CITY OF HOBART

# AGENDA

## Special Community, Culture and Events Committee Meeting

## Open Portion

**Monday, 17 September 2018**

**at 4.40pm**
**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**

**1. CO-OPTION OF A COMMITTEE MEMBER IN THE EVENT OF A VACANCY ..... 4**

**2. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST ..... 4**

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4.2 2018-19 Fees and Charges - Taste of Tasmania - Ticketing and Request for Delegation ..... 21

**<u>Special</u> Community, Culture and Events Committee Meeting (Open Portion) held Monday, 17 September 2018 at 4.40pm in the Lady Osborne Room, Town Hall.**

**COMMITTEE MEMBERS**
Harvey (Chairman)
Deputy Lord Mayor Sexton
Zucco
Cocker
Thomas

**ALDERMEN**
Lord Mayor Christie
Briscoe
Ruzicka
Burnet
Reynolds
Denison

**Apologies:**

**Leave of Absence:** Nil.

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

## 2. 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.

## 3. 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?

# 4. REPORTS

## 4.1 The Sound of Peace Armistice Day Event - Request for Council Support - Further information
## File Ref: F18/96970; 18/279

Report of the Community Activation and Grants Co-ordinator and the Acting Associate Director Community and Culture of 13 September 2018 and attachments.

Delegation: Council

**REPORT TITLE:** **THE SOUND OF PEACE ARMISTICE DAY EVENT - REQUEST FOR COUNCIL SUPPORT - FURTHER INFORMATION**

**REPORT PROVIDED BY:** Community Activation and Grants Co-ordinator
Acting Associate Director Community and Culture

## 1. Report Purpose and Community Benefit

1.1. This report seeks Council approval to provide financial and logistical support to 'The Sound of Peace' community event to commemorate the 100th anniversary of the end of World War 1 on 11 November 2018.

1.2. Further to the Community, Culture and Events Committee meeting held on 8 August 2018, additional information regarding CityNetworks, event delivery, budget and partners to the event is detailed in this report.

## 2. Report Summary

2.1. Armistice Day (11 November) 2018 marks the 100th anniversary of the end of World War 1. As a result of this significant anniversary there is an increased awareness and interest within the community for opportunities to be involved in relevant commemorations.

2.2. In accordance with the ANZAC Centenary Public Fund it was planned that the City of Hobart would hold a community celebration on 11 November to acknowledge the federally funded Tasman Highway project, *The Bridge of Remembrance*. The opening of the bridge would be in addition to the annual Armistice Day commemorations held by the Returned and Services League Australia (Tasmania Branch Inc) at the Hobart Cenotaph.

2.3. However, with CityNetworks having already planned a significant community event, it is considered appropriate and efficient to partner with this organisation for a larger scale event rather than compete with a separate event.

2.4. CityNetworks is coordinating this large free community event, between 11 am and 1 pm, with a number of local businesses, churches, the Tasmanian Branch of the RSL, community organisations that will involve the closure of Murray Street, between Collins and Macquarie streets, at most between 8 am and 3 pm.

2.4.1. CityNetworks has requested support from the City, as shown at **Attachment A** to this report.

2.5. CityNetworks is a trading name - Kelvin Smith Trading Pty Ltd - trading as "CityNetworks" - ABN 24107171399. It is a small business working in the community development sector and has networks throughout the Tasmanian church communities. Fifty per cent of the protestant churches in Tasmania have been engaged in initiatives organised by CityNetworks.

2.6. Referees for CityNetworks would include Dean of Hobart, Richard Humphrey and Bishop of Tasmania, The Right Reverend Dr Richard Condie, see **Attachment B** to this report.

2.7. Organisers are expecting significant community participation and there could be between 2,000 - 4,000 community members in attendance throughout the two hour event, with free food and entertainment being provided by organisers.

2.8. CityNetworks has garnered financial and logistical support from the Tasmanian Government, private businesses, churches and community organisations and is seeking the support of the City of Hobart through the provision of a range of traffic management, environmental health and event related services and equipment.

