



CITY OF HOBART

AGENDA

Economic Development & Communications Committee Meeting

Open Portion

Thursday, 30 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, 30 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: 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

2. CONFIRMATION OF MINUTES

The minutes of the Open Portion of the Economic Development & Communications Committee meeting held on [Thursday, 2 June 2022](#) and the Special Economic Development & Communications Committee meeting held on [Tuesday, 14 June 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 Business Events Tasmania Annual Funding Submission and MOU File Ref: F22/41466

Report of the Manager City Economy and the Director Connected City of
23 June 2022 and attachments.

Delegation: Council

**REPORT TITLE: BUSINESS EVENTS TASMANIA ANNUAL FUNDING
SUBMISSION AND MOU****REPORT PROVIDED BY:** Manager City Economy
Director Connected City**1. Report Purpose and Community Benefit**

1.1. This report has three purposes:

- 1.1.1. To present Business Events Tasmania's performance during 2021-22 against collaboration activities set out in the 2021 funding submission.
- 1.1.2. To introduce Business Events Tasmania's funding submission for the financial year 2022-23 (**Attachment A**), as presented by CEO Marnie Craig.
- 1.1.3. To present a new Funding Agreement (previously an MOU) to govern the relationship between the City of Hobart and Business Events Tasmania (BET) for the financial year 2022-23 (**Attachment B**).

2. Report Summary

2.1. The City of Hobart (the City) has supported Business Events Tasmania (BET) financially since 2009.

This support is based on the continued achievements of BET in attracting business events to Hobart. Business events delegates are the highest spending type of visitor and often visit cities during off-peak times.

2.2. BET's activities provide far reaching benefits:

- Boost to the local economy via spending power of delegates.
- Economic activity beyond measurable metrics, including knowledge creation and exchange, as well as future investment.
- Ambassador Program increasing activity within valuable trade sectors, delivering economic benefits beyond visitation dollars.
- Added population and vibrancy in the city year round.

2.3. BET is well positioned to attract interstate business events that due to ongoing uncertainty around COVID measures internationally are looking for attractive destinations closer to home.

- 2.4. In the 2021-22 financial year to date, BET generated \$53,344,041 of economic value for Hobart, compared to \$35,006,484 generated in 2020-21
- 2.5. BET is seeking **\$114,932** in support from the City for the financial year 2022-23. This is the funding figure from 2021-22 plus the [5.1% CPI increase](#) over the last 12 months (March 2021-March 2022).
- 2.6. The relationship between BET and the City has been governed by a series of MOUs. The last MOU expired in 2020 and was not renewed given the unprecedented circumstances created by the pandemic that made future planning extremely difficult. For 2022/23 the City will initiate a Funding Agreement to manage the funding relationship, reporting, activities and use/promotion of City building and resources.
- 2.7. BET has advised the City that its business is returning to a new but acceptable level of stability. Therefore a 12 month Funding Agreement will be issued for the 22/23 period and this timeframe will be used to develop a new benchmark for activity that can be referenced in future multi-year agreements.

3. Recommendation

That:

1. ***The Council resolves to provide funding of \$114,932 to Business Events Tasmania which has been included in the Economic Development Budget Function of the 2022-23 Annual Plan.***
2. ***The total funding provision be recorded in the 'Grants, Assistance and Benefits provided' section of the City of Hobart's Annual Report.***
3. ***The Council endorses the City of Hobart / Business Events Tasmania Funding Agreement 2022 – 2023.***

4. Background

- 4.1. [Business Events Tasmania](#) (BET) is the peak organisation for the business events sector in Tasmania.

BET is a not for profit specialist bidding organisation responsible for marketing Tasmania as a business event destination.

- 4.2. Research conducted in 2019 for BET by Enterprise Marketing and Research Services (EMRS) found the average daily spend per delegate whilst attending a conference in Tasmania to be \$672 (three times that of a leisure traveller). These visitors also stay longer (6.1 nights on average) and 55 per cent of them intend to return to Tasmania for leisure in the next three years.
- 4.3. The City has supported BET for over a decade. Since 2015-16, increases in funding have been in line with CPI only.

| Summary of Financial Support for Business Events Tasmania | |
|---|---|
| 2009-10 | \$60,000 |
| 2010-11 | \$65,000 |
| 2011-12 | \$80,000 |
| 2012-13 | \$90,000 |
| 2013-14 | \$90,000 |
| 2014-15 | \$92,500 |
| 2015-16 | \$93,300 plus \$6,700 for feasibility study |
| 2016-17 | \$100,000 |
| 2017-18 | \$102,300 |
| 2018-19 | \$104,200 |
| 2019-20 | \$105,555 |
| 2020-21 | \$53,728 |
| 2021-22 | \$109,355 |
| 2022-23 | \$114,932 (requested) |

- 4.3.1. BET's main performance indicator set by the City is 'bid wins in Hobart' (listed in the table below from 2017-2022). Note that the 'number of BET wins (target)' refers to the number of bids won in any given financial year, to be delivered in the future. Bid wins and the staging of a conference / event taking place in the same year is rare (although happening more as a result of the uncertainty created by COVID).

| Financial Year | City Funding | Number of BET Bid Wins (target) | Actual Bids Won | Delegates | Estimated Economic Impact |
|----------------|-----------------------|---------------------------------|-----------------|-----------|---------------------------|
| 2017-2018 | \$102,300 | 70 | 76 | 18,471 | \$39,519,601 |
| 2018-19 | \$104,200 | 72 | 80 | 16,061 | \$39,422,802 |
| 2019-20 | \$105,555 | 74 | 80 | 16,725 | \$43,486,010 |
| 2020-21 | \$53,728 | No target | 50 | 12,321 | \$35,006,484 |
| 2021-22 | \$109,355 | 74 | 81 | 17,008 | \$53,344,041 |
| 2022-23 | \$114,932 (requested) | 74 | TBC | TBC | TBC |

Achievements in 2021-22

- 4.4. The City and BET worked together to develop agreed collaboration activities for the 2021-22 financial year, many of which are derived from the MOU 2017-20. The following sets out BET's achievements over the last 12 months against these activities.

- 4.4.1. *Aim to secure 74 bids for events in the city.*

A key performance indicator for BET is to win business events to Tasmania. In 2021-22 BET secured a total of 81 Bid Wins in Hobart, exceeding the KPI around 9.5%.

It should be noted that BET 'bid won' data only includes bids directly placed and won by BET. The activities carried out by BET in promoting Hobart as a business event destination also delivers business directly to the venues and the city.

Collaborate on bids where appropriate.

BET is currently planning a bid for a high potential business to business event for buyers and sellers of education and related products. Both teams are working together to understand how the City might support this.

4.4.2. *Build relationships between BET and City officers / elected members.*

BET and City officers regularly communicate about upcoming business events and BET activities. Officers and elected members are invited to BET events.

4.4.3. *Collaborate on social media opportunities.*

Due to the City's continued resourcing constraints in this area, opportunities have not been maximised. The City has recently recruited a Manager Strategic Communications and Marketing. A meeting has already been to discuss how collaboration can more effectively take place. The City is currently considering how best to use its existing Facebook platform in conjunction with our Passport to Hobart EDM to push out additional content that alerts local businesses to upcoming conferences and provides opportunity to 'tool up' for incoming delegates.

4.4.4. *Create appropriate marketing collateral for the City's venues.*

BET staff worked with Council officers to ensure the latest imagery and branding is included in BET's new digital platforms.

CoH venues have been included in the soon to be launched digital bidding tool. The new digital tool and web platform will transform the way BET presents CoH venues to conference organisers and decision makers as part of our Tasmanian bids. This new way of bidding has been informed by a comprehensive piece of work undertaken by BET to increase our understanding of our customer needs, as well as feedback from our member partners.

4.4.5. *Promote sustainable practices in line with the City's priorities to conference organisers.*

4.4.6. BET staff proactively recommend sustainability themes to clients. The Professional Conference Organisers Association (PCOA) conference which was postponed due to COVID but now set to take place in December (for which BET is a Destination Partner for) carries the theme "A Breath of Fresh Air" where key learnings will focus on sustainability. Closer to the time, we will be in contact with the Lord Mayors office with an invitation for them to present to the delegates.

- 4.4.7. *Identify and bid on business events that align to areas of key focus for the City's economic development unit (green and renewable energy, health care and social assistance, information and technology and science.*

During 21/22 FY, BET bid on 15 business events that link back to key focus areas for the City. These bids equate to 21,297 delegates and \$64m in economic value

- 4.4.8. *Consider how the City's Tasmanian Travel and Information Centre (TTIC) can contribute to incentivising and supporting conference and event bids.*

BET promote the services of the TTIC through the BET website. This is where conference and event organisers have the ability to add the TTIC to be included in a digital request for quote (from BET staff), or to contact the TTIC directly for bookings and enquiries.

- 4.4.9. *Promote the TTIC to BET clients as a preferred booking agent for pre and post business event touring, accommodation requirements and experiences.*

Over the last 12 months, BET staff have worked closely with CoH officers to ensure that BET's promotion of the TTIC aligns with Centre messaging and business goals. This has resulted in a suite of marketing and PR assets that BET provides to conference organisers for use on their conference website, through conference EDM and social activity. Assets promote the TTIC to conference delegates all bookings required for their conference trip to Hobart.

On a case-by-case basis, BET staff work with TTIC staff to promote TTIC services directly to event planners. This may include creation of bespoke itineraries and booking service for significant conferences.

- 4.4.10. *Encourage the TTIC use of the forward calendar to maximise business opportunities arising from confirmed business events being held in Hobart.*

BET staff have met with TTIC representatives to educate them on how to best use the calendar including how and when we recommend contacting the event planners of confirmed business events for the City.

Other Achievements

4.5. Strategic Bids

In 2021-2022, a number of business events aligning to key areas of science, medical research, planning and property were secured into Hobart. These conferences are

expected to attract approx. 4,750 delegates and over \$16 million into the Tasmanian economy.

Strategic Bid Wins for Hobart 2021-2022

| Event Name | Meeting Start | Delegates | Value |
|--|---------------|-----------|----------------|
| International Temperate Reefs Symposium 2023 | 8/01/2023 | 250 | \$945,000.00 |
| International Seaweed Triennial Symposium 2023 | 19/02/2023 | 700 | \$3,175,200.00 |
| International Fisheries Observer and Monitoring Conference 2023 | 6/03/2023 | 250 | \$945,000.00 |
| Planning Institute of Australia National Congress 2022 | 18/05/2022 | 500 | \$1,101,000.00 |
| Property Council of Australia Congress 2022 | 26/03/2022 | 700 | \$2,569,000.00 |
| Australia-China Youth Dialogue 2022 | 6/05/2022 | 80 | \$267,840.00 |
| Australian Rheumatology Association Annual Scientific Meeting 2023 | 4/05/2023 | 650 | \$2,948,400.00 |
| Australian and New Zealand Association of Neurologists Annual Scientific Meeting 2023 | 15/05/2023 | 600 | \$2,268,000.00 |
| Australasian Society of Aerospace Medicine Conference 2023 | 15/09/2023 | 220 | \$665,280.00 |
| Progress in MS Research Scientific Conference 2022 | 3/04/2022 | 150 | \$440,400.00 |
| Royal Australian College of General Practitioners Practice Owners National Conference 2022 | 14/05/2022 | 530 | \$778,040.00 |
| Inaugural Defence Skilling Summit 2023 | 8/11/2022 | 120 | \$176,160.00 |

COVID-19

- 4.6. Some of the last industries to start any kind of recovery were those directly catering to visitors (due to border closures). Despite the optimism surrounding the re-opening of the Tasmanian border on 15 December 2021, many of these businesses continued to suffer, just in different ways. Staff shortages were created by exposure to COVID-19 and it was observed in some cases that newly acquired local custom stayed away for fear of contracting the virus. Given this situation, it remains important for the City of Hobart to support organisations that serve to attract visitation to Tasmania.

