



CITY OF HOBART

# **AGENDA**

## **Special Community, Culture and Events Committee Meeting**

### **Open Portion**

**Monday, 24 May 2021**

**at 4:40 pm**

**Council Chamber, Town Hall**

## THE MISSION

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

## THE VALUES

**The Council is:**

<b>People</b>	We care about people – our community, our customers and colleagues.
<b>Teamwork</b>	We collaborate both within the organisation and with external stakeholders drawing on skills and expertise for the benefit of our community.
<b>Focus and Direction</b>	We have clear goals and plans to achieve sustainable social, environmental and economic outcomes for the Hobart community.
<b>Creativity and Innovation</b>	We embrace new approaches and continuously improve to achieve better outcomes for our community.
<b>Accountability</b>	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**
- 3. TRANSFER OF AGENDA ITEMS..... 5**
- 4. REPORTS ..... 6**
  - 4.1 2021 Dark Mofo Further In-kind Support ..... 6**

**Special Community, Culture and Events Committee Meeting (Open Portion)  
held Monday, 24 May 2021 at 4:40 pm in the Council Chamber, Town Hall.**

**This meeting of the Community, Culture and Events 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*.**

The title Chief Executive Officer is a term of reference for the General Manager as appointed by Council pursuant s.61 of the *Local Government Act 1993* (Tas).

**COMMITTEE MEMBERS**

Sherlock (Chairman)  
Sexton  
Harvey  
Dutta  
Ewin

**Apologies:**

**Leave of Absence: Nil.**

**NON-MEMBERS**

Lord Mayor Reynolds  
Deputy Lord Mayor Burnet  
Zucco  
Briscoe  
Thomas  
Behrakis  
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 2021 Dark Mofo Further In-kind Support File Ref: F21/38862; 19/18**

---

Report of the Senior Advisor City Marketing and Sponsorships and the Director Community Life of 20 May 2021.

Delegation: Council

**REPORT TITLE: 2021 DARK MOFO FURTHER IN-KIND SUPPORT****REPORT PROVIDED BY:** Senior Advisor City Marketing and Sponsorships  
Director Community Life**1. Report Purpose and Community Benefit**

- 1.1. This report presents a request from Dark Mofo/Dark Lab for additional in-kind support for the 2021 Dark Mofo Festival. The request is for fee waivers for various Council assets and venue hire, valued at a total amount of \$6,749.81. A further \$1,740 is requested for road closures.
- 1.2. The Council has already agreed to support the festival through the provision of Taste equipment for the Winter Feast as in-kind support, which will be provided as a one-off grant in light of COVID-19 and the impact on the event sector. A request for \$150,000 cash support for the Winter Feast was declined.
- 1.3. The Dark Mofo festival provides significant value to the City of Hobart and has a proven track record in attracting visitation to the state during the winter period. The reinstatement of this festival represents a significant benefit to the local economy and in reinvigorating Hobart in a post-COVID-19 environment.

**2. Report Summary**

- 2.1. The Council has already approved a request for in-kind support for the 2021 Dark Mofo Festival, comprising of the Taste of Tasmania equipment hire valued at \$196,326.56.
- 2.2. Due to budgetary restraints the Council has not allocated any funding for Dark Mofo in the 2020-21 budget and a request for \$150,000 cash component was declined. The Council also declined any requests for parking bay closures and road closures and determined that these costs be fully met by Dark Mofo.
- 2.3. The objective of this report is to determine any further in-kind assistance and fee waivers that the City can offer, now that Dark Mofo has confirmed the items that they require.
- 2.4. Dark Mofo has requested in-kind support for City of Hobart venues such as Regatta Grounds, Salamanca Lawns, Long Beach and City Hall. The total value of this in-kind venue support is \$6,749.81.
- 2.5. The Council has previously resolved that all car parking closures and road closures be charged at cost to Dark Mofo.
  - 2.5.1. However a partial fee waiver on the road closures could be considered which would reduce these fees from \$1,740 to \$840.

