



CITY OF HOBART

AGENDA

Economic Development & Communications Committee Meeting

Open Portion

Thursday, 24 May 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, 24 May 2018 at 5:00 pm in the Lady Osborne Room, Town Hall.**

COMMITTEE MEMBERS

Cocker (Chairman)
Zucco
Ruzicka
Thomas
Denison

Apologies:

Leave of Absence:

Alderman T M Denison.

ALDERMEN

Lord Mayor Christie
Deputy Lord Mayor Sexton
Briscoe
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, 19 April 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 City Centre Marketing File Ref: F18/18371; F17/113743

Report of the Senior Marketing and Promotions Coordinator and the Associate Director Communications and Marketing of 17 May 2018 and attachment.

Delegation: Council

REPORT TITLE: CITY CENTRE MARKETING

REPORT PROVIDED BY: Senior Marketing and Promotions Coordinator
Associate Director Communications and Marketing

1. Report Purpose and Community Benefit

- 1.1. The purpose of this report is to provide an update on Hello Hobart, a marketing campaign for the Hobart city centre.

2. Report Summary

- 2.1. Hello Hobart is a marketing campaign for the Hobart city centre that was endorsed by Council in 2016.
- 2.2. The campaign endeavours to showcase Hobart as a diverse and interesting destination, focusing on a broad range of stores and developing editorial style posts for social media that create dialogue and discussion online.
- 2.3. The campaign is different from traditional shopping destination campaigns, as it focuses on the experience of visiting the city and encouraging exploration.
- 2.4. To date, the marketing components of the campaign include Facebook and Instagram pages, a brochure, website, electronic newsletter to retailers, civic banners, television advert, as well as general advertising.
- 2.5. The Hello Hobart Facebook page is performing well and currently has 5554 followers as at May 2018. The page has shown a steady growth in followers over the last year, which shows that the content resonates with the greater Hobart community.
- 2.6. Some of the posts created have reached audiences of over 47,000 people, with strong engagement, shares and many positive comments.
- 2.7. Social media is the ideal platform to promote the city centre, as it allows for people to become advocates for the stores in the city centre as they share and comment on posts.
- 2.8. Over 80 stores have been interviewed and featured on the Hello Hobart Facebook page since August 2017. It is envisaged that this number will grow over time, as more stores are featured and more retailers become aware of the campaign.
- 2.9. Through the Hello Hobart campaign, officers have developed a good relationship with a number of key retail stakeholders in the Hobart city centre and regularly engage with them on a one-to-one basis. New relationships have now also been developed with H&M and the Icon complex.

- 2.10. Through the awareness of the Hello Hobart campaign, businesses have engaged with officers directly to discuss store openings and activations and have benefited from having a single point of contact through the Communications and Marketing Division.
- 2.11. The campaign work undertaken to date provides a positive connection between the City and Hobart centre business.
- 2.12. The campaign is performing well and future activities will include a new website, further competitions and activities in the city centre.

3. **Recommendation**

That based on the success of the Hello Hobart marketing campaign for the city centre the Council endorse the continuation of the campaign with the annual cost of \$75,000 being attributed to the Communications and Marketing function in the draft 2018-19 budget estimates.

4. **Background**

- 4.1. At its meeting held 9 May 2016 the Council resolved the following:
 - “That:
 - 1. “Hello Hobart” be endorsed as the new brand for the city centre marketing strategy.
 - 2. On completion of the twelve month marketing strategy evaluation assessment, a further report be provided to the Council.”
- 4.2. The Hello Hobart campaign was endorsed by Council at a time when city businesses were being negatively impacted by road closures, footpath redevelopments and construction in the city centre. City businesses sought assistance from Council to bring people back into the city to shop.
- 4.3. The Hello Hobart campaign has the following three strategy objectives:
 - 4.3.1. Objective one: for people to choose the city centre over other shopping destinations, including online.
 - 4.3.2. Objective two: to encourage people to stay longer in the city centre and visit more often.
 - 4.3.3. Objective three: to encourage city workers to spend more time in the city.
- 4.4. The strategy takes a long-term view to create a solid foundation for future years, thus reinforcing the Council’s ongoing commitment to the economic development and the growth of the city centre moving forward.

- 4.5. Some delays were experienced with the start of the campaign as officers sought to secure the registered trademark and website domain before proceeding with the campaign.
- 4.6. The campaign uses social media as its main promotional tool, so it can connect directly with target audiences and promote individual stores and events in a timely and continual manner.
- 4.7. The campaign endeavours to showcase Hobart as a diverse and interesting destination, focusing on a broad range of stores and developing editorial-style posts for social media that create dialogue and discussion online.
- 4.8. The campaign stands apart from traditional shopping destination campaigns as it takes a more sophisticated approach, focusing on the experience of visiting the city and encouraging exploration, rather than a traditional campaign showing people shopping in the city.
 - 4.8.1. Research indicated that people did not want to see 'models with shopping bags', as can be seen in traditional precinct advertising, and that they found the Hello Hobart campaign to be different and refreshing.
 - 4.8.2. Unique hand drawn illustrations were created to add interest to the promotional collateral. The illustrations were tested through a focus group and people found that this creative approach reflected the original and quirky nature of Hobart.
- 4.9. The campaign has strong synergies with Tourism Tasmania's marketing campaign 'go behind the scenery', as it seeks to tell the story behind the products and the stores and give followers of the page a meaningful connection with each store that is featured.
- 4.10. To date, the marketing components of the campaign include a Facebook page, an Instagram page, a brochure, website, electronic newsletter to retailers, civic banners, television advert and general advertising.

Hello Hobart Facebook page

- 4.11. The objective of the Hello Hobart Facebook page is to raise awareness of the Hobart city centre and encourage people to visit more frequently.
- 4.12. The Hello Hobart page creates a positive narrative on the city centre, and regular stories continually remind local audiences of interesting things to see and do in Hobart. The page showcases Hobart as a unique and interesting retail, lifestyle and tourist destination.
- 4.13. The page also allows the City to provide marketing support for city centre businesses, promote events and activities and communicate new developments.

- 4.14. The Hello Hobart Facebook page is performing well and currently has 5554 followers as at May 2018. The page has shown a steady growth in fans, which shows that the content resonates with the greater Hobart community.
- 4.15. The growth of the site has been primarily due to a focus on editorial-style posts, as well as competitions to win shopping vouchers in the Hobart city centre.
- 4.16. The page has promoted predominately independent retailers, and the posts that have done well often have an interesting story and showcase the business owners or staff.
- 4.17. To develop editorial for the page, officers will visit the store and interview the business owners or staff. This provides face-to-face contact with city centre businesses and helps to develop a good understanding of the services provided so they can be promoted successfully.
 - 4.17.1. From time to time a consultant has been engaged to gather additional content for the page.
- 4.18. The search for new content has led to a good rapport with city centre businesses and officers have received many unsolicited compliments from businesses that are pleased that the City of Hobart is helping to promote their business.
- 4.19. Posts on new stores that have opened in the city centre often perform well.
 - 4.19.1. A post on the H&M store was posted on 30 January 2018 and reached 20,157 people, received 500 reactions, 204 comments and 26 shares.
 - 4.19.2. A story on the new kikki.K store in Cat & Fiddle Arcade reached 48,881 people, attracted 1200 reactions, 721 comments and 56 shares.
- 4.20. Posts that profile smaller retailers who are committed to their artisan wares or handmade products are also well supported by Hello Hobart audiences.
 - 4.20.1. An editorial story on Yambu, a Latin American café restaurant, on 15 January 2018 reached 14,000 people, received 308 reactions, 119 comments and 25 shares.
 - 4.20.2. A feature story on Bury Me Standing performed well with audiences reaching 17,485 people, received 252 likes and reactions, 20 comments and 17 shares.
- 4.21. Competitions to win vouchers to stores in the Hobart city centre have played an important role in driving awareness of the Hello Hobart

Facebook page, as well as helping to share the range and variety of stores in the city centre.

- 4.21.1. In September 2017 a competition was run to win the ultimate shopping challenge. The winner received \$500 to spend on a shopping spree in the Hobart city centre. To enter the competition people had to list four shops in the city centre that they would spend their prize on.
 - 4.21.1.1. The competition performed well and reached 37,171 people, received 510 entries and had 47 shares.
 - 4.21.1.2. The competition anecdotally provided some good research on which were the most popular fashion stores in Hobart.
 - 4.21.1.3. Additionally, many of the entrants also listed independent stores that the page had previously featured, showing that awareness and popularity of these stores was growing.
 - 4.21.1.4. The winner was delighted with her shopping spree experience and remarked on how the experience had introduced her to stores in the Hobart city centre that she had not known about and would visit again.
- 4.22. There are clear indications from the post comments and the increasing likes that the Facebook page is contributing to people's awareness of the Hobart city centre.
- 4.23. People are reacting positively to the page with many people indicating in their comments under each post that they are planning to visit the stores featured. These people then become advocates for the stores through their social media networks and their friends and families.
 - 4.23.1. A post on Coterie and Co. on 6 March 2018, included many comments encouraging people to visit the store for the food, coffee and service. Many people responded by tagging their friends and recommending a visit. This post reached over 16,000 people and was shared 45 times with 60 comments.
- 4.24. The page is meeting its objective of providing a forum and dialogue for the Hobart city centre. People are rediscovering existing retailers and are excited about new stores, and – importantly – they are sharing this information within their online networks, becoming unofficial champions and promoters for the Hobart city centre and for Hello Hobart.
- 4.25. Although Facebook continues to refine its business advertising criteria, it still remains an important communication tool in Tasmania, particularly as the growing trend is for people to spend more time on social media and online.

- 4.26. The page following is growing steadily each month, showing us that there is a strong interest in quality stories about the Hobart city centre. The page is also showing a strong organic reach, although due to algorithm changes to Facebook, paid posts are now required to ensure that posts are seen by followers.
- 4.27. It is the intention of the City to continue to promote city centre businesses, continue to develop a positive rapport with retailers and continue to provide reasons for people to visit the city.

Other collateral

- 4.28. Hello Hobart has also used a range of other advertising media to drive awareness and interest in the campaign.
- 4.29. A brochure was developed for Hello Hobart which shows a map of the city centre in relation to the Cruise Ship Terminal and waterfront. The brochure has been widely distributed and can be found at the Cruise Ship Terminal, Brooke Street Pier and the Tasmanian Travel and Information Centre. It can also be found in cafes and hotels throughout southern Tasmania.
- 4.30. Civic banners were produced to promote the Hello Hobart marketing campaign. The banners are regularly displayed in the Hobart city centre.
- 4.31. A television advert was created for Hello Hobart and aired in August 2017 and again in the lead up to Christmas to remind people about visiting the city centre. The advert was also shared through social media.
- 4.32. Postcards were created for the campaign and are available as promotional giveaways during activations.
- 4.33. Posters for Hello Hobart were displayed in the lifts in city centre car parks to drive awareness of the campaign.
- 4.34. The Hello Hobart website provides basic information and allows for city centre businesses to be shown on a map with contact details. The website is not ideal and cannot easily be modified without costs being incurred.
 - 4.34.1. A new website will be developed later in the year which would be more useful for city businesses and consumers. This would be a sub-site of the current City of Hobart website. The new site would be easy for officers to update and would not incur any financial cost to create, other than graphic design.
- 4.35. Information cards were printed to give to city centre businesses. These show the contact details for the campaign, and encourage stores to sign up to the mailing list and to share content with us so we can promote them on the Facebook page.

Activations

- 4.36. Several activations and events have occurred throughout the last 12 months under the umbrella of the Hello Hobart campaign.
- 4.37. Super Sidewalk Saturday was promoted as a Hello Hobart promotion in August 2017. The event was extensively promoted through the website, the Facebook page, a television advert, printed collateral and posters. During Super Sidewalk Saturday, staff wore Hello Hobart t-shirts and distributed Hello Hobart postcards to people at the event.
- 4.38. A children's colouring-in storybook was created for Christmas 2017. This was distributed by the Elizabeth Mall Booth and businesses in the city centre. The book included a treasure hunt to find stickers in the city centre. Children had to solve the clues to locate the stickers located in stores within the Hobart city centre. Copies were also distributed to the Doone Kennedy Hobart Aquatic Centre and the Tasmanian Travel and Information Centre to distribute to children and families. The activity was also promoted on local radio.
- 4.39. On 5 May 2018, a Hello Hobart activation was staged for the opening of the H&M store in Hobart. Staff wearing Hello Hobart t-shirts handed out branded cupcakes to people waiting in line for the store opening. 300 cupcakes were given out and people were encouraged to like Hello Hobart's social media accounts.
- 4.40. The activation was very successful with many people learning about Hello Hobart and liking the Facebook page on the day. Additionally, many people in line were also followers of the page already and were very enthusiastic about the stories and content that was being shared.

Engagement with city centre retailers

- 4.41. A retailer workshop was held at Hadley's in Hobart on 16 February 2017. This workshop provided an initial briefing of Hello Hobart, its goals and objectives and promotional opportunities available to stores.
- 4.42. Over 80 stores have been interviewed and featured on the Hello Hobart Facebook page since August 2017.
- 4.43. The City of Hobart has a good relationship with a number of key retail stakeholders in the Hobart city centre and regularly engages with them on a one-to-one basis. Key stakeholders include the management team at Cat and Fiddle Arcade, Centrepont, Myer, Les Lees and Red Herring Surf. New relationships have now also recently been developed with H&M and the Icon complex.
- 4.44. These relationships have been very useful. Businesses have engaged with officers directly to discuss store openings and activations, and have benefited from having a single point of contact through the Communications and Marketing Division.

