



CITY OF HOBART

# **AGENDA**

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

### **Open Portion**

**Monday, 23 October 2017**

**at 4:15 pm  
Council Chamber, Town Hall**

## THE MISSION

**Our mission is to ensure good governance of our capital City.**

## THE VALUES

**The Council is:**

<b>about people</b>	We value people – our community, our customers and colleagues.
<b>professional</b>	We take pride in our work.
<b>enterprising</b>	We look for ways to create value.
<b>responsive</b>	We're accessible and focused on service.
<b>inclusive</b>	We respect diversity in people and ideas.
<b>making a difference</b>	We recognise that everything we do shapes Hobart's future.

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## ORDER OF BUSINESS

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**Business listed on the agenda is to be conducted in the order in which it is set out, unless the committee by simple majority determines otherwise.**

### **APOLOGIES AND LEAVE OF ABSENCE**

- 1. CO-OPTION OF A COMMITTEE MEMBER IN THE EVENT OF A VACANCY ..... 4**
- 2. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST ..... 4**
- 3. TRANSFER OF AGENDA ITEMS..... 4**
- 4. REPORTS ..... 5**
  - 4.1 2017 The Taste of Tasmania - New Year's Eve, Ticket Pricing and Retail Recommendations..... 5**

**Special Community, Culture and Events Committee Meeting (Open Portion)  
held Monday, 23 October 2017 at 4:15 pm in the Council Chamber, Town Hall.**

**COMMITTEE MEMBERS**

Harvey (Chairman)  
Sexton  
Zucco  
Cocker  
Thomas

**Apologies:** Nil.

**Leave of Absence:**  
Alderman Thomas

**ALDERMEN**

Lord Mayor Hickey  
Deputy Lord Mayor Christie  
Briscoe  
Ruzicka  
Burnet  
Reynolds  
Denison

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

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**2. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST**

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Ref: Part 2, Regulation 8(7) of the *Local Government (Meeting Procedures) Regulations 2015*.

Aldermen are requested to indicate where they may have any pecuniary or conflict of interest in respect to any matter appearing on the agenda, or any supplementary item to the agenda, which the committee has resolved to deal with.

**3. TRANSFER OF AGENDA ITEMS**

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Regulation 15 of the *Local Government (Meeting Procedures) Regulations 2015*.

A committee may close a part of a meeting to the public where a matter to be discussed falls within 15(2) of the above regulations.

In the event that the committee transfer an item to the closed portion, the reasons for doing so should be stated.

Are there any items which should be transferred from this agenda to the closed portion of the agenda, or from the closed to the open portion of the agenda?

## **4 REPORTS**

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### **4.1 2017 The Taste of Tasmania - New Year's Eve, Ticket Pricing and Retail Recommendations** **File Ref: F17/140288; S13-046-01/39**

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Memorandum of the Festival Producer Taste of Tasmania of 20 October 2017.

Delegation: Council



City of **HOBART**

**MEMORANDUM: COMMUNITY, CULTURE AND EVENTS COMMITTEE**

**2017 The Taste of Tasmania - New Year's Eve, Ticket Pricing and Retail Recommendations**

The purpose of this report is to seek approval for ticket pricing specific to the 2017 New Year's Eve Party and Reserved Seating, as well as pricing for the sale of glasses for The Taste of Tasmania 2017.

**NEW YEAR'S EVE**

**Changes in 2017**

The Taste of Tasmania New Year's Eve (NYE) celebration is the key large scale ticketed event for NYE in Hobart. Tickets for the event will be sold through the Theatre Royal. Total tickets available are:

	<b>Total Capacity</b>	<b>Less Comp Tickets</b>	<b>Sellable Capacity</b>
<b>Waterfront Seating</b>	1920	288	1632
<b>Riverside</b>	244	8	236
<b>The Atrium</b>	224	8	216
<b>The Deck</b>	512	32	480
<b>PW1 (The Shed)</b>	552	8	544
<b>General Admission</b>	6148	16	6132
<b>Total</b>	9600	360	9240

**NYE theming**

The theme for NYE will be 'A Midsummer Night's Eve'.

Both fireworks displays are programmed to support this theme along with themed music and a change in site lighting.

**Charity Partnership**

The previous partnership with the Save the Tasmanian Devil Appeal will not be undertaken in 2017.

