



CITY OF HOBART

MINUTES ATTACHMENTS

ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE MEETING

OPEN PORTION OF THE MEETING

THURSDAY, 30 JULY 2020
AT 4:30 PM

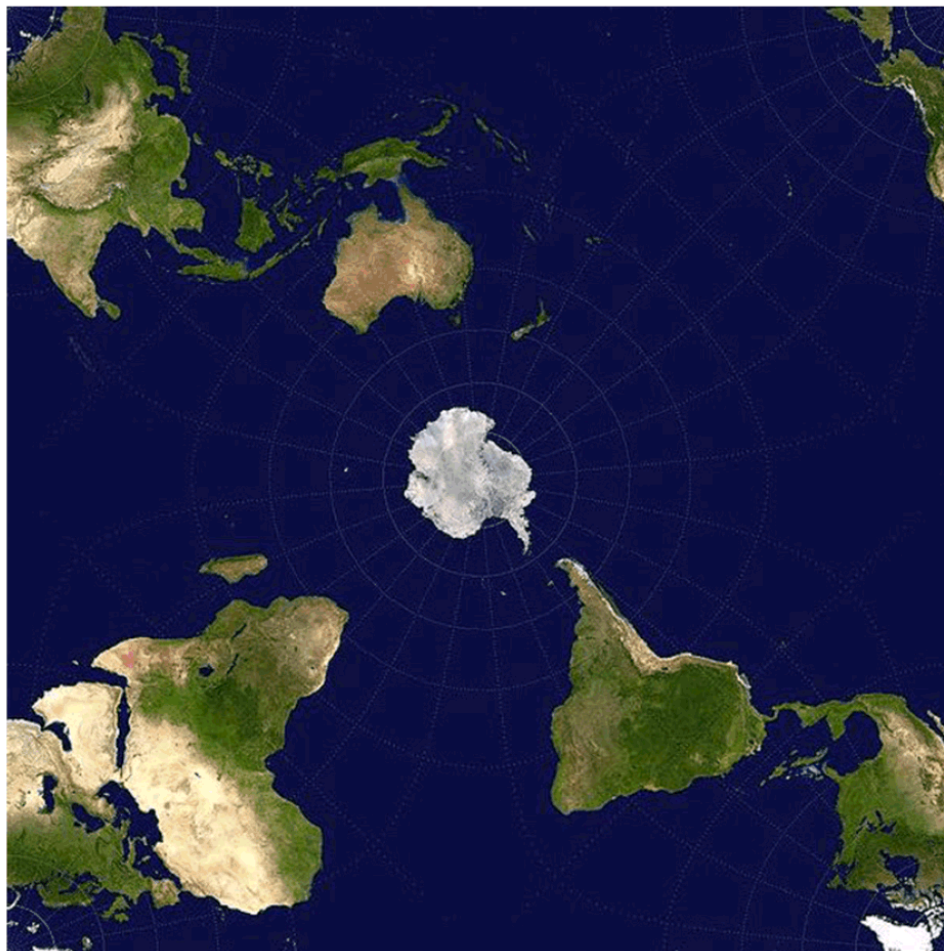
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Antarctic Cities: Rethinking the Gateways

<http://www.antarctic-cities.org/>
[@AntarcticCities](#)





The ARC Linkage Project *Antarctic Cities: Rethinking the Gateways* contributes directly to City of Hobart's Strategic Planning and Policy Considerations

“To Acknowledge, celebrate and support Hobart's position as a gateway to the Antarctic and Southern Ocean”.

City of Hobart Capital City Strategic Plan 2019

Partnership with local government and stakeholders to inform decision makers and citizens on how their Antarctic gateway cities can best effect a cultural, political, ecological and economic transitions towards becoming Antarctic custodial cities.

- Study the possibilities for a shift in urban practices and imaginaries from Antarctic 'gateway cities' to Antarctic 'custodial cities'.
- Redefine these cities as more than thoroughfares (gateways), but as urban centres that embrace their urban identity associated with Antarctica.
- Support these cities in coming together in an interlinked Southern Rim network that can learn from and benefit each other.

