



CITY OF HOBART

# **AGENDA**

## **Special Economic Development & Communications Committee Meeting**

### **Open Portion**

**Monday, 20 May 2019**

**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:**

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

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## ORDER OF BUSINESS

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**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**
- 3. TRANSFER OF AGENDA ITEMS..... 4**
- 4. REPORTS ..... 5**
  - 4.1 2019/20 Fees and Charges - Communications Function ..... 5**

**Special Economic Development & Communications Committee Meeting (Open Portion) held Monday, 20 May 2019 at 4:55 pm in the Lady Osborne Room, Town Hall.**

**COMMITTEE MEMBERS**

Thomas (Chairman)  
Zucco  
Sexton  
Dutta  
Ewin

**Apologies:**

**Leave of Absence:**

Alderman M Zucco

**NON-MEMBERS**

Lord Mayor Reynolds  
Deputy Lord Mayor Burnet  
Briscoe  
Denison  
Harvey  
Behrakis  
Sherlock

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

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**2. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST**

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

Members of the Committee 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**

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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**

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### **4.1 2019/20 Fees and Charges - Communications Function** **File Ref: F19/34304; 18/20**

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Report of the Head of Communications of 15 May 2019 and attachment.

Delegation: Council

**REPORT TITLE: 2019/20 FEES AND CHARGES - COMMUNICATIONS  
FUNCTION****REPORT PROVIDED BY:** Head of Communications**1. Report Purpose and Community Benefit**

- 1.1. In accordance with the requirements of Council Pricing Policy and Guidelines dated 24 January 2019, the Council is to review its fees and charges on an annual basis as part of the budget process.
- 1.2. The purpose of this report is to present the proposed schedule of fees and charges for the Communications Function for the 2019/20 financial year to the Council for endorsement.

**2. Report Summary**

- 2.1. The attached fees and charges as summarised in **Attachment A** of this report outline the current fees of the Communications Function and the proposed fees and charges for the 2019/20 financial year.
- 2.2. The total income generated for the 2019/20 financial year is estimated to be \$19,158 which is a decrease of 40.80% on the income estimated for the 2018/19 financial year.

**3. Recommendation**

***That the schedule of fees and charges for the Communications Function for the 2019/20 financial year, marked as Attachment A to this report, be approved.***

**4. Background**

- 4.1. The attached fees and charges as summarised in **Attachment A** of this report outline the current fees of the Communications Function and the proposed fees and charges for the 2019/20 financial year.
- 4.2. No new fees or increases are proposed. The estimated revenue has been decreased based on 2018/19 actuals to date.
- 4.3. Fees and charges apply to the following:
  - Installation of banners as part of the City's civic banner program.
  - Special events signboards.
  - Photography and filming permits.
  - City lighting for Elizabeth Mall and Kennedy Lane.

## 5. Proposal and Implementation

- 5.1. It is proposed that the attached schedule of fees and charges for the Communications Function be adopted for the 2019/20 financial year.
- 5.2. Subject to Council approval, the fees and charges for the 2019/20 financial year will become effective as of 1 July 2019.

## 6. Strategic Planning and Policy Considerations

- 6.1. The annual review of the City's fees and charges contributes to the *Capital City Strategic Plan 2015-2025* - Goal 5 – 'Governance, Leadership provides for informed decision-making for our capital city'.

## 7. Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result
  - 7.1.1. There is no impact on the current year operating result.
- 7.2. Impact on Future Years' Financial Result
  - 7.2.1. The review of the fees and charges for the Communications Function has been undertaken and the expected increase for the 2019/20 financial year is provided below:

FUNCTION AREA	2018/19 BUDGET	2019/20 BUDGET	INCREASE / (DECREASE)	
Communications Function	\$23,360	\$19,158	(\$4202)	- 40.80%

## 8. Legal, Risk and Legislative Considerations

- 8.1. Pursuant to section 205 of the *Local Government Act 1993*, Council may impose fees and charges for various services.

## 9. Delegation

- 9.1. 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.*



Umesh Ratnagobal  
**HEAD OF COMMUNICATIONS**

Date: 15 May 2019  
File Reference: F19/34304; 18/20

Attachment A: Fees and Charges 2019-20 - Communications Function ↓



**Proposed 2019-20 Fees & Charges: City Banners, Event Signage, Filming Permits and City Lighting**

Account Number	Description	2017-18 Actual excl. GST	2018-19 Budget excl. GST	2018-19 YTD excl. GST	2018-19 YTD Budget excl. GST	2019-20 Estimate excl. GST
451.0106.2205.891	Event Signage	-545.46	-1,000.00	-545.46	-561.00	\$272.73
451.0106.2901.613	City Film Permits	-10,803.58	-10,000.00	-545.46	-5,831.00	\$2,340.00
451.0106.2901.832	City Festive Lighting	-808.41	-1,380.00	-1,142.96	-791.00	\$906.10
451.0621.2276.976	Special Events - Christmas in the City	-290.88	0.00	0.00	0.00	0
451.0621.2901.973	Special Events - City of Hobart Promotions	-730.00	0.00	0.00	0.00	0
451.7377.2276.454	Civic Banners	-24,462.74	-20,000.00	-10,440.91	-11,656.00	\$15,636.37
<b>City Banners, Event Signage, Filming Permits and City Lighting</b>		<b>37,741.07</b>	<b>32,360.00</b>	<b>12,674.79</b>	<b>18,872.00</b>	<b>19,158.20</b>
		Change from 2018-19 to 2019-20				-40.80%

