



CITY OF HOBART

AGENDA

Economic Development & Communications Committee Meeting

Open Portion

Thursday, 29 October 2020

at 4:30 pm

THE MISSION

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

THE VALUES

The Council is:

| | |
|----------------------------------|--|
| People | We care about 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 are transparent, 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

| | |
|---|-----------|
| 1. CO-OPTION OF A COMMITTEE MEMBER IN THE EVENT OF A VACANCY | 4 |
| 2. CONFIRMATION OF MINUTES..... | 4 |
| 3. CONSIDERATION OF SUPPLEMENTARY ITEMS | 4 |
| 4. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST | 5 |
| 5. TRANSFER OF AGENDA ITEMS..... | 5 |
| 6. REPORTS | 6 |
| 6.1 Summer Marketing Campaign 2020-21 | 6 |
| 7. COMMITTEE ACTION STATUS REPORT | 18 |
| 7.1 Committee Actions - Status Report..... | 18 |
| 8. QUESTIONS WITHOUT NOTICE | 23 |
| 9. CLOSED PORTION OF THE MEETING..... | 24 |

**Economic Development & Communications Committee Meeting (Open Portion)
held Thursday, 29 October 2020 at 4:30 pm.**

This meeting of the Economic Development and Communications Committee is held in accordance with a Notice issued by the Premier on 3 April 2020 under section 18 of the *COVID-19 Disease Emergency (Miscellaneous Provisions) Act 2020*.

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
Coats

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, 27 August 2020](#), 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 Summer Marketing Campaign 2020-21 File Ref: F20/107753

Report of the Marketing and Business Engagement Officer and the Acting General Manager of 21 October 2020.

Delegation: Council

REPORT TITLE: SUMMER MARKETING CAMPAIGN 2020-21**REPORT PROVIDED BY:** Marketing and Business Engagement Officer
Acting General Manager**1. Report Purpose and Community Benefit**

- 1.1. The purpose of this report is to present a proposal for a summer marketing campaign to support Hobart food and beverage venues.
- 1.2. The proposed marketing campaign has strong community benefit, particularly for food and beverage operators in the Hobart area, many of whom have been negatively impacted by COVID-19.
 - 1.2.1. This campaign will also provide community benefit to those who will be encouraged to experience dining in their own city and benefit financially from a reduction in their dining bill as a result of their loyalty.

2. Report Summary

- 2.1. Under the City's marketing program Hello Hobart, it is proposed that the City undertake a summer marketing campaign to assist local food and beverage venues.
- 2.2. The campaign is designed to assist food and beverage operators over a period which is traditionally tourist and event heavy. As a result of COVID-19, a number of summer events will not be going ahead in 2020-21 including the City of Hobart's own event, the Taste of Tasmania.
- 2.3. The campaign, likely to be named *Passport to Hobart*, has participants collect 'stamps' on a digital passport, a nod on the inability to travel currently, but rather focusing on travelling around exploring our own city.
 - 2.3.1. The digital passport will be used through an 'off-the-shelf' application called *Stamp Me*, a Melbourne-based organisation.
 - 2.3.2. Officers are currently undertaking due diligence on this software application.
- 2.4. Customers will be encouraged to download the digital passport where they can collect the 'stamps' as they visit participating venues. Once five stamps have been collected on the digital passport, the customer will receive a \$20 Reward Voucher to spend at the participating venues.
 - 2.4.1. To be eligible for a stamp, a customer must make a purchase for food/drink at the venue to the value of \$20 or greater.