Memorandum of Understanding (MOU)

- 4.7. The relationship between BET and the City has historically been governed by an MOU. The third MOU ran from 2017-2020 but was not renewed given the unprecedented scenarios created by COVID-19. Businesses were operating on an hour-by-hour basis which made the development of a meaningful MOU covering a three year period

unfeasible. BET and the City instead developed a one year collaboration plan for 2021-22 period which ended in March 2022.

Annual Funding Submission 2022-23

- 4.8. BET has provided its Annual Funding Submission for the 2022-23 financial year (Attachment A). This document outlines BET's:
- Performance for the 2021-22 financial year.
 - Strategy and targets for the 2021-22 financial year.
 - Events secured and in the pipeline for 2022 and beyond.
- 4.9. BET is requesting funding for the financial year 2022-23 of \$114,932 which is the funding level from 2021-22 plus the CPI increase from March to March 2021-22.

Collaborative Activities 2022-23

- 4.10. As per the Funding Agreement 2022-23, the collaborative activities for this financial year are:
- Secure at least 10 strategically important conferences linking to topics or research, aligned to strategically important Council interest areas. These include but are not limited to International Education; Science, Tourism, Retail, Maritime, Antarctic or investment attraction, community and care services, and planning sectors.
 - Confirm at least 10 instances of the Council's Tasmanian Travel and Information Centre being promoted to support tours or conference bookings by BET
 - Confirm at least 10 instances of TTIC being promoted as a preferred booking agent to conference organisers by BET
 - Provide 11 Monthly updates to council in a form agreed by both parties on possible collaborative marketing opportunities and business events bookings that can be shared with and for the benefit of the local Hobart Business Community

5. Proposal and Implementation

- 5.1. Should the Council support the recommendations in this report, arrangements will be made to provide the allocated funding for the financial year 2022-23 from the Economic Development Function.

6. Strategic Planning and Policy Considerations

- 6.1. The Council endorsed 'Hobart: A community vision for our island capital' sets out what our community want Hobart to be in the future. Continuing support for BET is in line with the following elements of the vision:
 - 2.2.9 *We welcome visitors, and we strike a balance between meeting the needs of tourists and the needs of our communities.*
 - 4.1.1 *We are a city of thriving, diverse sectors that foster a culture of welcome and value unique and transferable skills.*
 - 4.1.2 *We excel in niche industries and expertise and quality work.*
 - 4.3.8 *We promote Hobart as a perfect environment for remote workers, sole traders and niche small business.*
 - 4.4.1 *We enable clever and resourceful people to find each other and collaborate.*
- 6.2. Continued financial support for BET meets a number of Strategic Directions, as outlined in the City of Hobart Capital City Strategic Plan 2019-29.
 - 1.1 *Partnerships with Government, the education sector and business create city growth.*
 - 1.2 *Strong national and international relationships.*
 - 1.3 *An enriched visitor experience.*
 - 1.4 *Economic value to local businesses*

7. Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result
 - 7.1.1. BET is seeking funding of \$ 114,932 for the financial year 2022-23. This has been budgeted for in the 2022-23 Economic Development Function. This is the 2021-22 funding figure, plus the CPI increase from March 2021 to March 2022.
- 7.2. Impact on Future Years' Financial Result
 - 7.2.1. None
- 7.3. Asset Related Implications
 - 7.3.1. None

8. Legal, Risk and Legislative Considerations

- 8.1. The nature of the relationship between the City and BET is one of mutual understanding and collaboration based on a successful relationship that has spanned thirteen years.
- 8.2. The relationship is governed by a collaboratively developed MOU (2022-25) that is non-legally binding.

9. Environmental Considerations

- 9.1. BET runs a fully digitalised marketing and PR collateral and activities. This includes a more interactive online version of BET's Planners' Guide.
- 9.2. BET no longer has delegate satchels available for conference organisers and recommend organisers move to more sustainable practices.
- 9.3. Utilising strong lines of communications and relationships with event organisers and accommodation providers, BET actively encourages sustainability practices with marked success, including information provided by staff in the City of Hobart's Parks and City Amenity Unit on practical things that can be done to achieve more sustainable outcomes.

10. Marketing and Media

- 10.1. The City of Hobart is exploring with Business Events Tasmania more opportunities for the Lord Mayor and CEO to open key business events. This would provide an opportunity for promotion of key messages about the City, as well as the Council brand. A clause has been added to the Funding Agreement setting out the need to consider requests from the Lord Mayor, Deputy Lord Mayor and the CEO to attend and speak/open key business events of strategic importance to the City. However, it is noted this requirement cannot be easily passed on to third parties via BET to conference organisers therefore any requirement is positioned as optional for 2022-23. The City Economy Unit will actively advocate these opportunities.
- 10.2. As noted previously, work is under way to ascertain a more strategic and responsive media and communications approach to alert businesses to opportunities arising from business events and conferences, but also to promote the City to delegates as a future destination. Promotional work will be done in conjunction with Brand Tasmania; Tourism Tasmania and Destinations Southern Tasmania.

11. Community and Stakeholder Engagement

- 11.1. Throughout the majority of 21/22 FY, the impacts of COVID-19 continued to put on hold bidding for large association and international association conferences. It is these conferences where collaboration

on bids is imperative. In April, CoH supported a bid in collaboration with the Department of Education, Study Tasmania, UTAS and BET in an effort to secure the International Consultants for Education and Fairs' Asia Pacific Australia New Zealand Agent Workshop in 2023.

- 11.2. In addition to the above consultations, several areas within Council have been engaged including the Manager – Welcome Hub regarding the role of the TTIC.

12. Delegation

- 12.1. This matter is one for 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.



Nick Andrew
MANAGER CITY ECONOMY



Jacqui Allen
DIRECTOR CONNECTED CITY

Date: 23 June 2022
File Reference: F22/41466

Attachment A: BET Annual Activity Report 2021-22 ↓ 
Attachment B: Funding Agreement 2022-2023 CoH and BET - Final Unsigned
↓ 

BUSINESS EVENTS TASMANIA

City of Hobart 2021/2022 Activity Report

Introduction

Business Events Tasmania (BET) is a specialist bidding organisation responsible for marketing Tasmania as a business event destination.

We are a not-for-profit member organisation, offering specialist bidding services to deliver tangible benefits to the visitor economy. We also drive long lasting legacies through the attraction of strategically valuable business events to Tasmania.

We pride ourselves on the collaborative approach we take with members, key stakeholders and local partners.

For over 30 years, we have taken a lead role in promoting Tasmania as a business event destination to national and international associations, corporate organisations and event planners. Conference connections underpin knowledge creation and in exchange, attract global talent, encourage trade and investment, nurture collaboration, foster innovation and provide social benefits. Backed by strong local relationships, we also work in collaboration with the Tasmanian State Government to attract and support strategically valuable business to the Tasmanian economy.

Conferences and business events not only benefit the main conference and accommodation venues within the city, but they have a flow-on effect to smaller operators including hospitality, retail businesses and transport operators.

As Tasmania's capital city, major gateway into the state and home to Tasmania's key conference and meetings infrastructure, Hobart is the primary beneficiary of all BET sales and marketing activity.

Business events delegates are the highest yielding visitor, often, visiting Hobart during off-peak times. Research conducted in 2019 into delegate behaviours and experiences whilst here in Tasmania showed that delegates on average spend three times that of a leisure traveller per day and stay for an average of 6.1 nights with 55% of delegates intending to return to Tasmania for leisure within the next three years.

After years of border instability, COVID outbreaks and density restrictions, the first half of 2022 has seen a positive milestone in the recovery of Tasmania's business events sector offering the first extended period of market stability since the onset of the pandemic back in March 2020. From 1 January – 31 May 2022, Hobart has hosted 29 business events with an estimated economic impact of around \$17M, representing 5,930 delegates and 19,545 room nights. The recent lifting of density restrictions offers further positivity for our sector, with many operators now able to trade at full capacity and we expect the market to respond enthusiastically to this news. Pleasingly we have also finally seen an end to the ongoing cancellations and postponements due to COVID-19.

Key Activities

Business events delegates are in high demand and our sales and marketing activities throughout the year ensures that Tasmania maintains a strong presence in the market.

Business Events Attraction Fund (BEAF)

The Tasmanian Business Events Attraction Fund (BEAF) allows BET to offer financial support at the critical bidding stage, to help secure national and international conferences to the state. Previously administered by the Department of State Growth, BET took on the administration of BEAF from October. This allows for, quick response to funding opportunities when the team are bidding for Business Events. Since July 2021, 19 business events proposed to take place in Hobart have been approved for funding. Equating to 6,180 delegates, 17,615 room nights and an estimated worth of \$18M, these business events represent a range of sectors including medical science, Antarctic and Southern Ocean and retail.

Business Events Tasmania Magazine

Launched in December, BET produce a magazine, *Business Events Tasmania*, released quarterly. The magazine is a soft sales document that allows BET to convey important messages around Tasmania's unique selling proposition in a competitive marketplace, in an engaging format. Distributed electronically, the magazine is sent to approx. 4,500 event planners and key decision makers nationally and internationally. See here for our [summer edition](#) and [autumn edition](#). Both editions feature a range of Hobart meeting venues and operators located in Hobart city. These include, Hotel Grand Chancellor, Hobart Walking Tours, The Tasman, *Mustique*, Aura and Drive Car Hire.

Digital Bidding Tool

The digital bidding tool project has remained as a major activity for the 21/22 FY. In line with client feedback, we are overhauling the way we provide information to our customers. This will result in us giving our customers what they want and how they want it, positively building our reputation in-market. The Bidding Tool project is due for completion in the first quarter of 22/23 FY.

BE Boost Program

In partnership with Business Events Australia through their Business Events Boost Program, BET have produced a suite of delegate boosting and promotional videos. The videos are available conferences and business events to use as destination announcements to encourage increased delegate numbers to Tasmanian events, to accompany bids and showcase talented individuals working in Tasmania's key industry sectors. Whilst the full content delivery is not due for completion until July 2022 to allow for inclusion of Tasmania's new Premier, some content is complete and available for viewing [here](#) and [here](#).

