



CITY OF HOBART

AGENDA

Economic Development & Communications Committee Meeting

Open Portion

Thursday, 22 March 2018

at 5:00 pm

Lady Osborne Room, Town Hall

THE MISSION

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

THE VALUES

The Council is:

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

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, 22 March 2018 at 5:00 pm in the Lady Osborne Room, Town
Hall.**

COMMITTEE MEMBERS

Cocker (Chairman)
Zucco
Ruzicka
Thomas
Denison

APOLOGIES: Nil.

LEAVE OF ABSENCE: Nil.

ALDERMEN

Lord Mayor Hickey
Deputy Lord Mayor Christie
Briscoe
Sexton
Burnet
Reynolds
Harvey

**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, 22 February 2018](#), 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 General Manager.

4. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST

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.

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 2018-19 Fees and Charges - Tasmanian Travel and Information Centre File Ref: F18/17109; 17/41

Report of the Tourism Manager and the Associate Director City
Economy, Tourism and Events of 15 March 2018 and attachment.

Delegation: Council

REPORT TITLE: 2018-19 FEES AND CHARGES - TASMANIAN TRAVEL AND INFORMATION CENTRE**REPORT PROVIDED BY:** Tourism Manager
Associate Director City Economy, Tourism and Events**1. Report Purpose and Community Benefit**

- 1.1. The purpose of this report is to present the proposed fees and charges for the Tasmanian Travel and Information Centre for the 2018-19 financial year.

2. Report Summary

- 2.1. This report presents the fees and charges for advertising with the Tasmanian Travel and Information Centre (TTIC) and feeds into the 2018-19 financial year budget. It includes proposed new charges that relate to an augmented reality experience in Mawson's Place.

3. Recommendation

That the attached schedule of fees and charges for the Tasmanian Travel and Information Centre be implemented for the 2018-19 financial year.

4. Background

- 4.1. The TTIC generates revenue by selling prime location advertising at the 20 Davey Street address and satellite operations at the Macquarie Wharf 2 cruise terminal, Salamanca Market information booth and in its online and in store digital offerings.
- 4.1.1. A new augmented reality experience is scheduled to be completed in the first quarter of the new financial year and will provide opportunities for future advertising revenue.
- 4.2. "Accredited" refers to a business that is accredited through the Australian Tourism Accreditation Program administered by the Tourism Industry Council of Tasmania.
- 4.3. A number of fee increases for 2018-19 are proposed, which include:
- 4.3.1. A proposed increase of the DL sized accredited brochure display fee from \$230 to \$250 per annum.
- 4.3.2. A proposed increase of the A1 window light box internal with brochure display fee from \$2700 to \$3000 per annum.

- 4.3.3. A proposed increase of the featured business of the week from \$90 - \$120 per week for the peak season and from \$40 - \$75 for the off peak season to reflect an increase in visitation especially during off peak and an increase in demand for the product
- 4.3.4. A proposed increase of the special of the week board from \$130 - \$150 per week for the peak season and from \$85 - \$100 for the off peak season to reflect an increase in visitation especially during off peak an increase in demand for the product
- 4.4. New proposed advertising fees for 2018-19 relate to a new project, never before tried, a virtual map of Tasmania for Mawson Place. At a recent tourism industry event hosted by the TTIC, the proposed pricing was tested with attendees. Notwithstanding this, the price needs to be fully market tested and this will happen through the release of the TTIC advertising prospectus, subject to Council approval.
 - 4.4.1. A proposed new fee of \$600 per annum to display an augmented reality pin located on the augmented reality project in Mawson's Place
 - 4.4.2. A proposed new fee of \$2000 per annum to display an augmented reality static model located on the augmented reality project in Mawson's Place
 - 4.4.3. A proposed new fee of \$4000 per annum to display an augmented reality animated model located on the augmented reality project in Mawson's Place

5. Proposal and Implementation

- 5.1. It is proposed that the attached schedule of fees and charges for the TTIC be implemented for the 2018-19 financial year.

6. Strategic Planning and Policy Considerations

- 6.1. The change of fees and charges aligns with:

The *Capital City Strategic Plan 2015-2025*, Goal 1 - Economic Development, Vibrancy and Culture, "City growth vibrancy and culture comes when everyone participates in city life".

Strategic Objective 1.4 - An enriched visitor experience.

"1.4.1 - Ensure Council owned assets reflect visitor requirements.

1.4.2 - Engage and continue to work with the tourism sector."

7. Financial Implications

7.1. Funding Source and Impact on Current Year Operating Result

- 7.1.1. Fees and charges for the TTIC are accounted for in the 2018-19 City Economy, Tourism and Events Division (Tourism Unit).
- 7.1.2. A 8.16% increase is proposed for existing advertising revenue charges for 2017-18, totalling an additional \$18,884.84
- 7.1.3. A further 11.05% increase in advertising revenue (\$28,181.73) reflects new income opportunities involving the augmented reality attraction.
- 7.1.4. When these new income streams are combined with the proposed increase to existing advertising revenue charges, there is an overall 21.21% increase in advertising revenue (\$47,066.57) compared with the 2017-18 advertising revenue budget.

7.2. Impact on Future Years' Financial Result

- 7.2.1. The impact on future years' financial results would be subject to the Council's annual review process of fees and charges.

8. Legal, Risk and Legislative Considerations

- 8.1. Not applicable.

9. Delegation

- 9.1. 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.