- 2.5. To encourage initial use of the application, every download of the application will entitle the participant to a \$10 Welcome Voucher, which can be spent at participating venues.
 - 2.5.1. There will be a maximum amount of vouchers available, allocated on a 'first-come, first-served' basis.
- 2.6. Officers have undertaken research with a similar concept using the application overseas. This campaign has had a generally positive reception with the local government body advising they see the program continuing indefinitely.
- 2.7. In order to gauge initial feedback from businesses, officers have reached out to a number of venue owners/managers to determine their feedback on the campaign. In general, businesses are keen to participate in any form of promotion at this unknown time of a pandemic.
- 2.8. All food and beverage businesses in the City of Hobart area will be invited to participate through an expression of interest program. There will be a small number of eligibility criteria to ensure that the program is capturing those businesses we wish to target. To ensure the campaign is successful, the number of venues who wish to participate must be between 25-75 individual venues.
- 2.9. Terms and conditions will be developed to ensure that misuse is minimised and participants/venues are aware of their expectations.
- 2.10. A list of participating venues will be available on the Hello Hobart website in the form of a directory. This is anticipated to be of significant value to participating venues when people are deciding on where to dine.
- 2.11. The proposed timeframe for this campaign will be from mid-December 2020 and January 2021 for approximately six to eight weeks.
- 2.12. A budget allocation has been made for this campaign, however, it is noted that given this is a new type of campaign, estimates have been made on variable costs such as the voucher allocation required.
 - 2.12.1. An initial budget for the vouchers has been determined at \$70,000 comprising of 3,500 x \$10 Welcome Vouchers and 1,750 x \$20 Rewards Vouchers.
 - 2.12.2. The total cost of this campaign including promotional material and the cost of the application are estimated to be \$90,000.
- 2.13. A number of fixed costs will be required to give the campaign the greatest chance of success including the purchase of the digital application and marketing elements to promote the campaign. Where possible, free marketing will be utilised including the use of the existing Hello Hobart channels such as social media and the website.

- 2.14. This year the City will also be focusing on promoting a safe New Year's Eve as a result of COVID-19 and limiting large crowds. The key messaging will encourage people to celebrate from home or out in local food and beverage venues on the evening. Messaging for both the *Passport to Hobart* campaign and the New Year's Eve will be aligned in the lead up to the New Year's celebrations.
- 2.15. Throughout the Christmas period, Hello Hobart will also be undertaking an online gift guide similar to 2019 to support other businesses in the city such as retailers and service providers.

3. **Recommendation**

That:

1. ***The Council endorse the proposed summer marketing campaign, estimated at \$90,000, subject to the General Manager being satisfied that due diligence on the application is made.***
2. ***The funding for the Summer Marketing Campaign be attributed to the Hello Hobart Budget Function to the value of \$50,000 and a reallocation from the Taste of Tasmania Budget Function to the value of \$40,000 within the 2020-21 Annual Plan.***

4. **Background**

- 4.1. Hello Hobart is the City's marketing program for the Hobart city centre that has been operating since 2016.
 - 4.1.1. Hello Hobart was one of the Economic Development Unit's most nimble support tools throughout COVID-19.
 - 4.1.2. To support businesses, Hello Hobart created an online directory for both bricks-and-mortar stores and for food venues offering takeaway options.
 - 4.1.3. Hello Hobart's social media channels were used to promote these directories and support shopping local.
- 4.2. Under the Hello Hobart brand, it is proposed that a campaign focusing on food and beverage venues be undertaken over the December and January period likely to be titled *Passport to Hobart*.
- 4.3. The campaign is designed to play on the inability for the public to travel due to COVID-19 restrictions and to encourage dining out at the many different restaurants that can be explored locally in Hobart.
- 4.4. The objectives of this particular campaign are:

- Incentivise the community to dine (either via takeaway or eat in) at participating venues.
 - Encourage repeat visitation to venues from the community.
 - Assist food and beverage operators across the City of Hobart.
- 4.5. To participate in the campaign, the public will be required to download a digital passport run through a pre-existing mobile application called *Stamp Me*. This will be available to download for free for both iOS and Android systems.
- 4.6. The digital passport will have two components that the public can participate in:
- 4.6.1. A \$10 Welcome Voucher upon downloading of the digital passport application. This voucher can be redeemed at participating venues in the program.
- 4.6.2. A \$20 Rewards Voucher once participants have collected five 'stamps' on their passport. To receive a stamp, participants would need to spend a minimum amount of \$20 at participating venues.
- 4.7. Stamps are made on the application by scanning the QR code which will be unique to each venue. The vouchers are also redeemed on the *Stamp Me* application.
- 4.8. Officers have investigated a number of potential options to run this marketing campaign including the option of a paper copy passport that required to be physically stamped rather than a digital passport.
- 4.8.1. The decision was made to go for a digital option though as it is in keeping with the City's *Waste Management Strategy 2015-30*.
- 4.8.2. In addition, the digital application is a safer model with respect to COVID-19 and limiting touchpoints as the QR code can be scanned by the participant without the requirement to touch items.
- 4.8.3. Officers investigated the potential to create a bespoke application for this campaign. The creative agency engaged to assist undertook research into the best option and advised that it would be cost prohibitive to do so. Instead, they advised an alternative solution to getting a digital application.
- 4.8.4. The digital software titled *Stamp Me* has been chosen as the platform for the digital passport. This organisation is based in Melbourne. Officers will utilise the 'off-the-shelf' format with some minor edits to ensure it works for the purpose of this campaign.