2.8.1. A letter from Minister Barnett to the Lord Mayor confirms the support for the event by the Tasmanian Government. This letter is shown at **Attachment C** to this report.

2.9. CityNetworks does not have experience managing an event of this size, so will be working with Luminous Events to assist in the smooth delivery of the event. Luminous Events is well known within the City of Hobart and most recently delivered the Festival of Bright Ideas. (**Attachment D**)

2.10. Additionally CityNetworks has developed a “Taskforce” that meets weekly to oversee the development and planning of the proposed event.

2.11. The taskforce is comprised of the following people:

| Organisation | Name | Role |
|---|---|---|
| CityNetworks | Kelvin Smith | Overall Project Manager |
| CityNetworks | Joanna Sinclair | Project Manager |
| City of Hobart | Skye Targett | Production Coordinator Community Events |
| City of Hobart | Tony Bonney | Community Activation & Grants Coordinator |
| Anglican Church | Richard Humphrey | Area host |
| The Salvation Army | Captain Johnmark Snead<br>Stuart Foster<br>Gary Armstrong | Food production and distribution |
| Luminous Events | Meredith Wilson<br>Carmen van den Berg | Consultant Event Managers |

2.12. As this event is a community recognition of the 100th anniversary of the end of World War 1 it is considered appropriate that the City of Hobart be a partner in the delivery of this important city event.

## 3. Recommendation

***That:***

***1. The Council endorse the provision of the following in-kind and cash support totalling $16,313.50 towards the delivery of 'The Sound of Peace', 100th Anniversary of Armistice Day celebrations being held on 11 November 2018.***

***In-Kind Provision***

- ***120 Tables and Bench sets - $4,896***
- ***Place of Assembly Licence Fee - $300***
- ***Road Closure Permit Fee - $300***
- ***Provision of Waste and Recycling services and bins - $2,500***
- ***Provision of 50 bean bags - $637.50***
- ***Traffic safety infrastructure - $880***

***Financial Provision***

- ***Table and Bench Set delivery - $440***
- ***Provision of 20 Port-a-loos - $3,360***
- ***Traffic Management Plan and Implementation costs - $3,000***

***2. The actual cost provision component be provided through a budget allocation of $6,800 to be included in the Community Planning and Coordination allocation in the 2018-19 Annual Plan from unallocated funds.***

## 4. Background

4.1. 11 November 2018 provides the community with an opportunity to celebrate the 100th anniversary of Armistice Day.

4.2. A significant aspect of the day's celebrations will be an official ceremony at *The Bridge of Remembrance*, linking the Domain and Cenotaph over the Tasman Highway, from 9 am.

4.2.1. Details regarding this event will be provided in due course.

4.3. In accordance with the ANZAC Centenary Public Fund it was planned that the City of Hobart would hold a community celebration on 11 November to acknowledge the federally funded Tasman Highway bridge project. However, with CityNetworks having already planned a community event, it is considered appropriate to partner with this organisation for a larger scale event rather than compete with a separate event.

4.4. From 11 am - 1 pm CityNetworks, in collaboration with local businesses, churches and community organisations, will deliver 'The Sound of Peace' Armistice Day celebrations in and around St David's Cathedral.

4.5. Tasmanian Government representatives are working closely with CityNetworks on the implementation and promotion of the event as the key Armistice Day celebration for southern Tasmania.

4.6. The Minister for Veterans' Affairs office has confirmed the State's support as $2,500. This cash is in addition to the $750 already received from the Premier's Discretionary Fund. Confirmation letters are shown at **Attachments C and E** to this report.

4.7. CityNetworks has requested that the City of Hobart partner in delivering this event through the provision of financial and logistical support towards the delivery of 'The Sound of Peace' community celebration.

4.8. City of Hobart officers met with CityNetworks representatives to clarify the extent of the support required and in consultation with other Council staff have identified the detail and value of the required support at $16,313.50 as outlined within this report.

4.9. The in-kind support provided by the Council would not be a direct cost, with the value of this provision being absorbed by relevant units.