Iris Goetzki
TOURISM MANAGER



Tim Short
**ASSOCIATE DIRECTOR CITY
ECONOMY, TOURISM AND EVENTS**

Date: 15 March 2018
File Reference: F18/17109; 17/41

Attachment A: Tasmanian Travel and Information Centre Fees and Charges
2017-18 ↓

Proposed 2017-18 Fees & Charges: 140 - Tasmanian Travel and Information Centre

Account Number	Description	2015-16 Actual excl. GST	2016-17 Budget excl. GST	2016-17 YTD excl. GST	2016-17 YTD Budget excl. GST	2017-18 Estimate excl. GST
140 0008.2205.000	Administration - Sale of Goods	0.00	0.00	0.00	0.00	0.00
140 0008.2279.000	Administration	0.00	0.00	0.00	0.00	0.00
140 7070.2279.340	Mall Booth - Brochure Display	0.00	-500.00	0.00	-500.00	0.00
140 7070.2279.341	Mall Booth - Advertising Display	0.00	-1,500.00	0.00	-1,500.00	0.00
140 7071.2279.000	Salamanca Info.	0.00	0.00	0.00	0.00	0.00
140 7071.2279.340	Salamanca Info - Brochure Display	-10,155.68	-8,500.00	-6,075.04	-8,500.00	0.00
140 7071.2279.341	Salamanca Info - Advertising Display	-1,101.85	-750.00	-220.08	-750.00	0.00
140 7073.2279.340	Events Conf/Taste Salamanca - Brochure Display	-5,269.15	-4,000.00	-3,285.32	-4,000.00	0.00
140 7073.2279.341	Events Conf/Taste Salamanca - Advertising Display	36.36	0.00	0.00	0.00	0.00
140 7073.2901.000	Events Conf/Taste Salamanca	0.00	0.00	0.00	0.00	0.00
140 7082.2205.000	Front Office - Sale of Goods	0.00	0.00	0.00	0.00	0.00
140 7082.2279.000	Front Office	0.00	0.00	-1,272.73	0.00	0.00
140 7082.2279.340	Front Office - Brochure Display	-82,384.28	-81,000.00	-60,722.54	-78,550.00	0.00
140 7082.2279.341	Front Office - Advertising Display	-69,645.80	-97,000.00	-47,379.92	-73,923.00	0.00
140 7085.2279.350	Skill Development - Trade Shows	-2,953.15	0.00	-1,363.65	-3,000.00	0.00
140 7087.2279.340	Cruise Ship Services - Brochure Display	-1,670.38	-2,520.00	-1,436.34	-2,500.00	0.00
140 7087.2279.342	Cruise Ship Services - Cruise Industry Promotions	-14,249.55	-12,500.00	-6,759.07	-12,500.00	0.00
140 - Tasmanian Travel and Information Centre		187,393.48	208,270.00	128,514.69	185,723.00	234,586.02

Change from 2016-17 to 2017-18 **12.64%**

Fee Description	2015-2016 Fee incl. GST	2016-2017 Fee incl. GST	Pricing Method	Last Changed (type New Fee if applicable)	Proposed Fee 2017 - 2018 incl. GST	Fee includes GST (Y/N)	GST \$	Unit	% Variation	Estimated Quantity	Estimated Income excl. GST	Comment
BROCHURE DISPLAYS												
Non-tourism Accredited												
DL Brochure	\$275.00	\$275.00	Market Pricing	2011/2012	\$340.00	Y	\$30.91	Each	24%	15	\$4,636.35	There is an increase in the fee to encourage tourism operators to become accredited, this accreditation reduces the need for the centre to check insurances, therefore reducing costs
A4/A5 Brochure	\$495.00	\$495.00	Market Pricing	2011/2012	\$495.00	Y	\$45.00	Each	0%		\$0.00	Removed from charges in 2015/2016 because nil sales.
Tourism Accredited												
DL Brochure	\$192.50	\$210.00	Market Pricing	2011/2012	\$230.00	Y	\$20.91	Each	10%	185	\$38,681.65	Increase in estimated sales due to increased sales in 2016/2017
A4/A5 Brochure	\$385.00	\$385.00	Market Pricing	2011/2012	\$425.00	Y	\$38.64	Each	10%	40	\$15,454.40	Increase to reflect the refurbished interior and to increase revenue
Brochure Package all locations DL	\$300.00	\$330.00	Market Pricing	2013/2014	\$365.00	Y	\$33.18	Each	11%	65	\$21,568.30	Increase in projected sales for 2017/2018 due to strong sales in 2016/2017 as well as increase in price due to strong sales
Brochure Package all locations A4	\$535.00	\$535.00	Market Pricing	2014/2015	\$590.00	Y	\$53.64	Each	10%	5	\$2,681.80	Increase in price due to increase in package price
FOOD, DRINK & RETAIL												
DL Brochure			Market Pricing	New Fee	\$230.00	Y	\$20.91	Each	New Charge	15	\$3,136.35	This new fee is to address a section of the industry (usually restaurants and hospitality venues) that cannot, or does not, need to become accredited, in the past we have honoured an accredited price, we are formalising this process
A4/A5 Brochure			Market Pricing	New Fee	\$425.00	Y	\$38.64	Each	New Charge	1	\$386.36	This new fee is to address a section of the industry (usually restaurants and hospitality venues) that cannot, or does not, need to become accredited, in the past we have honoured an accredited price, we are formalising this process
ADVERTISING DISPLAYS												
A1 Internal Landscape Poster	\$880.00	\$880.00	Market Pricing	2013/2014	\$880.00	Y	\$80.00	Each	0%		\$0.00	Removed in 2016/2017 as all landscape posters are now lightbox options.
A1 Internal Landscape Light box	\$1,000.00	\$1,000.00	Market Pricing	2015/2016	\$1,100.00	Y	\$100.00	Each	10%	17	\$17,000.00	Increase in the amount of lightboxes projected to be sold in 2017/2018 as we are installing more
A1 Prime Curved Poster	\$2,000.00	\$2,000.00	Market Pricing	2011/2012	\$2,000.00	Y	\$181.82	Each	0%		\$0.00	A1 Prime Curved Poster removed as replaced with new display 2016/2017
A1 Prime Retail Position Static Electronic Display		\$2,000.00	Market Pricing	2016/2017	\$2,200.00	Y	\$200.00	Each	10%	1	\$2,000.00	Replaced Prime Curved Option 2016/2017
A1 Prime Position Static Electronic Display		\$2,000.00	Market Pricing	2016/2017	\$2,500.00	Y	\$227.27	Each	25%	2	\$4,545.46	Increase in price reflects the fact that brochure display is included under the relevant lightbox.