- 2.6. The total value of additional in-kind fee waivers that can be provided to Dark Mofo as detailed within this report, is \$8,490.
- 2.7. If approved by the Council, the new fee waivers, combined with the Taste Equipment Hire fees that have already been waived, would bring the total in-kind support from the City to \$204,816.37.

### **3. Recommendation**

#### ***That:***

1. ***The Council resolve to partially fund the 2021 Dark Mofo request through the following:***
  - (i) ***The Council approve the in-kind funding requests for City of Hobart venues such as Regatta Grounds, Salamanca Lawns, Long Beach and City Hall, valued at \$6,749.81.***
  - (ii) ***The Council approve a partial fee-waiver for the road closures required, valued at \$900.***
2. ***The total funding provision be recorded in the 'Grants, Assistance and Benefits Provided' section of the City of Hobart's Annual Report.***

### **4. Background**

- 4.1. The Council at its meeting held of 31 March 2021 resolved *inter alia* that:
  1. *The Council support the 2021 Dark Mofo request through in-kind funding for equipment for the Winter Feast, to the value of \$196,326.56 to be allocated as a one-off grant, noting that Dark Mofo will need to meet all costs of installation and transportation of this equipment.*
  2. *The Council decline the request for cash support of \$150,000 (ex GST) for the Dark Mofo festival.*
  3. *The Council decline the request for in-kind support for parking bay closures and road closures and these costs are to be fully met by Dark Mofo.*
  4. *A further report be provided to the Council to consider additional City of Hobart venue support and fee waivers for Dark Mofo once requirements are fully understood.*



5. *The General Manager be delegated to finalise any licence requirements, including permission sought by Dark Mofo for use of City assets.*
6. *The total funding provision be recorded in the 'Grants, Assistance and Benefits Provided' section of the City of Hobart's Annual Report.*

### **2021 Dark Mofo Festival**

- 4.2. The Dark Mofo Festival is scheduled to be held from 16-22 June 2021.
- 4.3. Although this year's festival will be smaller in scale than the 2019 event, the Winter Feast will feature as a key focus for the festival as will a new precinct area around the Hanging Gardens.
- 4.4. The event will utilise several City of Hobart venues and the Chief Executive Officer has been delegated to sign off on the licence agreements and permission to use these assets.
- 4.5. Each venue booking will be assessed by City of Hobart Health and Safety officers to ensure that the risk to the City is managed adequately.
- 4.6. The Executive Director of Dark Mofo has provided assurance that there are no politically contentious projects in this year's Dark Mofo Festival that might impact on the Council.

### **In-kind booking requests**

- 4.7. Dark Mofo has requested in-kind support for the following venue bookings.

#### **Salamanca Lawns**

- 4.7.1. The Winter Feast will be located at Princes Wharf No. 1 and the event footprint will be similar to previous years. The organisers have booked the Salamanca Lawns from 11 - 26 June 2021. The cost of this booking is calculated at \$1,440.
- 4.7.2. Dark Mofo will be required to pay for any damage and remediation to the lawns and pay a \$10,000 bond.

#### **Regatta Grounds**

- 4.7.3. The Regatta Grounds lawns have also been booked from 16 - 21 June to be used for free public car parking. The cost of this booking is \$720.
- 4.7.4. The Regatta Grounds will be used for the Ogah Ogah procession on 20 June 2021. The cost of this booking is \$1,320.

- 4.7.5. Officers will work with Dark Mofo to ensure that safety considerations are met and the location of the burning and fireworks proposed will not impact on the surrounding vegetation.
- 4.7.6. Dark Mofo will be required to pay for any damage and remediation to the Regatta Grounds and pay a \$10,000 bond.