## 5. Proposal and Implementation

5.1. It is proposed that Council endorse the provision of the following in-kind and cash support totalling $16,313.50 towards the delivery of 'The Sound of Peace', 100th Anniversary of Armistice Day celebrations being held on 11 November 2018.

In-Kind

- 120 Tables and Bench sets, $4,896
- Place of Assembly Licence Fee, $300
- Road Closure Permit Fee, approx. $300
- Provision of Waste and Recycling services and bins, $2,500
- Provision of 50 bean bags, $637.50
- Traffic safety infrastructure, $880

Financial

- Table and Bench Set delivery, $440
- Provision of 20 Port-a-loos, $3,360
- Traffic Management Plan and Implementation costs, $3,000

5.2. The support of this event will replace a proposed 'family event' on Remembrance Day being organised through the Minister's Veteran Affairs portfolio.

5.3. CityNetworks has confirmed that the cash contributions to date are as follows:

- Combined Churches and Church organisations - $6,000
- Department of Premier and Cabinet - $750
- Department of Communities - $2,500
- CityNetworks self-contribution (underwriting) - up to $10,000

5.4. City Networks has confirmed that the in-kind contributions to date are as follows:

Specific entertainment participants include:

- Police Pipe Band
- Glenorchy Army Marching Band
- ExitLeft Productions

5.4.1. It is estimated that the event will rely on 60 - 95 volunteers to support the event. These volunteers will be drawn from various community (Rotary and Lions) and Church affiliated organisations.

5.4.2. Confirmation of support from CityNetworks is shown at **Attachment F** to this report.

## 6. Strategic Planning and Policy Considerations

6.1. This proposal is supported by the following items with the *Capital City Strategic Plan 2015 - 2025*.

STRATEGIC OBJECTIVE 1.3

Vibrant city centre and suburban precincts

1.3.1 Support and deliver events, festivals and markets;

STRATEGIC OBJECTIVE 4.1

Community connectedness and participation realises the cultural and social potential of the community

4.1.4 Facilitate and support local community groups to enhance community programs and reduce social isolation; and

STRATEGIC OBJECTIVE 4.2

City facilities, infrastructure and open spaces support healthy lifestyles

4.2.2 Support effective utilisation of city facilities, infrastructure and open spaces.

## 7. Financial Implications

7.1. Funding Source and Impact on Current Year Operating Result

7.1.1. Any in-kind support provided by the Council to CityNetworks would not be a direct cost to Council, with the value of this provision being absorbed by relevant units.

7.1.2. There would be an external cost to the Council of $6,800. There is no funding allocated for this proposal within the current financial year and if approved by the Council, the request would require an additional allocation of $6,800 from unallocated funds.

7.2. Impact on Future Years' Financial Result

7.2.1. There is no impact on future year's financial result as a result of this proposal.

7.3. Asset Related Implications

7.3.1. There are no asset related implications as a result of this proposal.

## 8. Legal, Risk and Legislative Considerations

8.1. City of Hobart staff have worked closely with CityNetworks representatives to ensure that a thorough risk assessment has been undertaken and that appropriate emergency management procedures are in place.

8.2. A Traffic Management Plan and implementation of this plan by a qualified third party organisation will be undertaken as part of the road closure process for the event.

8.3. A review of the security implications for this event has been undertaken and organisers will consult with Tasmania Police and other emergency services to ensure the event is as safe as possible.

8.4. The proponent, CityNetworks, has Public Liability insurance that provides $20M cover.

## 9. Environmental Considerations

9.1. Event organisers have committed to utilising compostable take away containers during the event in order to minimise waste output.

## 10. Social and Customer Considerations

10.1. It is envisaged that there will be increased community awareness and willingness to participate in commemoration or celebration for this year's Armistice Day celebrations due to the 100th anniversary.

10.2. 'The Sound of Peace' event provides an opportunity for the wider community to participate in a significant celebration within the City of Hobart.

10.3. The event also provides an opportunity to deliver a community celebration for Armistice Day celebrations and complements the official launch to be held at *The Bridge of Remembrance* earlier in the day.