- 4.8.5. Officers are still undertaking due diligence on the use of the application to ensure it is satisfactory.
- 4.9. A similar program using the same *Stamp Me* application is underway in Foster City, California. This campaign is similar to that proposed in this report, with customers encouraged to collect 10 stamps to receive a \$20 voucher to spend at the venues. This campaign began in November 2019.
 - 4.9.1. Officers contacted Foster City who advised that the program had been overwhelmingly positive.
 - 4.9.2. They have had a number of venues come on and off the program as the venue saw fit. They currently have 12 venues participating. For comparison, Foster City's population as at 2018 was 34,000.
 - 4.9.3. In response to COVID-19, in April 2020 they introduced an instant \$10 redeemable voucher for all application users. This voucher is available to all users every two weeks (with a two week expiry period to encourage use). This element of the program has resulted in a 'dramatic increase in app downloads and positive feedback'.
 - 4.9.4. They have advised that they will continue with the program indefinitely as many of their businesses are still under COVID-19 restrictions.
- 4.10. Officers contacted a number of local venues to determine their interest in the proposed program and to seek feedback.
 - 4.10.1. The general consensus from venue owners is that they are keen to participate.
 - 4.10.2. Timing was cited as important but that venue owners are really unsure of what the coming months will bring with an uncertainty brought about by COVID-19.
 - 4.10.3. It was commented that coming off the back of the 'Make Yourself at Home' campaign from the State Government, that the voucher system is evidently popular.
- 4.11. The guidelines for the Reward Voucher component of the campaign will generally be as follows:
 - 4.11.1. A minimum of a \$20 spend will be made at a participating venue.
 - 4.11.1.1. This minimum amount is after any discounts are applied, for example an *Entertainment Book* voucher.

- 4.11.1.2. Only one stamp can be collected per bill. For example if a bill is for \$60, only one stamp would be entitled to be collected.
- 4.11.2. The venue will then present the QR code to the customer to scan using the *Stamp Me* application.
- 4.11.3. A digital stamp will be made on the customer's digital passport.
- 4.11.4. Once five separate stamps have been collected, the passport will be 'completed' and will automatically have a \$20 voucher presented in the application under the 'rewards' section.
- 4.11.5. The passport resets after five stamps have been collected. This enables the participant to receive multiple vouchers as long as they continue to make eligible purchases.
- 4.12. The \$20 minimum spend is designed to be achievable and easily assessable for the public to enter, particularly given that for some people their discretionary income has been reduced as a result of COVID-19. Equally, we wish to encourage people to make a purchase that is of value to most venues.
- 4.13. It is recognised that for some takeaway venues (for example sandwich shops), the average spend may be less than the minimum \$20. Officers have recommended to maintain this minimum spend though to encourage additional sales (for example a drink on top of a meal purchase, or buying two meals).
- 4.14. Hello Hobart will be inviting all food and beverage venues to participate in the campaign through an expression of interest that will open in mid-November for 1-2 weeks. A small number of eligibility criteria will need to be met to ensure that the campaign includes appropriate businesses (for example food and beverage operators). There will be a short evaluation criteria for venue owners to respond to, in the instance that the program is over subscribed.
 - 4.14.1. Officers will then determine from the amount of interest whether all venues would be able to participate. A maximum of 75 venues would be able to participate.
 - 4.14.2. If more than 75 venues have requested to be included then applications will be assessed and scored in respect to the evaluation criteria in the expression of interest form.
 - 4.14.3. Officers will need to receive a minimum of 25 venues to undertake the campaign.
- 4.15. The list of participating venues will be available through the Hello Hobart website and will be heavily promoted. This will act as a directory for businesses when customers are choosing where to dine. It is anticipated there will be significant value in businesses being listed on this directory.

