



CITY OF HOBART

AGENDA

Economic Development & Communications Committee Meeting

Open Portion

Thursday, 2 June 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:

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

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**Economic Development & Communications Committee Meeting (Open Portion)
held Thursday, 2 June 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:

Alderman D C Thomas

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

2. CONFIRMATION OF MINUTES

The minutes of the Open Portion of the Economic Development & Communications Committee meeting held on [Thursday, 31 March 2022](#), 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 Chief Executive Officer.

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 2022 Passport to Hobart Program Summary **File Ref: F22/47269; 16/120**

Memorandum of the Manager City Economy and the Director Connected City of 24 May 2022.

Delegation: Committee



City of **HOBART**

MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE

2022 Passport to Hobart Program Summary

Passport to Hobart was a summer marketing campaign to support Hobart food and beverage venues. It was originally held in 2021 and returned again in 2022 to support local businesses in response to COVID-19 and to encourage people to dine out in Hobart.

Background

In December 2021 and January 2022, there were concerns about the effect of the COVID-19 pandemic and feeling of uncertainty in the community regarding the impacts of the Omnicom variant. Interstate borders were open and visitors were travelling around the state. However, there was concern that locals were staying away from the city centre and this may be impacting local businesses. The Passport to Hobart campaign was designed as an attraction and incentive scheme to address these concerns.

The objectives of the campaign were to:

- Incentivise the community to dine (either via takeaway or eat in) at participating venues via the Stamp Me app
- Support food and beverage operators across the City of Hobart in response to COVID-19
- Encourage the community to explore dining options within the municipality through the promotion of all participating venues

The campaign was originally run under the City's marketing program Hello Hobart. At this time no one could travel due to the COVID-19 lockdowns. The campaign encouraged people to 'travel around Hobart' and to collect 'stamps' on a digital passport to be rewarded. People were encouraged to 'dine around the world' of food in Hobart.

Program Value

The program's voucher offering consisted of a \$10 Welcome Voucher (received upon sign up to the scheme) and a \$20 reward vouchers once the customer had received three (3) stamps (previously five (5) stamps in 2021), which were accumulated through completing a minimum \$20 spend at participating stores/businesses per stamp.

The rules to the scheme remained largely consistent with the 2021 campaign, with two exceptions; the first being the change to the number of stamps to be collected to receive the reward and the second being the number of participating businesses, as the scheme operated an 'opt in' arrangement.

Marketing and Communications

The marketing approach included:

- Radio advertising on Hit 100 and MMM throughout April and May
- Social media promotion on Hello Hobart Facebook and Instagram including posts, stories, reels and video content.
- Interview stories on selected businesses for the website and social media
- Business information listing on Hello Hobart website
- Advertising in digital signage in car parks
- Posters distributed throughout the greater Hobart, Kingsborough and Clarence areas
- Mercury advertising for the EOI for venue operators
- Mall Booth advertising on the digital screens
- City of Hobart social media
- Promotion at Party in the Apocalypse
- Store collateral



Figure 1: Digital Marketing



Figure 2: Mercury Newspaper EOI for Businesses

Results

The 2022 Passport to Hobart campaign was not as well supported by businesses or consumers compared to the 2021 campaign. This is due to a number of factors including:

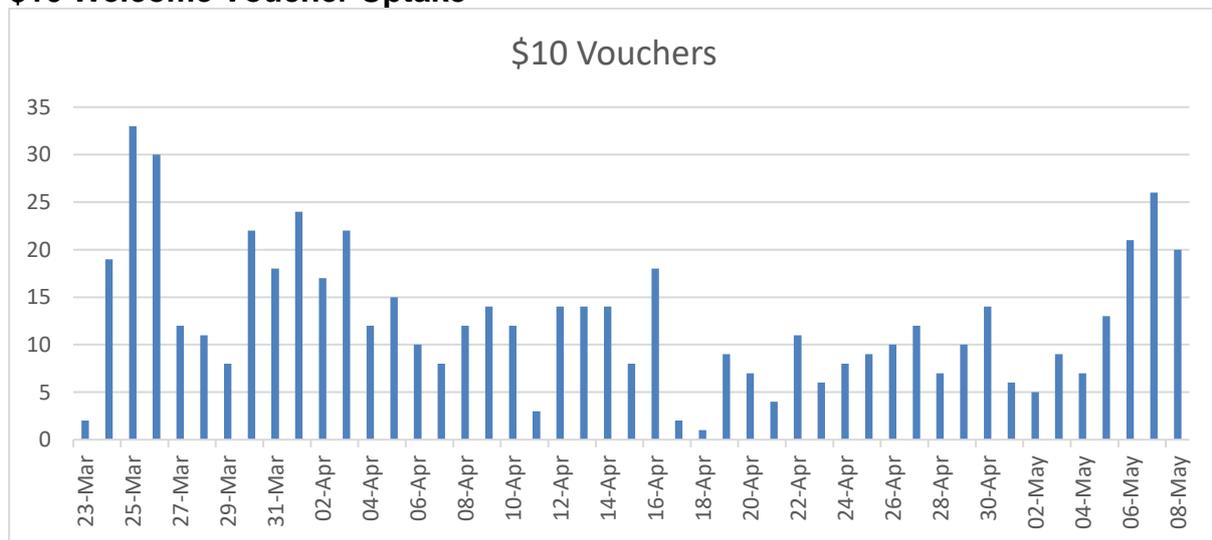
- the reintroduction by the Tasmanian Government of interstate and international travel, reducing the need for businesses to rely on an external incentives
- The scheme was built on an operator participation model at a time when operators were focusing on operational and service challenges aligned with increased consumer activity
- Potential residual consumer fatigue from voucher schemes

Social Media

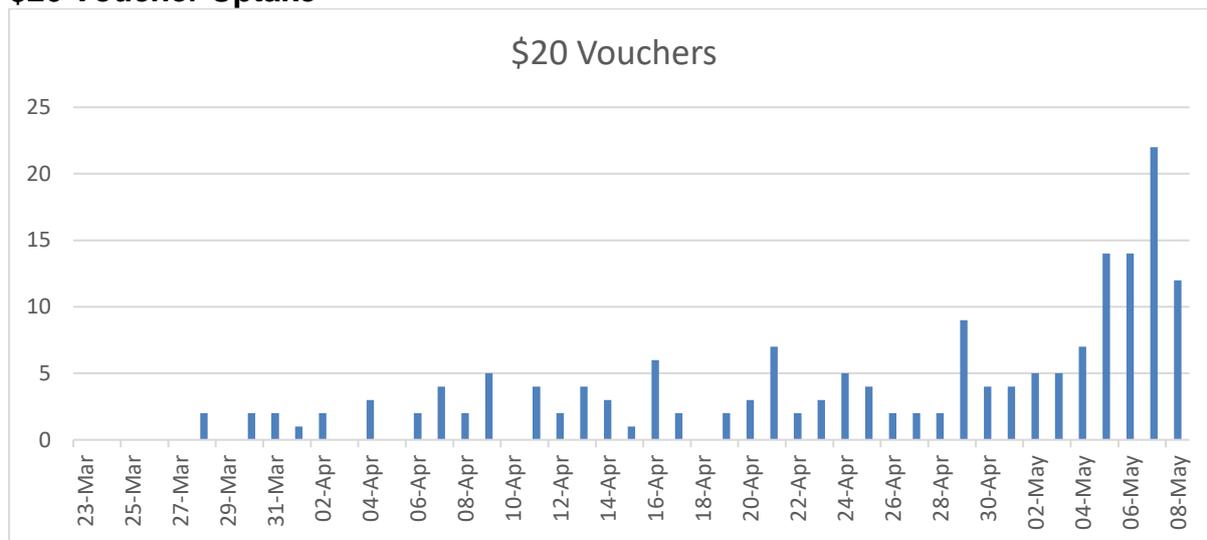
Despite the fact there were multiple messages to convey to audiences, once posts were made the data below shows strong engagement and interest from audiences wanting to understand what stores were involved. This also resulted in some good promotion of participating stores to an expanded on line audience during the campaign.