## 11. Marketing and Media

11.1. The Communications and Marketing Division will be engaged to identify the most effective way to align with and build on the marketing and promotion being undertaken by the event organisers and the Tasmanian Government.

## 12. Community and Stakeholder Engagement

12.1. Representatives of the Tasmanian Government and CityNetworks as well as staff within the Parks and City Amenity, City Infrastructure, City Planning, City Economy, Tourism and Events and the Community and Culture Divisions have been consulted in the preparation of this report.

## 13. Delegation

13.1. This item 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.*

Anthony Bonney
**COMMUNITY ACTIVATION AND GRANTS CO-ORDINATOR**

Kimbra Parker
**ACTING ASSOCIATE DIRECTOR COMMUNITY AND CULTURE**

Date: 13 September 2018
File Reference: F18/96970; 18/279

Attachment A: CityNetworks request for support dated 27 July 2018 ⇩

| | |
|---|---|
| Attachment B: | Letter of confirmation / support from Richard Humphrey and Dr Richard Condie ⇩ |
| Attachment C: | Letter from Minister Barnett ⇩ |
| Attachment D: | Confirmation of event management services from Luminous Events ⇩ |
| Attachment E: | Confirmation of support from Department of Communities Tasmania / The Minister for Veterans' Affairs dated 10 September 2018 ⇩ |
| Attachment F: | Confirmation of other financial support from CityNetworks dated 30 August 2018 ⇩ |

Hobart City Council
Town Hall, Macquarie St
GPO Box 503.
Hobart 7000

27th July 2018

Dear Hobart City Council

As previously discussed with Lord Mayor Ron Christie and Kimbra Parker, CityNetworks has promoted 'The Sound of Peace' Armistice Celebrations in Hobart and across Tasmania in cooperation with the churches of Tasmania, RSL Tas, The Tasmanian Government, Bellringers, local Councils, businesses, schools, community groups etc. I'm particularly encouraged at all the different entities who have embraced the need for a non-political, non-commercial celebration that the whole city is invited to, and also just how many are willing to forego their agendas in order to 'come in peace' as we celebrate together. This fragile yet powerful unity has been built on this narrative:

*Throughout WW1 Church bells were silenced for years, only ringing to signal an invasion by the enemy. But after the Armistice was signed in 1918 the church bells spontaneously burst into life, as did street parties, music, dancing, community meals etc. On Sunday Nov 11th this year, along with commemorating the ANZAC sacrifice, we're organising church bells and street parties replicating those at the end of the war, celebrating peace, prosperity and all that Australia has become because of the ANZAC's.*

The current stakeholders for this event are

1. CityNetworks designed the celebration, have underwritten it until now and will continue to do so as needed. I am confident that this will have a powerful unifying effect across the city and am therefore fully committed to its success.
2. Hobart Heads of Churches have been our main consultants in designing the celebration.
    a. The churches will provide somewhere in the order of 120 volunteers for food, kids programs, set up, clean up etc. These are in addition to the Salvos contribution.
    b. The Salvos will coordinate food for the celebration. This includes both a financial contribution as well as 30-40 volunteers. The Salvos will also train others who will provide food at the celebration.

c. The Anglican Church will provide the bells, the main stage area, stage equipment, baby grand piano, etc. they've also indicated that they'd like to give money towards food.
d. I expect the total financial contributions from the churches to be $5000 -$6000.

3. Tas government have a meeting to decide their contribution on Tuesday next week. I'm confident that conversation will land in a very good place.
4. RSL Tas have given their approval and been most helpful in consistent dialogue plans have moved forward
5. The Bellringers have taken on new bellringing students and training them for the big day. They are also planning open days for the Bell tower as well as hosting school excursions in the lead up to Nov 11.
6. All Cafés and restaurants in the CBD will be asked to contribute to dessert
7. Schools are contributing in a range of different ways, music, buglers for the last post,

To enable these celebrations, CityNetworks requests a number of things from Hobart City Council which we hope can be achieved as Hobart City Council's contribution to these celebrations. Please let me know any feasibility issues that you encounter.