Fee Description	2015-2016 Fee incl. GST	2016-2017 Fee incl. GST	Pricing Method	Last Changed (type <i>New Fee</i> if applicable)	Proposed Fee 2017 - 2018 incl. GST	Fee includes GST (Y/N)	GST \$	Unit	% Variation	Estimated Quantity	Estimated Income excl. GST	Comment
A1 Prime Angled Poster	\$2,500.00	\$2,500.00	Market Pricing	2014/2015	\$2,500.00	Y	\$227.27	Each	0%	2	\$4,545.46	No change in amount or price same as 2016/2017
Plasma Screens Centre Combination	\$440.00	\$440.00	Market Pricing	2013/2014	\$480.00	Y	\$43.64	Each	9%	10	\$4,363.60	Decreased the amount estimated to be sold due to reduced sales in 2016/2017
Screen Package Salamanca and Centre	\$450.00	\$475.00	Market Pricing	2015/2016	\$515.00	Y	\$46.82	Each	8%	10	\$4,681.80	Increase to reflect the refurbished interior and to increase revenue
RTA/LTA Plasma Annual charge	\$5,500.00	\$5,500.00	Market Pricing	2013/2014	\$5,500.00	Y	\$500.00	Each	0%		\$0.00	Removed as no longer an option.
Hobart Promotion Screen	\$3,000.00	\$3,000.00	Market Pricing	2015/2016	\$3,000.00	Y	\$272.73	Each	0%		\$0.00	Now Exclusive Offer 5
A3 Poster												
A3 Poster - Annum charge	\$350.00	\$350.00	Market Pricing	2013/2014	\$350.00	Y	\$31.82	Each	0%	1	\$318.18	Reduction in sales as now offered as a package see below
A3 Poster Package - Poster + 3 DL Brochures	\$645.00	\$680.00	Market Pricing	2015/2016	\$780.00	Y	\$70.91	Each	15%	15	\$10,636.35	Projected increase related to package deal with brochures offer sales 2016/2017
A1 Windows												
A1 Window - Internal Annual charge	\$1,700.00	\$1,700.00	Market Pricing	2012/2013	\$1,700.00	Y	\$154.55	Each	0%		\$0.00	Removed in 2015/2016
A1 Window - External Annual charge	\$770.00	\$770.00	Market Pricing	2013/2014	\$770.00	Y	\$70.00	Each	0%		\$0.00	Replaced with A1 window light boxes external 2016/2017
A1 Window - Light Box External		\$550.00		2016/2017	\$1,000.00	Y	\$90.91	Each	82%	5	\$4,545.45	Price increased due to increase in sales in 2016/2017 No change in amount sold
A1 Window Internal - With Brochure Unit	\$2,200.00	\$2,200.00	Market Pricing	2013/2014	\$2,200.00	Y	\$200.00	Each	0%		\$0.00	Removed changed to A1 Window Light Box Internal with Brochure Units 2016/2017
A1 Window Light Box Internal - With Brochure Unit		\$2,700.00		2016/2017	\$2,700.00	Y	\$245.45	Each	0%	7	\$17,181.85	Increase in estimated amount sold due to uptake in 2016/2017
Web Site												
Special Offer	\$55.00	\$55.00	Market Pricing	2011/2012	\$100.00	Y	\$9.09	Each	82%	3	\$272.73	Increase due to increased functionality of website
Carousel Banner				<i>New Fee</i>	\$150.00	Y	\$13.64	Each	<i>New Charge</i>	2	\$272.72	New fee, additional advertising feature within Website.
Tablet Advertising												
Quarter 1 - January - March			Market Pricing	<i>New Fee</i>	\$350.00	Y	\$31.82	Each	<i>New Charge</i>	1	\$318.18	New fee. This is to advertise on the screen saver on the self service tablets in the centre. We are unsure if it possible yet but are working towards this
Quarter 2 - April - June			Market Pricing	<i>New Fee</i>	\$250.00	Y	\$22.73	Each	<i>New Charge</i>	1	\$227.27	New fee. This is to advertise on the screen saver on the self service tablets in the centre. We are unsure if it possible yet but are working towards this
Quarter 3 - July - September			Market Pricing	<i>New Fee</i>	\$250.00	Y	\$22.73	Each	<i>New Charge</i>	1	\$227.27	New fee. This is to advertise on the screen saver on the self service tablets in the centre. We are unsure if it possible yet but are working towards this
Quarter 4 - October - December			Market Pricing	<i>New Fee</i>	\$350.00	Y	\$31.82	Each	<i>New Charge</i>	1	\$318.18	New fee. This is to advertise on the screen saver on the self service tablets in the centre. We are unsure if it possible yet but are working towards this
Itinerary Feature												
Quarter 1 - January - March			Market Pricing	<i>New Fee</i>	\$100.00	Y	\$9.09	Each	<i>New Charge</i>	1	\$90.91	New fee, this is to advertise on the footer of every itinerary and booking confirmation sent after a booking has been made, the hyperlink would direct clients to the advertisers website, would be interesting for markets, restaurants or Discover Tasmania
Quarter 2 - April - June			Market Pricing	<i>New Fee</i>	\$50.00	Y	\$4.55	Each	<i>New Charge</i>	1	\$45.45	New fee, this is to advertise on the footer of every itinerary and booking confirmation sent after a booking has been made, the hyperlink would direct clients to the advertisers website, would be interesting for markets, restaurants or Discover Tasmania
Quarter 3 - July - September			Market Pricing	<i>New Fee</i>	\$50.00	Y	\$4.55	Each	<i>New Charge</i>	1	\$45.45	New fee, this is to advertise on the footer of every itinerary and booking confirmation sent after a booking has been made, the hyperlink would direct clients to the advertisers website, would be interesting for markets, restaurants or Discover Tasmania
Quarter 4 - October to December			Market Pricing	<i>New Fee</i>	\$100.00	Y	\$9.09	Each	<i>New Charge</i>	1	\$90.91	New fee, this is to advertise on the footer of every itinerary and booking confirmation sent after a booking has been made, the hyperlink would direct clients to the advertisers website, would be interesting for markets, restaurants or Discover Tasmania

