



CITY OF HOBART

AGENDA

Economic Development & Communications Committee Meeting

Open Portion

Thursday, 30 January 2020

at 4:30 pm

Lady Osborne Room, Town Hall

THE MISSION

Working together to make Hobart a better place for the community.

THE VALUES

The Council is:

People	We value people – our community, our customers and colleagues.
Teamwork	We collaborate both within the organisation and with external stakeholders drawing on skills and expertise for the benefit of our community.
Focus and Direction	We have clear goals and plans to achieve sustainable social, environmental and economic outcomes for the Hobart community.
Creativity and Innovation	We embrace new approaches and continuously improve to achieve better outcomes for our community.
Accountability	We work to high ethical and professional standards and are accountable for delivering outcomes for our community.

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

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**Economic Development & Communications Committee Meeting (Open Portion)
held Thursday, 30 January 2020 at 4:30 pm in the Lady Osborne Room, Town
Hall.**

COMMITTEE MEMBERS

Thomas (Chairman)
Zucco
Sexton
Dutta
Ewin

Apologies:

Leave of Absence: Nil.

NON-MEMBERS

Lord Mayor Reynolds
Deputy Lord Mayor Burnet
Briscoe
Harvey
Behrakis
Sherlock

**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, 21 November 2019](#), and the Special Economic Development & Communications Committee meeting held on [Monday, 2 December 2019](#), 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*.

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.

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 T21 - 2030 Visitor Economy Strategy **File Ref: F20/8469**

Memorandum of the Manager Activation Programs and Tourism and the
Acting Director City Life of 23 January 2020.

Delegation: Committee



City of **HOBART**

MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE

T21 - 2030 Visitor Economy Strategy

Committee members are advised that Tourism Tasmania CEO John Fitzgerald and Director Visitor Economy Strategy Anne Greentree will attend the meeting to outline work being undertaken on 2030 Visitor Economy Strategy.

The current 2015–2020 Visitor Economy Strategy is concluding December 2020 and work has commenced on the development of the 2030 Visitor Economy Strategy.

The Visitor Economy Strategy sets the strategic direction for tourism and the visitor economy for Tasmania and is developed through the T21 partnership between the Tasmanian Government and the tourism industry represented by the Tourism Industry Council Tasmania (TICT). Tourism Tasmania is the T21 lead for government.

Extensive industry consultation with approximately 450 industry leaders and visitor economy stakeholders including local councils was completed in December 2019. The City of Hobart was represented in the workshops and is also currently preparing a separate tourism strategy for the council.

A range of priorities have emerged from the consultation prior to Christmas and these have also been informed by domestic and global trends around the economy, environment and community.

Mr Fitzgerald and Ms Greentree will overview the context for the 2030 Visitor Economy Strategy and emerging priorities, and questions and feedback from Elected Members is encouraged.

RECOMMENDATION

That the information be received and noted.

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 ACTIVATION PROGRAMS
AND TOURISM**



Luke Doyle
ACTING DIRECTOR COMMUNITY LIFE

Date: 23 January 2020
File Reference: F20/8469

**6.2 Conference Reporting - Global Eco Asia-Pacific Tourism
Conference - Cairns - 2 - 4 December 2019
File Ref: F19/161212**

Memorandum of the General Manager of 18 December 2019 and attachment.

Delegation: Committee



City of **HOBART**

**MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS
COMMITTEE**

**Conference Reporting - Global Eco Asia-Pacific Tourism
Conference - Cairns - 2 - 4 December 2019**

Alderman Sexton has submitted the attached report following completion of professional development in accordance with Clause 3(H)(2) of the Council's policy titled *Elected Members' Development and Support*.

RECOMMENDATION

That:

- 1. The information be received and noted.***

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.

N D Heath
GENERAL MANAGER

Date: 18 December 2019
File Reference: F19/161212

Attachment A: Report - Global Eco Asia-Pacific Tourism Conference - Cairns -
2 - 4 December 2019 ↴

Global Eco Asia-Pacific Tourism Conference
Essential Evolution
Cairns, Queensland 2–4 December 2019

<http://globaleco.com.au>

Professional Development activity report by Alderman Dr Peter Sexton

I have sent each elected member a link to the papers presented at the conference. I have provided brief notes below for a number of papers of specific interest to me.