- 4.45. Hello Hobart has established a mailing list of over 250 businesses in the city centre. This mailing list was originally collated during Super Sidewalk Saturday, when officers visited each business to gather their contact details. This email list is a very effective communication tool and allows the City to share information in an economical and timely way.
- 4.46. A regular Hello Hobart newsletter is sent to city centre business to inform them of marketing opportunities and activities that they can participate in, as well as inform them about the City of Hobart marketing grants.

Feedback from retailers and industry

- 4.47. The City of Hobart has worked collaboratively with the Hobart Chamber of Commerce in the past, and the Communications and Marketing Division regularly met with its Business Development and Relationship Manager, prior to the recent disruption within the organisation over the past year.
- 4.48. Dr Louise Grimmer is a retail academic and researcher in the Tasmanian School of Business and Economics at the University of Tasmania. She supports the work that the City of Hobart is undertaking through Hello Hobart.
 - 4.48.1. 'The visible improvement in the retail offering, shopping experience and overall confidence in the Hobart CBD can certainly be attributed, in part, to the work being undertaken through the 'Hello Hobart' initiative.'
 - 4.48.2. 'This work is focused on building the brand of the City of Hobart as a destination featuring an array of boutique, national and international retailers, as well as fine food and more casual and innovative eateries.'
- 4.49. Katinka Challen is the owner of 'Lily & Dot' an independent store located on Elizabeth Street. She supports the Hello Hobart marketing campaign, as it promotes smaller retailers who may not have marketing budgets of their own.
 - 4.49.1. 'Hello Hobart has really helped to put 'midtown' on the map – quite literally, via its website and brochure that visitors use to find our stores! As a locally owned small business in a strip of independent cafés and bars, we don't have the marketing spend of large chains, so the support we receive through Hello Hobart's digital marketing channels is greatly appreciated. Facebook stories about our crochet classes and Tasmanian-made gifts have enabled us to extend our reach.'

Further, Hello Hobart highlights the diverse retail mix that is our city; supporting precincts like midtown to grow through increased footfall and bringing authenticity to the city's value proposition. Both locals and visitors like to 'go behind the scenery' beyond the high street and support local makers. Hello Hobart encourages shoppers to move beyond the malls and shop like a local.'

Research

- 4.50. Research has been conducted in the Hobart city centre to gauge awareness of the Hello Hobart campaign and measure key baseline performance indicators, such as average spend of shoppers in the city centre, visitation frequency and sentiment.
- 4.51. In 2015 the first research study was conducted to obtain benchmark data prior to the commencement of the marketing campaign. In November 2017 a second research study was conducted, enabling a comparison of the results between the two-year period.
- 4.52. Both research studies interviewed 300 members of the general public and provided a similar demographic split of people from the greater Hobart area, as well as a good proportion of workers and non-workers (visiting the city for shopping, appointments or for personal reasons).
- 4.53. The research found that the frequency of visitation was very similar to the previous period, with 70% of non-workers visiting the city at least weekly and 19% visiting on at least a monthly basis.
- 4.54. Average spend was slightly down on 2015 figures, with city shoppers spending an average of \$58 per person compared to \$67 per person in 2015. The average spend by Hobart city workers was \$25, which is unchanged from the previous period.
- 4.55. When respondents were asked to rate the key aspects of the city, such as the presentation of the city, atmosphere, variety of shops, customer service, general presentation and cleanliness, toilets and parenting facilities, most categories showed a positive percentage increase.
 - 4.55.1. Overall the number of people providing a positive rating (a 4 or 5 score out of 5) increased from 55.7% in 2015 to 65.5% in 2017.
- 4.56. The only key aspect that received a decrease in positive rating was for parking, which decreased from 53.6% in 2015 to 47.6% in 2017. This is a drop of 8%, with the comments relating to the lack of available parking and perceived expense.
- 4.57. A comparison with online shopping has found that close to 70% rated the city centre better or about the same as shopping online.

4.58. One of the benchmark indicators was to gain an understanding of the city centre marketing campaign. When surveyed, 14% of workers were aware of the Hello Hobart campaign in the city centre. Additionally 13.2% of all females were aware of the campaign.

4.58.1. Although this percentage may seem low, this is a good awareness for a new campaign, where traditional radio and television has not been widely used.

5. Proposal and Implementation

5.1. The components of the Hello Hobart marketing campaign that have been developed over the past 12 months provide for a solid foundation for future activities.

5.2. The campaign will continue to expand its online presence, using social media to grow awareness of the Hobart city centre.

5.3. Officers will continue to engage with the business community, as they interview both new and existing city centre stores to feature on the Facebook and Instagram pages.

5.4. Hello Hobart activations and competitions will continue to be run throughout the year, driving awareness with the local community and visitors alike.

5.5. Planning is underway to redevelop the website so that it is more functional and provides more promotional opportunities for city centre businesses. The relaunch of the website will also enable officers to promote the new features of the overall campaign to city centre retailers.

5.6. The Hello Hobart television commercial will screen on local stations, where budget permits, during key retail periods.

5.7. Civic banners for the campaign have just been recently reprinted as the existing ones had faded. It is envisaged that these banners will be displayed in the city centre periodically throughout the year.

5.8. The campaign brochure will continue to be distributed through the Tasmanian Travel and Information Centre and Tourism Brochure Exchange, ensuring that it is widely available throughout southern Tasmania, cafes, hotels and airports.

6. Strategic Planning and Policy Considerations

6.1. This item responds to Goals 1 and 4 of the *Capital City Strategic Plan 2015 - 2025*, namely:

Economic Development, Vibrancy and Culture - "City growth, vibrancy and culture comes when everyone participates in city life".

7. Financial Implications**7.1. Funding Source and Impact on Current Year Operating Result**

- 7.1.1. An allocation of \$75,000 for the Communications and Marketing function, for the Hello Hobart campaign, has been included in the 2017-18 Annual Plan.

7.2. Impact on Future Years' Financial Result

- 7.2.1. An annual budget allocation of \$75,000 is required for the Communications and Marketing function, for the Hello Hobart campaign for future years.

8. Legal, Risk and Legislative Considerations

- 8.1. The social media risks have been explored and a risk matrix has been prepared to identify relevant actions, should any negative commentary or issues appear on the Hello Hobart Facebook page.

9. Marketing and Media

- 9.1. The Hello Hobart marketing campaign is a City of Hobart initiative. Recognition of the City of Hobart is promoted through the use of a logo lockup on all collateral.

- 9.1.1. Additionally, when introducing new businesses to the campaign, officers always explain that the campaign is a City of Hobart initiative.

- 9.1.2. The logo lock up has been extensively used through print advertisements and television advert.

10. Community and Stakeholder Engagement

- 10.1. As detailed in this report extensive engagement has been undertaken with city centre retailers in the development and promotion of Hello Hobart.

11. Delegation

- 11.1. 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.



Trish Stagg
**SENIOR MARKETING AND
PROMOTIONS COORDINATOR**



Umesh Ratnagobal
**ASSOCIATE DIRECTOR
COMMUNICATIONS AND MARKETING**

Date: 17 May 2018
File Reference: F18/18371; F17/113743

Attachment A: Hello Hobart Campaign Brochures ↓

Attachment A - Hello Hobart campaign examples

Brochure

**HELLO
HOBART**

WANDER SHOPPING CENTRES FOR SEASONAL FASHIONS AND NEW TRENDS

RELAX WITH FRIENDS OVER GREAT COFFEE.

5705 PARKING SPACES

90 MINUTES* FREE PARKING MON-SAT
3 HOURS* FREE PARKING SUNDAY
*FREE PARKING ONLY APPLIES TO HOBART CENTRAL, CENTREPOINT AND ARGYLE STREET CAR PARKS.

SMOKE FREE ZONES
 There are designated smoke free public places to make the city a cleaner and healthier place to visit. In the city centre the Elizabeth Mall, Hobart Bus Mall, Market Place and Wellington Court are all smoke free areas. Smoking is also prohibited in all outdoor dining areas in Hobart.

EXPLORE HOBART'S ARCADES FOR HIDDEN GEMS AND LOCAL TREASURES

VISIT AND DISCOVER THE UNEXPECTED.

For further information visit HELLOHOBART.COM.AU
 Follow us on Facebook and Instagram @HelloHobartTasmania

HELLO HOBART AN INITIATIVE OF City of HOBART

HELLO HOBART

REDISCOVER HOBART'S CITY CENTRE
 NEW STORES | FAVOURITE SPOTS | SHOPPING INSPIRATION | ENTERTAINMENT
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General advertising

HELLO
HOBART



**HELLO
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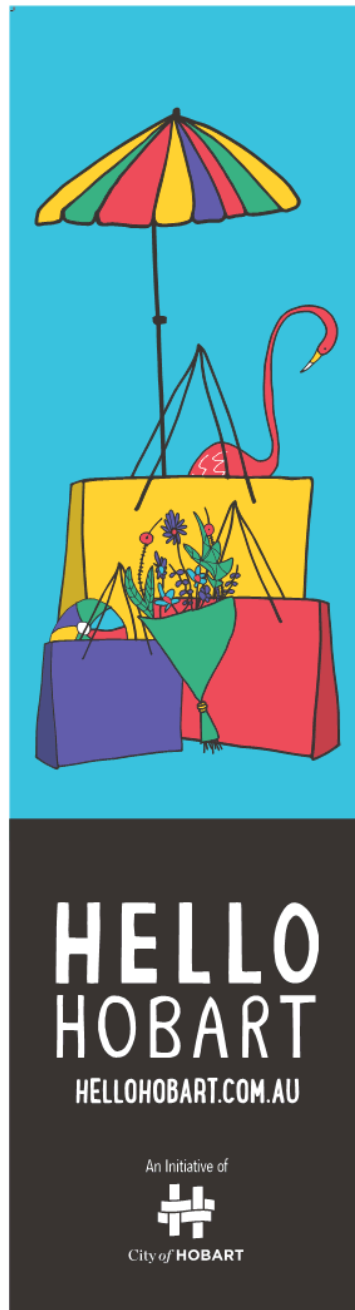
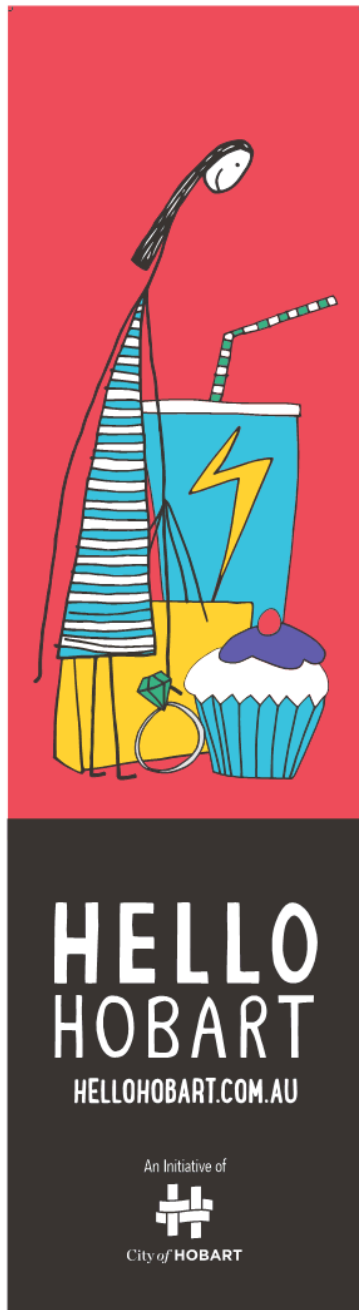
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FOR FURTHER INFORMATION VISIT HELLOHOBART.COM.AU

An initiative of

City of **HOBART**


HELLO
HOBART

Civic banners



**HELLO
HOBART****Postcards**

Facebook





Hello Hobart

Published by Sam Skillern [?] · May 3 at 11:01am · 🌐

Today is a BIG day of store openings in Hobart. The Icon Complex has opened it's Murray Street doors today and there is a lot to celebrate. Mecca Maxima is one store that we couldn't resist checking out.

The store is carrying all your favourite make up brands with professional advice on hand to help you out. Today they have a heap of giveaways and offers for their customers. Make sure you pop down and have a look!

We have spotted some other great stores in the complex today too including Dusk, endota day spa, Arnolds Market, Scotch & Soda and Sportscraft. Keep an eye out on our page throughout the day for some pics!



👤 16,606 people reached

Boost Unavailable



Hello Hobart

Published by Sam Skillern [?] · February 7 · 🌐

This week we dropped into Hobart's newest and funkiest leather lab, Apostl. Chilled vibes, an RnB playlist, minimalist design and uber friendly service are the first things that stand out at you when you walk in.

We dropped in for a chat with owner and social worker BJ Radcliffe and quickly discovered that this local Tassie brand is so much more than meets the eye. Pioneers for change, APOSTL is all about helping the small guys.

