



CITY OF HOBART

AGENDA

Special Economic Development & Communications Committee Meeting

Open Portion

Monday, 9 November 2020

at 4.20 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. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST 4**
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Special Economic Development & Communications Committee Meeting (Open Portion) held Monday, 9 November 2020 at 4.20 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:

Alderman Dr P T Sexton

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. 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.

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 Summer Marketing Campaign 2020-21 **File Ref: F20/116951**

Memorandum of the Marketing and Business Engagement Officer,
Manager Economic Development Engagement and Strategy and the
Deputy General Manager of 5 November 2020 and attachment.

Delegation: Council



City of **HOBART**

MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE

Summer Marketing Campaign 2020-21

At its meeting on 29 October 2020, the Economic Development and Communications Committee deferred the report titled *Summer Marketing Campaign 2020-21*, (refer **Attachment A**) determining that:

The item be deferred to a special meeting prior to the Council meeting on the 9 November 2020 to allow consultation to take place with relevant industry bodies and options to be explored for those who do not have access to a device to download the required application.

Officers have since consulted with relevant industry bodies in relation to the proposed summer marketing campaign. This included the Tasmanian Hospitality Association and the Tasmanian Chamber of Commerce and Industry.

The feedback on the campaign was positive with a general consensus that it will be helpful to businesses at this uncertain time. It was noted that in particular, the \$10 Welcome Voucher is likely to prove popular in getting people to download the application and get involved in the campaign.

Particular comments for officers to consider included ensuring that the marketing was adequate, the training for the business owners/staff was ample and the potential to consider including more food and beverage businesses be considered if financially possible.

Updated proposal

Officers have explored options to extend the campaign for those who do not have access to a device to download the application as originally proposed.

To ensure that the program is simple and inclusive, it is proposed that any updated campaign would run alongside the original proposal. Officers have therefore investigated the potential to use a paper version 'passport' in lieu of the phone application. The paper passport would act similar to a coffee loyalty card, whereby after each valid purchase of the minimum spend requirement, participants would get a stamp marked on their passport. After the required five stamps, they would then

relinquish their paper passport to their chosen venue to redeem the \$20 Reward Voucher.

In order to also have access to the Welcome Voucher to the value of \$10 as per the original concept, participants would also be entitled to a paper voucher when they first collect their paper passport.

To mitigate misuse of the paper passport, it is proposed that the paper copy passport be collected at the City's own Customer Service Centre/Mathers House. It is recommended that participants will need to show a form of valid ID to collect their \$10 Welcome Voucher and their blank passport card.

The terms and conditions of use would be identical to the original proposal with changes to capture the different mechanism used to collect the stamps.

Officers have consulted with the Hobart Older Person's Reference Group with this updated proposal. Of the members who have responded, they all agreed the card alongside the application would be a preferable option. Comments on the digital application identified that it may be prohibitive for that cohort as they either don't have access to a smart phone or are wary of applications.

Potential issues

It should be highlighted that there are a number of issues that should be considered for this alternative proposal.

- A key consideration for using the phone application originally was the benefit of minimising touching of physical items, a consideration for planning a COVID-19 safe promotion. The use of stamps and paper cards will require more staff and participants to be handing the promotional items (cards and stamps). This is a considerable risk to participants, potentially who may be an older cohort who are generally considered at greater risk to the disease.
- If there were to be another COVID-19 occurrence in the state, then the paper version of the campaign would need to be placed on hold due to the risk it would carry. This is in contrast to the digital version, which could still be run because the application is contactless and can be completed from a distance.
- Unlike the phone application, which allows 'real time' tracking of the number of vouchers redeemed and awaiting use, the paper passports will be harder to track and difficult to budget for. As a result, if the Council wish to proceed with this option, it is recommended that a separate budget allocation be made for the paper version. There is also a number of additional costs with running this campaign, including the tangible items such as printed cards and stamps.
- The environmental concerns for using this alternative proposal should be considered. Unlike the phone application, which has a limited waste footprint, this alternative option would include the printing of a number of paper passports. Officers have costed this on recycled card to minimise the impact of this campaign. The stamps that would be used, however, would be used only for this campaign and unlikely to be used into the future unless the same campaign were to be undertaken again.

- The additional paper option would mean that training of business staff would be more complex. This should also be taken into consideration with the festive season when business operators and staff can be under immense pressure. It is possible that having both options could be confusing to staff, particularly casual staff who may work minimal shifts. This is also in contrast with advice sought from industry bodies who highlighted how important staff training will be for this program.
- Reimbursing the businesses will be more complex and has the potential for administrative errors. Businesses will be required to keep the relinquished paper cards to enable them to get reimbursed by the City, which could be lost/misplaced meaning the business would be unable to recoup costs. This is in contrast with the digital version, which can be checked by officers from an administration portal and verified against the invoices from the businesses remotely.
- The timing of implementing a paper version, will mean that the campaign may be delayed as a result of additional design elements and subsequent printing.

Budget

As noted in the original proposal, this is a new type of campaign for the City to undertake and is effectively a pilot program aimed at assisting businesses overcome the ongoing impacts of COVID-19, particularly over the traditionally tourist and event heavy summer period. Given this is trial program, it is difficult to determine exact costs and quantities of vouchers to be allocated and as a result, the original proposal budget has a limit of vouchers to be allocated at a total budget of \$90,000, including other costs such as the digital application fee and marketing.

In budgeting for this updated proposal, there would be two options to fund it, either taking funding from the original proposed budget or providing an additional budget.

It can be assumed that additional participants will partake in the updated campaign and therefore recommended that an additional budget allocation be made for this proposal rather than taking funding from the original proposal and reducing the number of participants in that mechanism.

The budget for this alternative proposal would be an additional \$17,000, this includes:

Printing & design of passport cards/vouchers	\$1,300
Stamps for each store (including a small contingency)	\$1,700
Allocation of \$10 Welcome Vouchers x 700	\$7,000
Allocation of \$20 Reward Vouchers x 350	\$7,000

It is proposed that even if this updated option were to be undertaken, the promotion of the paper passport will not be a primary part of the marketing messaging. There is a risk that in promoting the two options for entry that the messaging will get confusing and will potentially be a barrier to entry for participants creating a negative effect despite the efforts of trying to be inclusive.

Proposal

It should be noted that the target market of the original proposed campaign was 'those aged 25-45' and 'city workers'. It is further noted that with any marketing campaign, it is advised to have a specific target market rather than be 'everything to everyone'.

As a result of this and the issues noted above, it is recommend that the original proposal presented to the Economic Development and Communications Committee on 29 October 2020, of a digital only campaign be undertaken.

Officers will look into other options for a marketing campaign targeting other audiences, such as an older demographic in 2021. In doing so, officers will consider other options for promotion and inclusion.

RECOMMENDATION***That:***

- 1. The Council endorse the proposed summer marketing campaign, estimated at \$90,000 subject to 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.***

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
DEPUTY GENERAL MANAGER



Luke Doyle
**MANAGER ECONOMIC
DEVELOPMENT ENGAGEMENT AND
STRATEGY**

Date: 5 November 2020
File Reference: F20/116951

Attachment A: Economic Development & Communications Committee - 29
October 2020 - Summer Marketing Campaign 2020-21 ↓ 

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: 2 November 2020
File Reference: F20/107753

