to Putian City and TSO concert
 - Friday 6 January – travel to Xiamen City and TSO concert
 - Saturday 7 January – travel to Shanghai and TSO concert
 - Monday 9 January tour Bangde college, Shanghai and meetings
 - Tuesday 10 January – delegation concludes

Friendship City agreement with Fuzhou

- 4.9. The most significant activity of the delegation was the signing of the friendship city agreement.
- 4.10. The Deputy Lord Mayor signed the agreement with Acting Mayor YOU at a formal ceremony on the evening of the 3rd January. Attachment A to this report is a copy of the signed agreement.
- 4.11. The agreement now paves the way for a more formal relationship with Fuzhou and the development of actual projects of cooperation. During the formal meeting with Acting Mayor YOU (who has since been confirmed as Mayor of Fuzhou at the Communist Party's annual conference) he confirmed the desire to seek 'concrete' projects of economic cooperation between our cities and the respective business communities.
- 4.12. Mayor YOU also singled the likelihood of an official visit from Fuzhou in the first half of this year to further this dialogue and to build on the relationships that were formed during the visit of Fuzhou to Hobart in November and during Hobart's visit in January.
- 4.13. The following day the delegation visited one of Fuzhou's key hi-tech research and development parks. There the group was shown the development activity of a well-known Chinese health supplement company and an educational company that specialised in *smart* hardware for class rooms.
- 4.14. The group was hosted for lunch by the Australian Fujian Association, of which a Tasmanian Branch has recently been established. This lunch meeting was an important opportunity to hear of the growing connections between Fujian and Tasmania and a strong interest in seafood from Tasmania being imported into Fuzhou.
- 4.15. A visit was arranged to Number 83 middle school, which as a result of the city to city relationship, has commenced dialogue with St Mary's College for a formal sister school relationship. The Deputy Lord Mayor gave a presentation about Hobart and the delegation had a thorough tour of the school that included cooking and woodwork demonstrations, inspection of the sporting facilities and an art class. Perhaps most impressively was the fact that apart from the school hierarchy the group's tour guides were three 13 year old girls who spoke and understood near perfect English.
- 4.16. On the evening following the friendship signing the TSO performed in Fuzhou. The City of Hobart co-hosted a VIP pre-reception to the concert where we invited 20 VIP's from Fuzhou city government for networking.
- 4.17. The concert itself was incredibly well received. The orchestra performed a clever mix of Australian and Chinese music. The audience (at all concerts) was visibly struck when the orchestra led by double

bass soloist Stuart Thomson played well known Chinese composer, Tan Dun's "Wolf Totem".

- 4.18. The following days involved moving onto first Putian and then Xiamen for concerts.
- 4.19. While in Putian the delegation, including Minister Goodwin met with the Acting Mayor of Putian. Aldermen may recall that Launceston and Putian have previously signed an agreement *to become* friendship cities.
- 4.20. The concert in Xiamen was important as there had been some background discussions as to whether the Xiamen Philharmonic Orchestra would present in Tasmania as part of Ten days on the Island. It is understood that as a result of the TSO performing in Xiamen, the Xiamen orchestra will now indeed perform in Tasmania in March this year. This is seen as a significant coup for Ten Days.

Shanghai

- 4.21. The final concert was in Shanghai on the 7th January and played at the prestigious Shanghai Conservatorium of Music. This concert was also significant as it was the first time *any* Australian orchestra had been recorded in China. The recording was by the Shanghai Media Group (SMG) and is going to be broadcast in Shanghai by SMG Radio's 94.7 Classical FM at 6:00pm on Saturday 25 February.
 - 4.21.1. The performance of Wolf Totem aired on ABC Classic FM on the 28th January 2017.
- 4.22. It is understood there will be a second broadcast making a total audience of some 240,000 people in Shanghai listening in.
- 4.23. It is estimated that with the 9 concerts in China and the two Shanghai radio broadcasts, plus the ABC Classic FM broadcasts & their on-line access the total audience for the TSO's China tour is likely to be around the 400,000 mark.
 - 4.23.1. The City of Hobart's association with the tour was widely promoted. Attachment B to this report is a photo of the banner outside the Fuzhou Concert Hall
- 4.24. While in Shanghai the delegation was also able to meet again with the owners and management of Bangde College.
 - 4.24.1. Aldermen may recall that a delegation from Bangde College visited Hobart just before Christmas.
- 4.25. The delegation toured the facilities and then had a formal meeting and dinner where the ongoing relationship in with TAFE Tasmania was discussed. As a result of their visit to Hobart prior to Christmas Bangde

College has some significant growth plans beyond Shanghai and it would appear that Hobart and Tasmania are part of these plans.

- 4.26. It is understood that Bangde College will visit Tasmania later this year and after further discussions with TAFE Tasmania are likely to make a significant announcement.
- 4.27. Aldermen may also recall that Bangde's parent Company is seeking other opportunities in Tasmania to source fresh produce for its Chinese restaurant and catering businesses. Again as a result of the pre-Christmas visit and the itinerary that Council managed, the Group intends to pursue these opportunities in more detail.
- 4.28. At the Economic Development and Communications Committee meeting Aldermen will be given a copy of a booklet produced by Bangde College that promotes studying in Tasmania (it is too large to be an attachment to the report). Copies for all Aldermen will also be made available.