The project at a glance: **International**

- Team of **16 researchers** and associate researchers in **6 cities in 5 countries** led by Juan Salazar (WSU) and Elizabeth Leane (UTas).
- Bringing together **multiple partners**: Local Governments, Private Sector, Antarctic Programs, Universities, and Community Organizations.
- **144 media pieces** with coverage across the five cities and internationally, across radio, national TV, social media, internet.
- **Engagement and Outreach** across 5 gateway cities
 - 146 Urban and Antarctic experts
 - 3,000 + total urban residents and communities
 - Including 2 Surveys (n=2,559 residents) perceptions of Antarctic urban identity (in 2018 and 2020)
 - 103 local youth (18-26)
- ***Antarctic Cities Youth Expedition*** to Antarctica with 5 young leaders from each city
- Launch of ***Antarctic Youth Coalition***
- Development of ***Antarctic Futures*** online serious game



The project at a glance: **Hobart**

- **Bringing together multiple partners in Hobart:** City of Hobart, Department of State Growth, University of Tasmania and internationally: Christchurch City Council (Antarctic Office) and Chilean Antarctic Institute (INACH).
- The total funding of the project was AUD535,000 from 01 March 2017 to 31 December 2020. AUD389,000 from an ARC competitive grant (72%).
 - City of Hobart cash commitment was AUD60,000 (11%)
- The project is able to **demonstrate an economic multiplier in the local economy.** From Hobart City Council's cash contributions the Project reinvested back \$205,000 into the local economy over three years, including four casual jobs created and employment of local service providers.
- **Extensive media coverage** on ABC National News, ABC Radio and online, SBS, The Mercury, and internationally including World Economic Forum.
- Extensive **social media campaign** through Twitter, Instagram and Facebook.



The project at a glance: **Hobart**

57 urban and Antarctic experts from 14 organizations took part in two workshops at IMAS (April and July 2017) including:

- Hobart City Council
- Department of State Growth
- Australian Antarctic Division
- University of Tasmania
- Tasmanian Polar Network
- Macquarie Point Development Corporation
- Tourism Tasmania
- TasPorts; EPA Tasmania
- RED Sustainability
- EDO Tasmania
- Australian Antarctic Festival
- MONA
- Bookend Trust



The project at a glance: **Hobart**

- Two Surveys of Greater Hobart residents
 - in 2018 (n300 by CATI)
 - 2020 (n276 via Social Media)
- Youth engagement
 - 47 young adults (18-26) took part in 3 scenarios and game co-development workshops in Hobart in 2018 and 2019.
 - 50 video submissions from young people for the Antarctic Cities Youth Expedition competition
 - Partnership with **Bookend Trust** to showcase 100-word photo essays by year 8 school children at the Australian Antarctic Festival
 - Over 80 children and young adults and their families attended our booth at the AAF in 2018.
- **Antarctic Cities Youth Expedition** in February 2020 with 5 young leaders from each city including **Hobart youth leader Chloe Power**.
- Launch of the **Antarctic Youth Coalition**

10. Why is Antarctica important to you?

because It creates
Jobs for people
and maybe me.

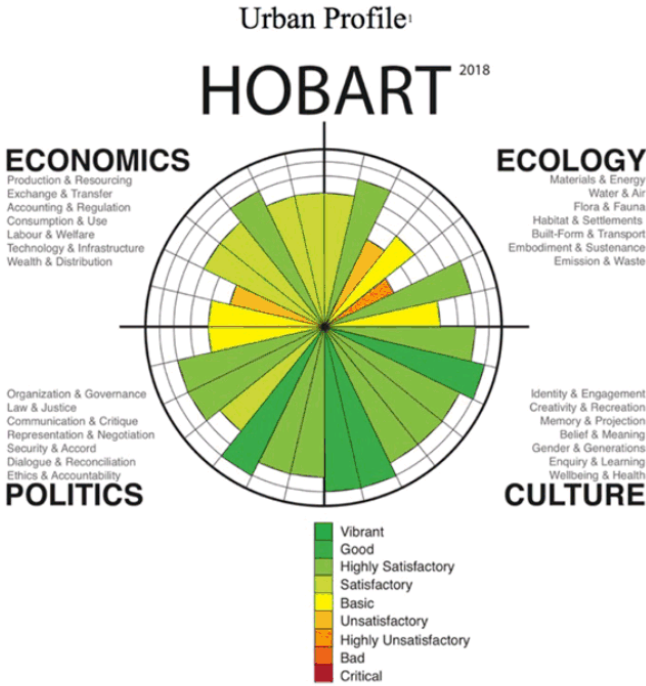
10. Why is Antarctica important to you?