Fee Description	2015/2016 Fee incl. GST	2016/2017 Fee incl. GST	Pricing Method	Last Changed (type New Fee if applicable)	Proposed Fee 2017 - 2018 incl. GST	Fee includes GST (Y/N)	GST \$	Unit	% Variation	Estimated Quantity	Estimated Income excl. GST	Comment
TVIN Phone APP Hobart Region (Price set by TVIN)												
	\$250.00	\$250.00	Market Pricing	2013/2014	\$250.00	Y	\$22.73	Each	0%	0	\$0.00	No confidence to sell this product but it needs to stay in due to support from Tourism Tasmania and the TVIN
Specials Board Weekly Fees												
Peak Season - Month December to April	\$110.00	\$110.00	Market Pricing	2011/2012	\$130.00	Y	\$11.82	Each	18%	20	\$2,363.60	Price increased due to strong sales in 2016/2017. No increase in amount sold.
Non-Peak Season - Month May to November	\$55.00	\$75.00	Market Pricing	2011/2012	\$85.00	Y	\$7.73	Each	13%	27	\$2,086.29	Increase in charge due to refurbished interior and strong sales in previous season
Featured Business of the week												
Special Rack - Peak Season December to April	\$90.00	\$90.00	Market Pricing	2014/2015	\$100.00	Y	\$9.09	Each	11%	20	\$1,818.20	Increase in amount sold due to uptake in 2016/2017
Special Rack - Non-Peak Season May to November	\$40.00	\$40.00	Market Pricing	2014/2015	\$50.00	Y	\$4.55	Each	25%	20	\$909.00	Increase in amount sold due to uptake in 2016/2017
Prime Position												
Exclusive Offer 1 LCD and Floor	\$8,800.00	\$8,800.00	Market Pricing	2013/2014	\$8,800.00	Y	\$800.00	Each	0%	1	\$8,000.00	No change same as 2016/2017
Exclusive Offer 2 LCD and Brochures	\$3,500.00	\$3,500.00	Market Pricing	2013/2014	\$3,500.00	Y	\$318.18	Each	0%		\$0.00	Removed to change to Peak & Non Peak Monthly options.
Exclusive Offer 2 LCD & Brochures - Peak		\$500.00		2016/2017	\$500.00	Y	\$45.45	Each	0%	4	\$1,818.20	Increase in amount sold due to uptake in 2016/2017
Exclusive Offer 2 LCD & Brochures - Shoulder		\$300.00		2016/2017	\$300.00	Y	\$27.27	Each	0%	4	\$1,090.92	Increase in amount sold due to uptake in 2016/2017
Exclusive Offer 2 LCD & Brochures - Off Peak		\$150.00		2016/2017	\$150.00	Y	\$13.64	Each	0%	1	\$136.36	2016/2017
Exclusive Offer 3 Wall Banner	\$3,800.00	\$3,200.00	Market Pricing	2013/2014	\$3,200.00	Y	\$290.91	Each	0%	1	\$2,909.09	No change same as 2016/2017
Exclusive Offer 4 Floor space and Wall	\$4,400.00	\$3,500.00	Market Pricing	2013/2014	\$3,500.00	Y	\$318.18	Each	0%	1	\$3,181.82	No change same as 2016/2017
Exclusive Offer 5 Plasma Display	\$3,000.00	\$3,000.00	Market Pricing	2014/2015	\$3,000.00	Y	\$272.73	Each	0%	1	\$2,727.27	No change same as 2016/2017
Exclusive Offer 6 Retail	\$9,000.00	\$9,000.00	Market Pricing	2014/2015	\$9,000.00	Y	\$818.18	Each	0%		\$0.00	Removed replaced with increased retail stock & Fridge
Exclusive Offer 6 Corner Wall Display		\$3,800.00		2016/2017	\$3,800.00	Y	\$345.45	Each	0%	1	\$3,454.55	No change same as 2016/2017
Exclusive Offer 7 Wall Display	\$3,800.00	\$3,800.00	Market Pricing	2015/2016	\$3,800.00	Y	\$345.45	Each	0%		\$0.00	Removed 2016/2017 replaced with Floor & Wall Disp
Exclusive Offer 7 1sq Mtr Floor & Wall Display		\$5,000.00		2016/2017	\$4,000.00	Y	\$363.64	Each	-20%	1	\$3,636.36	Price decrease related to reduction in floor size
Exclusive Offer 8 1mtr Floor Space		\$2,000.00		2016/2017	\$2,000.00	Y	\$181.82	Each	0%	1	\$1,818.18	No change same as 2016/2017
Salamanca Market												
Port Arthur Historic Stand	\$3,200.00	\$3,200.00	Market Pricing	2012/2013	\$3,200.00	Y	\$290.91	Each	0%	1	\$2,909.09	No change same as 2016/2017
Cruise Ship Arrival Guide												
Advertising incl Brochures in Terminal												
Cruise Terminal Brochure Display	\$780.00	\$800.00	Market Pricing	2013/2014	\$1,000.00	Y	\$90.91	Each	25%	18	\$16,363.62	Increase in price due to increase in amount of ships visiting Hobart
Brochure Display - DL	\$160.00	\$160.00	Market Pricing	2014/2015	\$200.00	Y	\$18.18	Each	25%	15	\$2,727.30	Increase in price due to increase in amount of ships visiting Hobart
Brochure Display - A4	\$240.00	\$240.00	Market Pricing	2014/2015	\$300.00	Y	\$27.27	Each	25%	1	\$272.73	Increase in price due to increase in amount of ships visiting Hobart
Salamanca Market												
Brochure Display - DL only	\$100.00	\$100.00	Market Pricing	2014/2015	\$125.00	Y	\$11.36	Each	25%	16	\$1,818.24	Increase in price due to increase in package price
Brochure Display - A4 only	\$150.00	\$150.00	Market Pricing	2014/2015	\$175.00	Y	\$15.91	Each	17%	4	\$636.36	Increase in price due to increase in package price
Salamanca Plasma Screen Display	\$75.00	\$75.00	Market Pricing	2015/2016	\$100.00	Y	\$9.09	Each	33%	1	\$90.91	Sold as a package with Centre unattractive as stand alone option.
Screen + DL Brochure	\$150.00	\$150.00	Market Pricing	2015/2016	\$200.00	Y	\$18.18	Each	33%	2	\$363.64	Increase in price due to increase in brochure and screen prices
Screen + A4 Brochure	\$200.00	\$200.00	Market Pricing	2015/2016	\$250.00	Y	\$22.73	Each	25%	2	\$454.54	Increase in price due to increase in brochure and screen prices
Taste Festival												
Brochure Display - DL only	\$55.00	\$55.00	Market Pricing	2014/2015	\$75.00	Y	\$6.82	Each	36%	18	\$1,227.24	Increase in price to reflect increase in overall package price
Brochure Display - A4 only	\$75.00	\$75.00	Market Pricing	2014/2015	\$100.00	Y	\$9.09	Each	33%	4	\$363.64	Increase in price to reflect increase in overall package price
Conference												
Conference Bags	\$55.00	\$55.00	Market Pricing	2015/2016	\$100.00	Y	\$9.09	Each	82%	15	\$1,363.65	Increase in price related to cost of producing these
Conference Assistance	\$200.00	\$200.00	Market Pricing	2015/2016	\$200.00	Y	\$18.18	Each	0%	1	\$181.82	No Change due
Mall Booth												
Screen 30 second clip - January - March			Market Pricing	New Fee	\$500.00	Y	\$45.45	Each	New Charge	2	\$909.10	New fee to reflect new opportunities in the rebuilt mall booth- 30 second video clip on a screen in the wall of the mall booth
Screen 30 second clip - April - June			Market Pricing	New Fee	\$500.00	Y	\$45.45	Each	New Charge	2	\$909.10	New fee to reflect new opportunities in the rebuilt mall booth- 30 second video clip on a screen in the wall of the mall booth
Screen 30 second clip - July - September			Market Pricing	New Fee	\$500.00	Y	\$45.45	Each	New Charge	2	\$909.10	New fee to reflect new opportunities in the rebuilt mall booth- 30 second video clip on a screen in the wall of the mall booth
Screen 30 second clip - October - December			Market Pricing	New Fee	\$500.00	Y	\$45.45	Each	New Charge	2	\$909.10	New fee to reflect new opportunities in the rebuilt mall booth- 30 second video clip on a screen in the wall of the mall booth

