



CITY OF HOBART

AGENDA

Special Economic Development & Communications Committee Meeting

Open Portion

Monday, 9 July 2018

at 4:55 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. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST 4**
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Special Economic Development & Communications Committee Meeting (Open Portion) held Monday, 9 July 2018 at 4:55 pm in the Lady Osborne Room, Town Hall.

COMMITTEE MEMBERS

Cocker (Chairman)
Zucco
Ruzicka
Thomas
Denison

Apologies:

Leave of Absence: Nil.

ALDERMEN

Lord Mayor Christie
Deputy Lord Mayor Sexton
Briscoe
Burnet
Reynolds
Harvey

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

2. 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.

3. 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?

4. REPORTS

4.1 2018/19 Fees and Charges Amendment - Communications and Marketing Division File Ref: F18/75584

Report of the Associate Director Communications and Marketing of 5 July 2018.

Delegation: Council

**REPORT TITLE: 2018/19 FEES AND CHARGES AMENDMENT -
COMMUNICATIONS AND MARKETING DIVISION****REPORT PROVIDED BY:** Associate Director Communications and Marketing**1. Report Purpose and Community Benefit**

- 1.1. The purpose of this report is to seek approval to update the 2018/19 Fees and Charges Schedule to include charges that were previously omitted.

2. Report Summary

- 2.1. A number of fees were inadvertently omitted from the Communications and Marketing function. Approval is sought to introduce/amend these fees. These fees have been introduced/amended to make the services more accessible to the public and other organisations.
 - 2.2. City Lighting is offered to organisations in order to raise public awareness for events and campaigns (for example pink for Breast Cancer Awareness Month).
 - 2.2.1. A number of individual city lighting fees have been combined to make the booking process easier for customers to book. This new amended fee for the lighting includes the Railway Roundabout Fountain, Franklin Square, Elizabeth Mall and Kennedy Lane.
 - 2.2.2. In addition to the merging of the above fees, an additional fee to light the cardinal lights at Mawson Place is proposed to be introduced. This is a new fee for 2018/19 as the lighting has been upgraded recently to allow for colour programming.
 - 2.2.3. Both of these fees will have a reduced rate to assist not-for-profit and charitable organisations.
 - 2.2.4. A programming fee is also proposed to be introduced to partially recoup the fees for programming more complex colours (for example two colours at once).
 - 2.2.5. These city lighting fees are applied as it recognises the intensification of use and cost to the City for maintenance, administration and programming of lighting these landmarks. Fees are set to balance this goal, whilst continuing to promote activation and use.
- 2.3. A low impact filming permit fee is proposed to be introduced in addition to the existing half-day and full-day filming permit fee. The introduction of this fee is to provide a way for smaller commercial filming/photography projects to still utilise the city as a filming destination without the need to request reductions.
 - 2.3.1. In order to be eligible for a low impact filming permit, the film or photography shot must adhere to the following:

- The filming activity production crew is no more than 6 people (including cast/talent)
- The equipment used must be no more than one camera, one tripod and one handheld sound recording device
- Cause no interruption to pedestrians or vehicular traffic
- No pedestrian or traffic management is required
- No vehicle access to a location is required
- No more than one park location is requested.

2.4. It is proposed that the City's Fees and Charges for 2018/2019 be amended to correct the above omissions.

3. **Recommendation**

That the 2018/19 fees and charges be amended to include the fees detailed in the below table:

Type of Fee/Charge	Proposed Listing
City Lighting	
Railway Roundabout Fountain, Franklin Square, Elizabeth Mall and Kennedy Lane lights Per booking	\$300*
*Not-for-profit/Charity/Community Service Purpose (or on behalf of)	25% of applicable fee
Cardinal lights (Mawson Place) Per booking	\$100*
*Not-for-profit/Charity/Community Service Purpose (or on behalf of)	25% of applicable fee
Filming permits	
Low Impact Filming Permit Per application	\$100

4. Background

- 4.1. In the establishment of fees and charges for the 2018/2019 period, an administrative error saw the omission of a number of fees, as detailed above.

5. Proposal and Implementation

- 5.1. It is proposed that the 2018/2019 Fees and Charges Schedule be amended as detailed in the recommendation.
- 5.2. Upon Council approval, the City's Fees and Charges Booklet be updated accordingly.

6. Strategic Planning and Policy Considerations

- 6.1. Fees for the use of the City's lighting assist the City to partially offset the ongoing maintenance and asset costs related to the provision of its lighting.

The provision of these services, including the introduction of a low impact filming permit, addresses 4 of the 5 goals in the *Capital City Strategic Plan 2015-2025*:

Goal 1 – Economic development, vibrancy and culture

Goal 2 – Urban management

Goal 4 – Strong, safe and healthy communities

Goal 5 – Governance

- 6.2. The introduction of a low impact filming permit aligns with the *City of Hobart's Film Friendly Policy*.

7. Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result
 - 7.1.1. Correction of the fees will assist the City to meet budgeted income.
- 7.2. Impact on Future Years' Financial Result
 - 7.2.1. Not applicable.
- 7.3. Asset Related Implications
 - 7.3.1. Not applicable.

8. Legal, Risk and Legislative Considerations

- 8.1. Not applicable

9. Environmental Considerations

9.1. Not applicable

10. Social and Customer Considerations

10.1. The inclusion of a reduced fee for those organisations/events that are not-for-profit, charity or a community service purpose, is to encourage those organisations to use the City's services and make the service equal for access.

11. Marketing and Media

11.1. Upon Council approval, the City's Fees and Charges Booklet will be updated accordingly.

11.2. The City's lighting program has a set of guidelines that promotes the service and its subsequent fees and charges, this will be updated upon Council approval.

12. Delegation

12.1. The 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.



Umesh Ratnagobal
**ASSOCIATE DIRECTOR
COMMUNICATIONS AND MARKETING**

Date: 5 July 2018
File Reference: F18/75584