Contains huge amount
of fresh water. Ice ^{melting} in
Antarctica will have a
significant impact on



Urban Sustainability Profiles

A consensus-building tool for visualizing sustainability across 4 domains
and linking urban sustainability science with policy making



Ecology

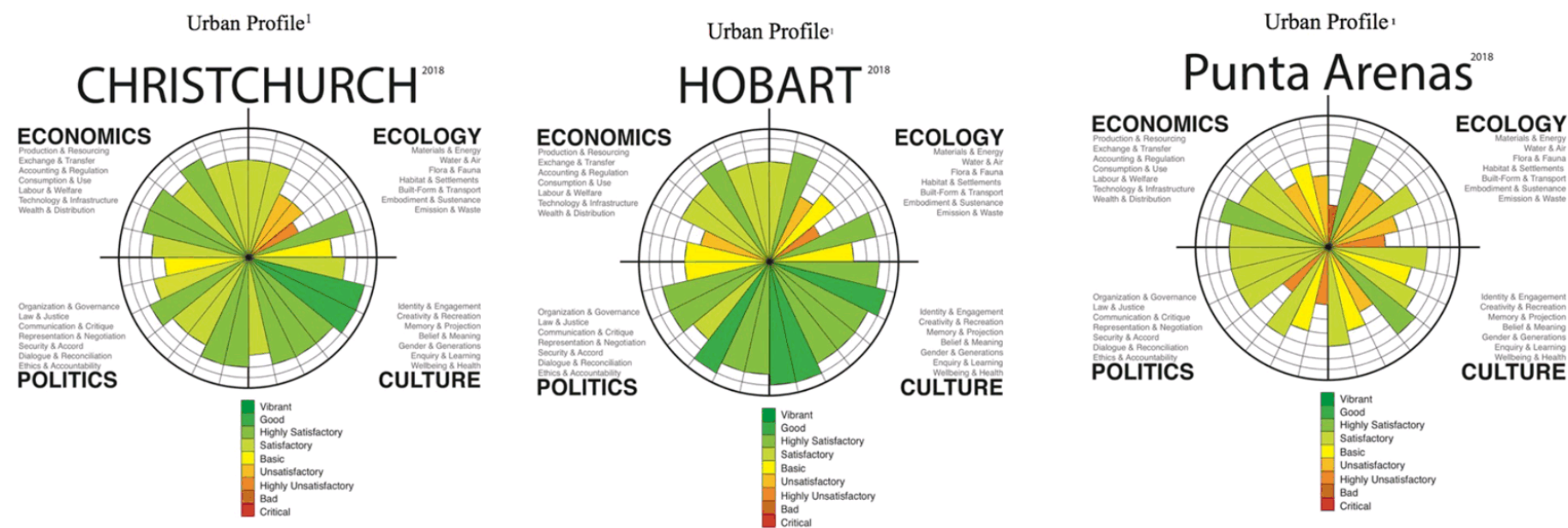
1. Materials and Energy

General Question: How sustainable is energy production for the urban area?