Familiarisation Program

In 2021, BET received a grant under the Recovery for Regional Tourism Program to undertake famil activity showcasing Tasmania's business events capabilities. To date BET have hosted two familiarisation programs, both of which heavily featured programming in the city of Hobart. Additionally, during Dark Mofo 2022, and in collaboration with Business Events Australia, we will be hosting key representatives from the New Zealand business events sector on a familiarisation in Hobart.

We know that famil activity is one of, if not the most effective ways to convert new business for the state. Our sales team has already identified 48 pieces of business that relate directly to the two groups that have participated in our famil program. Sitting at various stages of the sales pipeline this business equates to an EEI in excess of \$41M, with over \$5M worth of events already confirmed. We anticipate this figure will grow significantly over the next six to eight months as markets continue to stabilise.

Site Inspections

Prior to selecting a destination, clients often want to visit the region to meet with suppliers, view venues and plan out how their event may work in the city/region. Site inspections have always been a key service offered by BET. In most cases, BET covers the cost of airfares, car hire and plans itinerary and supplier meetings. BET staff meet the client(s) at the airport ensuring they make all of their appointments and venue viewings before returning to the airport at the end of their 1-2 day stay. Since Tasmania's borders reopened, BET have hosted 14 site inspections within the City of Hobart. Of these, 71% have since confirmed their future business event to Tasmania.

Tradeshows

National trade shows continue to provide a platform for BET to showcase Tasmania as a business event destination to key markets. February saw the return to face-to-face tradeshows and BET is pleased to have attended 3 tradeshows since; Get Local Expo- Sydney, Asia-Pacific Incentives and Meetings Expo (AIME)- Melbourne, and Associations Forum National Conference- Melbourne.

Hobart Business Event Activity

Bid Wins

A key performance indicator for BET is to win business events to Tasmania.

It should be noted that BET 'bid won' data only includes bids directly placed and won by BET. The activities carried out by BET in promoting Hobart as a business event destination also delivers business directly to the venues and the city. A KPI of BET's funding agreement with the City is to secure 74 bids in 21/22.

Table 1: Hobart – Won Bids July 1, 2014 – 1 June 2022

| | 2014 - 15 | 2015 - 16 | 2016 - 17 | 2017 - 18 | 2018 - 19 | 2019-20 | 2020-21 | 2021-22 |
|---------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Number of Bid Wins | 87 | 65 | 87 | 76 | 80 | 80 | 50 | 81 |
| Delegates | 19,041 | 16,982 | 20,590 | 18,471 | 16,061 | 16,725 | 12,321 | 17,008 |
| Estimated Economic Impact (EEI) | \$ 36,896,672 | \$ 31,503,779 | \$ 39,766,562 | \$ 39,519,601 | \$ 39,422,802 | \$ 43,486,010 | \$ 35,006,484 | \$ 53,344,041 |

Strategic Bids

The business events sector augments economic activity well beyond measurable metrics, underpinning knowledge creation and exchange, investment among other impacts. These business events are often referred to as the knowledge economy.

A key strategic imperative in BET's strategic plan 2019 -2022, is to position BET for long term sustainable growth through increased awareness of the benefits of the knowledge economy.

In 2021-2022, a number of business events aligning to key areas of science, medical research, planning and property were secured into Hobart. These conferences are expected to attract approx. 4,750 delegates and over \$16 million into the Tasmanian economy.

Table 2: Strategic Bid Wins for Hobart 2021-2022

| Event Name | Meeting Start | Delegates | Value |
|--|---------------|-----------|----------------|
| International Temperate Reefs Symposium 2023 | 8/01/2023 | 250 | \$945,000.00 |
| International Seaweed Triennial Symposium 2023 | 19/02/2023 | 700 | \$3,175,200.00 |
| International Fisheries Observer and Monitoring Conference 2023 | 6/03/2023 | 250 | \$945,000.00 |
| Planning Institute of Australia National Congress 2022 | 18/05/2022 | 500 | \$1,101,000.00 |
| Property Council of Australia Congress 2022 | 26/03/2022 | 700 | \$2,569,000.00 |
| Australia-China Youth Dialogue 2022 | 6/05/2022 | 80 | \$267,840.00 |
| Australian Rheumatology Association Annual Scientific Meeting 2023 | 4/05/2023 | 650 | \$2,948,400.00 |
| Australian and New Zealand Association of Neurologists Annual Scientific Meeting 2023 | 15/05/2023 | 600 | \$2,268,000.00 |
| Australasian Society of Aerospace Medicine Conference 2023 | 15/09/2023 | 220 | \$665,280.00 |
| Progress in MS Research Scientific Conference 2022 | 3/04/2022 | 150 | \$440,400.00 |
| Royal Australian College of General Practitioners Practice Owners National Conference 2022 | 14/05/2022 | 530 | \$778,040.00 |
| Inaugural Defence Skilling Summit 2023 | 8/11/2022 | 120 | \$176,160.00 |

Future Pipeline

Business events that are either confirmed for future years or currently awaiting a decision.

| 22/23 | # Conf | Delegates | Room Nights | Estimated Economic Impact |
|-----------|--------|-----------|-------------|---------------------------|
| Confirmed | 56 | 16,702 | 53,575 | \$51,611,507.00 |
| Pending | 51 | 9,094 | 23,263 | \$26,179,860.00 |

| 23/24 | # Conf | Delegates | Room Nights | Estimated Economic Impact |
|-----------|--------|-----------|-------------|---------------------------|
| Confirmed | 10 | 3,860 | 12,570 | \$13,362,240.00 |
| Pending | 28 | 9,360 | 34,125 | \$34,204,940.00 |

| 24/25 | # Conf | Delegates | Room Nights | Estimated Economic Impact |
|-----------|--------|-----------|-------------|---------------------------|
| Confirmed | 2 | 480 | 2,620 | \$2,196,780.00 |
| Pending | 4 | 2,150 | 5,700 | \$5,725,650.00 |

| 25/26 | # Conf | Delegates | Room Nights | Estimated Economic Impact |
|------------------|--------|-----------|-------------|---------------------------|
| Confirmed | - | - | - | - |
| Pending | 4 | 1770 | 5160 | \$5,622,020.00 |

Sales Funnel



Collaborative Activities

Collaborate on bids where appropriate.

Throughout the majority of 21/22 FY, the impacts of COVID-19 continued to put on hold bidding for large association and international association conferences. It is these conferences where collaboration on bids is imperative. In April, CoH supported a bid in collaboration with the Department of Education, Study Tasmania, UTAS and BET in an effort to secure the International Consultants for Education and Fairs' Asia Pacific Australia New Zealand Agent Workshop in 2023.

Build relationships between BET and CoH officers / elected members.

Both parties continue to build on our relationship. Regular contact is maintained between staff and BET values the support from officers and elected members at BET hosted events including our AGM, Christmas events and client familiarisations dinners.

Collaborate on social media opportunities.

BET endeavoured to engage with council officers regarding social media opportunities but failed to result in significant activity. With changes in council staff throughout the year, we believe there is a lack of awareness of the relationship and agreements between CoH and BET, and it is something we would like to improve in the future.

Create appropriate marketing collateral for CoH venues.

BET ensures that CoH venues receive a strong visual presence on the BET website. Conference and event organisers have the ability to add CoH venues to their itinerary and preferred venue lists to be included in a digital request for quote (from BET staff), or to contact CoH directly for bookings and enquiries.

CoH venues have been included in the soon to be launched digital bidding tool. The new digital tool and web platform will transform the way BET presents CoH venues to conference organisers and decision makers as part of our Tasmanian bids. This new way of bidding has been informed by a comprehensive piece of work undertaken by BET to increase our understanding of our customer needs, as well as feedback from our member partners.

Now that bidding is well and truly back, this tool will:

- Save CoH officers time working on lengthy and repetitive proposals
- Streamline BET's communication back and forth with Council officers on bidding opportunities and required proposal information
- Give CoH confidence that your venues are being presented in market in the best possible way
- Stand out from proposals delivered by other destinations and bureaux at the bidding stage.

Promote sustainable practices in line with CoH priorities to conference organisers.

BET staff proactively recommend sustainability themes to clients. The Professional Conference Organisers Association (PCOA) conference which was postponed due to COVID but now set to take place in December (for which BET is a Destination Partner for) carries the theme "A Breath of Fresh Air" where key learnings will focus on sustainability. Closer to the time, we will be in contact with the Lord Mayors office with an invitation for them to present to the delegates.

Identify and bid on business events that align to areas of key focus for the CoH's economic development unit (green and renewable energy, health care and social assistance, information and technology and science.

During 21/22 FY, BET bid on 15 business events that link back to key focus areas for the City. These bids equate to 21,297 delegates and \$64m in economic value

Consideration of how the Council's Tasmanian Travel and Information Centre (TTIC) can contribute to incentivising and supporting conference and event bids.

BET promote the services of the TTIC through the BET website. This is where conference and event organisers have the ability to add the TTIC to be included in a digital request for quote (from BET staff), or to contact the TTIC directly for bookings and enquiries.

The promotion of the TTIC to BET clients as a preferred booking agent for pre and post business event touring, accommodation requirements and experiences.

Over the last 12 months, BET staff have worked closely with CoH officers to ensure that BET's promotion of the TTIC aligns with Centre messaging and business goals. This has resulted in a suite of marketing and PR assets that BET provides to conference organisers for use on their conference website, through conference EDM and social activity. Assets promote the TTIC to conference delegates all bookings required for their conference trip to Hobart.

On a case-by-case basis, BET staff work with TTIC staff to promote TTIC services directly to event planners. This may include creation of bespoke itineraries and booking service for significant conferences.

BET to encourage the TTIC use of the forward calendar to maximise business opportunities arising from confirmed business events being held in Hobart.

BET staff have met with TTIC representatives to educate them on how to best use the calendar including how and when we recommend contacting the event planners of confirmed business events for the City.

Conclusion

On behalf of the BET Board, members and businesses that benefit from business event delegates coming to the region, BET sincerely thanks the CoH for its ongoing support and now seeks consideration to approve funding for the 22-23 FY.

Ongoing funding is critical for BET to continue its efforts to sell and market Hobart as a business event destination of choice. The success of which will continue to aid in the city's recovery post COVID-19.

BET is therefore seeking funding approval of \$114,932.00 for the 2022-2023FY.

I look forward to strengthening BET's relationship with the CoH and to further identify and develop opportunities to work collaboratively in attracting business events to Tasmania's capital.

Marnie Craig

Chief Executive Officer

Business Events Tasmania



Grant agreement

Details and recitals

Dated: day of 2022

Parties

| | |
|-----------------|--|
| Name | Hobart City Council ABN 39 055 343 428 |
| Short form name | Council |
| Notice details | 50 Macquarie Street, Hobart, Tasmania, Australia 7000 GPO Box 503, Hobart, Tasmania, Australia 7001 Email: ecdev@hobartcity.com.au Attention: Nick Andrew, Manager – City Economy |

| | |
|-----------------|--|
| Name | Business Events Tasmania 33 009 589 584 |
| Short form name | Recipient |
| Notice details | 5/39 Murray Street Hobart 7000 Email: mcraig@betasmania.com.au Attention: Marnie Craig - CEO |

Recitals:

- a. The Council has agreed to provide a monetary grant to the Recipient upon the terms and conditions set out in this Agreement.
- b. The Recipient has agreed to accept the Grant on the terms and conditions set out in this Agreement.