The luxury leather designs range from laptop c... See More



👤 12,154 people reached

Boost Unavailable



Hello Hobart

Published by Sam Skillern [?] · April 24 at 2:40pm · 🌐

You can now get a little bit of New Orleans here in Hobart. Shotgun Coffee has opened up next door to Sunglass Hut on Murray Street and it has all the signs of being a new Hobart institution.

Kirilly, one of the owners (who also has over 10 years experience in the coffee world!), explains that she went travelling for a year in 2017 to Israel, Japan and the United States - but of all the places, New Orleans and it's style stood out. From this experience, Shotgun Coffee was bor... See More



👤 15,387 people reached

Boost Unavailable

Recent Activity

HELLO HOBART
 Published by Sam Skillern [?] · October 5, 2017 ·

How does Bury Me Standing Coffee Co. create the perfect combination of bagels with cream cheese shmeear and sweet treats? When we asked owners and partners Alesha and Cohen their secret they had a very simple answer: 4-year-old daughter Astrid is their main critic and tester. They tell us a 'nah' from her may completely change the menu. Whatever the secret, this hole in the wall coffee and bagel shop – named after a gypsy saying, with the logo and style designed by Alesha herself – creates amazing bagels in favourite flavours such as gingerbread, blueberry and jalapeno, as well as delectable cinnamon scrolls and lemon cakes. And, as Alesha tells us, "what's on the menu for the day is a surprise. We use locally sourced, fresh and seasonal ingredients but when Cohen comes in to bake at night we never know what we will see in the morning!"



HELLO HOBART
 Published by Sam Skillern [?] · January 11 ·

'Meet me outside the flower van in the mall' is a daily term that the Little Flower Van owner Mary-Anne hears everyday outside her iconic flower shop in the Elizabeth Mall.

On this amazing Summer day, Mary-Anne greeted us with a smile and took the Hello Hobart team through her collection of flowers.

Mary-Anne said that the majority of her collection is locally grown and she also grows some of them from her own property in Geeveston... See More



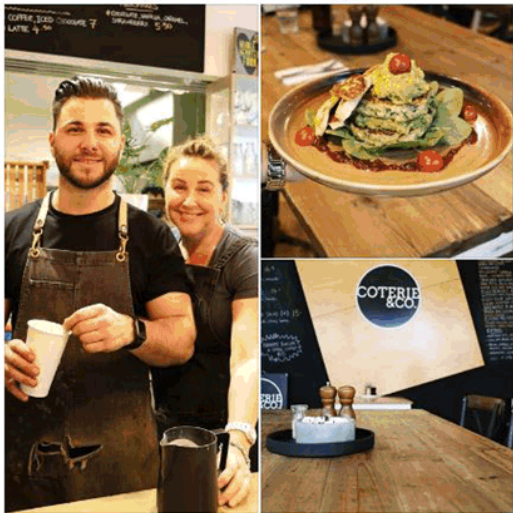
5,200 people reached [Boost Again](#)

HELLO HOBART
 Published by Sam Skillern [?] · March 6 ·

If you haven't yet discovered Coterie & Co. off Liverpool Street (up the alleyway near the Vodafone call centre), you'll want to add this one to the top of your cafe bucket list.

'Come hungry and leave happy' is the ethos by which Coterie and Co. owner Kosta swears by. 'If someone leaves my venue with a smile on their face, then I know I've done my job'.

Aside from providing incredible service, Kosta is pretty certain that the humble avocado lies at the heart of any modern c... See More



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HELLO HOBART
 Published by Sam Skillern [?] · January 15 ·

Yambu is the hottest new place to dine right now.

Owner Elias and team are full of enthusiasm and smiles. The menu is teaming with Latin American inspired meals such as Ropa Vieja and Bocadito Cubano. On top of their amazing coffee (a Hello Hobart favourite), they also have a full bar!

This is a true family business. Elias father made the timber tables you see and his mother keeps the table plants alive!... See More



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Facebook competitions

Hello Hobart

Published by Trish Stagg · 9 · September 25, 2017 ·

Say hello to a new wardrobe!

Spring into fashion with the chance to win a shopping spree in the Hobart city centre.

One lucky winner will enjoy the ultimate shopping challenge:... See More

37,182 people reached

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Hello Hobart

Published by Trish Stagg · 9 · November 30, 2017 ·

WIN one of five \$100 vouchers this Christmas!

To enter, "Like" our page, tell us what you want for Christmas and which shop you can find it in Hobart's city centre.

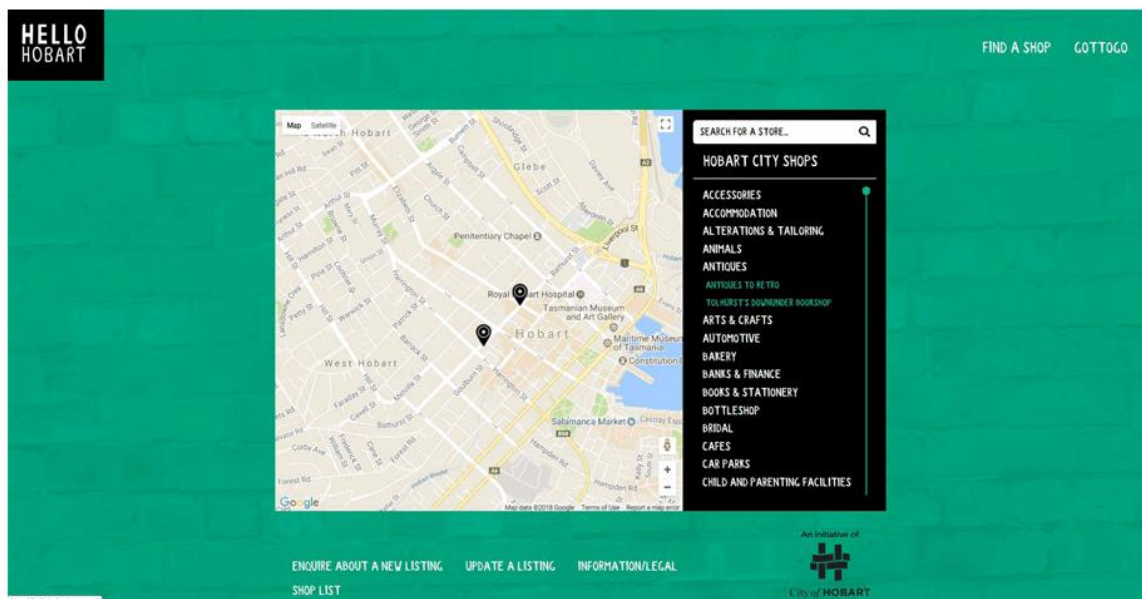
Each of our five winners will receive one \$100 voucher to spend in their selected Hobart city centre store, located within the boundaries of Argyle, Harrington, Brisbane and Macquarie streets, including both sides of these perimeter streets. ... See More

17,544 people reached

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**HELLO
HOBART**

Website



**HELLO
HOBART**

Christmas colouring-in book and stickers



Television commercial

HELLO
HOBART



**HELLO
HOBART**

H&M launch activation



6.2 Marketing Grants
File Ref: F18/42396; 17/260

Report of the Marketing Coordinator and the Associate Director
Communications and Marketing of 17 May 2018 and attachments.

Delegation: Council

REPORT TITLE: MARKETING GRANTS

REPORT PROVIDED BY: Marketing Coordinator
Associate Director Communications and Marketing

1. Report Purpose and Community Benefit

- 1.1. This report seeks approval to continue the marketing grants program beyond the initial pilot program.
- 1.2. The report seeks to make changes to the format for the Local Trader Marketing Grant and the Civic Banner Quick Response Grant.
- 1.3. The program seeks to support small business owners and community organisations to promote their organisation/events/local business areas.

2. Report Summary

- 2.1. In 2017, Council endorsed the approval of a pilot program of marketing grants which included the Shopfront Improvement Grant, Local Trader Marketing Grant, and Civic Banner Quick Response Grant.
- 2.2. All grants have now been reviewed and feedback sought.
- 2.3. There have been two grant rounds for both the Shopfront Improvement Grant and Local Trader Marketing Grant, one in August 2017 and one in February 2018.
- 2.4. The Civic Banner Quick Response Grant is an ongoing grant that will continue until the end of the financial year as per the format of the quick response grants.
- 2.5. Administration and assessment of the marketing grants is currently replicating the process used within the Community Development Grants Program. The Community Development Officer (Grants) currently undertakes the administration of the grants, whilst the Communications and Marketing Division provide applicant specific assistance. It is proposed this will continue.
- 2.6. The Shopfront Improvement Grant is proposed to continue as an ongoing grant, with funding of \$24,000 per annum (\$12,000 over two rounds). This grant is for funding of up to \$5,000 which is matched by the applicant.
 - 2.6.1. Some operational changes were made to this grant in the pilot program as per the General Manager's delegation.
- 2.7. The Local Trader Marketing Grant is proposed to be amended to have a different format and level of funding per application.

- 2.7.1. It is proposed that applications be awarded up to \$8,000. Applications must still come from a group of at least five traders in a close geographical area.
- 2.7.2. Each grant includes a \$4,000 portion to be paid to a marketing consultant to assist the traders. This consultant will research the precinct/local trader group, workshop with traders to establish goals and outcomes, formulate ideas for activation/marketing initiatives and then assist in the implementation of the ideas.
- 2.7.3. The remaining \$4,000 portion of funding will be used to implement the marketing initiative in the trader area.
- 2.7.4. There would be one grant round per financial year, with applications open from approximately February to March 2019.
- 2.7.5. This grant is proposed to become an ongoing grant with an annual budget of \$24,000, as per the existing grant.
- 2.8. The Civic Banner Quick Response Grant will continue as an ongoing grant with funding of \$8,000 each financial year, with applications of \$1,000 each.
 - 2.8.1. It is proposed the format be changed to provide an 'in-kind' support of \$1,000 towards the installation of the banners rather than providing assistance in the production of the banners.
 - 2.8.2. This change will make the grants process simpler for applicants.

3. Recommendation

That:

- 1. The Shopfront Improvement Grant continue in its current format with grants offered up to \$5,000 in match funding, with a total pool of \$24,000 over two grant rounds.***
- 2. The Local Trader Marketing Grant be amended to consist of funding of grants up to \$8,000 per application, with a total pool of \$24,000 over one grant round.***
- 3. The Civic Banner Quick Response Grant will be run as an 'in-kind' grant for civic banner installation at an amount of up to \$1,000 per application. As per the pilot program, a total pool of \$8,000 will be allocated to this grant for each financial year until the funds are exhausted.***
- 4. All marketing grants will no longer be piloted grants and will continue as permanent grants in the City of Hobart's grants program.***

5. ***The current Council Policy, Application for Grants – Community and Development Division, be amended as shown in Attachment A to this report.***
6. ***The General Manager be delegated to authorise administrative changes to the city's grants program guidelines for the Shopfront Improvement, Local Trader Marketing and Civic Banner Quick Response Grants guidelines, in line with the Council Policy – Applications for Grants – Community Development Division, as required throughout the implementation of the programs.***

4. Background

- 4.1. At its meeting held on 5 June 2017, the Council resolved *inter alia*, the following:

“That: The Council provide approval to implement three new marketing grants, a Shopfront Improvement Grant, a Local Trader Marketing Grant and a Civic Banner Quick Response Grant on a pilot basis for one year commencing in August 2017, with a subsequent review to be undertaken and a report be presented to the Council.”
- 4.2. The marketing grant pilot program was run by the Communications and Marketing Division. The administration has been run through the Community Development Officer (Grants) located within Community Development.
 - 4.2.1. This has allowed a consistent approach to all forms and processes to ensure alignment with other existing City of Hobart grants.
 - 4.2.2. The Marketing Coordinator is the specialised officer for these grants.

Shopfront Improvement Grant

- 4.3. As approved by Council in 2017, the Shopfront Improvement Grant offered grants to small business owners of up to \$5,000. This pilot grant had two rounds, one in August 2017 and the other in February 2018.
- 4.4. The funding must be matched by the applicant. This must be done through direct cash into the project. The grant guidelines are available as Attachment B.

- 4.5. The grant provides financial assistance for exterior physical works to premises within the municipality. The works are to encourage an improved streetscape and increased patronage.
- 4.6. The strategic goals of this proposed grant are to:
- drive customers to bricks-and-mortar stores and thereby contribute to the vibrancy of precincts, enhanced social cohesion and community interactions
 - improve and make more attractive commercial streetscapes in the City of Hobart
 - support the preservation and improvement of façades
 - increase economic opportunities for small business through footfall and patronage.
- 4.7. The City of Sydney, City of Adelaide and City of Wodonga currently offer or have offered a similar shopfront improvement program.
- 4.7.1. Officers from these councils were consulted throughout the introduction of these grants.
- 4.8. In the pilot program 7 grants have been awarded, totalling a value of \$25,100.23.
- 4.9. From this investment, the City of Hobart has leveraged an additional value of \$121,970.23 of investment from business owners for their shopfront improvement.
- 4.10. Due to the long project times, there are no major finished projects at this time.
- 4.11. Officers will be able to promote the successful projects upon completion. For example, a recently awarded grant will see a small business commission two local artists to decorate their façade, improving the streetscape, as well as engaging young artists.
- 4.12. The budget for the Shopfront Improvement Grant program is proposed to continue each year, and is to be \$12,000 per grant round, two grant rounds per annum, with a total budget of \$24,000. The maximum amount per grant would be \$5,000 as matched funding.