Facebook	Instagram
25 posts	17 posts
12,678 followers	58,000 post impressions
90 comments	9,100 followers
97 shares	1,200 likes

\$10 Welcome Voucher Uptake



\$20 Voucher Uptake



2022 Program Benefits

- Every store was visited by a City of Hobart employee to drop off the launch kits and promotional material. These store inductions allowed Council officers to meet local business owners, get an insight into their business and their current concerns.
- Customers engaged with store stories and shared and recommended them to their friends. Many comments were overwhelmingly positive.
- A series of business interviews were scheduled to create social content and tell the businesses story. These stories delivered good promotion for each business and helped to raise awareness and connect them with new customers.

Considerations for Future Campaigns

- The requirement for business participation created barriers to uptake due to additional work required by vendors. Future campaigns need to be consumer led or leverage existing planned events and activities and parking promotions to drive consumer behaviour.
- Opt-out rather than opt-in process for business involvement to disperse opportunities more equitably.
- Communication channels will focus on targeted messaging and branding that leverages both CoH and Tasmanian identities to appeal to local, interstate and emerging international visitors.

- Any campaign will also consider the visitor economy supply chain, noting four (4) of the ten (10) most visited destinations to Tasmania are in the Hobart LGA.
- Campaigns must consider specific business product and service offerings, overlapping events, business events, transport, parking, brand management in the broader scope of promotions.

RECOMMENDATION

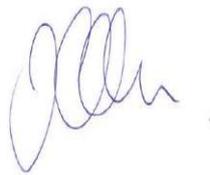
That:

1. ***The memorandum report 2022 Passport to Hobart Program Summary be received and noted.***
2. ***Future promotional campaigns focused on increasing consumer engagement in Hobart CBD note the learnings and improvements highlighted in the memorandum report 2022 Passport to Hobart Program Summary.***

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.



Nick Andrew
MANAGER CITY ECONOMY



Jacqui Allen
DIRECTOR CONNECTED CITY

Date: 24 May 2022
File Reference: F22/47269; 16/120

6.2 2022 Japanese Children's Day Event Summary
File Ref: F22/47426

Memorandum of the Project Manager Economic Development and the
Manager City Economy and the Director Connected City of 24 May 2022
and attachment.

Delegation: Committee



City of **HOBART**

MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE

2022 Japanese Children's Day Event Summary

Background

The City of Hobart (the City), in partnership with the Royal Tasmanian Botanical Gardens (RTBG), held Hobart's fourth Japanese Children's Day event from Saturday 30 April to Sunday 8 May 2022.

The event, which originates from Japan and celebrates children, was initiated by the City's Hobart Yaizu Sister City Committee to celebrate and promote the cultural richness of our community and Hobart's highly valued Sister City relationship with Yaizu, Japan which celebrates its 45th Anniversary in 2022.

Strategic Alignment

The Japanese Children's Day celebrations, which are culturally inclusive, diverse, connected and respectful, are consistent with:

- *City of Hobart A Community Vision for Our Island Capital*
- *City of Hobart Capital Strategic Plan 2019-29, specifically:*
 - 4.3.7 *Support the City's existing international relationships and respond to new opportunities, in line with the community vision*
 - 4.3.8 *Develop greater community involvement in international relations programs*

Event Details

This year visitors to the Japanese Children's Day celebrations enjoyed:

- A program of live events and demonstrations at the Japanese Garden, presented by students and members of our Japanese community on Saturday 30 April and Saturday 7 May. The program is detailed in Attachment A. Poor weather resulted in the cancellation of the Taiko drumming performance.
- A display of over 1,000 children's handcrafted carp shaped decorations hung in the RTBG's Japanese Garden

- A six metre traditional Koinobori windsocks donated by Hobart's Japanese sister city, Yaizu
- Information about Japanese Children's Day and Hobart's 45 year sister city relationship with Yaizu
- Japanese inspired food from the Royal Tasmanian Botanical Gardens' café.

Following feedback from the 2021 community, school and visitor survey data, the 2022 event included the following:

- Continuation of the 2021 extended nine day, two weekend event (previously one weekend event) as unanimously supported by schools and RTBG.
- Decoration materials made of repurposed, compostable and or biodegradable materials with no more recycled plastics. Decorations supported cross curriculum connections in language, waste/sustainability and arts.
- A program of free family activities presented by schools and members of Hobart's Japanese Community, run on both Saturdays.
- Over 40 Koinobori decorations handmade and sent to the City by students from Yaizu, Japan.
- Use of QR codes for visitors to connect to the City's Yaizu international relations webpage, a 45th anniversary video on YouTube and a link to participate in a visitor survey.

