



CITY OF HOBART

# **AGENDA**

## **Economic Development & Communications Committee Meeting**

### **Open Portion**

**Thursday, 31 March 2022**

**at 4:30 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.

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## ORDER OF BUSINESS

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**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**

<b>1. CO-OPTION OF A COMMITTEE MEMBER IN THE EVENT OF A VACANCY .....</b>	<b>4</b>
<b>2. CONFIRMATION OF MINUTES.....</b>	<b>4</b>
<b>3. CONSIDERATION OF SUPPLEMENTARY ITEMS .....</b>	<b>4</b>
<b>4. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST .....</b>	<b>5</b>
<b>5. TRANSFER OF AGENDA ITEMS.....</b>	<b>5</b>
<b>6. REPORTS .....</b>	<b>6</b>
6.1 Industry Round Table Update .....	6
<b>7. COMMITTEE ACTION STATUS REPORT .....</b>	<b>10</b>
7.1 Committee Actions - Status Report.....	10
<b>8. RESPONSES TO QUESTIONS WITHOUT NOTICE.....</b>	<b>15</b>
8.1 Credit Card Data .....	16
<b>9. QUESTIONS WITHOUT NOTICE .....</b>	<b>18</b>
<b>10. CLOSED PORTION OF THE MEETING.....</b>	<b>19</b>

**Economic Development & Communications Committee Meeting (Open Portion)  
held Thursday, 31 March 2022 at 4:30 pm in the Council Chamber, Town Hall.**

**This meeting of the Economic Development & 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*.**

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**

Alderman D C Thomas (Chairman)  
Alderman M Zucco  
Alderman Dr P T Sexton  
Councillor M Dutta  
Councillor J Fox

**Apologies:**

**Leave of Absence: Nil.**

**NON-MEMBERS**

Lord Mayor Councillor A M Reynolds  
Deputy Lord Mayor Councillor H Burnet  
Alderman J R Briscoe  
Councillor W F Harvey  
Alderman S Behrakis  
Councillor Z Sherlock  
Councillor W Coats

**1. CO-OPTION OF A COMMITTEE MEMBER IN THE EVENT OF A VACANCY**

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**2. CONFIRMATION OF MINUTES**

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The minutes of the Open Portion of the Economic Development & Communications Committee meeting held on [Thursday, 3 March 2022](#), are submitted for confirming as an accurate record.

**3. CONSIDERATION OF SUPPLEMENTARY ITEMS**

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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 Chief Executive Officer.

#### **4. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST**

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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**

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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**

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### **6.1 Industry Round Table Update** **File Ref: F22/26253**

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Memorandum of the Senior Advisor Economic Development, Manager Economic Development Engagement and Strategy and the Director Director Connected City of 25 March 2022.

Delegation: Committee



City of **HOBART**

## **MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE**

### **Industry Round Table Update**

The CEO brought a memorandum to this committee on 3 February 2022 highlighting plans to stage a number of industry round tables to inform a new economic development strategy for the City.

Eight round tables were delivered between 22 and 25 March inclusive, covering the following industries:

- Creative
- Non-Government Organisations
- Retail
- Commerce
- Tourism and Hospitality
- Research, Science and Education
- Entrepreneurs, Intrapreneurs and Start-Ups
- Developers

The Lord Mayor opened each of the round tables and elected members were invited to participate.

The views of approximately 75 industry representatives were captured over the series of round tables, which have identified challenges and opportunities facing Hobart's business community.

The key themes from each session are summarised below:

#### Creative

- There are opportunities to work together to talk to audiences.
- The industry needs to work to nurture and retain local talent.
- Being globally connected is of importance to the sector.

#### NGO

- COVID-19 made the vulnerable more vulnerable and reaching them continues to be a challenge.
- Service provision radically changed to nearly 100% digital and now providers are creating hybrid models of virtual / face to face.
- Affordable housing is one of the biggest issues across the board.

### Retail

- We need to attract more people to the CBD (this includes living and working).
- Access to the city (transport) and through the city (way-finding) is vital to attract spend.
- How we capitalise on the city's uniqueness will impact on whether people want to visit the CBD.

### Commerce

- Local talent is being lost to international work opportunities even though the workers remain living here.
- Housing affordability is a huge problem for young talent looking to come to Hobart and buy / rent.
- Challenges around feeling connected to each other and the city can arise for those who are home working.

### Tourism & Hospitality

- There needs to be an identity for Hobart that businesses in the sector can buy into and promote.
- Businesses across the board are experiencing difficulties in recruiting staff.
- There are challenges for visitors in terms of finding comprehensive and credible information about what's on in Hobart.