Agenda (Open Portion)
Economic Development & Communications Committee Meeting - 22/3/2018

Fee Description	2015-2016 Fee incl. GST	2016-2017 Fee incl. GST	Pricing Method	Last Changed (type <i>New Fee</i> if applicable)	Proposed Fee 2017 - 2018 incl. GST	Fee includes GST (Y/N)	GST \$	Unit	% Variation	Estimated Quantity	Estimated Income excl. GST	Comment
Poster Screen - Monthly			Market Pricing	New Fee	\$300.00	Y	\$27.27	Each	New Charge	12	\$3,272.76	New fee to reflect new opportunities in the rebuilt mall booth-Large A0 screen advertising events.
Poster Screen - Quarterly			Market Pricing	New Fee	\$700.00	Y	\$63.64	Each	New Charge	4	\$2,545.44	New fee to reflect new opportunities in the rebuilt mall booth-Large A0 screen advertising events.
Brochure Display - DL			Market Pricing	New Fee	\$300.00	Y	\$27.27	Each	New Charge	5	\$1,363.65	New fee to reflect new opportunities in the rebuilt mall booth-Brochure display, external
Brochure Display - A4			Market Pricing	New Fee	\$425.00	Y	\$38.64	Each	New Charge	2	\$772.72	New fee to reflect new opportunities in the rebuilt mall booth-Brochure display, external

6.2 Proposed new attraction - Mawson Place virtual map of Tasmania
File Ref: F18/22859

Memorandum of the Tourism Manager of 15 March 2018.