City of Hobart 2022 event data

School Registrations

- 18 schools registered for the 2022 event
- Two (2) schools withdrew prior to the event due to COVID-19 related stresses and absenteeism.
- 16 schools, with students ranging from kindergarten to college, contributed over 1,000 handcrafted compostable/biodegradable decorations. Seven (7) of these schools were from within the Hobart Local Government Area (LGA).

Social Media & Engagement

Visitor Surveys	<p>86 self-initiated visitor surveys were completed via an onsite survey poster with a QR Code.</p> <ul style="list-style-type: none"> • 92% - of survey participants were from Tasmanian postcodes • 8% of survey participants were from interstate - VIC, SA and QLD
City of Hobart Yaizu webpage	12 visits between April 30 and May 8 (inclusive). This is up from an average of 3-6 visits during the same timeframe in other months.
45th Hobart Yaizu Anniversary video (YouTube)	13 views which came from the QR code displayed at RTBG.
Facebook	<p>Children's Day Week 1: 7,066 total reach, 167 engagements</p> <p>Children's Day Week 2: 3,455 total reach, 105 engagements</p> <p>45th anniversary video: 2,745 total reach, 202 engagements</p>
Instagram	<p>Children's Day Week 1: 424 total reach, 13 likes</p> <p>45 years anniversary video: 619 reach, 22 likes</p>

Royal Tasmanian Botanical Gardens' data

Top gate count	<p>2,984 visitors on the first weekend</p> <p>2,100 on second weekend.</p> <p>The drop in numbers is attributed to severe weather conditions with heavy rain fall.</p>
RTBG Café	The café reported strong trade with the Japanese menu sold out on first weekend.
School Groups	Five school groups, 30 – 60 students per group, booked weekday tours with RTBG to visit the installation.
Additional	The RTBG reported that poor weather conditions typically kept people away but also noted that " <i>From the Gardens</i>

Feedback	<i>point of view, we love hosting this event – it’s wonderful for families to engage with Japanese culture in this way and to see such a colourful spectacle!”</i>
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Funding Sources

The 2022 Japanese Children’s Day event was completed at a cost of approximately \$7,000 to the City Economy Unit, including staff hours and promotional materials. This estimate does not include additional support provided by the City’s communications and marketing team.

The Royal Tasmanian Botanical Gardens provided approximately \$27,000 in in-kind contributions through use of the venue and staff support. This does not include promotion by the Royal Tasmanian Botanical Gardens.

There was no cost to the City from Japanese community and school contribution to the event through decorations, performances, workshops and demonstration, or through promotion on their media platforms and networks.

Event Feedback

The following are examples of feedback that the City received through its onsite survey.

Question

Do you have any comments, feedback or suggestions that you would like to share with the organisers of the Children’s Day display and events? (City of Hobart and Royal Tasmanian Botanical Gardens)

Examples of answers

- *An excellent initiative*
- *The Japanese gardens are incredible and the children's day display a wonderful bonus!*
- *Lovely surprise. Great to explore.*
- *Would love to see more Japanese activities on the day. Also, some Japanese food vans located near the gardens would great for families having picnics.*
- *Very much enjoyed it and my 3.5 year old LOVED it!*
- *Absolutely beautiful! Thank you 😊*
- *Lovely installation. We enjoyed it last year too.*
- *Absolutely love the displays done by all of the children. So respectful and so much colour. What a fabulous idea I hope to take ideas back to my classroom back in Victoria. Thank you*
- *We live in Hobart and my wife is from Tokyo, she hasn't been home to visit her mum for a few years and today we visited the Japanese garden, it made her very happy - thank you. The children's day celebration was beautiful*

- *Loved it.*
- *Wonderful display*
- *I love the inclusivity of this work*
- *We've made this an annual event to come and see the beautiful decorations*
- *Beautiful, creative children*
- *Thank for this opportunity for the kids*

2023 Japanese Children's Day celebrations

The Australia Japan Society, Tasmania (AJS-Tas) wrote to the Lord Mayor in February 2022 requesting the City's support to trial a 9 day '*Japanese Festival*' to run alongside Children's Day. In Japan, Children's Day falls within a week-long public holiday called Golden Week where a number of national events are celebrated.