1. The Global Eco Asia-Pacific Tourism Conference:

Is the longest running ecotourism conference in the world. In 2019:

215 delegates from 15 nations
Local government = 10% of delegates
Gender of delegates = 50/50

The theme of the 2019 conference was *Essential Evolution*:

Ecotourism has always been at the cutting edge of sustainability, visitor experience and connections to community.

There are two aspects to *Essential Evolution*:

Evolving the practices of ecotourism to stay at the cutting edge; and

Advocating for the sustainability practices of ecotourism to be taken up by the wider tourism industry – particularly in this era where actions related to climate change are urgent.

2. Ecotourism Australia has an accreditation system, which includes:

Eco certification

Climate Action Certification

Respecting our Culture Certification

Eco destination certification

<https://www.ecotourism.org.au/our-certification-programs/>

3. The power of eco-tourism

Ecotourism is nature based through interpretation.

Builds communities by providing opportunities for locals and benefits the planet through eco-friendly practices.

Tourism has unparalleled potential to help address world issues.

There is a need to harness the power of tourism to improve sustainability.

Ecotourism certified operators are identifying small and large ways of managing ecotourism to ensure a viable strong industry, appealing and authentic destinations and resilience and flexibility in regional communities = transformational tourism experiences.

National parks are an important resource for ecotourism but they also have an important economic value to local and regional communities.

A study in QLD demonstrated the economic value of national parks which provided the necessary financial data for QLD State Treasury to continue to support funding.

4. Overtourism

For any form of tourism "Experience is the end game". In many communities, there is increasing competition for the tourist dollar, with decreasing trust and greater impact on residents.

Social media is contributing greatly to the risk of overtourism due to the power of word of mouth through social media.

Trends:

Increasing travellers but spending less - especially using low cost carriers - promoting cheap travel - resulting in overtourism. Venice, Amsterdam, etc.
Increasing profits by large franchises, which can reduce the viability of local businesses such as restaurants etc.

No destination is immune from overtourism

There is now a move to attract 'right' visitors - not more visitors.

A number of countries are introducing changes to their approach to attracting tourists:

"Why Greenland may not be for you"
Foreigners to pay more for NZ walks
Listen to rain - green season/growing season
Storm watching Tofino Canada.
Signage advocating better behaviour.

Tourist pledges to behave appropriately and respectfully during visits:
Tiki Promise NZ - pledge in tourism. Sustainable Finland pledge.

The Government of Thailand has responded to overtourism by:

Changing the target and focus to luxury segment;
Promotion of the domestic market -stronger in responsible tourist
Promotion of second tier destinations rather than primary destinations - Go Local campaign which incentivises second tier destinations and involves local communities.

Climate change affected destinations are attracting 'last chance' tourists which add further stress.

"Travel must contribute as much to the well-being of the people and places we meet."

National parks in Victoria have a capacity issue:
100 million visitors per year across Victoria's Parks
20% growth over the past few years. Localised visitor modelling showed rapid growth in visitation.

35+ days per year over-capacity including safety, cultural heritage, etc. Infrastructure vs Demand - parking, toilets, waste management = park capacity.

3 key parts to managing overvisitation:

1. Data to understand the extent of the issues
2. Take control
3. Slow tourism of transactional tourism. Need to curate stories and landscapes, etc

Actions:

Provide advice re capacity
Park and ride
Fees and capping numbers
Promote visitation outside peak times

Use Social Media to advise traffic movement with alert system for time to destination and wait time to access parking and parks entry.

5. Global Standards for Sustainable Tourism (GSTC) - certification body

Green Destinations Approach

5 step cycle

1. Assessment and reporting: 100 policy and management criteria - 80 mandatory - 6 themes
2. Training and capacity building
3. Verification & Audit - includes 3rd Party Certification
4. Recognition - step up approach based on criteria and indicators: award or certificate
5. Action Planning and Improving

6. SKYRAIL TECHNICAL TOUR:

7.5kms long over World Heritage listed tropical rainforest.
Cost: one way trip: Adult \$55, Child \$27.50; Family: \$137.50
Duration: Approximately 1.5 hours for one way trip.

7. Eco-Design Masterclass

Minimum Architecture: design in Tasmania's World Heritage Areas

Scott Verdouw - JAWS

Architecture - how to distil a brief?

