



CITY OF HOBART

# **AGENDA**

## **Economic Development & Communications Committee Meeting**

### **Open Portion**

**Thursday, 23 May 2019**

**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:**

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

---

## 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**

<b>1. CO-OPTION OF A COMMITTEE MEMBER IN THE EVENT OF A VACANCY .....</b>	<b>4</b>
<b>2. CONFIRMATION OF MINUTES.....</b>	<b>4</b>
<b>3. CONSIDERATION OF SUPPLEMENTARY ITEMS .....</b>	<b>4</b>
<b>4. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST .....</b>	<b>5</b>
<b>5. TRANSFER OF AGENDA ITEMS.....</b>	<b>5</b>
<b>6. REPORTS .....</b>	<b>6</b>
6.1 Update Timor-Leste / Balibo Project.....	6
6.2 Business Events Tasmania Annual Funding Submission.....	19
6.3 International Relations Action Plan - Annual Progress Report .....	48
6.4 Community Conversations and Listening Posts Program .....	62
<b>7. MOTIONS OF WHICH NOTICE HAS BEEN GIVEN .....</b>	<b>69</b>
7.1 Social Inclusion Index - Connected Community Program .....	69
<b>8. COMMITTEE ACTION STATUS REPORT .....</b>	<b>71</b>
8.1 Committee Actions - Status Report.....	71
<b>9. QUESTIONS WITHOUT NOTICE .....</b>	<b>76</b>
<b>10. CLOSED PORTION OF THE MEETING.....</b>	<b>77</b>

**Economic Development & Communications Committee Meeting (Open Portion)  
held Thursday, 23 May 2019 at 5:00 pm in the Lady Osborne Room, Town Hall.**

**COMMITTEE MEMBERS**

Thomas (Chairman)  
Zucco  
Sexton  
Dutta  
Ewin

**Apologies:**

**Leave of Absence:** Nil.

**NON-MEMBERS**

Lord Mayor Reynolds  
Deputy Lord Mayor Burnet  
Briscoe  
Denison  
Harvey  
Behrakis  
Sherlock

**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, 21 March 2019](#) and the Special Economic Development & Communications Committee meeting held on [Monday, 1 April 2019](#), 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*.

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

#### **5. TRANSFER OF AGENDA ITEMS**

---

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

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

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

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

## **6. REPORTS**

---

### **6.1 Update Timor-Leste / Balibo Project File Ref: F19/53862**

---

Report of the Economic Development Project Officer and the Director  
Community Life of 16 May 2019 and attachment.

Delegation: Council

**REPORT TITLE: UPDATE TIMOR-LESTE / BALIBO PROJECT**

**REPORT PROVIDED BY:** Economic Development Project Officer  
Director Community Life

**1. Report Purpose and Community Benefit**

- 1.1. The purpose of this report is to provide details of a project to be delivered in partnership in the Timorese village of Balibó.
- 1.2. The benefit of this report is that it keeps the local community informed of progress in the relationship between Hobart and Balibó. Specifically, there are already a number of organisations, schools and individuals in Hobart and Tasmania working to improve conditions in Timor-Leste. They will be interested to hear of this project and the growing relationship.

**2. Report Summary**

- 2.1. The Council has been investigating a relationship with a city / village in Timor-Leste since December 2016.
- 2.2. In January 2018 a small Council delegation visited Timor-Leste to explore the potential of a waste and recycled focussed project in the village of Balibó.
- 2.3. The Council on 23 April 2018 resolved inter alia 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.*
- 2.4. This report responds to item 2 above.
- 2.5. During the visit to Balibó, it became apparent that water supply and quality were more immediate issues than waste and recycling at that time.
- 2.6. Coincidentally the Crawford Fund (a not for profit organisation) chaired in Tasmania by Mr Richard Warner were investigating ways to improve water quality and availability to communities in Timor-Leste.
- 2.7. The Fund travelled to Timor-Leste in September 2018 and examined the water issue in Balibó.

- 2.8. They identified issues with infrastructure and replaced that infrastructure in May 2019, thus improving the availability of water in the village. They are also seeking to address the issue of water quality in partnership with the Balibó House Trust.
- 2.9. With the water issues in the village on the way to being improved, a Council led project focusing on waste education is now feasible. This project seeks to educate school students about issues associated with single use plastics and provide an alternative re-usable drinking vessel.
- 2.10. Schools in Hobart will be involved in the project as they will purchase bottles for their students which automatically provides a bottle for a Timorese student.
- 2.11. To give the project the highest chance of success, it will be delivered with a number of partners including the Crawford Fund, Balibó House Trust and Bottle for Botol.
- 2.12. A project working group will be formed and a detailed report on costing and implementation of the project will be brought back to the Council.
- 2.13. Subject to feedback and approval from the community in Balibó, the project will be implemented in partnership with them.

### **3. Recommendation**

***That the Council endorse the proposed project for the village of Balibó in Timor-Leste, subject to a detailed report on the costs and implementation of the project. This report will be brought back to Council in due course.***

### **4. Background**

- 4.1. The Council on 5 December 2016 resolved:

*That Council officers further investigate a community development based relationship with Timor-Leste and a further report be sought outlining the steps to progress such a relationship.*

- 4.2. Significant desk research followed this Council resolution and many conversations took place with groups such as the Timor-Leste Friendship Network (TLFN), the Honorary Consul for Timor-Leste in Tasmania and the Ambassador of Timor-Leste to Australia as a means of investigating a relationship.

The village of Balibó was suggested by the TLFN following their visit to Timor-Leste and this was supported by the Ambassador of Timor-Leste



to Australia. It was felt that the City of Hobart could utilise its expertise in the area of waste and recycling.

This proposal was taken to the Council on 4 December 2017 whereat the Council inter alia resolved that:

1. *The Council support a small delegation, with the Committee nominating Alderman Burnet and Alderman Harvey, and two officers, to visit Timor-Leste, and specifically Balibó, to investigate the potential of a relationship and a collaborative waste and recycling project.*
  2. *This small delegation will visit Timor-Leste with Dr Nitin Verma, Honorary Consul to the Democratic Republic of Timor Leste in Tasmania at the end of January 2018.*
- 4.3. On return from the visit, a report was presented to the Economic Development and Communications Committee (EDCC) sharing observations from the visit. The Council on 23 April 2018 resolved inter alia 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.*
- 4.4. This report is in response to item 2 above.

#### **Observations in Balibó**

- 4.5. The Council team travelled to Balibó to speak to community members, increase understanding of the village, region and country and investigate whether a waste and recycling project would be appropriate.
- 4.6. On visiting Balibó, it became apparent that although a waste and recycling project could improve the quality of life in the village, there were more pressing matters for the community.

The City of Hobart group spoke with 14 community members during the visit, including the President of the Bobonaro District, the Sub-District Administrator and the Village Chief. These people made the following comments:

- Clean drinking water is not readily available.
- In rains for 5-6 months a year only.
- There is a water spring in Balibó but it is contaminated with animal excrement as livestock roam free.

## The Crawford Fund

- 4.7. On returning from Balibó, officers met with Mr Richard Warner (Chair of the Tasmanian Crawford Fund Committee) as the Crawford Fund were investigating how they might provide some assistance in Timor-Leste.
- 4.8. The [Crawford Fund](#) is a not-for-profit organisation that ‘...raises awareness of the benefits to Australia and developing countries of Australia’s engagement in international agricultural research and development....’
- 4.9. Officers communicated their observations from the visit in January 2017 that water availability and quality was the most pressing issue in Balibó at the time.
- 4.10. Mr Warner travelled to Timor-Leste and visited Balibó in September 2019 with Mr Chris Thompson, a senior consultant with Tasmanian based consultancy [Macquarie Franklin](#), specialising in a number of areas including water and agriculture. They were also accompanied by Mr Abel Guterres, Ambassador for Timor-Leste to Australia.

They travelled to Balibó specifically to examine the water supply and quality issues and also to an area in the west of Timor-Leste to investigate the development of a commercial fruit and vegetable farm.

## Findings of the Crawford Fund

- 4.11. Mr Warner and Mr Thompson conducted an analysis of the water availability and infrastructure in the village and made the following observations:
  - 4.11.1. There is a solar powered water pump at a spring near the village that pumps water for community use to a tank in the village. When that tank is full, excess water should be pumped to a tank at the Balibó Fort Hotel. N.B. The hotel is a social enterprise partnership between Timor Heritage Hotels, the Balibó House Trust and the local community.
  - 4.11.2. The pump is not fit for purpose and so will be replaced by the Crawford Fund in May 2019. The new pump will allow more water to be pumped from the spring into the village storage tank and then from the storage tank (that otherwise floods) for use at the hotel. This will increase the amount of available water considerably.

The Crawford Fund also noted that the central government is installing a mains power supply pump in the west of the village which appeared to be of sound design.
  - 4.11.3. The quality of water is a concern and so microbiological testing is recommended (this has never been conducted). This will be conducted by Mr Chris Thompson during the visit in May 2019

when the new pump is installed. Mr Thompson has sought advice from the Manager of Water Quality at Taswater on this matter.

- 4.11.4. Assuming the quality of the water is not of a satisfactory standard, the Crawford Fund and Balibó House Trust are currently investigating **Sky Hydrants** as potential technology for cleaning the water.
- 4.12. The Crawford Fund has proposed to offset the cost of pumping and filtering the water by enabling a local enterprise that filters, bottles (large re-usable bottles) and delivers water to central locations in the community. It is not felt that this will impact the City of Hobart led project, rather it will re-inforce behaviours around re-use, rather than disposal.

### **Sky Hydrants**

- 4.13. On introduction by the now Deputy Lord Mayor, a City of Hobart officer met with Ted Burton of the Rotary Club of Youngtown in September 2018. Ted is a representative of Disaster Aid International and was accompanied by two directors of Disaster Aid - John O'Reilly and Brian Ashworth.

They introduced 'Sky Hydrant' which is a filtration device costing around \$3,500 without a storage tank and \$5,000 with a tank. John O'Reilly travelled to Timor and installed one in a school in Dili successfully before the end of 2018.

The hydrants are designed to provide water for 500-1000 community members and rely on gravity fed water. The filtration membrane they use is cleanable and has a service life of 10 years. Disaster Aid has deployed these devices in a number of places including remote areas of the Philippines.

### **City of Hobart Project**

- 4.14. The Crawford Fund has leveraged the expertise necessary to evaluate the water issues in Balibó and start tackling them alongside on the ground partners the Balibó House Trust. This has laid the foundations for the City of Hobart to deliver outcomes in waste and recycling which is where the City's expertise lies.
- 4.15. On walking around the village of Balibó, there was an abundance of litter (see attachment A for photos), this was largely plastic and was either still intact or had been burned. On the school grounds were a concentration of single use plastic cups, complete with plastic straw and plastic film over the top of the cup. Because the availability and quality of water in the village is not adequate, children drink water from the single use plastic cups which are then discarded.

- 4.16. It is proposed that the City of Hobart leads the delivery of a project in Balibó that educates village children about the environmental impacts of single use plastics whilst providing them with an alternative. This alternative would be a decorative steel bottle with a storage facility at school for each child.
- 4.17. One of the major aspects of the project would be Hobart community involvement. Local Hobart schools wishing to partake and to forge links with local schools in Balibó will purchase re-usable steel bottles for their students which will fund the supply of a bottle and education for Balibó students.

### **Potential Partners**

#### **Crawford Fund**

- 4.18. The Crawford Fund has provided the expertise and some funding to secure the availability and quality of water.

#### **Bottle for Botal (B4B)**

- 4.19. ['Bottle for Botal'](#) has a strong history of delivering the kind of project proposed for Balibó in the Asia-Pacific region. It is a charity that seeks to educate students about plastic pollution and provide an alternative to single use plastic bottles. Bottle for Botal from June 2013 – 2017 has achieved the following:
- 15 Indonesian schools have participated in B4B's education program.
  - 19 Australian schools have fundraised and supported schools in Indonesia.
  - 3,663 reusable stainless-steel water bottles have been donated to Indonesian teachers and students and volunteers at events.
  - 19 water refill stations have been provided to schools.
  - 3 presentations and 8 education workshops have been delivered to Indonesian teachers.
- 4.20. Dr Catherine Elliott was the program manager of B4B in Indonesia for two years. She is now based in Hobart and works for another organisation as well as volunteering for B4B. An officer met with Catherine who provided additional information.
- 4.21. B4B normally commits to a school for three years ensuring an uptake across multiple school years to ensure cultural change. Representatives from B4B go to participating schools and 'train the trainer' who then delivers the education sessions to the students. The lessons are science based, explaining why plastic is not good in the oceans.

**Balibó House Trust (BHT)**

4.22. The BHT was established by the Victorian Government in 2002 to purchase and refurbish the Balibó House so it could be handed back to the local people as a learning centre. The Trust has achieved this in many projects since, including:

- Development of the Balibó Fort Hotel and event centre
- Construction of the Balibó Dental Clinic
- Improved the Balibó kindergarten building
- Built a prep to grade 2 school (opened in March 2019)

All of the projects have extended beyond physical buildings to education and training in order to develop local capabilities.