- 4.16. There are significant variables in running this campaign which will ultimately determine the total cost of this campaign spend.
 - 4.16.1. The number of participating venues will be a key to the success of the campaign. In turn, if there are a large number of venues that participate, the campaign would also need to provide more vouchers to ensure its success.
 - 4.16.2. The cost of the *Stamp Me* application understandably increases with the number of venues signed up and will be a variable cost. Officers have received quotes for between 25-75 venues.
 - 4.16.3. With regard to the budget allocation for the vouchers, officers have provided a budget allocation for vouchers that would be required to make this campaign successful. It is noted, that this campaign is a new format and these figures have been estimated by officers.
 - 4.16.3.1. An initial proposed amount of 3,500 \$10 Welcome Vouchers has been budgeted.
 - 4.16.3.2. An initial proposed amount of 1,750 \$20 Reward Vouchers has been budgeted.
 - 4.16.3.3. A total amount budgeted for the voucher component of this campaign is \$70,000
 - 4.16.4. As a result of these vouchers being redeemed at the time of actual purchase, if vouchers are not spent, then the campaign will not spend this element of the budget.
- 4.17. Other costs budgeted to this campaign are estimated at \$20,000. This includes paid marketing expenses, collateral and includes an allocation for the cost of the software.
- 4.18. A minimum return on investment for this campaign, if the full allocation of \$20 Rewards Vouchers are redeemed, would be \$175,000 in value to the venues. This is equated at \$20 multiplied by five, the equivalent required for a voucher.
- 4.19. In order to ensure the program's success, there will be a number of marketing elements.
 - 4.19.1. This will include digital elements for Instagram and Facebook that will enable the participating venues to share collateral.
- 4.20. There will be a branded *Passport to Hobart* look and feel for the campaign.
- 4.21. Hello Hobart will be supporting other retailers throughout the Christmas period by once again creating an online gift guide. Similar to the 2019 guide, retailers and service providers will be invited to include up to two gifts in the Hello Hobart Christmas Gift Guide.

- 4.21.1. A number of categories for the gifts to be promoted under will help consumers search easily for ideas.
- 4.21.2. With the focus on 'shop local' throughout most of 2020, it is anticipated this directory will once again drive traffic to retailers who list on the guide.
- 4.21.3. Hello Hobart will promote the guide through existing channels and other marketing channels where appropriate.
- 4.22. This year the City will also be focusing on promoting a safe New Year's Eve as a result of COVID-19 and limiting large crowds. The key messaging will encourage people to celebrate from home or out in local food and beverage venues on the evening. Messaging for both the *Passport to Hobart* campaign and the New Year's Eve will be allied in the lead up to the New Year's celebrations.

5. Proposal and Implementation

- 5.1. It is proposed that a summer marketing campaign, designed to support local food and beverage venues, be undertaken using the City's Hello Hobart branding.
- 5.2. The campaign will encourage the public to make purchases in participating venues to enable them to receive incentives by way of a voucher for their purchases.
 - 5.2.1. A minimum of five 'stamps' on a digital passport will need to be received in order for a \$20 Reward Voucher to be received.
 - 5.2.2. To encourage use, an initial \$10 Welcome Voucher will be available when downloading the digital passport to be used at participating venues.
- 5.3. A number of terms and conditions will be established to ensure that misuse of the application is mitigated along with the creation of clear conditions for use of the voucher redemption.
 - 5.3.1. The software organisation *Stamp Me* will be able to include restrictions on the application to also mitigate misuse.
 - 5.3.2. Venues will also be required to adhere to a set of terms and conditions for inclusion in the campaign.
- 5.4. The proposed dates of this campaign will run from mid-December through to the end of January. There will need to be flexibility in the completion date of the campaign if the voucher allocation is exhausted prior to the end of January.
- 5.5. Both residents of the City of Hobart area and other areas are welcome to participate in this campaign. Tourists will also be entitled to participate in the campaign as they will be purchasing in local Hobart venues.

- 5.6. Venues will be reimbursed on a regular basis to the value of the vouchers that have been redeemed by way of an invoice. This invoice will be matched with the *Stamp Me* administration portal to ensure accurate reporting.
- 5.7. The return on investment for this campaign will be measured through a number of measurement indicators:
- The number of vouchers redeemed;
 - The number of passport stamps collected;
 - Survey of participating venues at the completion of the program;
 - Reach of social media posts and website traffic to Hello Hobart promotion on the campaign.