The intention of the *Japanese Festival* is to engage Japanese hospitality businesses, cultural clubs and associations across the LGA to open their doors and offer special incentives and activities for the wider community to engage with their establishment.

The Lord Mayor wrote to AJS-Tas President Dr Steven Phipps on 09 May 2022, accepting the proposal and committed the City to support to a pilot in 2023. It is anticipated that the 2023 event will be extended 'by engaging the wider local Japanese Community'.

The Hobart Yaizu Sister City Committee, which meets every six (6) weeks and includes AJS-Tas President and members, will progress a detailed *Japanese Festival* event plan.

Japanese Children's Day will continue to run as an annual event in collaboration with the RTBG. It is proposed that the event continues to be delivered in the same format as 2022, engaging local and Yaizu students.

Details of the proposed *Japanese Festival* and 2023 Japanese Children's Day events will be provided to Committee via a report in late 2022.

RECOMMENDATION

That:

- 1. The memorandum 2022 Japanese Children's Day Event Summary be received and noted.***
- 2. Council officers prepare a report for Committee that details the proposed Japanese Festival and 2023 Japanese Children's Day events.***

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.



Luke Doyle
**PROJECT MANAGER ECONOMIC
DEVELOPMENT**



Nick Andrew
MANAGER CITY ECONOMY



Jacqui Allen
DIRECTOR CONNECTED CITY

Date: 24 May 2022
File Reference: F22/47426

Attachment A: 2022 Japanese Children's Day Program ↓ 



The City of Hobart and the Royal Tasmanian Botanical Gardens

Invite you with friends and family to enjoy the colourful and inspiring Japanese Children's Day display of Koinobori (carp shaped decorations) hung throughout the Japanese Gardens.

**Royal Tasmanian Botanical Gardens, Japanese Garden
On display from Sat 30 April to Sun 08 May 2022**

Children's Day in Japan is set aside each year to celebrate children; to pay respect and honour children's strengths and personalities and grant wishes of health and happiness. Many other communities across the world join Japan by holding an event celebrating children on Japanese Children's Day.

The display of handcrafted Koinobori have been created by local school students aged 3 to 18 years and students from Hobart's Sister City of Yaizu, Japan.

Please stay and enjoy the gardens in full autumn colour and treat yourself to a special offering of tasty Japanese inspired fare available from Sprout Takeaway near the main entrance.

Program of Entertainment

On Saturday 30 April and Saturday 8 May there will be a program of free family entertainment.

Please see program on reverse.





Family Activities Program

Saturday 30 April		
TIME	WHAT	WHERE
11am	Join Masae and her friends to learn how to play Kendama – a Japanese hand-held ball game (Kendama supplied)	Grassed area opposite the main gate of Japanese Garden
12pm	Japanese Children's Story Telling	Next to main gate of Japanese Garden
1pm	Watch as Minako performs a traditional Japanese Tea Ceremony	Next to main gate of Japanese Garden
2pm	Yukiko and her Hana-no-Tomo (Friends of Flowers) Ikebana group demonstrate the art of Japanese flower arranging.	Next to main gate of Japanese Garden
Saturday 07 May		
TIME	WHAT	WHERE
11am	Grade 2 students from Friends School will perform the Japanese song 'Mottainai' - 'Don't waste what nature gives you'	Grassed area opposite the main gate to Japanese Garden
12pm	Japanese Children's Story Telling	Next to main gate of Japanese Garden
1pm	Students from Dominic College will perform Taiko drumming by Dominiku Daiko	Grassed area opposite the main gate to Japanese Garden



6.3 International Relations Update June 2022
File Ref: F22/47620; 16/120

Report of the Manager City Economy and the Director Connected City of
27 May 2022.

Delegation: Committee

REPORT TITLE: INTERNATIONAL RELATIONS UPDATE JUNE 2022

REPORT PROVIDED BY: Manager City Economy
Director Connected City

1. Report Purpose and Community Benefit

1.1. The purpose of this report is to provide an update on international relations activities that have taken place since the last report to the Council on 15 March 2022.