1	2	3	4	5	6	7	8	9
Critical	Bad	Highly Unsatisfactory	Unsatisfactory	Basic	Satisfactory	Highly Satisfactory	Good	Vibrant

Particular Questions	Overall
How sustainable are the following aspects of the urban area?	6
1. The availability of material resources in the broader region. ⁶	6
2. The availability of food grown in the immediate urban region. ⁷	6
3. The availability of minerals and metals sourced from the broader region.	6
4. The proportion of electricity produced for the urban area by renewable means.	8
5. The dependence of the urban area on fossil fuels.	5
6. The use of recycled materials.	4
7. The translation of resource-use monitoring into resource-reduction strategies.	5
Annotations explaining the scores:	
<ul style="list-style-type: none">Overall, Tasmania only uses a small proportion of Australia's total energy use (1.8% in 2014–2015 [Australian Energy Update, 2016, p. 13].Production of fresh fruit and vegetables in Tasmania occurs mostly on small holdings in the North and North-West of Tasmania as part of mixed farming enterprises. Local food is grown in the Huon and Derwent Valleys, Clarence and Sorrell: tomatoes, apples, strawberries, pears, lettuce, stone fruits such as cherries and peaches, and olives. (Tasmanian Local Food Supply Project). Only 1.5 % by weight of the state's crops are grown in the immediate hinterlands around Hobart, including the five LGAs of Brighton, Clarence City, Glenorchy, Hobart, and Sorell.The energy profile of Tasmania and therefore Hobart in relation to electricity production is very different from the rest of Australia with a strong renewable base in hydroelectricity. In 2016 Tasmania returned to 100 % electricity as significant rainfall replenished dam levels. In 2015, the extended outage of the Basslink interconnector, low dam levels, and bush fires had forced the closure of some hydro-plants. Gas-fired and diesel generation was used.The urban area is heavily dependent on petroleum products, with consumption only slightly lower than electricity production, with use most in the transport sector: 853 million litres for Tasmania in 2013–2014 (<i>Energy in Tasmania: Performance Report 2014–15</i>, p. 151). Tasmanian mined coal is used industrially, and coal in the form of briquettes for heating and heat beads for barbecues is imported for domestic use.	

Urban Sustainability Profiles Compared 2017
Hobart – Christchurch – Punta Arenas



The Antarctic Connectivity Index

The ACI is a tool to assist cities to accomplish their connectivity goals with Antarctica and foster collaboration.
Uses a similar process employed by the Human Development Index



First, the Index is a tool that allows cities to produce baseline measurements of their current connectivity patterns with Antarctica, which should then be subsequently monitored and assessed over time.



Second, the Index serves as a public platform upon which awareness raising exercises in relation to Antarctic sustainability can be launched.



Third, the Index acts as portal among various government agencies, NGOS and the public, encouraging better communication, stronger networks and public engagement



Fourth, the Index serves as a means of awareness raising, allowing the gateway cities to promote public engagement and stewardship, and mobilize their citizenry in efforts to foster multiple ways of Antarctic connectivity and custodianship.

Antarctic Futures Online Serious Game

Co-designed with young people in Hobart (August 2018, June 2019), Christchurch (September 2017), Punta Arenas (November 2017), Ushuaia (September 2019), and Cape Town (October 2019)

Developed as a “serious” game that invites young people to learn about **science & policy**.

Illustrate the **relevance** to Antarctic research of creative methods and non-traditional research outputs in social sciences & humanities

policy platform



democracy



history

Culture

<<< Sell
to invest

Charter of Principles for Antarctic Cities

Towards an Inclusive, Holistic Approach

Our **Principles for Better Cities** attempt to respond to all these problems. Complementary to the New Urban Agenda, Principles for Better Cities is an initiative of the **World Association of Major Metropolises**, which has been working with cities on a set of basic principles to guide good urban development.

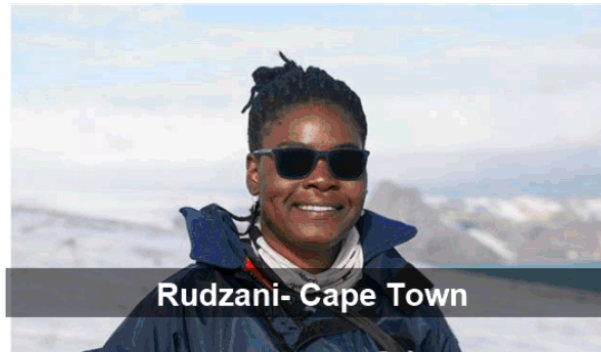
This set is based on the proposition that, rather than just adding together a list of proposals from different current or immediate concerns, the principles should begin from a general framework that concerns the human condition.