Delegation: Council



City of **HOBART**

**MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS
COMMITTEE**

**Proposed new attraction - Mawson Place virtual map of
Tasmania**

The City of Hobart has received a grant for an augmented reality attraction proposed for Mawson Place through the Tourism Funding Program, a collaborative arrangement between the Tasmanian and Commonwealth governments that includes the Tourism Demand Driver Infrastructure (TDDI) program which is an Australian Government-funded initiative, managed by the Tasmanian Department of State Growth.

The grant program is for infrastructure projects that contribute to the national Tourism 2020 outcomes by driving demand, improving quality and increasing tourism expenditure.

Augmented reality (AR) is a term to describe how technology enhances a real-world experience. It allows for text information, spoken word, static images, video or 3D animation to be picked up by a mobile device or, in the future, 'wearable' glasses.

The proposal is to use augmented reality to create an attraction at Mawson Place that visitors want to see, and to create a memorable impression for visitors that they will want to share with others. An objective is to encourage word-of-mouth advocacy.

The City of Hobart project helps to position Tasmania at the forefront of the use of digital technology as an integral part of the visitor experience. In terms of enhancing the Tasmanian brand, mass adoption of augmented reality is preferable as it will become identified with Tasmania as a destination. Hobart Airport, Port Arthur and Destination Southern Tasmania have all received funding to ensure there is a critical mass of AR experiences.

The concept is a virtual map of Tasmania, approximately 10 m x 10 m, visible through a mobile device that has downloaded the App. Hobart Airport will promote the App, and complementary signage and promotions and the other projects will encourage its uptake. The virtual map gives visitors a whole-of-state overview and aims to encourage visitors to book experiences through the Tasmanian Travel and Information Centre (TTIC) as well as explore regional destinations.

In addition to the virtual map, AR static model markers will be placed inside the TTIC to introduce visitors to an AR experience and also encourage take up of the App. The

cost of these markers is offset through partnerships with the Royal Tasmanian Botanical Gardens, Tahune Airwalk, and Destination Southern Tasmania, with Salamanca Market and Kunanyi / Mt Wellington to also acquire an AR marker.

Overall, the City's contribution to the project, including the virtual map and the static markers is \$22,300. The TDDI grant has funded \$33,437.50 of the costs of the total project. The proposed TTIC fees and charges 2018-19 make provision for future advertising revenue via the virtual map to enable it to display statewide visitor attractions and experiences.

RECOMMENDATION

That the information 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.



Iris Goetzki
TOURISM MANAGER

Date: 15 March 2018
File Reference: F18/22859

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 Aldermen.

RECOMMENDATION

That the information be received and noted.

Delegation: Committee

Attachment A: Open Status Report

ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT

OPEN PORTION OF THE MEETING

February 2018

Ref	Meeting	Report / Action	Action Officer	Comments
1	FUNKY SHOPPING TROLLEY HIRE PROGRAM Council, 10/3/2015, Item 11	That a report be prepared on the feasibility of the Council initiating a 'funky' shopping trolley hire program, potentially to operate from the Council's off-street car parks.	Associate Director Communications & Marketing	A report will be provided to the Council in due course.
2	TERMS AND CONDITIONS FOR USE OF SALAMANCA SQUARE, MATHERS PLACE, COLLINS COURT, WELLINGTON COURT AND ELIZABETH MALL Council, 9/5/2016, Item 15	That terms and conditions of use be created for Mathers Place, Collins Court, Wellington Court and Salamanca Square in the context of the review of the Highways By-Law and the development of a city activation framework, and that the terms and conditions of use for Elizabeth Mall be also reviewed, for presentation to the Council for endorsement.	Associate Director Communications & Marketing	Officers are progressing the matter and it will be included as part of an action within the City Activation framework.

Ref	Meeting	Report / Action	Action Officer	Comments
3	CITY CENTRE SUPPORT AND ACTIVATION ARRANGEMENTS Council, 8/8/2016, Item 16 and Council, 5/12/2016, Item 12	<p>That:</p> <ol style="list-style-type: none"> 1. A Super Sidewalk Saturday event be held in the Hobart city centre in August 2017 and 2018 replicating the format of the 2016 event. 2. The events be funded in the first instance by additional allocations as follows: <ol style="list-style-type: none"> (i) \$76,000 be listed for consideration in the City Marketing Function as part of the preparation of the 2017/2018 budget; (ii) An estimated \$12,000 through income foregone in the Off Street Parking Function as a result of waiving parking fees in the Council's multi-storey car parks for the day of the event, namely, Argyle Street, Hobart Central and Centrepoint car parks. 3. An annual evaluation be conducted to ensure that the event continues to deliver value for city centre retailers, and that the entertainment and format remains an effective drawcard for consumers. 4. That officers investigate promoting the use of metro bus services and cycling as a means of transport into the City for the event. 	Associate Director Communications & Marketing	A report evaluating the 2017 Super Sidewalk Saturday event will be provided at the May meeting.