Hobart City Council

Grant Agreement

Schedule 1

| | |
|---------------|---|
| Item 1 | Approved Purpose for which the Grant is provided |
| | The Approved Purpose is to provide funding support to the Recipient to secure and strategically market Business Events to be held in the Hobart Local Government Area (here in referred to as LGA) and to increase the visibility to conference organisers both nationally and internationally as a business events destination, with a secondary focus on pre and post event tours and activities to the benefit of the Hobart business community. |
| Item 2 | Grant Amount |
| | The amount of the grant is \$114,932 (excluding GST). |
| Item 3 | Payment method for the Grant |
| | <p>The Grant is to be paid to the Recipient in one instalment within fourteen (14) days from the receipt of a Tax Invoice to the Council or from the preparation of a Recipient Created Tax Invoice (RCTI).</p> <p>The Grant is to be paid by Electronic Funds Transfers (EFT) to the bank account specified on the tax invoice or on the Method of Payment Form annexed and marked with the letter "B" ("Method of Payment Form").</p> |
| Item 4 | Conditions precedent to payment of the Grant |
| | <p>It is a condition precedent to the payment of the Grant that the Recipient provide to the Council:</p> <p>4.1 a suitable Tax Invoice or a completed Method of Payment Form</p> <p>4.2 A list of existing and/or proposed business events scheduled so far for the next 12 months from the date of this agreement.</p> |
| Item 5 | Date for commencement of the Approved Purpose |
| | Upon full execution of this agreement. |
| Item 6 | Date for completion of the Approved Purpose |
| | 12 months from full execution of this agreement. |
| Item 7 | Reporting and Key Performance Indicator requirements |
| | <p>The Recipient must provide:</p> <p>Due Six months from the full execution date of this agreement, A Six Month Summary Report that includes numbers for any confirmed events, plus:</p> <p>7.1 An updated list of booked business events scheduled to be held in the Hobart LGA, that includes:</p> |

Hobart City Council

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| | |
|---------------|---|
| Item 7 | Reporting and Key Performance Indicator requirements |
| | <p>7.1.1 Note any proposed or recommended pre/post event touring destinations located within the Hobart LGA</p> <p>7.1.2 noting the representative sector of each event</p> <p>7.1.3 delegate numbers and source regions (where possible), e.g. local, interstate or international</p> <p>7.1.4 progress towards meeting the following KPIs:</p> <p>a) Secure at least 10 strategically important conferences linking to topics or research, aligned to strategically important Council interest areas. These include but are not limited to International Education; Science, Tourism, Retail, Maritime, Antarctic or investment attraction, community and care services, and planning sectors.</p> <p>b) Confirm at least 10 instances of the Council's Tasmanian Travel and Information Centre being promoted to support tours or conference bookings by BET</p> <p>c) Confirm at least 10 instances of Tasmanian Travel and Information Centre being promoted as a preferred booking agent to conference organisers by BET</p> <p>d) Provide 11 Monthly updates to council in a form agreed by both parties on possible collaborative marketing opportunities and business events bookings that can be shared with and for the benefit of the local Hobart Business Community</p> <p>e) Set a target to win at least 74 Bid Wins based in the Hobart LGA</p> <p>Due within 60 days from the end of this agreement:</p> <p>7.2 Provide a Final 12 month Acquittal Summary Report that includes all of the information requested in the Six Month Report for the second 6 months of this agreement, plus the following additional information for the whole 12 month period:</p> <p>7.2.1 Summary of promotional activities of Hobart as a conference destination and examples of credits,</p> <p>7.2.2 Summary of major achievements or issues,</p> <p>7.2.3 Summary of number and break down of events secured and held for the City and</p> <p>7.2.4 confirmation in writing of use of funds for the approved purpose by the Recipient's Chief Financial Officer, Accountant, Auditor or Treasurer</p> |
| | |
| Item 8 | Recognition of support from the Council |
| | <p>The Recipient must acknowledge the Council's support of the Approved Purpose in accordance with the City of Hobart Grant and partnership Acknowledgment Guidelines as they are amended from time to time, a copy of which are attached and marked with the letter "C".</p> |
| Item 9 | Special terms and conditions |
| | <p>The following are Special Conditions to this Agreement</p> |

Hobart City Council

Grant Agreement

| Item 9 | Special terms and conditions |
|--------|--|
| | <p>1. The Recipient must:</p> <ul style="list-style-type: none"> (a) comply with any and all applicable laws in respect of the Approved Purpose. Without limiting the applicability of this special condition, the Recipient must ensure the Approved Purpose is conducted in accordance with the <i>Work Health and Safety Act 2012 (Tas)</i>, <i>Work Health and Safety Regulations 2012 (Tas)</i>, <i>Building Act 2000 (Tas)</i>, <i>Building Regulations 2014 (Tas)</i>, <i>Plumbing Regulations 2014 (Tas)</i> and any directions made under the <i>Emergency Management Act 2006 (Tas)</i> or the <i>Public Health Act 1997 (Tas)</i>. (b) prepare and maintain a COVID-19 Safety Plan for the Approved Purpose (as BET Operations) and to comply with direction as required by Director of Public Health as it relates to the Approved Purpose. (c) take out and maintain a policy of insurance with a reputable insurer for Public Liability insurance ("The Public Liability Policy") in respect of all activities comprising and associated with the Approved Purpose, covering: <ul style="list-style-type: none"> (i) personal injury to, or death of, any person; or (ii) either or both loss of, or damage to, the property of any person, for a sum not less than \$20 million in respect of any single event. <p>The Public Liability Policy shall cover such risks and be subject only to such conditions and exclusions as are approved by the Council and shall extend to cover the Council in respect to claims for death, personal injury or property damage including arising out of the negligence of the Recipient.</p> <p>The Recipient will work collaboratively with Council to include and suggest the involvement of Hobart places of business and venues to be involved in hosting business events or elements of those events, including the use of City of Hobart venues where appropriate.</p> <p>The Recipient will share images and or video content of supported events in the Hobart LGA for City promotional purposes without copyright restrictions or fees payable.</p> <p>If requested by the Grantor, BET to make request to the conference organiser for the opportunity for up to three (3) City of Hobart representatives to attend any or all bids, conferences or business events hosted in the Hobart LGA, including speaking opportunities for the Lord Mayor or Deputy Lord Mayor for those events deemed strategically relevant and important to the City.</p> |

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Grant Agreement

Operative Provisions

1. Definitions

In this agreement, unless the contrary intention appears:

Approved Purpose means the activity described in Item 1.

Commencement Date means the date of the Agreement as shown on the cover page.

Covid-19 means the disease known as the Coronavirus Disease 2019 (COVID-19) declared to be a notifiable disease under section 40 of the *Public Health Act 1997* (Tas).

Covid-19 Safety Plan means a plan prepared in accordance with the Direction made under section 16 of the *Public Health Act 1997* (Tas) titled "Workplace COVID Plan – No. 1" made on 14 June 2020.

Disease Outbreak means a disease outbreak, epidemic or pandemic declared by the World Health Organisation including Covid-19 and any virus or disease related to or derived from that coronavirus disease.

Disease Outbreak Event means any one or more, or a combination, of the following:

- (a) the Council decides (in its reasonable discretion) to close down its business/operations (in part or in full) as part of its response to a Disease Outbreak;
- (b) the Recipient decides (in its reasonable discretion) to close down its business (in part or in full) as part of its response to a Disease Outbreak;
- (c) the Council must close down its business/operations (in part or in full) as a result of an applicable Legislative Requirement or a direction from a Government Agency;
- (d) the Recipient must close down its business (in part or in full) as a result of an applicable Legislative Requirement or a direction from a Government Agency with jurisdiction in respect of the Approved Purpose;
- (e) the Recipient is prohibited from conducting the relevant Approved Purpose as a result of an applicable Legislative Requirement or a direction from a Government Agency; or
- (f) the Recipient is unable to supply sufficient labour to perform its obligations under this Agreement due to the effects of a Disease Outbreak.

Expiry Date means the date recorded in Item 6;

Force Majeure Event means each of those events described in clause 11 (a)-(i);

Grant means the payment of the Grant Amount by the Council to the Recipient subject to the terms and conditions of this agreement;

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Grant Amount means the sum recorded in Item 2;

GST means:

- (a) the same as in the A New Tax System (Goods and Services Tax) Act 1999 (Cth);
- (b) any goods and services tax, or any tax applying to this transaction in a similar way;
and
- (c) any additional tax, penalty tax, fine, interest or other charge under a law for that tax;

Intellectual Property Rights means all present and future rights under statutes, general law or in equity resulting from intellectual activity in the industrial, scientific, literary and artistic fields, including patents, copyrights, trademarks, company or business names, logos, domain names, semiconductor or circuit layout rights, designs (including, but not limited to, the City of Hobart Logo, and the City of Hobart Brand Guidelines);

Item means the relevant item number as set out in Schedule 1;

Term means the period of time commencing on the Commencement Date and expiring on the Expiry Date.

Termination Date means the date this Agreement is terminated.

2. Interpretation

In this agreement, unless the contrary intention appears:

- (a) the singular number include the plural and vice versa;
- (b) where any word or phrase is given a defined meaning, any other part of speech or other grammatical form of that word or phrase has a corresponding meaning;
- (c) a reference to an annexure is to the annexures attached to this agreement;
- (d) the annexures to this agreement form part of this agreement;
- (e) a party includes its successors, assigns, executors and administrators; and
- (f) a reference to the Recipient is a reference to both individuals, jointly and severally.

3. Term

This Agreement is in force from the Commencement date and ceases on the earlier of the Expiry Date or the Termination Date.

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4. Grant

- (a) In consideration of:
- (i) the provision of the Benefits as defined in Item 8;
 - (ii) the Approved Purpose being held and substantially completed between the dates specified in Item 5 and Item 6; and
 - (iii) the Approved Purpose being conducted substantially in accordance with the Proposal,
- the Council agrees, during the term of this Agreement, to pay to the Recipient the Grant Amount.
- (b) All costs associated with Council services that are necessary for the Approved Purpose (if applicable), including, but not limited to, road closures and street closures, and charges such as those associated with application for licences and approvals shall be met by Recipient.
- (c) The Grant must be used solely for the Approved Purpose.
- (d) The Recipient must conduct the Approved Purpose in accordance with all of the Council's By-laws and any applicable Policies.

5. Grant Provider Benefits

- (a) In return for the Grant Amount, the Recipient agrees to provide to the Council the benefits as defined in Item 8 for the term of this Agreement, unless otherwise terminated in accordance with the terms and conditions of the Agreement.
- (b) All advertising and promotional materials produced, published, broadcast, displayed or exhibited specifically by the Recipient for the Approved Purpose pursuant to the benefits identified in Item 8 must be first approved by the Council.