4.23. The Balibó House Trust is well placed to assist with this project given the experience they have had in the village for 17 years. Additionally through [Palms Australia](#) there are two Australian volunteers working in Balibó who also assist with Trust work, one of whom has already volunteered in Balibó for two years and is there for a further two and the other who will be in Balibó for one year.

4.24. The Trust has advised that the new prep to grade 2 school that opened in March 2019 could be the best place to implement the project in the first instance as it has a water supply from a nearby spring and a water tank.

4.25. The Trust is involved in projects seeking to address dental hygiene, particularly in schools. One of the biggest barriers to their projects is students not having a place to store their toothbrush. They have suggested that the new school could provide a storage space for each student to house both their steel bottle and toothbrush.

**5. Proposal and Implementation**

5.1. It is proposed that a working group is formed, bringing together the suggested project partners and major stakeholders. All partners have expressed the desire to collaborate but the details of the partnership and project need to be further developed. The working group would comprise:

- Deputy Lord Mayor, Councillor Helen Burnet (travelled to Balibó).
- Councillor Bill Harvey (travelled to Balibó).
- Terry Bracks – EO of the Balibó House Trust.
- Dr Catherine Elliott - Volunteer for Bottle for Botol (previous Program Manager of B4B in Indonesia).
- Richard Warner – Chair of Crawford Fund (Tasmania).
- Chris Thompson – Senior Consultant – Macquarie Franklin.

- Ted Burton – Rotary Club Youngtown and a representative of Disaster Aid.
- Eoin Breen – representative of Dr Nitin Verma (Honorary Consul for Timor-Leste in Tasmania).
- Brian Doran – Representative of the Timor-Leste Friendship Group (Tasmania).
- Lucy Knott – City of Hobart Officer (travelled to Balibó).

5.2. The group will develop the details of the project (including costs, logistics, roles and responsibilities) which will be presented back to Council. The concept of the project will also be discussed with the Balibó community.

## 6. Strategic Planning and Policy Considerations

6.1. Supporting a relationship with Balibó is in line with the following Council strategies and action plans:

The community vision for Hobart endorsed by the Council in 2018:

*We value pilgrimage – the choice to explore places beyond our island. Those who stay elsewhere take our culture to the world. Those who return bring new ideas and experiences with them, which we can use to enrich and evolve our own thinking.*

*We embrace those who have moved to Tasmania from elsewhere and work together for better economic outcomes.*

Capital City Strategic Plan (2015 - 2025):

*Support the Council's existing sister city relationships with Yaizu, L'Aquila and Xi'an and respond to new opportunities.*

The International Relations Action Plan endorsed by the Council in May 2016:

*Commence investigations into a community development based relationship with a city in the Asia Pacific region.*

## 7. Financial Implications

7.1. Funding Source and Impact on Current Year Operating Result

7.1.1. There will be no impact on the current year's operating result as the full project will be scoped in this financial year.

7.2. Impact on Future Years' Financial Result

7.2.1. Delivery of this project is expected to have a financial impact on future years. The exact costs are not yet known and will be presented to the Council in due course. It is anticipated that

project partners will make financial and / or in-kind contributions to the project.

**7.3. Asset Related Implications**

- 7.3.1. The bottles would be expected to last for a number of years. They are made from stainless steel and are BPA free.
- 7.3.2. SkyHydrants utilise simple technology to filter water for 10 years without the need for chemicals, coagulants, pumps or energy. The cleaning process is simple and manual.
- 7.3.3. The project working group will provide more detailed information on assets in future reports.

**8. Legal, Risk and Legislative Considerations**

- 8.1. There is a risk that the children will continue to use single use plastic. This is why Bottle for Botol has been identified as a project partner. They have proven success in working with school children to change behaviours.
- 8.2. There are many stories in Timor-Leste of aid agencies delivering 'solutions' to communities without their buy in and with complex technology that could not be maintained or fixed. To mitigate against this, SkyHydrant is a low tech solution to water quality issues that has been delivered in a number of countries (including Timor-Leste) in the Asia Pacific region.
- 8.3. Buy in from the community can be difficult to secure, particularly given the distance between Hobart and Balibó and issues with communication. To mitigate this, the Balibó House Trust has been identified as a project partner. The Trust has a track record of delivery of successful projects in Balibó for the last 17 years. They are trusted by the community and understand how to work with them.

**9. Environmental Considerations**

- 9.1. One of the main drivers of this project is to reduce the amount of plastic waste in Balibó.

**10. Social and Customer Considerations**

- 10.1. This project enables community participation through schools in Hobart sponsoring bottles in Balibó.

**11. Marketing and Media**

- 11.1. There will be opportunities to promote this project through the City's social media / City News and other external media channels.

**12. Community and Stakeholder Engagement**

- 12.1. The concept of this project has been discussed with potential partners and stakeholders who are supportive of bringing a working group together to consider the project in more detail.

**13. Delegation**

- 13.1. This matter is one for the Council.

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



Lucy Knott

**ECONOMIC DEVELOPMENT PROJECT  
OFFICER**

Tim Short

**DIRECTOR COMMUNITY LIFE**

Date: 16 May 2019  
File Reference: F19/53862

Attachment A: Attachment A: Photos of Balibo School and Village ↓



Balibo school and playing grounds



Balibo school grounds – single use plastic cups





Balibo Village



**6.2 Business Events Tasmania Annual Funding Submission**  
**File Ref: F19/44086**

---

Report of the Economic Development Project Officer and the Director  
City Life of 16 May 2019 and attachments.

Delegation: Council

**REPORT TITLE: BUSINESS EVENTS TASMANIA ANNUAL FUNDING SUBMISSION****REPORT PROVIDED BY:** Economic Development Project Officer  
Director Community Life**1. Report Purpose and Community Benefit****1.1.** This report has two purposes:

- To present Business Events Tasmania's performance against targets set out in the Memorandum of Understanding (MOU) 2017-20 (**Attachment A**).
- To introduce Business Events Tasmania's Funding Submission for the financial year 2019–20 (**Attachment B**) as presented by the CEO Marnie Craig.

**1.2.** The main goal of Business Events Tasmania (BET) is to attract business events to Tasmania, particularly during the off-peak season. The community benefits are year round vibrancy in the city and boost to the local economy associated with conference attendees (the highest spending type of visitor).

**2. Report Summary**

- 2.1.** The City of Hobart has supported BET financially since 2009.
- 2.2.** This support is based on the continued achievements of BET in attracting business events to Hobart.
- 2.3.** This year is no exception with BET having secured in the 2018–19 financial year to date (9 May 2019) 69 confirmed pieces of future business, to be attended by 17,659 delegates (excluding partners) and with an estimated future economic worth of approximately \$39.2 million.
- 2.4.** BET is seeking \$105,555 in support from the City of Hobart for the financial year 2019–20. This is a CPI ([consumer price index](#)) linked increase only on the \$104,200 granted in 2018–19.

**3. Recommendation*****That:***

- 1. The Council notes Business Events Tasmania's funding submission for the financial year 2019–20.***
- 2. The Council resolves to provide funding of \$105,555 to Business Events Tasmania to be attributed to the Economic Development Budget Function of the 2019–20 Annual Plan.***

#### 4. Background

- 4.1. Business Events Tasmania (formerly known as the Tasmanian Convention Bureau) is the peak organisation for the business events sector in Tasmania.
- 4.2. BET's primary role is to market Tasmania's business events credentials nationally and internationally and work with local industry and event planners to bring business events to Tasmania.
- 4.3. The City of Hobart has supported BET for a number of years:

Summary of financial support	
2009–10	\$ 60,000
2010–11	\$ 65,000
2011–12	\$ 80,000
2012–13	\$ 90,000
2013–14	\$ 90,000
2014–15	\$ 92,500
2015–16	\$ 93,300 <i>plus \$6,700 for a feasibility study</i>
2016–17	\$100,000
2017–18	\$102,300
2018–19	\$104,200
2019–20	\$105,555 <i>requested</i>

- 4.4. The relationship between BET and the City of Hobart is governed by the current MOU 2017-2020 (Attachment A).
- 4.5. The MOU acknowledges that business events bring significant revenue to Hobart and Tasmania each year and that Council and BET share common interests and benefits associated with this visitation.
- 4.6. It is the intention that by the Council providing funding and support, Hobart is promoted as a destination for business events. This is particularly important because those attending business events are the highest spending type of visitor and the potential exists for repeat visits from such conference and event delegates.

Recent research conducted for BET by Enterprise Marketing & Research Services (EMRS) found the average daily spend per delegate whilst attending a conference in Tasmania to be \$672. These visitors also stay longer (6.1 nights on average) and 55 per cent of them intend to return to Tasmania for leisure in the next three years.

- 4.7. The main performance indicator in the current MOU is BET delivering against the bid win targets (as in the table below) in attracting conference and business events to Hobart. Note that the 'number of BET wins (target)' refers to the number of bids won in any given financial year, to be delivered in the future (bid wins and the staging of the conference / event is rarely in the same year).

Financial Year	CoH Funding	Number of BET Bid Wins (target)
2017–18	\$102,300	70
2018–19	\$104,200	72
2019–20	\$105,555 (requested)	74

Currently as at 9 May 2019, BET has secured 69 bids against a target of 72 and is confident that the target will be met (57 bids are currently awaiting a decision).

Other achievements against the MOU in the financial year 2018–19 follow:

- 4.8.** *Aim: Jointly work to identify targeted business sectors that link to key areas of growth in Hobart and Tasmania e.g. domestic / international education, Antarctic Science and Southern Ocean, cultural and creative industries, medical research and the maritime sector:*

This financial year Hobart has held the following events linking back to the key sectors listed above:

Business Event	Total Attendance	Economic Impact	Market Segment
Australian and New Zealand Association for Health Professional Educators Annual Conference 2018	350	\$559,650.00	Science- Medical
National Aboriginal Community Controlled Health Organisation Conference 2018	180	\$287,820.00	Health/ Pharmaceutical
Heads of Student Administration Conference 2018	100	\$159,900.00	Education
Australian Health Economics Society Conference 2018	150	\$159,900.00	Science- Medical
Aeromedical Society of Australasia Annual Conference 2018	150	\$239,850.00	Science- Medical
Australian Rural & Remote Mental Health Symposium 2018	250	\$399,750.00	Science- Medical
Australia and New	400	\$639,600.00	Science- Medical



Zealand Falls Prevention Society Conference 2018			
National Rural Health Conference 2019	1200	\$1,976,400.00	Science- Medical
Australian Ceramics Triennale 2019	400	\$878,400.00	Cultural Development
Sweet Adelines Australia Annual Convention 2019	800	\$1,317,600.00	Cultural Development

**4.9.** *Aim: Building relationships – Aldermanic and Council officer attendance at BET presentations, bids, seminars and member functions:*

Elected members and Council officers were invited to the BET Ambassador annual event hosted by the Premier Will Hodgman and BET member events held through the financial year. The Lord Mayor Councillor Anna Reynolds was invited to speak at the Hobart Christmas event held in Council owned location Collins Court. Member feedback was positive to the Lord Mayor's speech and attendance at the event.

**4.10.** *Aim: Collaboration on social media opportunities:*

Throughout the 2018-19 financial year, BET has included social media posts promoting Hobart.

In late 2018, BET ran a successful sales campaign around the theme the '12 Days of Christmas'. The campaign focussed on Hobart and regional Tasmania's major conferencing venues and service providers operating within the business events industry. Seven of the '12 days' focussed on Hobart and southern Tasmania. Screen shots of this campaign can be seen in BET's annual submission (Attachment B).

**4.11.** *Aim: Digital presence of the TTIC and the City venues on the BET website and presence in the Planners' Guide:*

Hobart City received a full page advertisement in the [BET Planners Guide](#), featured on page 26.

Promotion of Hobart is also dominant in [BET's website](#) with each of the City's venues featured:

- [City Hall](#)
- [Town Hall](#)
- [Waterside Pavilion](#)
- [Tasmanian Travel and Information Centre](#)

**4.12.** *Aim: Ongoing promotion of the Council's meeting venues / facilities through site inspections, familiarisations and bids:*

BET has provided the City with four referrals, 11 service requests and three site inspections over the financial year. The BET Christmas event was held in Collins Court. The choice of this venue was to showcase to members a creative space that could be used to host events.

- 4.13.** *Aim: A member of the BET team to work with appropriate City of Hobart representative to assist in the creation of appropriate marketing collateral for city owned venues:*

BET's CEO recently organised a site tour of City venues for BET team members to refresh knowledge and engage with City of Hobart officers.

- 4.14.** *Aim: Hobart represented (in person or by BET) at strategic bids/conferences:*

BET attended Professional Conference Organiser (PCOA), Franchise Forum, Association Forum, AIME and PAICE.

### **Other Achievements**

Achievements not explicitly listed in the MOU but noteworthy are:

- 4.15.** *Continue to grow the Tasmanian Ambassador Program:*

Underpinning the program are twelve influential ambassadors who are leaders in their key industry sectors including the Antarctic and Southern Ocean and communication and technology. The ambassadors assist in promoting Tasmania on an international stage as a top class business event location.

- 4.16.** *Marketing and sustainability:*

BET this year has moved to fully digitalised marketing and PR collateral and activities. This includes a more interactive on-line version of [BET's Planners' Guide](#).