### **Long Beach**

- 4.7.7. The Nude Swim will take place at Long Beach in Sandy Bay on 22 June 2021. The cost of this booking is \$120.
- 4.7.8. Dark Mofo will be required to pay for any damage and remediation to this area and pay a \$200 bond.

### **City Hall**

- 4.7.9. City Hall will be used for an overnight Gregorian choir performance and a booking has been requested from 19 - 22 June 2021. The cost of this booking is \$1,589.81.
- 4.7.10. Dark Mofo will be required to pay for any damage and remediation to this asset and pay a \$5,000 bond.

### **Car parking closures and road closures**

- 4.8. Dark Mofo are closing a variety of roads along the waterfront and around the Dark Downtown precinct area. The cost of the three road closures required is \$1,740.
  - 4.8.1. The Council determined in the previous report that road closures would be paid in full. However, a part fee waiver could be applied which would cover the cost of the road closure but the advertising fee would still be required to be charged. This would reduce the amount Dark Mofo would need to pay to \$840.
- 4.9. A large number of metered car parking spaces will be closed as a result of the road closures around the waterfront precinct and the new Dark Downtown area. Officers are working with Dark Mofo to confirm the number of car parking closures required and the cost.

- 4.10. Dark Mofo have also requested the top level of the Hobart Central Car Park and these spaces will be used to rehome the displaced car permit holders from around the city. Around 100 car spaces are required currently. An extension of the car parking opening hours has also been requested and it will remain open until 12 am. This request will be dealt with operationally and at commercial rates.

### Summary of costings

<b>Booking</b>	<b>Estimated Cost in full</b>	<b>Cost to Dark Mofo if a fee waiver is applied</b>
Road closures	\$1,740.00	\$840.00
City Hall	\$1,589.81	\$0
Regatta Grounds	\$3,600.00	\$0
Long Beach, Sandy Bay	\$120.00	\$0
Salamanca Lawns	\$1,440.00	\$0
<b>Total</b>	<b>\$8,490.00</b>	<b>\$840.00</b>

### Mawson Place Crosses

- 4.11. The waterfront will be used once again to display the signature red Dark Mofo crosses.
- 4.12. In previous years one cross was located on Mawson Place Concourse and the booking was managed by the City. This year all three crosses will be located on TasPorts land and a booking from the City is not required.

### City of Hobart recognition

- 4.13. The provision of Taste of Tasmania equipment as in-kind support will provide the City with a venue partner logo on the Winter Feast program and allow for the display of two City of Hobart lightboxes at the Winter Feast.
- 4.14. If the Council determines to provide further in-kind support, it is not anticipated that any significant additional marketing benefits will be received from Dark Mofo. However, the City of Hobart can promote its overall support of the Festival through social media and on the corporate website.

## Conclusion

- 4.15. Dark Mofo continues to be one of the most well recognised festivals for Hobart, providing both international media exposure and driving mainland visitation to the state. It is a key driver for tourism to the state during what would ordinarily be a low point during the cold winter months and will aid in the state's recovery, post COVID-19.
- 4.16. The event provides a significant benefit to accommodation venues, local retail businesses, food and beverage providers and tourism operators. Research conducted at the event by Dark Mofo reported an economic benefit to the state in 2018 of \$51 million.
- 4.17. The Tasmanian Travel and Information Centre have reported that accommodation bookings during the festival period are now difficult to secure, indicating a strong demand from interstate visitors.
- 4.18. Given the benefit that the festival brings to Hobart in the dead of winter providing additional in-kind support where possible to event organisers, will also benefit local businesses and strengthen the City's focus on economic recovery.
- 4.19. This fee waiver request, if approved, would demonstrate to Dark Mofo that the City is invested in the ongoing success of the festival and is committed to working with them and supporting them in a post COVID-19 environment toward recovery.