Local Trader Marketing Grant

- 4.13. As approved by Council in 2017, the Local Trader Marketing Grant provides funding to a group of five or more traders in a close geographical area to enable them to come up with initiatives that attract customers to their area. Funding is currently up to \$5,000 per application with a total pool of \$24,000 offered across the two rounds.

4.14. The strategic goals of the grant are:

- facilitate the strengthening of local business networks including the formation of new collaborations amongst businesses for collective marketing
- encourage local businesses to be self-directing and lead initiatives
- increase economic opportunities for small business through footfall and patronage
- celebrate the distinctive qualities of local trader areas
- stimulate vibrancy and economic prosperity in the City of Hobart.

4.15. After two rounds, it was determined that many business groups wanted to apply for the grant, or were applying for the grant, yet lacked the marketing expertise. These traders were motivated and saw the need to market their areas but weren't sure what activations would work best and how to implement them.

4.16. As a result, it is proposed that the format of the grants be changed from \$5,000 per application to \$8,000 per application. Applicants would still need to show evidence that businesses are collaborating.

4.16.1. Of this grant allowance, \$4,000 will be paid directly to a marketing consultant. This consultant will research the precinct/local trader group, workshop with traders to establish goals and outcomes, formulate ideas for activation/marketing initiatives and then assist in the implementation of the ideas.

4.16.2. The marketing consultant will be selected by the Communications and Marketing Division.

4.16.3. The remaining \$4,000 would be used to implement the marketing activities. For example, to run an event or print collateral for the area.

4.16.4. The total budget for the grant program will remain at \$24,000 annually.

4.16.5. It is recognised that the value in traders working together collaboratively has value equal to the marketing initiative. Therefore, there is a strong emphasis on creating and maintaining a cohesive trader group.

4.16.6. The new methodology would build capacity to provide traders with a solid foundation for future marketing knowledge and activities.

- 4.16.7. The trader group, in their application, will need to highlight why they require marketing assistance in their area. They will need to provide a business case as to the unique proposition their area has and the challenges they currently face. They will no longer need to present detailed marketing plans, as this will be done in conjunction with the marketing consultant.
- 4.16.8. An assessment criteria is currently under review and will form part of the updated guidelines.
- 4.17. It is also proposed that the grant have one yearly round, open from approximately February to March 2019. This reduction of a grant round is designed to increase competition for funding to ensure that the City is funding the strongest cases. Traders have a year to implement the programs from the time of being awarded.
- 4.18. It is proposed that this grant become an ongoing grant funded annually.

Civic Banner Quick Response Grants

- 4.19. The current format of the Civic Banner Quick Response Grant is to provide funding of up to \$1000 towards the production of banners to be displayed on the City's civic banner program.
- 4.20. The current total budget for the grant is \$8,000, which is awarded year round until such time as the funds are exhausted.
- 4.21. ABC's Fire Awareness and Tasmanian Writer's Week are two grants which have been successfully awarded for this grant in the current pilot program, totalling a value of \$2,000.
- 4.22. This quick response grant has the following strategic objectives:
- supports not-for-profits and community projects and their marketing efforts
 - encourages the activation of assets that the City of Hobart owns
 - encourages the reuse of banners to support the environment
 - communicates Hobart as a vibrant city.
- 4.23. Currently applicants have no reduction in the installation cost of the banners.
- 4.24. The installation of civic banners is outsourced to an external contractor, and the cost to the City is only partially covered by the installation fees paid by the hirer. The City makes up the remaining cost through the Communications and Marketing budget.

- 4.25. It has been identified that this grant can be perceived as complex in terms of funding as an applicant receives money from the City to pay an invoice for printing (from a third party), but then also pays money for installation. It is proposed that this process become more user/applicant-friendly.
- 4.25.1. From an applicant perspective, it would be rational to receive an 'in-kind' amount for their installation to the same value rather than the current format.
- 4.25.2. This would be reflected internally by a journal transfer. It would also reduce the amount of paperwork for the applicant.
- 4.25.3. This also means that applicants who are being environmentally sustainable by not reprinting banners each year, will still be eligible for a grant.
- 4.25.4. The budget for the Civic Banner Quick Response Grant is proposed to continue at \$8,000, which is awarded year around until such time as the funds are exhausted.
- 4.26. Full details of the grant guideline is available as Attachment C.

5. Proposal and Implementation

- 5.1. It is proposed that all three marketing grants piloted in the 2017/18 financial year become ongoing grants.
- 5.2. The Shopfront Improvement Grant is proposed to continue in its current format with grants offered two times per annum with a total pool of \$24,000. Grants will be offered for a maximum amount of \$5,000, with a matched business contribution.
- 5.3. The proposed Local Trader Marketing Grant be amended for grants of up to \$8,000. Of this, \$4,000 will be awarded to a marketing consultant employed by the City. The remaining \$4,000 will be used by the trader group to implement the marketing initiatives that have been devised by the marketing consultant and trader group.
- 5.4. It is proposed that the Civic Banner Quick Response Grant change to provide an 'in-kind' amount for the installation of civic banners. This funding will remain the same at \$8,000 per financial year, with applications made up to \$1,000.
- 5.4.1. This change in format will mean that applicants pay for banner production in full through a third party (unless they opt to reuse banners) and any outstanding amounts for installation after the 'in-kind' amount.

- 5.4.2. This proposed change is simpler and a more consistent approach to supporting the use of the City's infrastructure.
- 5.5. All applications, assessments and acquittals will continue to be completed through the existing *SmartyGrants* program.
- 5.6. Assessment panel members will again include relevant officers and appropriate external representatives. The Shopfront Improvement and Local Trader Marketing Grants would continue to replicate the process used within the existing Community Development Grants Program.
- 5.7. A Council report would be prepared after the assessment process and detail recommendations for Council approval.
- 5.8. The Civic Banner Quick Response Grants would be assessed by two relevant officers that would make a recommendation to the City's Associate Director Communications and Marketing who has delegated authority to approve funding.
- 5.9. Where new quick response grants are awarded, information will be provided to the Economic and Communications Committee at its next meeting. These reports will be for information only and not subject to Council determination.
- 5.10. A budget allocation of \$2,000 has been made for the purchase of the *SmartyGrants* licence (shared amongst those units who use the subscription) and for marketing the grant program.

6. Strategic Planning and Policy Considerations

- 6.1. The marketing grants respond to Goal 1 of the *Capital City Strategic Plan 2015-2025*, namely:

Economic Development, Vibrancy and Culture - City growth, vibrancy and culture comes when everyone participates in city life.

And in particular, addresses the following strategic objectives:

Strategic Objective 1.1 - *Partnerships with Government, the education sector and business to create city growth*

"1.1.1 - Establish and implement a framework to engage with the business community."

Strategic Objective 1.3 - *Vibrant city centre and suburban precincts*

"1.3.1 - Support and deliver events, festivals and markets

1.3.2 - Develop and implement a program of city improvements supporting the major retail, commercial and hospitality precincts and small business

1.3.3 - Develop and implement local retail precinct plans"

7. Financial Implications**7.1. Funding Source and Impact on Current Year Operating Result**

- 7.1.1. An allocation of \$58,000 has been attributed to the proposed Communications and Marketing budget in the 2018-19 Annual Plan.

7.2. Impact on Future Years' Financial Result

- 7.2.1. An annual budget allocation of \$58,000 will need to be attributed to the Communications and Marketing budget.

7.3. Asset Related Implications

- 7.3.1. Not applicable.

8. Legal, Risk and Legislative Considerations

- 8.1. Grants would be recorded in the City of Hobart Annual Report in accordance with Section 77 of the *Local Government Act 1993*.

9. Environmental Considerations

- 9.1. In line with the City's *Waste Management Strategy 2015-2030*, a requirement is included in the grant guidelines that any activities or events that are funded through the Local Trader Marketing Grant program and that sell take-away food, must utilise waste reduction strategies and only provide compostable containers and utensils to customers.

10. Social and Customer Considerations

- 10.1. The aim of the City of Hobart *Social Inclusion Strategy 2014-2019* is that Hobart becomes a more socially inclusive city. It identifies that the City is in a unique position to be able to provide a broad range of support to facilitate innovative community-based initiatives that respond to local need. The City is able to provide opportunities that support community interaction and that brings business and the community together.

11. Marketing and Media

- 11.1. All grant recipients are required to comply with the *City of Hobart Grant and Partnership Acknowledgment Guidelines* that are provided to all recipients of City of Hobart grants. This guide ensures that the City of Hobart is appropriately recognised and that marketing and media opportunities are maximised.
- 11.2. A grant guideline is available for each of the grants. Communications and Marketing have also produced a marketing document that summarises the grants for busy business owners.

- 11.3. The grants rounds will be promoted through a variety of City channels, including the City of Hobart website, City of Hobart Corporate Facebook page, Hello Hobart e-News, City News and other channels where appropriate.
- 11.4. An information session will be held by the grants officers when each new round opens.
- 11.5. Business Tasmania (run by the Department of State Growth) and the University of Tasmania regularly promote the business grants through their networks.
- 11.6. Direct communication with a broad range of retailers, community and retail groups is made each round.

12. Community and Stakeholder Engagement

- 12.1. In preparation for writing this report the following external stakeholders have been consulted: Department of State Growth (Business and Trade Tasmania), Dr Louise Grimmer (University of Tasmania), Anja Boot (Business Consultant), Suzi Watral (Marketing Consultant), City of Sydney, City of Adelaide and City of Wodonga.
- 12.2. Officers included in the consultation include Community Development Officer (Grants), Community Activation Coordinator, Senior Marketing and Promotions Coordinator and Economic Development Project Officer.
- 12.3. In the preparation for the grants, representatives of Hobart's business community were also consulted.

13. Delegation

- 13.1. 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.



Samantha Skillern
MARKETING COORDINATOR



Umesh Ratnagobal
**ASSOCIATE DIRECTOR
COMMUNICATIONS AND MARKETING**

Date: 17 May 2018
File Reference: F18/42396; 17/260

- Attachment A: Policy - Application for Grants - Community Development
Division and Communications and Marketing Division ↓
- Attachment B: Shopfront Improvement Grant Guidelines ↓
- Attachment C: Civic Banner Quick Response Grant Guidelines ↓

City of Hobart

Policy

Title: Applications for Grants –
Community Development Division [and](#)
[Communications and Marketing Division](#)

Category: Community Services and Events

Date Last Adopted: ~~19 March 2018~~ [June 2018](#)

1. Objectives

The policy sets out the City of Hobart's approach to managing [grants program](#) for the Community Development Division [and the Communications and Marketing Division's Grants Program](#).

The objective of the ~~Community Development Grants Program~~ [grants programs](#) are to encourage and support community and cultural organisations as well as small businesses to develop and deliver Hobart-based events, projects and activities that have community, cultural or economic outcomes that align with the Future Directions within the City's Strategic Plan.

2. Background

The ~~Council City~~ makes available grant funding to assist community, cultural, other organisations and businesses through its ~~Community Development Grants Program~~.

The ~~Community Development Grants Program~~ [grants program](#) provides transparent and equitable governance for the City's support of projects with the intention of assisting the community, organisations, and businesses in the Hobart municipal area.

3. Policy

That:

1. The City makes grant funds available to assist community, cultural, business and other organisations through its ~~Community Development Grants Program~~ [grants programs](#).

2. Under each stream there are a number of grant categories. The funds available for each category are listed in the following table.

Grant Streams	Available Categories	Funding Amounts (\$)
Creative Hobart	<ul style="list-style-type: none"> - Major Cultural Organisations - Medium Cultural - Small Cultural - Quick Response 	<ul style="list-style-type: none"> - Over \$10,000 - \$7,000 to \$15,000 - \$1,000 to \$5000 - Up to \$1,000
Community	<ul style="list-style-type: none"> - Small Community - Quick Response 	<ul style="list-style-type: none"> - \$500 to \$5,000 - Up to \$500
Event	<ul style="list-style-type: none"> - Event Partnerships - Event - Quick Response 	<ul style="list-style-type: none"> - Over \$20,000 - Under \$20,000 - Up to \$1,000 (in-kind only)
Christmas	<ul style="list-style-type: none"> - Community Christmas Activation Quick Response - Community Christmas Carols 	<ul style="list-style-type: none"> - Up to \$750 - \$1,000 - \$15,000
Marketing	<ul style="list-style-type: none"> - Shopfront Improvement - Local Trader Marketing - Civic Banner Quick Response 	<ul style="list-style-type: none"> - Up to \$5,000 (matched funding) - Up to \$58,000 - Up to \$1,000 (in-kind only)
Venue Support	<ul style="list-style-type: none"> - Venue Support Quick Response 	<ul style="list-style-type: none"> - Up to \$1,000 (in-kind only)
City Partnership	<ul style="list-style-type: none"> - Small - Large 	<ul style="list-style-type: none"> - \$10,000 - \$30,000

3. The grant streams for Event Grants, Medium Cultural Grants, Small Cultural Grants, Small Community Grants, ~~and~~ Shopfront Improvement ~~and Local Trader Marketing~~ Grants will be available to the public twice yearly opening in August and February each year. The grant allocation pools will be distributed between both rounds. The Local Trader Marketing Grant will be available to the public once a year for a two month period from February to March.