### **Annual Funding Submission 2019–20**

- 4.17.** BET has provided its Annual Funding Submission for the 2019–20 financial year (Attachment B). This document outlines BET's performance to date for the 2018–19 financial year and targets for the upcoming financial year.

- 4.18.** BET is requesting funding for the financial year 2019–20 of \$105,555 which is a CPI increase only from 2018–19.

## **5. Proposal and Implementation**

- 5.1.** Should the Council support the recommendations in this report, arrangements will be made to provide the allocated funding for the financial year 2019–20 from the Economic Development Function.



## Strategic Planning and Policy Considerations

- 5.2.** The Council endorsed 'Community Vision for our Island Capital' sets out what our community want Hobart to be in the future. Continuing support for BET is in line with the following elements of the vision:

*2.2.9 We welcome visitors, and we strike a balance between meeting the needs of tourists and the needs of our communities.*

*4.3.7 We embrace those who have moved to Tasmania from elsewhere and work together for better economic outcomes. We welcome new people into our culture, quality of life and opportunities for meaningful employment.*

- 5.3.** Continued financial support for BET meets a number of Strategic Directions, as outlined in the *City of Hobart Capital City Strategic Plan 2015-25*.

*1.1 Partnerships with Government, the education sector and business create city growth.*

*1.2 Strong national and international relationships.*

*1.3 An enriched visitor experience.*

## 6. Financial Implications

- 6.1.** Funding Source and Impact on Current Year Operating Result

6.1.1. In the financial year 2018–19, the City of Hobart provided \$104,200 funding for BET from the Economic Development Budget Function.

- 6.2.** Impact on Future Years' Financial Result

6.2.1. BET is seeking funding of \$105,555 for the financial year 2019–20. This has been allocated in the budget of the Economic Development Unit.

- 6.3.** Asset Related Implications

6.3.1. None.

## 7. Legal, Risk and Legislative Considerations

- 7.1.** The nature of the relationship between the City of Hobart and BET is one of mutual understanding and collaboration. This relationship is governed by a MOU that is not legally binding.

## 8. Environmental Considerations

- 8.1.** The City of Hobart asked BET to encourage conference organisers to adopt sustainable event management principles in 2017. BET's response at that time was that as an organisation seeking to attract

events to Tasmania, they were not well positioned to request organisers to adopt certain principles.

Under the new CEO Marnie Craig, over the last 12 months, BET has been working closely with the City of Hobart to identify ways to better encourage the conference and business events industry to move towards more sustainable event practices.

Discussions have been had locally with key venues about how they can improve their practices and this has led to direct contact between venues and the City of Hobart Cleansing and Solid Waste Unit.

BET has also launched a wider campaign to approximately 4,000 national business event planners, the details of which can be seen on page 10 of their funding submission.

## 9. Community and Stakeholder Engagement

9.1. Marnie Craig, CEO of Business Events Tasmania.

## 10. Delegation

10.1. This matter is one for the Council.

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



Lucy Knott

**ECONOMIC DEVELOPMENT PROJECT  
OFFICER**

Tim Short

**DIRECTOR COMMUNITY LIFE**

Date: 16 May 2019  
File Reference: F19/44086

Attachment A: City of Hobart and Business Events Tasmania MOU 2017-2020  
↓  
Attachment B: Business Events Tasmania Annual Funding Submission 2019-20  
↓

## **MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**BUSINESS EVENTS TASMANIA**

**AND**

**THE CITY OF HOBART**

---

**August 2017**



**Introduction**

This Memorandum of Understanding (MOU) is between Business Events Tasmania (BET) and Hobart City Council (City of Hobart). It seeks to build upon the relationship formalised by the MOU 2014-17, facilitating the continued collaboration and information sharing in a planned and informed manner for the period 2017-2020.

**Purpose**

The purpose of this MOU is to provide a framework for collaboration and information sharing that will support and enhance the objectives of both organisations with respect to the development and support of business events within the Hobart municipal area.

BET and the City of Hobart agree to collaborate for the mutual benefit of both organisations and their stakeholders and for the benefit of Hobart and the State of Tasmania.

It is acknowledged that the two organisations share common interests in being responsive to, and advocating the needs and aspirations of their stakeholders in the interests of a vibrant and successful city.

**Business Events Tasmania**

Business Events Tasmania is an incorporated, not-for-profit, membership based organisation. It's partially funded by the State Government, local governments and the industry.

Its main purpose is to secure business events for the benefit of its members, stakeholders, the Tasmanian tourism industry and the Tasmanian community.

Business Events Tasmania's key objectives are to:

- Strategically market Tasmania as a business events (BE) destination by better understanding its customers, and focussing its efforts on the most profitable customer market segments;
- Disperse the economic and social benefits of business events across the state relative to facility/infrastructure capacity, with particular emphasis on shoulder and winter seasons;
- Attract business events that capitalise on Tasmania's competitive advantages, key industry sectors, research and development strengths;
- Optimise and advocate the value of BE sector and its contribution to the state's visitor economy, on behalf of our industry partners, key stakeholders and the Tasmanian community;
- Manage the organisation efficiently and effectively.

### The City of Hobart

The City of Hobart 2025 Strategic Framework identifies the directions needed to continue to improve the quality of life of Tasmania's capital city. The key element of the framework is a long-term vision for the city, developed in consultation with residents, business, interest groups, key city stakeholders, young people and students from across the city. The 20 year vision has been translated into a series of future direction statements that provide the basis for all shorter term plans, the future directions are:

FD1: Offers opportunities for all ages and a city for life

FD2: Is recognised for its natural beauty and quality of environment

FD3: Is well governed at a regional and community level

FD4: Achieves good quality development and urban management

FD5: Is highly accessible through efficient transport systems

FD6: Builds strong and healthy communities through diversity, participation and empathy

FD7: Is dynamic, vibrant and culturally expressive

The City of Hobart 10 year Capital City Strategic Plan takes into account the key themes and outcomes the community identified in the visioning project (above). Five strategic goals were developed which are:

GOAL 1: Economic development, vibrancy and culture

GOAL 2: Urban Management

GOAL 3: Environment and natural resources

GOAL 4: Strong, safe and healthy communities

GOAL 5: Governance

Most relevant to the relationship between the City of Hobart and Business Events Tasmania are the strategic objectives that sit within GOAL 1. These are:

1.1 Partnerships with Government, the education sector and business create city growth.

1.2 Strong national and international relationships

1.3 Vibrant city centre and suburban precincts

1.4 An enriched visitor experience

1.5 Cultural and creative activities build community wellbeing and economic viability

### **Context**

The City of Hobart (City) has for a number of years financially supported BET and its predecessor, the Tasmanian Convention Bureau.

The City of Hobart has contributed this support with the knowledge that conferences and business events attract the highest spending form of visitor (\$573 per day)<sup>1</sup>. Beyond tourism benefits, business events create wide benefits such as strengthening business relationships, knowledge transfer, employment and industry development<sup>2</sup>. The City also recognises the potential such events have to showcase Hobart as a desirable tourism destination driving future visitation.

The City of Hobart recognises BET is a not-for-profit organisation, dedicated to providing business events professionals with independent expert advice and support on holding a business event in Tasmania. BET is also a member representative body that relies on the industry as a whole to deliver satisfactory product and services to win bids for the benefit of Hobart.

It is within this context that the City of Hobart seeks to maintain the structure of its working relationship with BET through this MOU (building upon the foundations of the MOU 2014-17).

### **Council Funding**

To date, the Council's funding of BET has been as follows (plus GST):

2009/10	\$60,000
2010/11	\$65,000
2011/12	\$80,000
2012/13	\$90,000
2013/14	\$90,000
2014/15	\$92,500
2015/16	\$93,300*
2016/17	\$100,000

\* Additional funding of \$6,700 was contributed to a study considering the feasibility of a convention centre in Hobart. Annual incremental increases in funding will be considered by the Council on an annual basis.

### **Collaborative Initiatives**

BET and the City of Hobart agree to investigate collaborative opportunities to work together across all areas of common strategic interest, including:

- Consideration of opportunities for specific international market targeting such as Asia.
- Collaboration on bid opportunities.
- Hobart represented (in person or by BET) at strategic bids/ conferences.
- Collaboration on agreed PR and media opportunities.

<sup>1</sup> Research conducted by Enterprise Marketing & Research Services for BET (2012)

<sup>2</sup> [www.businesseventscouncil.org.au/files/View\\_Report.pdf](http://www.businesseventscouncil.org.au/files/View_Report.pdf)

- Sharing of images and video content of business events for promotional purposes without copyright restrictions or fees payable.
- BET to work with City of Hobart to place business (e.g. off-site dinners, cocktail parties, etc.) in City of Hobart venues (e.g. City Hall, Town Hall and Waterside Pavilion.)
- Consideration of joint marketing activities to promote Hobart as a business events destination.
- Consideration of how the Council's Tasmanian Travel and Information Centre (TTIC) can contribute to incentivising and supporting conference and event bids.
- The promotion of the TTIC to BET clients as a preferred booking agent for pre and post business event touring, accommodation requirements and experiences.
- BET to encourage the TTIC use of the forward calendar to maximise business opportunities arising from confirmed business events being held in Hobart.
- Advancing the development of a dedicated convention centre in the city.
- Explore the cost of street banners to welcome major conferences, including the upgrading of signage on entrance to the city (Tasman Highway adjacent to Engineers Building.)
- BET to provide input relating to industry needs to the City of Hobart in relation to the upgrading of assets including the City Hall.
- Half yearly meetings between the CEO of BET and the General Manager of the Council and appropriate staff from the respective organisations which will include an annual review.

**Priorities for Collaboration for year 1 (2017)**

Priorities for the coming year will be developed between BET and the City and presented to the Council annually.

BET and the Council have identified the following initiatives as priorities for the first year the new MOU is in place:

1. Collaboration on bids where appropriate.
2. Jointly work to identify targeted business sectors that link to key areas of growth in Hobart and Tasmania e.g. domestic / international education, Antarctic, science and research, arts and culture and food and wine.
3. Building relationships (in addition to the collaborative initiatives outlined above).
  - Aldermanic and Council officer attendance at BET presentations, bids, seminars and member functions.
4. Collaboration on social media opportunities.

5. Digital presence of TTIC and City of Hobart Venues on the BET website and presence in the 'Planners Guide.'
6. Ongoing promotion of the Council's meeting venues/ facilities through site inspections, familiarisations and bids.
7. A member of the BET team to work with the appropriate City of Hobart representative to assist in the creation of appropriate marketing collateral for City owned venues.

#### **Performance Indicators**

The performance indicators for this MOU between the Council and BET include:

- Demonstrated delivery of growth (as in table below) in conference and business events to Hobart to be reported to the Council annually.

<b>Financial Year</b>	<b>HCC Funding</b>	<b>Number of BET Bid Wins</b>
2017-18	\$100,000 +CPI	70
2018-19	To be negotiated	72
2019-20	To be negotiated	74

#### **Exchange of Information**

BET and the City of Hobart agree to exchange information about planned and proposed initiatives that specifically impact on the other partner.

Communication of sector trends and opportunities as researched by BET and other national bodies.

#### **Mechanism for Collaboration**

BET and the City of Hobart will each nominate a senior person to act as the contact / liaison person for the other party. In the first instance, these nominees will be the CEO (Business Events Tasmania) and the General Manager (City of Hobart). Each contact person will endeavour to progress initiatives and overcome barriers to collaborative projects.

#### **Annual Review**

A meeting will be held annually between the General Manager (City of Hobart) and the CEO (Business Events Tasmania) to review progress with the MOU and review priorities for collaboration for the following year.

An annual submission and meeting with the City of Hobart will also be held. In recognition of the funding support provided by the City of Hobart, BET will make an annual presentation to the City of Hobart within three months of the end of each financial year.



**Duration of MOU**

This MOU is valid for the financial years 2017/18, 2018/19 and 2019/20, after which time both parties may agree to renew the MOU.

**Legal Standing of Agreement**

This MOU is a statement of intent. The parties do not wish to be legally bound by the terms of this MOU.

**Signed:**

.....  
Alderman S. Hickey  
Lord Mayor  
City of Hobart

.....  
Mark Kelleher  
Chair Person  
Business Events Tasmania

**Witnessed:**

.....

.....

**Date:** .....

**Date:** .....



# Funding Submission to City of Hobart 2019-20 Financial Year



## Introduction

Business Events Tasmania (BET) is a not for profit member organisation that offers specialist bidding services in order to deliver tangible benefits to the visitor economy, as well as to drive long lasting legacies through the attraction of strategically valuable business events to the state. Conference connections underpin knowledge creation and exchange, attract global talent, encourage trade and investment, nurture collaboration, foster innovation and provide social benefits to a city.

With over 170 members, BET takes a lead role in promoting Hobart, and regional Tasmania as business event destinations to national and international associations, corporate organisations and event planners. Our success is achieved by working collaboratively with members, key stakeholders and local partners to secure successful business events to the state.

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

BET recently commissioned Tasmanian research company EMRS to conduct a comprehensive survey of delegates attending conferences in Tasmania, with results indicating that the return on business events continues to grow.

The business event industry is known for attracting the highest yielding visitor to the visitor economy. The research showed that BET delegates spend \$672 per day, a significant increase from \$573 as shown in similar research conducted in 2012. Delegates are now also staying longer, an average of 6.1 nights per stay and in addition to that, 55% of delegates surveyed intend to return to Tasmania for leisure within the next three years.