### Research, Science and Education

- There is a need to better promote Hobart's strengths internationally in research, science and education.
- There is a need to support connections into the community for international students that may lead to employment outcomes.
- There is a need to develop strategies to overcome the loss of the low cost of living competitive advantage that Hobart used to have.

### Entrepreneurs, Intrapreneurs and Start-Ups

- There are opportunities and appetite for the sector to work together.
- There is a gap in terms of story-telling about the quality of offering already present in Tasmania.
- Size, scale and connectivity are existing advantages meaning things can happen quickly here.

### Developers

- The City of Hobart needs to provide clear guidance to developers about opportunities in the city.
- There is an opportunity for the City of Hobart to provide case management assistance to significant developments.
- The Council can work on improving the path of flow for development enquiries through the organisation.

Each of the industry representatives has an opportunity to provide additional feedback to the Council via [ecdev@hobartcity.com.au](mailto:ecdev@hobartcity.com.au). It was confirmed that the



Council may make contact again to delve into some of the emerging topics in more depth.

## **RECOMMENDATION**

**That:**

- 1. The Economic Development and Communications Committee note the update on the industry round tables that will inform the development of a new economic development strategy.**

*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.*



Lucy Knott  
**SENIOR ADVISOR ECONOMIC  
DEVELOPMENT**



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



Jacqui Allen  
**DIRECTOR CONNECTED CITY**

Date: 25 March 2022  
File Reference: F22/26253

## **7. COMMITTEE ACTION STATUS REPORT**

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### **7.1 Committee Actions - Status Report**

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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 - Open

**ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT  
OPEN PORTION OF THE MEETING  
31 March 2022**

Ref	Meeting	Report / Action	Action Officer	Comments
1	<b>ANTARCTIC CITIES PROJECT COMPLETION</b>  Council, 11/10/2021, Item 13	That: <ol style="list-style-type: none"> <li>1. The Antarctic Cities Project Final Report as detailed in item 6.1 of the Open Economic Development and Communications Committee meeting of 23 September 2021 be noted.</li> <li>2. The City of Hobart recognises the need for its role in supporting the Antarctic sector to broaden, arising as a result of the City Deal and recommendations made in the Antarctic Cities Project Final Report.</li> <li>3. The City of Hobart commits to reconsidering and developing its strategic role in supporting Antarctica which may include:               <ol style="list-style-type: none"> <li>(i) Leading and driving discussions with the other Antarctic Gateway Cities of Cape Town, Christchurch, Punta Arenas and Ushuaia about how the cities may collaborate.</li> <li>(ii) Supporting the Antarctic Youth Coalition to become a sustainable member organisation for young people across the gateway cities.</li> <li>(iii) Evaluating the changing nature of Hobart's relationship with Antarctica and whether the term 'custodian' is more representative of this relationship than 'gateway'.</li> <li>(iv) How the City will fulfil its role as a partner in the City Deal in delivering an Antarctic and Science Precinct at Macquarie Point.</li> <li>(v) How the City engages with other key stakeholders in the sector through bodies</li> </ol> </li> </ol>	Director Connected City	This matter was presented to Council at its meeting of 15.3.22.  Refer 2 below.

Ref	Meeting	Report / Action	Action Officer	Comments
		<p>such as the Tasmanian Antarctic Gateway Advisory Committee.</p> <p>(vi) Reconsidering how the City engages with the community on Antarctic matters based on feedback through the two surveys conducted as part of the Antarctic Cities Project.</p> <p>(vii) Engage with the relevant State Government Minister to ascertain the governments further commitment to the Antarctic sector.</p> <p>4. A report will be brought back to the Council highlighting proposals to more strategically align the City's activities with respect to its link to Antarctica and the Antarctic industry in Tasmania.</p> <p>(i) The report to also include the financial implications associated with the proposal.</p>		
2	<p style="text-align: center;"><b>THE CITY OF HOBART'S ROLE IN SUPPORTING THE ANTARCTIC SECTOR</b></p> <p style="text-align: center;">Council, 15/3/2022, Item 15</p>	<p>That:</p> <p>1. The Council endorses the following actions to broaden its support for the Antarctic sector:</p> <p>(i) Discussions between the Mayors of Hobart and Christchurch take place in the first quarter of 2022 about how the Antarctic cities might collaborate further.</p> <p>(ii) The Council considers, as part of the budget process, an allocation of no more than \$20,000 per annum to part fund a Hobart based Antarctic Youth Ambassador for two years commencing in 2022-23 (contingent on match funding from another stakeholder). Funding for this role to be included in the Economic Development Budget Function of the 2022-23 Annual Plan.</p>	<p style="text-align: center;">Director Connected City</p>	<p>Council Officers are progressing actions.</p>