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4. The following criteria will be applied to the City Partnership grants.
- Events that have been delivered within the City of Hobart for at least ten years;
 - Small to mid-sized community, cultural or commemorative events that are not eligible to apply for Event Partnership Grant funding;
 - Events that are held on or in City of Hobart property or venues and that utilise City of Hobart infrastructure, services and/or equipment; and
 - This program does not provide support for sporting or recreational focussed events and activities.

The City Partnership grants will be provided through a five (5) year partnership agreement with each of the following organisations

- Small
 - Festa Italia
 - Greek Orthodox Church and Benevolent Society of St George (Hobart) (Estia Greek Festival)
 - The City of Hobart Eisteddfod
- Large
 - The Royal Hobart Regatta
 - The Sandy Bay Regatta
 - RSL Tasmania, Hobart ANZAC Day Commemorative Committee

City Partnership funded organisations are not eligible to apply for funding through any other City of Hobart grant funding stream.

Each organisation funded through the City Partnership grant stream will provide an annual report to Council that includes information on expenditure and utilisation of City of Hobart financial and in-kind support as well as other details on the delivery of the event.

5.5. Approximate Timing of Grants:

Round 1	Round 2
<ul style="list-style-type: none"> • Open Round – August • Close Round – September • Assessment - September • Report to Committee/Council - October <p>Major Cultural Organisations, Community Christmas Carols and Event Partnership Grants:</p>	<ul style="list-style-type: none"> • Open Round - February • Close Round – March • Assessment - March • Report to Committee/Council – April

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<ul style="list-style-type: none"> • Open Round – June • Close Round – July • Assessment – July • Report to Committee/Council – August/September 	
<p>City Partnership</p> <ul style="list-style-type: none"> • Five (5) year agreement, dependent on annual acquittal from participating organisations. <p>Community Christmas Activation Quick Response</p> <ul style="list-style-type: none"> • Open Round – 1 October • Close Round – 31 October • Assessment – November <p><u>Local Trader Marketing</u></p> <ul style="list-style-type: none"> • <u>Open Round – February</u> • <u>Close Round – March</u> • <u>Assessment – April</u> • <u>Report – May</u> 	

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6. All grant streams, apart from City Partnership, have quick response grants, which are available throughout the financial year each year until such time as the annual budget allocation is fully utilised. The quick response grants for Creative Hobart, Event Grants and Marketing Grants will be for a maximum of \$1000 per grant, with the Community Grants providing a maximum of \$500 per grant. Quick Response Event Grants are for in-kind support for the loan of equipment only and are not available for cash.
7. Major Cultural Organisation Grants and Event Partnerships will only be advertised once a year and applications will open in June. Multi-year funding is available in these grant streams.
 - (i) Major Cultural Organisations are defined as follows:
 - (a) Based in the City of Hobart
 - (b) Report an annual income of at least \$1.5 million

- (c) Employ professional, permanent staff
 - (d) Deliver year-round public outcomes in Hobart
 - (e) Are infrastructure-based organisations with public presentation space and
 - (f) Operate on a not-for-profit basis.
- (ii) Major cultural organisations are also eligible to apply for the project grant rounds in Community, Culture and Events in the twice yearly grant rounds, in addition to any annual organisational grant.
8. Successful applicants for Event Partnerships cannot apply through the City's other funding streams for the same project.
 9. All assistance available to applicants is provided by way of grants, and not rate reductions (except pensioner remissions), waiving of fees and charges or rental subsidies.
 10. Where the City is unable to provide the full financial support requested by an applicant under this policy, any lesser financial assistance by the City will involve consultation with the applicant at time of a grant offer being made.
 11. As part of the application process, the City may consult with an applicant regarding possible modifications to their proposal which would address more appropriately the Council's strategic objectives.
 12. City officers will have three working days to contact applicants after the grant round has closed to clarify technical points such as eligibility, if necessary, or to request the provision of supplementary information that would assist the assessment panel in its deliberations.
 13. Applications will be assessed according to the guideline documents for each grant stream as provided on the City of Hobart's website.
 14. Assessment panels will assess applications for each grant stream (with the exception of quick response grants). The panels will comprise at least one external representative from the community, cultural, business or event sectors as appropriate, as well as City officers. The panels will assess applications against the assessment criteria set out in the grant guidelines.
 15. Assessment panel recommendations will be referred to either the Council's Community, Culture and Events Committee or the Economic Development and Communications Committee via an officer report and then onto the Council for consideration.

- (i) The reports will detail the outcome of the assessment process, and in particular who were the successful and unsuccessful applicants.
16. Quick response grants will be considered when they are received throughout the year, and they will not be offered through specific funding rounds.
17. Quick response grants will be approved under the Associate Director-~~Community Development's General Delegation~~ or for the marketing grants under the Associate Director of Communications and Marketing's general delegation (as referenced in the City's delegation register), whereby ~~the City's Associate Director Community Development is~~ they are able to approve grants to organisations for \$1000 or less, where the organisation has not received a quick response grant more than once in a calendar year subject to other guidelines and principles. The total delegated amount will have an upper limit in line with the budget allocation for each quick response grant stream as approved by the Council.
18. Where new quick response grants have been awarded, this information would be provided to the relevant Council Committee at its next meeting. These reports would not be subject to Council determination as they would be provided for information only.
19. The General Manager is delegated to authorise administrative changes to the ~~Community Development Grants~~ grant-P program guidelines in line with this policy, as required throughout the implementation of the program.

4. Legislation, Terminology and References

Capital City Strategic Plan 2015-2025

Delegations Register – Community, Culture and Events Committee Terms of Reference

Responsible Officer:	Director Community Development
Policy first adopted by the Council:	21 September 2015
History	
Amended by Council	21/12/2015
Amended by Council	25/1/2016
Amended by Council	6/6/2016
Amended by Council	25/7/2016
Amended by Council	21/11/2016
Amended by Council	22/5/2017
Amended by Council	5/6/2017
Amended by Council	4/12/2017

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Amended by Council	19/3/2018
Amended by Council	4/6/2018
Next Review Date:	March 2018 July 2018



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Introduction

The City of Hobart Shopfront Improvement Grants are aimed at supporting small business. These grants provide financial assistance for exterior physical works on a premise to encourage an improved streetscape and increased patronage.

The goals of this grants program are to increase the economic opportunities for small business through footfall and patronage, support the preservation and improvement of building facades and make more attractive commercial streetscapes in the City of Hobart.

Shopfront Improvement Grants are a matched grant, meaning that for every dollar requested from the City of Hobart, the applicant must have at least equal that amount to put toward the project.

The types of matching contributions that are accepted are direct cash input to the project. All contributions must have a dollar value and be visible in the project budget.

Activities that may be funded include:

- enhancement of unsightly and unappealing shop frontages, together with improvement projects
- making good structures and finishes on the façade and awnings
- repainting of external shop frontage and/or the façade
- removal of roller shutters and/or external unused signs.

Strategic Plan and Vision

Our vision for 2025 (from the [Capital City Strategic Plan 2015-2025](#)) is that Hobart will be a city that:

- offers opportunities for all ages and a city for life
- is recognised for its natural beauty and quality of environment
- is well governed at a regional and community level
- achieves good quality development and urban management
- is highly accessible through efficient transport systems
- builds strong and healthy communities through diversity, participation and empathy
- is dynamic, vibrant and culturally expressive.

Guidelines

These guidelines outline eligibility and assessment criteria and the assessment process for Shopfront Improvement Grants. All applications must comply with these guidelines.

What can you apply for?

The City of Hobart provides grants for shopfront improvement projects. Prior to completing this application and developing your event submission, please consult with the City on (03) 6238 2434.

Businesses can apply for only one Shopfront Improvement Grant per project per annum. This means that applicants may also apply for other grants offered other City of Hobart grants simultaneously and in consecutive rounds, but not for the same project.

How much money is available per financial year?	
\$24,000	
How much money can your organisation apply for?	
Shopfront Improvement Grants	
Amount	Funding up to \$5,000 (equal matched funding)
Availability	February and August annually

What is a shopfront?

For the purpose of the Shopfront Improvement Grant, a shopfront is a physical business premises within the City of Hobart municipal area that is on the street, usually contains display windows and is open to and trades with consumers from those premises.

This grant is to support capital works on the **street level exterior of the premise only**.

The applicant must have customers who come to the shopfront in order to purchase goods or services.

Examples of on-street shopfronts include, but are not limited to, a café, restaurant, retail store, gallery, healthcare or service provider, as accessed from a street or laneway.

The premises must not be exclusively used as a residence.

Who can apply?

To be eligible for funding an applicant must:

- be a property or business physically located in the City of Hobart municipal area
- be a property owner or a tenant holding owner's consent
- have an appropriate business registration including that of sole trader
- the business must be a small business as defined by the Australian Bureau of Statistics (ABS) as employing under 20 people, including franchises where the franchisee (not the parent company) employs under 20 people.

This includes:

- commercial and profit-making organisations
- incorporated, not-for-profit organisations
- proposals from groups of businesses that would like to collaborate to enhance collective street appeal.

Who can't apply?

The following are not eligible to apply:

- Australian and local government agencies and bodies
- tenants who are a part of a shopping centre
- owners corporations (strata and company owned)
- applicants who have received a City of Hobart Grant for the same project within the same financial year
- businesses that trade business-to-business only
- those businesses who do not have a frontage on a public road that is under the management of the Council*

* Those businesses who have a frontage on a street not under the management of the Council may apply if they can provide a thorough reasoning that such an improvement would have a great community benefit. Please ensure this is in your application.

How to Apply

All grant applications need to be made via the City of Hobart website, hobartcity.com.au/grants. Applications cannot be submitted by mail or email.

When you start your application you will need to register by setting up a username and password. You are able to start and save your application, exit the program and then return to it at various times before finishing it.

If you do not have access to a computer, are unable to complete an application online or are having difficulty submitting your application, please email marketing@hobartcity.com.au or telephone (03) 6238 2434 and we will be happy to assist you.

Key Dates for Applications

Late applications are not eligible and will not be assessed. Shopfront Improvement Grant application key dates are as follows:

For projects commencing:	To be confirmed
Grant Applications open:	To be confirmed
Public Information Session:	To be confirmed
Grant round closes:	To be confirmed
Assessment Panel meet:	To be confirmed
Decision made by Council:	To be confirmed
Advice distributed to applicants:	To be confirmed

Project Eligibility

To be eligible to be assessed for a Shopfront Improvement Grant, please refer to the 'Who can apply?' section in these guidelines. In addition to this, applications need to:

- be for a project occurring within 12 months from the approval of the grant
- adhere to all relevant legislation as it relates to the project, for example, *Workplace Health and Safety Act 2012* or *Land Use Planning and Approvals Act 1993*
- appropriately acknowledge the City of Hobart's support in accordance with the [City of Hobart Grant and Partnerships Guidelines](#).

The applicant may be asked to measure footfall prior to the upgrade of the shopfront and then again once the works have been completed.

Ineligible Applications

Applications will be ineligible if they do not comply with the eligibility criteria and if:

- the applicant has received another City of Hobart Community Development Grant for the same project within the same financial year
- the applicant has not fulfilled the conditions of a previous City of Hobart grant by its due date
- where other funding sources are considered to be more appropriate
- the application is for funding which will pay for:
 - ongoing administration or operational costs of the applicant. This includes general expenses for ongoing operation of your organisation/group including such things as staff costs, administrative and miscellaneous expenses.
 - donations or fundraising projects that support the recurrent operations of the applicant
 - relocation of a business
 - routine maintenance (defined as simple, small scale or general upkeep of a building)
 - properties owned by employees of the City of Hobart or other government agencies
 - purchase of buildings
 - internal shop fittings including display shelves or lighting
 - remission of rates
 - activities which have already commenced, or are scheduled to occur prior to the funding period
 - retrospective payments or deficit funding
 - the purchase of equipment which is not specifically inherent to project delivery and would otherwise support the recurrent operations of the organisation
 - premises that are exclusively used as a private residence.

The grant is not to be used for the payment of City of Hobart fees including those for development applications, health inspection fees, health approvals and Section 68 approvals.

Assessment Criteria

Projects do not need to meet all the following assessment criteria. Please be aware, however, that meeting all criteria is not a guarantee of funding.

Eligible applications will be assessed against the criteria listed below.

Criteria	Weighting
<p>The project – what work would you like to do to your shopfront?</p> <p>The assessment panel will look at your project plan including the proposed timeline and any professional plans or advice received. This <i>must</i> include:</p> <ul style="list-style-type: none"> the proposed timeline professional plans advice on how the proposal accords with planning and heritage requirements of the City of Hobart advice from relevant bodies within the City of Hobart (for example City Planning) photos of existing building and proposed artwork 	30%
<p>What benefits to the business and the street will the work provide?</p> <p>The panel will assess to what extent the applicant can demonstrate benefits to the business and streetscape, as an outcome of the project.</p> <p>An outline of how the benefits will be measured should be provided with the application.</p>	50%
<p>How much will the project cost?</p> <p>Quotes for the work proposed must be attached to the application.</p> <p>All applicants must provide a balanced budget, accounting for all expected expenses, including in-kind (free of charge), other sponsorships or grants and the amount that is requested from the City of Hobart.</p>	20%

Assessment Process

Assessment Panel

The assessment panel will involve City officers as well as representatives from outside of the council organisation.