1. The closure of Murray St between Collins St and Macquarie St on Nov 11th from 10am until 2.30pm.
2. The use of Franklin Square during that same timeframe
3. Police assistance for crossing the road between these two sites.
4. Assembling of Tables and chairs onsite as long tables running right up the street. Enough to seat about 2000 people.
5. Provide rubbish bins throughout the event and their removal afterwards

Thank you so much for your enthusiasm! I look forward to working together.

Kind Regards

Kelvin Smith
Director

GENERAL INFORMATION
citynetworks.org.au
admin@citynetworks.org.au

**LETTERS / CONFIRMATION OF SUPPORT**

**From:** Richard Humphrey [mailto:richard@saintdavids.org.au]
**Sent:** Tuesday, 28 August 2018 2:59 PM
**To:** Bonney, Anthony <bonneya@hobartcity.com.au>; City Networks <admin@citynetworks.org.au>
**Subject:** Sounds of Peace 11 Nov 2018

St David's Cathedral and the Anglican Diocese of Tasmania are committed to hosting this meaningful event and look forward to working with the HCC and CityNetworks in preparation as part of the Sound of Peace Taskforce.

As well as hosting the event and providing practical support in form of power, piano and space we are looking to contribute between $500-1000 on behalf of the Diocese to the project.

God bless
**Richard Humphrey**
**Dean of Hobart**
St. David's Cathedral
Proclaiming Jesus as Lord in the Heart of Hobart

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**From:** Bishop <bishop@anglicantas.org.au>
**Date:** 8 August 2018 at 6:46:39 pm AEST
**To:** Kelvin Smith <kelvin@citynetworks.org.au>
**Subject: Re: Sound of Peace Celebrations**

What a wonderful initiative to bring our diverse communities together, to celebrate the peace we all enjoy, wrought by the sacrifice of others.

Richard

**The Right Revd Dr Richard Condie**
**Bishop of Tasmania**
a: Level 1, 125 Macquarie Street, Hobart 7000 | GPO Box 748, Hobart TAS 7001
p: 03 6220 2020 | w: www.anglicantas.org.au | @CondieR | @anglicantas

Minister for Resources
Minister for Energy
Minister for Building and Construction
Minister for Veterans' Affairs
Level 5 4 Salamanca Place, Parliament Square Building HOBART TAS 7000 Australia
Public Buildings, 53 St John Street LAUNCESTON TAS 7250 Australia
GPO Box 123 HOBART TAS 7001 Australia
Ph: +61 3 6165 7678
Email guy.barnett@dpac.tas.gov.au

Tasmanian Government

10 SEP 2018

RECEIVED
13 SEP 2018
CITY OF HOBART

Alderman R Christie
Lord Mayor
Hobart City Council
50 Macquarie Street
HOBART TAS 7000

Email: lord.mayor@hobartcity.com.au

Dear Lord Mayor Ron

I refer to an email received by my office on 24 August 2018 from Mr Anthony Bonny, Community Activation and Grants Coordinator, Hobart City Council, asking that I confirm the support the Tasmanian Government is providing to the *Sound of Peace* event being delivered by City Networks to commemorate the Armistice Centenary.

Over the period of the Centenary, the Tasmanian Government has supported a range of activities and events to mark this important occasion in Australia's history. This includes providing support to local community based events and to Returned and Service League Branches around the State to deliver events such as the Armistice concert in Launceston. We have also recently provided $50,000 to twelve community organisations through a competitive public grants program for Armistice related activities.

I am happy to advise that the Tasmania Government is supporting the *Sound of Peace* and has offered City Networks a cash and in-kind contribution through a formal agreement. I commend the Council on its contribution towards the event.

Thank you again for your email.

Yours sincerely

Guy Barnett MP
**Minister for Veterans' Affairs**

18/79192/2

luminous
ABN 43 155 585 649

11 September 2019, (sic)

Kelvin Smith
CityNetworks
kelvin@citynetworks.org.au

Dear Kelvin

This letter confirms that Luminous Events has agreed to provide event management services to City Networks to assist in the planning and implementation of the The Sound of Peace, The Centenary of Armistice WW1 event, 11th November 2018, Murray Street Hobart.