Discussion

- 4.29. This was the City of Hobart's sixth visit to China since 2012 and its third visit to the city of Fuzhou.
- 4.30. Each visit increases understanding of the Chinese cities visited and Chinese customs and culture.
- 4.31. This most recent delegation could be described as highly successful for two main reasons;
 - 4.31.1. The signing of a friendship city agreement
 - 4.31.2. The accompaniment of the TSO tour.
- 4.32. There is no doubt that the relationship with Fuzhou has grown significantly. Now that the friendship agreement has been signed the desire to increase cooperation activities is clear. The Deputy Lord Mayor was approached by people who now wish to send their children to Hobart to study. The potential relationship with St Mary's College and number 83 middle school is also a result of the friendship city relationship and its formalisation. It is also expected that the continued sourcing of Tasmanian fresh products for sale in Fuzhou businesses (Yonghui Supermarkets for example) will also grow.
- 4.33. The opportunity to present the TSO in Fuzhou was without a doubt a significant event for Hobart, Fuzhou and the TSO itself. The ability to extend a network of understanding and information through inviting Fuzhou city government officials to a reception and the concert itself represented an opportunity for a different discussion to take place that was not just focussed on immediate business to business activities but on a longer term cultural relationship that will underpin a more sustained economic cooperation.

- 4.34. Supporting the TSO to play in Fuzhou demonstrated a commitment from Hobart towards the relationship with Fuzhou in much the same way that occurred when Fuzhou bought its performance group to Hobart in November 2016.
- 4.35. Arts and culture is a particularly important industry within China and enjoys a level of patronage from very senior Chinese officials.
- 4.36. It is suggested that as an activity of cultural diplomacy the TSO concert in Fuzhou was highly successful as was its presence in Fujian overall.
- 4.37. This is an important lesson for the City in the ongoing management of its relationships in China.
- 4.38. Similarly the continued relationship with Bangde College and the City's support of TAFE Tasmania's work in China through Bangde does seem to be bringing a clearer focus of what Hobart and Tasmania has to offer Chinese students and their families.
- 4.39. Finally it is also noted that Fuzhou have sent an officer to City of Hobart for a 6 month placement. Ms Dongmei (Lydia) Zhu commenced at the Council in mid-January. Ms Zhu will spend her time observing City of Hobart practices as well as contributing to the understanding of City of Hobart staff as to Chinese culture and practice. It is already proving to be a valuable two-way exchange.
- 4.40. It is suggested that Hobart's visits to China are now building up a significant pool of goodwill. It is imperative that the City continue to explore opportunities in this space on behalf of the community and that it continues with a program of regular visits that are reciprocated and the actions enunciated in the International Relations Action Plan are implemented.

5. Proposal and Implementation

- 5.1. This report is for receiving and noting.

6. Strategic Planning and Policy Considerations

- 6.1. Strategic Objective 1.2.4 of the capital City strategic Plan 2015-2025 states: *Support the Council existing sister city relationships with Yaizu, L'Aquila and Xi'an and respond to new opportunities.*

7. Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result

- 7.1.1. As noted earlier the delegation consisted of:

- The Deputy Lord Mayor and Mrs Christie
- Aldermen Briscoe

- Alderman Denison
 - Group Manager Executive and Economic Development
- 7.1.2. It is noted under Council's Policy *Aldermanic Development and Support*, section D that the Council meet the costs of travel for the Lord Mayor's partner when travelling to a sister City. The policy further notes that in circumstances where an Aldermen represents the Lord Mayor the same policy with regard to their partner's travel expenses apply.
- 7.1.3. Accordingly the Council met the costs of travel for Mrs Christie. However it should be noted that Mrs Christie also undertook the role of interpreter for the delegation at all times including official functions and pre-translation of speeches and information which represented a significant cost saving to the Council.
- 7.1.4. The cost of business class airfares for the delegation was \$8,235 per person
- 7.1.5. The combined cost of accommodation for the delegation was \$8,240 over the 9 days.
- 7.1.6. Making a total cost of \$49,415.
- 7.1.7. It should be noted there are still some incidental costs to come in due to the timing of credit card statements.

7.2. Impact on Future Years' Financial Result

- 7.2.1. None arise from this report.

7.3. Asset Related Implications

- 7.3.1. None arise from this report.

8. Legal, Risk and Legislative Considerations

- 8.1. None arise from this report.

9. Environmental Considerations

- 9.1. None arise from this report.

10. Social and Customer Considerations

- 10.1. The maintenance of a friendship city agreement is an important activity for a local government to undertake once entered into. The signing of all Hobart's sister / firendship city agreements are important to many community groups within the City.
- 10.2. Due to Fuzhou being the capital city of Tasmania's sister state, Fujian, it has particular significance for Hobart and the local Chinese community.

- 10.3. Furthermore the growth of this relationship into an economic agreement is important to both sides and also to the Province of Fujian and to the State of Tasmania. This was reinforced on the last visit.