We start with the idea that there should be basic principles that relate to the following basic domains of social life:

- **Ecology** – cities should have a deep and integrated relationship with nature.
- **Economics** – cities should be based on an economy organised around the social needs of all citizens.
- **Politics** – cities should have an enhanced emphasis on engaged and negotiated civic involvement.
- **Culture** – cities should actively develop ongoing processes for dealing with the uncomfortable intersections of identity and difference.



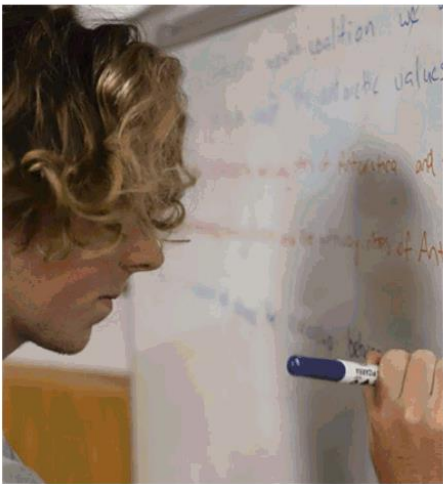




Who are we?

The Antarctic Cities Youth Expedition







VISION:

We want cities to come together to embrace the values of Antarctica for the protection of our shared futures.

MISSION:

To build a network of young custodians across the five Antarctic gateway cities, advocating for Antarctica's future, by promoting sustainable communities and connected urban identities.

Our Focus....



Strategic Overview

Values:

- 1) International Cooperation and Collaboration
- 2) Care and Protection of our Environment
- 3) Science and Learning



STRATEGIC OVERVIEW



Goals:

- 1) Build youth engagement networks in the five gateway cities
- 2) Create new connections between these Antarctic Cities
- 3) Foster a sense of Antarctic custodianship in these

Hobart's City Vision

We are an island capital on the fringe of the Southern Hemisphere, a city defined by wild weather and its place as a gateway to Antarctica.

Connections between nature, history, culture, businesses and each other are the heart of our city.

Arts & Culture

- Public Art
- Creative Hobart



Image credit: Pete Harmsen

Our plans for the upcoming future

Short term:

- Recruit members
- Monthly informal meetings in each city with members to discuss ideas and talk about Antarctic related topics
- Grow social media following

Long term:

- Have a presence at Antarctic festivals/season openings
- Create events at schools, in the community etc
- Work with Tasmanian Aboriginal community
- Have merchandise



BUSINESS EVENTS TASMANIA

Business Events Role

Business events play a significant role in the visitor economy, contributing a direct economic annual return of close to \$150 million to the Tasmanian economy, and bringing over 36,000 business event delegates to the state. Importantly, much of this impact is felt in the shoulder and winter periods.

Business event travelers are high yielding, spending on average twice as much as a leisure visitor, often extending their visit to Tasmania and returning for a holiday in the future; making them crucial to the Tasmanian economy. Twenty five percent of delegates coming to Tasmania are bringing family or friends with them when they travel to Tasmania for a conference or business event.

Our Role

Business Events Tasmania (BET) is a membership organisation and is supported financially by the State Government. Business Events Tasmania performs two important roles:

- Direct bidding for conferences and business events to be held in Tasmania
- Marketing of the destination more broadly to industry, which results in the direct connection of Tasmanian business event products and services with business event organisers.

City of Hobart and BET

BET greatly values our relationship with the City and recognises the significant contribution the annual funding provides.

BET is seeking funding approval of \$53,728 for the 2020-2021 FY.

Ongoing funding is critical for BET to continue its efforts to sell and market Hobart as a business event destination of choice. The success of which will aid in the city's recovery post COVID-19.