Ref	Meeting	Report / Action	Action Officer	Comments
		<p>(iii) The City continues to monitor what is needed to ensure meaningful participation in the City Deal and commits additional resources if required.</p> <p>(iv) Officers attend the Tasmanian Antarctic Gateway Advisory Committee meeting in March 2022 to discuss the concept of referring to Hobart as a 'custodian' rather than 'gateway'.</p> <p>(v) The City continues to engage with Antarctic Tasmania and the relevant State Minister to discuss potential membership for the City of Hobart at the Tasmanian Antarctic Gateway Advisory Committee.</p> <p>2. Information arising from enacting (i)-(v) above is included in the discussions and engagement required to develop the Antarctic content for the City's new economic development strategy.</p>		
3	<p><b>INTERNATIONAL RELATIONS UPDATE</b></p> <p>Council, 15/3/2022, Item 16</p>	<p>That:</p> <ol style="list-style-type: none"> <li>1. Investigations into potential new relationships with cities Jiri in Nepal, Kochi in India and Incheon (South Korea) to be placed on hold and reviewed as soon as practicable after the 2022 Local Government elections.</li> <li>2. Operational activities relating to existing international relationships to continue online. Officers to undertake local community-based engagement throughout 2022, with minimal to no additional budgetary requirements other than officer time.</li> </ol>	<p>Director Connected City</p>	<p>Council Officers are progressing actions.</p>

Ref	Meeting	Report / Action	Action Officer	Comments
		3. The waste education program being considered for Balibó in Timor Leste, to be placed on hold and reviewed in September 2022.		

**8. RESPONSES TO QUESTIONS WITHOUT NOTICE**

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Regulation 29(3) *Local Government (Meeting Procedures) Regulations 2015*.  
File Ref: 13-1-10

**The Chief Executive Officer reports:-**

"In accordance with the procedures approved in respect to Questions Without Notice, the following responses to questions taken on notice are provided to the Committee for information.

The Committee is reminded that in accordance with Regulation 29(3) of the *Local Government (Meeting Procedures) Regulations 2015*, the Chairman is not to allow discussion or debate on either the question or the response."

**8.1 Credit Card Data****File Ref: F22/21068; 13-1-10**

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Memorandum of the Manager Smart & Sustainable Hobart and the Senior Advisor Economic Development of 22 March 2022.

*That the information be received and noted.*

Delegation: Committee



City of **HOBART**

**MEMORANDUM: LORD MAYOR  
DEPUTY LORD MAYOR  
ELECTED MEMBERS**

## **CREDIT CARD DATA**

**Meeting: Economic Development &  
Communications Committee**

**Meeting date: 3 March 2022**

**Raised by:** Lord Mayor Reynolds

### **Question:**

Can the Director advise if the City has investigated the use of credit card data to understand numbers such as foot traffic and retail trends? Can the use of de-identified mobile phone data be investigated to understand and analyse the areas of the city people are using which I understand has been used in other jurisdictions?

### **Response:**

The use of credit card data to understand numbers such as foot traffic and retail trends has been investigated and several options for reporting from this data are available to the City. Banking data is effective data for tracking retail trends in a region, however it is extremely expensive data. A business case would need to be developed to demonstrate if procurement of this data is an appropriate use of resources for the City.

The use of de-identified mobile phone data to understand and analyse the areas of the city people are using has been investigated by two Council units. A consultant was recently engaged by City Placemaking to provide movement information using one such data source, to inform the Central Hobart Precinct Plan. A report from that consultant has recently been provided to the City.

The Department of State Growth has a network of proprietary monitors throughout the city, which are used to take counts of people movements using mobile phone data. This information is not currently available to the City of Hobart, as it can only be accessed by Department of State Growth through a proprietary dashboard system. The Smart and Sustainable Hobart unit is in talks with Department of State Growth



about gaining access to this data and is also investigating developing a similar network of monitors owned by the City.

*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.*



Robert Stevenson  
**MANAGER SMART & SUSTAINABLE  
HOBART**



Lucy Knott  
**SENIOR ADVISOR ECONOMIC  
DEVELOPMENT**

Date: 22 March 2022  
File Reference: F22/21068; 13-1-10

## **9. QUESTIONS WITHOUT NOTICE**

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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 Chief Executive Officer or the Chief Executive Officer'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, Chief Executive Officer or Chief Executive Officer'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.

## **10. CLOSED PORTION OF THE MEETING**

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### **RECOMMENDATION**

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

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

The following items are listed for discussion:-

- |            |  |
|------------|--|
| Item No. 1 | Minutes of the last meeting of the Closed Portion of the 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 | Questions Without Notice   |