6. Strategic Planning and Policy Considerations

- 6.1. The marketing campaign responds to Pillar 4 of the *Capital City Strategic Plan 2019-29*, specifically:
- 4.1 *Hobart's economy reflects its unique environment, culture and identity.*
- 4.3 *Diverse connections help Hobart's economy, businesses and workers thrive.*
- 4.4 *Hobart is a place where entrepreneurs and businesses can grow and flourish.*
- 4.5 *Hobart's economic is strong, diverse and resilient.*

7. Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result
- 7.1.1. The funds for this marketing campaign will be allocated from existing budget functions, specifically:
- The existing Hello Hobart campaign budget to the value of \$50,000; and
- A reallocation from the Taste of Tasmania budget to the value of \$40,000.
- 7.2. Impact on Future Years' Financial Result
- 7.2.1. There are no impacts on future year's results.
- 7.3. Asset Related Implications
- 7.3.1. There are no asset related implications stemming from this report.

8. Legal, Risk and Legislative Considerations

- 8.1. Terms and conditions will be established to ensure that both participants and venue owners know what is expected of them.
- 8.2. Hello Hobart officers are consulting with procurement and legal officers to ensure that the terms and conditions are legally sound.

9. Environmental Considerations

- 9.1. In keeping with the Council's commitment to zero waste to landfill by 2030, the campaign has a limited waste footprint in keeping with the *Waste Management Strategy 2015-30*. In particular, the application used to perform the campaign is online, minimising the requirement for printing of campaign materials.

10. Social and Customer Considerations

- 10.1. This marketing campaign has a broad appeal and participation is encouraged by the general public.
- 10.2. This specific campaign is also in keeping with COVID-19 safety limitations.

11. Marketing and Media

- 11.1. The campaign will be promoted using existing Hello Hobart communications channels including web, email newsletter and social media.
 - 11.1.1. In addition, the campaign will utilise networks such as Destination Southern Tasmania to promote the program where appropriate.
 - 11.1.2. A number of shareable assets will be created as part of the marketing collateral that venues can use to share on their own social media channels.
 - 11.1.3. The campaign will also undertake a number of paid media and marketing elements to encourage take up of the program and disseminate messaging.

12. Community and Stakeholder Engagement

- 12.1. Manager Rates, Procurement and Finance Operations, Manager Legal and Governance, Manager Activation Programs and Tourism, Manager City Innovation, Manager Economic Development Engagement and Strategy, Principal Advisor Risk and Audit, Principal Advisor Spatial, Integration and Data Management, Legal Officer and Senior Advisor City Marketing and Sponsorship have been consulted in the preparation of this report.

12.2. Community members consulted in this report include a number of food and beverage operators from the Hobart area.

13. Delegation

13.1. 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.



Samantha Skillern
**MARKETING AND BUSINESS
ENGAGEMENT OFFICER**



Tim Short
ACTING GENERAL MANAGER

Date: 21 October 2020
File Reference: F20/107753

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: Status Report for the month of October

ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT
 OPEN PORTION OF THE MEETING
 October 2020

| Ref | Meeting | Report / Action | Action Officer | Comments |
|-----|---|---|---|--|
| 1 | <p>TERMS AND CONDITIONS FOR USE OF SALAMANCA SQUARE, MATHERS PLACE, COLLINS COURT, WELLINGTON COURT AND ELIZABETH MALL</p> <p style="text-align: center;">Council, 9/5/2016, Item 15</p> | <p>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.</p> | <p>Director Community Life</p> | <p>The terms and conditions for the identified spaces have been amended based on the updated Public Spaces By-Law.</p> <p>A wider internal review of the terms, conditions and guidelines for the use of Council facilities by the community is underway to ensure they are consistent and accord with the Public Spaces By-Law and the terms and conditions for the use of Mathers Place, Collins Court, Wellington Court and Salamanca Square form part of this. Further internal consultation will be undertaken before the terms and conditions for these spaces are presented to the Council for endorsement. The terms and conditions will be presented at a future meeting.</p> |