6. Use of Name of the Recipient and Approved Purpose

- (a) Nothing in the Agreement entitles the Council to acknowledge, display, use, publish or otherwise refer to the Recipient and Approved Purpose logo, name, product names, symbols and other trade indicia (Approved Purpose's trade identification) other than as provided in the terms and conditions of this Agreement.
- (b) The Council:
- (i) is permitted to promote the Approved Purpose during the Term as it reasonably determines; and

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- (ii) agrees to use the Approved Purpose's trade identification in a way which is not to affect adversely or detrimentally the goodwill and reputation of the Recipient.
- (c) The Council agrees to cease and desist from using, or otherwise referring to, the Approved Purpose's trade identification on the termination or expiration of this Agreement.

7. Use of the Council's Name

- (a) Nothing in the Agreement entitles the Recipient to acknowledge, display, use, publish or otherwise refer to the Council's logo, name, product names, symbols and other trade indicia ("Council trade identification") other than in strict accordance with the terms and conditions of this Agreement.
- (b) The Recipient:
 - (i) is permitted to use the Council trade identification for the purposes of providing those parts of the benefits set out in Item 8; and
 - (ii) agrees to use the Council trade identification in a way which is not to affect adversely or detrimentally the goodwill and reputation of the Council.
- (c) The Recipient agrees to cease and desist from using, or otherwise referring to, the Council trade identification on the termination or expiration of this Agreement.

8. Payment Schedule

The Council agrees to pay to the Recipient the Grant Amount for the Approved Purpose, in accordance with Item 3.

9. Repayment of Grant

- (a) In the event the Grant Amount exceeds the actual costs and expenses incurred by the Recipient in delivering the Approved Purpose, the extent to which the Grant Amount exceeds those costs is repayable to the Council within 14 days of the end of the Term.
- (b) In the event that this agreement is terminated or suspended pursuant to clause 10 or clause 11, then the Recipient will be entitled to retain payment for any reasonably incurred expenses in the pursuit of the Approved Purpose up to the date that such termination or suspension took effect, such amount not exceeding the Grant Amount, or if the payment of the Grant Amount is to be made in instalments, no more than the sum of the previous instalment.

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- (c) If the value of the actual costs and expenses incurred by the Recipient prior to the date on which termination or suspension took effect is less than the value of the Grant Amount, or if the payment of the Grant Amount is to be made in instalments, then less than the previous instalment of the Grant Amount, then the Council may seek to recover the relevant difference in value from the Recipient.
- (d) If the Council, acting reasonably, determines that the Approved Purpose was not delivered and completed substantially in accordance with the Proposal, the Recipient must immediately refund the Grant Amount to the Council.

10. Termination

- (a) This Agreement may be terminated as follows:
 - (i) by the Council and the Recipient agreeing in writing; or
 - (ii) by the Council without notice, if the Recipient commits any act which would entitle the Council to cancel this Agreement, including:
 - i. conviction of an offence precluding or inhibiting the further performance of the Recipient under this Agreement; or
 - ii. failure to respect the confidentiality of the business transactions or decisions of the Council, which could cause loss or be calculated to cause loss to the Council.
- (b) The Council may terminate this Agreement at any time by giving written notice of such termination to the Recipient, where:
 - (i) the Recipient:
 - i. becomes insolvent; or
 - ii. makes an assignment for the benefit of its creditors; or
 - iii. is involved in proceedings in voluntary bankruptcy instituted on behalf of or against it; or
 - iv. has a receiver or trustee of the said party's property appointed.
 - (ii) any of the terms of the Agreement are breached by the Recipient; or
 - (iii) the Council determines, acting reasonably, that the Approved Purpose does not adequately fulfil the requirements set out in the Acknowledgement Guidelines described in Item 8 or any key performance indicators as set by the Council from time to time; or

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- (iv) the Suspension Period noted in clause 11 below cumulatively subsists for three months or longer after its commencement or is reasonably likely to subsist for three months or longer after its commencement.

11. Force Majeure

If either party is prevented from performing all or a material part of its obligations required by this Agreement to the extent that such prevention is caused by or due to:

- (a) an act of God;
- (b) any Governmental requisition, control, intervention, requirement or interference;
- (c) any circumstances arising out of war, threatened act of war or warlike operations, act of terrorists or the consequences thereof;
- (d) riots, civil commotions, blockages or embargoes;
- (e) Disease Outbreak Event (whether or not foreseen or existing at the time this Agreement was entered into);
- (f) earthquakes, landslides, floods or other extraordinary weather conditions;
- (g) strikes, lockouts or other industrial action, but only if of a general nature and not limited to the Affected Party and/or the contractors of the Affected Party;
- (h) fire, accident or explosion except where caused by the proven negligence of the Affected Party or its employees, agents or contractors; or
- (i) any other act or circumstance which is beyond the reasonable control of the Affected Party, and unforeseen by both parties, which makes performance of an obligations under this Agreement impossible, and not merely more onerous or uneconomical,

then:

- (j) that party must give notice of the Force Majeure Event to the other party as soon as practicable and must use all reasonable diligence and all reasonable means to mitigate or minimise the effect of the Force Majeure Event to that party and this Agreement;
- (k) the relevant obligations of each party will be suspended from the time that the Force Majeure Event prevents the performance of such obligations until the time that such obligations are no longer affected by the Force Majeure Event (Suspension Period);
- (l) if either the Approved Purpose was scheduled to be held or substantially completed during the Suspension Period, then the Parties must agree in writing within twenty eight (28) days from the cessation of the Suspension Period to reschedule the Approved Purpose;

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- (m) if the Parties fail to agree in writing to reschedule the Approved Purpose pursuant to clause 11(l) then the Recipient must refund the Grant Amount to the Council;
- (n) neither party will be liable to the other party in respect of the failure to perform the relevant obligations during the Suspension Period to the extent that such failure is caused by the Force Majeure Event;
- (o) the Recipient's obligations in relation to holding and maintaining insurance as set out in the Agreement will continue to be adhered to for the Suspension Period; and
- (p) the suspension will be without prejudice to any rights or obligations of the parties which have accrued prior to the commencement of the Suspension Period.

Each party must bear its own costs incurred arising out of or in connection with a Force Majeure Event, the consequences of a Force Majeure Event and the Suspension Period.

12. Goods and Service Tax (GST)

- (a) The amount payable under this Agreement shall, where any amount does not already include any GST, be increased by the amount of GST.
- (b) Where the Council pays the Recipient any amount applicable to GST, the Recipient shall supply the Council with a Tax Invoice for that amount, together with all reasonable documentation as may be required by the Council.
- (c) In this Agreement:
 - (i) GST includes any replacement or similar tax imposed under the GST Act;
 - (ii) GST Act means *A New Tax System (Goods and Services Tax) Act 1999* (Cth) and all other legislation in relation to GST;
 - (iii) terms used in this Agreement but not defined in this Agreement which are defined in the GST Act have the meaning set out in the GST Act.

13. Warranties and Indemnities

- (a) Each party warrants that any and all advertising and promotional material produced, published, broadcast, displayed or exhibited by it in respect of this agreement shall:
 - (i) comply with all applicable Australian laws;
 - (ii) comply with all codes of conduct and industry standards;
 - (iii) comply with the requirements of all government and statutory bodies; and
 - (iv) not infringe the rights of any person.

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- (b) The Recipient indemnifies, and keeps indemnified, the Council against any legal liability, loss, claim or proceedings arising from damages suffered by, personal injury to or loss of income by the Recipient arising from carrying out the responsibilities under this Agreement, other than damage, personal injury or loss of income caused by any negligent act or omission by the Council.
 - (c) The Council makes no warranties or representations in respect to the content of any material provided to the Recipient as part of the Grant. The Recipient acknowledges that where any material is provided by the Council to the Recipient as part of the Grant that the Recipient bears the responsibility for ensuring that that material meets its needs and satisfies its requirements. The Recipient indemnifies the Council against any legal liability, loss, claim or proceedings arising from damage suffered by, personal injury to or loss of income by the Recipient arising from reliance on any materials provided by the Council to the Recipient as part of the Grant.

14. Intellectual Property

The Approved Purpose and all associated intellectual property, including all logos and event livery, and all sponsorship secured by the Recipient or its agents for the Approved Purpose, is the property of the Recipient.

15. Logos

Should the Recipient specifically develop logos for the Approved Purpose, the Council will have the right to use the logo(s) on marketing and promotional material associated with its support of the Approved Purpose.

16. Marketing/promotional material

The Council must receive recognition of its support on all marketing and promotional material associated with the Approved Purpose as detailed in Item 8.

17. Signage

Not Applicable

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18. Confidentiality

Any information supplied by Council and/or the Recipient shall not be disclosed to a third party nor used for any other purpose other than that specified in this Agreement or as is required by law.

19. Negation

The Recipient shall not represent itself as being an employee or agent of the Council.

20. Income Tax

The Recipient shall be responsible for payment of income tax due to the Commonwealth of Australia on any payments received pursuant to this Agreement.

21. Agreement

This Agreement comprises the whole of the Agreement between the parties.

22. Variation

- (a) This agreement may only be varied by mutual agreement between the parties in writing.
- (b) A variation for the purposes of this clause includes a variation of the terms of this Agreement and/or a variation of any aspect of the Approved Purpose. For the removal of doubt, an aspect of the Approved Purpose includes, but is not limited to its:
 - (i) Start or end date
 - (ii) Attendance capacity
 - (iii) Venue
 - (iv) Ticket price
 - (v) Number of activities within the project
 - (vi) Key people delivering project, including paid and volunteer positions
 - (vii) Project budget increase or decrease by 10%
 - (viii) The intent of the approved activity.

23. Disputes

- (a) All disputes or differences arising out of this Agreement, or concerning the performance or the non-performance by either party of its obligations under this Agreement, whether raised before or after the completion of the Approved Purpose

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under this Agreement, shall be referred to an arbitrator agreed upon in writing by the parties within 28 days of the dispute arising. It is agreed the decision of the arbitrator shall be final and conclusive and his/her costs shall be born as he/she may direct.

- (b) In the absence of the parties agreeing to the appointment of an arbitrator, the dispute will be determined by an arbitrator appointed in accordance with the Commercial Arbitration Act 1986 (Tasmania).
- (c) No further action or suit will be brought by either party until an award has been obtained by the arbitrator.

24. Notices

Without prejudice to any other means of giving or serving notice any notice or demand or other document requiring to be served under this Agreement is sufficiently served on the party on whom service is intended if it is left addressed to or forwarded by prepaid letter to that party at the address specified in this Lease or such other address as may be notified in writing for that purpose by that party served on the party to whom it is addressed (including email).

25. Severability

If any part of this Agreement is found to be invalid or of no force or effect under any applicable laws, executive orders or regulations of any government authority having jurisdiction, this Agreement shall be construed as though such part had not been inserted and the remainder of this Agreement shall retain its force and effect.

26. Relationship

The only relationship between the parties is that of independent contractors, and that no agency, employment, joint venture or partnership is created by the parties.