Examples:

Walking hut at Lake Rodway

Location of hut not able to be seen from existing walking tracks.

Hut up to 24 people at one time.

Lake Rodway Walk: 3.5 hour walk - not easy - guided. Intense walk with extremes of cold.

Cultural and heritage context - highest concentration of Neolithic artefacts. Natural and cultural landscape.

Low footprint but 2 storey

Workshop with guides - work with guests - glass of wine and hot shower.

The architectural brief is the most important element. Examples:

3 Capes Huts:

Brief:

verandas on sided not impacted by weather.

Simple construction - helicoptered in.

Reduce bird strike by angling windows - which added seating alcoves.

Door handles reflected environment.

Shower required - cut water tank into spiral creating a door-less shower.

Is it elegant, low impact and simple?

Pump house Point:

Lake St Clare world heritage area

High end accommodation

Retain natural landscape as growth slow.

Included pre-fabricated element

Required bush fire planning.

Focus on master plans

Planning and Constructing Multiday Walks: Three Capes Track & Tasmania's next iconic walk

Andrew Wagg, Project Manager - Tasmanian Parks and Wildlife Service

Government perspective:

Deliver regional economic benefits.

Long term strategy

3 capes track - multiday walk - 4 day 3 night walk.

Marketing, business partnership, access to historic site - Port Arthur - now best value walks in Tasmania. Can use private operator with guide.

Was class 4-5 track - 12 years to plan and construct walk - 35 kms track - 46 km walk - now class 2-3 track.

No road access, limited number of track workers and politically acceptable time frame.

Everything flown in - 18,000 return trips by helicopter.

Targeted marketing - need to build expectation about requirements, etc.

Also has boat experience with Bob Pennicott.

Fully supplied cabins.

12,000 visitors each year

61% cited 3 capes walk as the reason for coming to Tasmania.

Returns \$17 million per annum on \$33 million dollar development

Now new walk: 24 proposals from the public re 35 locations.

Location Tyndall Range - West Coast.

8. Not all ecotourism proposals will work:

Key considerations:

Market conditions: Many proposals in the market. Are commercial outcomes possible? Market saturation.
Traditional owner involvement
Seasonality
Sustainability
Partnerships

9. Declaring a Climate Emergency: why ecotourism businesses need to lead from the front.

Ecotourism businesses can take action against climate change.
Declaring a climate emergency - "gives accountability".

Business4 Climate Action - now 30 businesses in Scenic Rim - declare climate emergency and pressure State Government to act.

Business Reasons - now Insurance Council concerned about climate change and insurance premiums likely to rise to unsustainable levels. A number of businesses are unable to get insurance.

RBA, APRA and ASIC agree that climate change is a concern.

Agriculture is a partner of tourism.

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 Elected Members.

RECOMMENDATION

That the information be received and noted.

Delegation: Committee

Attachment A: EDCC Open Status Report

ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT

OPEN PORTION OF THE MEETING

December 2019

Ref	Meeting	Report / Action	Action Officer	Comments
1	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 Life	Terms and conditions based on the consultant's advice have been trialled in these locations and will be standardised for the beginning of 2019–20. A report on this matter will be presented to the February meeting.
2	TIMOR-LESTE RELATIONSHIP UPDATE Council, 02/12/2019, Item 19 Council, 03/06/2019, Item 14 Council, 23/4/2018, Item 18 Council, 4/12/2017, Item 18 Council, 7/8/2017, Item 15	That the matter be deferred for further consideration by the Committee.	Director Community Life	A report on this matter will be presented to the February meeting.

Ref	Meeting	Report / Action	Action Officer	Comments
3	MARKETING GRANTS Council 4/6/2018 Item 13	That Officers further investigate the application of the Shopfront Improvement Grant Program on a precinct basis with a further report to be provided as soon as practicable.	Director Community Life	The Shopfront Improvement Grant has been placed on hold whilst Officers investigate the best method to support the business community in 2020 and into the future.
4	MEASUREMENT SYSTEM, INTERNATIONAL RELATIONSHIPS Council, 7/10/2019, Item 15 Council, 9/09/2019, Item 20 Committee, 21/02/2019, Item 6.1 Council, 4/6/2018, Item 15	That: <ol style="list-style-type: none"> 1. The Council notes that RMIT and ACELG (now ALGA) are not contributing academic work to analyse the qualitative and quantitative value of Australian local government international city to city relationships. 2. The Council authorises the engagement of Professor Peter Frappell to develop a robust system to measure the value of the City's current and future international relationships. 3. The cost of the measurement system be no more than \$21,000 excluding GST, to be attributed to the Economic Development Budget Function in the 2019–20 Annual Plan. 	Director Community Life	The development of the measurement system has commenced and it is anticipated that this will be delivered in the first quarter of 2020.