The panel will assess each application on its merit, against the assessment criteria and will meet to discuss the applications. Applications will be scored and assessed

according to the criteria. If the panel requires additional information in relation to your application, you will be contacted.

The application may be recommended for partial funding. This decision is carefully considered with the view of maintaining the integrity of the proposal.

Any lesser financial assistance by the City will involve consultation with the applicant at the time of a Grant Offer being made.

Recommendation to Council

The panel will make recommendations to the City of Hobart's Economic Development and Communications Committee as to which applications should receive funding based on decisions made as a result of the assessment process.

This Committee will then consider the recommendations and will refer those recommendations to the full Council for decision. The decision of Council regarding funding outcomes is final.

It should be noted that the report detailing the recommendations for funding will be on the open agenda of the City of Hobart's Economic Development and Communications Committee which is placed on the City of Hobart website and is visible to the public. The entire grant application is not published on the website, but brief details of all applications including the applicant name, amount requested, amount recommended for approval (for successful applicants), and a brief outline of the project will be included in the report.

Communication

Applicants will receive notification of receipt of their application as well as notification of the assessment results. All applicants will be advised of the Council decision by email following the Council meeting. Please see 'Key dates' for the likely timing.

Pre-Assessment Eligibility Check

City officers have a 48 hour review period to contact applicants after the grant round has closed to clarify technical points such as eligibility, if necessary, or to request the provision of supplementary information that would assist the assessment panel in their deliberations.

Successful Applications

Grant Agreement

A formal Grant Agreement will be sent to successful applicants. In general, the City of Hobart will not make an offer for substantially less than the amount requested in the application, however, where the City is unable to provide the full amount requested any lesser assistance will involve consultation with the applicant at this stage.

Inability to comply with the conditions of the Grant Agreement may result in withdrawal of support.

The applicant must be able to match the amount applied for in the Shopfront Improvement Grant.

Successful Shopfront Improvement Grants will match cash with the following types of applicant contributions:

- in-kind contributions such as donated supplies, materials or services
- volunteer time such as labour
- direct cash input to the project.

These must be clearly identified in the application and acquittal.

Acquittal

Upon completion of the project, successful applicants will be required to acquit their grant, providing evidence of the delivery of their project, expenditure and outcomes.

The acquittal form will be made available to successful applicants via *SmartyGrants*, and must be completed online within 90 days of the project completion date.

The acquittal report for Shopfront Improvement Grants includes:

- copies of invoices for materials and labour used
- proof of matched funding (by way of invoices/receipts for in-kind contributions and volunteer time. Alternatively, bank statement showing direct cash input to the project)
- data collected for sales/foot traffic prior to and after the project
- digital images of prior to and after the project
- evidence of how the City was acknowledged as per the [City of Hobart Grant and Partnerships Guidelines](#)
- a summary of any media or marketing coverage where available.

Organisations that do not satisfactorily acquit their grant may not be eligible for future funding and may be required to return the funds allocated to their project.

GST and Grants

If your organisation will incur a GST liability as a result of receiving the grant (only applicable if your organisation is registered for GST), please submit a tax invoice equal to the amount of the grant plus GST. Otherwise, please submit an invoice equal to the amount of the grant only.

It is a requirement of the Australian Taxation Office that any payee (including incorporated organisations) that does not have an Australian Business Number (ABN) must complete a '[Statement by a Supplier](#)' form. This must be submitted with your application. A copy of this form can be found on the City of Hobart website: hobartcity.com.au/grants.

Recognition of Council Assistance

Successful applicants must acknowledge the City of Hobart's assistance for the project. This will be required at a value proportional to the grant offered. Please refer to the [Grant and Partnership Acknowledgement Guidelines](#) for details of the expectations in terms of acknowledging Council's assistance. When submitting Shopfront Improvement Grant applications, applicants will need to ensure that all agreed Council benefit deliverables can be provided within an appropriate timeframe prior to the event delivery date.

Unsuccessful Applications

Unsuccessful applicants may discuss their application with the relevant City officer.

If your application is not successful, the decision does not necessarily reflect the worthiness or community benefit of your proposal.

Further Information and Enquiries

Documents

Copies of all City of Hobart documents referred to throughout these guidelines can be found via the hyperlinks contained throughout these guidelines or at the City of Hobart website hobartcity.com.au/grants. All documents that need to be provided by you must be included with your grant application unless otherwise indicated.

Contact Officer

For further information specifically regarding a project proposal for the Shopfront Improvement Grant, please contact:

Josie Chapman (03) 6238 2132
Community Development Officer chapmanjs@hobartcity.com.au

Samantha Skillern (03) 6238 2434
Marketing Coordinator skillerns@hobartcity.com.au



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Introduction

City of Hobart Civic Banner Quick Response Grant is a marketing grant and provide financial assistance for not-for-profit community organisations and commercial entities delivering projects with a community benefit, for the installation of banners using the City's civic banner program.

City of Hobart civic banners are a highly effective way to publicise an upcoming event, activity or community campaign to reach a wide audience. There are a number of locations across Hobart that can be booked and more information can be found in the [Civic Banner Guidelines](#).

To be eligible, marketing must be for events and activities that are sporting, cultural, recreational, community or tourism related.

Given the popularity of the civic banner program, banners may be booked for 2 or 3 week periods depending on availability.

It is recommended that a lead of time of at least six weeks is allowed for the manufacture of banners.

Production costs for the banners and any amount outstanding after the 'in-kind' assistance given for installation are to be paid by the applicant, for pricing please see the [Civic Banner Guidelines](#).

Strategic Plan and Vision

Our vision for 2025 (from the [Capital City Strategic Plan 2015-2025](#)) is that Hobart will be a city that:

- offers opportunities for all ages and a city for life
- is recognised for its natural beauty and quality of environment
- is well governed at a regional and community level
- achieves good quality development and urban management
- is highly accessible through efficient transport systems
- builds strong and healthy communities through diversity, participation and empathy
- is dynamic, vibrant and culturally expressive.

Guidelines

These guidelines outline the eligibility and assessment criteria for Civic Banner Quick Response Grant. All applications must comply with these guidelines.

What can you apply for?

The City of Hobart provides marketing grants as an 'in-kind' amount for the installation of civic banners.

Organisations can apply for only one Civic Banner Quick Response Grant, per project, each financial year. This means that applicants may also apply for other grants in the City of Hobart's grants program simultaneously and in consecutive rounds, but not for the same project. For further information, see '[What is a project?](#)' in these guidelines.

How much can your organisation apply for?

Civic Banner Quick Response Grant
Up to \$1,000 for the installation of banners

Note that production of banners will still need to be paid by the applicant. To determine a rough guide to the production costs for civic banners, please refer to the [Civic Banner Guidelines](#). Civic banners are produced through third parties and no responsibility is taken by the City for this process.

The production of banners must be organised by the applicant and manufacture can take **up to six weeks**.

When can you apply?

Civic Banner Quick Response Grant applications can be submitted at any time throughout the financial year (2018-19) until the total fund for the financial year is expended.

The civic banner program is highly sought after and has many bookings throughout the year. It is essential that you contact the City prior to submitting your application to ensure:

- there is availability for your preferred dates
- there are funds available.

Please contact the Communications and Marketing Division on (03) 6238 2890.

Who can apply?

To be eligible for funding, an applicant must be one of the following types of organisations:

Incorporated and unincorporated, Not-For-Profit Organisations

Incorporated, not-for-profit organisations are eligible to apply for the Civic Banner Quick Responses Grant. For the purpose of this grant, a not-for-profit organisation is one which is not operating for the profit or gain of its individual members, whether these gains would have been direct or indirect.

A not-for-profit organisation can still make a profit/surplus, but this profit must be used to carry out its purposes and must not be distributed to owners, members or other private people.

For more information about not-for-profit status, please visit the website of the [Australian Tax Office](#).

Commercial and Profit-Making Organisations:

Applications from commercial (profit-making) entities that operate or provide services in the City of Hobart will be considered on the condition that the outcome of these projects be focused on benefits to the community.

Australian or Tasmanian Government Agencies:

Applications from Australian or Tasmanian government agencies that operate projects or provide services in the City of Hobart will be considered on the condition

that the outcome of these projects be focused on benefits to the community or they meet the other grant criteria for project eligibility.

Who can't apply?

The following are not eligible to apply:

- local government agencies and bodies
- applicants who have received a City of Hobart grant for the same project within the same financial year (see '[What is a project](#)' in these guidelines)
- individuals
- applicants who have not correctly acquitted a previous City of Hobart grant.

How to Apply

All grant applications need to be made via the City of Hobart website, hobartcity.com.au/grants. Applications cannot be submitted by mail or email.

When you start your application you will need to register by setting up a username and password. You are able to start and save your application, exit the program and then return to it at various times before finishing it.

If you do not have access to a computer, are unable to complete an application online, or are having difficulty submitting your application, please email marketing@hobartcity.com.au or telephone (03) 6238 2434 and we will be happy to assist you.

Project Eligibility

What is a project?

To be eligible, projects must be sporting, cultural, recreational, community or tourism related, and preference will be given to a project that:

- is held within the Hobart municipal area
- will increase visitation to Hobart
- will provide direct economic benefits to the City
- is a national or international event of significant civic value.

Where a project has received a grant through another City of Hobart Community Development Grant within the same financial year, including in a consecutive round (for example, a festival), it is not eligible for a Civic Banner Quick Response Grant.

Ineligible Applications

Applications will be ineligible if they do not comply with the eligibility criteria listed in these guidelines, and if:

- the applicant has received another grant for the same project within the same financial year
- the applicant has not fulfilled the conditions of a previous grant by its due date
- the project has the potential to make significant profit and/or where other funding sources are considered to be more appropriate

- the application is for funding that will pay for projects that have already occurred or commenced.

Assessment Criteria

Projects eligible for funding will be assessed against the criteria listed below. Projects must meet all the following assessment criteria, however, this is not a guarantee of support.

While applications can be submitted from organisations for projects which have been funded in previous years, this does not automatically ensure continued grant support. The City does attempt to direct funding to assist new projects.

The assessment criteria are:

1. Project requirements

Evidence that the project is related to either sporting, cultural, recreational, community or tourism.

A copy of the banner artwork, or if not available, a mock up with a final proof to be provided prior to production.

Evidence that the dates for installation are available and have been tentatively booked.

2. Preference projects

If applicable, evidence that the project aligns with one or more of the following goals listed in 'What is a project', including:

- is held within the Hobart municipal area
- will increase visitation to Hobart
- will provide direct economic benefits to the City
- is a national or international event of significant civic value.

3. Project budget

Evidence of sufficient funding to pay for production of banners (if not reusing previous banners) and any partial payment that may remain for the installation of banners.

Assessment Process

Each application will be assessed on its merit against the assessment criteria.

City officers will have a 3 working day review period to contact applicants after the grant application has been received to clarify technical points such as eligibility, if necessary, or to request the provision of supplementary information that would assist the assessment panel in their deliberations.

The assessment panel, consisting of two or more relevant City officers, will assess each application according to the criteria. The panel will make recommendations to the City of Hobart's Associate Director Communications and Marketing, as to which

applications should receive a Civic Banner Quick Response Grant, based on decisions made as a result of the assessment process.

The City of Hobart's Associate Director Communications and Marketing is delegated to approve funding for Civic Banner Quick Response Grant applications. This decision is final.

Details of successful applications, including applicant name, grant amount and a description of the project will be made publicly available on the City of Hobart's website and as an agenda item for the relevant Economic Development and Communications Committee meeting.

Notification

All applicants will be advised of the funding decision within four weeks from the date of receipt.

Successful Applications

A formal Grant Agreement will be sent to successful applicants. In general, the City of Hobart will not make a Grant Agreement for substantially less than the amount requested in the application, however, where the City is unable to provide the full amount requested any lesser assistance will involve consultation with the applicant at this stage. Inability to comply with the Grant Agreement may result in withdrawal of support.

Please note that there may be a partial cost still owing for the civic banner program. If this is the case, an invoice will be sent out by the relevant officer.

Recognition of City's Assistance

Successful applicants must acknowledge the City's assistance for their project.

Please refer to the [Grant and Partnership Acknowledgement Guidelines](#) for details of the expectations in terms of acknowledging City's assistance.

Unsuccessful Applications

Unsuccessful applicants may discuss their application with the relevant City officer. If your application is not successful, the decision does not necessarily reflect the worthiness or community benefit of the proposal.

Further Information and Enquiries

Documentation

Copies of all City of Hobart documents referred to in these guidelines can be found via the hyperlinks in this document or via the City of Hobart website hobartcity.com.au/grants. All documents that need to be provided by you must be included with your grant application unless otherwise indicated.

Contact Officers

For further information specifically regarding a project proposal for a Civic Banner Quick Response Grant, please contact:

Samantha Skillern (03) 6238 2434

Marketing Coordinator – Communications and Marketing skillerns@hobartcity.com.au

6.3 Christmas Decorations 2018
File Ref: F18/30033

Report of the Marketing Coordinator and the Associate Director
Communications and Marketing of 17 May 2018.