1.2. This report assists in increasing community awareness of Council's international activities during the recovery phase of the COVID-19 pandemic including our Antarctic engagement activities.

2. Report Summary

2.1. This report provides updates on:

2.1.1. Investigations into potential sister city relationships with Jiri (Nepal), Kochi (India) and Incheon (South Korea)

2.1.2. The waste education program being investigated for Balibó, Timor Leste

2.1.3. Operational activities relating to the City's friendship city relationship with Fuzhou, China and the City's sister city relationship with Yaizu, Japan

2.1.4. The City's relevant engagement with Department of Foreign Affairs and Trade, including recent discussions with regards to the establishment of the Centre for Australia-India Relations.

2.1.5. The City's engagement in the Antarctic sector, including with the Ambassador to Argentina, Mr Brett Hackett.

2.1.6. Engagement with dignitaries including the Ambassador of Finland her Excellency Ms Satu Mervi Katriina Mattila-Budich and the Ambassador of France, His Excellency Mr Jean-Pierre Thébault.

3. Recommendation

That the report International Relations Update June 2022 be received and noted.

4. Background

- 4.1. This report provides an update on all international relations activities that have taken place since the last report to the Council on 15 March 2022.

Jiri (Nepal), Kochi (India) and Incheon (South Korea)

- 4.2. At its meeting of 3 March 2022, Committee resolved that:
1. *Investigations into potential new relationships with cities Jiri in Nepal, Kochia in India and Incheon (South Korea) to be placed on hold and reviewed in September 2022.*
- 4.3. It is anticipated that an update will be provided to Committee after September 2022.

Balibó, Timor Leste

- 4.4. At its meeting of 3 March 2022, Committee resolved that:
3. *The waste education program being considered for Balibó, Timor Leste to be placed on hold and reviewed in September 2022.*
- 4.5. It is anticipated that an update will be provided to Committee after September 2022.

Yaizu, Japan sister city

- 4.6. The fourth Japanese Children's Day celebration was held 8 April to 30 May 2022 in the Royal Tasmanian Botanical Gardens. It was held over nine days, including two weekends.
- 4.6.1. A separate, summary report is being provided to Committee, outlining the activities and achievements of the event.
- 4.7. A subsequent future report will outline the proposal for Japanese Children's Day celebrations in 2023. It is anticipated that the event planning and promotion will focus on increasing local business and community participation.

Fuzhou, China friendship city

- 4.8. A friendship city relationship was established between Fuzhou and Hobart in 2017.
- 4.9. To celebrate the fifth anniversary of this friendship, a celebration call has been scheduled for 24 May 2022 with attendance by Director Connected City, Deputy Lord Mayor and Lord Mayor of Hobart.

- 4.9.1. Representatives from St Mary's College, South Hobart Football Club, Australia Fujian Association and Department of Communities will also be in attendance.

Department of Foreign Affairs and Trade Engagement

- 4.10. A meeting with the Assistant Secretary of Department of Foreign Affairs and Trade (DFAT), Mr Paul Stephens, was held with Manager City Economy on 11 May 2022 as part of wider national stakeholder engagement activities.
 - 4.10.1. In addition to meeting with the City of Hobart, Mr Stephens has also spoken with UTAS and several local migrant community groups including the Indian Business Society and the Indian Cultural Society with the aim of collecting feedback on local and regional issues affecting business, trade, international education and outlining past discussions held between cities in Australia and India over the last two (2) years.
 - 4.10.2. The DFAT meeting also provided an introduction to the support and services to be offered by the Centre for Australia-India Relations. It is understood that this will include \$28 million to promote policy development, building business literacy and links with local Indian communities, engaging and support bilateral relationships, deepening cultural connections and the administration of \$20 million in grants and friendship initiatives.