In 2017 the City of Hobart (the City) and BET signed a three-year Memorandum of Understanding (MOU) to provide a platform for working collaboratively on key priorities for Hobart.

BET greatly values the strong working relationship it has with the City and recognises the significant contribution the annual funding (\$104,200) provides in supporting BET to drive important economic and social benefits to the City of Hobart.

**BET now seeks \$105,555 (CPI adjusted) in annual funding from the City for the 2019-20 financial year in recognition of the broad economic and social benefits conferencing and business events bring to Hobart.**

## BET Strategic Imperatives

The Business Events Tasmania Strategic Plan 2019-2022 has recently been finalised setting out strategic imperatives for the future growth of business event value delivered to Hobart and Tasmania.

The strategic plan is focussed on ensuring that business performance drives the sector in a sustainable manner, delivering results that add value in line with community expectations and business capacity.

Business events, in particular association conferences, drive visitors to Hobart during the shoulder and off-peak tourism seasons. Hobart's accommodation capacities will soon increase substantially with the opening of new hotels, however conferencing space largely remains the same. To align with this increased capacity, Business Events Tasmania will focus on driving an increase in delegate numbers through targeting larger sized conferences (500+ delegates). This will increase delegate numbers in the 'non-busy' tourism times, providing valuable economic benefits to new hotels while still remaining manageable within Hobart's current conferencing facilities.

In addition to association conferences, BET has identified the Corporate and Incentive travel market as a key component of the organisation's strategic direction. Corporate and Incentive business travel requires minimal conferencing space whilst demanding a 5-star experience. The new nationally and internationally branded hotels opening in Hobart are perfectly aligned to this market. BET is focussed on being market-ready to deliver quality experiences for these clients for 2020 and beyond.

As well as delivering the highest yielding visitor to Hobart during off-peak times, the legacies created at a conference are often the most significant, but hard to measure, benefit of business events. BET's Tasmanian Ambassador Program drives strategically valuable business to Hobart that promotes trade and investment, knowledge exchange, fosters innovation and provides social benefits to the region. BET's current strategic plan has a primary focus on growing the Ambassador Program to increase activity within these valuable trade sectors to Hobart, delivering economic benefits beyond tourism.

## Hobart Performance

### Bid Wins

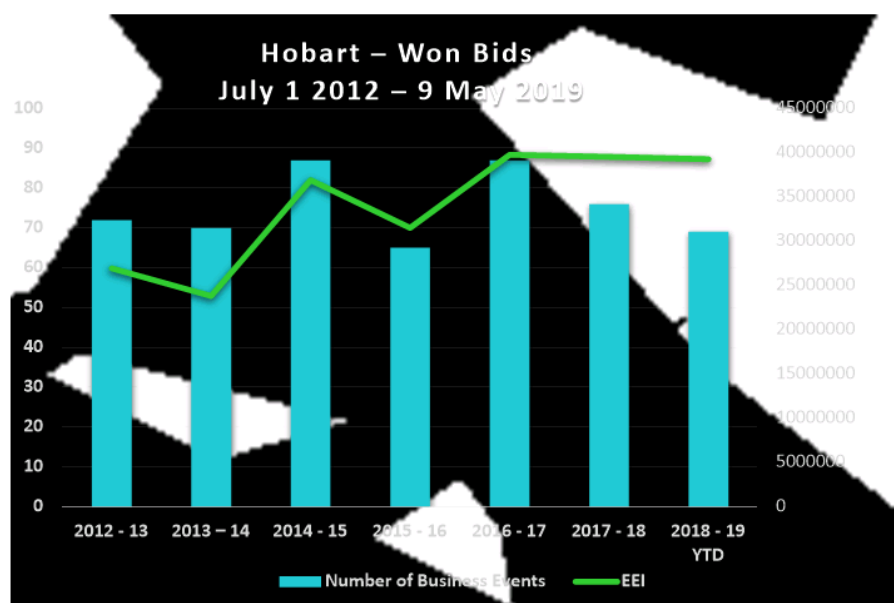
A key performance indicator for BET is to win business events to Tasmania.

The following table demonstrates BET's historical and current bidding performance from July 1, 2012 through until May 9 2019.

*Table 1: Hobart – Won Bids July 1, 2012 – 9 May 2019*

	2012 - 13	2013 - 14	2014 - 15	2015 - 16	2016 - 17	2017 - 18	2018 - 19 YTD
Number of Business Events	72	70	87	65	87	76	69
Delegates	15925	14546	19041	16982	20590	18471	17659
Estimated Economic Impact (EEI)	\$ 26,920,212	\$ 23,802,429	\$ 36,896,672	\$ 31,503,779	\$ 39,766,562	\$ 39,519,601	\$ 39,264,822

*Graph 1: Number of Bid Wins and EEI for Hobart July 1, 2012 to 9 May 2019*



The data in the table provided demonstrates BET has achieved targeted bid wins for 2017-18 and is on track to achieve the KPI for 2018-19 financial year. As at 9 May 2019 there were 57 bids still awaiting a decision.

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

### Strategic Bids

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

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

BET's Tasmanian Ambassador Program has won 11 strategic bids, attracting 4,230 delegates to Hobart.

Table 2: Strategic Bid Wins for Hobart 2018-19

This financial year, BET have secured 11 business events that link to key areas for Hobart.

Meeting Year	Lead Name	Delegates	Value	Market Segment
2020	Australian Association of Gerontology National Conference 2020	600	\$1,034,000.00	Science-Medical
2019	International Urban Design Conference 2019	250	\$274,500.00	Building and Construction
2020	Australasian Lymphology Association Conference 2020	450	\$932,250.00	Science-Medical
2019	The National Nursing Forum 2019	300	\$823,500.00	Science-Medical
2019	Australasian Professional Society for Alcohol & Other Drugs Conference 2019	600	\$1,317,600.00	Science-Medical
2022	International Seaweed Triennial Symposium 2022	700	\$2,515,800.00	Science-Other
2020	Australian & New Zealand Association of Oral and Maxillofacial Surgeons National Conference 2020	250	\$565,000.00	Science-Medical
2019	Paramedics Australasia Conference 2019	250	\$411,750.00	Science-Medical
2021	Australian and New Zealand Glaucoma Society Annual Scientific Meeting 2021	80	\$93,120.00	Science-Medical
2023	Rural Medicine Australia 2023	700	\$1,727,600.00	Science-Medical
2019	Wild and Comparative Immunology Workshop 2019	50	\$54,900.00	Science-Medical

*Table 3: Strategic Bids Pending for Hobart 2018-19*

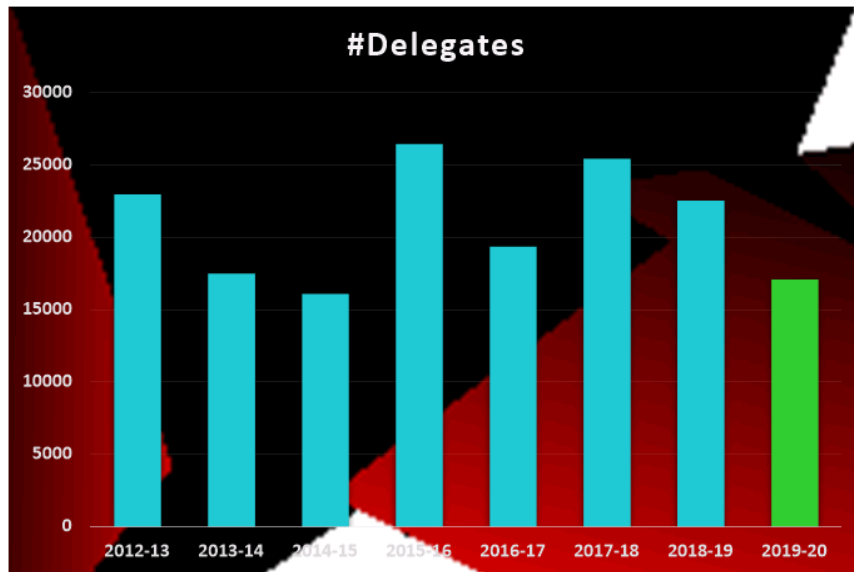
This financial year, BET have submitted 15 business events that link to key areas of growth in Hobart and still awaiting final decision.

Meeting Year	Business Event	Delegates	Value	Market Segment
2022	Annual National Suicide Prevention Conference 2022	1000	\$678,000.00	Science- Medical
2021	Australian Earth Sciences Convention 2021	550	\$1,280,400.00	Science/Technology/ IT/Telecommunications/ Technical
2022	International Association for Hydro-Environment Engineering and Research - Hydroinformatics 2022	600	\$2,156,400.00	Science- Other
2021	Australian and New Zealand Association of Neurologists Annual Scientific Meeting 2021	600	\$1,396,800.00	Science- Medical
2023	International Towing Tank Conference 2023	300	\$1,295,700.00	Science- Maritime
2020	Australasian Symposium on Ultrasound and Regional Anaesthesia 2020	150	\$254,250.00	Science- Medical
2021	Australian College of Audiology National Congress 2021	1200	\$2,793,600.00	Science- Medical
2020	Australasian College of Tropical Medicine Southern Cross Travel Medicine Conference 2021	180	\$314,280.00	Science- Medical
2020	Sohn Australia – Hearts and Minds Investment Leaders Conference 2020	1000	\$1,130,000.00	Finance/Banking/ Investment/Insurance
2020	Council of International Students Australia National Conference 2020	250	\$565,000.00	International Education
2022	Australian Housing and Urban Research Institute National Homelessness Conference 2022	800	\$958,400.00	Social Work/Religion
2023	Australian Housing and Urban Research Institute Biennial National Conference 2023	750	\$1,388,250.00	Building and Construction
2020	Total Real Estate Training Leadership Conference 2020	100	\$193,500.00	Govt/Education/ Training/Safety/ Security
2022	Australian and New Zealand Intensive Care Society and Confederation of Australia Critical Care Nurses 2022	1000	\$2,396,000.00	Science- Medical
2019	Royal Australian College of General Practitioners National Research Symposium 2019	150	\$164,700.00	Science- Medical

### Business Events Held – Delegate Numbers

The actual timing of when a business event is held is influenced by a number of factors including constitutional rotational pattern and market supply. This can create variances in delegate numbers across the years without a strong correlation to bidding activity.

*Graph 2: Total delegates for Business Events held in Hobart July 2012 – May 2019 YTD (plus secured for 2019-20)*



### Key Activities

#### Benefits Beyond Tourism – Tasmanian Ambassador Program

The Tasmanian Ambassador Program provides long lasting legacies for the City of Hobart and southern Tasmania. This is the most effective means in the business events sector to promote Tasmania on an international stage. Conferences align with Tasmania's key industries to attract delegates from all over the world. BET is currently preparing case studies of recent strategic conferences held to demonstrate the value to the state beyond visitation and economic benefit.

With the aim of growing BET's Tasmanian Ambassador Program, BET has been meeting with key stakeholders including the Tasmanian State Government, University of Tasmania, CSIRO and Menzies Research Institute to ensure a collaborative approach and ensuring maximum benefit for all parties.



### Sales Activity

A sales and marketing action plan has been developed in line with the strategic objectives set out in the BET Strategic Plan 2019-2022.

The administration and sales team has been restructured in the last 12 months to increase capacity in line with the strategic plan.

Data management through BET's CRM continues to be a tool that enables the sales team to manage rotational association business effectively.

There is a strong business development focus in building new relationships with association clients hosting larger conferences (500 delegates) and corporate clients up to 100. These markets align with current and future Hobart capacities and deliver business in off peak tourist seasons.

Sales campaigns have been developed to grow awareness of Hobart's unique experiences to these targeted clients. These campaigns will culminate in a familiarisation (famil) program for Hobart with BET hosting corporate clients during Dark Mofo (June 2019) and an association famil in March 2020.

BET in conjunction with Business Events Australia (BEA) recently hosted a famil into Hobart for New Zealand event planners as BEA have identified a strong interest in Hobart from New Zealand.

### In-Market Activity

National trade shows continue to provide a platform for BET to showcase Tasmania as a business event destination to key markets. In 2018-19 BET attended the following trade shows; Professional Conference Organiser (PCOA), Franchise Forum, Association Forum, AIME and PAICE. AIME and PAICE enable BET to connect to both national and international clients.

The sales team continue to connect with clients through in-market sales calls in Sydney, Melbourne and Brisbane. The team hosted two client lunches in Melbourne and Sydney in 2018 – 2019 FY. southern member representation included Hotel Grand Chancellor Hobart, Princes Wharf No.1, Frogmore The Lounge, Wrest Point, RACV/RAC, TFE Travel Lodge, Best Western Hobart, The Old Woolstore and Scene Change Hobart.

BET continue to work with Tourism Australia and Business Events Australia to represent Tasmania to the international markets at trade shows and to International travel organisations.

In 2019-20 BET will increase in-market presence through increased activities that align closely with key stakeholders to promote the Tasmanian brand to the business event market.

