

# **MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**BUSINESS EVENTS TASMANIA**

**AND**

**THE CITY OF HOBART**

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**August 2017**



**City of HOBART**



**Business Events  
Tasmania**

## **Introduction**

This Memorandum of Understanding (MOU) is between Business Events Tasmania (BET) and Hobart City Council (City of Hobart). It seeks to build upon the relationship formalised by the MOU 2014-17, facilitating the continued collaboration and information sharing in a planned and informed manner for the period 2017-2020.

## **Purpose**

The purpose of this MOU is to provide a framework for collaboration and information sharing that will support and enhance the objectives of both organisations with respect to the development and support of business events within the Hobart municipal area.

BET and the City of Hobart agree to collaborate for the mutual benefit of both organisations and their stakeholders and for the benefit of Hobart and the State of Tasmania.

It is acknowledged that the two organisations share common interests in being responsive to, and advocating the needs and aspirations of their stakeholders in the interests of a vibrant and successful city.

## **Business Events Tasmania**

Business Events Tasmania is an incorporated, not-for-profit, membership based organisation. It's partially funded by the State Government, local governments and the industry.

Its main purpose is to secure business events for the benefit of its members, stakeholders, the Tasmanian tourism industry and the Tasmanian community.

Business Events Tasmania's key objectives are to:

- Strategically market Tasmania as a business events (BE) destination by better understanding its customers, and focussing its efforts on the most profitable customer market segments;
- Disperse the economic and social benefits of business events across the state relative to facility/infrastructure capacity, with particular emphasis on shoulder and winter seasons;
- Attract business events that capitalise on Tasmania's competitive advantages, key industry sectors, research and development strengths;
- Optimise and advocate the value of BE sector and its contribution to the state's visitor economy, on behalf of our industry partners, key stakeholders and the Tasmanian community;
- Manage the organisation efficiently and effectively.

## **The City of Hobart**

The City of Hobart 2025 Strategic Framework identifies the directions needed to continue to improve the quality of life of Tasmania's capital city. The key element of the framework is a long-term vision for the city, developed in consultation with residents, business, interest groups, key city stakeholders, young people and students from across the city. The 20 year vision has been translated into a series of future direction statements that provide the basis for all shorter term plans, the future directions are:

FD1: Offers opportunities for all ages and a city for life

FD2: Is recognised for its natural beauty and quality of environment

FD3: Is well governed at a regional and community level

FD4: Achieves good quality development and urban management

FD5: Is highly accessible through efficient transport systems

FD6: Builds strong and healthy communities through diversity, participation and empathy

FD7: Is dynamic, vibrant and culturally expressive

The City of Hobart 10 year Capital City Strategic Plan takes into account the key themes and outcomes the community identified in the visioning project (above). Five strategic goals were developed which are:

GOAL 1: Economic development, vibrancy and culture

GOAL 2: Urban Management

GOAL 3: Environment and natural resources

GOAL 4: Strong, safe and healthy communities

GOAL 5: Governance

Most relevant to the relationship between the City of Hobart and Business Events Tasmania are the strategic objectives that sit within GOAL 1. These are:

1.1 Partnerships with Government, the education sector and business create city growth.

1.2 Strong national and international relationships

1.3 Vibrant city centre and suburban precincts

1.4 An enriched visitor experience

1.5 Cultural and creative activities build community wellbeing and economic viability

## Context

The City of Hobart (City) has for a number of years financially supported BET and its predecessor, the Tasmanian Convention Bureau.

The City of Hobart has contributed this support with the knowledge that conferences and business events attract the highest spending form of visitor (\$573 per day)<sup>1</sup>. Beyond tourism benefits, business events create wide benefits such as strengthening business relationships, knowledge transfer, employment and industry development<sup>2</sup>. The City also recognises the potential such events have to showcase Hobart as a desirable tourism destination driving future visitation.

The City of Hobart recognises BET is a not-for-profit organisation, dedicated to providing business events professionals with independent expert advice and support on holding a business event in Tasmania. BET is also a member representative body that relies on the industry as a whole to deliver satisfactory product and services to win bids for the benefit of Hobart.

It is within this context that the City of Hobart seeks to maintain the structure of its working relationship with BET through this MOU (building upon the foundations of the MOU 2014-17).

## Council Funding

To date, the Council's funding of BET has been as follows (plus GST):

2009/10	\$60,000
2010/11	\$65,000
2011/12	\$80,000
2012/13	\$90,000
2013/14	\$90,000
2014/15	\$92,500
2015/16	\$93,300*
2016/17	\$100,000

\* Additional funding of \$6,700 was contributed to a study considering the feasibility of a convention centre in Hobart. Annual incremental increases in funding will be considered by the Council on an annual basis.