| Ref | Meeting | Report / Action | Action Officer | Comments |
|-----|--|---|------------------------------------|---|
| 2 | <p>INTERNATIONAL RELATIONS REVIEW</p> <p>Council, 07/09/2019, Item 12</p> <p>TIMOR-LESTE RELATIONSHIP UPDATE</p> <p>Council, 02/12/2019, Item 19</p> <p>Council, 03/06/2019, Item 14</p> <p>Council, 23/4/2018, Item 18</p> <p>Council, 4/12/2017, Item 18</p> <p>Council, 7/8/2017, Item 15</p> | <p>Strategic decisions relating to existing and new international relationships be deferred, to be considered in March 2021.</p> <p>Major operational activities relating to existing and potential new international relationships be paused until March 2021.</p> | <p>Director Community Life</p> | <p>In light of COVID-19 and the Council’s budgetary restraints, sister city activities will be deferred until early 2021.</p> |

| Ref | Meeting | Report / Action | Action Officer | Comments |
|-----|---|--|------------------------------------|---|
| 3 | <p>MEASUREMENT SYSTEM, INTERNATIONAL RELATIONSHIPS</p> <p>Council, 7/10/2019, Item 15</p> <p>Council, 9/09/2019, Item 20</p> <p>Committee, 21/02/2019, Item 6.1</p> <p>Council, 4/6/2018, Item 15</p> | <p>That:</p> <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. | <p>Director Community Life</p> | <p>Complete.</p> |
| 4 | <p>INTERNATIONAL RELATIONS REVIEW</p> <p>Council, 07/09/2019, Item 12</p> <p>INTERNATIONAL RELATIONS – POTENTIAL NEW RELATIONSHIPS</p> <p>Council, 02/12/2019, Item 16</p> <p>EXPLORATION OF NEW INTERNATIONAL RELATIONSHIPS</p> <p>Council, 01/04/2019, Item 12</p> | <p>Strategic decisions relating to existing and new international relationships be deferred, to be considered in March 2021.</p> <p>(i) Major operational activities relating to existing and potential new international relationships be paused until March 2021.</p> | <p>Director Community Life</p> | <p>In light of COVID-19 and the Council's budgetary restraints, sister city activities will be deferred until early 2021.</p> |

| Ref | Meeting | Report / Action | Action Officer | Comments |
|-----|---|--|------------------------------------|--|
| 5 | <p>COVID-19 ECONOMIC RESPONSE AND RECOVERY</p> <p>Council, 10/08/2020, Item 15</p> | <p>That:</p> <ol style="list-style-type: none"> 1. The Council endorse the following guiding principles for economic recovery which will inform future Council activities in this area: <ol style="list-style-type: none"> (i) Economic recovery is focused on need and adding value. (ii) Economic recovery supports resilience. (iii) Economic recovery builds economic confidence and participation. (iv) Economic recovery is evidence-based. (v) Economic recovery is flexible and adaptable. | <p>Director Community Life</p> | <ol style="list-style-type: none"> 1. Close |
| | | <ol style="list-style-type: none"> 2. The Council endorse the creation of a flexible COVID-19 economic recovery framework and action plan, including associated community engagement. 3. The Council endorse the creation of a COVID-19 economic recovery business consultative group, as a temporary means of seeking feedback on recovery efforts. <ol style="list-style-type: none"> (i) The General Manager is delegated responsibility for finalising the group’s membership and terms of reference. 4. The Lord Mayor, Chair of the Economic Development and Communications Committee and Chair of the Finance and Governance Committee seek to coordinate a meeting with relevant Australian and/or Tasmanian Government representatives to inform economic recovery planning. | | <ol style="list-style-type: none"> 2. Underway 3. The General Manager has approved a draft membership for the consultative group. Officers are currently drafting the terms of reference prior to invitations being sent to the selected members. 4. The Lord Mayor will raise this request directly with the Premier during their next quarterly meeting in November 2020. |
| | | <ol style="list-style-type: none"> 5. The Council write to the Premier seeking details of the Tasmanian Governments plan for responding to COVID-19, to ensure that the current measures being taken to prevent death and illness, do not cause greater economic, social and health consequences. | | <ol style="list-style-type: none"> 5. Complete |

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:

- Commercial information of a confidential nature

The following items are listed for discussion:-

- | | |
|--------------|--|
| Item No. 1 | Minutes of the last meeting of the Closed Portion of the Committee Meeting |
| Item No. 2 | Consideration of supplementary items to the agenda |
| Item No. 3 | Indications of pecuniary and conflicts of interest |
| Item No. 4 | Reports |
| Item No. 4.1 | Corporate Sponsorships 2019-20 LG(MP)R 15(2)(c)(i) |
| Item No. 5 | Questions Without Notice |