### Site Inspections

The sales team identify clients during the bidding process who need some additional information and support and offer to host them on a site inspection to assist in winning the bid. Site inspections enable the team to demonstrate that Hobart has the products and services to deliver their conference to a high standard. This connects the client with key Hobart operators in discussing the logistics of holding a conference in Tasmania. In total the sales team have hosted 32 site inspections in Hobart during the 2018-19 FY.

## City of Hobart Venues

The City offers some iconic buildings and unique spaces that are available to host business events, and BET will invite further collaboration from the City to identify new opportunities for representation and ways to promote the destination and these facilities.

City Hall remains the most in demand of the City of Hobart venues amongst clients. The team have provided the City with 4 referrals, 11 service requests and 3 site inspections. BET's Chief Executive Officer recently organised a site tour with team members of the City venues to refresh on activities and engage with City of Hobart officers. In addition, the CEO and sales team participated in the Reimagining City Hall project.

## Marketing and PR

### Marketing collateral

BET is committed to sustainable marketing practices with a move to fully digitised marketing and PR collateral and activities. This includes a more interactive online version of BET's Planners Guide featuring and Hobart & South section, City of Hobart venues and all BET members within the Hobart region:

- BET planners Guide <https://www.betasmania.com.au/pg/>

Promotion of Hobart is also dominant in BET's website [www.betasmania.com.au](http://www.betasmania.com.au) and within the organisation's social media platforms.

BET recently partnered with Business Events Australia to create a high-end video showcasing Hobart and southern Tasmania for the Chinese market. As well as this, BET is working with an external provider to create all important video and still imagery content of Hobart's businesses within the business events market to be used in digital and social media marketing.

### Promoting waste reduction at conferences and events

Business Events Tasmania has been working closely with Council officers within the Parks and City Amenity division to identify ways to better encourage the conference and business events industry to move towards more sustainable event practices. As a specialist bidding organisation responsible for marketing Hobart, and Tasmania, as a business events destination, we understand the role we can play in increasing public consciousness around the reduction of waste and recycling to both our local member partners and the wider business event industry.

While we are not conference and event organisers, we have strong lines of communication with all major Hobart venues operating within the conferencing industry and have started a campaign to encourage businesses to be more environmentally responsible.

A broader campaign to approximately 4,000 national business event planners will commence shortly and will highlight how providing a waste conscious service will not only have benefits for the natural environment but can also enhance the profile of their event and has the potential to save them money.

Attached is the graphic used, and first story in our member newsletter:



[https://www.betasmania.com.au/simpletipsforreducingwaste/?utm\\_source=Business+Events+Tasmania+Newsletters&utm\\_campaign=27f45ca216-EMAIL\\_CAMPAIGN\\_2019\\_04\\_23\\_10\\_55&utm\\_medium=email&utm\\_term=0\\_8006827bb1-27f45ca216-53095577](https://www.betasmania.com.au/simpletipsforreducingwaste/?utm_source=Business+Events+Tasmania+Newsletters&utm_campaign=27f45ca216-EMAIL_CAMPAIGN_2019_04_23_10_55&utm_medium=email&utm_term=0_8006827bb1-27f45ca216-53095577)

#### Public relations

BET is currently developing a more comprehensive public relations plan, working with key stakeholders, to better promote Hobart and Tasmania as a business events destination to national and international business events planners. This plan will highlight Hobart's unique selling point and differentiate the city from competing destinations such as Perth, Northern Territory and regional Victoria.

The plan also includes promotion of the benefits that conferencing, and business events can bring to a city and to local businesses within a region.

#### **Memorandum of Understanding**

At the start of the 2017-18 FY the City and BET signed a three-year MOU through until 2020.

As part of the funding from the City, BET has a KPI of 72 bid wins for the 2018-19 FY. As at 9 May 2019 BET had secured 69 bids and feel they are on track to meet the KPI with 57 bids currently awaiting a decision.

As outlined in the MOU, the City and BET have worked together to collaborate on the following priorities;

##### ***1. Collaboration on bids where appropriate.***

BET continue to actively promote Hobart City as a conference destination in all activities including bids, site inspections, trade shows and in market activities. With the appointment of Dougal McLauchlan - Hallkeeping Services Coordinator, the relationship has grown in strength and the team actively engage with him to provide feedback on-site inspections. The site inspections are now of a high standard and the clients are showing stronger interest in the properties.

The new strategic vision incorporates a significant increase in digital marketing activity. The team are currently preparing a content plan to develop content, including video and still photography, which will incorporate the City's key facilities over the next few months.

**2. Jointly work to identify targeted business sectors that link to key areas of growth in Hobart and Tasmania e.g. domestic/international education, Antarctic, Science and Southern Ocean, cultural and creative industries, medical research and maritime sector.**

This financial year, Hobart has held the following business events that link back to key areas for the city of Hobart.

<b>Business Event</b>	<b>Total Attendance</b>	<b>Economic Impact</b>	<b>Market Segment</b>
Australian and New Zealand Association for Health Professional Educators Annual Conference 2018	350	\$559,650.00	Science- Medical
National Aboriginal Community Controlled Health Organisation Conference 2018	180	\$287,820.00	Health/Pharmaceutical
Heads of Student Administration Conference 2018	100	\$159,900.00	Education
Australian Health Economics Society Conference 2018	150	\$159,900.00	Science- Medical
Aeromedical Society of Australasia Annual Conference 2018	150	\$239,850.00	Science- Medical
Australian Rural & Remote Mental Health Symposium 2018	250	\$399,750.00	Science- Medical
Australia and New Zealand Falls Prevention Society Conference 2018	400	\$639,600.00	Science- Medical
National Rural Health Conference 2019	1200	\$1,976,400.00	Science- Medical
Australian Ceramics Triennale 2019	400	\$878,400.00	Cultural Development
Sweet Adelines Australia Annual Convention 2019	800	\$1,317,600.00	Cultural Development

This report details strategic bid wins and pending bids for the 2018-19 FY in line with key sectors as outlined by the City. In summary;

- BET's Tasmanian Ambassador Program has won 11 strategic bids, attracting 4,230 delegates to Hobart and an estimated economic impact of \$9,695,120. These included 9 science/medical, 1 science /other and 1 building and construction.
- In addition, this financial year BET has submitted 15 business event bids that link to key areas of growth in Hobart that are still awaiting final decision. These events would attract 8,630 delegates with an estimated economic impact of \$16,965,280.

**3. Building relationships (in addition to collaborative initiatives outlined above) – Aldermanic and Council officer attendance at BET presentations, bids, seminars and member functions.**

Aldermanic and Council Officers were invited to the BET Ambassador annual event hosted by the Premier Will Hodgman and BET member events held throughout the FY.

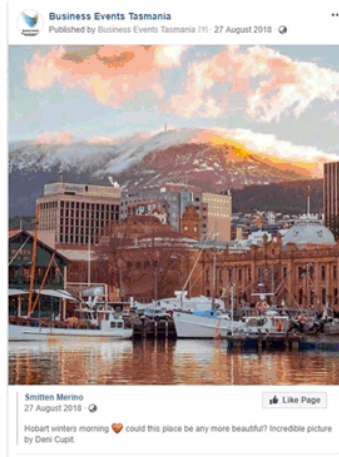
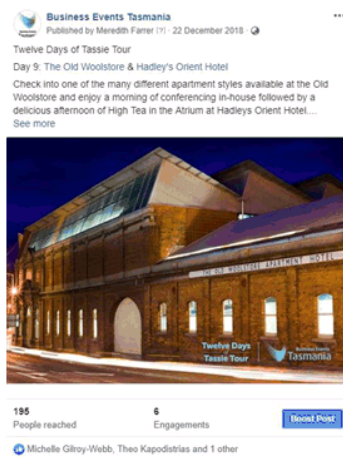
The Lord Mayor Anna Reynolds was invited to speak to members at the Hobart xmas event held in Collins Court. Members feedback was positive to the Lord Mayors speech and attendance at the event.

**4. Collaboration on social media opportunities.**

Throughout the 2018-19 FY BET have included social media posts promoting Hobart City.

In late 2018, BET ran a successful sales campaign around the theme the '12 Days of Christmas'. The campaign focussed on Hobart and regional Tasmania's major conferencing venues and service providers operating within the business events industry. Seven of the "12 days" focussed on Hobart and southern Tasmania.

Following are a few examples of social posts relating to Hobart.



**5. *Digital presence of TTIC and the City venues on the BET website and presence in the Planners Guide.***

Hobart City received a full page advertisement in the BET Planners Guide, featured on page 26. <https://www.betasmania.com.au/pg/>

Promotion of Hobart is also dominant in BET's website [www.betasmania.com.au](http://www.betasmania.com.au), each of the venues feature as below.

City Hall

<https://www.betasmania.com.au/searchfilter/?company-name=city+hall&submit-all=Search>

Town Hall

<https://www.betasmania.com.au/searchfilter/?company-name=town+hall&submit-all=Search>

Waterside Pavillion

<https://www.betasmania.com.au/searchfilter/?company-name=waterside+pavillion&submit-all=Search>

Tasmanian Travel and Information Centre

<https://www.betasmania.com.au/searchfilter/?company-name=Tasmanian+travel+and+information+centre&submit-all=Search>

**6. *Ongoing promotion of the Councils meeting venues/facilities through site inspections, familiarisations and bids.***

The team have provided the City with 4 referrals, 11 service requests and 3 site inspections. It is expected that as BET's strategic plan diversifies its target to the Corporate and Incentive market that the City's venues will see even greater opportunity with less traditional conferencing requirements needed and larger budgetary spends.

The BET Xmas event was held in Collins Court. The choice of venue was to showcase a creative space used for an event, with the aim of introducing members to new and inspiring concepts for the purpose of being market ready for the emerging corporate and incentive market.

BET are currently planning for two familiarisations to Hobart. The City will be consulted in the development of these programs.

**7. *A member of the BET team to work with appropriate City of Hobart representative to assist in the creation of appropriate marketing collateral for city owned venues.***

BET's Chief Executive Officer recently organised a site tour with BET team members of the City venues to refresh knowledge and engage with City of Hobart officers. Feedback was provided at the time of the meetings. In addition, the CEO and sales team participated in the Reimagining City Hall project.

With the emerging interest and growth opportunity within the Corporate and Incentive market the BET team feel that the City has a number of unique and interesting spaces, including and beyond the traditional venue spaces. The team are currently scoping a new microsite specifically targeting the corporate market with unique attractions and experiences. It is intended that this will provide a valuable platform to inspire clients to use more of the spaces available by the City as similarly featured in the A Guide to Hobart's Creative Venues. <https://www.hobartcity.com.au/Community/Arts-and-culture/Creative-Hobart/Hobarts-creative-venues>

## Conclusion

On behalf of the BET Board, members and businesses that benefit from business event delegates coming to the region, BET sincerely thanks the City of Hobart for its ongoing support and now seeks consideration to approve funding for the 2019-20 financial year.

Ongoing funding is critical for BET to continue its efforts to sell and market Hobart as a business event destination of choice.

***BET is therefore seeking funding approval of \$105,555 for the 2019-20 FY to maximise future growth.***

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



Marnie Craig

Chief Executive Officer, Business Events Tasmania



**6.3 International Relations Action Plan - Annual Progress Report**  
**File Ref: F19/38606**

---

Report of the Economic Development Project Officer and the Director  
City Life of 16 May 2019.

Delegation: Council



**REPORT TITLE: INTERNATIONAL RELATIONS ACTION PLAN -  
ANNUAL PROGRESS REPORT****REPORT PROVIDED BY:** Economic Development Project Officer  
Director Community Life**1. Report Purpose and Community Benefit**

- 1.1. The purpose of this report is to provide an account of all international relations activities undertaken by the City of Hobart over the last 12 months, in line with the Council endorsed International Relations Action Plan (IRAP).
- 1.2. The community benefit of this report is that it provides a summary of activities relating to international relations that have been completed over the last 12 months.

The activities were guided by the IRAP, a plan that was created specifically to ensure that community value is delivered by Hobart's international relationships.

**2. Report Summary**

- 2.1. This report presents all activities delivered with the guidance of the International Relations Action Plan (IRAP) over the last 12 months.
- 2.2. It also summarises activities that occurred outside the parameters of the IRAP but were considered appropriate as they assisted significant partner organisations achieve their international engagement goals.
- 2.3. Traditionally this report has recommended changes to the IRAP based on a year of reflection and practical delivery. This year it is proposed that this is delayed.

Council on 1 April 2019 requested an appraisal of current relationships and investigation of new ones, it is likely therefore that the IRAP will change, but these changes will depend on which relationships the Council seeks to maintain and establish. The IRAP will therefore be reviewed at the point where Council has decided about existing and new relationships.

- 2.4. This report has also traditionally listed anticipated activities for the year coming. In response to the Council's request to consider existing relationships, the potential pipeline of activity for each relationship will be covered in a report to Council later in the year.