Delegation: Council

REPORT TITLE: CHRISTMAS DECORATIONS 2018

REPORT PROVIDED BY: Marketing Coordinator
Associate Director Communications and Marketing

1. Report Purpose and Community Benefit

- 1.1. The purpose of this report is to update the Council on the proposed Christmas decorations program for 2018.

2. Report Summary

- 2.1. The Council has previously endorsed a Christmas decorations program with new elements to be installed when replacement or rejuvenation is required, this is proposed to continue in 2018.
- 2.2. The existing Australian theme of native animal illustrations which was introduced in 2016 will be retained along with the traditional red/green colour palette. Where decorations are in good condition and are safe, the intention is that they will be reused in 2018.
- 2.3. The Christmas decorations program will be installed prior to the Christmas Pageant on 17 November 2018, with the exception of the Mawson Place Christmas tree which will be installed from the week beginning 26 November 2018.
- 2.4. In 2017, the Council approved the purchase and installation of a large signature Christmas tree in Mawson Place. This will be reinstated in 2018.
- 2.4.1. In order to reduce costs, the City's Civil Works will do the installation and dismantle.
- 2.4.2. A security presence will be reinstated at the tree in order to protect the asset and prevent the public from climbing it.
- 2.5. The Mawson Place tree lighting event was held for the first time in 2017 for the community and this will once again be held in 2018. The proposed date for the event is Friday 30 November 2018.
- 2.6. The 6 metre artificial tree in Wellington Court has come to the end of its life due to wear and tear. Due to construction works in the vicinity, it is proposed that permanent decorations be discussed in future years once construction in Kemp Street is complete.
- 2.7. In 2017, the Council also gave approval for a group of five live trees to be installed in Elizabeth Mall as a bespoke display. This installation will be reinstated in 2018, however, it will be moved into Wellington Court to replace the artificial tree whilst a more permanent decoration is decided upon.

- 2.8. The decorations in Elizabeth Mall are in need of rejuvenation. The proposed solution is to remove the old baubles in the London Plane trees and canopy stars whilst replacing them with Christmas themed bunting/flags.
- 2.9. An allocation has been made for activation in the Elizabeth Mall to liven up the area under the canopy in the two weeks leading up to Christmas. This activation will be targeted at families.
- 2.10. As per the Council's resolution in 2017, a variety of infant live trees have been purchased by the City's Nursery. These trees are of a traditional Christmas appearance and will be viable over the next few years.
- 2.11. A children's decorating workshop will once again be held in Salamanca Square following on from the Christmas Pageant. These decorations will be placed on the Salamanca Square Tree.
- 2.12. The Town Hall decorations will remain, with replacement wreaths and garlands to be purchased as the existing decorations have deteriorated.
- 2.13. An allocation has been made for a number of festive vinyl decals for the Customer Service Centre windows. The number of windows decorated will be reduced from 2017.

3. **Recommendation**

That the Christmas decorations program for 2018, with an operating and assets budget of \$141,453, be approved by Council with the costs being attributed to the Communications and Marketing function within the draft 2018-19 budget estimates.

4. **Background**

- 4.1. At its meeting held on 19 June 2017, the Council resolved *inter alia* that:

- "That: 1. The Council approve the installation of a signature Christmas tree in Mawson Place.
- (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. ”
- 4.2. The previous native animal design introduced in 2016 will continue to be used in the 2018 program. This design features a traditional red/green background.
 - 4.3. All decorations from 2017 can be reused, where they are in good condition and safe to do so. Decorations requiring replacement are detailed below.
 - 4.4. The Christmas decorations program will commence installation from the beginning of November and be completed prior to the Christmas Pageant on 17 November 2018. The Mawson Place tree will be installed at a later date.

Mawson Place Tree

- 4.5. The Mawson Place Christmas tree was successfully installed for the first time in 2017 for a period of approximately six weeks from mid-November to early January.
- 4.6. The signature tree in Mawson Place was considered to be a successful installation. There was a variety of positive comments both anecdotally and via social media, with a number of organisations also using the tree as a backdrop for their marketing.
- 4.7. The tree will be reinstated again in 2018. The installation will be done by the City's civil works crew with the electrical component being done by the City's electrical contractor.
- 4.8. The tree will be installed after the Christmas Pageant in the week beginning 26 November 2018, weather permitting. This is due to the extreme time restraints placed on the internal crew to install the existing Christmas decorations program and the large Christmas tree.
 - 4.8.1. The Christmas Pageant is targeted in the Hobart city centre and therefore, it is considered to be more important to install the city decorations prior to this date. The Mawson Place tree with its unique location does not have the same time restraints placed on it.
 - 4.8.2. This reduction in time that the Mawson Place tree is on display will also help to reduce security costs.

- 4.9. The tree will be installed once again on the concourse between the Waterside Pavilion and the Marine Board Building. This space has been booked with the relevant unit.

Mawson Place Tree Lighting Event

- 4.10. In 2017, the City ran the inaugural turning on the lights event for the Mawson Place tree. The event, carols style, was held for the community free of charge, and included children's entertainment, singers and the first viewing of the lights as they were turned on.
- 4.11. In 2018, it is once again proposed that a turning on the lights event be undertaken for the community.
- 4.12. The event will be run on the evening of Friday 30 November 2018 with a proposed time of 7 pm - 9 pm, and lighting at approximately 8.30 pm.
- 4.13. The budget allocation of this event is yet to be determined.

Elizabeth Mall

- 4.14. The installation of the five *Thuja Occidentalis* in the Elizabeth Mall was also considered successful.
- 4.15. The trees are proposed to once again be installed, however, given the works in Wellington Court they will be relocated to the Wellington Court area.
- 4.16. The baubles that hang from the London Plane trees have been lost and damaged over the last few years. These are subsequently up for replacement. It has been decided that these will not be replaced by the same decorations.
- 4.16.1. This is due to the cost to install the baubles and the risk it poses to the staff to install each year, as the London Plane trees have large amounts of pollen that is easily disrupted.
- 4.17. It is also proposed to retire the two large gold stars on the canopy. To liven up the Elizabeth Mall, it is proposed that Christmas themed lights and bunting/flags be hung from the canopy instead.
- 4.18. An allocation has also been made for a variety of activations for the area underneath the Elizabeth Mall canopy for families in the lead up to Christmas. An activation that is currently being explored is the installation of a temporary inflatable snow globe. This activation would allow children and families to get their photo taken in the snow globe and share on social media.
- 4.19. All other decorations will continue to be displayed with some minor works to decorations to repair or rejuvenate items, including reskinning some pole surrounds.

Wellington Court

- 4.20. Since no suitable trees could be sourced for Wellington Court, the existing artificial tree was installed again in 2017.
- 4.21. This artificial tree is no longer able to be erected as it has come to the end of its display life, with many branches broken or stolen.
- 4.22. This area is about to go through a significant transformation as the Kemp Street redevelopment has begun and landscaping is due to be completed around summer 2019.
- 4.23. As a result of the redevelopment, it is recommended that the cluster of live trees occupy the area for Christmas 2018 rather than purchase new permanent decorations.
- 4.24. The other existing decorations including the pole surround and banners will be reinstalled in 2018.
- 4.25. In 2019, a decision will be made as to the decorations required in the rejuvenated space.

Live trees

- 4.26. As per the Council's resolution, the City's Nursery has purchased and is growing a number of *Picea Abies* (Norway Spruce), *Pseudotsuga Menziesii* (Douglas Fir) and *Sequoiadendrom Giganteum* (Giant Sequoia).
- 4.27. These have been chosen as they represent traditional Christmas trees. These trees are only in their infancy and will take some years before being able to be recommended as a viable tree.
- 4.28. The Nursery is experimenting with topiary options that will work in our city.

Salamanca Square

- 4.29. The structure in Salamanca Square will once again be decorated by the community as a children's decorating workshop. These decoration workshops have been run since its installation in 2016. The traders, and in particular Salamanca Square Inc., are supportive of the activation in the area which invites children to decorate the tree.
 - 4.29.1. The activation will follow on from the Christmas Pageant, the decorations will be decided upon closer to the date.

Town Hall

- 4.30. The wreaths and garlands on the façade of Town Hall will need to be replaced in 2018 as they have become faded and brittle.

City centre

- 4.31. The existing decorations with the native animal design purchased throughout 2016 and 2017 will continue to be rolled out as they are in good condition and safe to do so.
- 4.31.1. This includes planter box panels, Collins Court barn doors, civic banners and street banners.

Retail Precincts

- 4.32. There are a number of civic banners that are displayed in both Sandy Bay and North Hobart to extend the Christmas program into these retail precincts.

Customer Service Centre

- 4.33. The Customer Service Centre was decorated with a Christmas story in 2017 which displayed along 11 windows.
- 4.34. It was determined that there was not enough stopping foot traffic to justify the installation again in 2018.
- 4.35. It is recognised though that the Customer Service Centre does look festive with vinyl decals. There has been an allocation made in the budget for a small number of windows to be dressed rather than the 11 from 2017. This will link the decorations between Mawson Place and the city.

Security

- 4.36. Static guards were employed in 2017 at Mawson Place throughout the display period on key nights with drive-by security employed on other evenings to minimise costs yet maintain a presence at the tree.
- 4.37. Throughout the city there were a number of incidents in the 2017 Christmas program, including a large amount of decorations in Wellington Court stolen or broken.
- 4.38. A recent installation in the Elizabeth Mall by a retailer saw it have four incidents of vandalism in a two-week period. As a result, the retailer had to employee nightly static security and remove the installation a week early. This incident is greater evidence that static security is required for assets that draw public attention and are of large investment.
- 4.39. There is CCTV footage of the Mawson Place concourse, however, this form of security is only useful after an incident has occurred.
- 4.40. As a result, it is proposed that a mixture of static and drive-by security for the Mawson Place tree be engaged again in 2018. With a shorter display period, the cost of security is expected to be reduced.

5. Proposal and Implementation

- 5.1.1. The existing Christmas decorations will be reused where they are in a good condition and safe to do so.
- 5.1.2. The installation will take place from the beginning of November and be completed by the Christmas Pageant on 17 November 2018 (with the exception of the Mawson Place tree).
- 5.1.3. The Mawson Place tree will be installed again this year with the installation being done by the City's Civil Works and the City's electrical contractor.
 - 5.1.3.1. The date for installation will be from the week beginning 26 November 2018. The concourse and Waterside Pavilion have been booked out for these dates.
- 5.1.4. An event to celebrate the turning on the lights event will again take place on Friday 30 November 2018.
- 5.1.5. Replacement decorations for Elizabeth Mall and in particular the canopy will be designed and sourced.
- 5.1.6. The artificial Christmas tree in Wellington Court has come to the end of its life and will be replaced by temporary installation of the live trees displayed previously in Elizabeth Mall in 2017. The installation will allow for the upgrade of the Kemp Street area to take place prior to any permanent decorations been decided upon.
- 5.1.7. A collection of live trees will continue to be grown at the Nursery. These trees are all of a traditional Christmas appearance, however, are currently too small for display.
- 5.1.8. The Salamanca Square Structure will be decorated again by inviting the community to attend a children's decorating workshop.
- 5.1.9. An order will be made for replacement decorations for the Town Hall wreaths and garlands as they have become weathered.
- 5.1.10. The City's decorations will again be installed including a variety of planter box panels, Collins Court barn doors, street and civic banners.
- 5.1.11. The Customer Service Centre will have a small number of windows decorated to create a colourful festive display.
- 5.1.12. Security will be engaged for the Christmas program using the Council's security provider. This will be a combination of static and drive-by security for the Mawson Place tree.

6. Strategic Planning and Policy Considerations

6.1. This initiative aligns with the following Future Directions in *Hobart 2025 Strategic Framework*.

FD1 - Offers opportunities for all ages and a city for life.

FD2 - Is recognised for its natural beauty and quality of environment.

FD4 - Achieves good quality development and urban management.

FD6 - Builds strong and healthy communities through diversity, participation and empathy.

FD7 – Is dynamic, vibrant and culturally expressive.

7. Financial Implications

7.1. Funding Source and Impact on Current Year Operating Result

7.1.1. The total cost of the 2018 Christmas decorations program is \$141,453.

7.1.2. An allocation for the asset and operating deliverables of \$91,453 has been made in the draft 2018-19 Communications and Marketing budget estimates.

7.1.3. Provision for the projected Civil Works installation and removal operating cost of \$50,000 has been included in the Communications and Marketing Division in the draft 2018-19 budget estimates.

7.2. Impact on Future Years' Financial Result

7.2.1. The replacement of approximately \$20,000 worth of existing Christmas Decorations will incur a write off in the vicinity of \$3,000.

7.2.2. The purchase of approximately \$20,000 worth of additional Christmas Decorations will see an increase in Annual Depreciation charges of approximately \$2,000.

7.3. Asset Related Implications

7.3.1. The expenditure of approximately \$20,000 on new assets and \$20,000 on asset replacement will have little impact on the Christmas decorations portfolio, presently with a gross value in the vicinity off \$680,000.