We will act as Event Management Consultants throughout the preparation period, participating in weekly taskforce meetings and organising the main stage entertainment. On the day we will manage the main stage and assist with the setup, pack down and general running of the event.

Kind regards,

Meredith Wilson and Carmen van den Berg
Luminous Events

luminous
admin@luminousevents.com.au

Minister for Resources
Minister for Energy
Minister for Building and Construction
Minister for Veterans' Affairs
Level 5 4 Salamanca Place, Parliament Square Building HOBART TAS 7000 Australia
Public Buildings, 53 St John Street LAUNCESTON TAS 7250 Australia
GPO Box 123 HOBART TAS 7001 Australia
Ph: +61 3 6165 7678
Email guy.barnett@dpac.tas.gov.au

Tasmanian Government

10 SEP 2018

Mr K Smith
City Networks
Email: kelvin@citynetwork.org.au

Dear ~~Mr Smith~~ Kelvin

Thank you for your email of 21 August 2018 about possible Tasmanian Government support for the *Sound of Peace* event being delivered by City Networks to commemorate the Centenary of Armistice.

Over the period of the Centenary, the Tasmanian Government has supported a range of activities and events to mark this importance occasion in Australia's history. This includes providing financial and in-kind support to local community based events and to Returned and Services League branches around the State to deliver events such as the Armistice concert in Launceston.

We also recently held our $50,000 Centenary of ANZAC Grant Program that saw twelve community organisations receive funding towards their armistice related activities. This funding was exhausted.

As we are committed to commemorating this significant occasion for our nation, I am happy to advise you that, in addition to the $750 you received from the Premier's Discretionary Fund, we will provide a further $2,500 towards City Networks' *Sound of Peace* event. This will require a formal agreement between the Tasmanian Government and City Networks which will include an approved purpose and reporting and recognition requirements.

An officer from the Department of Communities Tasmania will be in touch with you to discuss the execution of an agreement. Should you have any questions in the meantime, Ms Sam Davis can be contacted on 6232 7093 or emailed at sam.davis@communities.tas.gov.au.

Thank you again for your email and I wish you all the best for your event.

Yours sincerely

Guy Barnett MP
**Minister for Veterans' Affairs**

18/79192/1

Hobart City Council

30th August 2018

To whom it may concern,

In preparation for The Sound of Peace celebrations on Nov 11 we have brokered various kinds of support from The Tasmanian Heads of Churches and local Hobart churches. Most of these entities are waiting for DPaC to confirm their participation before clarifying their final commitment. I have a list of entities and their likely contributions that can be viewed, but as these are informal arrangements they should not be made public. Although this support will undoubtedly grow if DPaC respond positively, CityNetworks estimates current support as the following:

- 60 Volunteers on the day (not including entertainers / bands)
- 35 Volunteers in preparation for the day. Food, bunting,
- $7000 In-Kind Contributions (other than volunteers)
- $6000 Cash Contributions

To give Council certainty regarding this support, CityNetworks is committed to underwrite this event up to an amount of $10,000.

To further understand the churches level of support for this initiative, I would encourage you to communicate with Stephen Baxter (Leader of Tas Baptist Churches), Bishop Richard Condie (Anglican Bishop of Tasmania) or John Friend (Leaders of Salvation Army Tasmania).

Kind Regards

Kelvin Smith (Director)

GENERAL INFORMATION
citynetworks.org.au
admin@citynetworks.org.au

## 4.2 2018-19 Fees and Charges - Taste of Tasmania - Ticketing and Request for Delegation
## File Ref: F18/105389; 18/20

Memorandum of the Festival Director - Taste of Tasmania and the Associate Director City Ecomony, Tourism and Events of 13 September 2018.