**3. Recommendation**

***That the Council receives the annual progress report against the current International Relations Action Plan 2018.***

#### 4. Background

- 4.1. The IRAP was first endorsed by the Council on 9 May 2016.
- 4.2. Each year the relevance and appropriateness of all elements of the IRAP is considered and suggested changes are presented to the Council.
- 4.3. The current version of the IRAP (as amended in 2018) is included in this report as **Attachment A**.
- 4.4. The City of Hobart has four formal international relationships and a relationship in development. These are:
  - **Sister City with Yaizu, Japan**, established in 1977. The origins of this began with the tuna fishing fleets from Yaizu harbouring in Hobart during the 1960s and 1970s. Because of regular and long visits from the fishermen, business and personal connections started to form between Hobart and Yaizu. The relationship has continued to operate via cultural exchanges and student visits (the student exchange program will reach its 30<sup>th</sup> year in July).
  - **Sister City with L'Aquila, Italy**, established in 1997. This region is where the majority of the early Italian immigrants to Tasmania originated. Members of the local Hobart Abruzzese community initiated the development of this relationship and continue to be its driving force. Three generations of the Abruzzese community often come together to celebrate the links between the Abruzzo region and Hobart.
  - **Friendship City with Xi'an, China**, established in 2015. The City of Xi'an is the ancient capital of China and home of the world famous Terracotta Army. Areas identified for cultural, knowledge and economic cooperation were science and technology, education, aquaculture, agriculture and tourism.
  - **Friendship City with Fuzhou, China**, established in 2017. Fuzhou approached the City of Hobart to consider a friendship relationship. Fuzhou, like Hobart is a coastal city bordering a mountainous region. Fuzhou is the capital of the Fujian Province which has been Tasmania's sister state since 1981. There is an active community in Hobart from the Fujian Province and a long relationship of cooperation between UTAS and Fuzhou's Minjiang University.

The most significant difference between a 'sister city' and a 'friendship city' in these circumstances is that the friendship city agreements are not ongoing, they have a clause at five years that allows either city to leave the relationship.

- 4.5. The City of Hobart on 23 April 2018 resolved inter alia to commit to a long term relationship with the village of Balibó (in Timor-Leste). A report is on this agenda introducing a potential partnership project to deliver with the community in Balibó.
- 4.6. The City has very recently (1 April 2019) made two separate key decisions relating to international relationships, the first being inter alia:

*That a further report be prepared that includes a strategic review and status updates of current sister and friendship city relationships.*

It is anticipated that the report on current relationships will be presented to Economic Development and Communications Committee (EDCC) on 20 June and Council on 8 July.

- 4.7. The second decision made at Council on 1 April related to new relationships. Council resolved:

*That a report be provided to investigate potential relationships between the City of Hobart and cities in India, Nepal and Fiji and other countries with established communities within Hobart.*

This report on future relationships is anticipated to be presented to EDCC in the second half of the year. Timings will largely be dependent on the progress of research conducted with the assistance of local community groups with international links.

- 4.8. Major highlights of the year are listed in chronological order below. Key metrics from the IRAP are noted, as well as activities undertaken that lie outside the remit of the IRAP.
- 4.9. Activities outside of the IRAP were conducted because of the valuable contribution they made to the aims of partner organisations such as the Tasmanian Government and the University of Tasmania.

### **May 2018 – April 2019 Activities**

#### **4.10. June**

- Hosting of small business delegation from Yaizu. Two representatives from the Maruhachi Muramatsu Group visited Hobart. In this group of businesses is the top company in Japan dealing with fish extracts and soup stock (dashi) – with a workforce of 500.

The representatives were interested to learn more about sustainable practices in aquaculture and so meetings were arranged with Tassal and Huon Aquaculture as well as a meeting with the Deputy Lord Mayor.

- Meeting with MoCo Dragons and Derwent Storms to discuss the potential of travelling to Fuzhou to take part in a dragon boat festival in June 2019.

This provides an opportunity for a cultural exchange between Hobart and Fuzhou. The China Dragon Boat Tournament has been hosted by Fuzhou annually since 2015 with the rights to this event ceasing in 2020.

This is China's first International Dragon Boat Federation World Cup, a significant world class event that local Hobart dragon boaters would not be able to gain access to without the friendship city relationship.

- Lord Mayoral reception welcoming UTAS students from our friendship cities of Xi'an and Fuzhou. This reception was the first of its kind and was attended by approximately 15 students. It was very well received by the new students to the city and will help to maintain Hobart's reputation as a friendly place.

#### 4.11. **July**

- Seventeen students and two adults from Yaizu visited Hobart for a week and were hosted by Mount Carmel and St Virgil's Colleges. This was coordinated by the City of Hobart and was the 29<sup>th</sup> year of student exchange between Yaizu and Hobart. The City also coordinated a day excursion to Bonorong Park and Richmond Village for the Yaizu students and their host brothers / sisters. An afternoon tea reception was hosted by the Lord Mayor at the Town Hall, welcoming the Yaizu students and thanking their host families. The students also visited Government House.

This arrangement over the years has resulted in students from Hobart schools forming enduring friendships with students from Yaizu, continuing their studies of Japanese at University and working as English teachers in Yaizu.

#### 4.12. **August**

- The Economic Development Officer was a guest speaker at the Department of Foreign Affairs and Trade (DFAT) China Workshop.
- The Mayor of Yaizu, a government delegation and the Yurikamome Children's Choir totalling 30 people were hosted by the City for a period of 5 days. Events coordinated by the City included a formal lunch, two performances by the Yurikamome Choir, St Virgil's and Mount Carmel choirs, a formal dinner and a visit to Bonorong Park and kunanyi / Mt Wellington for the choir.

The performances by the Yurikamome Choir were well attended and contributed positively to increasing awareness in the community of the City's international relationships.

**4.13. September**

- Meeting with representatives of Disaster Aid International and Rotary Club Youngtown at the Rotary Conference to discuss Sky Hydrants (water filtration device) that may be used in Balibó.

**4.14. October**

- Meeting with Mr Cameron Parsons – Manager, Global Engagement (UTAS) to discuss current UTAS strategy and potential of City of Hobart hosting a reception to welcome students from Hobart's four sister / friendship cities when they attend UTAS.

As of August 2018, 5,747 international students were studying at UTAS, 4,659 of whom are in the south of the state. This represents a significant direct economic spend and a significant opportunity for the community to benefit from cultural diversity.

It is therefore important that the City of Hobart utilises its international relationships as a means of attracting more students from that city or region.

- Attendance of Tasmanian Government (Department of State Growth) led Fujian Joint Committee Meeting. Mr Wu Xiaojie (Director of Fuzhou Foreign and Overseas Chinese Affairs Office) was in attendance. Mr Wu's team is responsible for the maintenance of the Hobart – Fuzhou friendship city relationship.
- Opening of the Antarctic Season Reception hosted by the City of Hobart at Hadley's Orient Hotel by the Lord Mayor. Approximately 200 people attended, including members of the French Antarctic team, Italian expeditioners, City of Hobart International Student Ambassadors and international member states of CCAMLR (Commission for the Conservation of Antarctic Marine Living Resources).

According to the latest research commissioned by the Tasmanian Polar Network, the Antarctic and Southern Ocean sector contributes \$180M per annum to the Tasmanian economy. The City of Hobart recognises the value of this sector by organising the Antarctic Reception to honour the out bound expeditioners. This assists partners such as Antarctic Tasmania (a dedicated unit within the Tasmanian Government) and the Tasmanian Polar Network in fulfilling their objectives around engagement with the Australian and other national Antarctic programs.

- Meeting with Mr Edgar Tiravanti of the Argentinian Embassy (Australia) to discuss the Antarctic Gateway City status of Hobart and Ushuaia and potential joint working.

**4.15. November**

- An intern through the UTAS I-Prep program was hosted for a total of 50 hours in November and December. I-Prep is a work preparation program for international students and humanitarian visa holders to better equip them for their future working lives. The intern worked on a series of tasks including assisting with the Christmas Pageant, data entry, shadowing of the Economic Development Project Officer and creating a step by step guide for volunteers at the Tasmanian Travel and Information Centre.
- The Economic Development Officer travelled to Fuzhou to participate in a 'Glimpse of Fuzhou' seminar series, city familiarisation, Tourism Festival and discussions with 11 of Fuzhou's current or prospective friendship cities.

One of the valuable outcomes of the visit was that a number of projects with Fuzhou were advanced by virtue of face to face conversations. These included a Greater Hobart dragon boat team taking part in a festival in Fuzhou, a local youth soccer team participating in a tournament in Fuzhou and Fuzhou considering involvement in a future Australian Wooden Boat Festival.

A summary of the visit was reported to Economic Development and Communications Committee on 24 January 2019.

**4.16. January 2019**

- Coordinated by the Tasmanian Polar Network, visit to the Umitaka Maru (Japanese Antarctic research vessel). Attendance at events such as these are a strong demonstration to visiting nations that Hobart values it's Antarctic gateway status and that it is a friendly port to visit and re-fuel / stock up before heading south.
- Meeting with the Director of the Royal Tasmanian Botanical Gardens (RTBG) to discuss the potential of an exchange of horticulturalists (RTBG and Yaizu). A number of horticulturalists came to Hobart as part of the 40<sup>th</sup> anniversary of the relationship. The team from Yaizu worked in the Japanese garden in the RTBG and the RTBG learned a great deal about how to care for the garden moving forward.

Discussions were also had about how the City's relationships in China could unlock horticultural expertise to enable the RTBG to develop their Chinese gardens.

**4.17. February**

- The City hosted a delegation of six from Fuzhou. The key aim was for the delegates to witness and understand the Australian Wooden Boat Festival (AWBF) and to discuss with the organisers the potential of China being a feature nation in 2021 / 2023.

The delegates also visited South Hobart Football Club (SHFC) to discuss a team travelling to Fuzhou later in the year to take part in a sister city soccer tournament.

The City coordinated a tour of the festival, formal meeting with festival organiser, meeting with the Deputy Lord Mayor and meeting with South Hobart Football Club.

Since the visit, SHFC and Fuzhou government have been in direct contact and are discussing the best time for the soccer festival. Fuzhou has also followed up with additional questions about the AWBF and the City continues to assist communications with the organiser.

- The Lord Mayor received the first group of 11 students and two teachers to travel from Xi'an, visiting the Hutchins school with whom a relationship is being developed. A student from the group gave a speech communicating the highlights of the visit and it was clear that the group were delighted to meet the Lord Mayor and other elected members and tour the Town Hall.

The City of Hobart facilitated the relationship between Hutchins and the Xi'an Foreign Language School through its government counterparts in Xi'an. The City was able to open doors by virtue of its government status that Hutchins could not have achieved alone. It is clear that the City is able to create significant value in facilitating school to school relations in China and adding to the visiting student experience by hosting them at the Town Hall.

- Meeting with Antarctic Tasmania (Tasmanian Government) to discuss their meetings with the New Zealand Antarctic Gateway City (Christchurch). Discussions were also had about the COMNAP and SCAR international conferences taking place in Hobart in August 2020 and what the City could do to receive the international visitors and mark the importance of the events.

#### 4.18. **March**

- Discussion with Dr Nitin Verma (Honorary Consul for Timor-Leste in Tasmania) and the Timor-Leste Friendship Network about a potential project to scope for the village of Balibó.
- Meeting with RMIT to discuss the City's international relations program. This was to provide case study content for the Australia China Council funded project 'Sister City Partnerships: Building Australia-China Economic, Cultural and Educational Exchange'.

Support was also provided to the RMIT project team in the form of meeting rooms and key community contacts in the city's from Hobart's sister / friendship cities for interview as part of the project.

- Funding bid submitted to the Australia – Japan Foundation. This is to create a film documentary of a facilitated literary visual artwork collaboration between visiting Yaizu students and their host brother / sister during the July 2019 visit. This project will examine feelings associated with the visit and explore cultural similarities and differences between the students. The aims of the project are to create a highly shareable output promoting the existence and benefits of the sister city relationship. The project through participation by the students also seeks to deepen their bonds of friendship and increase wider bilateral understanding.

#### 4.19. **April**

- A group of five Timorese veterans, government officials and approximately 100 seasonal workers took part in Hobart's Anzac Day service and march. They were also received by the Deputy Lord Mayor and taken on a tour of the Town Hall.

#### 4.20. **May**

- The City of Hobart hosted its inaugural 'Children's Day' celebration in the Japanese Gardens within the Royal Tasmanian Botanical Gardens. Children's Day is a significant festival in Japan and this occasion was used to increase the profile of the Hobart-Yaizu sister city relationship. Over 400 school children contributed decorations and performances that were attended by a further 200 people.

### **Antarctic Gateway Cities Project**

- 4.21. Regular meetings and email exchanges have occurred over the last 12 months between officers involved in the University of Western Sydney and UTAS led Antarctic Gateway Cities Project. The City of Hobart has committed \$20,000 per annum cash and \$20,000 in kind per annum for the three years 2016 – 2019.

This project presents the City of Hobart with an opportunity to explore whether there is an appetite to re-establish the Antarctic Gateway Cities Group for the purposes of sharing information between all gateway cities (Ushuaia, Punta Arenas, Christchurch, Cape Town and Hobart).

Outputs from this project will include a connectedness index that can be used by any place to appraise its connectivity with Antarctica. This will be immensely useful to Hobart and Tasmania in appraising the current relationship with Antarctica and areas in which this can be strengthened. An online game is also being developed that will engage and connect young people from all five global gateway cities with Antarctica and each other.

A workshop is being planned for October 2019 with Council staff to communicate potential uses of the outputs of this project.