Ref	Meeting	Report / Action	Action Officer	Comments
4	RIVER DERWENT FERRY TRANSPORTATION Council, 5/9/2016, Item 21 and Council, 2/10/2017, Item 24	That: 1. The Council request the Tasmanian Government to progress its Southern Integrated Transport Plan 2010 particularly in areas of multi-modal integrated ticketing, real time transport data and connected transport routes. 2. The Council seek a commitment from STCA and particularly neighbouring councils (Brighton Council, Clarence City Council, Glenorchy City Council and Kingborough Council) to resource a joint study to examine the potential for development around a number of ferry centric nodes in a way that provides density (demand), attractions (visitors), amenity (cafes and other services) and links to transport, walks, etc with each having a unique and locally appropriate character. 3. The Council seek commitment, in the form of a Memorandum of Understanding, from the Tasmanian Government and neighbouring councils (Brighton Council, Clarence City Council, Glenorchy City Council and Kingborough Council) to jointly undertake a business case for proceeding with the most promising options for a River Derwent ferry service. (i) The business case to provide the state and local government along with the wider community information so as to assess whether they consider it represent a good and appropriate use of public funds.	Associate Director City Economy, Tourism & Events	The Council decision is being actioned and a further report will be provided at the April meeting.

Ref	Meeting	Report / Action	Action Officer	Comments
		<p>4. The Council commit to contribute up to \$20000 for a potential:</p> <p>(i) joint study on existing docking facilities and the development of ferry centric nodes; and</p> <p>(ii) joint business case for a River Derwent ferry service,</p> <p>to be funded from the contractors- business management allocation in the Economic Development Function of the 2017-18 Annual Plan.</p> <p>5. The Council establish a smaller working group from the participants of the forum to act as a working and reference group with participants to be invited by the General Manager.</p> <p>6. The Lord Mayor be asked to write to all participants thanking them for their input and further advising on the Council's next steps.</p>		
5	<p>COMMUNITY ENGAGEMENT FRAMEWORK REVIEW METHODOLOGY 2016</p> <p>Council, 5/12/2016, Item 15</p>	<p>That the Council endorse the detailed methodology outlined in the report attached to item 6.1 of the Open Governance Committee agenda of 29 November 2016, being used as the basis for the review of the Council's Community Engagement Framework.</p>	Associate Director Community Development	Officers are progressing this matter.
6	<p>NORTH MELBOURNE FOOTBALL CLUB - COMMUNITY ENGAGEMENT PARTNERSHIP REQUEST</p> <p>Council, 23/1/2017, Item 15</p>	<p>That:</p> <p>1. The Council develop a policy and criteria to enable consistency around the consideration of future requests.</p>	Associate Director Communications & Marketing	A Policy is under development for requests received seeking community partnerships. It is also intended that the policy will incorporate applications for commercial sponsorships in accordance with the Council's resolution of 22 August 2016 (Closed) in relation to a sponsorship proposal.

Ref	Meeting	Report / Action	Action Officer	Comments
7	REVITALISED ELIZABETH MALL INFORMATION BOOTH Council, 6/3/2017, Item 14	That: <ol style="list-style-type: none"> 1. The design for the upgraded Information Booth as shown as Attachment A to this report, be approved for construction and installation in Elizabeth Mall, at a budgeted cost of \$100,000 to be met by the City Marketing Function within the 2016-17 and 2017-18 Annual Plans. 2. The General Manager authorise, in accordance with Section 52 of the Land Use Planning and Approvals Act 1993, the lodgement of a planning application for the digital screens to be used for the upgraded information booth. 	Associate Director City Economy, Tourism & Events	The mall site has been set up in anticipation of the impending new booth, which is being constructed off site. The project has experienced a delay to allow some further engagement work with adjacent property owners.

Ref	Meeting	Report / Action	Action Officer	Comments
8	CHRISTMAS DECORATIONS PROGRAM Council, 5/6/2017, Item 16 and Council, 19/6/2017, Item 14	That: 1. The Council approve the installation of a signature Christmas tree in Mawson Place, marked as attachment B to item 4.1 of the Special Open Economic Development & Communications Committee agenda of 19 June 2017. (i) In addition, a purpose built display of five Thuja Occidentalis 'Smaragd' conifer trees be installed in Elizabeth Mall. (ii) Officers attempt to source three additional Thuja Occidentalis 'Smaragd' conifer trees for display in Wellington Court. If these three additional trees are unable to be sourced, the current artificial tree will be utilised within Wellington Court for the final time during the 2017 Christmas period. 2. A range of trees be purchased to be grown at the City's nursery to ascertain their suitability for future placement around the city centre, and themed topiary plantings be explored for use in future years. Children from the local community be involved in the shaping of the topiary plantings. 3. The General Manager be authorised to apply appropriate measures to ensure public safety and protect the City's Christmas decoration assets based on a risk assessment. The General Manager to provide advice to the Council on the appropriate security measures once determined. 4. An appropriate media release be issued by the Lord Mayor on the matter.	Associate Director Communications & Marketing	Complete

Ref	Meeting	Report / Action	Action Officer	Comments
9	TIMOR-LESTE RELATIONSHIP UPDATE Council, 7/8/2017, Item 15 and Council, 4/12/2017, Item 18	That: 1. The Council support a small delegation, with the Committee nominating Alderman Burnet and Alderman Harvey, and two officers, to visit Timor-Leste, and specifically Balibó, to investigate the potential of a relationship and a collaborative waste and recycling project. 2. This small delegation will visit Timor-Leste with Dr Nitin Verma, Honorary Consul to the Democratic Republic of Timor-Leste in Tasmania at the end of January 2018. 3. The General Manager is authorised to select appropriate officers to accompany the delegation. 4. The costs associated with this visit to be attributed to the Economic Development Function of the 2017/2018 Annual Plan. 5. The estimated cost of \$4,000 per person, be noted.	Associate Director City Economy, Tourism & Events	A report will be provided at the May meeting.