Antarctic Engagement Update

- 4.11. The Director Connected City, together with the Senior Advisor Economic Development, attended the Tasmanian Antarctic Gateway Advisory Committee meeting of 31 March 2022.
 - 4.11.1. Council officers are continuing discussions with Antarctic Tasmania about the way in which the City may support growth in activity in the Antarctic and Science areas, and obtaining membership at the Tasmanian Antarctic Gateway Advisory Committee.
- 4.12. A meeting was held at the request of the Australian Ambassador to Argentina, Mr Brett Hackett, on 13 April 2022. The meeting was held to discuss the process towards future potential relationships between the City of Hobart and the City of Ushuaia, Argentina.
 - 4.12.1. During this meeting it was shared by the Ambassador currently 6,500 Australian travel from Ushuaia to the Antarctic annually and the city was investigating possible relationships with Hobart in order to foster future knowledge exchanges, build relationships and research collaboration with UTAS, and to consider other science and industry benefits relevant to Antarctic research and exploration.

- 4.12.2. City of Hobart officers provided an overview of the existing criteria for Sister City style relationships noting discussions regarding new relationships are on hold until September 2022.
- 4.12.3. Officials in Ushuaia are considering a formal letter with embassy support to be drafted to facilitate future discussions later in 2022.
- 4.13. A meeting between the Lord Mayor of Hobart and the Lord Mayor of Christchurch, New Zealand was scheduled for 18 May 2022. Unfortunately this meeting was postponed by City of Christchurch and is yet to be rescheduled.
- 4.14. Funding is allocated in the 2022-23 budget for a Hobart based Antarctic Youth Ambassador for two years commencing in 2022-23 (contingent on match funding from another stakeholder).
 - 4.14.1. Council officers are actively seeking a funding partnership for this role.
- 4.15. Above discussions and engagement will be considered in the development of Antarctic content for the City's new Economic Development Strategy.

5. Ambassador of Finland

- 5.1. An official call between the Lord Mayor of Hobart and the Ambassador of Finland was held on 12 April 2022. The Ambassador of Finland, Her Excellency Ms Satu Mervi Katriina Mattila-Budich, Mr Henrik Budich, Honorary Consul Bob Gordon and DPAC Protocol Officer Deanna Turnball, were received at the Town Hall by Lord Mayor Councillor Anna Reynolds, Chief Executive Officer Kelly Grigsby and Director Connected City Jacqui Allen.
- 5.2. Discussion included opportunities to share knowledge in the area of Smarty City technology, Circular Economy and Sustainable Urban Development. The Economic Development team will continue engagement.

6. Ambassador of France

- 6.1. An official call between the Lord Mayor of Hobart and the Ambassador of France was held on 17 May 2022. The Ambassador of France, His Excellency Mr Jean-Pierre Thébault, Honorary Consul Mr David Shelley and DPAC Protocol Officer Deanna Turnball, were received at the Town Hall by Lord Mayor Councillor Anna Reynolds, Chief Executive Officer Kelly Grigsby, Director Connected City Jacqui Allen, and Manager Strategic Engagement and Partnerships Ben Bowring.
- 6.2. Discussions covered opportunities to increase French language education across schools and in the community more broadly, and

opportunities for cultural exchange noting the history of early French exploration of Tasmania.

7. Proposal and Implementation

- 7.1. Officers will continue the operational aspects and local stakeholder interactions consistent with the motion passed by Council to postpone new relationship discussions until after September 2022.
- 7.2. Further engagement with Antarctic Tasmania and the Department of State Growth is planned with the aim of achieving membership of the Tasmanian Antarctic Gateway Advisory Committee.
- 7.3. The City will maintain ongoing engagement with local DFAT representatives with regards to information sharing opportunities and the new Centre for Australia-India Relations.

8. Strategic Planning and Policy Considerations

- 8.1. Ongoing engagement in international relations is aligned with *Hobart: A Community Vision For Our Island Capital* and outcomes outlined in the *Capital City Strategic Plan 2019-29*, specifically:
 - 2.2.2 *Support and advocate for all people and communities to celebrate their histories and identities and encourage mutual understanding*
 - 2.2.3 *Provide and support activities and programs that celebrate diversity to reduce social isolation and build cohesion*
 - 4.3.7 *Support the city's existing international relationships and respond to new opportunities, in line with the community vision*
 - 4.3.8 *Develop greater community involvement in international relations programs*
- 8.2. The City's work undertaken with regards to international relations is also aligned to the City's *International Relations Action Plan*.