## Ticket Pricing

Historically, tickets within the waterfront area sell out within seven days of tickets being released on sale. In 2017 it is proposed that waterfront ticket prices be increased by \$1 to \$100 per ticket. Please note that all ticket prices that are quoted include the Theatre Royal booking fee of \$4.90, which is an increase in fee of 40 cents from 2016. The increased ticket price is consistent with increased fees incurred to the City of Hobart through ticketing.

This is relevant also for the ticket pricing to 'The Atrium' (formerly 'The Paddock') and tickets inside PW1 – 'The Shed'. Tickets in both spaces were previously \$89 and it is proposed to increase them to \$90 in 2017.

In 2016, General Public (GP) tickets sold for \$59. In 2017, it is proposed that GP ticket prices increase from \$59 to \$65 (an increase of \$6) based on the fact that there are multiple stages of entertainment throughout the evening, and \$59 is considered a low ticket price for this offering. A considered marketing campaign will promote NYE as a festival party; one that features multiple stages of entertainment across seven hours. The marketing campaign will further focus on the 'last minute/walk-up market' by advertising and marketing the NYE line-up boldly and steadily from the end of November. The forecast revenue is based on 45% capacity which is consistent with previous years.

In 2017, an increased classification of NYE tickets is proposed for the Riverside venue. The intention is to expand this area increasing capacity up to 50% from 160 people to 256 people. Capitalising on the premium location within the event footprint, patrons can expect to get the best of NYE entertainment that is within close proximity to both the fireworks and the main stage entertainment.

As a result of less than desired ticket sales in 2016, ticket prices for the Salamanca Place side of PW1 ("The Deck") have been reduced by \$14 to \$75 in 2017. The purpose of this reduced ticket price is to encourage sales, and offer a lower 'entry' point for patrons who require a seated area on NYE.

	2016-17 pricing (incl. GST and booking fee of \$4.50)	2017-18 proposed pricing (incl. GST if applicable and booking fee of \$4.90)
<b>Waterfront Seating</b>	\$99	\$100
<b>The Atrium</b>	\$89	\$90
<b>Riverside</b>	\$99	\$100
<b>The Deck</b>	\$89	\$75
<b>PW1</b>	\$89	\$90
<b>General Admission</b> (includes informal seating on the lawns)	\$59	\$65

Ticket prices for NYE at The Taste of Tasmania last increased in 2016.

In line with previous practice over a number of years, children 12 years and under will be entitled to free general admission tickets (no table seating) when accompanied by a parent or guardian.

### **VIP Entry**

In 2017, patrons will have the option of upgrading their ticket to a VIP ticket at a cost of \$20 that will entitle them to priority access to New Year's Eve, a free 'Taste' glass, and a glass of sparkling wine or 'House Beer' upon arrival.

### **RESERVED DAILY SEATING**

For a number of years the City of Hobart has offered a Reserved Seating section located along the premiere waterfront area, and this year the number of tables available for purchase has increased to accommodate more patrons and to introduce two fully accessible tables.

It is proposed that there is a \$5 pricing increase for the Reserved Seating tickets making them \$25 inclusive of GST if applicable and booking fee. The Waterfront reserved section will be a premium daily ticket offering that is offered in two sittings throughout the day.

Another Reserved Seating area (the Riverside) is also being proposed, with a lower price point of \$50 per table inclusive of GST if applicable and booking fee. There are three sittings in the Riverside space that last for three hours in length (not five hours like the Reserved Section on the Waterfront), and this option is intended to be a more economical price point for people who want guaranteed seating. The idea of this ticketed space is to target families and large groups.

This year though, 10 per cent of ticket sales will not be donated to any charity organisations.

### **TICKETING**

#### **2016 Actuals versus Projected 2017 Revenue – NYE Only**

<b>Location/Price Point</b>	<b>2016 Actual GROSS Revenue (GST inclusive)</b>	<b>2017 Projected Revenue (GST inclusive if applicable)</b>
The Atrium/ The Shed	\$73,931	\$66,015
The Deck	\$26,393	\$25,236
The Waterfront	\$148,319	\$150,794
Riverside	14,337	\$18,107
Forecourt Stage (GA)	\$90,295	\$115,392
Total:	\$353,276	Total: \$375,544



The above projections are in line with the budgeted target for ticket sales in 2017 of \$365,000 GST exclusive, once other ticket offerings such as Reserved Seating and tours are taken into account.