## 5. Proposal and Implementation

- 5.1. A risk assessment of the festival's event management plan will be reviewed by the City of Hobart risk and audit team to ensure that the use of Council venues complies with safety requirements.
- 5.2. The Chief Executive Officer is delegated to sign off on venue use and a memo will be prepared once all of the safety and compliance documentation is received.
- 5.3. A report will be provided to the Council to provide the outcomes of the festival support. Economic, tourism and marketing benefits to the City will be discussed.

## 6. Strategic Planning and Policy Considerations

- 6.1. The sponsorship program aligns with the *City of Hobart Capital City Strategic Plan 2019-29*, namely:

### *Pillar 4: City economies*

- 4.1.2 *Attract investment that supports businesses and communities to flourish in ways consistent with the community vision.*
- 4.3.1 *Develop and maintain relationships with key institutions and stakeholders in the Hobart economy.*

- 6.2. The support of large commercial events also aligns with the *City of Hobart Capital City Strategic Plan 2019-29*, namely:

*Pillar 3: Creativity and culture*

*3.1.5 Support and deliver events, festivals and markets. It also aligns with strategy.*

*3.4.1 Support the activation of City-owned spaces for creative, cultural and commercial initiatives.*

## **7. Financial Implications**

- 7.1. Funding Source and Impact on Current Year Operating Result

7.1.1. There is no funding allocated in the Community Life Budget Estimates for 2020-21 for cash and in-kind sponsorship for the 2021 Dark Mofo Festival event.

7.1.2. If the Council determines to approve further in-kind venue support this would be provided as a one-off grant.

- 7.2. Impact on Future Years' Financial Result

7.2.1. Nil.

- 7.3. Asset Related Implications

7.3.1. Not applicable.

## **8. Legal, Risk and Legislative Considerations**

8.1. A risk assessment will be undertaken for the Dark Mofo Festival where they are using Council assets to ensure that any perceived risk to the City is acceptable.

8.2. Where a risk has been identified as being unacceptable, the application will not be considered or re-negotiated.

8.3. Sponsorship officers will consult with legal officers to ensure that the contracts are legally sound.

## **9. Environmental Considerations**

9.1. Events or activities that the City of Hobart supports are required to support the objectives of the *City of Hobart Waste Management Strategy 2015-30*. In particular, applicants must outline their commitment to sustainable events, certified compostable food packaging and reducing waste to landfill.

## **10. Social and Customer Considerations**

10.1. The festival has broadly outlined a combination of both free activities and ticketed events. Although some of the events within the festival will

be bespoke and contemporary, the Winter Feast has traditionally offered greater inclusion for the community and can be enjoyed by families and children.

- 10.2. It is recognised that the funding and artistic content of Dark Mofo can be controversial matter for the Hobart community. Sponsorship officers will ensure that the communications team is briefed on what the City is providing for the festival.

## 11. Marketing and Media

- 11.1. Sponsorship benefits have been discussed with Dark Mofo to provide appropriate acknowledgment of the City of Hobart.
- 11.2. Lightbox signage will be displayed at the Winter Feast and the City of Hobart logo will be included in the online program.
- 11.3. Additional information will be shared on the City of Hobart social media and on the corporate website to ensure that the public is aware of the support that the City is providing to Dark Mofo.

## 12. Community and Stakeholder Engagement

- 12.1. Officers consulted internally with Manager Bushland, Director City Amenity, Program Leader Parks & Reserves, Principal Advisor Commercial Parking Operations, Parking Investigations Officer, Parking Administration Officer, Chief Financial Officer, Senior Engineer - Roads and Traffic, Marketing & Business Engagement Officer, Group Manager City Government & Customer Relations, Hallkeeping Services Coordinator.

## 13. Delegation

- 13.1. This is a matter for the Council's determination.

*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.*



Trish Stagg  
**SENIOR ADVISOR CITY MARKETING  
AND SPONSORSHIPS**



Tim Short  
**DIRECTOR COMMUNITY LIFE**

Date: 20 May 2021  
File Reference: F21/38862; 19/18