Ref	Meeting	Report / Action	Action Officer	Comments
5	CHRISTMAS DECORATIONS 2018 Council, 4/6/2018, Item 14	Officers to investigate and provide a report on how the City's Christmas Decoration Program can align with the City's Zero Waste to Landfill Strategy, including utilising the Art from Trash and other relevant programs when disposing of decorations.	Director Community Life	The Activation and Christmas Programs Officer has commenced. As such this investigation and ensuing report will be developed pending an initial audit of assets that the city hold (including for the Pageant) that may need to be disposed of. With the amalgamation of all Christmas programs within the Activation Programs and Tourism Unit (Christmas Pageant, Decorations, Community Christmas Carols and Quick response Grants as well as the "Lighting of the tree") the Zero Waste to Landfill Strategy becomes a guiding document for all activities and will be addressed in the overall Christmas programs report for consideration by the Community Culture and Events Committee at its March meeting.
6	INTERNATIONAL RELATIONS – REVIEW OF CURRENT RELATIONSHIPS Council, 02/12/2019, Item 15 INTERNATIONAL RELATIONS – POTENTIAL VISITS TO SISTER / FRIENDSHIP CITIES IN THE CURRENT TERM OF ELECTED MEMBERS Council, 01/04/2019, Item 13	1. The City of Hobart's international relationships with Yaizu, L'aquila, Fuzhou and Balibó be maintained. 2. The relationship between Hobart and Xi'an that is due to be renewed in March 2020 be discussed further with Xi'an at a meeting in Hobart 2020. 3. Emeritus Professor Peter Frappell's international relations measurement system be used to inform the annual appraisal of the city's international relationships in April 2020.	Director Community Life	Complete

Ref	Meeting	Report / Action	Action Officer	Comments
7	INTERNATIONAL RELATIONS – POTENTIAL NEW RELATIONSHIPS Council, 02/12/2019, Item 16 EXPLORATION OF NEW INTERNATIONAL RELATIONSHIPS Council, 01/04/2019, Item 12	That: 1. The Council endorse the shortlisted cities of Incheon (South Korea), Kochi (India) and Jiri (Nepal) to be explored further for formal relationships. (i) A further report to be provided to the Council on the findings.	Director Community Life	Following communications with Incheon, Jiri and Kochi, a further report will be provided in the first half 2020.
8	PROJECTED POPULATION AND ECONOMIC GROWTH MODEL Council, 01/04/2019, Item 11	That a report be prepared into the development of a usable model of projected population and economic growth of the Greater Hobart region. This modelling tool is to be integrated into Hobart City Council planning, infrastructure, strategy development and decision-making.	Director Community Life	A report will be provided to the City Planning Committee on 3 February.
9	SKAL/IIPT GLOBAL PEACE PARK INITIATIVE Council, 2/12/2019, Item 17 Council, 7/10/2019, Item 14	That: 1. The one-off cost of \$4,330 to sponsor two trees for inclusion in the Peace Promenade be attributed to the Tourism Budget function in the 2019-20 Annual Plan. 2. The \$4,330 be recorded in the 'Grants, Assistance and Benefits provided' section of the City of Hobart's Annual Report.	Director Community Life	Closed

8. QUESTIONS WITHOUT NOTICE

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

An Elected Member may ask a question without notice of the Chairman, another Elected Member, 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 Elected Member 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, Elected Members, 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 Elected Members, at the appropriate time.
 - (iii) upon the answer to the question being circulated to Elected Members, 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

RECOMMENDATION

That the Committee resolve by majority that the meeting be closed to the public pursuant to regulation 15(1) of the *Local Government (Meeting Procedures) Regulations 2015* because the items included on the closed agenda contain the following matters:

- Confirm the minutes of the Closed portion of the meeting
- Questions without notice in the Closed portion

The following items are listed for discussion:-

- | | |
|------------|--|
| 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 | Questions Without Notice |