11. Marketing and Media

- 11.1. Copies of local Chinese media are attached to this report – Attachment C. Ironically the signing of the friendship city agreement gained considerably more coverage in China than it did in Hobart.
- 11.2. Also attached (Attachment D) is a copy of an opinion piece written by the Deputy Lord Mayor and Published in the Mercury newspaper on the third of February 2017.
- 11.2.1. It is also noted that the day after returning from the delegation the Deputy Lord Mayor was interviewed on ABC local breakfast.
- 11.3. Copies of the speeches given by the Deputy Lord Mayor at the friendship agreement signing and at the TSO reception in Fuzhou are attached for the information of Aldermen.

12. Community and Stakeholder Engagement

- 12.1. As noted above, the continued engagement of the local Chinese community is paramount in the success of both the Fuzhou and Xi'an relationships.
- 12.2. Beyond that the City must also seek to engage the broader community if such relationships are seen to be positive contributors.
- 12.3. It is evident that the relationships with Chinese cities will take time as trust and mutual respect must be built before real business can be discussed. In Chinese culture this concept is known as *Guanxi*.

13. Delegation

- 13.1. This report is for the information of Council.

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.



Tim Short
GROUP MANAGER EXECUTIVE &

ECONOMIC DEVELOPMENT

Date: 17 February 2017
File Reference: F17/14672

- Attachment A: Friendship City Agreement Fuzhou City of Hobart ↴
- Attachment B: Photo of Fujian Grand theatre, Fuzhou ↴
- Attachment C: Fuzhou media coverage of Hobart visit ↴
- Attachment D: Deputy Lord Mayor's opinion piece, Mercury Newspaper 3 februaury ↴
- Attachment E: Deputy Lord Mayor's speech at friendship agreement signing ↴
- Attachment F: Deputy Lord Mayor's speech at TSO reception Fuzhou ↴

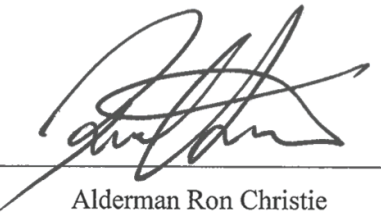
**AGREEMENT ON THE ESTABLISHMENT OF FRIENDSHIP
CITY RELATIONSHIP BETWEEN THE CITY OF HOBART,
STATE OF TASMANIA, THE COMMONWEALTH OF
AUSTRALIA AND THE CITY OF FUZHOU, FUJIAN PROVINCE,
THE PEOPLE’S REPUBLIC OF CHINA**

The City of Hobart, State of Tasmania, the Commonwealth of Australia and the City of Fuzhou, Fujian Province, the People’s Republic of China, for the purpose of enhancing understanding and friendship between the peoples of Australia and China and intensifying the friendly cooperation between Hobart and Fuzhou, in accordance with the Joint Communiqué Governing the Establishment of Diplomatic Relations between the Commonwealth of Australia and the People’s Republic of China, jointly agree to establish friendship city relationship through amicable consultation.

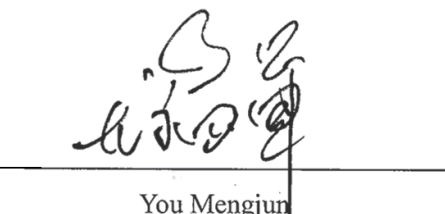
Both sides agree to promote the friendly contacts between the peoples of Hobart and Fuzhou, and develop exchanges and cooperation in every field like science and technology, culture, education, agriculture, forestry, aquaculture and tourism, ect. on the basis of equality and mutual benefit.

Done in duplicate in Fuzhou on January 3rd, 2017, the Agreement is written in English and Chinese languages, both texts being equally authentic. The Agreement will enter into force since the date of its signature.

The Agreement will remain in force for a period of five years and will be renewable unless either side notifies the other of its intention to terminate the Agreement on the expiry of the period of validity.



Alderman Ron Christie
Deputy Lord Mayor
The City of Hobart
The State of Tasmania
The Commonwealth of Australia



You Mengjun
Acting Mayor
The City of Fuzhou
Fujian Province
The People’s Republic of China

**中华人民共和国福建省福州市
与澳大利亚联邦塔斯马尼亚州霍巴特市
建立友好城市关系协议书**

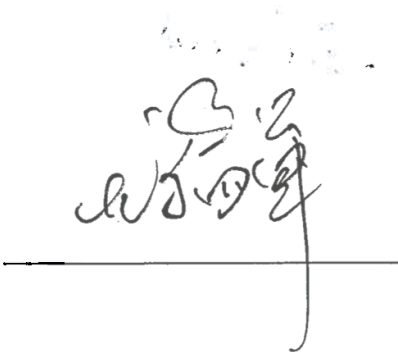
中华人民共和国福建省福州市与澳大利亚塔斯马尼亚州霍巴特市，根据中澳建交联合公报原则，为进一步巩固并发展福州市和霍巴特市的友好合作，增进两市人民的了解和友谊，经过友好协商，双方同意建立友好城市关系。

双方同意，在平等互利的基础上，共同促进两市人民之间的友好交往和经济、贸易往来，积极开展科技、文化、体育、人才、教育、农业、林业、水产、旅游等各个领域的交流与合作。

本协议书于 2017 年 1 月 3 日在福州签署，一式两份，每份都用中文和英文两种文字写成，两种文本同等作准。本协议书自签字之日起生效。

本协议书有效期为五年。有效期满后，如无一方提出终止可顺延。

中华人民共和国
福建省福州市代市长
尤猛军



澳大利亚联邦
塔斯马尼亚州霍巴特市副市长、议员
罗恩·克里斯蒂





FUZHOU DAILY

4th January, 2017 Wednesday**Fuzhou and Hobart of Australia Friendship Cities Now**

Last night (3rd January, 2017), the City of Fuzhou and the City of Hobart, Tasmania, Australia officially established the friendship city relationship in Fuzhou. Deputy Secretary of the CPC Fuzhou Municipal Committee & Acting Mayor You Mengjun, on behalf of the Fuzhou Municipal Government and Deputy Lord Mayor Ron Christie, on behalf of the Hobart City Council, signed the Agreement.