Fee Description	2017-2018 Fee incl. GST	2018-2019 Fee incl. GST	Pricing Method	Last Changed (type <i>New Fee</i> if applicable)	Proposed Fee 2019 - 2020 incl. GST	Fee includes GST (Y/N)	GST \$	Unit	% Variation	Estimated Quantity	Estimated Income excl. GST	Comment
<b>Banners - Arterial (lower Davey Street and Railway Roundabout)</b>												
Half set	\$1,190.00	\$1,190.00	Partial Cost Recovery		\$1,190.00	Y	\$108.18	per installation	0%	3	\$3,245.46	
Full set	\$1,500.00	\$1,500.00	Partial Cost Recovery		\$1,500.00	Y	\$136.35	per installation	0%	2	\$2,727.28	
<b>Banners - CBD - Large</b>												
Core block only	\$1,100.00	\$1,100.00	Partial Cost Recovery		\$1,100.00	Y	\$100.00	per installation	0%	1	\$1,000.00	Murray Street and parts of Liverpool Street
Full set	\$2,000.00	\$2,000.00	Partial Cost Recovery		\$2,000.00	Y	\$181.82	per installation	0%	2	\$3,636.36	Elizabeth Street, Collins Street, Murray Street and parts of Liverpool Street
<b>Banners - Liverpool Street (between Elizabeth and Murray streets)</b>												
Liverpool Street	\$500.00	\$500.00	Partial Cost Recovery		\$500.00	Y	\$45.45	per installation	0%	2	\$909.09	
<b>Banners - CBD - Small</b>												
Elizabeth Mall only	\$890.00	\$890.00	Partial Cost Recovery		\$890.00	Y	\$80.91	per installation	0%	2	\$1,618.18	
Elizabeth Mall and Criterion Street	\$1,000.00	\$1,000.00	Partial Cost Recovery		\$1,000.00	Y	\$90.91	per installation	0%	1	\$909.09	
<b>Banners - North Hobart</b>												
Elizabeth Street	\$700.00	\$700.00	Partial Cost Recovery		\$700.00	Y	\$63.64	per installation	0%	2	\$1,272.72	
<b>Banners - Sandy Bay Road</b>												
upper Sandy Bay Road	\$350.00	\$350.00	Partial Cost Recovery		\$350.00	Y	\$31.82	per installation	0%	1	\$318.18	
<b>Banners - Kennedy Lane</b>												
Kennedy Lane	\$500.00	\$500.00	Partial Cost Recovery		\$0.00	Y		per installation	-100%			
<b>Event Signage</b>												
Entrance to the city - gateway signboards	\$300.00	\$300.00	Partial Cost Recovery		\$300.00	Y	\$27.27	per booking	0%	1	\$272.73	
Additional line (maximum of 4 per booking)	\$150.00	\$150.00			\$150.00	Y	\$13.64	per line	0%		\$0.00	
Additional cost - non-standard colour/font preferences	\$25.00	\$25.00			\$25.00	Y	\$2.27	per line	0%		\$0.00	
<b>Photography and Filming - Streets/Open Space Areas</b>												
Commercial - Half day or part	\$360.00	\$360.00	Market Pricing		\$360.00	N	\$0.00	per application (up to 4 hours)	0%	2	\$720.00	
Commercial - Full day	\$660.00	\$660.00	Market Pricing		\$660.00	N	\$0.00	per application	0%	2	\$1,320.00	
Low Impact Fee		\$100.00	Market Pricing		\$100.00	N	\$0.00	per application	0%	3	\$300.00	
<b>City Lighting</b>												
Railway Roundabout Fountain, Franklin Square, Elizabeth Mall and Kennedy Lane Lights		\$300.00			\$300.00	Y	\$27.27	per booking	0%	3	\$618.19	Locations must be booked together
Cardinal Lights		\$100.00			\$100.00	Y	\$9.09	per booking	0%	1	\$90.91	
Not-for-profit/charity events/community service purpose (or on behalf of)		25% of applicable fee			25% of applicable fee	Y		per booking	0%			
Programming fee (colour request is outside of pre-programmed colours)		\$100.00			\$100.00	Y	\$9.09	per booking	0%		\$0.00	No discount applies
Collins Court		\$600.00			\$0.00	Y		per booking	-100%			