The project team is currently in Punta Arenas in Chile (one of the 5 global Antarctic gateway cities). The Lord Mayor has taken advantage of this connection to send a hand delivered letter inviting the Mayor of Punta Arenas to Hobart during the August 2020 Antarctic conferences to discuss collaboration.

It is hoped that the Mayors of Cape Town, Christchurch and Ushuaia will also attend, the first time in 10 years that the Mayors of all Antarctic Gateway Cities have gathered.

### Other Meetings and Events

Officers attend the following meetings / events in relation to the City's international relationships:

- 4.22. Six of the monthly Abruzzese Association Committee meetings per year to discuss the sister city relationship and provide information on activities taking place in Hobart's other international relationships through the year.
- 4.23. Hobart – Yaizu Sister City Committee. The City of Hobart coordinates this meeting approximately quarterly. This meeting occurs more often in the build-up to the visit from students travelling from Yaizu in July.
- 4.24. Quarterly meetings with Mr Jason Xu - Executive Chairman of the Australia Fujian Association Tasmania.
- 4.25. UTAS hosted lectures which this year have included:
  - 4.25.1. Facilitating Chinese Tourism in Tasmania through UTAS students and academics.
  - 4.25.2. 'Pivot to India: Why Australia's relationship with the subcontinent needs to step up.' Delivered by Senator Lisa Singh.

### Activities not listed in the IRAP

- 4.26. **May 2018** – A group of 27 students from Papua New Guinea (PNG) were given a tour of the Town Hall, the Franklin Square redevelopment project, guidance on City of Hobart project management principles and a presentation of the work of the City of Hobart as a local government.

The students were from a blend of government, corporate and not for profit sectors. This initiative is funded by DFAT (Department of Foreign Affairs and Trade – Federal Government).

The City of Hobart has an involvement in this visit as a means of assisting DFAT achieve their objectives in this area. This also promotes the learnings and achievements of the City of Hobart in the project management space over recent years to an international audience.

## Metrics

Key metrics from the international relations action plan (IRAP) relating to international students are included below and are underpinned by the following data:

Deloitte Access Economics in 2014 estimated that international students spend on average per annum \$42,531 of which 50 per cent is spent in the local economy. This does not include the value to the economy of visiting family and friends.

## Long stay students

- 4.27. Number of students at UTAS: 36 from Fuzhou, 54 from Xi'an. This is an increase of 33 per cent and 17 per cent from last year.

As per the Deloitte Access Economics Study mentioned previously, these students represent a spend in the local economy of over **\$1.9 million** in the 2018–19 year.

- 4.28. Number of international students at Tasmanian Government Schools: Fujian Province as of 25 March 2019 = 13. This represents a spend of over **\$275,000** in the local economy.

- 4.29. Number of international students at Tasmanian Government Schools: Shaanxi Province as of 25 March 2019 = 2. This represents a spend in the local economy of over **\$42,000**.

- 4.30. Number of international students in vocational education and training: Fujian Province: 3 (spend of over = **\$64,000**).  
Shaanxi Province: 4 representing a local spend of over **\$85,000**.

- 4.31. Based on the Deloitte report, it can be estimated that international students from both Xi'an and Fuzhou provide over **\$2.3M** in terms of direct spend into the local economy.

## 5. Proposal and Implementation

- 5.1. It is proposed that the Council receives the annual progress report against the current International Relations Action Plan.

## 6. Strategic Planning and Policy Considerations

- 6.1. Delivery against the IRAP is in line with the community vision for Hobart endorsed by the Council in 2018:

*4.3.6 We value pilgrimage – the choice to explore places beyond our island. Those who stay elsewhere take our culture to the world. Those who return bring new ideas and experiences with them, which we can use to enrich and evolve our own thinking.*

4.3.7 *We embrace those who have moved to Tasmania from elsewhere and work together for better economic outcomes.*

- 6.2. Delivery against the current IRAP and continued improvement with respect to the way in which the City of Hobart measures the value of its international relationships is in line with the following Council strategy:

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

1.1.2 *Support the University of Tasmania's continued growth within the city.*

1.1.5 *Implement the City of Hobart's Economic Development Strategy.*

1.1.6 *Develop relationships with other cultural and educational institutions as opportunities arise.*

1.2.2 *Partner with stakeholders to promote Hobart as a safe and culturally receptive city with a quality urban and natural environment.*

1.2.3 *Develop a policy position on international relations.*

1.2.4 *Support the Council's existing sister city relationships with Yaizu, L'Aquila and Xi'an and respond to new opportunities.*

## **7. Financial Implications**

### **7.1. Funding Source and Impact on Current Year Operating Result**

7.1.1. The actions for the 2018–19 year have been incorporated into the Economic Development budget.

7.1.2. The approved 2018 – 19 budget for the international program, comprised \$0 for visits and \$65,500 for hosting.

### **7.2. Impact on Future Years' Financial Result**

7.2.1. International relations activities are being considered as part of the 2019 -20 budget approval process.

## **8. Legal, Risk and Legislative Considerations**

8.1. The International Relations Action Plan is a non-binding document. The nature of friendship / sister city relationships are also non-binding.

## **9. Environmental Considerations**

9.1. The environmental impact of aviation cannot be disputed, with air travel contributing significant greenhouse gas emissions linked to climate change.

Trips combining visits to a number of cities reduce the necessity for multiple long haul flights which is an economy of scale economically and environmentally.

- 9.2. The friendship cities of Xi'an and Fuzhou have expressed the desire to examine ways in which they can learn from some of the exemplar environmental practices in Tasmania around generation of energy and the protection of the environment.
- 9.3. Balibó is interested in learning from Hobart's waste and recycling practices.

## **10. Social and Customer Considerations**

- 10.1. It is of social importance that the City of Hobart fosters a diverse selection of international relationships based on geography, industry and nature of outcomes (community, culture, economic).
- 10.2. The City establishing international relationships facilitates a broader local understanding and appreciation for different cultures and communities.
- 10.3. Fostering these relationships is also a powerful and respectful message to people within the community who have close cultural ties with the cities in question.
- 10.4. The community may question the value of international relations if the City of Hobart does not continue to continuously consider the way in which it measures and reports this information and involves the community in maximising opportunities arising.

## **11. Marketing and Media**

- 11.1. The City has developed a visual logo to represent each relationship which is used when hosting inbound delegations and in social media / website posts.
- 11.2. The Economic Development Unit alongside the Communications and Marketing Division have been investigating opportunities to display the logos on a wider range of marketing collateral, in Hobart and internationally.
- 11.3. The Communications and Marketing Division prepare and circulate press releases during key visits to and from Hobart's sister / friendship cities.
- 11.4. A number of innovative and interesting ideas in relation to Hobart's international program have come from the community to date. It is therefore paramount that community awareness of these relationships continues to be increased.

## 12. Community and Stakeholder Engagement

12.1. The IRAP was amended in 2017 following consultation with:

- Hobart Chamber of Commerce
- Officer of the Fuzhou Foreign and Overseas Affairs Office
- Tasmania China Business Association
- Department of State Growth (Tasmanian Government)
- Austrade
- Australia China Business Council (Tasmania)

12.2. By their very nature, the City's international relationships require community and stakeholder engagement to ensure their vitality. A number of community groups and stakeholders contribute to the City's international program, including:

- The Hobart-Yaizu Sister City Committee
- The Australia Fujian Association (Tasmania Branch)
- The Department of State Growth (Tasmanian Government)
- The University of Tasmania
- Government Education and Training International (Tasmanian Government)
- The Abruzzese Association
- The Timor-Leste Friendship Network

## 13. Delegation

13.1. This matter is one for the Council.

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



Lucy Knott  
**ECONOMIC DEVELOPMENT PROJECT  
OFFICER**



Tim Short  
**DIRECTOR COMMUNITY LIFE**

Date: 16 May 2019  
File Reference: F19/38606

**6.4 Community Conversations and Listening Posts Program**  
**File Ref: F19/54753; 17/59**

---

Report of the Community Engagement Advisor, Manager Future, Engaged and Active Communities and the Director Community Life of 15 May 2019.

Delegation: Council

**REPORT TITLE: COMMUNITY CONVERSATIONS AND LISTENING POSTS PROGRAM**

**REPORT PROVIDED BY:** Community Engagement Advisor  
Manager Future, Engaged and Active Communities  
Director Community Life

**1. Report Purpose and Community Benefit**

- 1.1. The purpose of this report is to present the Council with the program of Community Conversations and Listening Posts, a key action of the City of Hobart Community Engagement Framework, and seek endorsement of the program.
- 1.2. The Community Conversations and Listening Posts will deliver a consistent and best practice approach to community engagement for the Council in line with the International Association for Public Participation Australasia (IAP2) guidelines for engagement.
- 1.3. The community will benefit from a program of face-to-face opportunities to engage with the City on a range of projects and services relevant to their suburb and interests.

**2. Report Summary**

- 2.1. Two of the key face-to-face methods to engage with the community outlined in the Community Engagement Framework are proposed to commence in the second half of 2019.
- 2.2. Local Community Conversations and Listening Posts will offer the opportunity for the community to meet City of Hobart officers and Elected Members to discuss a range of projects and topics relevant to them.

**Community Conversations**

- 2.3. The Community Engagement Framework (endorsed October 2018) states that: "The City of Hobart hosts community conversations throughout its local neighbourhoods, providing residents with information about key projects and services happening in their backyard, and offering an opportunity to interact with City of Hobart staff and aldermen."
- 2.4. It is proposed that the Community Conversations commence in the second half of 2019, held in eight locations, one to two times per year, on a week night from 5.30 - 7.30 pm.

- 2.5. The proposed locations for the Community Conversations are:
- South Hobart / Fern Tree / Ridgeway
  - Sandy Bay / Dynnyrne
  - New Town / Lenah Valley
  - West Hobart / Mt Stuart
  - Glebe / Queens Domain
  - Mt Nelson / Tolmans Hill
  - Battery Point / Salamanca
  - North Hobart / CBD
- 2.6. The community conversations will be run in a casual discussion style format rather than a formal meeting using contemporary community engagement techniques.
- 2.7. In the first half of the conversation representatives from relevant Divisions will be invited to provide information on key Council projects and address key topics relevant to the area, including traffic/roads, parks, planning, waste, community development etc. In the second half, community engagement methodologies will be used to reset the relationship and “conversation” with the community.
- 2.8. The conversations will provide a conduit between the community and the Council, offering a platform for the Council to present projects to directly affected communities, as well as an opportunity for the community to raise issues of their own. Meetings will be open to all community members rather than limited to a formalised committee or member base.
- 2.8.1. Members of locally based committees hosted by the City, such as Local Area Traffic Committees will be invited to join Community Conversations to discuss a broad range of topics.

### **Listening Posts**

- 2.9. The Framework states that: “The City of Hobart hosts listening posts in public spaces to give the community an opportunity to speak with City of Hobart staff face-to-face, learn about projects, provide feedback and log issues for action by the City. Listening Posts are also used on specific projects to enable the community to talk to City of Hobart officers about site specific work.”
- 2.10. It is proposed that the program of listening posts commence in late 2019 after the Community Conversations are underway.
- 2.11. Listening Posts will provide another opportunity for face-to-face interaction with Council Community Engagement staff and capture members of the community that are unlikely to attend a Community Conversation or forum.



- 2.12. Listening Posts will be held at a variety of locations such as sporting fields, shopping precincts or as part of local events. They will consist of a 'pop-up' style stall manned by Council engagement staff to disseminate information on Council projects relevant to the area offering the opportunity to provide feedback, ask questions and log issues for action by the Council.
- 2.13. The program of Community Conversations will be evaluated and reviewed after a year, through participant survey, interviews and peer review.

### **3. Recommendation**

***That:***

- 1. The Council endorse the Community Conversations and Listening Posts program to commence in late 2019.***
- 2. The Community Conversations and Listening Posts program be reviewed and evaluated after the first year of the program.***

### **4. Background**

- 4.1. At its meeting held on 13 July 2015 the Council resolved *inter alia* the following:

"That: 1. The Council endorse a review of its Community Engagement Framework, commencing in the second quarter of 2015/2016.

- (i) A comprehensive range of research and community engagement activities be undertaken as part of the review involving the Council and the community.
- (ii) Following the review, the Council be provided with a further report on the outcomes and a draft updated Community Engagement Framework."

- 4.2. Further to this report, at its meeting held on 5 December 2016 the Council resolved:

"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."

- 4.3. Over the next 20 months, officers reviewed the previous Community Engagement Framework to provide a contemporary, values-driven framework that responds to the expectations of the community in relation to how the Council involves them in decision making.

4.4. The draft Community Engagement Framework was presented and discussed at an Aldermanic workshop on 29 May 2018 and has been the subject of an internal consultation process.

4.4.1. Following the discussion at the Aldermanic workshop, some minor amendments were made to the document.

4.5. The draft Community Engagement Framework was presented to the Economic Development and Communications Committee on 21 June 2018. At its meeting on 9 July 2018 the Council resolved the following:

“That: 1. The results of the community engagement review be received and noted.  
2. The Council endorse the Draft City of Hobart Community Engagement Framework for public release for the purposes of community engagement.”