## Collaborative Initiatives

BET and the City of Hobart agree to investigate collaborative opportunities to work together across all areas of common strategic interest, including:

- Consideration of opportunities for specific international market targeting such as Asia.
- Collaboration on bid opportunities.
- Hobart represented (in person or by BET) at strategic bids/ conferences.
- Collaboration on agreed PR and media opportunities.

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<sup>1</sup> Research conducted by Enterprise Marketing & Research Services for BET (2012)

<sup>2</sup> [www.businesseventscouncil.org.au/files/View\\_Report.pdf](http://www.businesseventscouncil.org.au/files/View_Report.pdf)

- Sharing of images and video content of business events for promotional purposes without copyright restrictions or fees payable.
- BET to work with City of Hobart to place business (e.g. off-site dinners, cocktail parties, etc.) in City of Hobart venues (e.g. City Hall, Town Hall and Waterside Pavilion.)
- Consideration of joint marketing activities to promote Hobart as a business events destination.
- Consideration of how the Council's Tasmanian Travel and Information Centre (TTIC) can contribute to incentivising and supporting conference and event bids.
- The promotion of the TTIC to BET clients as a preferred booking agent for pre and post business event touring, accommodation requirements and experiences.
- BET to encourage the TTIC use of the forward calendar to maximise business opportunities arising from confirmed business events being held in Hobart.
- Advancing the development of a dedicated convention centre in the city.
- Explore the cost of street banners to welcome major conferences, including the upgrading of signage on entrance to the city (Tasman Highway adjacent to Engineers Building.)
- BET to provide input relating to industry needs to the City of Hobart in relation to the upgrading of assets including the City Hall.
- Half yearly meetings between the CEO of BET and the General Manager of the Council and appropriate staff from the respective organisations which will include an annual review.

### **Priorities for Collaboration for year 1 (2017)**

Priorities for the coming year will be developed between BET and the City and presented to the Council annually.

BET and the Council have identified the following initiatives as priorities for the first year the new MOU is in place:

1. Collaboration on bids where appropriate.
2. Jointly work to identify targeted business sectors that link to key areas of growth in Hobart and Tasmania e.g. domestic / international education, Antarctic, science and research, arts and culture and food and wine.
3. Building relationships (in addition to the collaborative initiatives outlined above).
  - Aldermanic and Council officer attendance at BET presentations, bids, seminars and member functions.
4. Collaboration on social media opportunities.

5. Digital presence of TTIC and City of Hobart Venues on the BET website and presence in the 'Planners Guide.'
6. Ongoing promotion of the Council's meeting venues/ facilities through site inspections, familiarisations and bids.
7. A member of the BET team to work with the appropriate City of Hobart representative to assist in the creation of appropriate marketing collateral for City owned venues.

### **Performance Indicators**

The performance indicators for this MOU between the Council and BET include:

- Demonstrated delivery of growth (as in table below) in conference and business events to Hobart to be reported to the Council annually.

<b>Financial Year</b>	<b>HCC Funding</b>	<b>Number of BET Bid Wins</b>
2017-18	\$100,000 +CPI	70
2018-19	To be negotiated	72
2019-20	To be negotiated	74

### **Exchange of Information**

BET and the City of Hobart agree to exchange information about planned and proposed initiatives that specifically impact on the other partner.

Communication of sector trends and opportunities as researched by BET and other national bodies.

### **Mechanism for Collaboration**

BET and the City of Hobart will each nominate a senior person to act as the contact / liaison person for the other party. In the first instance, these nominees will be the CEO (Business Events Tasmania) and the General Manager (City of Hobart). Each contact person will endeavour to progress initiatives and overcome barriers to collaborative projects.

### **Annual Review**

A meeting will be held annually between the General Manager (City of Hobart) and the CEO (Business Events Tasmania) to review progress with the MOU and review priorities for collaboration for the following year.

An annual submission and meeting with the City of Hobart will also be held. In recognition of the funding support provided by the City of Hobart, BET will make an annual presentation to the City of Hobart within three months of the end of each financial year.

**Duration of MOU**

This MOU is valid for the financial years 2017/18, 2018/19 and 2019/20, after which time both parties may agree to renew the MOU.

**Legal Standing of Agreement**

This MOU is a statement of intent. The parties do not wish to be legally bound by the terms of this MOU.

**Signed:**

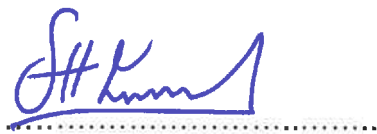


Alderman S. Hickey  
Lord Mayor  
City of Hobart

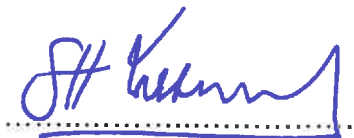


Mark Kelleher  
Chair Person  
Business Events Tasmania

**Witnessed:**



Date: 22-8-17



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