In the Agreement, on the basis of equality and mutual benefit both the City of Fuzhou and the City of Hobart will work with joint efforts to accelerate the people-to-people exchanges and economic and trade activities, and promote exchanges and cooperation in the fields such as science and technology, cultural, sports, personnel, education, agricultural, forestry, marine and tourism.

Before the signing ceremony, Acting Mayor You had a meeting with Deputy Lord Ron Christie and his delegation. They introduced and discussed about how to promote bilateral exchanges and strengthen cooperation. Vice Mayor Hang Dong attended the meeting and signing ceremony.

(Front Page)

GERATHY.MADISON
MEDIA MONITORING

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Print Report

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Symphony strikes a perfect note in

"T'ái bāng lè" (pronounced tie-bung-ler), meaning "wonderful or terrific" was the word we heard often in the foyers of China's concert halls following the performance of our incredible Tasmanian Symphony Orchestra.

Take a bow — nine concerts in seven cities (13 days) and I, with my wife and official translator, along with Aldermen Jeff Briscoe and Tanya Denison had the honour of accompanying our orchestra to four of those concerts in our sister state, Fujian province and Shanghai. Tasmania without doubt is

The TSO's Chinese tour has been an opportunity to strengthen ties, says **Ron Christie**

on the world stage and although we pride ourselves on having the world's finest produce and cleanest air, accompanying a group of extraordinary artists to a

country that seldom has the opportunity to experience live Western culture and entertainment, was a bonus. Several weeks ago this newspaper featured an article I wrote headlined "Much to learn in dealing with China — but also much to gain", and I would like to share some of those dealings.

It is a mammoth task organising the set-up, rehearsal, presentation and bump-out each evening of 80 plus musicians and crew, but it happens. Red-eye risings, head to the next city, more rehearsals and then the

performance. The energy of maestro Marko, the enthusiasm of musicians, the planning of receptions by Barry Plews and assistant Hu He (pronounced "who her"), the official functions and speeches with government officials combined to make this tour, I believe, the most successful in the TSO's 69-year history.

The musical arrangements changed each evening but one piece performed by TSO double-bass player Stuart Thomson remained. Chinese-born American composer Tan Dun, who wrote the score for

the film *Crouching Tiger, Hidden Dragon*, also composed *Wolf Totem*, performed by Stuart. The audience loved it and on several occasions Stuart and his company received standing ovations. Stuart, by the way, became the "Brad Pitt of China", with many photos sought by Chinese fans.

In Fuzhou, the capital of Fujian province, I had the honour on behalf of my Lord Mayor and citizens of Hobart to sign a friendship agreement with the acting mayor, Mayor Yu. There were several meetings before this signing to discuss the economic benefits

for our two cities. There will be many in areas of education, health and science and tourism. Those benefits have started, with several parents introducing themselves to me and saying their children will attend UTAS in second semester this year.

They ask many questions. Questions about the safety and environment of Hobart. It is the job of myself and aldermen to ensure we follow through with their concerns — after all, they are sending, in most cases, their only child to a different part of the world. Many parents have done this and

extending our relations

visited our city as a tourist and parent. In addition to education, Fuzhou last week sent an economic development officer who will work for six months with our Hobart council staff to increase those benefits and develop closer communication and ties.

The final concert of the tour was in Shanghai, where it is mind-boggling to think that the population of Australia lives in this city, or Tassie's population multiplied 16 times travels on the Shanghai subway each day. The Shanghai concert was a great success and in some respects a

world first as it was broadcast live on Shanghai radio to an audience of more than 400,000 people, and then back to Australia's ABC FM.

The City of Hobart also has a great relationship with Bandge College (pronounced Bun-dah) in Shanghai. This is a vocational college of more than 4000 students that has a successful exchange program with Hobart TAFE.

I was invited to several meetings with the owner and board of this college with positive outcomes. Further meetings will be held with Hobart TAFE officials this

month and I am confident our Lord Mayor and TAFE officials will be making a major announcement later this year.

As I mentioned in a previous article, dealing with the Chinese is all about character building or *guanxi* (pronounced gwan-she) and that is what our delegation and the symphony orchestra did.

Travelling every day from city to city is not a holiday, as I some readers may think, particularly in light of recent events of federal politics. The daily routine was always check

the paper for red or orange smog alerts, and in some cities visibility was down to 100m, not at all pleasant for an asthmatic such as myself, who resorted to wearing face masks for three days.