27. Waiver

The failure of either party to enforce any provision of this Agreement shall in no way, affect its rights to require complete performance by the other party, nor shall the waiver of any subsequent breach of any such provision, be a waiver of the provision itself. Any waiver to be effective must be in writing and signed by the parties.

28. Special Conditions

The Special Conditions set out in Item 9 shall form part of this Agreement.

29. Applicable Law

The Agreement shall be governed by and construed in accordance with the laws for the time being in force in the State of Tasmania.

Hobart City Council

Grant Agreement

30. Provision of Information

The Recipient agrees to provide to the Council the information set out in Item 7 by no later than three (3) months from the Expiry Date.

This clause survives the expiration of the Agreement.

Hobart City Council

Grant Agreement

Execution

Executed as an agreement

Signed for and on behalf of the **Hobart City Council** by

Witnessed By:

Signature

Signature

Full Name

Full Name

Position

Position

Date

Date

Signed for and on behalf of **Business Events Tasmania (ABN 33 009 589 584)** by

Witnessed By:

Signature

Signature

Full Name

Full Name

Position

Position

Date

Date

6.2 World Cities Summit
File Ref: F22/55553

Report of the Chief Executive Officer of 24 June 2022.

Delegation: Council

REPORT TITLE: WORLD CITIES SUMMIT

REPORT PROVIDED BY: Chief Executive Officer

1. Report Purpose and Community Benefit

- 1.1. The purpose of this report is to request the approval of the Council for the Chief Executive Officer and Director Connected City to participate in the World Cities Summit in Singapore from 31 July to 3 August 2022 as well as other meetings to support trade, investment and international education objectives.

2. Report Summary

- 2.1. The World Cities Summit is being held from 31 July to 3 August 2022 in Singapore.
- 2.2. The theme of this year's Summit is *'Liveable and Sustainable Cities: Emerging Stronger'*.
- 2.3. The 8th edition of the Summit is a 4-day event and is the first full-scale conference since 2018.
- 2.4. Key events include the Lee Kuan Yew World City Prize Lecture and Forum, Award Ceremony and Banquet, World Cities Summit Mayors Forum, World Cities Summit Young Leaders Symposium and an expo.
- 2.5. In addition to the Summit, meetings are being arranged to support trade, investment and international education objectives, Singapore Airlines (pending advice from Tourism Tasmania), Urban Redevelopment Authority and other Trade and International Education contacts in consultation with the Department of State Growth.

3. Recommendation

That the Council approve the attendance of the Chief Executive Officer and the Director Connected City at the World Cities Summit in Singapore from 31 July to 3 August 2022.

4. Background

- 4.1. The World Cities Summit is being held from 31 July to 3 August 2022 in Singapore.
- 4.2. The theme of this year's Summit is *'Liveable and Sustainable Cities: Emerging Stronger'*.
 - 4.2.1. This theme conveys the need for cities to remain lovable, sustainable and more resilient in times of prolonged and unpredictable disruptions that include pandemics and climate change.
- 4.3. The Summit is a convening point for global mayor, business leaders and knowledge experts to exchange and co-create solutions for liveable and sustainable cities and will engage cities, businesses and experts at the highest levels to discuss how cities can emerge stronger through prolonged and unpredictable disruptions.
 - 4.3.1. Since its inauguration in 2008, the World Cities Summit has been attended by over 250 global cities and supported leaders from government, business, international organisations and academia.
- 4.4. The 8th edition of the Summit is a 4-day event comprising the main conference which includes plenaries and other key events such as the Lee Kuan Yew World City Prize Lecture and Forum, Award Ceremony and Banquet, World Cities Summit Mayors Forum, World Cities Summit Young Leaders Symposium and an expo.
 - 4.4.1. This edition will be the first full-scale conference since 2018.
- 4.5. Key programme components include the following:

World Cities Summit Plenary – Liveable and Sustainable Cities: Emerging Stronger

The ongoing pandemic crises triggered by climate change and digital disruptions have intensified both the challenges and opportunities for creating more liveable and sustainable cities. In this plenary, global leaders share their visions and strategies for how our cities can emerge stronger. This session includes a World Cities Summit 2022 Opening Address, a high level panel discussion, audience Q&A and Special Addresses.

World Cities Summit Plenary – Liveable and Sustainable Cities: Combating the Climate Crisis

Cities are at the heart of the climate crisis. They generate over 70% of global greenhouse gas emissions and are especially vulnerable to climate risks, but also home to the innovations and resources needed to address the climate crisis. How can cities be better and faster for the future of our planet? This session includes a panel discussion followed by an audience Q&A and a closing keynote.

Lee Kuan Yew World City Prize Lecture and Forum

Delivered by the Lee Kuan Yew World City Prize Laureate, the Prize Lecture celebrates the Laureate's achievements in the creation of liveable, vibrant and sustainable urban communities with a high quality of life. The Prize Forum features the Special Mention cities who will share their urban development experiences, highlighting their unique contexts, challenges faced and urban solutions deployed.

World Cities Summit Tracks

World Cities Summit Tracks are thematic sessions that involve keynote addresses, panel discussions and audience Q&A and include the following sessions:

Sustainable Financing of Cities: A New Normal

Sustainable financing of cities calls for an integrated and systemic approach to how urban projects are funded. This requires us to holistically consider pertinent, interlinked issues including resilience and climate change beyond the technicalities of infrastructure financing. This track shares insights from the ecosystem of stakeholders including city leaders, developers, financiers and international organisations.

How Can Partnerships Transform the Development of Cities?

Cities are increasingly divided along social and economic lines. The spatial separation of different groups threatens cohesion and even growth. How can collaborations between urban planners and the real estate industry better address this? This track seeks synergies across the value chain, harnessing all of society approached to build better cities for people.

Smart Cities Priorities: What's Next?

COVID-19 is an opportunity to reinvent cities. The pandemic has accelerated digitalisation and strengthened the case for smart cities but it has also surfaced concerns ranging from data security to digital inclusion. How will our smart city priorities change as we prepare for the next disruption?

Cities Facing Extremes: How Do We Adapt?

50-degree Celsius heat waves, 1-in-100 year storms and prolonged droughts are just some of the extreme events projected to impact cities more frequently as the world heats up. Understanding the interplay of disruptions in our cities is key to adapting for greater resilience. How can cities do this?

What Does the Future Hold for Cities?

Before COVID-19, cities were widely acknowledged as engines of growth and innovation with increasing influence on the global stage. How has COVID-19 impacted the liveability and the future of cities?

- 4.6. This year will also see the inaugural in-person World Cities Summit Smart Cities Workshop.

- 4.7. Through the plenaries and tracks of the main conference, delegates will engage with the theme on how cities can emerge stronger from contemporary disruptions.
- 4.8. Mayors and city leaders in attendance will include the Lord Mayor of Melbourne, the CEO of the City of Perth, the Mayor of Townsville, the Mayor of Christchurch.
- 4.9. The Council of Capital City Lord Mayors (CCCLM) has advised that they will make contact with other capital cities to confirm other attendees in addition to the Lord Mayor of Melbourne and CEO of the City of Perth.
 - 4.9.1. The CCCLM has advised that it would be prepared to arrange of meeting with Austrade on international education.
- 4.10. In addition to the planned components of the World Cities Summit and arrangements being explored by CCCLM, the Council will also use this opportunity to meet with Singapore Airlines (pending advice from Tourism Tasmania), Urban Redevelopment Authority and other Trade and International Education contacts.
- 4.11. A meeting with the Australian High Commissioner to Singapore has been arranged for 3 August.
 - 4.11.1. The Australian High Commissioner to Singapore is former Tasmanian Premier, Will Hodgman.

5. Proposal and Implementation

- 5.1. The Council approve the attendance of the Chief Executive Officer and Director Connected City at the World Cities Summit.

6. Strategic Planning and Policy Considerations

- 6.1. The objectives of the World Cities Summit are consistent with the Capital City Strategic Plan, namely:
 - 4.1.2 – Attract investment that supports businesses and communities to flourish in ways consistent with the community vision.*
 - 4.2.2 – Promote Hobart as an innovative hub for remote workers, sole traders and niche small businesses.*
 - 4.3.7 – Support the City’s existing international relationships and respond to new opportunities in line with the community vision.*
 - 4.4.2 – Support and engage with new and emerging entrepreneurs.*
 - 4.5.1 – Understand and response to the strategic context of the Hobart economy at regional, state, national and international levels.*

- 6.2. They also align with the Council approved Strategic Priorities which includes the following actions:

Drive economic growth and resilience by preparing and implementing a new Economic Development Strategy, focusing support on existing and emerging industry sectors.

Prepare country specific strategies to drive inbound investment leveraging Hobart's natural amenity and builds on its position as a vibrant, liveable and connected global city.

7. Financial Implications

7.1. Funding Source and Impact on Current Year Operating Result

- 7.1.1. The anticipated costs for travel, accommodation and registration per person to attend the World Cities Summit are as follows:

- Economy flight costs range from \$1,500 to \$2,000 return.
- Accommodation costs range from \$1,500 to \$2,000 per person for five nights.
- Registration to attend the Plenary and Track Sessions, Expo and Site Visits is approximately \$2,600 per person.

- 7.1.2. Costs associated with attendance at the World Cities Summit for the Chief Executive Officer and Director Connected City will be attributed to the respective budget functions of the Office of the Chief Executive Officer and Connected City Division.

7.2. Impact on Future Years' Financial Result

- 7.2.1. Not applicable.

7.3. Asset Related Implications

- 7.3.1. Not applicable.

8. Legal, Risk and Legislative Considerations

- 8.1. None arise from the writing of this report.

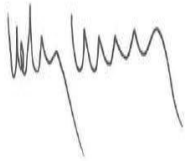
9. Marketing and Media

- 9.1. There are opportunities to promote the attendance of the Chief Executive Officer and Director Connected City at the World Cities Summit as well as any other meetings that are arranged.

10. Delegation

- 10.1. 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.



Kelly Grigsby
CHIEF EXECUTIVE OFFICER

Date: 24 June 2022
File Reference: F22/55553

6.3 City of Hobart Economic Development Strategy Update
File Ref: F22/59516; F16/120

Memorandum of the Manager City Economy and the Director Connected
City of 22 June 2022 and attachment.

Delegation: Committee



City of **HOBART**

MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE

City of Hobart Economic Development Strategy Update

The purpose of this report is to update the Council on the development of a new City of Hobart Economic Development Strategy, which was endorsed by the Council as part of the City's Strategic Priorities, in February 2022.

The CEO and Executive Leadership Team have agreed to progress the development of a new City of Hobart Economic Development Strategy, to be launched in the first quarter of next year, 2023.

The Strategy will be developed through multi-channel stakeholder engagement process and underpinned by both jurisdictional and academic research. This approach will include a series of round table discussions; on line surveying; and a range of face to face discussions with various representative groups and associations.

The research and analysis piece will inform the scope of the Economic Development approach. The scope and a draft set of principals will be formulated and tested with a business representative panel (composition to be confirmed), with a final set of agreed principles to become the foundation for the new strategy.