Ref	Meeting	Report / Action	Action Officer	Comments
10	SISTER CITY VISIT TO L'AQUILA AND UTAS STUDY TOUR TO FRIEBURG,CAMBRIDGE AND GOING GLOBAL CONFERENCE, LONDON Council, 2/10/2017, Item 25	That: 1. To further strengthen the sister-city relationship with L'Aquila, the Council provide in principle approval for the opportunity to sponsor, in conjunction with UTAS and the Abruzzese Association, a young person of Abruzzese descent to have the opportunity to study in L'Aquila for a period of time. (i) A further report be provided detailing how such a proposal could work and the associated cost. 2. The Lord Mayor invite the current and former Mayors of L'Aquila to the 20-year Anniversary celebrations to be held in October 2017 or the 20-year Anniversary of L'Aquila's first visit to Hobart being March 2018. 3. The Council give consideration to future annual or biennial visits to L'Aquila to participate in the Plenary Indulgence ceremony in line with the Capital City Strategic Plan and a further report be provided. 4. The Council note the learnings from the visit to Freiburg and Cambridge and apply these in ongoing discussions with UTAS as well as the State Government with regard to a city deal for Hobart.	Associate Director City Economy, Tourism & Events	Part one - officers will pursue and report back to the Council at the April meeting. Part two - complete. Part three - will be reported upon as appropriate. Part four - noted.

Ref	Meeting	Report / Action	Action Officer	Comments
11	COMMUNITY DEVELOPMENT GRANTS PROGRAM - RECOMMENDATIONS MARKETING GRANTS 2017 Council, 23/10/2017, Item 19	That: 1. The Council approve the recommended level of funding to the successful applicants under the 2017-18 Community Development Grants Program under the streams of Shopfront Improvement and Local Trader Marketing, in accordance with Table 1 of Attachment A to item 4.1 of the Special Open Economic Development and Communications Committee agenda of 23 October 2017. 2. The total value of the recommended projects is \$16,846.50, which comprises \$11,846.50 for the Shopfront Improvement stream, and \$5,000 for the Local Trader Marketing stream. 3. The funding for the grants be attributed to the City Marketing budget in the 2017-18 Annual Plan. 4. The total grant provision be recorded in the 'Grants, Assistance and Benefits Provided' section of the City of Hobart's Annual Report. 5. Before the next round of Community Development Grants, the criteria for ineligible applicants be reviewed by the Committee.	Associate Director Communications & Marketing	Officers are implementing the approved grants and a review of the criteria will be undertaken.

Ref	Meeting	Report / Action	Action Officer	Comments
12	SUMMARY OF SEPTEMBER VISIT TO XI'AN Council, 4/12/2017, Item 17	That: <ol style="list-style-type: none"> 1. Council note the update on the recent visit to Xi'an. 2. Council endorse, in principle, the project proposed by Alderman Thomas to generate a robust framework measuring of the value of international relationships, derived from an extensive survey of international cities. <ol style="list-style-type: none"> (i) A further report be provided to Council to further scope the project and to provide detailed costings 3. Council endorse Alderman Thomas' attendance of the Sister Cities Australia AGM and forum on 8 December 2017 to promote the project to the network and seek research and resource opportunities. <ol style="list-style-type: none"> (i) The estimate cost of \$660 be attributed to the Aldermanic Travel in the 2017-18 Annual Plan. 	Associate Director City Economy, Tourism & Events	Part two - officers are awaiting further detail and a report will be provided once received. Part three – Alderman Thomas attended the Sister Cities Australia AGM.
13	GOODWILL AGREEMENT - NORTH MELBOURNE FOOTBALL CLUB Council, 5/2/2018, Item 17	That: <ol style="list-style-type: none"> 1. The City of Hobart enter into a 'goodwill' agreement for the 2018 and 2019 seasons with the North Melbourne Football Club with an outcome report to be provided at the conclusion of the first year. 2. The 'goodwill' agreement between the Council and the North Melbourne Football Club be formalised through an exchange of letters. 3. The General Manager be delegated the authority to negotiate the terms of the agreement. 4. The detail of this relationship be included in the relevant City of Hobart Annual Report in accordance with the Council's policy in respect to grants and benefits disclosure. 	Associate Director Communications & Marketing	The 'goodwill' agreement is being progressed.

8. QUESTIONS WITHOUT NOTICE

Section 29 of the *Local Government (Meeting Procedures) Regulations 2015*.
File Ref: 13-1-10

An Alderman may ask a question without notice of the Chairman, another Alderman, the General Manager or the General Manager'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 Alderman 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, Aldermen, General Manager or General Manager'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 Aldermen, at the appropriate time.
 - (iii) upon the answer to the question being circulated to Aldermen, 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

The following items were discussed: -

- | | |
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| Item No. 1 | Minutes of the last meeting of the Closed Portion of the Council Meeting |
| Item No. 2 | Consideration of supplementary items to the agenda |
| Item No. 3 | Indications of pecuniary and conflicts of interest |
| Item No. 4 | Committee Action Status Report |
| Item No. 4.1 | Committee Actions - Status Report
LG(MP)R 15(2)(g) |
| Item No. 5 | Questions Without Notice |