Chinese people, particularly parents, love what we take for granted — blue skies, clean air, uncontaminated produce. Yes, China is steeped in 5000 years of amazing history, but they would give it all up tomorrow to raise a healthy, strong, educated child.

Ron Christie is the deputy Lord Mayor of Hobart.

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**The Deputy Lord Mayor speaks at the
Friendship Agreement Signing**

Tuesday 3 January 2017

XXam/pm

Shangri La Hotel

Acknowledgements:

Ni How- I would like to acknowledge the presence of:

- Acting Mayor of Fuzhou, Mr. YOU Mengjun
- The Hon Dr Vanessa Goodwin MLC, Minister for the Arts
- My aldermanic colleagues:
 - Alderman Jeff Briscoe; and
 - Alderman Tanya Denison **TRANSLATOR**
 - 您好！我想要感谢出席活动的福州市代市长尤猛军先生；尊敬的塔斯马尼亚州立法委员会主席、艺术部部长凡妮莎·古德温博士；以及我的议员同僚们，杰夫·布利斯科议员和坦妮娅·丹尼森议员。

- And my new Shandong wife and translator Lili Sun-Christie **TRANSLATOR**
- 还有我的来自山东的新婚太太，也是我的翻译丽丽·孙-克里斯蒂
- **WARHAN JOW-OW WARSURE SHANDONG NEWSHU TR ANSLATOR**
- 副市长说，他很骄傲他是山东女婿！
- And Mr Tim Short – Economic development director
- 我还要感谢我们的经济发展部主任 提姆·肖特

Speech Notes:

- It gives me great pleasure to represent the Lord Mayor, Sue Hickey, Aldermen and citizens of the City of Hobart. Today is a great day in Hobart and Fuzhou. A day that strengthens a relationship between our two cities. **TRANSLATOR**
- 今晚，我非常荣幸能够代表霍巴特市市长苏·希基，市议员们和霍巴特市市民在这里与您共聚一堂。今天是霍巴特和福州美好的一天，也是加强我们两市关系的一天。

- I extend an apology from the Lord Mayor of Hobart- Lord Mayor Sue is unable to visit on this occasion due to our biggest Summer Festival in Hobart and she is committed to the people of Hobart at this event. **TRANSLATOR**
 - 我转达霍巴特市市长-苏不能出席在这次场合的歉意，由于市长要履行她对市民的承诺正在致力于霍巴特最大的夏季节日的事务。
 - She told me she would love to be here today for this very special occasion. She sends her very best wishes and she will return to Fuzhou soon. She has asked me to pass on her message. **TRANSLATOR**
 - 她告诉我，为了这个非常特别的事件她非常希望今天能在这里。她表示会很快再次访问福州并表达了她最美好的祝福。市长要求我传递她的信息。
 - The Lord Mayor says.....
 - The relationship between Fuzhou and Hobart first began in 2014 when the Mayor of Fuzhou, wrote to the City of Hobart seeking to progress a friendship by inviting a delegation to visit Fuzhou. **TRANSLATOR**
-

- 市长说：福州和霍巴特的关系始于2014年，当时福州市市长写信给霍巴特市邀请代表团访问福州促进两市友谊关系。
- Later in 2014, the City of Hobart hosted a delegation from Fuzhou led by the Vice Mayor and it was during this visit that the Vice Mayor communicated the intent of Fuzhou to pursue a friendship city agreement with Hobart.

TRANSLATOR

- 在2014年末，霍巴特市接待了当时由福州市副市长率领的代表团。在访问期间，副市长表示了要与霍巴特缔结友好城市协议的意向。
- The City of Hobart is very honoured with the relationship and we wish to expand our future economic strategy with Fuzhou (the Blessed Prefecture) and our State of Tasmania with the sister-state relationship Fujian Province. **TRANSLATOR**
- 霍巴特市非常荣幸，我们希望借助这个关系能扩大未来与福州（有福之州），和我们塔斯马尼亚州以及姐妹省---福建省的经济战略合作。

- In 2015, the Premier of Tasmania, The Hon Will Hodgman led a trade mission to China with the Lord Mayor and Deputy Lord Mayor -It was an honour for us to visit Fuzhou.

TRANSLATOR

- 在2015年，塔斯马尼亚州州长，尊敬的威尔·霍奇曼率领包括霍巴特市市长和副市长的贸易代表团访问了中国，也有幸访问了福州。
- In April 2015, a letter of intent between our two cities was signed agreeing to pursue a friendship city relationship.
 - At that meeting, gifts were exchanged and the City of Hobart received a magnificent 7 foot tall vase that has pride of place in the Lord Mayor's Court Room, in the Town Hall. **TRANSLATOR**
 - 在2015年4月，两市在霍巴特市市政厅签署了进一步发展友好城市关系的意向书。会议上互换了礼物，霍巴特收到了一个非常华丽的7英尺高的花瓶，它成为了市长法庭室的骄傲。