COVID-19

It is still too early to predict how the business event sector will emerge from the pandemic.

The number of business events that have postponed or cancelled in Hobart in 2020 due to COVID-19 are below;

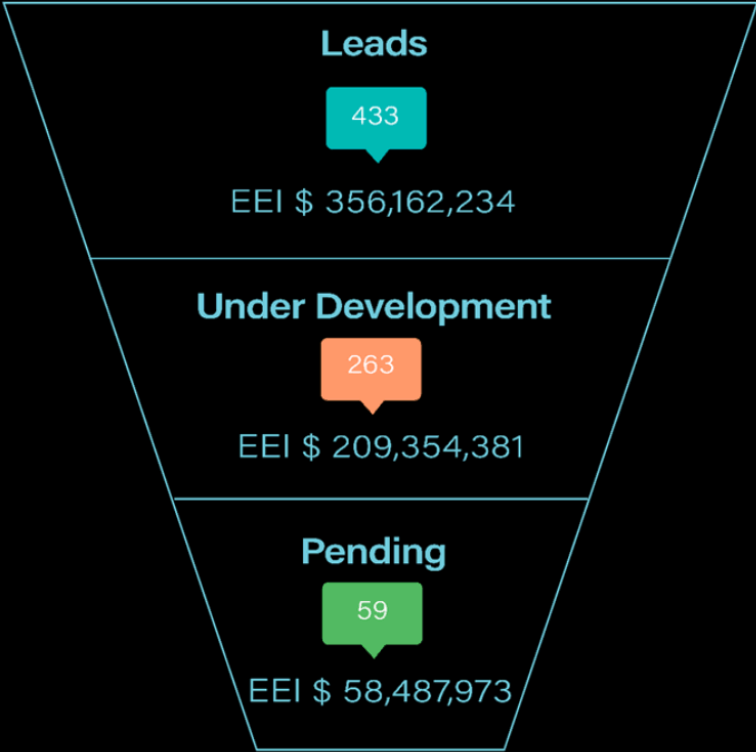
- 8 (10%) business events are still due to take place in 2020
- 49 (65%) business events have postponed
- 18 (24%) of business events have cancelled

Recovery

- BET are looking toward the recovery phase and what we need to do as an organisation to support our member partners and maximise business opportunities for Tasmania.
- The following tables show future business events confirmed and pending for Hobart

20/21	Conferences	Delegates	Room Nights	Estimated Economic Impact
Confirmed	25	7,675	23,665	\$ 21,826,885
Pending	28	7,882	21,204	\$ 21,619,723
21/22				
Confirmed	40	11,560	33,954	\$ 29,618,090
Pending	10	3,800	10,810	\$ 11,125,650
22/23				
Confirmed	9	2,450	6,640	\$ 6,701,460
Pending	15	6,960	20,550	\$ 18,387,200

Sales Funnel



Recovery: Short – Medium term

New opportunities are presenting for the state.

Due to the inability of Australian businesses to travel internationally, companies are looking at domestic locations to host their annual conference / staff incentive.

Hobart, particularly with the new 'high end' accommodation offerings is a desirable destination for these groups.

Recovery: Longer Term

Through the Tasmanian Ambassador Program, BET is able to drive strategically valuable business to Tasmania that promotes trade and investment, knowledge exchange, fosters innovation and provides social benefits to the region.

A key activity for BET is to collaborate with the CoH to identify and bid on business events that align with areas of key focus in the Economic Development Unit's forward planning; i.e. green and renewable economy, health care and social assistance, information technology and science.

Recovery Additional Activity

New Website

Delegate Boosting

Working on a digital solution for delegates planning pre and post conference activities in Tasmania; driving delegate attendance to ensure the conference attracts a maximum amounts of delegates.

Sustainability

Proactively influence conference organisers to adopt sustainability themes within their Tasmanian conference.

e.g. waste management, carbon emission offsets, workshops/sessions focused on sustainability related topics

Thank You

Business Events Tasmania is very grateful for the support and collaboration provided by the City of Hobart.