A project team is currently being assembled with recruitment to commence by the end of June 2022, however it should be noted current staffing levels consisting of the Manager, City Economy and Project Officer International Relations & Antarctic Gateway City are currently not at a level that can support continued work beyond business as usual activities. This is noted as a risk in the attached Project Plan.

The Project Plan includes project rationale; project outputs and outcomes; scoping principles; key project tasks and milestones, a risk assessment; project team and governance arrangements for consideration by the Economic Development and Communications Committee.

Stakeholder engagement and research work has already commenced on this project, with eight (8) round table discussions concluding in March 2022 and engagement with the Greater Hobart Economic Development Network of Councils being re-established and academic analysis having commenced in May 2022.

RECOMMENDATION

That the proposed Project Plan for the development of a City of Hobart Economic Development Strategy, be received and noted.

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: 22 June 2022
File Reference: F22/59516; F16/120

Attachment A: Project Plan for the Development of the City of Hobart
Economic Development Strategy ↓ 

PMS – Project Management System

PROJECT PLAN

OBJECTIVE

TO IDENTIFY PROJECT ROLES, RESPONSIBILITIES, MILESTONES AND DELIVERY TIMEFRAMES TO ASSIST WITH PROJECT DELIVERY.

Economic Development Strategy Project Plan

Date 20/06/2022

Version V0.C



Document Acceptance and Release Notice

| | | | |
|------------------|--|-------|-------------|
| PREPARED: | Nick Andrew | Date: | 20/06 /2022 |
| (for acceptance) | Project Manager – <Jacqui Allen> <Director Connected City> | | |
| | | | |
| ACCEPTED: | | Date: | / / |
| (for release) | Endorsed by Project Sponsor – <Kelly Grigsby> <CEO> | | |

1. PROJECT BACKGROUND

- *an overarching post COVID-19 response to business recovery, innovation, new start-up creation and reactivation of the Hobart LGA through the attraction of tourists and locals in to and around the LGA.*
- *stakeholder feedback on the role of CoH in economic development of the city and in the development of a Strategic Framework to set direction and goals for planning, space utilisation, events, investment promotion and engagement activities of Council.*
- *Tasmanian Government recovery plans, by promoting opportunities for inbound investment and supporting economic activity of the various sectors of the LGA.*
- *business recovery and re-establishment of connections between local people, business and public spaces by provide opportunities for collaboration, networking and the sharing of ideas, resources and;*
- *proposed Federal and State Government investment in a Science and Antarctic Precinct that will enhance Hobart's reputation and involvement as an Antarctic Gateway through collaborative support and advocacy of Antarctic research, logistics, supply-chain management and the accommodation and transportation of scientists, expeditioners and tourists to the Antarctic region*

2. PROJECT OBJECTIVE

The project's objective(s) is to:

- *Increase and Improve the capability of the City to attract additional visitation and expenditure in to the LGA*
- *Improve visitor access to information on city attractions, amenities, services and commerce for increased enjoyment of and utilisation of the city as a place to conduct business, for recreation and to live*
- *Increase and foster inbound private and government investment attraction*
- *Improve innovation and growth opportunities for `new, emerging and existing businesses to access and share resources & knowledge*
- *Improve city assets and planning such as way-finding, visitor amenities, strategic city precinct planning and events to effectively move people around the City of Hobart and to encourage them to share their experiences with others*
- *Develop data tools that underpin an evidence based approach to policy and project development and that encourage Hobart based businesses to expand their digital presence*
- *Assist in the development of a City Brand, reputation and aspiration from which residents businesses, visitors and investors can be inspired.*

3. PROJECT OUTCOMES

The following target outcomes have been identified as being relevant to this Strategy:

- *More effective and effective use of public spaces by people that enhances the experience of being in the City of Hobart*

- *Better way-finding and facilities to showcase attractions and various business and services in the city that increases the viability of existing businesses and improves visitor engagement with those businesses*
- *Increase business to business collaboration and partnerships that creates new, unique, tailored product offerings to locals and visitors that increases visitation times, spend and distribution of opportunities for wealth creation and distribution*
- *Diversify and expand the prevalence of business product offerings in the local, national and international markets by improving the effectiveness and uptake of digital and virtual marketplaces and by collaborating with State and Federal Governments to assist in the promotion of such offerings*
- *Increase the number of new start-up businesses and youth led ventures by connecting them to other businesses and government services and advice*
- *Establish Hobart as an premier destination for international education, science and digi-tech businesses*
- *Increase the international strategic importance and maximise business opportunities arising from Hobart's position as an Antarctic gateway and research centre*
- *Increase the level of engagement and interactions with the International Student community which will increase their access to information, advice and employment pathways that support and grow the local business community.*

4. OUTPUT AND RESPONSIBILITY

The following outputs are to be delivered:

| Output | Description | Responsibility |
|--|--|----------------|
| Generate and collate initial stakeholder feedback themes | Results from round table discussions to inform stakeholder expectations and help set strategy agenda | CEU |
| Outline of research finding from other jurisdictions, academic papers | Research to inform CoH role and scope of Economic Development thinking and on policy and the development of initiatives, programs and projects | CEU |
| An Economic Development definition and scoping statement | A term arising from research and consultation which will inform the range of activities undertaken by Council. NOTE:, the broader the approach the less control & oversight that can be deployed. Therefore a clear definition of the role of CoH is required for the duration of this plan. | CEU |
| COH Decision-making that is more closely aligned to strategic priorities | Elements of the Economic Development Strategy will be allocated to business units to drive consistent and considered decision making (but in accordance with regulations, legislation and by laws). | ELT |

| | | |
|---|--|--|
| An assessment of Hobart comparative and competitive advantages | A clear understanding of what Hobart has to offer, what it's strengths and weakness are, opportunities for the duration of the strategy and to assist in determining the Brand and aspiration for the City. | CEU/Policy Lab and other BU's as needed. |
| Setting of City goals and aspirations (perhaps as Vision statement) | Provides a pathway of action and responses that citizens, businesses can align to and follow. | CEU/Comms |
| Identification of City collaborators and competitors, e.g. Tas local councils, National LGAs, other regional tourist areas, international cities, e.g. Ushuaia, Christchurch etc. | To work with local stakeholders to develop a bottom-up, place-based approach that increases the wealth and wellbeing of citizens in an environmentally and ethically responsible manner. | CEU in conjunction with City Futures and external stakeholders |
| Performance Indicators | What will we achieve through this strategy? | CEU via Director and CEO |
| Review and assessment regime | 12 monthly outcomes reporting to be established and report provided against achieve of goals and outcomes. | CEU/Policy Lab |
| EM Approval received | Draft plan concept approval required to progress strategy development and release to the public | EDCC |
| Promotional campaign and launch | A communication plan will be developed to inform stakeholders on progress and outcomes, issues and challenges. | Comms |
| Implementation Plan & resource allocation | An simple implementation plan will be developed outlining CoH project teams and how specific initiatives, projects and programs are to be created, launched and run, including annual budgets and external funding sources, such as grants. | CEU |
| Ongoing stakeholder engagement | Via a CoH or Economic Development newsletter, stakeholders will be kept updated on the progress of our goals and outcomes developed in this Strategy. Frequency is TBC. | CEU/Comms |
| Project and initiatives rolled out | As per Implementation Plan | All CoH |
| Integration with CoH systems, process, customer service regime | CoH Project teams will be required to work collaboratively towards shared goals and outcomes. An understanding of how our existing plans and projects fit together will assist as we seek to align service delivery and provision to strategy, e.g. incubator hub; welcome pad; city activations; community services; smart and sustainable city all have overlapping roles. | All CoH via ELT |

| | | |
|--|--|--|
| | Implementation plan will help identify and coordination these. | |
|--|--|--|

5. PROJECT SCHEDULE – KEY MILESTONES

| Milestone | Acceptance Criteria | Delivery Date |
|---|--|------------------------------|
| Project Plan developed and approved | Plan approved by Director, then presented to EDCC | June 30 th , 22 |
| Research conducted re definition and scope | CEU to conduct jurisdictional research, also engage Policy Lab for academic findings re local government economic development. Findings to be summarised to build rationale for approach – via Director CEO approval. | Sept 30 th , 22 |
| All stakeholder feedback and research complied | All research and engagement findings collated, draft definition and strategy principles developed circulated to EDCC via Director and CEO | Oct 31 st , 22 |
| Comments reviewed and amendments made according to resources available | Second revision made – shared internally to confirm CoH roles | Nov 30 th , 22 |
| Fact Checking | Risk assessment and check of data validity | Dec 24, 22 |
| Update made | Third Revision made to include images and graphics | Dec 24, 22 |
| | Christmas | |
| Final review | To ensure all priorities are consistent with the relevant State and Federal priorities for the region, City Deal, election Commitments; Trade, international relations/education, community support, workforce development etc.) | Jan 31 st , 23 |
| Draft Plan presented to Council for comment and ratification | Draft to EDCC via Director and CEO approvals | Feb, 23 |
| Communication Plan developed | Via communication team | Feb, 23 |
| Launch | Public launch date confirmed | 1 st Quarter 2023 |
| Once approved – Action and Implementation Plan is established and work priorities established | | April/May 2023 |
| | | |
| | | |
| | | |

6. SCOPE OF WORK

What is in Scope?

- Scope is currently contested, therefore the engagement, analysis and research components of the strategy development process will be undertaken first to define the scope of the strategy. The project plan will focus only on the required activities needed to

finalise and release an Economic Development Strategy and set out the path to implementation. An Implementation Plan will be developed to draw out required resources and implementation timeframes to implement the strategy and prioritise work for CoH.

- Tasks that flow from this strategy must consider the existing business; legislative, regulatory and by laws that underpin it. For instance the strategy must not conflict with requirements under law, therefore internal engagement with business units is required to confirm the validity of any activity outlined in this Strategy.
- The Strategy must be consistent with already established plans, such as the Central Precincts Plan; Capital City Strategic Plan; Community Vision and should align with State and Federal Government policies and strategies where possible so long as they are not to the long term detriment of the interests of the City.

What is out of Scope?

- The economic Development Strategy will not drive tasks or priorities that are at odds with existing plans or strategies.
- Economic Development activity for the purposes of this plan will be defined by the research, engagement and analysis undertaken.