8. Legal, Risk and Legislative Considerations

- 8.1. The installation/display/dismantle of the decorations, and in particular the Mawson Place Christmas tree, is subject to a risk assessment. This assessment will be drawn up by the Communications and Marketing Division, however, feedback will be sort from Civil Works, the Principal Advisor Risk and Audit Systems and the Principal Advisor Work Health and Safety.

9. Environmental Considerations

- 9.1. The Christmas decorations program will reuse all decorations where it is safe to do so. Any unused Christmas decorations or those decorations that have come to the end of their display life will be gifted to community organisations wherever possible.

10. Marketing and Media

- 10.1. The Communications and Marketing Division will leverage the Christmas decorations program in a variety of mediums, including the Hobart Observer and social media posts.
- 10.1.1. A hashtag will be incorporated into the branding for the Elizabeth Mall activation and the Mawson Place Christmas tree to allow officers to track the level of engagement with the program.
- 10.1.2. There will also be scope to have activations and entertainment around the decorations in the city as part of the 'Hello Hobart' campaign.

11. Community and Stakeholder Engagement

- 11.1. As per previous years, the surrounding businesses will be consulted to ensure they are aware of the program dates.
- 11.2. Officers included in the consultation include Manager Civil Works, Manager Development Appraisal, Civic Works crew, Senior Marketing and Promotions Coordinator, Program Leader Arboriculture and Nursery, Supervisor Nursery Operations and Hallkeeping Services Coordinator.

12. Delegation

12.1. This matter has been delegated to 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.



Samantha Skillern
MARKETING COORDINATOR



Umesh Ratnagobal
**ASSOCIATE DIRECTOR
COMMUNICATIONS AND MARKETING**

Date: 17 May 2018
File Reference: F18/30033

6.4 Update - Measurement System, International Relationships
File Ref: F18/43116

Memorandum of the Economic Development Project Officer and the Associate Director City Economy, Tourism and Events of 18 May 2018 and attachment.

Delegation: Council



City of **HOBART**

**MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS
COMMITTEE**

Update - Measurement System, International Relationships

The Council at its meeting of 4 December 2017 resolved:

- That:*
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.*
 - (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.*
 - (i) *The estimate cost of \$660 be attributed to the Aldermanic Travel in the 2017-18 Annual Plan.*

As per point 3 above, Alderman Thomas attended the Sister Cities Australia AGM and forum in December 2017. The attached report from Alderman Thomas updates the Council on the outcomes of this visit and also other recent discussions had on the topic of developing a measurement system for the value of international relationships.

Sister Cities Australia has confirmed in principle support for Alderman Thomas' proposed project, contingent on this project being deferred until after the City of Hobart elections.

RECOMMENDATION

That the Council support the deferral of this project until after the City of Hobart elections in October 2018 when a report will be provided to Council to further scope the project and to provide detailed costings.

As signatory to this report, I certify that, pursuant to Section 55(1) of the Local Government Act 1993, I hold no interest, as referred to in Section 49 of the Local Government Act 1993, in matters contained in this report.



Lucy Knott
**ECONOMIC DEVELOPMENT PROJECT
OFFICER**



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

Date: 18 May 2018
File Reference: F18/43116

Attachment A: Update - Measurement System, International Relations - Report of Alderman Thomas April 2018 ↓

Update – Measurement System, International Relationships**Alderman Thomas**

At the end of 2017 Alderman Thomas attended the Sister Cities Australia (SCA) annual conference in Mildura. Alderman Thomas attended the conference to brief the executive and to present to the delegates the concept of the association joining in and participating in the completion of a survey of interested cities in terms of the best contemporary measurement and evaluation of the value and worth of city's sister associations.

Sister Cities Australia has a membership of some 60 city councils within Australia and has alliances with international sister city associations.

Alderman Thomas requested that the executive of the Sister Cities Association consider assisting the City of Hobart in conducting the survey for the intention of arriving at a robust system of measuring the value in economic, social and cultural terms of sister city activities. Alderman Thomas made clear the fact that the City of Hobart had yet to formally commit to the project.

Measurement of the value of the expenditure of scarce ratepayer funds on any activity is critical and in this case no less so. What was at one time seen as basically a nice thing to do to have relationships with cities elsewhere, cities as large as the City of Sydney have now based the core of their economic activity on the success of their sister city program.

Measurement can be achieved in both qualitative and quantitative form, measuring for example the cost to the budget of every activity carried out on an annual basis will also be valuable to a city and its community arising from the social and cultural exchange that invariably these relationships produce.

In Mildura, Alderman Thomas requested that the Association consider and provide an *in principle approval* for support for a project which seeks to:

1. Survey the membership to obtain information on what basis cities form and then operate sister city relationships.
2. From the information received seek to establish a framework which measures the qualitative and quantitative outcomes from all sister city activities of individual cities over a period, including cultural programs.
3. Provide a framework by which each unit of outcome is given a priority by a city from time to time in terms of its relative importance to the city and a notional unitary value struck.
4. The combined total unit value is monetised and then compared to and measured against the total resources spent on the sister city relationship in any given period.

Example: The City of Mildura has a Chinese sister city and educational exchanges, city staff exchanges and cultural performances occur on a regular basis. The City council is criticised by the local rate payers association for the \$70 000 all up cost of the program in 2018. The council would have full use of the model developed by the City of Hobart partnership with Sister City associations in Australia, New Zealand and the USA from which the council can vote to give a level of importance based on what it sees as the value to its community from all 3 activities. The council having therefore been able to apply a '*notional financial value*' to each of the 3 activities based on importance [number of students studying at the Mildura university campus, learnings from the staff exchanges and the cultural diversity 'barometer' for Mildura from cultural activities] is able to demonstrate a total value received of \$450 000 for the use of \$70 000 of ratepayers' money.

What was asked of Sister Cities Australia?

1. At this time SCA noted that the project will only be undertaken if there is broad support for the project from the Sister Cities Associations of Australia, New Zealand and the USA. Accordingly the request was expressly conditional on all 3 associations participating, noting that the associations can be involved through assisting the development of the model (including the survey), assisting by circulating to members the survey, assisting in collation of the results or at their discretion only one or some of this assistance. The project would be supported by a rigorous academic framework for which indicative support from Emeritus Professor Peter Frappell has been received. *Note: following the Mildura discussions I became convinced that starting smaller was the better option as we have many examples to draw on of sister city effectiveness here in Australia. So the ultimate request was for national project support only.*
2. The SCA acknowledged and appreciated the personal advocacy of the project by Alderman Thomas former Lord Mayor and Chairman of Finance from the City of Hobart.
3. All that was asked of SCA at that time was an indication of its support for the project to occur and a level of involvement if it proceeds.
4. The project would be conducted in calendar year 2018.

Decision

The request was considered at the Annual General Meeting and debated by the members present. A further meeting was arranged by the President of the Sister Cities Association, Mr Bill Wilson with Alderman Thomas who travelled to Devonport at his own cost.

SCA has advised the following:

After careful consideration by the National Executive the involvement of SCA is confirmed but it is suggested it may be prudent to commence the suggested survey in the latter stages of the calendar year. One of the several reasons for this is due to the timing of Local Government elections and we believe it may be best served to be working with a newly elected council.

The National Executive also came up with the following list of questions, in no particular order, that it believed needed to be considered and responded to:

- *When will the survey instrument be ready?*
- *Will SCA get to 'approve' the final format and the questions in the survey?*
- *Are there any IP issues seeing as it is using the Sister Cities NZ survey from a few years ago?*
- *Should the survey go out, how do we decide which cities it goes to as a 'pilot' group?*
- *Who will collate and analyse the results – how long will this take?*
- *Who will develop a 'marketing plan' to roll-out the survey and how will we encourage councils to respond?*
- *How will we gauge the success, or otherwise, of the instrument and the survey?*
- *Is there any way that the University of Hobart will allow SCA to be the sole 'issuer' of the survey instrument, and how could this be managed – this would give us some leverage to encourage memberships (free use of the instrument)?*
- *Who would develop a publicity strategy/plan to showcase results, case studies, statistics, etc.?*
- *Will the University be available to update the instrument, free of charge, in perpetuity should future changes be needed?*
- *We believe the number of organisations interviewed is very important and also the follow up, that is - who is responsible for ongoing monitoring?*

Similar Projects

Alderman Thomas has also been briefed by the former head of corporate administration for the City of Sydney who developed their sister cities economic policy. Sister cities activity for Sydney now forms a key platform of its economic development activity.

Latrobe University, the local government Association of South Australia and possibly other organisations are actively doing or considering work in this area. It is important that Hobart does not expend large amounts of ratepayer funds on activity which has been duplicated or replicated elsewhere, when it is possible that Hobart in due course could collaborate rather than pioneer the issue on its own. There is also merit given the issues involved that a national activity be conducted at this point rather than spreading the research effort too far.

Given the decision of the Sister cities Association to support this project but seek a deferment until after the next City of Hobart elections Ald Thomas is happy for this matter to be deferred until after the October local government elections.

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: Status Report

ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT

OPEN PORTION OF THE MEETING

April 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	The Committee, at its meeting of 19 April 2018, resolved that no further action be taken.
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 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 will be submitted to the June 2018 Committee meeting.

Ref	Meeting	Report / Action	Action Officer	Comments
4	RIVER DERWENT FERRY TRANSPORTATION Council, 5/9/2016, Item 21 Council, 2/10/2017, Item 24 Council, 23/4/2018, Item 20	That: 1. The Council reaffirm its support for a River Derwent ferry service. 2. The Lord Mayor invite the Mayor and the General Manager of Clarence and the General Manager of the City of Hobart to join him in requesting a meeting with the new Minister for Infrastructure the Hon Mr Jeremy Rockliff MP regarding the progress of its plan for trans-Derwent ferries, initially between Bellerive and Sullivans Cove.	Associate Director City Economy, Tourism & Events	Officers are progressing this matter.
5	COMMUNITY ENGAGEMENT FRAMEWORK REVIEW METHODOLOGY 2016 Council, 5/12/2016, Item 15	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.	Associate Director Community Development	Officers are progressing this matter with an Aldermanic workshop on the Community Engagement Framework proposed to be held on 29 May 2018.
6	NORTH MELBOURNE FOOTBALL CLUB - COMMUNITY ENGAGEMENT PARTNERSHIP REQUEST Council, 23/1/2017, Item 15	That: 1. The Council develop a policy and criteria to enable consistency around the consideration of future requests.	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: 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	During the course of engagement with property owners regarding the new Elizabeth Mall information booth some concerns about the change in the proposed footprint of the mall booth were expressed by an adjacent property owner. These concerns surfaced after works had commenced onsite. As a result of concerns raised, officers are reviewing the design with a view to reducing the overall footprint of the booth in the mall so as to minimise any perceived impact on adjacent properties. Whilst this work is being undertaken, the functionality of the booth has been reinstated and is staffed by a travel advisor from the Tasmanian Travel and Information Centre.
8	TIMOR-LESTE RELATIONSHIP UPDATE Council, 7/8/2017, Item 15 Council, 4/12/2017, Item 18 Council, 23/4/2018, Item 18	That: 1. Council resolves to commit to a long term relationship with the village of Balibó in Timor-Leste. 2. Should establishment of a long term relationship with Balibó be supported, a report be brought back to Council identifying potential projects, delivery partners and associated costs. 3. The Council acknowledge the excellent work undertaken by officers in organising the visit to Timor-Leste and preparing the report.	Associate Director City Economy, Tourism & Events	The Lord Mayor has written to the Chief of the Village and the Sub-District Administrator, telling them of the Council decision and asking whether this is something their community would want. Advice has also been sought from them on how the City might best work with the Balibo community to develop projects.

Ref	Meeting	Report / Action	Action Officer	Comments
9	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	1. A senior officer in L'Aquila has been contacted by letter to enquire about whether L'Aquila would be interested to support the study proposal. The City of Hobart is waiting for a response. 2. Complete. 3. Complete and will be reported upon as appropriate. 4. Complete and noted.

Ref	Meeting	Report / Action	Action Officer	Comments
10	<p style="text-align: center;">COMMUNITY DEVELOPMENT GRANTS PROGRAM - RECOMMENDATIONS MARKETING GRANTS 2017</p> <p style="text-align: center;">Council, 23/10/2017, Item 19</p>	<p>That:</p> <ol style="list-style-type: none"> 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. 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. The funding for the grants be attributed to the City Marketing budget in the 2017-18 Annual Plan. The total grant provision be recorded in the 'Grants, Assistance and Benefits Provided' section of the City of Hobart's Annual Report. Before the next round of Community Development Grants, the criteria for ineligible applicants be reviewed by the Committee. 	Associate Director Communications & Marketing	A report is included on this agenda.
11	<p style="text-align: center;">SUMMARY OF SEPTEMBER VISIT TO XI'AN</p> <p style="text-align: center;">Council, 4/12/2017, Item 17</p>	<p>That 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.</p> <p>(i) A further report be provided to Council to further scope the project and to provide detailed costings</p>	Associate Director City Economy, Tourism & Events	A report is included on this agenda.

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

RECOMMENDATION

That the Council resolve by absolute 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:

- information that was provided to the Council on the basis that it be kept confidential.
- information that was kept confidential to protect a trade secret of the Council.

The following items are listed for discussion:-

- | | |
|--------------|--|
| 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) (c) and (g) |
| Item No. 5 | Questions Without Notice. |