- It is an honour and privilege to be representing the City of Hobart with our world-class Tasmanian Symphony Orchestra and the Hon Vanessa Goodwin, Minister for the Arts who is representing the Premier of Tasmania. **TRANSLATOR**
- 这是我的荣幸和特权能够代表霍巴特市和我们世界级的塔斯马尼亚交响乐团，以及代表塔斯马尼亚州州长的---尊敬的塔斯马尼亚州艺术部部长 凡妮莎·古德温博士。
- Hobart is the capital city of Tasmania and the greater Hobart area has approximately 220,000 people, just under half of the population of Tasmania. **TRANSLATOR**
- 霍巴特是塔斯马尼亚州的首府，大霍巴特区有22万人口，刚刚不到整个塔斯马尼亚州总人口的一半。
- Compared to Fuzhou, Hobart is 150 times smaller in land size but Fuzhou and Hobart both have natural assets, history and culture. **TRANSLATOR**
- 虽然和福州相比，霍巴特的土地面积小于福州150倍。但是福州和霍巴特都拥有自然资产，历史和文化。

- Hobart, like Fuzhou, is a coastal town with a significant working port. We have the River Derwent- Fuzhou has the famous Min River. Hobart has a Mountain near our City- Fuzhou has famous Mount Gu home of Yongquan Temple- I have been there- **TRANSLATOR**
- 霍巴特就像福州，是一个拥有繁忙港口的海滨城市。我们有德文特河---福州有著名的闽江。霍巴特区有一座山就靠近我们的城市---福州有拥有涌泉寺的著名鼓山。我去过鼓山。
- Our key industries in Hobart are public administration, education, science and tourism and our state (or Province) of Tasmania is famous for its agriculture and fisheries because of our very clean environment. **TRANSLATOR**
- 在霍巴特，我们的重点产业是公共管理，教育，科研，旅游，还有我们塔斯马尼亚州闻名的农业和水产养殖，因为我们的环境很干净。
- Hobart is the second oldest capital city in Australia
TRANSLATOR
- 霍巴特是澳大利亚第二最古老的首府城市。

- Hobart is like Fuzhou- We have many arts and cultural institutions such as the Tasmanian Symphony Orchestra. Hobart is also called the City of Festivals – Fuzhou is a City of Festivals with your famous Fuzhou international fisheries Expo and Fuzhou's famous Silk Road Film Festival- maybe one day we can have this film festival in Hobart

TRANSLATOR

- 霍巴特还像福州, 我们有很多艺术和文化机构, 譬如, 塔斯马尼亚交响乐团。霍巴特被称为节日之城---福州也是节日之都。你们有国内外知名的国际渔业博览会, 还有著名的福州丝绸之路电影节, 或许有一天我们也可以在霍巴特举办这个电影节。
- Tourism in Hobart and Tasmania is growing steadily with visitor numbers increasing. This year, we are approaching one million tourists including many Chinese visitors. I invite you to come to Hobart and experience our natural beauty and friendship. **TRANSLATOR**
- 霍巴特市和塔斯马尼亚州的旅游业正在稳步发展, 游客数量明显增加。今年, 游客数量接近100万名, 其中很多是中国游客。我邀请您来霍巴特体验我们的自然美景和友谊。

- I am aware that an action plan is being formulated to guide the development of this five-year relationship to ensure that both cities remain focussed in delivering cultural and economic value for our communities. **TRANSLATOR**
- 据我所知，有一个指导5年友好关系的行动方案正在制定，来确保两市专注于为我们社区提供文化和经济价值。
- Finally, it gives me great pleasure to sign the agreement today and I look forward to seeing the outcomes of our action plan. **TRANSLATOR**
- 最后，这是我的莫大的荣幸在今天签署协议，我很期待看到我们行动方案的成果。

SHAY SHAY

The Deputy Lord Mayor speaks at the

TSO Reception

Wednesday 4 January 2017

6:20pm

Fujian Grand Theatre

Acknowledgements:

NI HOW- I would like to acknowledge the presence this evening of:

- Acting Mayor of Fuzhou, Mr. YOU Mengjun- (You Mung-jwin)
- The Hon Dr Vanessa Goodwin MLC, Minister for the Arts
- My aldermanic colleagues:
 - Alderman Jeff Briscoe; and
 - Alderman Tanya Denison - **TRANSLATOR**
 - 你好！今天晚上我要感谢出席活动的福建省外事办王主任，省文化厅林厅长，福州市委林副书记，福州市外侨办林主任和张副主任；尊敬的塔斯马尼亚州立法委员会主席、艺术部部长凡妮莎·古德温博士；以及我的议员同僚们，杰夫·布利斯科议员和坦妮娅·丹尼森议员
 - I would like to acknowledge my new Shandong wife and my translator Lili Sun-Christie **TRANSLATOR**
 - 我还要感谢我的来自山东的新婚太太，也是我的翻译丽丽·孙-克里斯蒂
 - (warhan jow-ow warsure Shandong newshu)-**TRANSLATOR**
 - 副市长说他很骄傲他是山东女婿！
 - And Economic Development Director Tim Short **TRANSLATOR**
 - 还有我们经济发展部的主任提姆·肖特

Speech Notes:

- It gives me great pleasure to join you this evening and to represent the Lord Mayor, Sue Hickey, Aldermen and citizens of the City of Hobart. **TRANSLATOR**
- 今晚，我很荣幸能代表霍巴特市市长苏·希基，市议员们和霍巴特市市民在这里与您共聚一堂
- I would like to pass on an apology from the Lord Mayor who was unable to join the tour due to a very large summer Festival being held in our city. She would love to be here for this evening but is committed to the City- She has asked me to pass on her best wishes. **TRANSLATOR**
- 我为市长转达她缺席的歉意，由于一个盛大的夏季美食节正在我们的城市举行。今晚，她非常希望能在这里，但是她要履行对我们城市的承诺。所以市长让我转达她最美好的祝福。
- The City of Hobart is delighted and very proud to be sponsoring the Tasmanian Symphony Orchestra concert here in Fuzhou.- THE BLESSED PREFECTURE **TRANSLATOR**
- 霍巴特市非常高兴也很骄傲的赞助塔斯马尼亚州交响乐团在福州（有福之州）的音乐会。
- This is a rare opportunity for our city Hobart to be able to bring one of Tasmania's cultural icons to China.
- 对我们霍巴特市来说这是一个很难得的机会能够带给中国来自塔斯马尼亚的文化象征。

- The Tasmanian Symphony Orchestra is much-loved in Tasmania, so helping to share their extraordinary musical talent with you all, is our great pleasure. **TRANSLATOR**
- 在塔斯马尼亚，塔斯马尼亚交响乐团是备受爱戴的。所以，能够提供协助与您分享他们非凡的音乐天赋是我们的荣幸。
- The relationship between Tasmania and Fujian is an important one to our City -The sister-state relationship recently celebrated 35 years **TRANSLATOR**
- 塔斯马尼亚州和福建省的关系对霍巴特是非常重要的，就在最近，我们庆祝了35周年姐妹州省友好关系。
- Fuzhou and the City of Hobart have been developing a friendship relationship over the last two years and **yesterday**, it was my great honour and privilege, on behalf of the Lord Mayor and the Aldermen of the City of Hobart to sign the Friendship Agreement with Acting Mayor YOU. **TRANSLATOR**
- 在过去的2年里和在昨天，福州和霍巴特建立了友谊关系。这曾是我莫大的荣幸和特权能够代表霍巴特市市长和市议员们与尤代理市长签署了友好协议。
- It is the hope of our City of Hobart that our relationship with Fuzhou will help in the relationship between China and Australia, and Fujian and Tasmania. **TRANSLATOR**

- 我们希望霍巴特和福州的关系将有助于福建和塔斯马尼亚，中国和澳大利亚的关系发展。
- As some of you may know, the City of Fuzhou visited Hobart in November last year and brought with it a world class performance including Min opera. We were delighted to witness such a special gift to Hobart. **TRANSLATOR**
- 或许你们中有些人知道，福州市在去年十一月份访问了霍巴特，并带来了世界一流的演出，其中包括“闽剧”。我们很高兴能够见证了给霍巴特的这样一个特别的礼物。
- And now it is Hobart's turn to help present to China, the wonderful Tasmanian Symphony Orchestra.
- 现在，该轮到霍巴特协助将出色的塔斯马尼亚交响乐团呈现给中国。
- Our delegation hopes that you enjoy tonight's concert.
TRANSLATOR
- 我们的代表团希望您能喜欢今晚的音乐会。

Shay Shay

7 COMMITTEE ACTION STATUS REPORT

7.1 Committee Actions - Status Report

A report indicating the status of current decisions is attached for the information of Aldermen.

RECOMMENDATION

That the information be received and noted.

Delegation: Committee

Attachment A: Status Report

Ref	Meeting	Report / Action	Action Officer	Comments
3	INSTALLATION OF TRADITIONAL CHRISTMAS TREE IN SALAMANCA Council, 5/9/2016, Item 22	That: 1. A comparison between the costs and logistics of a new large LED illuminated artificial Christmas tree and a potted live Christmas tree, as resolved by the Council at its meeting of 23 June 2016, be undertaken and a report be presented to the Council for consideration as part of the 2017 City of Hobart Christmas decorations program. 2. The Council decision of 6 June 2016 be noted and the existing fabricated Christmas tree, including its illuminated star, be installed in Salamanca Square, without modification, as part of the City of Hobart Christmas Decoration Program on an ongoing basis. 3. A number of family and child focussed workshops be staged in Salamanca Square to decorate the tree, leading up to Christmas each year. 4. The request by the Salamanca Square Inc. to have the existing fabricated tree installed in Salamanca Square on a permanent basis without its existing illuminated star, following its temporary installation leading up to Christmas 2016, be approved subject to planning approval being received. 5. The General Manager be authorised to provide landlord consent to the making of a planning application for the permanent installation of the existing fabricated tree in Salamanca Square following its temporary installation for Christmas 2016.	Director Community Development	Officers are progressing the matter.

ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT

OPEN PORTION OF THE MEETING

January 2017

Ref	Meeting	Report / Action	Action Officer	Comments
1	FUNKY SHOPPING TROLLEY HIRE PROGRAM Council, 10/3/2015, Item 11	That a report be prepared on the feasibility of the Council initiating a 'funky' shopping trolley hire program, potentially to operate from the Council's off-street car parks.	Director Community Development	A report will be provided to the Council in due course.
2	COMPETITIONS TO MARKET THE CITY AND OTHER RETAIL PRECINCTS Committee, 24/9/2015, Item 5	That the proposals from the findings of the Local Retail Precincts Plan for marketing and promotional opportunities for businesses in the suburban retail precincts be the subject of a report to the Council in the new calendar year.	Director Community Development	A report in relation to this matter will be provided in due course once planning of the local retail precincts plan is more advanced.