7. RISKS ASSESSMENT

The following Matrix will be used to assess Project Risk as per the Australian Institute of Project Management Guidelines.

| | | Consequences | | | | |
|------------|--|---|--|---|--|--|
| | | Insignificant (1) No injuries / minimal financial loss | Minor (2) First aid treatment / medium financial loss | Moderate (3) Medical treatment / high financial loss | Major (4) Hospitalable / large financial loss | Catastrophic (5) Death / massive financial loss |
| Likelihood | Almost Certain (5) Often occurs / once a week | Moderate (5) | High (10) | High (15) | Catastrophic (20) | Catastrophic (25) |
| | Likely (4) Could easily happen / once a month | Moderate (4) | Moderate (8) | High (12) | Catastrophic (16) | Catastrophic (20) |
| | Possible (3) Could happen or known it to happen / once a year | Low (3) | Moderate (6) | Moderate (9) | High (12) | High (15) |
| | Unlikely (2) Hasn't happened yet but could / once every 10 years | Low (2) | Moderate (4) | Moderate (6) | Moderate (8) | High (10) |
| | Rare (1) Conceivable but only on extreme circumstances / once in 100 years | Low (1) | Low (2) | Low (3) | Moderate (4) | Moderate (5) |

For the initial project planning phase of this project the most significant risks identified so far are:

1. **Poor research and engagement leads to development of sub-standard, inappropriate economic development strategy**
2. **Strategy is not well received and deems unworkable or insufficient**
3. **Sentiment of insufficient salient stakeholder consultations**
4. **Strategy is not completed within due timeframe (currently set for Quarter 1 - 2023)**
5. **Staffing and financial resources are not available to complete on time**

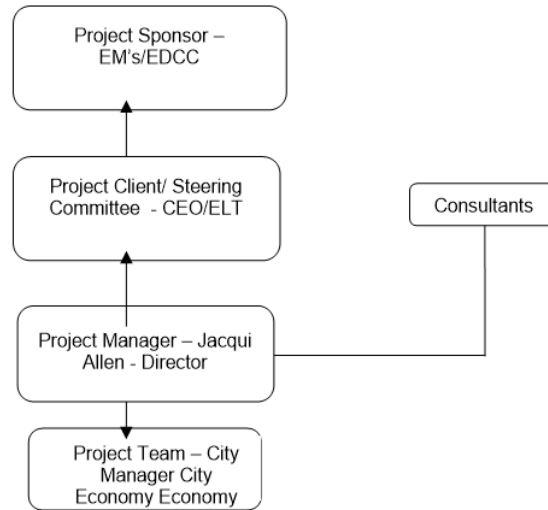
| Risk | Likelihood | Consequence | Inherent Rating | Post Rating | Management |
|---|------------|-------------|-----------------|-------------|---|
| Ec Dev strategy is sub-standard/ inappropriate | 3 | 3 | H | L | Ample research, consultation to take place, approach vetted by CEO and EM's. |
| Ec Dev Strategy actions cannot be completed | 3 | 3 | H | M | CEU recruitment, sound research & policy |
| Lack of resources | 3 | 4 | H | H | Recruitment prioritisation must take place |

| | | | | | |
|--|---|---|---|---|---|
| Lack of CoH buy in or commitment | 3 | 3 | H | M | Internal project working groups established & meet regularly, actions assigned and monitored by ELT |
| Poor stakeholder feedback | 2 | 3 | M | L | Links to R1, managed by research and communications |
| Strategy not released by due date | 4 | 2 | M | L | Do not publically commit to date until resources established. |
| Reputational damage | 3 | 3 | M | L | Do not publically commit to date until resources established. Research undertaken |
| Strategy conflict with State or Federal policy | 3 | 3 | M | M | Ongoing external and internal engagement, regular meetings established. |
| Funding not available to complete tasks | 3 | 3 | M | M | Set of projects developed as pipeline for Fed state grants. |

Risk Assessment is attached.

8. GOVERNANCE

What is the governance structure for the Project?



| | |
|------------------------|---|
| Project Sponsor | Elected Members of Council |
| Project Manager | Jacqui Allen – Director Connected City |
| Project Team | <ul style="list-style-type: none"> • Nick Andrew – Manager City Economy • Carolyn Coates – Project Officer • Other Teams members TBC upon recruitment |

9. KEY ROLES, RESPONSIBILITIES AND ACCOUNTABILITIES

For a complete listing refer to the document **Project Roles – Definitions**.

Project Sponsor

- Ultimate authority and responsibility for the project
- Accountable for the delivery of planned benefits associated with the project
- Ensures resolution of issues escalated by the Project Manager or the Project Steering Committee

Project Steering Committee

- Ensure the project scope aligns with stakeholder requirements
- Provide guidance on corporate issues
- Address any issues with major implications to the project

Client

- Engages project manager to deliver project
- Confirms scope
- Provides budget allocation
- Approves changes to project scope / timing
- Signs off on hold points

Project Manager

- Manage the project including responsibility for the project's feasibility, planning and achievement of benefits/outcomes
- Manage stakeholder expectations through formal specification and agreement of goals, objectives and scope
- Managing and leading the project team
- Detailed project planning and control including:
 - Developing and maintaining a project plan
 - Managing project deliverables in line with the project plan
 - Managing project issues and escalating where necessary
 - Managing project scope and change control
 - Monitoring project progress and performance
 - Providing regular status updates to stakeholders

Project Team

- Ensure the project's scope aligns with the requirements of the stakeholder
- Provide guidance on corporate issues
- Ensure effort and expenditure are appropriate to stakeholder expectations
- Address any issue that has major implications for the project
- Reporting to the Project Manager at regular intervals
- Actioning various components and tasks associated with the project where appropriate

10. REPORTING REQUIREMENTS

Reporting requirements for the <Project Name> Project are:

| Reported by | To whom | Reporting requirements | Frequency | Format |
|---------------------|----------------------------|------------------------|-------------|---------|
| Fortnightly updates | Director Connected City | Status Report | fortnightly | verbal |
| Quarterly updates | EDCC | Status Report | quarterly | written |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

11. STAKEHOLDER MANAGEMENT AND COMMUNICATION

Who are the Key Stakeholders that have been identified for scoping the project?

| Key Stakeholder | Nature of Stakeholding |
|------------------------------|--|
| Business owners, operators | Beneficiaries and idea generators |
| Elected Members | Approvers |
| Senior Executive CoH | Administrators and regulators |
| Citizens in LGA | Beneficiaries |
| State and Federal Government | Collaborators, regulators, co-funders |
| Investors | Investors, co-project owners, sponsors |
| Visitors | Advocates and economic drivers |
| | |

Communication

An Engagement Strategy will be developed to ensure all stakeholders are adequately consulted

A communication plan will be developed to tailor messages and channels and frequency to relevant stakeholders. This will be done in conjunction with CoH Communication Team and other levels of Government.

6.4 Committee for Hobart
File Ref: F22/60066

Memorandum of the Chief Executive Officer of 24 June 2022.

Delegation: Committee



City of **HOBART**

MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE

Committee for Hobart

Introduction

The purpose of this report is to provide an update to the Economic Development and Communications Committee on the establishment of a Committee for Hobart.

Background

The Committee for Cities (CfC) concept involves an evidence based, apolitical association involving collaboration between a broad group of members from business, civic, higher education and the not-for-profit sectors in a city/region to act as a catalyst to help shape and change their communities in a strategic and consultative manner.

They have a focus on researching, validating and building community support for concepts and ideas that will significantly improve the economic, social, cultural and environmental wellbeing of their communities (and citizens) in the medium to long term.

The first CfC was the Committee for Brisbane which was established in 1957. The Australasian wide network of CfCs now includes 22 cities/regions.

CfCs are considered successful as they are:

- Independent and apolitical, guided by a higher sense of propriety and philanthropy
- Focussed on community outcomes in the longer term rather than individual outcomes within political cycles
- Engaged in rigorous qualitative and quantitative research or provides expert opinion on third-party research to put into the public realm
- An example of a cooperative relationship with all levels of government

A Committee for Hobart

Currently Hobart does not participate in the CfC network, however, a feasibility study was undertaken in 2019 on the establishment of a Committee for Hobart.

More recently a small working group has been formed to pursue the establishment of a Committee for Hobart. The working group includes Dr Dan Norton AO, Professor Rufus Black, Damon Thomas, Mark Mugnaioni, Danny Sutton, Rebecca Ellston and

Paul Green. The City of Hobart's Chief Executive Officer has also been involved in the group as a result of her experience working with CfC's in mainland jurisdictions.

It is intended that a Committee for Hobart would project a positive image of the greater Hobart region using a structure which emulates the approach and apolitical nature of other CfCs.

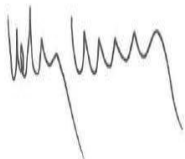
It is expected to take until late 2022 to establish appropriate organisational and governance arrangements as well as obtain seed financial support. An initial work program will be also be developed which will focus on a range of areas including economic, social and environmental.

As with other CfCs around the country, it is envisaged that the Committee for Hobart will become the city's peak advocacy and urban policy think tank. The Committee will be advocates for the whole of Hobart, developing solutions to the most important problems the city faces. Whilst it is understood that the scope and scale of this is still to be determined, the housing crisis could be a key focus into the medium term (5 years on).

RECOMMENDATION

That the update on the establishment of a Committee for Hobart be noted.

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.



Kelly Grigsby
CHIEF EXECUTIVE OFFICER

Date: 24 June 2022
File Reference: F22/60066

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: Committee Action Status Report - Open

**ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT
OPEN PORTION OF THE MEETING
30 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. This opportunity will be discussed at upcoming meetings with the TPM chair and Antarctic Tasmania in July. 1(iii) The division has internally allocated additional resources which will enable greater involvement in the City Deal. |

| 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>Further discussions with State Growth have been requested to ensure CoH is included in negotiations.</p> <p>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 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. This will be raised at the next meeting with Antarctic Tasmania in July.</p> <p>1(v) Officers have contacted the Director of Antarctic Tasmania on</p> |

| Ref | Meeting | Report / Action | Action Officer | Comments |
|-----|--|---|-------------------------|--|
| | | | | 17 May 2022 and again on 23 June 2022 to progress membership to the Tasmanian Antarctic Gateway Advisory Group. AAD has indicated general in principle agreement to CoH involvement. |
| 2 | INTERNATIONAL RELATIONS UPDATE Council, 15/3/2022, Item 16 | That: 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 additional budgetary requirements other than officer time. | Director Connected City | 1. Investigations into potential new relationships remain on hold. 2. Operational activities continue online and through local, community-based engagement. An International Relations Update was provided for the EDCC meeting of 2 June 2022, noting further discussions to be on hold until October 2022 Ald Thomas and Manager City Economy, Nick Andrew received the Austrian Ambassador HE |

| 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. | | Wolfgang Strohmayr on 22 June 2022 covering aspects of the Arrangement on Strategic Agreement between the Government of the Republic of Austria and the Government of Australia, including trade and investment, city planning and science and technology. 3. The waste education program continues to be on hold ahead of review in September 2022. |
| 3 | 2022 JAPANESE CHILDREN'S DAY EVENT SUMMARY Committee, 2/6/2022, Item 6.2 | 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. | Director Connected City | No further action required |
| 4 | INTERNATIONAL RELATIONS UPDATE | That the report International Relations Update June 2022 be received and noted with a further report to be | Director Connected City | Investigations into potential new relationships remain on hold and will be reported on after the |

| Ref | Meeting | Report / Action | Action Officer | Comments |
|-----|-------------------------------------|--|----------------|---|
| | Committee, 2/6/2022, Item 6.3 | submitted to the Committee after the scheduled October Local Government election. | | scheduled October Local Government election. |

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 a 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 |