9. Financial Implications

- 9.1. Funding Source and Impact on Current Year Operating Result
 - 9.1.1. Proposals in this report have no financial implications for this year's operating result.
- 9.2. Impact on Future Years' Financial Result
 - 9.2.1. Proposals in this report have no financial implications for the 2022-23 operating result.
 - 9.2.2. The report makes note of a Hobart based Antarctic Youth Ambassador for two years commencing in 2022-23, contingent

on matching funding from another stakeholder. This funding has been allocated in the 2022-23 budget.

9.3. Asset Related Implications

9.3.1. There are no asset related implications.

10. Legal, Risk and Legislative Considerations

10.1. There are no legal implications arising from the proposals in this report.

11. Environmental Considerations

11.1. There are no environmental implications arising from the proposals in this report with all work being undertaken locally.

12. Social and Customer Considerations

12.1. It is of continued social importance that the City of Hobart fosters a diverse selection of international relationships based on geography, industry and nature of outcomes (community, culture, economic).

13. Marketing and Media

13.1. Council officers will work with the City's marketing and communications team to promote and market the City's work in international relations.

13.2. A communications plan will be developed as part of the City's Economic Development Strategy, which will guide future marketing and media in this area of work.

14. Community and Stakeholder Engagement

14.1. This report is advocating no significant change that would require stakeholder engagement.

14.2. The City continues to engage with stakeholders in the international program regularly, both in person in Hobart and via online platforms.

14.3. The communications plan, to be developed as part of the City's Economic Development Strategy, will outline opportunities for community and stakeholder engagement associated with future activities.

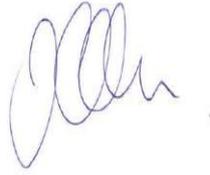
15. Delegation

15.1. This is a delegation for Committee.

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.



Nick Andrew
MANAGER CITY ECONOMY



Jacqui Allen
DIRECTOR CONNECTED CITY

Date: 27 May 2022
File Reference: F22/47620; 16/120

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 - Open

**ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT
OPEN PORTION OF THE MEETING
2 June 2022**

Ref	Meeting	Report / Action	Action Officer	Comments
1	THE CITY OF HOBART'S ROLE IN SUPPORTING THE ANTARCTIC SECTOR Council, 15/3/2022, Item 15	That: 1. The Council endorses the following actions to broaden its support for the Antarctic sector: (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. (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. (iii) The City continues to monitor what is needed to ensure meaningful participation in the City Deal and commits additional resources if required. (iv) Officers attend the Tasmanian Antarctic Gateway Advisory Committee meeting in	Director Connected City	1(i) The Mayoral call between Christchurch and COH for Wednesday 18 May 2022 has been postponed at the request of the City of Christchurch as staff in key positions have moved onto other roles. The meeting shall be rescheduled at a mutually agreed time. 1(ii) Council officers are actively seeking a funding partnership for the Hobart based Antarctic Youth Ambassador role. 1(iii) The division has internally allocated additional resources to enable greater involvement in the City Deal. 1(iv) Officers attended TAG and received feedback on 21 March. Questions were raised by the group about what actions would be available to the City to fulfil a custodianship role. A member of the group suggested closer

Ref	Meeting	Report / Action	Action Officer	Comments
		<p>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>		<p>working between the City of Hobart and Antarctic Tasmania on the topic of custodianship and more generally when it came to Antarctic matters. This feedback will be incorporated into the development of Antarctic content within the new Economic Development Strategy.</p> <p>1(v) Officers have contacted the Director of Antarctic Tasmania on 17 May 2022 to progress membership to the Tasmanian Antarctic Gateway Advisory Group.</p>
2	<p>INTERNATIONAL RELATIONS UPDATE</p> <p>Council, 15/3/2022, Item 16</p>	<p>That:</p> <ol style="list-style-type: none"> 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. 2. Operational activities relating to existing international relationships to continue online. Officers to undertake local community-based engagement throughout 2022, with minimal to no 	<p>Director Connected City</p>	<ol style="list-style-type: none"> 1. Investigations into potential new relationships remain on hold. 2. Operational activities continue online and through local, community-based engagement. An International Relations Update is provided for the EDCC meeting of 2 June 2022. 3. The waste education program continues to be on hold ahead of review in September 2022.

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

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 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.

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:

- Minutes of the Closed Committee Meeting
- Closed Questions Without Notice

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 |