Delegation: Council

City of HOBART

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

# 2018-19 Fees and Charges - Taste of Tasmania - Ticketing and Request for Delegation

The purpose of this memorandum is to seek a delegation from the Council to the General Manager, in consultation with the Festival Director, to finalise the fees and charges applicable to the Taste of Tasmania for the 2018–19 event.

Pursuant to section 205 of the *Local Government Act 1993*, the Council may impose fees and charges for various services.

Fees and charges are reviewed each year as part of the Council's annual budget process. The Council will be aware that traditionally fees and charges for the Taste are presented later in year after the initial budget process due to the time needed to program the event once the overall budget is set in July each year. This is a factor of the time required to lock in the various acts that will perform during the Taste and the dynamic nature of programming an event the size of Taste.

Noting section 22 of the *Local Government Act* there is nothing that prevents the Council from delegating the Taste of Tasmania fees and charges to the General Manager.

It is also noted that at its meeting of the 18 June 2018, the Council resolved, inter alia,

> *The General Manager be authorised to deliver the 2018/2019 Taste event.*

This memorandum is the second of two reports for the Taste of Tasmania to seek endorsement from the Council on the proposed fees and charges applicable to the 2018–19 event. The Council has thus already approved stallholder fees for the coming Taste.

The 2018-19 Taste will be a significantly different event to previous ones and consistent with earlier briefings to Aldermen there will be a range of ticketed activities within the Taste to provide a broader spectrum of things to do at the Taste. The Taste itself will of course remain free to enter.

Broadly speaking the following ticket categories are proposed:

1. New Year's Eve
    - General admission. Ticket price $70 reflecting an increase of $5 from 2017–18.
    - Reserved waterfront (including the Atrium). Ticket price $110 reflecting an increase of $10 from 2017–18.
    - A new exclusive Premium experience for up to 100 people. Ticket price of $220.
    - There will be no reserved seating in the Shed or on the Castray Esplanade side of the Shed (previously known as the Deck).

2. An amount of reserved seating in the waterfront area throughout the event (except New Year's Eve). The exact number is still being considered as at last year's event there were often times when this area was not sufficiently occupied.

3. A new culinary program
    - This year's event will have potentially up to 46 individual free and ticketed activities based around a culinary program featuring leading, high profile Tasmanian chefs, producers and influential personalities. Ticket prices will range between $0 and $200 with an average ticket price of $75.
    - Due to this being a new concept for the Taste, tickets will be released in stages and customer demand will drive the release of further tickets.

The exact nature of the events are still being finalised and as noted above if demand is insufficient some ticketed activities will not be released at all.

The Theatre Royal will be the ticketing agency for this year's Taste.

There will also be a number of ancillary fees at the Taste including glassware and merchandise.

**Financial Implications**

With regard to the overall Taste budget the potential income from these additional activities is $204,140 based on 46 events. Noting that within the 46 events, there are 6 large-scale, community events that are free and accessible for the public.

The Council approved budget included a proposed income from ticketed events of $400,000 (including New Year's Eve). This projection is consistent with revenue earned in 2017–18. With the addition of the 40 ticketed events, the projected revenue increases to $584,032. This projected revenue is based at 80% sales.

Given that revenue is dependent upon the number of stalls along with the trading and weather conditions during each Taste of Tasmania festival, it is difficult to accurately forecast income from ticketed events with complete accuracy. However the fees and charges have been drafted with a view to increasing overall income and noting the community feedback that the event needs to change. Nevertheless increasing revenue streams is vitally important when considering the long-term sustainability of this festival.

The first launch of the Taste program is scheduled for Friday 28 September and the first release of tickets is planned for Tuesday 2 October, with multiple ticket/event releases being staged thereafter.

This matter is delegated to the Council.

***RECOMMENDATION***

***That:***

1. ***The information be received and noted.***

2. ***The Council delegate to the General Manager, in consultation with the Festival Director, the final determination of fees and charges for the 2018-19 Taste of Tasmania.***

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

Brooke Webb
**FESTIVAL DIRECTOR - TASTE OF TASMANIA**

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

Date: 13 September 2018
File Reference: F18/105389; 18/20