4.6. The final Community Engagement Framework was presented to the Economic Development and Communications Committee on 20 September 2018. At its meeting on October the Council resolved the following:

“That: 1. The results of the consultation on the draft Community Engagement Framework be received and noted.  
2. The Council endorse the final Community Engagement Framework as shown as Attachment A to this report to guide the City of Hobart’s work in relation to community engagement practice in the future.”

## **5. Proposal and Implementation**

5.1. It is proposed that the program of Community Conversations and Listening Posts be received and noted and that the Council endorse the program ahead of dates being scheduled, publicised and logistics organised.

5.2. Once the program is endorsed, dates will be set that don’t coincide with Open Council or Committee meetings, venues booked and the program promoted through the City’s channels of communication.

## **6. Strategic Planning and Policy Considerations**

6.1. The actions from the Community Engagement Framework are strongly aligned with the *Capital City Strategic Plan 2015-2025*, in particular:

“Goal 5 - Governance

Strategic Objective 5.4 - An engaged civic culture where people feel part of decision-making.

- 5.4.1 - Implement best practice community engagement (IAP2) across the organisation
- 5.4.3 - Further enhance engagement activities with the community.
- 5.4.4 - Engage with the community through a variety of communication methods and marketing.”

## **7. Financial Implications**

- 7.1. Funding Source and Impact on Current Year Operating Result
  - 7.1.1. There is no financial implication to the current year operating budget as a result of this report.
- 7.2. Impact on Future Years' Financial Result
  - 7.2.1. The costs incurred for delivering the program of Community Conversations and Listening posts will be funded through existing operational budgets.
- 7.3. Asset Related Implications
  - 7.3.1. There are no asset related implications.

## **8. Legal, Risk and Legislative Considerations**

- 8.1. The implementation of the Community Engagement Framework and engagement activities will contribute to the mitigation of the Council's strategic risk of failing to meet and respond to community and stakeholder needs and aspirations.

## **9. Social and Customer Considerations**

- 9.1. The continuous development of the City's community engagement practices and capacity building for staff will increase the opportunities for members of the community to participate equally - socially, culturally, economically, physically and/or politically in Council decision making.
- 9.2. Enhancing opportunities for community engagement will allow the Council to be proactive rather than reactive on issues that the community feel strongly about, leading to better community outcomes.

## **10. Marketing and Media**

- 10.1. A communications and marketing plan will be delivered to advertise and promote the program of Community Conversations and Listening Posts in each location.

## 11. Community and Stakeholder Engagement

- 11.1. The program of Community Conversations and Listening Posts is in direct response to findings from the review of the Community Engagement Framework in 2016-17. The Community Conversations format is supported through the results of the review consultation in which 78 per cent of respondents indicated that they would be "interested in attending a community meeting in my local area on occasion, when a particular issue was of interest to me."
- 11.2. The resulting actions and recommendations stemming from this review will provide greater opportunities for future community engagement practice for the organisation.
- 11.3. Following Council approval the final program of Community Conversations and Listening Posts would be promoted to the community through the Community Life Division's networks.

## 12. Delegation

- 12.1. This report 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.*



Louisa Gordon  
**COMMUNITY ENGAGEMENT ADVISOR**



Luke Doyle  
**MANAGER FUTURE, ENGAGED AND  
ACTIVE COMMUNITIES**



Tim Short  
**DIRECTOR COMMUNITY LIFE**

Date: 15 May 2019  
File Reference: F19/54753; 17/59

## **7. MOTIONS OF WHICH NOTICE HAS BEEN GIVEN**

---

### **7.1 Social Inclusion Index - Connected Community Program** **FILE REF: F19/52327**

---

Councillors Sherlock / Dutta

#### **Motion**

“That Council consider the addition of a Social Inclusion Index (SII), as an initiative of the Connected Community Program within the Connected Hobart Action Plan. The index would serve to support and measure the impact of, and potential actions for, homelessness in Greater Hobart.”

#### **Rationale:**

“In recent weeks we have heard that Connected Hobart is not all about digital technologies. Sometimes it is about embracing innovative opportunities to look at the world differently. With that in mind, how do we become a more socially inclusive city?”

How do we move forward, in the right direction, and make practical changes, grounded in evidence? The simple answer is, we get information. However, to be useful, information needs to be specific and for a specific purpose. That is the intention of this motion.

If our goal is to be a socially inclusive city, wouldn't it be nice, in fact, wouldn't it be practical to get information for a specific purpose? Evidence that not only shows us where we are now, but where we are in 3 to 6 months from now; what we have achieved, or where we are failing to move the needle on change. This is the purpose of the Social Inclusion Index. The Index aims to measure quarter to quarter whether we have improved, regressed or stayed the same, and adjust our course accordingly.

Information obtained from the SII could have far reaching benefits for services. How we make changes and data can potentially be used to provide better structure and programs across other areas. How we go about making practical changes comes from this visibility of statistical data and information, and by putting measures on ourselves of how we are progressing on these issues.

The Index would not be an invasion of privacy nor require personal data. It could coalesce a range of existing social and economic measures in order to determine the social inclusivity progress of the city. It could be a national first. These measures may include:

- Homeless population
- Empty homes
- Housing affordability
- Hotel room vacancies
- Share accommodation stock volumes
- Number of homes per person in Hobart
- Ratios of houses to apartment living
- Development approvals new room counts
- Incarceration populations
- Investment housing stock
- And even compound statistics such as churches per population

**Examples of what we can do when we have the right information:**

- Inform better planning decisions
- Work more closely and purposefully with community welfare organisations
- Enhance grant funding opportunities
- Repurpose city assets: Car parking operator Secure Parking is starting a trial in Brisbane where empty car parks will be turned in to temporary overnight accommodation for homeless people. This will provide them shelter while the car parks are not in use.”

*<https://www.facebook.com/7NEWSBrisbane/videos/2225504957687721/?v=2225504957687721>”*

**The General Manager reports:**

“In line with the Council’s policy in relation to Notices of Motion, I advise that the matter is considered to be within the jurisdiction of the Hobart City Council as it relates to the Connected Hobart Action Plan.”

**8. COMMITTEE ACTION STATUS REPORT**

---

**8.1 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: EDCC Open Status Report

**ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT**

**OPEN PORTION OF THE MEETING**

April 2019

Ref	Meeting	Report / Action	Action Officer	Comments
1	<b>TERMS AND CONDITIONS FOR USE OF SALAMANCA SQUARE, MATHERS PLACE, COLLINS COURT, WELLINGTON COURT AND ELIZABETH MALL</b>  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.	Director Community Life	Terms and conditions based on the consultant's advice have been trialled in these locations and will be standardised for the beginning of 2019–20.
2	<b>SUPER SIDEWALK SATURDAY</b>  Council 6/8/2018 Item 14  <b>CITY CENTRE SUPPORT AND ACTIVATION ARRANGEMENTS</b>  Council, 5/12/2016, Item 12  Council, 8/8/2016, Item 16	A further report be referred back to the Committee providing details on potential projects for the reallocated funds from the Super Sidewalk Saturday 2018 budget allocation.	Director Community Life	As projects are considered the Council will be kept informed.



Ref	Meeting	Report / Action	Action Officer	Comments
3	<b>NORTH MELBOURNE FOOTBALL CLUB - COMMUNITY ENGAGEMENT PARTNERSHIP REQUEST</b>  Council, 23/1/2017, Item 15	That the Council develop a policy and criteria to enable consistency around the consideration of future requests.	Director Community Life	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, it is anticipated that the policy will be finalised in mid-2019.
4	<b>TIMOR-LESTE RELATIONSHIP UPDATE</b>  Council, 23/4/2018, Item 18  Council, 4/12/2017, Item 18  Council, 7/8/2017, Item 15	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.	Director Community Life	1. Correspondence was received from the Vice Minister of State Administration (Abilio Jose Caetano) in January warmly welcoming a friendship between Hobart and Balibó and hoping that an MOU can be signed soon. 2. A report identifying a potential project in Balibó is listed on the agenda.  3. Noted and complete
5	<b>SISTER CITY VISIT TO L'AQUILA AND UTAS STUDY TOUR TO FRIEBURG,CAMBRIDGE AND GOING GLOBAL CONFERENCE, LONDON</b>  Council, 2/10/2017, Item 25	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.	Director Community Life	A senior officer in L'Aquila was contacted by letter to enquire about whether L'Aquila would be interested to support the study proposal in May 2018. This letter was also sent to the Mayor of L'Aquila.  The Abruzzese Association followed up the initial request in September 2018.  A letter was sent by the Lord Mayor to the Mayor of L'Aquila notifying him of her election. The letter also mentioned the study proposal. This letter was re-sent to the senior officer in L'Aquila in January 2019.

Ref	Meeting	Report / Action	Action Officer	Comments
6	<b>MARKETING GRANTS</b> Council 4/6/2018 Item 13	That Officers further investigate the application of the Shopfront Improvement Grant Program on a precinct basis with a further report to be provided as soon as practicable.	Director Community Life	Officers are progressing this matter with a report to be written after the 2019 grant round, so that more detail is available for the report.
7	<b>MEASUREMENT SYSTEM, INTERNATIONAL RELATIONSHIPS</b>  Committee, 21/02/2019, Item 6.1  Council 4/6/2018 Item 15	That the item be deferred to enable further investigation into what other key organisations such as RMIT and ACELG have done in terms of considering the measurement of the value of international relationships in the last 5 years and this be reported back to the Committee.	Director Community Life	The project team from RMIT visited Hobart at the end of March.  Information will be brought back to committee in June.
8	<b>CHRISTMAS DECORATIONS 2018</b> Council, 4/6/2018, Item 14	Officers to investigate and provide a report on how the City's Christmas Decoration Program can align with the City's Zero Waste to Landfill Strategy, including utilising the Art from Trash and other relevant programs when disposing of decorations.	Director Community Life	The Activation and Christmas Programs Officer started in the role on May 8. As such this investigation and ensuing report will be developed pending an initial audit of assets that the city hold (including for the Pageant) that may need to be disposed of.
9	<b>KUNANYI/HOBART VISITATION POLICY AND STRATEGY</b> Council, 4/02/2019, Item 11  Council, 22/10/2018, Item 13	<ol style="list-style-type: none"> <li>1. The Council agree in principle to develop a tourism strategy for the City of Hobart subject to consultation with the State Government and appropriate tourism stakeholder groups.</li> <li>2. The scope of the strategy be reported back to the Council.</li> </ol>	Director Community Life	Officers are progressing this matter and a report is due in June.

Ref	Meeting	Report / Action	Action Officer	Comments
10	<b>INTERNATIONAL RELATIONS – POTENTIAL VISITS TO SISTER / FRIENDSHIP CITIES IN THE CURRENT TERM OF ELECTED MEMBERS</b>  Council, 01/04/2019, Item 13	That: 1. The Council notes the potential pipeline of visits to Hobart's sister / friendship cities over the term of the current elected members as detailed in the report listed at item 6.1 of the Open Economic Development and Communications Committee agenda of 21 March 2019.	Director Community Life	1. Noted and complete
		2. A further report be prepared that includes a strategic review and status updates of current sister and friendship city relationships.		2. A report will be provide to Committee in June 2019.
11	<b>EXPLORATION OF NEW INTERNATIONAL RELATIONSHIPS</b>  Council, 01/04/2019, Item 12	That a report be provided to investigate potential relationships between the City of Hobart and cities in India, Nepal and Fiji and other countries with established communities within Hobart.	Director Community Life	Officers are investigating the scope of this project
12	<b>CONNECTED HOBART SMART CITY FRAMEWORK AND ACTION PLAN</b>  Council, 01/04/2019, Item 15	That: 1. The Framework and The Action Plan for the Connected Hobart program, marked as Attachments A and B to item 6.3 of the Economic Development and Communications Committee agenda of 21 March 2019, be adopted (in-principle) to enable a period of public consultation to occur commencing on 2 April 2019.  2. The General Manager be delegated the authority to complete The Framework and The Action Plan work post the public consultation period, with a final report to be provided to the Council in July 2019 for formal adoption of the program documents.	Director City Innovation	Following endorsement by Council, final public consultation will now occur. A public forum is scheduled for June and a subsequent report will be provided to Committee in July 2019.

## **9. QUESTIONS WITHOUT NOTICE**

---

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

Elected Members may ask a question without notice of the Chairman, another Elected Member, 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 Elected Member must not:
  - (i) offer an argument or opinion; or
  - (ii) draw any inferences or make any imputations – except so far as may be necessary to explain the question.
3. The Chairman must not permit any debate of a question without notice or its answer.
4. The Chairman, Elected Member, 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 Elected Members, at the appropriate time.
  - (iii) upon the answer to the question being circulated to Elected Members, both the question and the answer will be listed on the agenda for the next available ordinary meeting of the committee at which it was asked, where it will be listed for noting purposes only.

## 10. CLOSED PORTION OF THE MEETING

---

### RECOMMENDATION

That the Committee resolve by majority that the meeting be closed to the public pursuant to regulation 15(1) of the *Local Government (Meeting Procedures) Regulations 2015* because the items included on the closed agenda contain the following matters:

- commercial information of a confidential nature that if disclosed is likely to prejudice the commercial position of the person who supplied it.
- information provided to the Council on the basis that it be kept confidential.

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<br>LG(MP)R 15(2)(g)                    |
| Item No. 5   | Questions Without Notice   |