Ref	Meeting	Report / Action	Action Officer	Comments
4	HOBART EXCEPTIONAL CUSTOMER SERVICE AWARDS Council, 7/3/2016, Item 19 And Council, 5/9/2016, Item 18	That: 1. The Council endorse the development of a proposal for a general business grants program, to be the subject of a further report to the Council in 2016, including an overall approach to business assistance. 2. The City of Hobart support the Hobart Chamber of Commerce Customer Service Awards program with in-kind assistance, and any future request for financial support be presented to the Council for consideration as a sponsorship. 3. The City of Hobart support the Hobart Chamber of Commerce business networking event to be held in December 2016 by a waiver of the Town Hall hire fee valued at \$1,950, on the basis that the Hobart Chamber of Commerce will actively seek additional sponsorship in order to offset the costs of the event and promote the event to all businesses within the City of Hobart.	Director Community Development	A report addressing clause 1 will be provided in due course. Officers have met with the Hobart Chamber of Commerce and are progressing clauses 2 and 3.
5	TERMS AND CONDITIONS FOR USE OF SALAMANCA SQUARE, MATHERS PLACE, COLLINS COURT, WELLINGTON COURT AND ELIZABETH MALL Council, 9/5/2016, Item 15	That terms and conditions of use be created for Mathers Place, Collins Court, Wellington Court and Salamanca Square in the context of the review of the Highways By-Law and the development of a city activation framework, and that the terms and conditions of use for Elizabeth Mall be also reviewed, for presentation to the Council for endorsement.	Director Community Development	Officers are progressing the matter and it will be included as part of an action within the framework.

Ref	Meeting	Report / Action	Action Officer	Comments
6	CITY CENTRE SUPPORT AND ACTIVATION ARRANGEMENTS Council, 8/8/2016, Item 16 and Council, 5/12/2016, Item 12	That: 1. A Super Sidewalk Saturday event be held in the Hobart city centre in August 2017 and 2018 replicating the format of the 2016 event. 2. The events be funded in the first instance by additional allocations as follows: (a) \$76,000 be listed for consideration in the City Marketing Function as part of the preparation of the 2017/2018 budget; (b) An estimated \$12,000 through income foregone in the Off Street Parking Function as a result of waiving parking fees in the Council's multi-storey car parks for the day of the event, namely, Argyle Street, Hobart Central and Centrepont car parks. 3. An annual evaluation be conducted to ensure that the event continues to deliver value for city centre retailers, and that the entertainment and format remains an effective drawcard for consumers. 4. That officers investigate promoting the use of metro bus services and cycling as a means of transport into the City for the event.	Director Community Development	Officers are progressing this matter.
7	DERWENT FERRY TRANSPORTATION Council, 5/9/2016, Item 21	That: 1. The Council convene a roundtable of stakeholders, at the appropriate time, to progress discussions on the development of a River Derwent ferry service. 2. The Lord Mayor and Aldermen Cocker and Thomas meet with the Minister to discuss the issue of ferry services further.	Group Manager Executive and Economic Development	A meeting has occurred with the Minister. Officers are developing the format of the proposed roundtable.

8. QUESTIONS WITHOUT NOTICE

Section 29 of the *Local Government (Meeting Procedures) Regulations 2015*.
File Ref: 13-1-10

An Alderman may ask a question without notice of the Chairman, another Alderman, the General Manager or the General Manager's representative, in line with the following procedures:

1. The Chairman will refuse to accept a question without notice if it does not relate to the Terms of Reference of the Council committee at which it is asked.
2. In putting a question without notice, an Alderman must not:
 - (i) offer an argument or opinion; or
 - (ii) draw any inferences or make any imputations – except so far as may be necessary to explain the question.
3. The Chairman must not permit any debate of a question without notice or its answer.
4. The Chairman, Aldermen, General Manager or General Manager's representative who is asked a question may decline to answer the question, if in the opinion of the respondent it is considered inappropriate due to its being unclear, insulting or improper.
5. The Chairman may require a question to be put in writing.
6. Where a question without notice is asked and answered at a meeting, both the question and the response will be recorded in the minutes of that meeting.
7. Where a response is not able to be provided at the meeting, the question will be taken on notice and
 - (i) the minutes of the meeting at which the question is asked will record the question and the fact that it has been taken on notice.
 - (ii) a written response will be provided to all Aldermen, at the appropriate time.
 - (iii) upon the answer to the question being circulated to Aldermen, both the question and the answer will be listed on the agenda for the next available ordinary meeting of the committee at which it was asked, where it will be listed for noting purposes only.

9. CLOSED PORTION OF THE MEETING

The following items were discussed: -

- | | |
|--------------|--|
| Item No. 1 | Minutes of the last meeting of the Closed Portion of the Council Meeting |
| Item No. 2 | Consideration of supplementary items to the agenda |
| Item No. 3 | Indications of pecuniary and conflicts of interest |
| Item No. 4 | Committee Action Status Report |
| Item No. 4.1 | Committee Actions - Status Report
LG(MP)R 15(2)(g) |
| Item No. 5 | Questions without notice – File Ref: 13-1-10 |