### **GLASS PRICES**

It is proposed that still and sparkling wine glasses sold on-site at the 2017 Taste of Tasmania festival have a retail price of \$8.00 inclusive of GST if applicable, which is consistent with pricing in 2016.

	<b>2016-17 pricing (incl. GST)</b>	<b>2017-18 proposed pricing (incl. GST if applicable)</b>
<b>Wine (still)</b>	\$8.00	\$8.00
<b>Sparkling</b>	\$8.00	\$8.00

### **OTHER PRICING**

It is proposed that the General Manager be delegated the authority to determine beer, beverage and water prices at City of Hobart operated bars, and all pricings associated with food and beverage tours and tastings operated or organised by the City of Hobart at the 2017 Taste of Tasmania.

Beer and other beverage pricing at City of Hobart operated bars and other commercial operations will be determined with consideration to retail pricing in Sullivans Cove, and the advice of product suppliers who may be engaged for merchandise.

### **THE APPLICATION OF GST**

Officers are currently exploring options for the Council to seek registration on the Australian Government's Register of Cultural Organisations (ROCO) for The Taste of Tasmania, which may or may not have implications for the application of GST to the pricing of festival offerings.

It is proposed that the General Manager be delegated to further pursue this investigation, including any retrospective or future application of this potential status to the pricing methodology associated with the event.

### **MARKETING CAMPAIGN AND SALES**

In 2017, there is a strong focus on digital engagement. In line with this, all advertising, promotion and marketing will drive patrons to The Taste of Tasmania website where they will be prompted to subscribe to the database. All subscribers/members will be given early bird specials as an incentive. All patrons who subscribe to the newsletter ahead of the program reveal will be given the chance to buy tickets 24 hours ahead of the general public.

The sales and marketing program for these ticket offerings is as follows:

- Friday 27 October: NYE Program reveal  
Top-line entertainment for the festival including Kids in the Park and the music program
- Monday 30 October: subscribers/insiders pre-sale tickets for NYE and daily reserved section seating
- Tuesday 31 October: GP on-sale for NYE tickets and daily reserved tickets

## **RECOMMENDATION**

***That:***

1. ***The following pricings for the New Year's Eve party at the 2017 Taste of Tasmania be approved:***

	<b>2017 proposed pricing (incl. GST if applicable and booking fee)</b>
<b>Waterfront Seating</b>	\$100
<b>The Atrium</b>	\$90
<b>The Deck</b>	\$75
<b>The Riverside</b>	\$100
<b>PW1</b>	\$90
<b>General Admission</b>	\$65

2. ***Patrons with all ticket types be able to upgrade their New Year's Eve party ticket to a 'VIP Entry' ticket for an additional \$20 (inclusive of GST if applicable and booking fee), with this ticketing option including priority access into the venue, and a complimentary 'Taste' glass filled with either champagne or beer.***
3. ***To incentivise subscribers, patrons who sign up to The Taste of Tasmania website be given 24 hour access, ahead of the General Public, to purchase New Year's Eve and Reserved Seating daily tickets.***
4. ***Premium Reserved Seating tickets be priced at \$25 inclusive of GST if applicable and booking fee, with a five hour sitting period.***
5. ***A second, more economical Reserved Seating area, targeting large families and group bookings, 'The Riverside' will offer tickets to be priced at \$50 per table inclusive of GST if applicable and booking fee, with a shorter three hour sitting period.***

6. ***The General Manager be delegated the authority to determine beer, beverage and water prices at the City of Hobart operated bars, and all pricings associated with food and beverage tours and tastings operated, facilitated or organised by the City of Hobart at the 2017 Taste of Tasmania.***
7. ***City of Hobart wine glasses for sale on-site at the 2017 Taste of Tasmania attract the following retail prices:***

Glass Type	2017 pricing (incl. GST if applicable)
Wine (still)	\$8.00
Sparkling	\$8.00

8. ***The General Manager be delegated to further pursue the potential for the Hobart City Council to seek registration on the Australian Government's Register of Cultural Organisations for The Taste of Tasmania, including any retrospective or future application of this potential status to the pricing methodology associated with the event.***

*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.*



Brooke Webb

**FESTIVAL PRODUCER TASTE OF  
TASMANIA**

Date: 20 October 2017  
File Reference: F17/140288; S13-046-01/39